

Welcome to the eighth 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 8, 2015

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### School News

#### **First Shenzhen Bay Forum Held at PHBS**

On December 18, the first Shenzhen Bay Forum was held at PHBS. The forum was organized by PHBS and co-organized by innovation institutions in the areas of public policy, academics and entrepreneurship in Shenzhen. **Dean Wen Hai**, Clay Shirky, an American writer from New York University, and senior executives from Tencent and Letv gave talks on the theme of “Innovation Changes the World.” [More...](#)

#### **Letter of Intent Signed for Cooperation Between PHBS and Baruch College – CUNY, Zicklin School of Business**

On December 1, a delegation led by Dr. Fenwick Huss, dean of Baruch College –The City University of New York (CUNY), Zicklin School of Business, visited PHBS. During the visit, the two schools signed a letter of intent formalizing agreement to cooperate in the areas of program development and international exchanges. [More...](#)

#### **Eight PHBS Alumni Named in ‘13th New Fortune Best Analysts Award List’**

The 13<sup>th</sup> New Fortune Best Analysts Award Ceremony, hosted by *NEW FORTUNE (XCF)* Magazine, was held in Shenzhen on November 27. Eight PHBS alumni were named among the awardees in “The 13th New Fortune Best Analysts List.” Established in 2003, the award is the first market-based analyst award in China. [More...](#)

#### **2015 PHBS Development Forum Held in Shenzhen**

The 2015 Peking University HSBC Business School Development Forum was held in Shenzhen, November 27-29. More than 1000 teachers and students from cities all over China participated in the forum. **Visiting Professor Paul Temporal**, leading global expert on brand creation, Dylan Che, lecturer in accounting and finance, as well as **Professors Wen Hai** and **Fan Gang** attended the forum and gave talks. [More...](#)

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## Faculty Activities

- **Publications**

A book, *Sustainable Development and CSR in China—A Multi-Perspective Approach*, co-edited by Professors René Schmidpeter from Cologne Business School, Hualiang Lu from Nanjing University of Finance and Economics, Christopher Stehr from German Graduate School of Management and Law, and **Professor Haifeng Huang**, was published by *Springer* in December.

**Professor Kwangwon Ahn's** article, "Wall Street Rewards CEOs Who Talk About Their Strategies," co-authored with Professors Richard Whittington and Basak Yakis-Douglas from Oxford University, was published in *Harvard Business Review* on December 28, 2015. [More...](#)

**Professor Erik Benrud's** paper "Assessing the Efficiency of the Indonesian Stock Market Using Sectoral Data: 1996-2013," co-authored with Ragnar Benediktsson from IFS Research Iceland, was published in *International Review of Business Research Papers* (Vol. 11, pp. 158-169, 2015).

**Professor Yeujun Yoon's** paper "An Empirical Examination of the Development and Impact of Star Power in Major League Baseball," was accepted for publication in the *Journal of Sports Economics*.

**Professor Wei Wei's** article "Partnership Business Model" (title translated from Chinese), was published in *CEIBS Business Review* (Vol. 92, December 2015). [More...](#)

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

**Professor Wen Hai** was invited to attend the 17<sup>th</sup> Guangzhou Convention of Overseas Chinese Scholars in Science and Technology held in Guangzhou on December 21 to discuss with other academic experts and guests the topic of international cooperation and regional innovation development. [More...](#)

**Professor Haifeng Huang** was invited to attend the International Workshop on Social Innovation and Sustainable Business Development, hosted by Nanjing University of Finance and Economics and co-organized by Cologne Business School, December 9-10. Professor Huang presented "Green Innovation and Sustainable Business Development in China." [More...](#)

**Professor Haifeng Huang** attended the 7<sup>th</sup> St. Gallen Youth Forum held in Beijing on December 9 and participated in the discussions with other experts and guests. [More...](#)

**Professor Wei Wei** attended the first Shenzhen Management Innovation Dialogue 2015, held at Shenzhen University on December 5 where he discussed with other experts and entrepreneurs the topic of management innovation.

**Visiting Professor Jiazhao Wang** attended the 3<sup>rd</sup> China SMEs Global Development Forum, held in Ningbo on November 23. He moderated a panel featuring Kofi Annan, former secretary-general of the United Nations and Jean-Pierre Raffarin, former prime minister of France. On November 24, Professor Wang delivered a speech regarding the development of SMEs at the International Forum of China Internet Finance 2015. He also attended the first global Social Entrepreneurs Forum 2015, held in Beijing November 25 and made a keynote presentation. [More...](#)

**Professor Erik Benrud's** paper, "The Power of Gold: An Initial Look at Trading Strategies Using ETFs and ETNs 2009-2014," was presented at the 9th Asian-Pacific Business Research Conference in Singapore, November 6.

- **Media Coverage**

On December 16, *STCN.com* released **Professor Gang Fan's** view on China's economy that he delivered at the 11<sup>th</sup> China Business Model Summit Forum. [More...](#)

On December 16, **Professor Terrill L. Frantz** was a guest expert on CCTV News providing analysis and comments on President Xi's keynote speech at the Second World Internet Conference held in Wuzhen, December 16-18. He also provided insights and predictions on numerous aspects of the Internet in China, including governance, adoption, usage and future growth, as well as technical explanation of China's Internet-Plus vision and the Internet-of-Things.

On December 5, **Professor Gang Fan** appeared on the CCTV 1 *VOICE* program discussing how to make a decision. [More...](#)

On December 1, *Shanghai Financial News* released an interview with **Professor Wen Hai** on the issue of China's reform of the supply front. [More...](#)

On November 13, *CRI online* published its interview with **Visiting Professor Gerhard Stahl** on the issue of China's 13th Five-Year National Socioeconomic Development Plan. [More...](#)

During November **Professor Terrill L. Frantz** participated as a regular guest in the China Radio International (CRI English) radio program "Today," commenting on the following topics: UK unemployment rating hitting lows, China's new-credit growth at 15-month low, surge in China vehicle sales, China investment in Africa, China steel production, China-CEE cooperation [Central and Eastern European countries], electric

vehicle industry in China, Alibaba bid for South China Morning Post (SCMP), job cuts in global banking industry, Google "re-entry" into China, and Black Friday in the USA.

On October 28, *HUXIU.COM* released a Chinese article regarding Chinese internet companies written by **Professor Zhixing Xiao**. [More...](#)

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## 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...](#)

### **Unraveling the Benefits of Inter-Organizational Endorsements for Startups: The Role of Government Research Grants in Venture Capital Financing**

Mazhar Islam, *Tulane University*, December 23

### **The Role of Margin and Spread in Secured Lending: Evidence from the Bilateral Repo Market**

Jun Kyung Auh, *Georgetown University*, December 16

### **Real Exchange Rates and Sectoral Productivity in the Eurozone**

Charles Engel, *University of Wisconsin-Madison*, December 14

### **High-Volume Return Premium: Does it Exist in the Chinese Stock Market?**

Yuanji Wen, *University of Western Australia*, December 9

### **Inflation, Liquidity, and Long-Run Growth**

Ge Zhou, *Zhejiang University*, December 4

### **Ethnic Diversity Deflates Price Bubbles**

Sheen S. Levine, *University of Texas at Dallas*, November 30

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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