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Premier Li Keqing Visits Zhejiang University
On November 21, Premier Li Keqiang visited Zhejiang University. He went to the library at Yuquan Campus and delivered a speech to faculty and students present.

He shared his interpretations of the university motto and encouraged students to be innovative and entrepreneurial. He said: “I’m very happy to learn that many of you want to start your own business in the future. Business feeds on innovation. Competition in the market is very fierce and without innovative products or services you cannot gain much market share.”

According to the Annual Employment Report of the 75 MoE administered universities, 4.16% of graduates with a Bachelor’s degree from Zhejiang University started their own businesses, which is the highest among all. The Central Government has also issued a series of policies supporting graduates in initiating new businesses, including reduced government intervention, and the offer of micro loans and input in social services for start-ups. The School of Management is among the earliest institutions of higher education in China to start education on entrepreneurship and innovation. In 2006, the School launched a doctoral program in Entrepreneurship Management, which was the first of its kind nationally. In 2008, the School initiated the Global Entrepreneurship Program together with Babson College and EMLyon Business School. The percentage of MBA graduates who are operating their own businesses part-time or full-time is 15%, compared to just 8% before their enrolment.

International Advisory Board (IAB) Meeting held
On 12th October, 2014, the first International Advisory Board (IAB) Meeting of School of Management was held in Hangzhou. Distinguished guests included Mr. JIN Deshui, Secretary of the ZJU Party Committee, Prof. LIN Jianhua, President of ZJU, and Executive Vice-President Prof. SONG Yonghua as well as 22 senior members with international reputation and status.

Hosted by ZHANG Xinsheng, the meeting began with an introduction of Board members, followed by the formulation of resolution on IAB Charter. Later, IAB members were presented respectively with letters of appointment by President LIN, who then made a welcome speech to the guests.

After the tea break, the Dean of ZJUSOM Prof. WU Xiaobo made a report on Business Education with Global Perspective. During discussions on School’s global strategy and corporate collaboration, IAB members advised on various issues concerning School’s development. For example, Mr. ZHANG suggested that ZJUSOM should differentiate itself from others by focusing on innovation and entrepreneurship and highlight its social responsibility by promoting sound development and green education. Mr. ZHAO, former Dean of Tsinghua SEM pointed out that the School should strive towards being the leading business school in China by fully utilizing its unique advantages and resources.

The meeting was concluded with a discussion on the agenda for next IAB meeting and a summary.

Initiated by ZJUSOM, IAB is formed to provide external advice to the design and implementation of School’s strategic issues, to recommend and advice on a broad range of issues relevant to School’s routine operations including
research activities, program and curriculum development, academic standards and faculty development, and to support the School in developing and promoting its positions at both local and global levels.

Fotile Donated 20m in Support of A New Institute for Entrepreneurs

Fotile Group made a donation of 20 million RMB to Zhejiang University Education Foundation in support of a new institute established at School of Management, Zhejiang University. On November 10, 2014, the donation and the inauguration ceremony for Institute of Entrepreneurs was held at Zijingang Campus, Zhejiang University.

Mr. MAO Yixiang, founder and former President of the Fotile Group and a well-known philanthropist, keenly follows upon entrepreneurship education and the growth of family business. In 2009, he donated two million RMB to set up the first research fund in the nation for family business. He also sponsors International Symposium on Entrepreneurship and Family Business, an influential conference initiated by SOM in 2005. In his speech he said: "China needs more family businesses with more social responsibility. Zhejiang University is located in a region of thriving family businesses, and SOM is known for its research in family business within the nation and worldwide. That’s the main reason why I collaborate with SOM."

The newly established Institute of Entrepreneurs, preceded by Family Business Institute of Zhejiang University founded in 2004, focuses on the growth and the smooth trans-generational succession of family businesses in China. It aims to offer customized courses and consulting services to the first and second generation business owners, which include Program of Succession Plan for Family Business, Program of Nurturing Plan for Family Business Leaders and Overseas Study Trip in Germany, Japan and UK. Party secretary of Zhejiang University JIN Deshui, Dean of SOM Prof. WU Xiaobo and Associate Dean CHEN Ling attended the ceremony.
ZJU Venture Lab Connects Students with Incubator at Silicon Valley

On May 30th, the founding ceremony of Venture Lab@Silicon Valley was held at Zijingang Campus, Zhejiang University. As a product of collaboration between ZJUSOM and Ufrate, a Silicon Valley based incubator, Venture Lab@Silicon Valley is a platform for connecting ZJU faculty and students with cutting edge hi-tech innovation and entrepreneurship at the Silicon Valley.

Ufrate is founded by Dr. Zion Shen, an active entrepreneur at the Silicon Valley who has extensive experience in technology innovation, business strategies and other start-ups. At the ceremony he was also appointed as the MBA Mentor of Zhejiang University. Dr. Shen will be directly advising on the student start-up projects.

On July 4th, the first cohort of 10 students from ZJU MBA and ITP Program went to the Silicon Valley to begin their two-month internship at Ufrate. During their stay, they were assigned different incubating projects across industries such as e-commerce, IT, media and healthcare. They also visited many great companies in the Silicon Valley including Apple, Facebook and Microsoft. The internship program will be held every year and will hopefully benefit more students in the future.

Successful Ending of 2013 AMBA Asia-Pacific Conference for Deans and Directors

From November 27 to 29, the 2013 AMBA Asia-Pacific Conference for Deans and Directors was held on Xixi Campus, Zhejiang University. The event was jointly organized by School of Management Zhejiang University and Association of MBAs.

As the first AMBA accredited business school in mainland China, ZJUSOM won the bid to hold this event. Attendants of the event included Prof. SONG Yonghua, Executive Vice-President of Zhejiang University, Prof. WANG Jiaping, Associate Dean of Graduate School of Zhejiang University, Dr. Li Jun, Director of China Academic Degrees & Graduate Education Development Center, Sir Paul Judge, President of AMBA, Mr. Andrew Main Wilson, CEO of AMBA, and ZJUSOM Prof. Wang Zhongming, AMBA International Accreditation Director.
for China, as well as 80 deans and directors of business schools in 11 countries such as UK, India, Australia, Japan and China. They gathered in Hangzhou to discuss current and future development trends of business schools, as well as challenges that business schools face in the context of globalization.

MBA Students Expanded Learning Experience in Overseas Exchange Programs and Study Trips

By offering various overseas learning opportunities, ZJU MBA Program expanded students’ learning experiences and enhanced their cultural awareness. MBA students got wonderful experiences in UK, US, Sweden and Japan.

At Tulane University, for example, exchange students could choose one concentration among Finance, Marketing, Strategy, Global Management and Energy. All courses were based on case studies of 10 to 30 pages. At Lund University, all newly enrolled students attended an orientation to learn about the curriculum, use of internet and electronic systems, medical service etc. During the week they also learned some basic Swedish, visit IKEA group, Lund Cathedral and some local museums.

For students in Cambridge, they got the chance to visit DOMINO, which was one of the world’s largest manufacturers of digital printing solutions and was listed on the London Stock Exchange. Exchange Students at Kyushu University had a feature activity called “kengaku”, which allowed them to visit local companies and non-governmental organizations.
**New tailored EMBA Program for Second Generation Entrepreneurs**

Private economy in Zhejiang experienced rapid development in the past 30 years. Private companies, especially family businesses, will face the challenge of trans-generational succession in the next few years. Whether second generation entrepreneurs would be prepared to carry on the business is an issue critically related to macro policy concerns such as promoting economic transformation, upgrading manufacturing, and facilitating sustainable development.

The NexGen Program, an EMBA program for the next generation of Zheshang entrepreneurs, is jointly initiated by School of Management Zhejiang University and FAW Volkswagen-Audi. The program held its opening ceremony on Zijingang Campus on March 28th, 2014.

Through years teaching and research, ZJU EMBA has accumulated distinctive disciplinary advantages in family business. Its research team has conducted numerous research projects in family business transition, internationalization and trans-generational succession.

Synergizing capabilities of the university, government sectors and business companies, the NexGen program aims to nurture the next generation Zheshang entrepreneurs to become leaders with global perspective, innovative capability, entrepreneurial spirit and social responsibility.

Most participants of the program were born in the late 1970s. SUN Junwen, Chairman of Zhejiang Tongxing Technology Co. Ltd said he was very excited about this program, and looking forward to the study tour to Audi's German headquarter. Another participant MAO Yingying, Managing Director of Fenghua Hawks Automatic Equipment Limited Company, said that the competition in his industry was very fierce; he took part in this EMBA program in hope that he could find new direction for transforming his own business.

Top professors from Zhejiang University, Tsinghua University, Peking University as well as professors from Harvard, Stanford, Yale, MIT, Cambridge, Oxford, INSEAD, and HEC Paris would be invited as lecturers. Besides, owners of top brands and companies, such as FOTILE group, New Hope Group, SOHO China, Wahaha Group, Rockefeller Group, and etc., will meet with participants to share their business experiences.

**Vice Dean from Wharton Gave an Open Class on Innovation and Entrepreneurship**

Karl Ulrich, professor of innovation, Vice Dean of Wharton Business School, held an open class on innovation and entrepreneurship at Zhejiang University on October 16, 2014. In his lecture, Prof. Ulrich laid out four key principles in innovation management, quoting from cases such as
Apple and Google. He then applied those principles to tackle business challenges, identifying and generating opportunities for innovation. Participants of the lecture learnt how innovation processes in their organizations might be improved; they also acquired several practical tools for identifying and generating opportunities for innovation.

Karl Ulrich is the Vice Dean of Wharton Business School, University of Pennsylvania, and the CIBC Professor of Entrepreneurship and e-Commerce. He also holds an appointment as Professor of Mechanical Engineering. His research focuses on innovation, entrepreneurship, and product development.


To Meet with a Better Self: The Fifth Anniversary of Rose Club

The fifth anniversary ceremony of Rose Club, one of EMBA most active alumni clubs, was held on July 5th 2014. Ms. WANG Yuzhi, former Vice Party Secretary of Zhejiang University and Honorary President of Rose Club, Prof. WEI Longbao, Deputy Director of International Campus Construction and Development Committee of ZJU, LOU HuaLiang, Director of ZJU Alumni Association Office, Prof. WU Xiaobo, Dean of School of Management ZJU, and other members of the club's management team attended the ceremony.

Members of Rose Club came to celebrate their own festival. Members of other EMBA clubs, such as Real Estate Association (BEE Association), Manufacturing Association (Global Creation Club), Golf Association, Tennis Association, Badminton Association, Football Association, and Geyou representatives also joined the celebration.

As its name suggests, ZJU EMBA Rose Club enrols members from female EMBA students and female EMBA graduates. In the past five years, the club has been known for its commitment and support to community and charity work. On its fifth anniversary, a new board has been formed which is chaired by KUANG Yuefang, Chairperson of Hangzhou Zhongshang Landa Property Co. Ltd. ZHAO Zidan, Vice President of Zhejiang Xinhe Group, acted as the club's secretary.
ZJUSOM WEnF Delegation Revisits the Silk Road

On 13th October, a group of entrepreneurs led by the Associate Dean of SOM set off for the New Silk Road. The trip lasted for thirteen days. The delegation started from Urumqi, and visited Asian and European trade centers at Almaty and Istanbul before it arrived at Lyon. Lyon used to be a trade and manufacturing centre of medieval Europe.

The first stop was Almaty where the delegation was warmly welcomed by Almaty University and its president Assylbek Kozhakhmetov. Both sides discussed possible cooperation between two universities including faculty and students exchange, study tours, as well as establishing a joint research center.

The second stop was Istanbul, Turkey. The president of Chinese Chamber of Commerce and Industry in Turkey Mr. JIANG Xiaobin introduced basic information about Turkey including its tourism industry, service industry, and the development of local resources. SOM intends to play an important role in building the bridge between Chinese and Turkish entrepreneurs.

Lyon was the last stop of the tour. As the co-founder of World Entrepreneurship Forum (WEF), the SOM delegation and students from GEP 2014 cohort attended the seventh WEF Forum “Entrepreneurship 3.0: Unlimited Opportunities”.

Inauguration of ZJU-PROYA Advanced Business Administration Program

Representatives from SOMZJU and PROYA Cooperate University met on 28 May 2014 at ZJU’s Xixi campus and signed a training agreement. The occasion was chaired by EDP director Mr. SUN Jianping. Important attendants of the event included Vice Dean of SOM Prof. QIAN Wenrong, the General Manager of PROYA Mr. FANG Yuyou, and the Deputy General Manager of PROYA Mr. CAO Lianguo.

The agreement was signed by Mr. SUN Jianping and the Head of PROYA’s general administration Mr. SHI Zhongqin. The agreement enlists PROYA as yet another academic research centres of SOM.

The initiation of the program signifies that a long-term, stabled cooperation between the EDP office and PROYA had been established. It is also a big step forward for the EDP office to expand its training services to cooperate universities.
The Financial Reform and Internet Finance Forum Held

The Financial Reform and Internet Finance Forum held at Zhejiang University on 20 September 2014 was co-organized by the International Cooperate Center of National Development and Reform Commission, China Financial Youth League, Hangzhou Yougao Interact Technology Ltd. Co., the Sci-Tech & Finance Times and the School of Management of Zhejiang University. As the sub-forum of Mogan Mountain Conference, the forum was not only a research seminar, but also a collision of the sparks of thought.

Internet finance was mentioned in the government work report for the first time during the National People’s Congress and The Chinese people’s Political Consultative Conference. How to use internet finance to further deepening the financial reform is an important issue that needs to be dealt with. The forum contains keynote speeches and parallel forums. Speakers included Deputy Director of China Banking Association; Director of Ali Financial Research Institute; Director of International Cooperation Center of National Development and Reform Commission. During the forum, attendants discussed new banking practices, customer relationship in internet banking, as well as the effect of new technology on the banking industry. Parallel forums focused on how practices of internet finance might be improved and China’s financial reform deepened.

The forum had provided a platform for personal development and contributed to the growth of financial industry.
Teaching Case developed by SOM and GSB was published by Harvard Business Publishing

“The Chinese Wireless Communications Industry in 2012 and Beyond: An Industrial Note” is a teaching case co-developed by Associate Prof. ZHENG Gang from School of Management Zhejiang University, WANG Yajuan and Professor Robert A. Burgelman from Stanford Graduate School of Business. The case was published by Harvard Business Publishing for Educators.

This teaching case provides an extensive overview of the wireless communications industry in China at the end of 2012. It also discusses the industry's value chain (carriers, device manufactures, component providers, content and applications providers, and telecom equipment providers), and the role of the Chinese government in the industry's evolution. The case presents the strategic positioning and business models of China’s three main carriers (China Mobile, China Unicorn, and China Telecom), and of the major international and domestic handset manufacturers, including Samsung, ZTE, Nokia, Apple, Lenovo and Huawei. In addition, the case covers the strategic positioning of the main chipset suppliers in the Chinese wireless market: Qualcomm, MediaTek, Samsung and Intel.

Co-develop teaching case with faculties from top business Schools worldwide is an important measure in implementing School’s strategy in internationalization and is highly supported within the School. The publication of this teaching case opened up a new page in co-developing teaching cases and cooperative teaching.

Best Conference Paper of CIST 2014

From November 8th to 9th, Conference on Information Systems and Technology (CIST) 2014 was held in San Francisco, hosted by Information Systems Society (ISS) under INFORMS. This Conference is also known as the annual meeting of ISS. Six papers were nominated as Best Conference Paper, and the paper from SOM Associate Professor CHEN Xi and his co-authors was one of those. Their paper is entitled “Social Influence in Online Social Games: Understanding its Effect on Willingness to Play and Willingness to Pay”.

Online Social Gaming industry is now a high value industry with a revenue model called “Freemium” in which games are free-to-play, but players need to pay extra money to get advanced features and virtual goods. In their study, a two-stage data analytic procedure is proposed to verify the effect of local network centrality and peer consumption on players’ two types of game consumption and an empirical model is conducted to test the social influence effect. The study suggests that game companies could possibly leverage social influence of particular group of players to promote more game consumption and premium fee payment.
SOM and AIA Signed Corporation Agreement

On April 29th, 2014, School of Management (SOM) Zhejiang University and The Association of International Accountants (AIA) signed an Agreement on Mutual Recognition of Courses. Professor WU Xiaobo, Dean of SOM, expressed the school's focus on integrating general education, professional education and career education. Simon Kelly, Deputy Head of the UKTI China, expressed his congratulation and gave a short introduction about what AIA may bring to students. Recognized by the UK Government as a Recognized Qualifying Body for statutory auditors under the Companies Act 2006, AIA has its professional qualification recognized in over 30 countries worldwide. This agreement will facilitate the internationalization of training programs on accounting and provide access to international recognized knowledge system. Students' future career development is believed to have more options since AIA members qualified as a statutory auditor and registered with a Recognized Supervisory Body (RSB) are able to seek registration as a statutory auditor across the European Union.
Financial Summit Held in Hangzhou

A financial forum entitled “New Patterns of Global Economy and Macro Strategy of Chinese Financial Market” was held on September 12nd, 2014 in Hangzhou. The summit was jointed sponsored by ZJU EMBA, Youth Federation of Zhejiang Province and Zhejiang Entrepreneurs Association.

The forum focused on several hot issues, such as understanding of the current macro economy, how to accelerate development and reform for China’s financial market, and how to explore opportunities during times of economic crises.

The forum invited Mr. XIANG Songzuo, Chief Economist of Agricultural Bank of China, to deliver his opinions regarding the above topics. ZJUSOM Dean WU Xiaobo, Prof. Shenglin BEN, Director of the EMBA Program Office, Associate Prof. DU Hong, Executive Deputy Director of EMBA Program Office, Ms. HUANG Yueyuan, Deputy Director of EMBA Program Office and 200 other EMBA alumni and business executives attended the forum.

“Strategy is Destiny” Robert Burgelman Talked With EMBA Students

On December 13, Robert Burgelman, Edmund Littlefield Professor of Management from Stanford Graduate School of Business, visited SOM and delivered a lecture to EMBA students.

Professor Burgelman is an expert on corporate strategy and innovation management. He has been teaching strategic management at Stanford since 1981. His research focuses on the role of strategy-making in firms’ evolution. In particular, he studies the strategy-making processes involved when companies enter into new businesses and exit from existing ones. He authors several best-sellers in the area including Inside Corporate Innovation: Strategy, Structure, and Managerial Skills (1986) and Strategy is Destiny: How Strategy-Making Shapes. a Company’s Future (2002).

In his lecture he said that strategy is a mindset and a way of looking. Strategy concerns not only the top executive level of an organization but also managers of various levels. He upgraded Porter’s Five-Force Model by introducing four more forces that shape firms’ strategic positioning: complementary partners, distribution channels, technologies and government...
When asked about why he came to work with Zhejiang University, Professor Burgelman said both SOM and Stanford are committed to education on entrepreneurship and innovation. He believed that his collaboration with SOM and communication with EMBA students such as this open door for a closer observation on the Chinese market and its economic environment.

Graduation of Fifth Cohort of Oxford-Zhejiang 10,000 Women Programme

Hangzhou, China, October 27, 2013 – Said Business School, University of Oxford and the Global Entrepreneurship Research Centre at Zhejiang University announced today the graduation of the fifth and final cohort of their 10,000 Women Entrepreneurship Certificate Programme. The programme is part of the 10,000 Women initiative sponsored by Goldman Sachs and The Goldman Sachs Foundation. A total of 507 female entrepreneurs have been trained under the programme since 2009.

JIN Deshui, Secretary of the Party Committee of Zhejiang University, said: “The Oxford-Zhejiang 10,000 Women programme is a unique and customized programme designed to enhance the business and management skills of women entrepreneurs. Incorporating themed lectures, case studies, company visits, story-telling competitions and business plan writing, it sets a new benchmark for entrepreneurship education nationwide and globally.”

“His programme has attracted female entrepreneurs of good calibre,” said Elizabeth Paris, Programme Director at Said Business School. “Their energy, attitude and progress have made a positive impact on local industries. They have taken advantage of this opportunity provided by Goldman Sachs to enhance their careers and bring change to their families and the community.”

The programme enhanced scholars’ capabilities in areas including human capital management, financial and strategic management and sales. Upon graduation, scholars will continue to implement action plans for their business with the guidance of mentors including Goldman Sachs employees and University of Oxford alumni.

Participants in the fifth cohort were from Zhejiang Province and neighboring regions and involved in a variety of industries including leisure services, technology, agricultural services, manufacturing, education and training, logistics and healthcare. Some of the participants have already made progress in growing revenues and providing new job opportunities.

Professor WANG Zhongming, Director of the Global Entrepreneurship Research Centre at Zhejiang University said: “Professors from Oxford and Zhejiang have worked closely to develop a five–module programme to develop female entrepreneurs’ business skills. Each module is supported by case studies, lectures by financiers, lawyers and entrepreneurs, site visits, business planning supervision as well as mentoring by entrepreneurs and business executives.”
The Goldman Sachs 10,000 Women initiative is a five-year campaign to foster greater shared economic growth by providing 10,000 underserved women around the world with a business and management education. The initiative covers 43 countries and is coordinated locally by a network of over 85 academic and non-profit organizations. It is funded by Goldman Sachs and The Goldman Sachs Foundation.

**Forum on Family Business Succession and Wealth Management held**

The Forum on Family Business Succession and Wealth Management was held at Zhejiang University on 23 April, 2014. Prof. CHEN Ling, ZJUSOM Associate Dean and Executive Dean of Academy of Global Zhejiang Entrepreneurs, Mr. Mark Evans, the Chair of Family Firm Institute and Managing Director, Head of Coutts Institute, and other guests from Coutts attended the forum together with many other entrepreneurs and scholars.

The forum consisted of a series of keynote speeches and round-table discussion. Prof. CHEN made a keynote speech on the challenges and opportunities for family business succession in China. Mr. Evans delivered a speech on family business succession and wealth management. He pointed out that family business performs better than non-family business in that employees have stronger sense of belonging, show more loyalty and have lower turnover rates. However, family business faces the critical challenge of trans-generational succession. He presented topics such as key factors for successful succession, succession models, and family charity. Ms. CHOI Wai Fan, Head of Wealth Management at Coutts in North Asia also shared her opinion regarding family wealth management by introducing the Trust Fund in several cases.

During the round-table discussion, participants discussed and shared their insights regarding the numerous topics of family business, and its succession and development.

**Decoding the DNA of Japanese Manufacturing System**

On 24 March 2014, ZJUSOM welcomed Prof. Takahiro FUJIMOTO and his colleagues Prof. Junjiro SHINTAKU and Prof. Youngwon PARK from the University of Tokyo to discuss the topic related to supply-chain management and innovation”. Dean WU Xiaobo, Associate Dean ZHOU Weihua, Prof. LIU Nan and Prof. HUO Baofeng as well as EMBA and EDP students attended the discussion.

Dean WU expressed his welcome and also the hope of strengthening cooperation between academia and industries.

Prof. FUJIMOTO started the session by quoting from examples of Toyota to illustrate the concept of product architecture and innovation capabilities. By comparing the different strategies adopted by Japanese and American auto industries, respectively, he attributed the success of Japanese auto industry to the systematic management and teamwork spirit. The so called
Capability-Building Competition was what he considered the core concept that shapes the Japanese manufacturing system in the post WWII era. He noticed that deep-level competitiveness which cannot be directly observed by customers, such as reduction of defects and lead time, enabled the Japanese auto industry to outperform its U.S. counterparts and in return leads to the sustainable growth of Japanese enterprises.

“The essences of Toyota Production System (TPS) are continuous improvement (Kaizen) and striving for excellence”, said Prof. FUJIMOTO at the end, “Just-in-Time (JIT) and Automation (Jidoka) allow Toyota to realize the low-cost and efficient production”.

Prof. Takahiro FUJIMOTO is an exponent of so-called Toyota-style manufacturing system. His research objectives concentrate on three areas: production management, product development, and suppliers’ management at the University of Tokyo. His works include: An Evolutionary Theory of Production Systems, The Evolution of a Manufacturing System at Toyota and Transforming Automobile Assembly, among others.

The Intellectual Property Management Forum Held

On 15 March 2014, the Intellectual Property Management Forum was held in Hangzhou by ZJUSOM and Zhejiang Intellectual Property Research Center. Mr. Ruud Peters, Executive Vice President of Royal Philips and former Chief Intellectual Property Officer (CIPO), was invited. He made a keynote speech on intellectual property management.

Mr. Peters first illustrated the important role of intellectual property in knowledge transfer. He pointed out the importance of establishing a strong position for intellectual property in the business frontiers with continuing growth in innovation investment worldwide. Then he elaborated how to manage intellectual property from an executive’s perspective and laid emphasis on the company’s intellectual property strategy. In addition, Mr. Peters gave a systematic introduction on obtaining values from intellectual property, the assessment and risk management of intellectual property by quoting classical IP cases of Philips.

During the round table session, Mr. Ruud Peters, Professor WU Xiaobo, and Hengyi Chair Professor Frans Greidanus, who is also former Senior Vice President of Philips Asia, and other scholars and entrepreneurs discussed topics such as the challenges of turning the company’s intellectual property department from a cost center to a profit center and how to improve education, research and consultancy in intellectual property.
Former CEO of JP Morgan China Joined SOM as EMBA Director

A welcome ceremony was held on May 16th, 2014 for Dr. BEN Shenglin, former Chief Executive Officer of JP Morgan Chase Bank (China) Co. Ltd.. Dr. BEN has recently joined the School and taken office as the Director of EMBA Program Office.

Prof. SONG Yonghua, Executive Vice President of Zhejiang University, Prof. ZHU Xiaoyun, Executive Vice HR Director of Zhejiang University, and the Dean and Associate Deans of the School, as well as friends of Dr. BEN, attended the ceremony. Mr. BAO Dihong, Senior Associate Dean of SOM, presented words of welcome; Dean WU Xiaobo gave a brief introduction of Dr. BEN. Prof. SONG Yonghua also stated his sincere welcome to Prof. BEN and presented to Dr. BEN the badge of Zhejiang University.

Prof. SONG said that the mission of Zhejiang University is supported by three main functional focuses which are providing higher education, conducting scientific research and providing social services. He hoped that Dr. BEN would contribute to the development of the School as it aims to become a first-class business school.

Short Biography of Dr. BEN Shenglin

Dr. Ben has rich experiences in international banking, having worked for leading international finance institutions such as ABN AMRO (as Senior Vice President and China Country Head-Working Capital), HSBC (as Managing Director and China Country Head of Commercial Bank), and JP Morgan Chase (as Chief Executive Officer).

Dr. Ben has been a National Executive Committee member of the National Federation of Industry & Commerce since 2007. He has also been a member of Global Strategic Advisory Board of Krannert School of Management, Purdue University since its inception in 2012. Dr. Ben also worked as the Executive Director of the International Monetary Institute of Renmin University since January 2014. Dr. Ben has a bachelor’s degree in Engineering from Tsinghua University, China, a Master’s degree in Management from Renmin University of China and a Ph.D. degree in Economics from Purdue University, USA.
Professor HUA Zhongsheng Joins ZJUSOM

A welcome ceremony was held on 10 October 2014 for Prof. HUA Zhongsheng and his research team: Prof. XU Xiaoyan, Dr. HE Ping and Dr. ZHANG Wei. The four scholars have recently joined the School of Management, Zhejiang University.

Prof. SONG Yonghua, Executive Vice President of Zhejiang University stated his sincere welcome and wore the badge of Zhejiang University for Prof. HUA and Prof. XU. Mr. BAO Dihong, Senior Associate Dean of the School, Prof. QIAN Wenrong, Associate Dean of the School, Prof. YAO Zheng, Head of Accounting and Finance Department, Prof. LIU Yuan, Head of Management Science and Engineering Department and more than 30 students attended the ceremony.

Prof. HUA got his doctoral degree from University of Science and Technology of China (USTC). He is a recipient of the National Outstanding Youth Fund, the Yangtse River Scholarship, and the New Century Talents Project of the nation. Before joining the School of Management ZJU, Prof. HUA was Associate Dean of the School of Management at USTC and he has made significant achievement in his research fields of operations management forecasting, decision making and supply chain management.

Prof. XU was professor and supervisor for PhD candidate at School of Management USTC. She was also program director of Master of Project Management. Her major research interests are financial budgeting and finance control.

Two ZJUSOM Alumni Won the “Zhejiang Charity Award"

On 27 February 2014, the fourth “Zhejiang Charity Award” ceremony was held in Hangzhou. Two ZJUSOM EMBA alumni: Mr. WANG Yilei, President of Cosmos Group CO. Ltd. and MR. ZHANG Pengfei, Chairman of Modern United Holding Group won the “Award for Individual Donations”, respectively. They have been known for their donations to several hope-project primary schools and also their support to Zhejiang University.
Initiated in 2006, “Zhejiang Charity Award” is the highest award for business philanthropists in Zhejiang Province. This year’s awards cover five categories and are shared by 116 individuals, institutions and/or projects. The five categories are “Award for Individual Donations”, “Award for Institutional Donations”, “Award for Charitable Projects”, “Award for Voluntary Service” and “Award for Charity Work”.

ZJUSOM MBA Teams Won First Class Award in the 2013 GMC China Competition

The 2013 Global Management Challenge (GMC) China Competition was kicked off in Beijing on 21 January 2014. Two MBA teams from the School of Management Zhejiang University won the first-class award at the national final.

Eight teams from Sun Yat-sen University, Wuhan University and Zhejiang University entered the national final after four months of tough competitions since September, 2013. During the final, eight teams simulate company operations in production, marketing, research & development, human resources management, investment and financing. To win the competition teams need to demonstrate an acute sense for business opportunities and have rich knowledge of business processes. After a fierce competition, two MBA teams from ZJUSOM, Team Spark and Team Dream, won first-class awards. Members of Team Spark included YU Bo, SONG Chengcheng, LIN Tiantian, CAO Kejia and ZHENG Lingling. Members of Team Dream included XU Lude, GONG Zixiang, XU Daixuan, XIONG Yujuan and LI Siyu.

The Global Management Challenge is one of the largest Strategy and Management Competitions in the world based on business simulations, in which more than 500,000 university students and company managers take part in this event throughout the world. It normally consists of 4 stages, the 1st Round, the 2nd Round, National Final and International Final.