

Welcome to the fifth issue of our 2015 newsletter from the Peking University HSBC Business School (PHBS). This issue will report a series of school events and academic activities having taken place at PHBS recently.



Newsletter Number 5, 2015

School News

Peking University Global Branding Strategy Forum Held at PHBS

On August 13, the Peking University Global Branding Strategy Forum was held at PHBS. **Visiting Professor Paul Temporal**, leading global expert on brand creation and Dylan Che, Lecturer in accounting and finance, shared their expertise with an audience of around 300 entrepreneurs and business decision makers from various fields. In attendance at the forum were Dongwen Yang, chief executive officer of Skyworth Digital Holdings Ltd.; Yong Li, general manager of Zhengzhou Yutong Heavy Industries Co., Ltd.; Wei Zeng, marketing manager of Vanke Co., Ltd.; Xueliang Yang, public relations director of Zhejiang Geely Holding Group. [More...](#)

The 4th National School of Development of Peking University Alumni Academic Workshop Held at PHBS

The 4th National School of Development of Peking University Alumni Academic Workshop was held at PHBS from July 31 to August 1. The workshop featured keynote speeches, two concurrent sessions and a forum on the capital market. More than 70 Peking University Alumni members and current master's and PhD students met to discuss issues on economics, microeconomics, international finance, labor economics, and more. [More...](#)

PHBS Hosts Student Forum 2015

On July 17, the 2015 Student Forum opened at PHBS. The annual event serves as an academic platform for distinguished undergraduates to present research in economics, finance and management, offering undergraduates an opportunity to stimulate discussions through seminars and presentations. PHBS faculty, staff and 147 undergraduates from 47 universities of the country attended this five-day forum. [More...](#)

PHBS Wins Third Place in the 7th AceManager Contest

A PHBS student team led by 2014 finance and economics dual degree students Yang Yang, Yizhe Xu and 2014 finance student Yijun Liu won third place in the 7th AceManager Contest hosted by BNP Paribas on July 10. Ten student teams from all

over the world took part in the finals, including National University of Singapore, Hong Kong University, Peking University, and Zhejiang University. The AceManager Contest is a challenging online business game designed by BNP Paribas experts. Students from the best business schools around the world get to play the role of a banker and experience the bank's three core businesses: retail banking, investment solutions and corporate and investment banking. [More...](#)

Faculty Activities

- ***Publications***

Professor Kwangwon Ahn's paper, "Just Talk? Strategy Presentations as a Form of CEO Impression Management," co-authored with Richard Whittington and Basak Yakis-Douglas from Oxford University, was accepted for publication in *Strategic Management Journal*.

Professor Kwangwon Ahn's paper, "Strategic Planners in More Turbulent Times," co-authored with Richard Whittington from Oxford University, Basak Yakis-Douglas from Oxford University, and Ludovic Caillaud from the University of Toulouse, was accepted for publication in *Long Range Planning*.

Visiting Professor Jiazhao Wang's paper, "Analysis of the Development Status and Trends of Online Lending" (title translated from Chinese), was published in *China Internet* (pp.17-21, 2015).

Professor Chunyang Wang's paper, "The Location Choice of Foreign Firms and their Productivity" (title translated from Chinese), co-authored with Peiyuan Li, 2013 Economics Master's student, was accepted for publication in *South China Journal of Economics*.

- ***Conference Papers, Keynote Speeches, Invited Presentations and Visits***

Professor Wen Hai was invited to attend the New Opportunities for 2015 Chinese Economic Development & Xinhuanet Thinkers Meets JM Rogers held in Nanjing on August 26. Professor Hai presented "The New Trend and Opportunities for China's Economy" (title translated from Chinese). [More...](#)

Professor Wen Hai was invited to give a talk, "Analysis of China's Macroeconomic Trend" (title translated from Chinese), in the 13th Qian Hai Lecture Series, held by Qianhai International Liaison Services Limited, August 18. [More...](#)

Professor Fanmin Kong was invited to give a speech on organizational culture and firm reputation construction at the 2015 Conference of China Enterprises Scientific Development in Beijing, August 16. The conference was organized by China Cooperative Trade Enterprises Association, Ministry of Commerce Research Institute and Center for Credit Assessment and Accreditation, China Research Association of Enterprise Reform and Development, and other national institutions. More than 200 representatives, scholars, and entrepreneurs attended the conference.

Professor Ting Ren's paper, "Financial Constraints and Firm Innovative Performance: Evidence from Chinese Companies," co-authored with PhD candidate Jing Ru and 2011 management and finance dual degree student Chao Geng, was presented at the 75th Annual Meeting of the Academy of Management, held at Vancouver, Canada, on August 7-11. Chao Geng is currently employed by the Agricultural Bank of China.

Professor Wen Hai delivered a speech at the Inauguration of Shenzhen Finance Professionals Association (SFPA) & Financial Innovation Forum held in Shenzhen Wuzhou Guest House on July 19. More than 300 finance professionals participated in the event, among which ten were from "The Thousand Talents Plan," a recruitment program that aims to bring in overseas top talent to China. [More...](#)

Professor Haifeng Huang attended the EU-China Urbanisation Partnership Forum 2015 held in Brussels on June 29 where he co-hosted a panel, "Transition Towards Sustainable Cities," with Pierre Calame, French economist and director of the China-Europa-Forum. [More...](#)

Professor Haifeng Huang attended the 3rd Shenzhen International Low Carbon City Forum hosted by Shenzhen Government on June 18 where he moderated the sub-forum, "The Low Carbon Industry Forum," and delivered a speech, "Low Carbon Economy and Industry Innovation." [More...](#)

- **Media Coverage**

On September 1, *IFENG.COM* published an interview with **Professor Gang Fan** on the issue of China's macroeconomic regulation and control. [More...](#)

On August 26, *Xinhuanet.com* published an article on **Professor Wen Hai's** speech, "The New Trend and Opportunities for China's Economy," that he delivered at the New Opportunities for 2015 Chinese Economic Development & Xinhuanet Thinkers Meets JM Rogers. [More...](#)

On August 21, *G7G20 Insights* released an article, "Lessons from China: SMEs May Hold the Key to Sustainable Growth," written by **Visiting Professor Jiazhao Wang**. [More...](#)

YICAI.COM, Shenzhen Special Zone Daily, and Nanfang Daily all published an article on **Professor Wen Hai's** speech about China's macroeconomic trend that he delivered at the 13th Qian Hai Lecture Series, held by Qianhai International Liaison Services Limited. [More...](#)

On August 17, *Shanghai Securities News* published an article on **Professor Gang Fan's** speech about China's economy that he delivered at the 2015 Neo Wealth Summer Financial Summit, held in Guangzhou. [More...](#)

On July 9, **Professor Liangyi Ouyang** appeared on the *Phoenix Channel Elite Converge Program* discussing China Concepts Stock. China Concepts Stock is a set of stocks whose companies' assets or earnings have significant activities in mainland China. [More...](#)

Seminar Series

PHBS hosts an academic seminar series to serve as a platform for faculty members and students to communicate with outstanding scholars from all over the world. [More...](#)

Separating Skilled and Unskilled Fund Managers by Contract Design

Steven Kou, *National University of Singapore*, September 2

Institutions, Markets and Growth: A Theory of Comparative Corporate Governance

Kose John, *New York University*, July 9

Stock Returns and Market Illiquidity Decomposition: Pricing Macro and Funding Components

Sung Bin Sohn & Heungju Park, *PHBS*, July 8

Online Word-of-Mouth Transmission and Beyond: An Integrative Model at the Individual Level

Cuiqing Chen, *University of Ontario Institute of Technology*, July 8

Student Development Activities

PHBS 2011 economics master's student **Peiyuan Li's** two papers, "Trade Type, Production Organization, and Subsidy" and "The Root of a Nation's Vicissitude—Review of Why Nations Fail," was published in *International Economics and Trade Research (CSSCI)*(Vol. 31, pp 52-63, 2015) and *China Public Administration*

Review (Vol. 19, 2015).

PHBS 2013 economics master's student **Yu Yang** presented a paper, "Endogenous Selection into Single and Coauthorships by Surname Initials in Economics and Management," co-authored with **Professor David Ong**, and Ho Fai Chan and Benno Torgler from Queensland University of Science and Technology, at the 4th SOLE (the Society of Labor Economists) / EALE (The European Association of Labor Economists) World Meetings on June 26-28.

The PHBS newsletter provides the PHBS community with information about school events and academic activities. Faculty, students, and staff are welcome to contribute.

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September 2015

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