



Handbook for Global Academy Summer Camp

School of Business Administration
Southwestern University of Finance and Economics

SBA
SWUFE



Global Best Practices of Business Management in an
Unpredictable Situation

03-16 July 2022, Chengdu



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About SWUFE

01



Southwestern University of Finance and Economics (SWUFE), located in Chengdu, is a national key university under the direct administration of the Chinese Ministry of Education (MOE). It is also a member university of “Project 211” and “985 Innovative Platforms for Key Disciplines Project”. SWUFE is committed to fostering talents who share global vision and demonstrate leadership in various fields by creating a dynamic learning environment for the students and providing them with abundant resources and opportunities. Listed in China’s “Double World Class Plan”, SWUFE is now striving to become a world-class research university specialized in economics and business-related disciplines.

Since its inception as Kwang Hua University in 1925, Southwestern University of Finance and Economics has been a witness to China’s economic progress and made due contribution to China’s economic miracle. For decades, SWUFE has nurtured an array of outstanding leaders in the financial sector and various industries among its 170,000 alumni. Many of SWUFE’s alumni have been found among the top leadership in organizations like China Securities Regulatory Commission, China Banking and Insurance Regulatory Commission, Shanghai Stock Exchange, State Auditing Administration and some provincial governments and so on. SWUFE is thus known as “China’s Financial Talent Pool” and the think-tank in western China.

China's Financial Talent Pool



Currently, SWUFE has 28 academic units offering 35 undergraduate programmes, 81 masters programmes (including 16 professional master programmes), and 56 doctoral programmes. The university has an enrollment of over 14,700 full-time undergraduate students, 5,700 master students, 740 doctoral students, and 515 degree-seeking international students. Many of our 1,355 faculty members have obtained their Ph.D. degrees from overseas institutions or have overseas exchange experiences.

While focusing on building its own strengths and making continuous improvements, SWUFE also takes a global perspective. SWUFE believes the future leaders of China should have a global vision and knowledge of the world in order to competently engage in global affairs and international collaboration. That is why SWUFE highly values the cooperation and collaboration with universities in other countries and regions to draw on each other's strength. By far, SWUFE has forged partnerships with over 200 prestigious universities, financial institutions and companies from around 36 countries and regions. The dynamic exchange programmes, internships and interactions have not only benefited SWUFE students and faculties personally, but also promoted understanding among different cultures.

As its motto goes, SWUFE will continue to make unremitting efforts to advance the well-being of the public, the prosperity of the economy, and the harmony of the society.



Guanghua Campus

55, Guanghuacun Street
Qingyang District, 610074
Chengdu, Sichuan, China



Liulin Campus

555, Liutai Avenue
Wenjiang District, 611130
Chengdu, Sichuan, China

About SBA

02



The School of Business Administration (SBA), Faculty of Business Administration of SWUFE, is one of the business schools with the longest history, the strongest faculty and the largest scale in western China. It offers 6 undergraduate programmes including one Sino-French joint double bachelor degree programme majoring in Financial Services and Marketing, 12 master's programmes consisting of 6 Sino-Foreign double master degree programmes, 6 doctoral programmes and post-doctoral mobile station. The school has 93 full-time teachers, including 38 professors and 38 associate professors. It is active in international cooperation and exchanges, having established diverse collaboration relationships, e.g. student exchange, joint degree and visiting scholars programmes with 97 well-known institutions all over the world. SBA is also a member of the European Foundation for Management Development (EFMD), the Alliance of Chinese & European Business Schools (ACE) and the Higher Education and Research in Management of European universities (HERMES). In 2014, for the first time, SBA was certified by the European Quality Improvement System (EQUIS), which is the thirteenth business school in China and the first business school in the Midwest China to obtain the EQUIS certification; in 2015, SBA was awarded the highest level of five-year CAMEA accreditation, which made it the first business school in the Midwest China and the first Chinese university of finance and economics to obtain this level of accreditation.

Programme Schedule

03

Theme: Global Best Practices of Business Management in an Unpredictable Situation

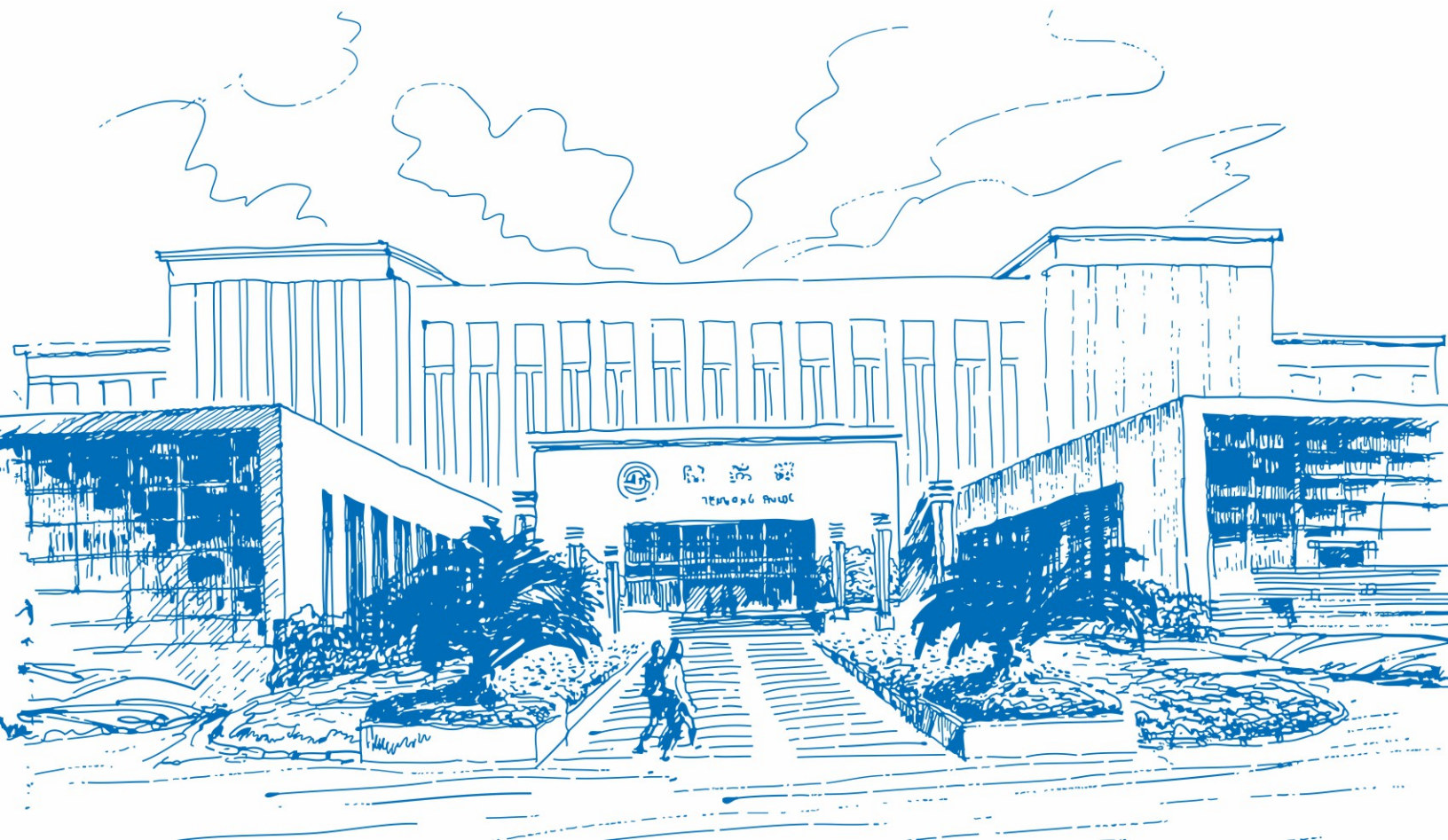
Time (Beijing Time, GMT+08:00)	Programme	Speaker	Lecture Topic
Sunday, 03 July 2022			
16:00-17:00	Test Online Platform	/	/
Monday, 04 July 2022			
14:00-14:15	Welcome Speech	Professor Jue Wang, Executive Dean of SBA, SWUFE	/
14:15-15:15	Icebreaking	ISA Volunteers, SWUFE	/
15:30-17:00	Opening Ceremony, SWUFE	Office of International Exchange and Cooperation, SWUFE	/
19:00-21:00	Chinese Culture Course	Ms. Qianlin Hu, SWUFE	Survival Chinese
Tuesday, 05 July 2022			
14:00-16:00	Academic Lecture	Professor Can Huang, Zhejiang University	Intellectual Property Governance in Cyberspace
16:15-18:15	Virtual Tour	ISA Volunteers, SWUFE	Hello SWUFE
Wednesday, 06 July 2022			
14:00-16:00	Academic Lecture	Associate Professor Xiaoyan Liu, SWUFE	Restart the Engine: How Chinese Companies Reactivate Business and Adapt to a Post-Pandemic World
16:15-18:15	Academic Lecture	Professor Sébastien Point, Université de Strasbourg	Managing Diversity in Europe
Thursday, 07 July 2022			
14:00-16:00	Company Lecture	Ms. Sally Huang, European Chamber Southwest China Chapter	Best Business Management Practices of European Companies in China
19:00-21:00	Chinese Culture	Ms. Ling Long, Paper Cutting Committee of the Chinese National Culture Promotion Association	Chinese Paper Cutting
Friday, 08 July 2022			
14:00-16:00	Academic Lecture	Professor Bohui Zhang, The Chinese University of Hong Kong, Shenzhen	ESG Investment in China

Saturday, 09 July 2022			
Free Time			
Sunday, 10 July 2022			
Free Time			
Monday, 11 July 2022			
14:00-15:00	Academic Lecture	Professor Zheng Liang, Tsinghua University	China's Digital Economy: Development Status, National Macro Policy and Governance Model
15:15-16:15	Academic Lecture	Professor Alexander Brem, University of Stuttgart	Technological Innovations in a Post-Pandemic World: Which Technologies Came to Stay
19:00-21:00	Chinese Culture	Associate Professor Lei Wang, Chengdu University of Traditional Chinese Medicine	An Insight into Shu Culture
Tuesday, 12 July 2022			
15:00-16:00	Company Lecture	Mr. Robin Niethammer, Bayer Pharma	How the Pandemic and Other Recent Developments Have Impacted the Business Environment - from Supply Chain to Customers? A Business Insights & Analytics View
16:15-18:15	Academic Lecture	Professor Nick Williams, University of Leeds	Crisis and Entrepreneurship
Wednesday, 13 July 2022			
14:00-16:00	Academic Lecture	Professor Hong Zhao, University of Chinese Academy of Sciences	Strategic Thinking on Brand Value Upgrading and Sustainable Development Growth in Digital Economy Era
16:15-18:15	Company Lecture	Ms. Yuan Xue, Intel	Post Pandemic Workforce Shaping
Thursday, 14 July 2022			
14:00-16:00	Academic Lecture	Professor Bernard Wong-On-Wing, Washington State University	Enterprise Risk Management
16:15-18:15	Virtual Tour	ISA Volunteers, SWUFE	Hello SWUFE
Friday, 15 July 2022			
14:00-15:30	Student Presentations	/	/
15:45-17:15	Student Presentations	/	/
17:15-17:30	Closing	/	/

04

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Lecture Topics & Speakers





1

Topic: Survival Chinese

Speaker: Ms. Qianlin Hu, SWUFE

Time: 19:00-21:00, 04 July 2022 (Monday)

Speaker's Profile:

Qianlin Hu is a Chinese teacher in the College of International Education at SWUFE. She has worked as a Chinese second language teacher for over ten years. She mainly teaches Intensive Chinese Reading, Oral Chinese and Chinese Culture courses. She received an MA in Chinese Linguistics and Applied Linguistics from Sichuan Normal University and received a BA in Chinese Language and Literature from Sichuan Normal University. She grew up in Chengdu, Sichuan.

Lecture Abstract:

The Chinese experience course is mainly divided into four parts: firstly, learn the basic Pinyin recognition and reading; secondly, greet people in Chinese; thirdly, talk about preferences (including food, drinks and hobbies); fourthly, six simple pictographic Chinese characters. After the two-hour class, you can simply greet people in Chinese and introduce your hobbies, favorite food, and drinks.





2

Topic: Intellectual Property Governance in Cyberspace

Speaker: Professor Can Huang, Zhejiang University

Time: 14:00-16:00, 05 July 2022 (Tuesday)

Speaker's Profile:

Dr. Can Huang is Professor, Assistant Dean, Executive Deputy Director of National Institute for Innovation Management and Co-Director of Institute for Intellectual Property Management at School of Management, Zhejiang University, Hangzhou, China. He is a Youth Chang Jiang Scholar awarded by the Ministry of Education of China. He is a member of the technical committee of the ISO 56000 Innovation Management Standard and the National Knowledge Management Standardization of China. He is an Associate Editor of Technovation and Deputy Editor of Management and Organization Review and a member of the editorial boards of several other academic journals. Professor Can Huang's research interests include innovation management, intellectual property right and science and technology policy.

Lecture Abstract:

Since the patent system was established in Venice, Italy in 1474, society has a history of protecting intellectual property rights for hundreds of years. However, with the development of digital economy, our daily life and economic activities have expanded from physical space to cyberspace. The traditional intellectual property system that has successfully inspired great innovation in the era of industrial revolution can no longer meet all the needs of protecting innovation in the era of digital economy. In order to meet the challenges of intellectual property protection in cyberspace, it is necessary to build an intellectual property governance system that integrates government governance system, market governance system and social governance system. We need to rely on three means: technological empowerment, institutional innovation and multi-party co-governance to achieve the effectiveness and efficiency of governance. In this speech, Professor Can Huang will bring the audience his thoughts on intellectual property governance in cyberspace.



3

Topic: Vitual Tour - Hello SWUFE

Speaker: ISA volunteers, SWUFE

Time: 16:15-18:15, 05 July 2022 (Tuesday)



Online Visit





4

Topic: Restart the engine: How Chinese Companies Reactivate Business and Adapt to a Post-Pandemic World

Speaker: Associate Professor Xiaoyan Liu, SWUFE

Time: 14:00-16:00, 06 July 2022 (Wednesday)

Speaker's Profile:

Xiaoyan Liu is Associate Professor of Marketing at Research Institute of Economics and Management (RIEM), SWUFE. She obtained her Ph.D. in Marketing from Nanyang Technological University (NTU) in 2016. Her primary research interests lie in decision making, cross-cultural consumer behaviors, service marketing, and tourism marketing. Her research has published at *Tourism Management*, *Marketing Letters*, *International Journal of Market Research*, *Economic Modelling*, *Frontiers in Psychology* and *Tourism Tribune*. She has taught several courses at both undergraduate and graduate levels, such as *Principles of Marketing*, *Marketing Management*, *Advanced Management*, and *Consumer Behaviors*. She has also been serving for the International Students Committee since 2018 at RIEM.

Lecture Abstract:

As the first country to suffer the outbreak of COVID-19, the Chinese economy was severely affected in the first and second quarter of 2020. Leading companies in China engaged in active ways to protect their business during the pandemic and worked hard to find ways to reactivate their business and adapt to a post-pandemic world. According to the National Bureau of Statistics (NBS), China's GDP growth rate for 2020 was 2.3% and 8.1% for 2021, in a leading positing among major global economies. Using extensive cases and statistics, this talk will discuss the key measures that adopted by Chinese companies to survive, revive, and thrive in times of COVID-19.



5

Topic: Managing Diversity in Europe

Speaker: Professor Sébastien Point, University of Strasbourg

Time: 16:15-18:15, 06 July 2022 (Wednesday)

Speaker's Profile:

Since 2009, Sébastien Point is full professor at EM Strasbourg Business School, Université de Strasbourg (France) where he teaches International Human Resource Management and International Management. Since 2016, he is heading the research center “HuManiS” at EM Strasbourg Business School. He holds a PhD from Université de Lyon (France) since 2001. In the last decade, he has taught in many places worldwide, such as Bucharest University of Economic Studies (RO), Dominican University (Chicago, US), PennState University (US), University of Southampton (UK) and in Vietnam (VN). His research centers on organizational discourse and over the past years, he has been researching diversity, international career and CEO discourse in corporate annual reports. He has a great interest in Qualitative Data analysis Software and regularly runs seminars on NVivo for beginners and advanced researchers in many countries. He has published in many international journals such as European Management Review, Journal of Business Ethics, Organizational Research Methods.

Lecture Abstract:

“Diversity and inclusion” has become a key term across Europe. Each company constructs the meaning of ‘diversity’ through its many dimensions, which cover a wide-ranging set of individual differences, not just gender and race but other visible and less visible differences that might lead to discrimination in the workplace. The goal of the speech is to provide examples about what global organizations say and do with regard to “what is done” in different countries, and how they try to differentiate themselves from competitors. In order to attract talent and appear as an employer of choice, European organizations multiply diversity and inclusion statements in their websites and their official documents. Therefore, this “diversity and inclusion branding” has become a real mainstream across Europe. Although isomorphism and institutional pressures might encourage companies to promote a converging diversity branding, some dimensions are universal and call for a global statement. In other words, diversity and inclusion branding can overcome the contradiction between the homogeneity required by employer branding and the heterogeneity required by diversity.



6

Topic: Best Business Management Practices of European Companies in China

Speaker: Ms. Sally Huang, European Union Chamber of Commerce in China Southwest Branch

Time: 14:00-16:00, 07 July 2022 (Thursday)

Speaker's Profile:

Master Degree of SWUFE, Major in Public Management. General Manager of European Chamber Southwest China Chapter, Regional head of Fortune 500 P&G, Psychology, Business Ambassador of Chengdu Jinjiang district and SWUFE-Audencia Business School Career Mentor. Good at multiple foreign languages. Focus area: foreign business service and operation, FDI, government affairs, brand management and sales channel management.

Lecture Abstract:

Best Business Management Practices of European Companies in China. When we do business in China, the first priority is to deeply understand China, understand its political system and culture, understand different area business environment. Then build good connection with local government to voice out your concerns of doing business locally and also build strong business connection with local business community to expand your business in the efficient way. The strong talent team who understand China is also the key for your success. Overall, "In China, For China" is the best way to gain Chinese market.





7

Topic: Chinese Paper Cutting

Speaker: Ms. Ling Long, Paper Cutting Committee of the Chinese National Culture Promotion Association

Time: 19:00-21:00, 07 July 2022 (Friday)

Speaker's Profile:

Ling Long, senior folk artist, one of the representative inheritors of Chengdu Intangible Cultural Heritage (paper cutting). She is a member of the Paper Cutting Committee of the Chinese National Culture Promotion Association, member of the Sichuan Folk Artists Association and Director of the Chengdu Folk Artists Association. She was awarded as one of the “Hundred Artists of Sichuan Folk Crafts” , by the Sichuan Federation of Literary and Art Circles and the Sichuan Folk Art Association; she was also awarded as one of the “Outstanding Inheritors of Sichuan Folk Paper Cutting Art” by the Sichuan Folk Art Association and the “Top Ten Folk Artists” by Qingyang District for her outstanding contribution to the protection and inheritance of intangible cultural heritage (paper-cutting).

Since her childhood, Ling Long has been fond of painting, paper-cutting, cloth paste, batik, tie-dye, silk-screen flowers and other folk crafts, and has studied paper cutting for more than thirty years. Her paper cutting works are rich in subjects, vivid in image, fine in craftsmanship and smooth in rhythm, and have been interviewed and reported by dozens of domestic and foreign media.

Ling Long’s paper cutting works have won many awards, among which, the window flower, “Fortune and Auspiciousness” , won the excellent award of China Folk Art Fair and was collected by Sichuan Museum; the “Dragon and Phoenix” was collected by China Paper Cutting Art Museum; the “Eight Treasures” (in cooperation with Fu Zhu) won the gold medal of National Invitational Paper Cutting Competition; the panda image, “Reunion” , won the gold medal of Western China International Craft and Gift Fair; “Hibiscus Koi” won the Silver Medal of the First China (Jimei) Folk Craft and Gift Fair of China Folk Artists Association. The silk screen flower “Hundred Flowers” series won the gold medal at the Western China International Craft and Gift Fair.

In order to inherit and develop paper cutting culture, Ling Long is also a guest art instructor in several colleges and universities in recent years.



Lecture Abstract:

Chinese paper cutting is a folk art of cutting patterns on paper with scissors or carving knives and is widely used in daily or folk custom activity decoration. Its visual images and modelling formats are rich in cultural and historical elements. In 2006, Chinese paper cutting art was approved by the Chinese government to be included in the State-Level Non-Material Cultural Heritage List. In 2009, the Chinese paper-cutting project was selected for inclusion in the Lists of Intangible Cultural Heritage.

Paper cutting is good at combining a variety of objects together and using metaphors, “using things to imply meanings” and “using meanings to create images”, to express people’s best wishes, eg, for health and longevity. It is divided into monochrome paper cutting, colour paper cutting and three-dimensional paper cutting. Monochrome paper cutting is the most basic form of paper cutting and is mainly used for window decorations and embroidery base patterns.

In this lecture, you will learn do the paper cutting by yourselves, including cluster flowers, window flowers, symmetrical shapes and simple characters and so on.

Preparation

a scissors, a pencil, an eraser, 8 red papers (four in 18cm×18cm size and four in 18cm×12cm size)





8

Topic: ESG Investment in China

Speaker: Professor Bohui Zhang, The Chinese University of Hong Kong (Shenzhen)

Time: 14:00-16:00, 08 July 2022 (Friday)

Speaker's Profile:

Bohui Zhang is Presidential Chair Professor of Finance and Executive Associate Dean of School of Management and Economics at The Chinese University of Hong Kong, Shenzhen. He is also the associate director of Shenzhen Institute of Data Economy, the director of the Center for FinTech and Social Finance, and the director of M.Sc. in Data Science at Shenzhen Finance Institute. Before joining CUHK Shenzhen, he was the professor of finance at UNSW Business School, UNSW Sydney, and the associate director of the Institute of Global Finance. He studies the role of information intermediaries on capital markets, Chinese and foreign capital markets, and Fintech. His papers have been accepted for publication in the global top-tier finance, accounting, and business journals. He has also been awarded with research grants from Australian Research Council, the Centre for International Finance and Regulation, Australian School of Business, and National Natural Science Foundation of China. He is also the Vice President of Asian Finance Association.

Lecture Abstract:

Today, it is necessary for us to consider the relationships among competition, society, and environment. In the whole economic system, our financial sector has undertaken the important task of coordinating the integrated development of the three elements. Particularly after the world has entered the postpandemic era, the ESG-oriented asset management concept which is concentrated on sustainable development, social responsibility, and environmental protection is in line with the recovery concepts of countries after the pandemic, making ESG investment once again included in the important strategy of financial institutions. The CPC Central Committee and the State Council of China put a premium on, and have issued a number of important policies concerning green and low-carbon development, high-quality development and sustainable development. Driven by “top-down” policies, regulatory supports, overseas fund providers’ requirements and market demands, China's ESG investment will develop rapidly. This lecture aims to give a summary of disclosure policies for sustainable investments and developments of sustainable investment at home and abroad, compares domestic and foreign ESG rating systems in China’s market, and analyzes the latest developments of ESG in China's asset management sector.



9

Topic: China's Digital Economy: Development Status, National Macro Policy and Governance Model

Speaker: Professor Zheng Liang, Tsinghua University

Time: 14:00-15:00, 11 July 2022 (Monday)

Speaker's Profile:

Dr. Zheng Liang now serves as the Professor of the School of Public Policy and Management, Tsinghua University, as well as the research fellow and vice president of Institute for AI International Governance, Tsinghua University (AIGI), the research fellow and deputy director of China Institute for Science & Technology Policy at Tsinghua University (CISTP).

Dr. Liang got his doctor's degree of economics at Nankai University (2003) and accomplished the senior executive training programme on leadership at Kennedy School of Government, Harvard University (2010). He had visited at MIT Industrial Performance Center (MIT IPC) as the Fulbright Visiting Research Scholar for one year (2012).

The main areas of his research now focus on Science, Technology and Innovation Policy, Globalization of R&D, IPRs and Standardization, Emerging Technology and Innovation Governance etc. Besides academic publishing on peer review journals such as National Science Review, Journal of Informetrics, Industry and Corporate Change, World Economy etc. Dr. Liang also participated in some important research projects such as the Strategic Research for National Medium and Long Term Science and Technology Development Programme (MLP) of China. He used to be the member of National Innovation Survey Expert Group (2014-2017), as well as the member of Sino-US Innovation Dialogue Expert Group (2015-2018).

Lecture Abstract:

This lecture will focus on "Digital Transformation: Background and Comparison", "Digital economy development in China" and "China's macro policy for digital economy". The fourth industrial revolution, led by intelligent manufacturing, is using emerging technologies such as "Big Data" and "Cloud Computing" to promote industrial transformation. China has integrated the digital economy with the traditional economy in medical care, education, transportation and culture, which has promoted economic growth. The development of the digital economy in China will be introduced with Geely Auto digital marketing and other cases. Meanwhile, the Chinese government has actively introduced digital economy-related policies in recent years to promote the sustainable development of the digital economy.



10

Topic: Technological Innovations in a Post-Pandemic World: Which Technologies Came to Stay

Speaker: Professor Alexander Brem, University of Stuttgart

Time: 15:15-16:15, 11 July 2022 (Monday)

Speaker's Profile:

Alexander Brem is an Endowed Chaired Professor and Institute Head with the University of Stuttgart, Stuttgart, Germany. In addition, he is an Honorary Professor with the University of Southern Denmark, Sønderborg, Denmark. His research interests include technological innovation and entrepreneurship. He is Associate Editor for IEEE Transactions and Engineering Management as well as Technological Forecasting and Social Change. Further information about Professor Brem can be found here: <https://www.eni.uni-stuttgart.de/en/institute/team/Brem-00002/>.

Lecture Abstract:

In contrast to earlier coronavirus diseases such as SARS or MERS, whose impact was largely limited to specific regions of the world, the novel coronavirus, COVID-19, is affecting people across the globe. This presentation analyzes the effects of this worldwide phenomenon on certain technologies and how this may improve our lives. It presents technologies that relate directly to the treatment of the virus as well as those that have been used to adapt to living under this crisis. Given that such a pandemic will likely affect humanity again, this article also highlights how these technologies may prove helpful in the future. To this end, technological challenges, related innovation logics, and their social impacts are discussed in the context of a post-pandemic world.





11

Topic: An Insight into Shu Culture

Speaker: Associate Professor Lei Wang, Chengdu University of Traditional Chinese Medicine

Time: 19:00-21:00, 11 July 2022 (Monday)

Speaker's Profile:

Wang Lei, Associate Professor at Chengdu University of Traditional Chinese Medicine, Ph.D. in Linguistics, specializing in teaching Chinese as a foreign language. She is the teacher of the course “Chinese Language and Culture” for masters of translation and interpretation.

Lecture Abstract: An Insight into Shu Culture

This lecture will introduce the brilliant and gorgeous Shu culture to you, from its past to the present. The Chinese character “Shu”, which was first found on ancient oracle bones more than 3000 years ago, has been used as the abbreviated name for Sichuan province. The ancient Shu civilization, its gorgeous connotation (philosophical, natural, literary and folk aspects), and the leisurely lifestyle. The ancient Shu culture was glorious and profound, and the modern Shu culture is charming and fascinating. With the detailed explanation, you will have more comprehensive understanding and deeper insight into this spectacular culture.





12

Topic: How the Pandemic and Other Recent Developments Have Impacted the Business Environment - from Supply Chain to Customers? A Business Insights & Analytics View

Speaker: Mr. Robin Niethammer, Bayer Pharma

Time: 15:00-16:00, 12 July 2022 (Tuesday)

Speaker's Profile:

Robin Niethammer is a financial management, controlling and HR content matter expert with more than 20 years of experience, including work with multinational corporations such as Bayer, Siemens, and Nokia.

In his current role as global Separation Lead for Bayer Pharma, Robin is responsible for the successful separation of non-core assets to acquirers starting already before a due diligence. In his previous role as Director Business Insights & Analytics he observed and analyzed the changes in the competitive environment in the pharmaceutical business.

Robin spent 3 years in Chengdu, China, where he was the Head of CAO Region West China (CFO) for Bayer Health Care covering 18 Chinese provinces. While in China, he served as Chairman and board member of the European Chamber of Commerce Southwest China. His leadership contributed significantly to the Chamber's first published Regional Position Paper which - covered extensively by the media - was well received by the business community and the local government.

Robin attended Technical University (TU) Dresden in Germany from which he obtained a graduate degree in business management. He also studied in Belgium and Switzerland.

Lecture Abstract:

Due to the pandemic and other recent developments one can observe changes in customer behavior, uncertainties in product supply, new forms of business interaction. These are all challenges yet also opportunities to analyze business practices and renew or adjust processes. Certain innovations needed more time due to the Covid situation while other innovations, especially in the digital arena got a boost. The presentation will explain in general the above topics and will focus in particular on the pharmaceutical industry.



13

Topic: Crisis and Entrepreneurship

Speaker: Professor Nick Williams, University of Leeds

Time: 16:15-18:15, 12 July 2022 (Tuesday)

Speaker's Profile:

Nick is Professor of Entrepreneurship at the University of Leeds. His research focuses on crisis and entrepreneurship. He has published studies which examine entrepreneurship amidst a wide range of crisis, including financial crisis and conflict. He has published an edited book examining the resilience of economies when facing and recovering from crisis, as well as co-editing a Special Issue of the Entrepreneurship and Regional Development journal entitled 'Entrepreneurship and crises: Business as usual? He recently obtained funding from UKRI to examine entrepreneurial resilience and Covid-19, along with colleagues from Edinburgh University, Cardiff University, Lancaster University and University of Sheffield.

Lecture Abstract:

This presentation brings together recent research on different forms of crisis and their impact on entrepreneurship. Nick will discuss his recent work on crises and entrepreneurship, including his research on resilience. He will then discuss his work on COVID-19 and the impacts on entrepreneurship, drawing on a UK wide project involving interviews with over 150 high growth entrepreneurs. He will discuss the role of emotion in managing small, high-growth businesses and how entrepreneurs have sought to support their employees' well-being. He will present implications on the paradox between strategic responses to the crisis with humanistic responses.





14

Topic: Strategic Thinking on Brand Value Upgrading and Sustainable Development Growth in Digital Economy Era

Speaker: Professor Hong Zhao, University of Chinese Academy of Sciences

Time: 14:00-16:00, 13 July 2022 (Wednesday)

Speaker's Profile:

PhD. Professor of School of Economics and Management, and Sino-Danish College (SDC), University of Chinese Academy of Sciences (UCAS), Dean of Sino-Danish College (SDC), University of Chinese Academy of Sciences (UCAS). Director of Research Center for Enterprise Management of University of Chinese Academy of Sciences, Principal Coordinator of Social Science of Sino-Danish Educational and Research Center, Vice President of Education Foundation of University of Chinese Academy of Sciences. Research area: Digital Marketing, Social Media Marketing, Knowledge Management, Brand Management, Customer Relationship Management.

Lecture Abstract:

Brand management requires the formulation of a systematic brand strategy, which involves brand concept, brand elements, brand positioning, brand leverage, brand extension, brand transboundary joint operation and portfolio management, etc. Brand innovation and brand value upgrading and sustainable development growth in digital economy cannot be accomplished overnight. Instead, it needs to develop a long-term strategy and implement it in a planned and step-by-step manner. The brand management mode in the new economic era is the integration of creativity, technology, brand and finance. How to win the hearts of consumers and remember the brand connotation in an unpredictable situation? What are the global best practices in business management? Some cases in practices will be discussed in the lecture.





15

Topic: Post Pandemic Workforce Shaping

Speaker: Ms. Yuan Xue, Intel Corporation

Time: 16:15-18:15, 13 July 2022 (Wednesday)

Speaker's Profile:

Yuan Xue, over 15 years working experience in Top 500 global company, now serve as technical training manager in semi-conductor industry. Rich experience in organization development, talent management and learning and development. Host two master degree: EE master in UESTC in 2008 and MBA in SWUFE in 2018.

Lecture Abstract:

The COVID-19 pandemic is posing staggering health and humanitarian challenges, Companies must take quick actions to protect their employees, customers, supply chains, and survive from dynamic environment. Organization how to quickly adapt to change, remote work will become new normal, what is the next 7 shifts as new norm, will become critical. Lindsay will bring her personal insight about Organization Collaboration Model for pandemic period and share her experience in top 500 company.





16

Topic: Enterprise Risk Management

**Speaker: Professor Bernard Wong-On-Wing,
Washington State University**

Time: 14:00-16:00, 14 July 2022 (Thursday)

Speaker's Profile:

Dr. Wong-On-Wing is the Chair of the Department of Accounting and the Ted Saldin Distinguished Professor at Washington State University. He is also the faculty director of the Business in China programme, which is offered in collaboration with the Southwestern University of Finance and Economics in Chengdu. Dr. Wong-On-Wing teaches accounting for managers and behavioral research in accounting for doctoral students. His research focuses on investor decision-making, controls in organizations, and accounting implications of cultural differences. Dr. Wong-On-Wing's research has been published in leading journals including *Accounting, Organizations & Society*, *Auditing: A Journal of Practice and Theory*, *Behavioral Research in Accounting*, *Contemporary Accounting Research*, *Decision Sciences*, and the *Journal of Business Ethics*.

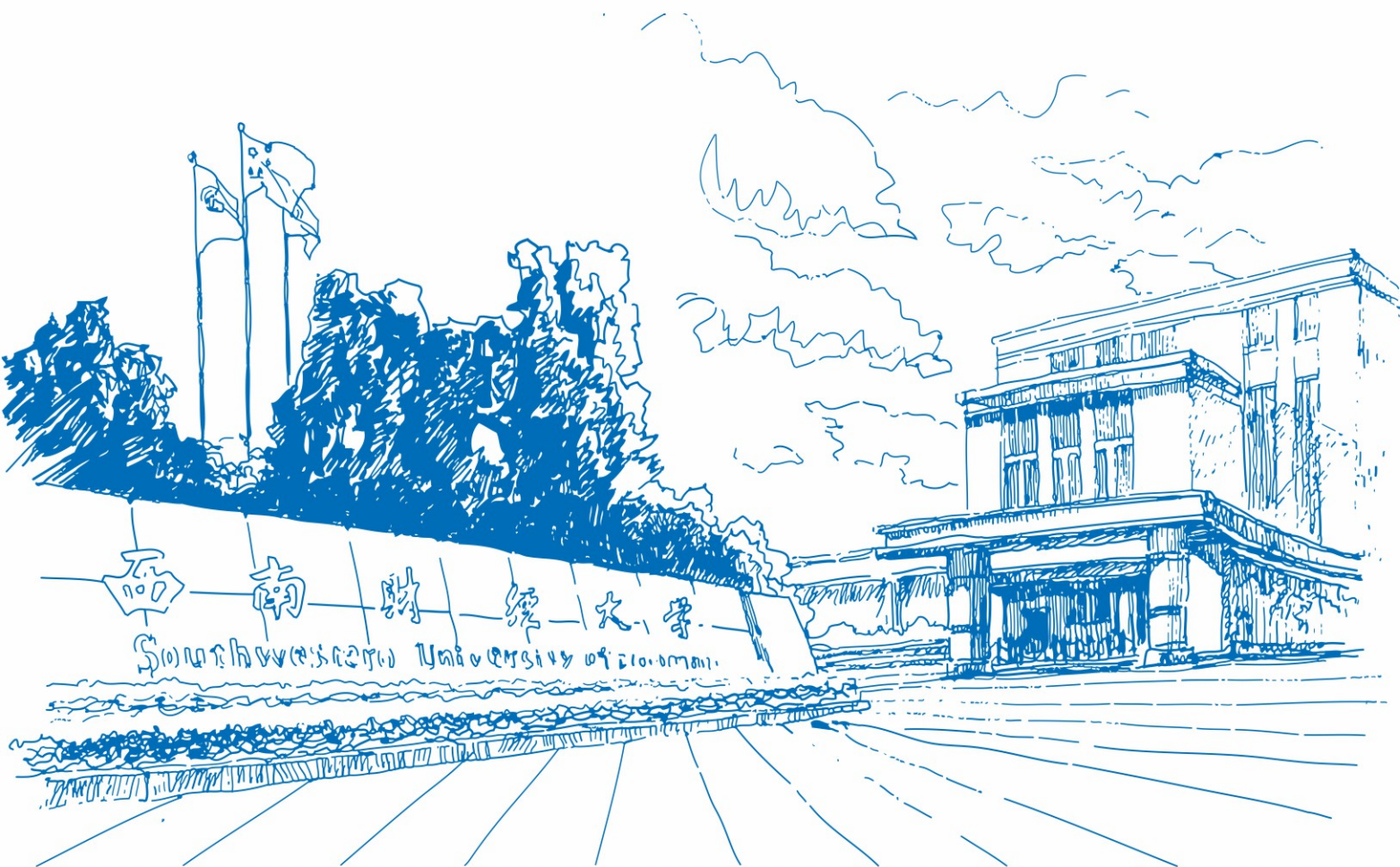
Lecture Abstract:

Change is constant and inevitable. With change comes uncertainty. In turn, uncertainty brings risks as well as new opportunities. Organizations, regardless of type and size, must understand and manage risks. They can also recognize and take advantage of new opportunities. Risk assessment and management thus play an important role at the operational level as well as in strategy development and implementation.

Recent events (e.g., the pandemic, social unrest, climate and environmental changes) have further highlighted the significance of understanding and managing risks. Changes are occurring at a faster pace with more significant impact, making risk assessment and management more complex and challenging. How are organizations coping with such changes? Does addressing environmental, social and governance (ESG) issues improve risk management? What role can diversity, equity and inclusion (DEI) play? Can organizations better anticipate future changes to enhance risk management? How can organizations better manage risks and take advantage of new opportunities?

05

— Student Presentation & Evaluation



Attendance (50%)

- Participants should attend all the events during the summer camp, including lectures, virtual tours, activities, and group presentation.



Group Presentation (50%)

- Theme: Global Best Practices of Business Management in an Unpredictable Situation
- Time: 15min presentation + 5min comments per group
- 14:00-17:15, 15 July 2022
- Two best groups will be selected by the committee.



Award

- A programme certificate will be issued to every participant during the closing session.
- A transcript with 2 credits will be delivered to every participant after the summer camp.



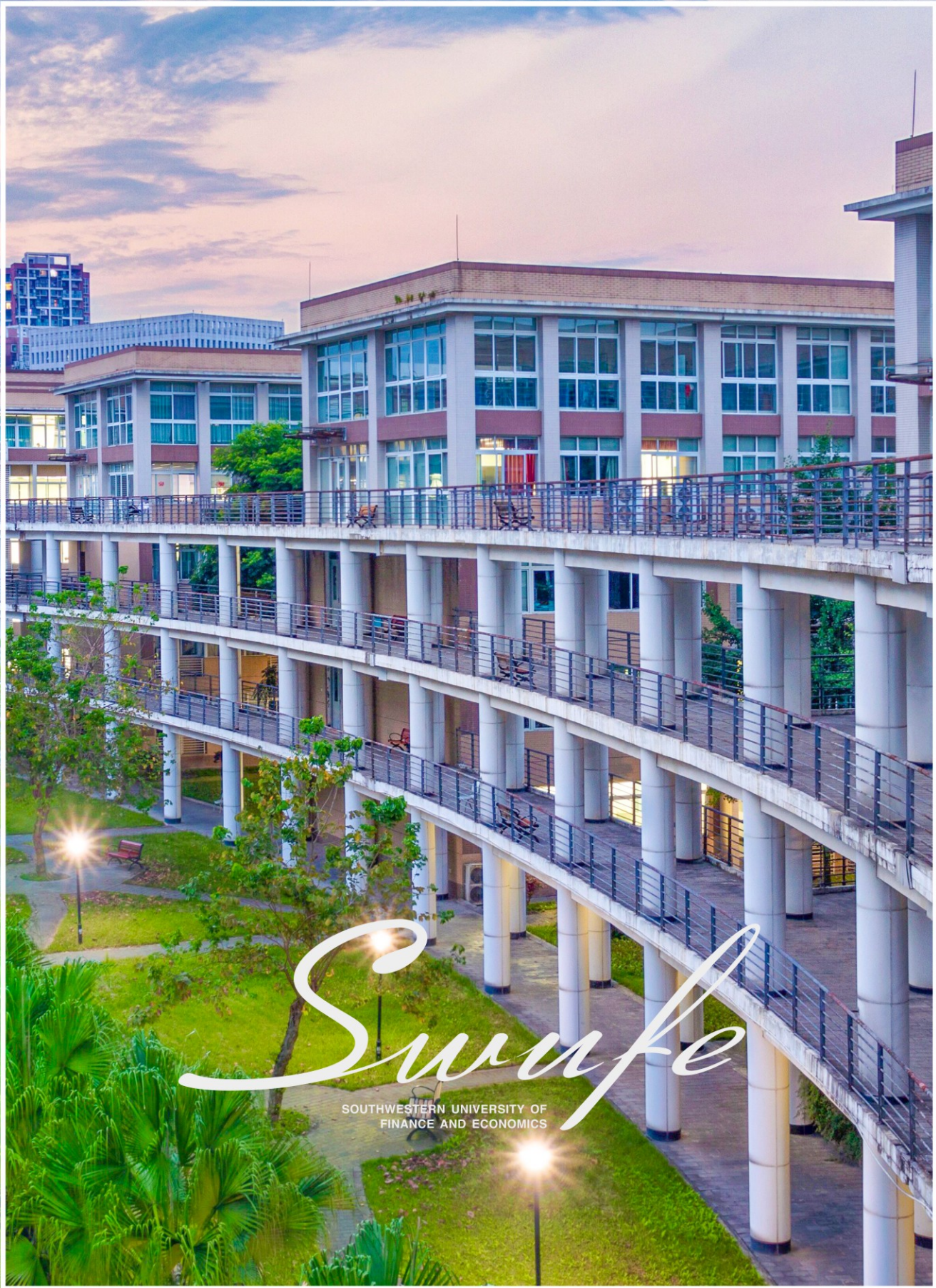
Virtual Tour

Hello SWUFE

Part One. Campus Scenery







Swufe

SOUTHWESTERN UNIVERSITY OF
FINANCE AND ECONOMICS



Part Two. The Humanistic Culture

People
and Activities





Cats on Campus

lovely



Hot and sour buckwheat noodles



Fried rice balls with honey



Purple potato cake with cheese

Food

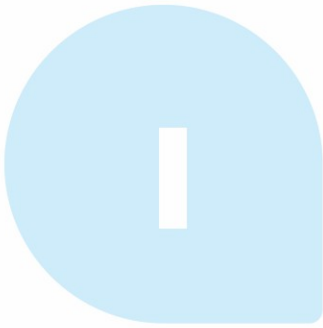
Tourist Attractions



Southwestern metropolis Chengdu topped a list of new first-tier cities in 2022, according to a ranking published by financial news portal

As the reputation of Chengdu has spread overseas the “ Country of Heaven ” and “ The Land of Abundance ” since ancient time due to the strategic location in Chengdu plain, it enjoys the beneficence of being the excellent logistic distribution center, transport hub, center of commerce, technology, economy, culture and education in west China. In the next chapter, we will introduce some renowned tourist attractions in Chengdu.





The Wide and Narrow Alleys



The Wide and Narrow Alleys (Kuan Zhai Xiangzi) were built during the Qing dynasty for Manchu soldiers. The lanes remained residential until 2003 when the local government turned the area into a mixed-use strip of restaurants, teahouses, bars, avant-garde galleries, and residential houses. Historic architecture has been well preserved in the Wide and Narrow lanes.



Panda Base

Located just 10km (6miles) away from downtown Chengdu, the Chengdu Panda Breeding Research Center imitated the pandas' natural habitat in order to provide the best breeding and living environment for pandas and other endangered animals. Giant pandas, lesser pandas, black-necked cranes, white storks as well as over 20 species of rare animals lived a gorgeous life at the center, enjoying verdant bamboo, bright flowers and fresh air.

3

Wuhou Shrine



Wuhou Shrine (Temple of Marquis Wu) is perhaps the most influential museum of Three Kingdoms relics in China. It was built in the Western Jin period (265–316) in the honor of Zhuge Liang, the famous military and political strategist who was Prime Minister of the Shu Han State during the Three Kingdoms period (220–280). The Shrine highlights the Zhuge Liang Memorial Temple and the Hall of Liu Bei (founder of the Shu Han state), along with statues of other historical figures of Shu Han as well as cultural relics like stone inscriptions and tablets.



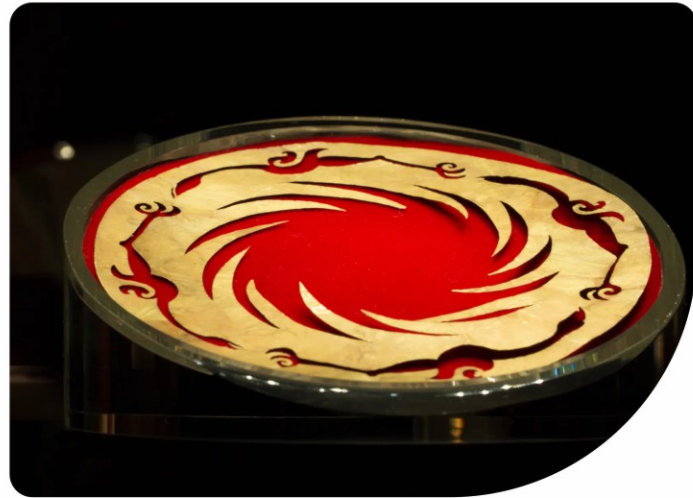
4

Jinli Street

Jinli Street is located to the east of the Wuhou Shrine. It is recorded that as early as the Qin Dynasty (221 BC - 206 BC), Jinli Street was the most famous place for baldachin - a rich, ornate cloth. And it was one of the busiest commercial areas during the Shu Kingdom (221-263). Hence, it is known as 'First Street of the Shu Kingdom'. In order to reclaim its prosperity of former days, it was restored with contributions from the Wuhou Shrine and was opened to public in October of 2004.

5

Jinsha Relics Museum



The Jinsha Ruins are the first significant archeological discovery in China this millennium and were selected in 2006 as the key conservation unit of the nation. The Jinsha Relics Museum is located in the northwest of Chengdu, about 5 km from downtown. As a theme-park-style museum, it is for the protection, research, and display of Jinsha archaeological relics and findings. The museum covers 300,000 m², primarily housing the relics, exhibitions, and a conservation center.



6

Chunxi Road

Located in the center of downtown Chengdu, Chunxi Road is a trendy and bustling commercial strip with a long history, which was built in 1924. Today, it is one of the most well-known and popular fashion and shopping center of Chengdu, lined with shopping malls, luxury brand stores, and boutique shops.

7

Sino-Ocean Taikoo Li Chengdu



Adjacent to the ancient Daci Temple and Chunxi Road commercial area, Sino-Ocean Taikoo Li Chengdu represents an open-plan low-rise shopping mall, which takes on a traditional architecture style accomplished by a pioneering modern approach. Six traditional courtyards and building lie within, adding to its historical image. Wide international perspective with innovating design philosophy reinterprets this traditional shopping area as a new dynamic cultural and commercial landmark, and reinvigorates the townscape of Chengdu. A premium mix of global retail outlets, eateries and cultural brands deliver a premium, vibrant and fun leisure experience.



8

Chengdu International Finance Square (Chengdu IFS)

Chengdu International Finance Square (Chengdu IFS) is the most international urban complex in Western China. With overall gross floor area exceeding 760,000 square meters, Chengdu IFS is a landmark development: not only is it the leading elite fully integrated complex in the central business district of western China, it is also one of the most popular one-stop-shop flagship high-end retailing landmarks. Chengdu IFS complex has been conceived to be a “City within the City”. It consists of flagship shopping mall, Premium Grade-A office buildings, Niccolo Hotel, and IFS Residences.

9

Du Fu Thatched Cottage



Du Fu was one of the most noted Tang dynasty poets; during the Lushan-Shi Siming Rebellion, he left Xi'an (then Chang'an) to take refuge in Chengdu. With the help from his friends, the thatched cottage was built along the Huanhua Stream in the west suburbs of Chengdu, where Du Fu spent four years of his life and produced more than 240 now-famous poems. During the Song dynasty, people started to construct gardens and halls on the site of his thatched cottage to honor his life and memory. Currently, a series of memorial buildings representing Du Fu's life stand on the river bank, along with a large collection of relics and editions of his poems.



10

Sichuan Museum

The Sichuan Museum was founded in 1941 and has a history of more than 70 years. Adjacent to Huanhua Stream Park in the west of Chengdu, it is the largest comprehensive museum in southwestern China including more than 50,000 pieces of precious cultural relics. The Sichuan Museum currently has 14 exhibition halls and 4 temporary exhibition halls for holding various temporary exhibitions. It covers an area of more than 88 acres with a total area of 12,000 square meters.



Eastern Suburb Memory Music Park



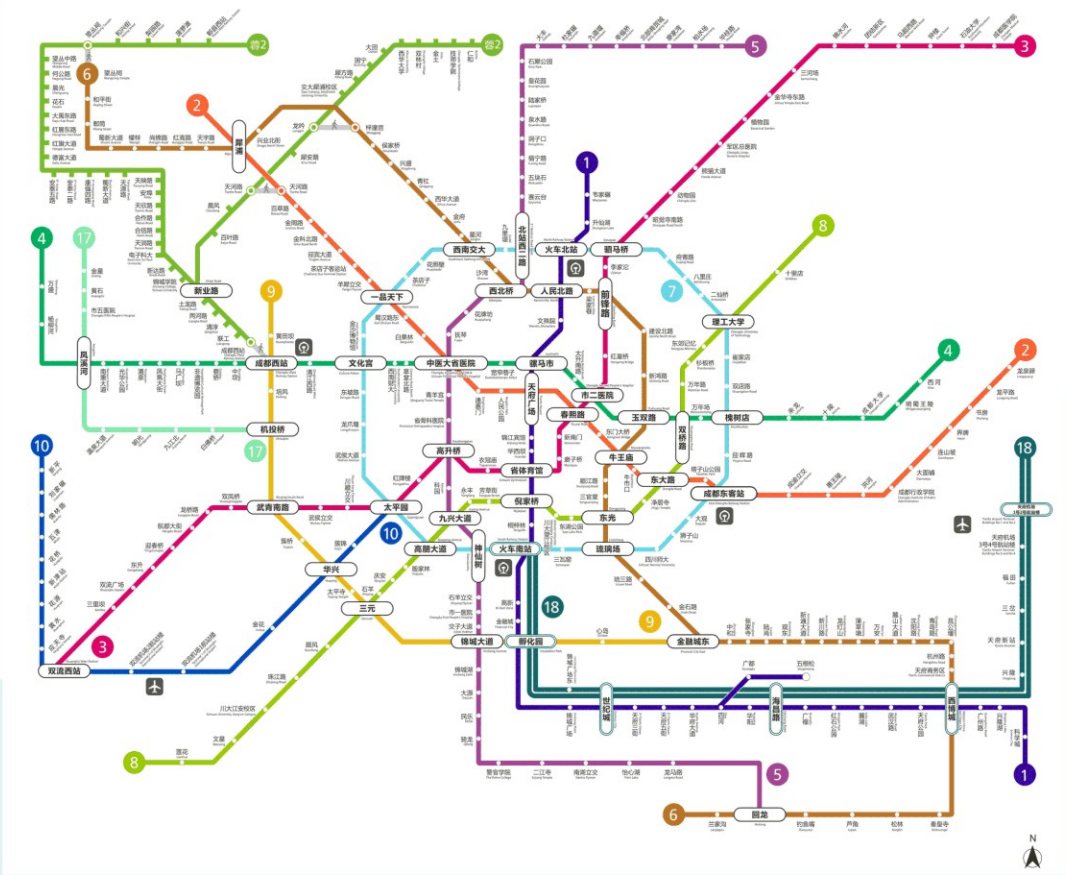
The Eastern Suburb Memory Music Park covers an area of 282 mu and has a building area of 200,000 square meters. The park's 18 well-functioning exhibition venues, including the Chengdu Stage, the Performing Arts Center and the Kam Chung Exhibition Centre, ranging from more than 100 to more than 1500, forming theatres, exhibition venues and performance aggregates with different styles of tradition, ethnic, entertainment, science and technology.



Chengdu

Public Transportation





1号线 Line 1	2号线 Line 2	3号线 Line 3	4号线 Line 4	5号线 Line 5	6号线 Line 6	7号线 Line 7	8号线 Line 8	9号线 Line 9	10号线 Line 10	
17号线 Line 17	18号快线 Line 18	有轨电车 蓉2号线 Chengdu Tram Line 2	换乘站 Transfer station	快线换乘站 Transfer station	站外换乘站 Transfer outside the station	飞机场 The Airport	火车站 Railway Station	注：此图为变形的折线图，非实际走向		



Metros and Trams

In Chengdu, the first metro line, Line 1, was operated in September 2010. Up to now, there are 12 metro lines and 1 tram line running with a mileage of 558 kilometers. Moreover, about 176 kilometers and 16 Transit-Oriented-Development projects are under construction.

Operated Lines
http://www.chengdurail.com/stroke/Inquire_en.html#anchor3



2

Airports

Chengdu is the 3rd city in mainland China having two international airports after Shanghai and Beijing, the Chengdu Shuangliu International Airport (CTU) and the Chengdu Tianfu International Airport (TFU).

– Chengdu Shuangliu International Airport

Chengdu Shuangliu International Airport is located in the southwest of Chengdu, about 16 kilometers away from the city center. It was first built in 1938 and was renamed “Chengdu Shuangliu International Airport” in 1995.

The Terminal 1(T1) and the Terminal 2(T2) were put into use in 2001 with a total area of 500,000 square meters; 2 parallel runways which are suitable for A380 to take off and land; 3 air cargo stations; 7 aircraft parking areas with a total number of 228 parking stands, 85 boarding bridges. Chengdu Shuangliu International Airport is a 4F-class international aviation hub, one of China’s eight regional hub airports, and an aviation hub for passenger and cargo distribution in inland areas of China.

Inside the airport, three-dimensional transfers of different transportation modes such as highways, subway transit, and high-speed railways have been realized, and 3 outside city terminals which can realize air-ground combined transportation and seamless connection have been built.

Chengdu Shuangliu International Airport has a convenient routes network connecting Chengdu to Europe, America, Africa, Asia and Oceania. As of October 31, 2021, 374 routes have been opened, including 131 international (regional) routes, 225 domestic routes, and 18 domestically-transferred international routes. In 2020, it achieved a passenger throughput of 40.74 million, ranking second in China.





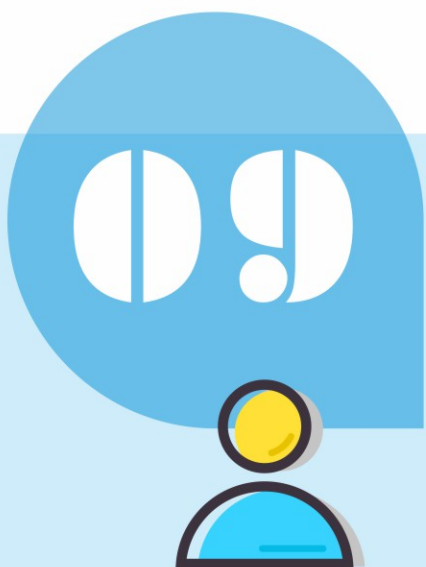
– Chengdu Tianfu International Airport

Chengdu Tianfu International Airport is located in Jianyang, about 50 kilometers away from the city center or the Chengdu Shuangliu International Airport. It is the largest civil transport hub airport project and was officially open in June 2021. The configuration of the two terminals takes the unique mythical figure of the ancient Sichuan - Sun and Immortal Birds, which implies that the ancient civilization has experienced more than 3,000 years of inheritance and growth in this magical land of Chengdu.

The first three runways have been completed and the other three runways are under construction, all crossing the terminals. The total area of the airport terminal is 719,600 square meters, meeting the annual passenger throughput demand of 90 million people.

Chengdu Tianfu International Airport has a very convenient transferring hall - GTC, which is a comprehensive transport hub integrating multiple ways like metro, high speed train, taxi, bus, etc. PRT system will be used later to transfer between T1 and T2.





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Handbook-for-Global-Academy-Summer-Camp

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