2014 ANNUAL REPORT
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The major changes that took place around the world in the first 15 years of the new century seem to have gone beyond the past ages, and will unfold to continuously influence more 15-year periods in the future. Meanwhile, “Internet Plus” has created unprecedented opportunities, penetrated innumerable sectors with a crushing force, and transformed and renewed them; for China’s young generation, “entrepreneurship” also seems to have become a pressing and realistic dream.

Whether seen from a global perspective or with a local focus, business has never been so active and full of vitality – just like the “30-year-old” School of Management, Fudan University. 30 years ago, China was at the historical turning point of reform and opening up. Because the road ahead was full of challenges, we had no choice but to explore our way carefully. 30 years ago, the School carried forward the profound traditions of Fudan University and played an important role in catching up with and surpassing the world’s advanced level for China’s modern management education.

Through the unremitting exploration and efforts of several generations, the School finally rose to prominence. In 2014, full progress was made in the School’s various undertakings. On the one hand, the School’s strength in academic research reached a new level, ranking 39th in the world, 4th in Asia and 1st in mainland China in the 2014 UTD (the University of Texas at Dallas) world rankings of business schools’ academic contributions; on the other hand, the quality of the School’s education kept improving, with four EMBA programs and one MBA program continuing to rank ahead among the top 100 in the global rankings released by Financial Times. The second meeting of the School’s International Advisory Board was held successfully, construction of the Zhengli Campus progressed orderly, and the double degree Global MiM program jointly run by the School and the London Business School was officially launched. In view of these outstanding achievements, on the occasion of the 30th anniversary of the re-establishment of the School, we proudly declare that we have become a leading business school in Asia.

Every moment in the history of the School is full of meanings: expansion, innovation, guidance, breakthroughs, breadth of vision, the courage to take a global view, and the mission and responsibility of contributing to the present. Looking forward to the future, the School will continue its legend and strive to create more glories.

LU Xiongwen
Dean
School of Management, Fudan University
Achievements

These most important results of the School’s development in the past year were achieved through the efforts of the whole School and could exert positive influence on the School’s future development.
The First “Fudan Global Leader Forum” Successfully Held The second plenary meeting of the 1st International Advisory Board held EMBA global rankings of the Financial Times: FDSM continues to have four programs in the top 100 ranking School of Management, Fudan University and London Business School Agreement of Double Degree in International Business Programme was signed Significant Scientific Research Achievements: Highest UTD Ranking in Mainland China Role Model: Annual Alumni Awarding Ceremony Three faculty members won the 2014 Excellent Teacher Award
On Oct. 31, 2014, the second plenary meeting of the first International Advisory Board (IAB) of School of Management, Fudan University, was held. We specially established the “Fudan Global Leader Forum”, inviting four members of International Advisory Board. They are Lord Charles Powell, Member of Select Committee on the Constitution, UK, Independent Member of House of Lords, UK and Vice Chairman of IAB, Shaoyong LIU, Chairman of China Eastern Airline Co., Ltd., President of China Eastern Air Holding Company and Vice Chairman of IAB, Ken Wilcox, Chairman of Silicon Valley Bank and Member of IAB, and Ronnie C. CHAN, Chairman of Hang Lung Group Limited, Chairman of Hang Lung Properties Limited and Member of IAB. They delivered wonderful speeches at the first meeting of the forum. The meeting was hosted by Professor Xiongwen LU, Dean of School of Management, Fudan University.
President of Fudan University, Academician Ningsheng XU delivered a speech at the forum. He expressed his welcome to members of the International Advisory Board on behalf of Fudan University. President XU said to the members, "International Advisory Board can provide good suggestions and guidance for the School and is helpful for development of Fudan University. We will take and carry out your advices carefully."

Among the four keynote speakers, Lord Charles Powel once played an important part in diplomacy and trading circles. He was the private secretary, diplomatic adviser and international adviser of former premier Baroness Thatcher and acts as the Chairman of the China–Britain Business Council. When talking with the students, Lord Charles Powel pointed out that, "International communication is an essential way to develop world-class talents. By observing and experiencing the world personally, people can develop a full-scale world view and a relatively broader life pattern." China Eastern Airline led by Shaoyong LIU is one of the three key air transport groups in China, with volume of passenger traffic ranking 5th worldwide. The Silicon Valley Bank run by Ken Wilcox, headquartered in the Silicon Valley, the most important innovation park in the world, is dedicated to providing financial service for the innovation field, accounting for 60% of the loans for high-tech companies accepting venture capital in America. In addition, Ronnie C. CHAN, Chairman of Hang Lung Group Limited, is very supportive for education development. As he said, education is the most precious wealth for a person and education in business school plays an essential part for the future of China. It is critical for the transformation development of China in the following ten years.

Hosted by Dean Xiongwen LU, the four guests discussed the topics such as cultural communion between China and the West and talent development in the new era. Then they answered questions raised by the audience.

Mission of the Fudan Global Leader Forum is to gather leaders in all fields across the world, including members of the IAB, to share their foresight and sagacity with the faculty, students and the alumni. It focuses on the global development and demonstrates the way to respond to the global challenges. The keynote speakers are members of the IAB, and there will be other leaders in the political circles, business circles and world famous scholars in the following days.
The second plenary meeting of the 1st International Advisory Board held

The 2nd plenary meeting of our school’s 1st International Advisory Board was held at Fudan University on Oct. 31, 2014. Seventeen representatives from the political, business and the education circles were present.

Before the meeting, Zheng HAN, Member of the Political Bureau of CPC Central Committee and Secretary of CPC Shanghai Municipal Committee, met the members of the IAB. Zhili CHEN, Vice Chairman of the Standing Committee of the Eleventh National People’s Congress and Chairman of the IAB, Hong YIN, Member of the Standing Committee of the CPC Shanghai Municipal Committee and Secretary General of CPC Shanghai Municipal Committee, Tiehui WENG, Deputy Mayor of Shanghai, Zhiwen ZHU, CPC Party Secretary of Fudan University, and President Ningsheng XU attended the meeting with the 17 members of the IAB and other representatives.

Mr. Zheng HAN listened carefully to the suggestions of Chinese and foreign members, and gave the important instruction. He said, “Fudan University is a well-known higher education institution in China and one of the universities enjoying great intentional influence in Shanghai. School of Management, Fudan University made lots of achievements in scientific research innovation, talent cultivation and social ser-
vice. I hope the International Advisory Board will contribute more to the core competitiveness of School of Management, Fudan University and cultivation of more innovative managers. CPC Shanghai Municipal Committee and Shanghai Municipal People’s Government will continue to support the development of Fudan University, as well as other universities in Shanghai.

Zhili CHEN, Chairman of the IAB, introduced the work of IAB on behalf of all the members and expressed her belief that the school will live up to expectations of people and continue lifting the teaching quality and level, strive to be a first-class university and management school, be a qualified bellwether for reform and opening up and pioneer for scientific development in Shanghai, and keep providing intelligence and talent support for raising core competitiveness of Shanghai.

After the interview, Zhili CHEN chaired the second plenary meeting and delivered the summary speech. Secretary Zhiwen ZHU, President Ningsheng XU and Executive Vice President Xiaoman CHEN attended.

Zhili CHEN pointed out that, as the think tank of the school, IAB should be fully supportive, assisting in the School’s realization of strategic goals, Chinese management education development and international influence lifting.

Dean Xiongwen LU made a profound and all-round report on scientific research, recruitment, project cooperation, foreign communication and new school construction to the IAB members. Then, the members raised some questions on the report and gave suggestions on the development of the school.

The 1st International Advisory Board is composed of 27 members, with Lanqing LI, former Vice Premier of the State Council, former Member of Standing Committee of Politiburo of the CPC Central Committee and founding Chairman of Fudan Premium Fund of Management serving as the Honorary Chairman and Madam Zhili CHEN as the Chairman. Members are representatives from the UK, US and other developed countries, and representatives from India, Chili and other emerging countries. They are highly accomplished businessmen and excellent scholars famed in the academic circles from various important economies and all fields in the society, all leaders in their circles.
On Oct. 20, 2014, the Financial Times (FT) released its 2014 rankings of EMBA programs around the world. Among the Top 100 EMBA Programs ranked by FT in 2014, four were our School’s programs and they all enjoyed high rankings. We had two programs ranking among top 100 in 2012 and four in 2013 of the list. This is the second time that we got four programs in, equal to that of the Northwest University Kellogg, which is in the leading position in EMBA education. What differs is that, all our four programs are composed of primarily Chinese senior executives. Carried out in School of Management, Fudan University, which is the largest EMBA education provider, it embodies that it is on the mission of cultivating the talents with global horizon, profound knowledge of Chinese situation and international competitiveness for China. Notably, rankings of the four programs are stable since participating in the ranking over the
years, which is a proof of our high education quality and level, and that the investigation data of the pro-
grams are consistent in time sequence, showing the impersonality, reliability and credibility of the rank-
ings.

In 2006, the Washington University–Fudan University Executive MBA Program was the first to join in
the ranking. The Washington University–Fudan University Executive MBA Program, Fudan University
EMBA Program, Fudan–HKU IMBA Program joined in 2012 and the BI–Fudan MBA Programme joined
in 2013. This year, the four programs continue to join the ranking, wining stable and slight mounting re-
results, an embodiment of our comprehensive strength. Tested by time, the four programs demonstrate
that education quality of our school have reached the world advanced level and are recognized and sup-
ported by the international authoritative ranking.

The Fudan University EMBA Program has participated in the ranking for three consecutive years since
2012, wining the 35th, 38th and 32nd places. The results slightly fluctuate within a small range, reflecting
the stability of the education quality. “Our goal for the following three to five years is to ascend to and
remain within top 30, to display the high quality of Chinese management education,” said the Dean
Xiongwen LU at the press conference.
School of Management, Fudan University and London Business School Agreement of Double Degree in International Business Programme was signed
On Jun. 6, 2014, School of Management, Fudan University (FDSM) – London Business School (LBS) Global MiM Program Signing Ceremony was held at our School. Mr. Brian Davidson, British consul general in Shanghai, Yuliang YANG, President of Fudan University, Vice President Xiaoyuan FENG, Sir Andrew Likierman, Dean of London Business School, Mr. Ivan Shyr, Chairman of Shanghai Alumni Association of London Business School, Xiongwen LU, Dean of School of Management, Fudan University, Associate Dean Yimin SUN, Associate Dean Zhiwen YIN, Associate Dean Changjiang LV, Shi Qi, Chairman and CEO of Eastmoney.com, Zhihao ZHANG, President of Corporate and Financial Customer Department of SCB, and almost forty reporters attended the ceremony.

Dean Xiongwen LU said at the press conference, London Business School will be our most important partner in Europe and even the world, and also the leading business school worldwide entering China for cooperative education. It’s historic moment.

Witnessed by enterprise representatives, alumni and friends from the press, Dean Xiongwen LU and Dean of London Business School Sir Andrew Likierman signed the FDSM – LBS Global MiM Program. Students selected in the two-year program will study in our school and London Business School one year respectively. Graduates of the program will get the master degree of management from both schools. This program has the vision of combining the rich academic achievements and resources in this industry and giving play to advantages of management education of China and the West to cultivate the business elites capable of dealing with international competitions and challenges. The program will include programs instructed by leading Chinese enterprises, investigating in Asia, to provide the real and deep experience of Asian business mode.
In 2014, the number of academic papers our teachers published in global leading periodicals has increased, especially in international class A periodicals, with the increase rate over 20% compared with last year. In addition, we had 18 papers published in UTD periodical, with 5 already accepted, and 17 papers in FT periodical, with 6 accepted. FDSM was ranked 105th worldwide in the “Global Business School Scientific Research Ranking” (2011–2014), 12th in Asia and 1st in Mainland China. In terms of individual principle, we had three principles ranking among top 100. To be specific, the management science was in the 66th place, management information system 61st, and the marketing principle in the 81st place. The number of publications on domestic periodicals was lower on the whole, but higher on top journals rose, which may be the result of more attention paid by our teachers to the publication of international leading periodicals.

In 2014, we had 80 scientific research projects of various grades applied. 33 accepted as of now.
Number of natural science programs remained No. 4 in Handan Campus. Successful application rate is in the third position of the whole university. In terms of national social science projects, we have 3 projects accepted.

We won the first prize for work and second prize for paper at the 12th Shanghai Philosophy and Social Science Excellence Achievement Prize. Besides, we achieved the results of one “Outstanding”, 9 “excellent” and 3 “good” results in the national natural science fund post-project evaluation. Those achievements are owed to the attention to research project quality management over the years.

In 2014, monographs and teaching books published by our teachers totaled 10, and 224 scientific research papers, 1.5 per person (note: we have a total of 152 teachers) (85 teachers having published papers, 2.6 per person).

According to statistics and analysis of the Fudan University Subject Development Planning Office, our papers published in related academic fields have made great contribution to the ESI of Fudan University. For example, the rate of being referred to of our papers in economic and commercial science reached 56.12%, in social sciences 12.79%, in computer science 4.39% and in area of mathematics was 5.33%.
On May 15, 2014, we held the “Glorifying Fudan and Setting Examples—2013 Annual Alumni Election Award Ceremony”. More than ten “Annual Alumni” candidates, school leaders and teachers, as well as nearly 300 alumni from different circles came together and witnessed the glory moment of election of 2013 annual alumni.

The annual alumni election is one of the grandest events of our school, and also a wind indicator of our spirit. It is aimed at commending and publicizing alumni making great achievement in society and making great contribution to development of our school, to spread the spirit to every member of School of Management, Fudan University. As the highest honor granted by our school for the alumni, the election has been run for 6 terms.

Since the 2013 “Annual Alumni” election started on Nov. 31, 2013, the activity has been widely supported and actively participated in by alumni all over the world. We received almost one hundred nominations...
No matter out for hiking or writing the story of his life, Mr. Yiliang TAN is influencing people around with his action, and fulfills his social responsibility as an entrepreneur.

He is not only a leader, but also an excellent pioneer. He has clear long-term plan and strong executive force, which work for driving Shanghai Pudong Development Bank to a broader world.

He understands national policies and concerns social development from perspective of an economist. He contributes to China’s reform with international horizon and creative knowledge and insight.

With his love for our school and deeply agreement with our development mode, Weiqiang MA shows his strong support for the construction of our new campus, having made donation for many times.

or self-nominations, with 16 standing out in the end. They are from different cities and engaged in different fields. But they have common points, being cautious and conscientious in their work and active in paying back the society and school.

Since the first “Annual Alumni” election in 2008, the activity had a theme every year, such as “Charity • Olympics” in 2008, “Entrepreneurship • Innovation” in 2009, and “World Expo • Dedication” in 2010, until 2011, the four awards the “Distinguished Leadership Award”, the “Innovative Achievement Award”, the “Social Contribution Award” and the “Faculty Service Award” were set instead. The four awards remain in this year’s election, aiming at rewarding alumni making great achievements and being models in each field from various angles.

Xiaohui JI, President of Shanghai Pudong Development Bank and alumni of 2000 Fudan HKU IMBA, won the “2013 Distinguished Leadership Award”. Weiqiang MA, President of Guangdong Chengwang Group and alumni of 2006 Fudan MEBA, won the “2013 Faculty Service Award”. Jun MA, Master of Science in Management of 1985, former Chairmen, General Manager and Chief Economist in Greater China of Deutsche Bank in Hong Kong, and now the Chief Economist of People’s Bank of China, won the “2013 Innovative Achievement Award”. And Yiliang TAN, alumni of 2006 Fudan EMBA and President of Zhong Da Real Estate, won the “2013 Social Contribution Award”.

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Three Faculty Members won the 2014 Excellent Teacher Award

Dr. Zhiwei PENG’s scientific research achievements in 2014 well embody his contribution in top research and his role of serving social with research achievements.

In 2014, he published three high-class papers, one on the Management Science and one on the Information Systems Research. Both are top periodicals in the world which included in the UTD-24 program. Moreover, he has a paper published on the international second-class periodical.

His research is focused on how enterprises and users get more value from the mobile technology and socialized media, as well as the influence of Chinese cultural background on the usage of these new type technologies. His research method of combining user behavior with technology design is accepted and wins the INFORMS ISS Design Science Award. Meanwhile, he act as the subeditor and member of the compiling board of many high-class periodicals, including IEEE Transactions on Engineering Management, Information & Management and Electronic Commerce Research & Applications, etc.

Professor Ming ZHENG was in charge of 12 programs in 2013–2014, including 9 MBA (including Shanghai and Hong Kong MBA programs), MPAcc and EMBA professional degree programs. All those programs received “excellent” or “good” ratings. She took the lead in terms of both number of programs and teaching quality.

She always carries out her work in a cautious and conscientious manner. As a teacher with 20 years of experience and loved by students, she never treats a single class casually. She prepares each class carefully and adjusts materials accordingly. As a reward of her scrupulous work, she wins good reputation among different groups of student.

Doctor Xiaole WU is diligent and eager to learn, and forges ahead with determination. She has a keen eye on subject selecting and ability of deepening the research. She has made lots of research achievements at international level. In 2014, she published three first-class papers, very impressive, including one paper (as the first author) on the Management Science (class A+), one on international periodical class A+, and one in international periodical class A-. In addition, she was in charge of one national natural science fund youth scientific fund project and one Fudan University young teacher scientific research capacity lifting project.

During her work, Doctor WU is assiduously seeking and never sluggish. She has great teaching and research accomplishment, good at combining research with teaching. Year by year and class after class, she wins love and warm reception from students with her patient and systematical, explaining-the-profound-in–simple–terms, and humorous teaching style.

From the Information Management and Information System Department

School of Management, Fudan University 2014 Excellent Scientific Research Award

School of Management, Fudan University 2014 Excellent Teaching Award

School of Management, Fudan University 2014 Rising Star Award for Young Teachers
Focus

In the course of the School’s development in 2013, these events and people come to front with glory.
The Fifth GMAC Asia Pacific Conference “China Financial Consumer Protection & Research Center” cooperatively established by FDSM and Financial Consumer Protection Bureau of People's Bank of China Reunion of The 20th Anniversary of graduation, the First Advanced Class of Management Staff, Shanghai 2014 Outstanding Contribution Award of Management, Fudan University Two major forums were held by FDSM in Taiwan 2014 China Entrepreneur (Shanghai) Summit Forum Joint MBA program agreement was signed between FDSM and University of New South Wales 1,668 students of Grade 2014 graduated honorably The first-term of “Zhaoyang Action” activity for poverty reduction and supporting education by FDSM'S undergraduates, postgraduates and doctoral students
The Fifth GMAC Asia Pacific Conference
On November 3, 2014, 2014 GMAC (Graduate Management Admission Council) Asia Pacific Conference was held in our school. With the theme of “Building Engagement”, the annual meeting aimed to promote the better development of postgraduate education in management major. Seventy representatives from all over the world participated in the meeting for two-day agenda, discussing in depth around the topics such as enrollment, examination, industry and making a series of fruitful achievements.

Professor Xiongwen LU, Dean of School of Management, gave the welcome remarks at the meeting. Dean Xiongwen LU is also one of the directors of GMAC, he presented the status quo of business management education in China and pointed out that business school education in China has developed rapidly, despite its short history. Then, Jane Cheung from PricewaterhouseCoopers (PwC) shared his analysis and forecast about labor force market in the future. Alex Chisholm, the head of GMAC Statistics & Analysis Department introduced the way of selecting applicants of business school, and how to help students to seek for the proper programs.

Afterwards, Professor Makarand Parulkar from the Business School of Bond University, senior management tutor Rey R. Reyes from Asian Business School, MBA Professor Lawrence CHAN from Chinese University of Hong Kong, Professor Doris XUN from Department of Economic Management of Tsinghua University, tutor Joel McConnell (Asia Pacific area) from Business School of IE and Professor Dean Outerson from Business School of Chulalongkorn University made a discussion and proposed related solutions around three topics.

On the second day of the conference, Robin ZHANG, Director of Chinese market from LinkedIn introduced the development of LinkedIn in China. It is followed by Wei HUANG, President of Zinch (China) from Chegg, Pearl LIU, Vice President and Product Manager of Thomson Reuters, Eric TIAN, Director of Wechat Cooperative Marketing Department and Rocky ZENG, Senior Partner of HAIL, they made statement about practice and conception about the topic of “Engagement in the Digital Era”, respectively. Afterwards, Zhiwen YIN, Associate Dean of our School, Roberto Dona, MBA program director of Xi’an Jiaotong–Liverpool University and David LIU, Managing Director of the Robert H. Smith School of Business at the University of Maryland expressed their respective insights from the perspective of education industry of postgraduates in management major. In the afternoon, John Russell, President of North Head Consulting, gave a keynote speech of “Effective Participation in Media”, Felinda Romano, Director of Campus Recruitment and Project Management of Asia–Pacific Liberty Insurance Company, Jenny GAO, Director of HR Department from Cortina and Jason LUO, Senior Vice President of Jia.com expressed their own opinions.
“China Financial Consumer Protection & Research Center”
cooperatively established by FDSM and Financial
Consumer Protection Bureau of People's Bank of China
On June 7, 2014, “China Financial Consumer Protection & Research Center” was officially established under the cooperation between our School and Financial consumer protection Bureau of People’s Bank of China, and the “symposium of behavior supervision and financial consumer protection of China” was held.

Mr. Guangshao TU, Vice Mayor of Shanghai People’s Government, took the lead to give speech. He stated that Shanghai municipal government would spare no efforts to serve the development of the Center and wished complete success of the conference. Professor Zhiwen ZHU, Secretary of university party committee from Fudan University stated in his speech that “I hope we can make more high quality cooperative achievements after the establishment of the Center, making greater contribution to the promotion of financial theory and practice development.” As the representative of the People’s Bank of China, Xin ZHANG, Director of Shanghai Head-quarters of People’s Bank of China, expressed the warm congratulations on the establishment of the Center and holding of the symposium.

With the witness of all guests and alumni, Xiongwen LU, Dean of School of Management of Fudan University and Jinpu JIAO, Director of the Financial Consumer Protection Bureau of People’s Bank of China jointly unveiled the “China Financial Consumer Protection Center”.

It is followed by the official starting of “symposium about behavior supervision and financial consumer protection of China”. Yang ZHENG, Director of Shanghai Municipal Office of Finance Service, gave a speech with the theme of “Construction of Shanghai International Financial Center and Protection of Financial Consumption Rights and Interests”. Professor Kevin Davis, Director of Australia Financial Center, shared Australia’s experience in protecting the rights and interests of financial consumers. Dr. Jinpu JIAO, Director of the Financial Consumer Protection Bureau of People’s Bank of China, gave his speech with the subject of “Pattern and Development of Protecting Financial Consumption Rights and Interests in China”.

Hosting by Dean Xiongwen LU, Ms. Ying WANG, Financial Commissioner of Beijing Office of World Bank, Dr. Tianqi SUN, Vice Director of Financial Consumer Protection Bureau of People’s Bank of China, Mingkang JIANG, Vice Director of CBRC Shanghai Office and Qingyun JIANG, professor of Marketing, Management School of Fudan University participated in the round table discussion. They made an in–depth and fierce discussion about the subject of “Building the Protection System of Behavior Supervision and Financial Consumption Rights and Interests in China”.
Reunion of The 20th Anniversary of graduation, the First Advanced Class of Management Staff, Shanghai
On February 6, 2014, the first-term alumni graduated from the advanced training class of management staff of the School of Management, Fudan University in Shanghai gathered together for the 20th anniversary of graduation. 23 alumni participated in this activity, with participation by leaders of our School such as Xiongwen LU, Dean of the School of Management, Secretary Lihua HUANG, Associate Dean Jian ZHOU, Associate Dean Yimin SUN, Associate Dean Zhiwen YIN and Associate Secretary Yaohua YE.

Reunion of this time was just the 20th anniversary of the graduation of the first-term alumni in the advanced training class of management staff of Shanghai. During twenty years of study and learning, they have met difficulties, made struggles, devoted to their career and faith and made achievements. The feeling of gratitude is what the alumni want to express the most to their Alma Mater. Sharing and communication activities were especially set for this reunion party. The alumni spoke out freely, showing their concern about social livelihood and sharing stories about warm relationship with School. Around many hot issues about the current reform, alumni Yicui YIN from Shanghai municipal people’s congress, Yibo XU from Shanghai Municipal State-owned Assets Supervision and Administration Commission and Hailin SHA from the United Front Work Department of CPC Shanghai Municipal Committee and the others expressed their own opinions. In terms of China’s macro economy tendency and the related strategies and structural transformation of enterprises, alumni Yupeng ZHOU from Shanghai Modern Service Industry Federation, Jianqing JIANG from the Industrial and Commercial Bank of China and Maoyuan HU from SAIC Motor shared their experience and wisdom from frontline enterprises.

Moreover, at the exchange meeting, alumni also discussed world economic tendency of major economies in the future, such as America, Europe and Japan, come up with in-depth issues faced in China’s economic development and solutions.

As representative of our School, Professor Xiongwen LU, Dean of the School of Management of Fudan University, welcomed alumni come back home. Moreover, he also shared achievements made by our School in recent years and plan for the future.
2014 Outstanding Contribution Award of Management, Fudan University
On November 29, 2014, the award ceremony of Fudan Premium Fund of Management in 2014 was grandly held in the great hall of University of Chinese Academy of Sciences. Through researches in the area of China’s public administration for many years, Shantong LI, researcher of the Development Strategy and Regional Economy Department of Development Research Center of the State Council, Jun MA, professor of the School of Government at Sun Yat–Sen University and Linxiu ZHANG, researcher of the Center of Chinese Agricultural Policy, CAS were awarded the “2014 Fudan University Management Award for Outstanding Contribution” for their excellent achievements. "Fudan University Enterprise Management Award for Outstanding Contribution” was newly established in the year, Ruimin ZHANG, chairman of the Board and CEO of Haier Group was the first winner. In this year, "Fudan University Management Lifetime Achievement Award” went to Siwei CHENG, Dean and doctoral supervisor of the Management School of University of Chinese Academy of Sciences.Fudan Premium Fund of Management was established in 2005, with sponsorship from alumnus Lanqing LI, who donated his remuneration as original fund.

The "Fudan University Management Award for Outstanding Contribution” remuneration aims at encouraging management talents to concentrate on studies and daring to put into practice, so as to promote the academic position and influence of China’s management in the world. From 2006 till now, 25 scholars and practitioners have got the award for excellent achievements in the areas of management science and engineering, industrial and commercial management and public management. "Fudan University Enterprise Management Award for Outstanding Contribution" has been newly established since 2012, which is established for honoring the older generation of management personnel who has made outstanding contribution. "Fudan University Enterprise Management Award for Outstanding Contribution" has been established in this year, which is established for rewarding entrepreneurs or enterprise managers making excellent contribution in China’s enterprise management practice.
Cross-Straits EMBA Elite Forum

On March 6, 2014, Cross-Straits EMBA Elite Forum 2014 was held in Taipei, which was jointly hosted by School of Management of Fudan University and College of Management, National Taiwan University. With the theme of “Recognizing General Trend and Expanding Basic Thought”, the professionals, scholars and leaders from the political and business areas both from Taiwan and the Mainland gathered together and jointly discussed cooperation and development between Taiwan and the Mainland under the trend of new era.

Liangji CHEN, Vice President of National Taiwan University, Yang ZHONG, Dean of Fudan University Graduate School, Bingkun JIANG, the former chairman of the Board of The Straits Exchange Foundation, Zhenghua WANG, chairman of the Board of Spring Airlines, Wenjie WANG, chairman of the Board of the Lion Group, Chongliang BAI, chairman of the Board of Ogilvy, Yuliang ZHANG, chairman of the Board of Greenland Group and Zhigang WANG, chairman of the Board of Taiwan External Trade Development Council and the others gave their own keynote speech at the Forum. Zhiwen YIN, Dean of the School of Management, Fudan University, Jiming BAO, Executive Director of EMBA of Fudan University, Ruixiang GUO, Dean of the Management School of the National Taiwan University and Professor Minghui XIE, Vice President of National Taiwan University and Executive Director of EMBA, as well as EMBA students from both Taiwan and the Mainland participated in this Forum.
On July 21, 2014, "Fudan–Common Wealth Forum on Cross–Strait Trends" was held in Taipei, which was jointly held by our School of Management, Fudan University and Common Wealth Magazine Group.

Taking on the theme of "Analyzing Changes in China Mainland, Exploring Win–Win Cooperation Opportunities", the Forum was attended by Dean Xiongwen LU, Professor Shizheng QIAN, and Professor Aiguo KONG; Ms. Ying–chung WU, Chairperson of CommonWealth Magazine; and Mr. Tony HO, Chairman of Test Rite Group and also an alumnus of our School along with nearly 300 entrepreneurs, scholars and specialists to discuss together the business transition opportunities, challenges and cooperation possibilities between companies under the internet background on both sides of the Taiwan Strait.

On the second day, 2014 CommonWealth Economic Forum (CWEF) (Summer Session) was held in Taipei. Focusing on the "New Pattern of Cross–Strait Enterprise Transformation", celebrities from the Mainland, Hong Kong SAR, Macao SAR and Taiwan in the areas of political, business and academic participated in the forum, discussing in-depth about the cross–strait general tendency of politics and economy, breakthrough of enterprise innovation and regional– and interdisciplinary–oriented market development. Xiongwen LU of our School and Professor Aiguo KONG of the Financial Department were invited to attend this forum in Taiwan.
2014 China Entrepreneur (Shanghai) Summit Forum
On December 20, “2014 China Entrepreneur (Shanghai) Summit Forum—Sustainable Development, Reforma-
tion and Innovation” and EMBA alumni annual meeting of Fudan University were grandly held at Shanghai Inter-
national Convention Center. The famous guests in the political, business and academic areas and nearly a thou-
sand of EMBA students attended the meeting.

This summit forum was divided into development part and innovation part, with the subject of “Economic and
Industrial Development under the New Normality” and “New Economy, New Pattern and New Opportunity” re-
spectively. The opening speech was respectively given by Professor Xiongwen LU of our School and Shuo QIN,
Chief Editor of China Business News. The forum was hosted by Professor Shizheng QIAN of our School.

In the development part, Bin XIA, Counselor of the State Council, gave the speech titled “The Current Econom-
ic Dilemma and Economic Countermeasures for Emergent Adjustment and Control”. He proposed the adjust-
ment and control policies for the urgent issues faced by China economy after entering the new normality. After
it, Jianping FAN, Chief Economist of State Information Center made the prospective analyses for the forthcoming
“the thirteenth Five Year Plan”, outlining the direction of transformation and macroeconomic tendency.

In the innovation part, Jian WANG, Chairman of the Board of BGI, gave the speech of “Opportunity for China
Health Industry”. He shared the potential market and major opportunities of health industry, which is one of the
widely concerned industries in China. In the end, Junhao, WANG, President of JuneYao Group, gave the
speech of “Sustainable Development and Transformation & Innovation of Enterprise”. He explored the pattern
innovation of traditional industry under the new economic background.

After the keynote speech, Dean Xiongwen LU hosted the round table discussion, which was attended by Mr.
Jianping FAN, Jian WANG, Junhao WANG and Shuo QIN. Around the subject of sustainable development,
transformation and innovation under the new normality, the guests further analyzed the reform approach and
freely talked about the general economic trend. Business wisdoms were achieved at the meeting.

EMBA students of Fudan University also made “Micro Forum” for the 2014 alumni annual meeting. Professor
Jie LIU of the Information Management and Information System Department, Professor Qingyun JIANG of
Marketing Department, together with alumni such as Ruifeng YU, Chairman of Laiyifen, Gang QIAN, Founder of
Wei Zhuang Wang, Zonghan HUANG, President of Handing Hospital of Traditional Chinese Medicine, Lu ZHAO,
Co-funder of Jieixin Health, Huixin XU, Chairman of Shengjing (Shanghai) Biotech Co., Ltd., Mingqiu ZHU,
Chairman of Simei and Weiming ZHU, General Manager of Shanghai Fashion Center, discussed three major
subjects—internet thinking of traditional industry, development and opportunity of health and medical industry
and cultural creative industry. They provided ideological feast at the annual meeting.
Joint MBA program agreement was signed between FDSM and University of New South Wales
On November 14, 2014, the Fudan–UNSW MBA Program Partnership Agreement Signing Ceremony was held at our School. Dean Chris Styles of the Business School at University of New South Wales (UNSW), Dean Xiongwen LU and Associate Dean Zhiwen YIN of our School, as well as over thirty journalists and reporters attended the ceremony. Dean Xiongwen LU and Dean Chris Styles signed the “Fudan–UNSW Joint MBA Program Partnership Agreement.”

The Fudan–UNSW MBA Program will provide standard fundamental MBA courses on topics such as finance, marketing, and business strategies. It will also provide a large number of professional courses on e-commerce, business models and other topics. Students of the Program will complete most of their courses at our School before they go to UNSW for another series of courses, visiting and communicating with local famous companies.

The Program will accept applicants not only Chinese candidates but also those from other countries who are interested in acquiring business experiences in China. Upon completion of the Program, students will receive the MBA degrees from UNSW and Study Certificate from Fudan.
1,668 students of Grade 2014 graduated honorably
On June 28, 2014, Grade 2014 joint graduation ceremony of our School was held at Zhengda Gymnasium.

It was attended by 1,668 undergraduates, postgraduates and doctoral students, postgraduates of Master of International Business, MBA, EMBA, MPAcc, Fudan–City University of Hong Kong DBA, Fudan–Washington University EMBA, Fudan–BI (Norway) MBA, Fudan–Hong Kong University IMBA programs. Wearing the academic gowns, they graduated with honor in the presence of the leaders of our School, faculty representatives of all departments, representatives of all cooperation colleges and universities and the parents and relatives of the students.

Fang LU, Vice President of our University, Yugang CHEN, Vice Dean of the Graduate School, alumnus Jun MA, Chief Economist of Research Bureau of the People’s Bank of China, faculty representatives of all departments of our School and representatives of cooperation colleges and universities attended the graduation ceremony, which was hosted by Yimin SUN, Associate Dean of our School.

As the representative of Fudan University, Mr. Fang LU expressed warm congratulations to the graduates for their successful completion of courses and achieving degree certificates and study certificates. Afterwards, Mr. Jun MA gave a wonderful speech titled “Don’t hunt for Job, Let the Job Come to You”, pointing out that three principles for the graduates: “first, focus on the future; second, do not forget to give back to society; third, be honest”.

After it, as the representative of our School, Mr. Xiongwen LU expressed warm congratulations to the graduates for their successful completion of courses, and expressed his sincere appreciation and congratulations to the parents, relatives and friends of all graduates. He wished the graduates could bear in mind that “Man alive has a duty to his country. In the time of intense transformation, reform and development, alumni of the School of Management should more proactively participate in promoting the process of social development.”

After the speech, the graduation video that was specially made by the Grade 2014 graduates was played on the screen at the ceremony. Following the words of pledged delegate, all graduates vowed at the solemn graduation ceremony.
The first-term of “Zhaoyang Action” activity for poverty reduction and supporting education by FDSM'S undergraduates, postgraduates and doctoral students
On September 2, 2014, our School started to carry out the first-term of “Zhaoyang Action”, which was attended by all undergraduates of Grade 2013 and some of the MBA–DBA students of Grade 2013 for poverty reduction and supporting education.

With the on-going process of educational reform for undergraduates, postgraduates and doctoral students, course construction of our School has extended beyond the classroom. “Social practice” content has been added in the education program of Grade 2013 postgraduates and doctoral students and undergraduates, which requires students to finish the task of poverty reduction and supporting education organized by School during the second year of postgraduates study or sophomore year (two weeks for postgraduates and doctoral students and one week for undergraduates), and the results of social practice shall be included in the academic evaluation system.

In the poverty reduction and education support of this time, with the guidance of 14 teachers from academe, we went to four elementary schools and middle schools located near Huaigang Village in Huoqiu County, Anhui Province. A total of 156 undergraduates of Grade 2013, 10 postgraduates and doctoral students of Grade 2013 participated in this activity. The activity included educational and communication programs such as summer campus interest courses, on-site courses educational practice, one-to-one learning partner, lesson observation and communication, dream class and in-depth integration. Moreover, it also included the on-site visit activities such as visiting township enterprises and visiting students’ families, with rich schedule and various forms.

The name of “Zhaoyang Activity” is originated from the poetry “I wash my hair with the water from the clear river at dawn, and then let it dry in the rays of the rising sun”, which implies that the activity is full of love, hope and warmth, and we hope it would develop like rising sun, full of youthful spirit and bright prospects. With the aim to make students know more about the society and themselves, so as to truly let the education activities within and outside the classroom serve the education purpose, and achieve full enhancement of comprehensive qualities and sense of social responsibilities of students. “Zhaoyang Action” is one of the innovative and significant measures made by our School in the process of education reform.
Overview

From faculty to scientific research, from structure of departments and disciplines to the list of forums, from the number of students to the list of international cooperative schools, here you can find School’s new changes in 2014.
Up until the end of 2014, we have 151 faculty members, of which 48 are professors and 66 are associate professors. 95.4% of our faculty members have doctoral degrees, and 59 faculty members obtained their doctoral degrees overseas, which accounts for 40.2% of the total faculty members.
### New Faculty Members in 2014

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Department</th>
<th>Research Field</th>
<th>Educational Background</th>
</tr>
</thead>
</table>
| Wei-Lin Liu   | Professor      | Department of Finance | Theory and Empirics of Financial Intermediation, Empirical Corporate Finance | Ph.D., Finance, University of Florida, USA  
Master, Physics, Virginia Tech, USA  
Bachelor, Physics, The Flinders University, Australia |
| Li Lingfang   | Associate Professor | Department of Industrial Economics | Information Economics, Industrial Organization, Game Theory, Behavioral Economics | Ph.D., Economics, University of California, Irvine, USA  
Master, Mathematical Behavioral Science, University of California, Irvine, USA  
Bachelor, Business Administration, Zhongnan University of Economics and Law |
| Xiao Yuewen   | Assistant Professor | Department of Statistics | Financial Statistics, Energy Finance, Quantitative Finance | Ph.D., Banking & Finance, The University of New South Wales, AUS  
Master, Banking & Finance, The University of New South Wales, AUS  
Bachelor, Statistics, Fudan University |
<table>
<thead>
<tr>
<th>Name</th>
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<th>Educational Background</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yu Peiwen</td>
<td>Assistant Professor</td>
<td>Department of Management Science</td>
<td>Supply Chain Management, Inventory Management, Dynamic Optimization</td>
<td>Ph.D., Operations Management, The Hong Kong University of Science and Technology, HK Bachelor, Applied Mathematics, University of Science and Technology of China</td>
</tr>
<tr>
<td>Shen Juan</td>
<td>Assistant Professor</td>
<td>Department of Statistics</td>
<td>Mixture Model, Subgroup Analysis, Bayesian Variable Selection</td>
<td>Ph.D., Statistics, University of Michigan, USA Master, Statistics, University of Illinois at Urbana-Champaign, USA Bachelor, Statistics, University of Science and Technology of China</td>
</tr>
<tr>
<td>Tang Yinan</td>
<td>Assistant Professor</td>
<td>Center for Corporate Finance and Financial Market</td>
<td>Finance, Macro Economics, Micro Economics, Public Finance</td>
<td>Ph.D., Finance, Fudan University Master, Physics, Peking University Bachelor, Physics &amp; Economics (Double Major), Peking University</td>
</tr>
</tbody>
</table>
# List of Members of School’s Committees and Leading Groups

1. **The Academic Committee**
   Director: Qiuzhi XUE
   Deputy Director: Yifan XU, Qingyun JIANG
   Members: (in alphabetical order by pinyin of last name)
   - Jianqiao HONG, Kemin WANG, Baohua XIANG
   - Yunjie XU, Yihong YU, Zhongyi ZHU
   Secretary: Cheng CHEN

2. **The Degree Appraisal Subcommittee/The Postgraduate Education Steering Committee**
   Chairman: Mingjie RUI
   Vice Chairman: Zhiwen YIN, Changjiang LV
   Members: (in alphabetical order by pinyin of last name)
   - Chao CHEN, Longzhen FAN, Xiucheng FAN
   - Jianqiang HU, Jie LIU, Pinliang LUO, Yong SU
   - Xinsheng ZHANG
   Secretary: Jiaer KE

3. **The Education Steering Committee of Professional Degrees**
   Chairman: Xiongwen LU
   Vice Chairman: Zhiwen YIN, Baohua XIANG, Ming ZHENG
   Members: (in alphabetical order by pinyin of last name)
   - Jiming BAO, Xiangfeng CHEN, Jianbing HUANG,
   - Lihua HUANG, Qingyun JIANG, Ruoshan LI,
   - Hong LING, Hetong LOU, Xin'e QI, Shizheng QIAN
   - Mingchuan REN, Yong SU, Qian SUN, Yimin SUN
   - Yihong YU
   Secretary: Yan SHI

4. **The Faculty Code of Practice Committee**
   Director: Lihua HUANG
   Deputy Director: Changjiang LV, Yaohua YE
   Members: (in alphabetical order by pinyin of last name)
   - Junchen HU, Pei HUANG, Deyuan LI, Yuanpeng LI
   - Pinliang LUO, Jian’gang XU, Chenghong ZHANG
   - Rong ZHOU

5. **The Senior Post Accreditation Committee**
   Chairman: Xiongwen LU
   Vice Chairman: Lihua HUANG
   Members: (in alphabetical order by pinyin of last name)
   - Jianqiao HONG, Qingyun JIANG, Kemin WANG,
   - Baohua XIANG, Yifan XU, Yunjie XU, Qiuzhi XUE
   - Yihong YU, Zhongyi ZHU,

6. **The Leading Group of Discipline Construction**
   Group Leader: Xiongwen LU
   Deputy Group Leader: Lihua HUANG, Mingjie RUI,
   - Qiuzhi XUE, Yifan XU
   Members: (in alphabetical order by pinyin of last name)
   - Jianqiao HONG, Qingyun JIANG, Hong LING
   - Yong SU, Qian SUN, Xinsheng ZHANG

7. **The Undergraduate Education Steering Committee**
   Chairman: Changjiang LV
   Members: (in alphabetical order by pinyin of last name)
   - Xiangfeng CHEN, Liyin JIN, Pinliang LUO
   - Kemin WANG, Zhiguo XIAO, Yunjie XU
   - Zhihan XU, Qinqin ZHENG
   Secretary: Jiaer KE

8. **The Faculty Construction Leading Group**
   Group Leader: Xiongwen LU
   Members: (in alphabetical order by pinyin of last name)
   - Jianqiao HONG, Junchen HU, Lihua HUANG
   - Changjiang LV, Baohua XIANG, Qiuzhi XUE,
   - Yihong YU, Jian ZHOU
9. The Steering Committee of the Comprehensive Tutorial System
Chairman: Xiongwen LU
Vice Chairman: Lihua HUANG, Changjiang LV
Members: (in alphabetical order by pinyin of last name)
   Jianqiao HONG, Qingyun JIANG, Hong LING
   Mingjie RUI, Yong SU, Qian SUN, Yifan XU
   Xinsheng, ZHANG, Weitao ZHAO
Secretary General: Weitao ZHAO
Vice Secretary General: Ying ZHOU, Feng ZHU

10. The Audit and Budget Committee
Director: Changjiang LV
Deputy Director: Yaohua YE, Yihong YU
Members: (in alphabetical order by pinyin of last name)
   Cheng HUANG, Fangzhen LIU, Hetong LOU
   Tianjin XU
Secretary General: Tianjin XU

11. The Professor Council
Chairman: Yihong YU
Vice Chairman: Junchen HU, Jianqiang HU

12. The EMBA Education Steering Group
The EMBA Program Academic Director: Jiming BAO
Group Leader: Jiming BAO
Members: Baohua Xiang, Lihua HUANG, Yihong YU

13. Academic Directors of the Other Programs
The MBA Program Academic Director: Shizheng QIAN
The International MBA Program Academic Director: Jianbing HUANG
The MPAcc Program Academic Director: Ruoshan LI
The Shanghai & Hong Kong IMBA Program Academic Director: Qingyun JIANG, Yifan XU, Jianqiao HONG, Qian SUN

14. Research and Development Management Journal
Editor in chief: Pinliang LUO
Associate Executive Editor: Gengtao SANG
Associate Editor: Xu LI

15. Labor Union
Chairman: Hong LING
Vice Chairman: Qinqin ZHENG, Wenyan XU
Members: Youwei WANG, Wenhao SONG, Hua ZHAO, Yanping HUANG, Lijun QIU, Deyuan LI,
Group Leader of the Union: Shu TIAN, Zhiguoxiao, Binglin GONG, Wenyan XU, Xin ZHANG, Tian WEI, Xueqi WEI
Xi DAI

16. The Post-doctoral Mobile Center
Director: Lihua HUANG, Mingjie RUI, Ming ZHENG
Secretary: Xiangfeng CHEN, Huajia WU, Guangsheng YU
Shusong JIN

17. Training Department
Director: Yongkang YANG

18. Department Head
Yong SU, Hong LING, Mingjie RUI, Xinsheng ZHANG
Qingyun JIANG, Yifan XU, Jianqiao HONG, Qian SUN

Associate Department Head
Qingjin ZHENG, Yunjie XU, Pinliang LUO, Zhiguo XIAO
Liyin JIN, Xiangfeng CHEN, Zhihan XU, Kemin WANG
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<td>Department of Management Science</td>
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<td>Department of Accounting</td>
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<td>Department of Business Administration</td>
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<td>Department of Marketing</td>
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<td>Department of Statistics</td>
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<td>Department of Information Management</td>
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### Research Centers

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<td>1</td>
<td>Shanghai Logistics Institute</td>
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<td>2</td>
<td>Institute of Oriental Management, Fudan University</td>
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<td>3</td>
<td>Fudan University Center for E-commerce Research</td>
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<td>4</td>
<td>Center for Smart City Research</td>
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<td>5</td>
<td>Shanghai Social Science Innovation Research Base for Industrial Structure Adjustment</td>
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<td>Fudan University Center for Service Marketing and Management</td>
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<td>7</td>
<td>Fudan University Center for Statistical Consulting and Research</td>
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<td>8</td>
<td>Fudan University Center for Business Development and Management Innovation</td>
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<td>9</td>
<td>Fudan Education &amp; Research Development Center for Young Entrepreneurs</td>
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<td>10</td>
<td>Fudan University Center for Entrepreneurship &amp; Venture Capital Research</td>
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<td>11</td>
<td>Fudan University Institute of Economic Management</td>
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<td>Fudan University Center for International Business Management Research</td>
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<td>13</td>
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<td>Fudan University Center for China Market Research</td>
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<td>Fudan University Institute for Business Administration</td>
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<td>16</td>
<td>Fudan University Great Wisdom Financial Engineering Laboratory</td>
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<td>Fudan University Institute for Industrial Economics</td>
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<td>18</td>
<td>Center for Housing Policy Studies, Fudan University</td>
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<td>19</td>
<td>Global Research Center for Financial Marketing and Customer Responsibility</td>
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<td>Research Center for Decision-Making and Behavioral Science</td>
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<td>Research Center for Corporate Finance and Capital Market</td>
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### Number of Students

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<td>12</td>
<td>Master of Finance Program</td>
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<td>Author</td>
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<td>Equilibrium financing in a distribution channel with capital constraint</td>
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<td>Promotional marketing or word-of-mouth? Evidence from online restaurant reviews</td>
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<td>E-government adoption in public administration organizations: Integrating institutional theory perspective and resource-based view</td>
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<td>The unexpected positive impact of fixed structures on goal completion</td>
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<td>Tail index of an AR(1) model with ARCH(1) errors</td>
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<tr>
<td>Hong Ling</td>
<td>Risk mitigation in supply chain digitization: System modularity and information technology governance</td>
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<td>Pricing deviation, misvaluation, moneymarket, and macroeconomic conditions</td>
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<td>Haina Shi</td>
<td>Underwriter reputation, issuer ownership, and pre-IPO earnings management: Evidence from China</td>
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<tr>
<td>Youwei Wang</td>
<td>Store survival in online marketplace: An empirical investigation</td>
</tr>
<tr>
<td>Xueqi Wei</td>
<td>Experience information goods: “Version-to-upgrade”</td>
</tr>
<tr>
<td>Xiaole Wu</td>
<td>Horizontal capacity coordination for risk management and flexibility: Pay ex ante or commit a fraction of ex post demand?</td>
</tr>
<tr>
<td>Zhiguo Xiao</td>
<td>Two-step adaptive model selection for vector autoregressive processes</td>
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<tr>
<td>Haoping Xu</td>
<td>Underwriter reputation, issuer ownership, and pre-IPO earnings management: Evidence from China</td>
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<tr>
<td>Yifan Xu</td>
<td>Overbooking for parallel flights with transference</td>
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<tr>
<td>Yunjue Xu</td>
<td>Cue consistency and page value perception: Implications for web-based catalog design</td>
</tr>
<tr>
<td>Yunjue Xu</td>
<td>Alternate strategies for a win–win seeking agent in agent–human negotiations</td>
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<tr>
<td>Wen Yu</td>
<td>Quantile regression analysis of case–cohort data</td>
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<tr>
<td>Chenghong Zhang</td>
<td>Knowledge popularity in a heterogeneous network: Exploiting the contextual effects of document popularity in knowledge management systems</td>
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<tr>
<td>Cheng Zhang</td>
<td>Online information product design: The influence of product integration on brand extension</td>
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<tr>
<td>Cheng Zhang</td>
<td>Risk mitigation in supply chain digitization: System modularity and information technology governance</td>
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<tr>
<td>Cheng Zhang</td>
<td>E-government adoption in public administration organizations: Integrating institutional theory perspective and resource-based view</td>
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<td>Xianlong Zhang</td>
<td>Overbooking for parallel flights with transference</td>
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<tr>
<td>Xin Zhang</td>
<td>How cross–listings from an emerging economy affect the host market?</td>
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<tr>
<td>Xiaosheng Zhang</td>
<td>Two-step adaptive model selection for vector autoregressive processes</td>
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<tr>
<td>Ming Zheng</td>
<td>Quantile regression analysis of case–cohort data</td>
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<tr>
<td>Qinlin Zheng</td>
<td>Governing business process offshoring: Properties, processes, and preferred modes</td>
</tr>
<tr>
<td>Qinlin Zheng</td>
<td>Reciprocity in corporate social responsibility and channel performance: do birds of a feather flock together?</td>
</tr>
<tr>
<td>Qinlin Zheng</td>
<td>Cross-cultural perceptions of business ethics: evidence from the United States and China</td>
</tr>
<tr>
<td>Zhongyi Zhu</td>
<td>Variable selection in high-dimensional quantile varying coefficient models</td>
</tr>
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<td>Title of the Journal</td>
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<tr>
<td>Financial Management</td>
<td>Chao Chen, Haina Shi, and Haoping Xu</td>
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<tr>
<td>Production and Operations Management</td>
<td>Bing Jing, Xiangfeng Chen, and Gangshu (George) Cai</td>
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<tr>
<td>International Journal of Production Economics</td>
<td>Wen-Chyuan Chang, Gangshu (George) Cai, Xiaojing Xu, and Xiangfeng Chen</td>
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<td>Journal of Service Research</td>
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<td>IEEE Transactions on Automatic Control</td>
<td>Yijie Peng, Chun-Hung Chen, Michael Fu, and Jianqiang Hu</td>
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<td>Information Systems Research</td>
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<td>European Journal of Information Systems</td>
<td>Daqing Zheng, Jin Chen, Lihua Huang, and Cheng Zhang</td>
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<tr>
<td>Journal of Multivariate Analysis</td>
<td>Qingzhao Zhang, De yuan Li, and Hansheng Wang</td>
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<td>Journal of the American Statistical Association</td>
<td>Huixia Judy Wang and De yuan Li</td>
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<td>Econometric Theory</td>
<td>Npai Hang Chen, De yuan Li, Liang Peng, and Rongzhang Zhang</td>
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<td>Eric C. Chang, Yan Luo, and Jinjuan Ren</td>
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<td>Research Policy</td>
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<td>Financial Management</td>
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<td>Academy of Management Perspectives</td>
<td>Yadong Luo, Jinjun Sun and Stephanie Lu Wang</td>
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<td>Journal of Banking &amp; Finance</td>
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<td>Yingping Yang, Sharad Singhal, and Yunjie Xu</td>
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<td>Xiqiang Sha, Klarissa Ting–Ting Chang, Cheng Zhang, and Chengzhong Zhang</td>
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<td>Journal of World Business</td>
<td>Yadong Luo, Stephanie Lu Wang, Vaidyanathan Jayaraman, and Qinjin Zheng</td>
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<td>Journal of Business Ethics</td>
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<td>Michael J. Gift, Paul Gift, and Qinjin Zheng</td>
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<td>Yanlin Tang, Xinyuan Song, Huixia Judy Wang, and Zhongyi Zhu</td>
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## Fudan Global Leader Forum 2014

<table>
<thead>
<tr>
<th>Date</th>
<th>Guest speaker</th>
<th>Speech topic</th>
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<tbody>
<tr>
<td>October 31</td>
<td>Ronnie C. Chan</td>
<td>Integrating East with West, Exploring a Better Future</td>
</tr>
<tr>
<td></td>
<td>Chairman of Hang Lung Group Limited and Chairman of Hang Lung Properties Limited</td>
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<tr>
<td></td>
<td>Shaoyong LIU</td>
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<tr>
<td></td>
<td>General Manager of China Eastern Air Holding Company and Chairman of China Eastern Airlines Corporation Limited</td>
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<td></td>
<td>Lord Charles Powell</td>
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<td></td>
<td>a crossbencher of the House of Lords and the member of Select Committee on the Constitution, UK</td>
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<td></td>
<td>Ken Wilcox</td>
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<td></td>
<td>Chairman of Silicon Valley Bank</td>
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## 2014 Silicon Valley Bank Management Master Forum

<table>
<thead>
<tr>
<th>Date</th>
<th>Guest speaker</th>
<th>Speech topic</th>
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<tbody>
<tr>
<td>January 15</td>
<td>Gang LI</td>
<td>Big Bang Disruption of the Internet Era</td>
</tr>
<tr>
<td>June 18</td>
<td>S. D. Shibulal</td>
<td>Leadership and Innovation</td>
</tr>
<tr>
<td>March 25</td>
<td>John Rice</td>
<td>Managing Global Infrastructure</td>
</tr>
<tr>
<td>March 14</td>
<td>Gordon Orr</td>
<td>Focusing on the Rise of Digital Enterprise</td>
</tr>
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<td></td>
<td>Chairman of Accenture Greater China</td>
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<td>Co-founder, CEO and concurrent Managing Director of Infosys</td>
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<td></td>
<td>Vice President of GE Company</td>
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## 2014 Inquiry Seminar

<table>
<thead>
<tr>
<th>Date</th>
<th>Guest speaker</th>
<th>Speech topic</th>
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</thead>
<tbody>
<tr>
<td>August 9</td>
<td>Jiming HA</td>
<td>World and China Economic Outlook</td>
</tr>
<tr>
<td></td>
<td>Vice Chairman and Chief Investment Strategist of Investment Management Division for China, Goldman Sach</td>
<td></td>
</tr>
<tr>
<td>May 14</td>
<td>Benn Steil</td>
<td>Bretton Woods System and Sino–American Economic Relations</td>
</tr>
<tr>
<td>April 18</td>
<td>Professor Yong LIU</td>
<td>Development–oriented Finance Helps Chinese Enterprises “Go Global”</td>
</tr>
<tr>
<td></td>
<td>Director of Business Development Bureau, China Development Bank</td>
<td></td>
</tr>
<tr>
<td>March 24</td>
<td>Professor Charles Pellerin</td>
<td>Grasping the 5th Invisible Strength, the One and Only Way for Team to Win</td>
</tr>
<tr>
<td></td>
<td>Doctor of Astrophysics graduated from Business School of University of Colorado, and having worked at NASA</td>
<td></td>
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</tbody>
</table>
# Fudan Humanities Lectures in 2014

<table>
<thead>
<tr>
<th>Date</th>
<th>Guest Speaker</th>
<th>Speech Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 14</td>
<td>Xinbo WU, Director of Center for American Studies, Fudan University and</td>
<td>International Situation and China’s Diplomacy</td>
</tr>
<tr>
<td></td>
<td>Professor and Executive Associate Dean of Institute of International Studies, Fudan University</td>
<td></td>
</tr>
<tr>
<td>March 20</td>
<td>Tongdong BAI, Professor of School of Philosophy, Fudan University</td>
<td>Traditional Chinese Political Philosophy and Its Modern Significance</td>
</tr>
<tr>
<td>April 18</td>
<td>Bing Ren SHAO, Consultant of China Calligraphers Association, Specially Invited</td>
<td>Calligraphy and Traditional Culture of China</td>
</tr>
<tr>
<td></td>
<td>Researcher of Chinese Calligraphy School, Chinese National Academy of Arts,</td>
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<tr>
<td></td>
<td>and Professor of Calligraphy of School of Arts, Renmin University of China</td>
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<tr>
<td>April 19</td>
<td>Wei FENG, Professor of Fudan University Department of History</td>
<td>The First Sino-Japanese War and the Dilemma of Current China</td>
</tr>
<tr>
<td>May 8</td>
<td>Zhongxiang ZHANG, Distinguished Professor of “Thousand Talents Program” of</td>
<td>China Energy Safety in an International View: Misconception, Misunderstanding</td>
</tr>
<tr>
<td></td>
<td>School of Economics, Fudan University</td>
<td>and the Inspiration</td>
</tr>
<tr>
<td></td>
<td>Head of Department of Public Economics, School of Economics, Fudan University</td>
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<tr>
<td>August 8</td>
<td>Jiemin LU, Senior Consultant of Taiwan Art Gallery Association; Art Market</td>
<td>The Love of Appreciation and Collection—Collection is a Profound Appreciation</td>
</tr>
<tr>
<td></td>
<td>Observer and Critic; Auctioneer; Consultant of ART TAIPEI</td>
<td>and Investment is a Promising Collection!</td>
</tr>
<tr>
<td>November 13</td>
<td>Dingli SHEN, Executive Associate Dean of Institute of International Studies,</td>
<td>China’s Diplomacy (Version 2.0)</td>
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<tr>
<td></td>
<td>Fudan University and Director of Center for American Studies, Fudan University</td>
<td></td>
</tr>
<tr>
<td>November 13</td>
<td>Sheng HAN, Professor, Doctoral Candidate Advisor and member of Academic</td>
<td>The Record of State Governance Affairs of Emperor Taizong of Tang Dynasty—</td>
</tr>
<tr>
<td></td>
<td>Committee of Fudan University Department of History, and Keynote Speaker of</td>
<td>Governance Means in a Flourishing Age</td>
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<td>the Lecture Room</td>
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### 2014 EMBA Management Frontier Forum

<table>
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<tr>
<th>Date</th>
<th>Guest speaker</th>
<th>Speech topic</th>
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</thead>
<tbody>
<tr>
<td>February 28</td>
<td>Jun ZHANG Professor of School of Economics, Fudan University</td>
<td>Current Macro-Economic Situation</td>
</tr>
<tr>
<td>May 15</td>
<td>Hongqiao ZHOU Innovation Practitioner and Explorer, the Founder of New Thinking Innovation School, and the author of Hemihedral Innovation</td>
<td>Internet Thinking in Traditional Industries</td>
</tr>
<tr>
<td>July 18</td>
<td>Xunlei LI Vice President and Chief Economist of Haitong Securities Company Limited; member of the Standing Committee of Shanghai Municipal People’s Congress and member of Financial and Economic Affairs Committee of Shanghai Municipal People’s Congress; distinguished member of China Finance 40 Forum; and the member of Academic Committee of Shanghai Finance Institute</td>
<td>Asset Allocation in Economic Downturn</td>
</tr>
<tr>
<td>September 18</td>
<td>Anyu WANG Associate Professor of Department of Management Science, Fudan University</td>
<td>Current Macro-Economic Analysis</td>
</tr>
<tr>
<td>October 16</td>
<td>Li YUAN Senior Investment Banker and Management Expert</td>
<td>Merger and Acquisition</td>
</tr>
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### 2014 EMBA Frontier Science Lecture

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<tbody>
<tr>
<td>June 5</td>
<td>Yang ZHONG Dean of Graduate School and Professor of School of Life Sciences of Fudan University, Assistant to the President of Tibet University and Chair Professor of ”Cheung Kong Scholar”</td>
<td>Life Science Research and Bio-Industry Development in Genome Era</td>
</tr>
</tbody>
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### 2014 MBA Knowledge Journey Forum

<table>
<thead>
<tr>
<th>Date</th>
<th>Guest speaker</th>
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<tbody>
<tr>
<td>November 28</td>
<td>Yonghao WANG Chair Professor of ”Cheung Kong Scholar” of the Ministry of Education, Professor and Doctoral Supervisor of Department of Chinese Language and Literature of Fudan University</td>
<td>The Humanity Perspective and Care of Leaders of Our Times</td>
</tr>
<tr>
<td>December 12</td>
<td>Rulun,ZHANG Distinguished Professor and Doctoral Supervisor of Fudan University, Head of Chinese Philosophy Teaching and Research Section of School of Philosophy of Fudan University, Vice–Chairman of Shanghai Association of Comparative Study on Chinese–Western Philosophy and Culture, and the member of the Council of China Philosophy History Association</td>
<td>Fundamental Spirits of Innovation and Philosophy</td>
</tr>
<tr>
<td>Date</td>
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<td>Topic</td>
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</table>
| March 14   | LAURA E. KOHLER  
Senior Vice President – Human Resource | What Kohler looks for in a leader and what Kohler develops in a leader |
| April 8    | ① Heribert Hubmaier  
General Manager of NUTRICIA Early Life Nutrition China, Danone  
② Lynn Xiong  
HR VP, Danone China | Emotional Positioning of Brands  
A Rolling Stone gathers No Moss |
| May 25     | Xiang ZHANG  
Former Vice–Minister of the Ministry of Foreign Trade and Economic Cooperation, PRC; Executive Director of China Center for International Economic Exchanges; Honorary Dean, Professor and Doctoral Supervisor of Antai College of Economics & Management, Shanghai Jiao Tong University | Cultural Soft Power and International Negotiation |
| June 3     | Xuejun SHEN  
Senior Vice President of Siemens Ltd., China, General Manager of East China and Shanghai branches, General Manager of Cities Center of Competence Asia | Leadership in China |
| June 17    | Keliang JI  
Director of China Kweichow Moutai Distillery (Group) Co., Ltd., Director of Kweichow Moutai Co., Ltd., and Senior Technical Consultant of Guizhou’s Alcohol Industry | Let History Tell the Future: The Legendary Life of Keliang JI, Father of Moutai |
| June 24    | Shiyi Pan  
Chairman and Co–founder of SOHO China Ltd. | Innovation and Entrepreneurship (Note: Special Join Forum sponsored by PDC) |
| September 26 | Xucun CHEN  
Chief Operating Officer of New World Department Store China Limited | New Consumption Era and Retail Development and Innovation: Taking New World Department Store for Example |
| November 18 | Aaron Hsin  
CEO of Teradata Greater China Region and Vice President of Global International Group | Who Knows Some Greater Achievement Will Be Realized in the Future |
| November 21 | Yankun HOU  
Managing Director, securities research fellow, person in–charge of Chinese securities, and person in–charge of Asia–Pacific auto industry in UBS Securities Co. Limited; | View on Changes in Auto Industry via Tesla Motor |
| November 22 | ① Renaud Momméja  
Chairman of Polluxet Consorts SAS (Chairman of Hermes Family Holding Company)  
② Ting LEI  
Vice President and General Manager of E–commerce Business Department of Lenovo Group | The Way of Brand Internationalization (Special Join Forum) |
# 2014 MBA Forum

<table>
<thead>
<tr>
<th>Date</th>
<th>Guest speaker</th>
<th>Lecture Topic</th>
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<tbody>
<tr>
<td>January 6</td>
<td>Teacher Shanyou LI&lt;br&gt;Part–time Professor of Entrepreneurship of China Europe International Business School, Executive Director of CEIBS Centre for Entrepreneurship and Investment, and Initiator of CEIBS China Entrepreneurial Leadership Programme</td>
<td>Disruptive Innovation in Mobile Internet Era</td>
</tr>
<tr>
<td>April 1</td>
<td>Prof. Kip Becker&lt;br&gt;Chairman of the Department of Administrative Sciences Boston University</td>
<td>Social Networks &amp; Innovative Marketing Strategy&lt;br&gt;Connecting Consumers, Developing Brands &amp; Protecting Image</td>
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<tr>
<td>May 6</td>
<td>Doctor Yiding YIN&lt;br&gt;Senior Lecturer of Cambridge Judge Business School</td>
<td>How a Chinese Enterprise Can Build an International Brand</td>
</tr>
<tr>
<td>May 13</td>
<td>Prof. Dr. Robert C. Rickards&lt;br&gt;Munich Business School&lt;br&gt;Professor of Accounting, Finance and International Trade of Munich Business School</td>
<td>Controlling Tool Usage in the Management Accounting Practice of Mainland Chinese Enterprises</td>
</tr>
<tr>
<td>October 16</td>
<td>Dr. Ramin Khadem&lt;br&gt;Former CFO of Inmarsat Plc.&lt;br&gt;Guest professor of Tsinghua University</td>
<td>The BIG issues and leadership</td>
</tr>
<tr>
<td>October 27</td>
<td>Prof. Jan–Benedict E. M. Steenkamp&lt;br&gt;C. Knox Massey Distinguished Professor of Marketing, Marketing Area Chair &amp; Executive Director AiMark&lt;br&gt;Kenan–Flagler Business School, UNC–Chapel Hill</td>
<td>MAKING FOREIGN ACQUISITIONS WORK: HOW CHINESE COMPANIES CAN EXPAND INTERNATIONALLY BY BUYING GLOBAL BRANDS FROM WESTERN MULTINATIONALS</td>
</tr>
<tr>
<td>December 1</td>
<td>Drew Boyd&lt;br&gt;Co–author of the Book 'Inside The Box', Executive Director of the Master of Science in Marketing Program and Assistant Professor of Marketing and Innovation at the University of Cincinnati.</td>
<td>Talk with Drew Boyd About Innovation Inside The Box – The Creative Method That Works For Everyone</td>
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## 2014 Elite Learning Series Forum

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<tr>
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<tr>
<td>January 18</td>
<td>Blue Ink New Year Forum</td>
<td>2014 China Macro–Economic Outlook</td>
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<tr>
<td>March 25</td>
<td>Blue Ink CBD Elite Salon</td>
<td>How to Manage Your Occupational Assets</td>
</tr>
<tr>
<td>April 12</td>
<td>Fudan Management Frontline Forum in Ningbo</td>
<td>Logics and Trends of Financial Reforms in China</td>
</tr>
<tr>
<td>May 17</td>
<td>The Open Campus Day Activity of the “Elite Learning Program” and MBA/EMBA/MPAcc Joint Consultation Meeting</td>
<td>The Key to Tesla Motor’s Success</td>
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<tr>
<td>August 2</td>
<td>Fudan Management Frontline Forum in Suning</td>
<td>Internet Marketing and Brand Innovation</td>
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<tr>
<td>September 6</td>
<td>The Open Campus Day Activity of the “Elite Learning Program” and MBA/EMBA/MPAcc Joint Consultation Meeting</td>
<td>“Whys” of Social Media</td>
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<tr>
<td>December 10</td>
<td>Blue Ink CBD Elite Salon in Lujiazui Business District</td>
<td>Breaking the Puzzle of Digital Marketing</td>
</tr>
</tbody>
</table>
Guest

Xiongwen LU, Dean, Professor and Doctoral Supervisor of School of Management, Fudan University
Jun MA, Chief Economist of the Research Bureau of the People’s Bank of China, Director of Alumni (Hong Kong) Representative Office, and an alumnus of School of Management, Fudan University
Aiguo KONG, Professor and Doctoral Supervisor of the Department of Finance, School of Management, Fudan University
Changjiang XU, Chairman and General Manager of Jiangsu Wenfeng Group and an alumnus of School of Management, Fudan University
Xiaoyi MA, Senior Vice President of Tencent and an alumnus of School of Management, Fudan University
Xing LIU, Managing Director of Sequoia Capital China and an alumnus of School of Management, Fudan University

Wenji WANG, Recruiting Director of Deloitte China and an alumnus of School of Management, Fudan University
Aiguo KONG, Professor and Doctoral Supervisor of the Department of Finance, School of Management, Fudan University
Zifu WU, President of DunAn Holdings Group Co., Ltd. and an alumnus of Fudan University EMBA Programme
Xinyu LIU, Secretary of the Board of Directors of Youngor Group Co., Ltd. and an alumna of Fudan University MBA Programme
Xiaogang CHEN, Senior Investment Director of Infinity Investment Group and an alumnus of Fudan University IMBA Programme

Shizheng QIAN, Professor of School of Management, Fudan University and Academic Director of Fudan University MBA Programme

Yong SU, Person in charge of Institute of Oriental Management, Fudan University and Head of the Department of Business Administration, School of Management, Fudan University
Dingguo ZHAN, Vice President of Suzhou Branch of SPD Bank and an alumnus of Fudan University EMBA Programme
Yong ZHOU, President of Suzhou Dongshen Automobile Sales & Service Co., Ltd. and an alumnus of Fudan University EMBA Programme
Han ZHOU, Senior Partner of All Bright Law Office Suzhou and an alumna of Fudan University EMBA Programme

Xiongwen LU, Dean of School of Management, Fudan University
Weimin SUN, Vice President of Suning Commerce Group Co., Ltd.
Yuxin CHEN, Chief Advisor of “Data-driven Management Policy Research Center”, School of Management, Fudan University
Qingyun JIANG, Head of the Department of Marketing, School of Management, Fudan University
Deqiang ZOU, Assistant Professor of the Department of Marketing, School of Management, Fudan University
Huashuang LIU, Vice President of Trading Co., Ltd. of Jiangsu Yanghe Distillery Co., Ltd. and an alumnus of Fudan University EMBA Programme

Deqiang ZOU, Assistant Professor of the Department of Marketing, School of Management, Fudan University
Aaron CHEN, Senior Consultant of Career Development Office, School of Management, Fudan University
Ruijie CAO, General Manager of Shanghai Maibang Culture Communication Co., Ltd. and an alumnus of Fudan University MBA Programme
Qiming CHEN, Innovation and Business Development Manager of Bosch Group and an alumnus of Fudan – MIT IMBA Programme
Xiaoqiu HU, Senior Finance Manager of GE (China) Co., Ltd. and an alumna of Fudan – BI (Norway) MBA Programme
Xinyao HUANG, Portfolio Manager of Singapore Central Provident Fund Board and an alumnus of Fudan – MIT IMBA Programme
Yuanyuan YIN, Inspector–general of VIP Learning Center of Shanghai New Oriental School and an alumna of Fudan – Hong Kong University IMBA Programme

Bo SUN, General Manager of the Digital Marketing Department of Ctrip.com International, Ltd.
## List of International Organization Joined by the School

<table>
<thead>
<tr>
<th>Name of Organization</th>
<th>Position</th>
<th>Specific Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>U21 Global Higher Education Online Alliance</td>
<td>Member</td>
<td>The organization provides internationally recognized postgraduate courses throughout the world.</td>
</tr>
<tr>
<td>AAPBS</td>
<td>Member</td>
<td>School joined AAPBS, actively took part in organizing activities and promoted the communication between member organizations.</td>
</tr>
<tr>
<td>ABEST21</td>
<td>Dean Lu Xiongwen is vice–president</td>
<td>School joined Alliance on business Education and Scholarship for Tomorrow and became the first chinese business school the joined that organization.</td>
</tr>
<tr>
<td>PIM</td>
<td>Member</td>
<td>School became the candidate member of PIM (Partnership in International Management) and school was admitted as a formal member of PIM.</td>
</tr>
<tr>
<td>EFMD</td>
<td>Member</td>
<td>School was official awarded with EQUIS accreditation.</td>
</tr>
<tr>
<td>AACSB</td>
<td>Member</td>
<td>School joined AACSB and gained more opportunities to communicate with leading business schools throughout the world. School officially obtained AACSB accreditation.</td>
</tr>
<tr>
<td>CASE</td>
<td>Member</td>
<td>CASE is a special organization for educational institutions and experts of educational development.</td>
</tr>
<tr>
<td>GMAC</td>
<td>Dean Lu Xiongwen is director.</td>
<td>School became the 173rd official member of GMAC</td>
</tr>
<tr>
<td>Beta Gamma Sigma</td>
<td>Member</td>
<td>The organization is an international honor society of students and alumni of elite business school recognized by AACSB.</td>
</tr>
<tr>
<td>U.S.–China Institute for Business and Law</td>
<td>Founding member</td>
<td>Founded jointly by Fudan University Schools of Management and Law, and UCI Business School and Law School, dedicated to having cross–cultural dialogues, promoting the understanding and communication on business and law between China and the U.S., and developing the related research and practice between the two countries</td>
</tr>
<tr>
<td>Council on Business and Society</td>
<td>Founding member</td>
<td>Founded jointly by five top business schools in Asia, Europe and U. S., aiming to consolidate the global educational resources to share information, conduct multilateral cooperation, push forward business education and promote the development of global economy and society</td>
</tr>
<tr>
<td>Global Network for Advance Management</td>
<td>Member</td>
<td>Initiated by Yale School of Management, aiming to build an innovative platform to promote the exchange and cooperation between the member schools from different regions of the world</td>
</tr>
</tbody>
</table>
### International Cooperative Schools

<table>
<thead>
<tr>
<th>America</th>
<th>Asia</th>
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<tbody>
<tr>
<td><strong>USA</strong></td>
<td><strong>Hong Kong</strong></td>
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<tr>
<td>Alfred P. Sloan School of Management, Massachusetts Institute of Technology</td>
<td>School of Management, National Taiwan University of Science and Technology</td>
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<tr>
<td>Olin School of Business, University of Washington</td>
<td>Faculty of Business and Economics, University of Hong Kong</td>
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<tr>
<td>Harvard Business School</td>
<td>Business School of the Chinese University of Hong Kong</td>
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<tr>
<td>Tuck School of Business at Dartmouth</td>
<td>Faculty of Business, Hong Kong Polytechnic University</td>
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<tr>
<td>Owen Graduate School of Management, Vanderbilt University</td>
<td>College of Business, City University of Hong Kong</td>
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<tr>
<td>School of Business, University of Miami</td>
<td><strong>Taiwan</strong></td>
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<tr>
<td>School of Business, University of Texas at Dallas</td>
<td>School of Management, National Taiwan University of Science and Technology</td>
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<tr>
<td>WP Carey School of Business, Arizona State University</td>
<td>College of Commerce, National Chengchi University</td>
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<tr>
<td>Stern School of Business, New York University</td>
<td>College of Management, National Taiwan University</td>
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<tr>
<td>Stanford Graduate School of Business</td>
<td><strong>Japan</strong></td>
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<tr>
<td>Wharton School of the University of Pennsylvania</td>
<td>Faculty of Commerce, Waseda University</td>
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<tr>
<td>Kenan-Flagler School of Business, University of North Carolina</td>
<td>Faculty of Business and Commerce, Keio University</td>
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<td>Goizueta Business School of Emory University</td>
<td><strong>Republic of Korea</strong></td>
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<tr>
<td>Columbia Business School</td>
<td>Korea University Business School</td>
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<tr>
<td>UCLA Anderson School of Management</td>
<td>School of Business, Sungkyunkwan University</td>
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<tr>
<td>Thunderbird School of Global Management</td>
<td>College of Business Administration, Seoul National University</td>
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<tr>
<td>Darla Moore School of Business, University of South Carolina</td>
<td>Singapore</td>
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<tr>
<td>School of Business, University of Nevada</td>
<td>Business School, National University of Singapore</td>
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<tr>
<td>Le Bow College of Business, Drexel University</td>
<td>College of Business, Nanyang Technological University</td>
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<tr>
<td>University of California, Davis</td>
<td>Singapore Management University</td>
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<tr>
<td>University of California, Irvine</td>
<td><strong>Thailand</strong></td>
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<tr>
<td>McDonough School of Business, Georgetown University</td>
<td>Business School, Thammasat University</td>
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<tr>
<td>College of Charleston</td>
<td><strong>Oceania</strong></td>
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<td>Pennsylvania State University</td>
<td><strong>Australia</strong></td>
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<tr>
<td><strong>Canada</strong></td>
<td><strong>Australiasian School of Business, University of New South Wales</strong></td>
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<td>Desautels Faculty of Management, McGill University</td>
<td>University of Sydney Business School</td>
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<tr>
<td>Rotman School of Management, University of Toronto</td>
<td><strong>Oceania</strong></td>
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<td>Region</td>
<td>Institution 1</td>
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<td>New Zealand</td>
<td>Melbourne Business School</td>
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<td>Macquarie University</td>
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<td>Europe</td>
<td>University of Auckland</td>
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<td>European Business School, Stockholm University</td>
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<td>Norwegian School of Economics</td>
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<td>Finland</td>
<td>School of Business, Alto University</td>
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<td>Hanken School of Economics</td>
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<td>J.K.</td>
<td>Business School, University of Exeter</td>
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<td>London School of Economics and Political Science</td>
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<td>Denmark</td>
<td>Copenhagen Business School</td>
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<td>The Netherlands</td>
<td>Rotterdam School of Management</td>
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<td>School of Economics and Management, Tilburg University</td>
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<td>Germany</td>
<td>Munich Business School</td>
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<td>Faculty of Management, Economics and Social Sciences,</td>
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Events | Timeline of the School's events to present in a concise and comprehensive way.
January 5, 2014
The “Run for Love” charity running campaign was held, which was sponsored by Fudan University – BI Norwegian Business School MBA Program in partnership with One Foundation.

January 5, 2014
The first Fudan EMBA Forum on Marketing in the year was held with the theme of “Marketing Thinking and Model Innovation in the Internet Era”.

January 9, 2014
The 2014 latest press conference of online Fudan Business Knowledge platform and FBK Talk Forum themed “The Next Decade – Integration and Innovation of Learning, Business and Community” were held.

January 10, 2014
The Graduation Ceremony of the Fudan EMBA 2012 Spring Class themed “Performing Duties and Spreading Glories” was held.

January 10, 2014
“Hand in Hand for a Better Outlook — 2014 New Year Salon” was held.

January 11, 2014
A party titled “We’re Together in 2013” was held by the School to express its gratitude to all its alumni for their great support.

January 11, 2014
Master alumni of Grade 2007 returned to School three years after graduation.

January 11, 2014
The alumni of Master of Finance Program returned to School.

January 12, 2014
The Nanjing Alumni Liaison Office held the New Year Gathering and the Entrepreneurship and Investment Symposium.

January 13, 2014
“The 3rd Seminar on Purchasing Practice and Development of Chinese Companies” was held in our School.

January 15, 2014
The New York Alumni Liaison Office of our School held its 2014 Chinese New Year Gathering.

January 16, 2014
The “2014 New Year Meeting for Career Development Experience Exchange” was held.

January 17, 2014
The School’s 2013 Faculty Member Conference and the second general meeting of the 5th Council of Labor Unions were held.

January 18, 2014
The 2014 Elite Learning New Year Forum was held at our school.

January 19, 2014
The Beijing Alumni Liaison Office of our School successfully held the 2013 year-end gathering activity of “Passion for the School”.

February 6, 2014
The first batch of alumni of “First-Batch Senior Management Cadre Training Class in Shanghai” held class reunion activity at the School.

February 15, 2014
The economic management undergraduate class of Grade 1986 held reunion activity.

February 15, 2014
BI program “Fly higher in 2014 — 2014 Join & Share Salon” was held.

February 21, 2014
The Grade 2014 of Fudan MPAcc Program had their Opening Ceremony.

February 21, 2014
The S3 Asia MBA MOU Renewal Ceremony was held in Korea University Business School (KUBS).

February 22, 2014
The “New Hong Kong, New Shanghai, New Economy – 2014 Chinese New Year Forum” was held by FDSM in Hong Kong.

February 22, 2014
The Opening Ceremony and the Workshop of Grade 2013 of DBA Program were held in Hong Kong.

February 24, 2014
The School’s Canada Alumni Association’s Inauguration Ceremony was held together with its Chinese New Year Party.

March 4, 2014
The “International Forum on Innovation and Enterprise Strategy” was held at the School.

March 6, 2014
The 2014 China Mainland – Taiwan EMBA Elite Forum was held jointly by our School and National Taiwan University College of Business in Taipei, with the theme of “Recognizing General Trend and Expanding Basic Thought”.

March 6, 2014
The 2nd annual meeting of Council on Business and Society established partly by FDSM was held in Japan.

March 8, 2014
Alumni in Class 9 of the Washington University–Fudan EMBA Program reunited at our School three years after graduation.

March 14, 2014
Mr. Gordon Orr, the President and Chairman of McKinsey in Asia, was
invited to the Masters’ Forum, and explored the topic of “The Rise of the Digital Enterprise”.

March 14, 2014
Ms. Laura E. Kohler, the Senior Vice President of Kohler, was invited to give an inspiring speech on MBA Join Forum.

March 15, 2014
The 7th Alumni Mentor Salon was held at our School.

March 17, 2014
“Financier Salon” of Master of Finance Program was inaugurated.

March 22, 2014
Ms. Stella HOU, the HR Director of C&A, was invited to the CDO’s Career Development Seminar.

March 22, 2014
The Class 2 of Spring Semester, Grade 2007 had the reunion party of the 5th anniversary of graduation.

March 22, 2014
Jointly organized by Hong Kong Metro Broadcast and Shanghai China Business Network (CBN) with academic support provided by our School, the “Forum on the Securities Markets in Shanghai and Hong Kong” was held.

March 22, 2014
Fudan MBA team won the championship in the “2014 Grand Business Challenge in Digital Health” contest held by Boston University. This “super team” was composed of Haoyue HU from Grade 2012 of Asia MBA Program, Amarpreet Singh from Grade 2013 and Qingying CHEN and Huizhu CHEN from Grade 2013 of IMBA Program. It was also the first time for Business School in China to take home the championship in this Competition. The Fudan MBA team’s advisor was Associate Professor Cheng ZHANG from Department of Information Management and Information Systems of our School.

March 24, 2014
Professor Charlie Pellerin from University of Colorado was invited to Inquiry Seminar to deliver a speech titled “The Fifth Force – Risk Management, Performance and Competitive Advantage”.

March 25, 2014
Mr. Wenji WANG, an alumnus of the School and Recruiting Director of Deloitte China, was invited to the “Blue Ink CBD Elite Salon” to explore the topic “How to Run Your Career Assets”.

March 25, 2014
Mr. John Rice, Vice Chairman of GE, made an inspiring speech titled “Managing Global Infrastructure Business like Start-up” in the Masters’ Forum.

March 28, 2014
The Fudan EMBA Management Frontline Forum titled “New Trends and New Opportunities of Internet Finance” was held at our School.

April 8, 2014
Mr. Heribert Hubmaier, the General Manager of Danone Nutricia Early Life Nutrition Management (Shanghai) Co., Ltd., and Ms. Ling XIONG, the Vice President of Human Resources of Danone Asia-Pacific (Shanghai) Management Co., Ltd., were invited to the Join Forum.

April 10, 2014
The CDO held the forum of “HR Management and Development”.

April 12, 2014
The Fudan Management Frontline Forum was held in Ningbo, exploring issues about “Logics and Trends of Financial Reforms in China”.

April 14, 2014
Ms. Flora Yim, HR Vice President at Deutsche Bank, was invited to the Career Development Seminar at our School.

April 15, 2014

April 16, 2014
The “Forum on Business Ethics in the World of Change” was held by our School.

April 18, 2014
Mr. Yong LIU, Director of the Business Development Bureau at China Development Bank (CDB), was invited to the Inquiry Seminar to deliver a speech titled “Developmental Finance Supporting Chinese Companies to ‘Going Global’” at our School.

April 21, 2014
Zhengli Campus Partnership Agreement Signing Ceremony was held in AIA Hall, Starr Building of the School.

April 22, 2014
The “Data–driven Management Policy Research Center” of FDSM was officially inaugurated.

April 22, 2014
The School’s 2014 Teacher–Student Sports Meeting was held at the stadium in south campus of school.

April 23, 2014
The launching ceremony of “Ernst & Young – Fudan Most potential En-
terprises Selection” jointly organized by our School and Ernst & Young China was held.

April 26, 2014

The 2014 “KPMG Cup” of National Management Case Studies Contest had its final in Xiamen University and student team of our School brought home the Third-place Award amidst the competition against other nine teams.

April 27, 2014

The 8th Alumni activity of “Run for Health” was launched in the Jiangwan Campus of Fudan University.

April 29, 2014

The “China’s Seeds — Cultural Heritage and Innovation Forum” of the China Corporate Pavilion for the 2015 Milan Expo was held together with the China Corporate Pavilion and Fudan University Partnership MoU Signing Ceremony at our School.

April 29, 2014

The School’s Young Teacher Association held the flower arrangement match themed “Passion, Youth and Interaction” at the Floor 9 of the Starr Building.

April 29, 2014

The charity sale in the Festival for People of School of Management was held.

May 1, 2014

Grade 1984 of management science undergraduate alumni reunited 30 years after graduation at Fudan.

May 5, 2014

The 5th Fudan EMBA Forum in New York and Alumni Banquet were held in New York.

May 13, 2014

The Youth Volunteer Department of the Federation of Apartment Management Committee and Student Union held “Public Benefit Cafe” activity and invited over ten representatives from various non-governmental organizations to explore the topic of “Thoughts about Innovation of Future Public Welfare” with outstanding volunteers of our university.

May 14, 2014

Dr. Benn Steil, Director of International Economics at the Council of Foreign Relations, was invited to the Inquiry Seminar at our School and delivered a keynote speech titled “The Remarkable Story of Bretton Woods and Its Lessons for China–U.S. Economic Relations”.

May 15, 2014

The 2013 Alumni–of–the–Year Award Presentation Ceremony was held. Mr. Xiaohui JI, an alumnus of the 2000 Fudan–HKU IMBA Program and Chairman of Shanghai Pudong Development (SPD) Bank Co. Ltd. was granted “Distinguished Leadership Award of the Year”; Mr. Weiqiang MA, an alumnus of the 2006 Fudan EMBA Program and Chairman of Guangdong Chengwang Group, won the “Faculty Service Award of the Year”; the “Innovative Achievement Award of the Year” was given to Mr. Jun MA, an alumnus of the 1986 Management Science Master Program, former Managing Director of Deutsche Bank Hong Kong Branch, former Chief Economist for Greater China of Deutsche Bank, and now Chief Economist of the People’s Bank of China; the “Social Contribution Award of the Year” went to Mr. Yiliang TAN, a 2006 Fudan EMBA alumnus and President of Jiangsu Zhongda Real Estate Group.

May 16, 2014

The 5th Internship Recruitment Fair was held at our School.

May 16, 2014

The WeChat Open Class in Shanghai was held in the Wu Wengzheng Lecture Hall in Fudan University. With academic support provided by our School, this activity was jointly organized by Tencent, Morning News and SH.QQ.com.

May 16, 2014

Fudan Business Knowledge Development and Communication Center held the third session of “FBK Talk” themed “the Southern Music Art and Cultural Dialogue”.

May 16, 2014

Practical Seminar of Fudan–HKU IMBA program held a lecture themed “Practice of E–commerce Marketing”.

May 17, 2014

Mr. Shizheng QIAN, a professor from Department of Accounting and Academic Director of the MBA Program of our School, was especially invited to the Open Campus Day activity of the “Elite Learning Program” to discuss and explore the key to Tesla Motor’s success.

May 17, 2014

The Fudan MBA program’s 2015 admissions policy conference was held.

May 17, 2014

The Sixth Case Analysis Contest of Fudan MPAcc Program was launched.

May 17, 2014

2014 Fudan MBA Expo Opening Ceremony was held along with the can–
May 23, 2014
The semester of Class 13 of Fudan–Washington University EMBA Program started.

May 23, 2014
Fudan Management Frontline Forum was held in Suzhou, discussing issues revolving around the theme of “New Business, New Thinking and New Talent”.

May 24, 2014
The Closing Party of 2014 “Festival for People of School of Management” was held.

May 25, 2014
Professor Xiang ZHANG, Former Vice-Minister of the Ministry of Foreign Trade and Economic Cooperation, PRC; Executive Director of China Center for International Economic Exchanges; Honorary Dean of Antai College of Economics & Management, Shanghai Jiao Tong University, was invited to the Fudan MBA Join Forum.

May 27, 2014
Jointly organized by the School and the Clean Air Alliance of China, with support of Energy Foundation, the first Clean Air Investment Salon was held.

June 3, 2014
Xuejun SHEN, Senior Vice President of Siemens Ltd., China, General Manager of East China and Shanghai branches, General Manager of Cities Center of Competence Asia, was invited to the Fudan MBA Join Forum.

June 4, 2014
Mr. Yalin TIAN, the General Manager of Everbright Futures and an alumnus of Fudan EMBA program, was invited to the Career Development Seminar.

June 5, 2014
The semester of the Fudan EMBA 2014 Spring Class started.

June 6, 2014
The Fudan University School of Management (FDSM) – London Business School (LBS) Global MiM Program Signing Ceremony was held at our School.

June 7, 2014
The Inauguration Ceremony of the “China Financial Consumer Protection Research Center”, jointly established by the Financial Consumer Protection Bureau of the People’s Bank of China (PBC) and our School, was held.

June 8, 2014
Alumni of Grade 2004 of Fudan EMBA held the Homecoming Day Celebration 10 years after graduation.

June 10, 2014
Jointly hosted by the School and Fudan University Press and co-organized by Shanghai Qiantan Emerging Industry Research Center, the Keynote Speech titled “Constructing China (Shanghai) Pilot Free Trade Zone and Deepening the Reform through Opening-up” & Book Launch of Interpretation for China (Shanghai) Pilot Free Trade Zone were held.

June 11, 2014
The 7th Alumni Mentor Acknowledgement Party was held at our School.

June 17, 2014
Mr. Keliang JI, the Director of China Kweichow Moutai Distillery (Group) Co., Ltd., Director of Kweichow Moutai Co., Ltd., and Senior Technical Consultant of Guizhou’s Alcohol Industry, was invited to the Join Forum.

June 18, 2014
S.D.Shibulal, the Co-founder, CEO and concurrently Managing Director of Infosys, was invited to the Masters’ Forum.

June 22, 2014
Hosted by the school and jointly hosted by the Shanghai IT Entrepreneur Association, the “Summit Forum on Enterprise’s Internet Transformation” & the Launch of Program for Advanced Study and Training of Enterprise’s Internet President were held.

June 22, 2014
The School’s 5th Alumni Dragon Boat Race was held.

June 24, 2014
A team led by Shyi Pan, the Chairman and Co-founder of SOHO China Ltd., visited FDSM and was invited to the Join Forum.

June 28, 2014
The School’s Joint Graduation Ceremony for graduates in 2014 was held in Fudan Zhengda Gymnasium.

July 2, 2014
The Fudan–TekesiLab MOU Renewal Ceremony was held along with the Fudan–TekesiLab final reporting.

July 5, 2014
The 2014 Reform Forum jointly hosted by the School, Shanghai Qiantan Emerging Industry Research Center and China Business Journal was held.
July 8, 2014
The activity titled “Small Data + Big Data Marketing Analysis”, jointly hosted by the School’s Global Research Center for Financial Marketing and Customer Responsibility and the USA Temple University’s Global Center for Big Data in Mobile Analytics was held.

July 7, 2014
The three-day 2014 National Outstanding College Students Summer School & activities for 2015 graduate admission propaganda were held at the School.

July 10, 2014
The summit forum themed “Internet, E-commerce and Supply Chain” hosted by Fudan IEDP Program was held.

July 18, 2014
Fudan EMBA Management Frontline Forum titled “Economic Downturn and Asset Allocation” was held.

From July 19 to July 20, 2014
The 2014 Fudan Management Science International Forum was held.

July 20, 2014
The School’s Shenzhen Alumni Reunion Day Celebration was held.

July 21, 2014
Jointly organized by our School and CommonWealth Magazine Group, the “Fudan–CommonWealth Forum on Cross–Strait Trends” was held in Taipei, with the theme of “Analyzing Changes in China Mainland, Exploring Win–Win Cooperation Opportunities”.

July 22, 2014
The “2014 Summer CommonWealth Economic Forum (CWEF)” was held in Taipei to focus on the “New Pattern of Cross–Strait Transformation”.

July 25, 2014
All twenty alumni of the School’s first batch of graduates majored in Management Science (management science undergraduates of Grade 1980) reunited in the School.

July 26, 2014
The School’s 2014 alumni work meeting was held in Qingdao.

August 1, 2014
The “Fudan Marketing Science Summer Workshop” hosted by Fudan University Institute for Sustainable Innovation and Growth was held.

August 2, 2014
The School’s Nanjing Alumni Liaison Office held its fifth anniversary celebration.

August 2, 2014
The Fudan EMBA Management Frontline Forum titled "Internet Marketing and Brand Innovation“ jointly hosted by the School and Suning Commerce Group was held at Nanjing Suning University.

August 4, 2014
Jointly hosted by Junior Achievement (JA) and United Technologies Corporation and co–organized by Education Bureau of Putuo District and Owen College, the “21st Century Innovation and Entrepreneurship Education Program” was officially launched.

August 11, 2014
Jointly hosted by Shanghai Zuijiao IT Co., Ltd and CIC Social Business Research and Consulting Co., Ltd. and with support of the School, the forum on “China’s Health Industry towards Mobile Internet Era” was held.

August 20, 2014
The School held the first mobilization meeting for “Zhaoyang Action” undergraduate, master and doctor poverty alleviation program.

August 30, 2014
The semester of 2014 Fudan–HKU IMBA Program started.

September 3, 2014
The Establishment and Co-construction Ceremony of Fudan University School of Management – Anhui Huoqiu Education Practice Base was held.

September 6, 2014
Dr. Deqiang ZOU from the Department of Marketing was invited to the School’s “Blue Ink” Campus Open Day to discuss “Those ‘Whys’ of Social Media”.

September 6, 2014
The semester of MBA students of Grade 2014 started.

September 6, 2014
Alumni of Fudan–HKU IMBA of Grade 2002 participated in the reunion activity 10 years after graduation.

September 7, 2014
The parents meeting of Grade 2014 of undergraduate freshmen was held.

September 10, 2014
The School’s Career Development Center hosted series of orientation activities.

September 11, 2014
Nearly 100 of international exchange students from 35 internationally renowned business schools worldwide registered at the School.

September 12, 2014
The orientation for new students of MBA Program was held.
September 17, 2014
Supported by the School and hosted by the 21st Century Business Herald, the review meeting concerning 2014 China’s Best Brand Construction Case Election was held at the School.

September 19, 2014
The “Derivatives Trading Professionals Training Program” jointly hosted by the School, Eurex Exchange and Meridian Global Inc. came to an end.

September 23, 2014
The “Spreading Financial Knowledge in Colleges and Universities” activity jointly hosted by the Financial Consumer Protection Bureau of the People’s Bank of China (PBC) and Shanghai Financial Services Office was held.

September 25, 2014
The 3rd AEGON-INDUSTRIAL Fund Management Securities Investment Simulation Competition was held by Master Program of Finance of our School.

September 26, 2014
The first “Financier Salon” in the new semester was held.

September 27, 2014
The Sixth Case Analysis Contest of Fudan MPAcc Program entered the final round.

October 13, 2014
The School held welcome meeting for new students of GNAM Program.

October 14, 2014
The Career Development Center hosted the career planning lecture titled “Career Development and Future Prospect in the New Energy Industry”.

October 14, 2014
Fudan–BI MBA Program held the maritime forum on “Cooperation and Outlook of China and Northern European Countries in the Shipbuilding Field” with the Wilhelmsen Group in Norway.

October 14, 2014
The School held the summary and commendation meeting for “Zhaoyang Action” undergraduate, master and doctor poverty alleviation program.

October 15, 2014
2014 Fudan EMBA alumni association held the Supply Chain Summit Forum.

October 16, 2014
Series sharing activities themed “Being a Master or Doctor” of the 2nd “Micro Academic Forum” was launched.

October 16, 2014
Professor Jan–Benedict E. M. Steenkamp from Kenan–Flagler Business School at University of North Carolina was invited to the MBA forum hosted by the School’s MBA Program.

October 18, 2014
The 18th World Management Forum and Oriental Management Forum were held at our School together with the celebration activity for the 60th teaching anniversary of Professor Dongshui SU.

October 19, 2014
2014 HKU–Fudan IMBA Program held the graduation ceremony.

October 20, 2014
The UK’s Financial Times (FT) released its 2014 rankings of EMBA programs around the world. Among the Top 100 EMBA Programs ranked by FT in 2014, four were our School’s programs and they all enjoyed high rankings.

October 22, 2014
Mr. Junbao SHAN, the Managing Director of China International Capital Corporation (CICC), Corporate Finance Director and concurrently the Head of CICC Shanghai Branch, was invited to the Career Development Seminar.

October 25, 2014
Over thirty alumni of Grade 2003 of Fudan University – Washington University EMBA Program held the tenth anniversary after graduation.

October 26, 2014
MBA Alumni of Grade 1996 held the homecoming activity 15 years after graduation.

October 29, 2014
Jointly hosted by the People’s Bank of China, Fudan University Financial Consumer Protection Research Center as well as FinCoNet, the “Annual Meeting of the International Financial Consumer Protection Organisation (FinCoNet)” was held at the School’s AIA Hall.

October 31, 2014
The first “Fudan Global Leader Forum” was held. The School’s four members of the International Advisory Board delivered insightful speeches, including: Lord Powell, a crossbencher of British House of Lords, a member of the Select Committee on the Constitution; Mr. Shao-yong LIU, Chairman of China Eastern Airline Co., Ltd., President of China Eastern Air Holding Company; Mr. Ken Wilcox, Chairman of Silicon Valley Bank; and Mr. Ronnie C. CHAN, Chairman of Hang Lung Group, Chairman of Hang Lung Properties. The Dean Xiongwen LU of our School presided over this forum.
Events

October 31, 2014
The 2nd Plenary Meeting of our School’s 1st International Advisory Board (IAB) was held at Fudan University.

Ms. Xiuqiong Lu, the Aerated Beverage Marketing Director of Coca-Cola China, was invited to the Practical Seminar.

November 1, 2014
Ms. Wenjie ZHU, the Recruiting Supervisor of Deutsche Bank China, was invited to the Career Development Seminar.

The Economic Science Undergraduate Class of Grade 1984 reunited 30 years after admission.

November 2, 2014
The School’s 8th Alumni Mentor Plan Inauguration Ceremony & 7th Alumni Mentor Certificate Awarding Ceremony were held.

November 4, 2014
The 9th Badminton Match of the School of Management hosted by the School’s Labor Union was held at the Comprehensive Gymnasium of Shanghai University of Sport.

Fudan MBA, as the only Chinese team, preeminently won the first place in the “Fifth PPM Case Analysis – BCA Employer Brand Promotion Competition”.

November 3, 2014
The 5th Graduate Management Admission Council (GMAC) Asia Pacific Conference was held at our School with the theme of “Building Engagement”.

November 8, 2014
Over 20 management science accounting major alumni of Grade 1984 reunited at the University.

November 9, 2014
The Beijing Alumni Liaison Office of our School successfully held the celebration ceremony of its 4th anniversary and the Modern Thinking Seminar.

Fudan EMBA Beijing Alumni Association held the 2014 annual meeting.

November 10, 2014
Ms. Lei CHEN, the Vice President of Corporate Development Risk and Information Management Department of American Express, and Weide LIU, the Vice President and Credit Director of Risk Management Department of American Express Asia, were invited to the Career Development Seminar.

November 13, 2014
Ms. Wen MA, the Personal Care Vice President of Unilever, was invited to the Career Development Seminar.

The Opening Ceremony of the Fudan EMBA 2014 Autumn Class was held at our School.

Professor Dingli SHEN, the Distinguished Visiting Professor of Fudan University and Associate Dean of Institute of International Studies, was invited to the lecture for new students in series of Fudan EMBA Humanism Fudan Lectures.

Sheng HAN, professor of Fudan University Department of History and one of the lecturers of CCTV’s Lecture Room, was invited to the Fudan EMBA Humanism Fudan Lectures.

November 13, 2014
The Fudan University School of Management –Business School at the University of New South Wales MBA Program Partnership Agreement Signing Ceremony was held at our School.

Ms. Haiying DING, a director of Spencer Stuart, Ms. Qing DAI, the Vice President of HR Department of yhd.com, and Mr. Weiji ZHAO, the HR Operation Director of Delphi Automotive Systems (China) Investment Co., Ltd., were invited to the Career Development Seminar.

Xi QIN, a partner of Shanghai Networking Venture Investment Fund and President of Shanghai SIMIC Co., Ltd., was invited to the Career Development Seminar.

Ms. Yuqing GUO, a partner of PricewaterhouseCoopers Management and Consulting (Shanghai) Co., Ltd., was invited to the Career Development Seminar.

November 20, 2014
The semester of Class 23 of Fudan–BI MBA Program started.
November 24, 2014
Undergraduates of the School won the Team Runner-up in the “2014 Chinese University Data Analysis Competition” launched by SAS, the largest business intelligence software independent manufacturer and service provider in the world.

November 25, 2014
Yuntao TI, the Financial Engineering Chief Analyst of Citic Securities Research Department, was invited to the Career Development Seminar.

November 26, 2014
The Shanghai Design Development Forum hosted by the School under the guidance of organizing committee of Shanghai Design Week.

November 29, 2014
The School’s interaction activity for students and alumni of first DDIM Program was held.

November 29, 2014
The 8th Homecoming Day Celebration of our School themed “Meeting Today and Looking Back at the Old Days” was held altogether with the 2014 Alumni of the Year Election Inauguration.

November 29, 2014
The Fudan session of 2014 Fortune Forum of Hang Seng Lecture–Shanghai–Hongkong Stock Connect was held.

November 29, 2014
The 2014 Award Ceremony of Fudan Premium Fund of Management was held at the auditorium of University of Chinese Academy of Sciences.

December 1, 2014
Mr. Zijun XIAO, the Campus Recruitment Supervisor of HR Department of Morgan Stanley Management Service (Shanghai) Co., Ltd., was invited to the Career Development Seminar.

December 4, 2014
Jian JIANG, an alumnus of the University and Corporate Communication Vice President of Bosch (China) Investment Ltd., and another alumnus, Qiang LI, the professional oral cavity market director of Colgate–Palmolive (China) Co., Ltd., were invited to the Career Development Seminar.

December 6, 2014
The Alumni Securities Investment Club of our School was officially established.

December 6, 2014
The celebration for sixth anniversary for the establishment of Suzhou Alumni Liaison Office was held at Suzhou.

December 7, 2014
Fudan EMBA Zhejiang Alumni Association held the 2014 annual meeting.

December 7, 2014
The final match of the 2014 "Join Cup” Entrepreneurship Competition was held at the AI Hall.

December 7, 2014
Fudan–HKU IMBA Program held the annual career development lecture and admission consultation meeting.

December 10, 2014
The Fudan University School of Management “Blue Ink CBD Elite Salon” was held at Lujaizui, at which Bo SUN, the Manager of Digital Marketing Department of Ctrip, delivered a keynote speech titled “Digital Marketing Puzzle”.

December 11, 2014
Yongqing YE, the Vice President of the Strategy Department of Jaguar Land Rover Automotive China, was invited to the Career Development Seminar.

December 13, 2014
The 2014 Sanjiang Forum jointly hosted by CBN Radio, RTHK Putonghua Radio and Radio Guangdong News Station in association with the Pudong Institute of Finance under the support of the Financial Services Bureau of Shanghai Pudong New Area and the School of Management, Fudan University was held.

December 13, 2014
Ningbo Alumni Liaison Office of our School successfully held its 2014 Annual Activity.

December 16, 2014
Mr. Michael Choy, a partner and Managing Director of the Boston Consulting Group was invited to the Career Development Seminar at our School.

December 18, 2014
Ms. Ingrid ZHU and Ms. Lily CHEN, respectively Asia-Pacific Marketing Director and Asia Organization Development and Staffing Manager of GE Lighting, were invited to the Career Development Seminar at our School.

December 20, 2014
“2014 Chinese Entrepreneur (Shanghai) Summit Forum—Sustained Development and Reform & Innovation” & Annual Meeting of the Fudan EMBA Alumni Association was held.
## School History and Overview

**Long history of business education**

As China’s first higher education institution to establish the educational system of Business Administration, the century-old Fudan University created the business discipline in as early as 1917, and later set up the School of Business in 1929. But it had to suspend the education of management in the 1952, when new waves of restructuring hit all the universities and colleges nationwide. After the country started to implement reform and open-up policies, Fudan University took the lead to resume the education of management, started to enroll undergraduates for Management Science in 1977, established Department of Management Science in 1979 and restored the School of Management in 1985.

**Complete and integrated system of disciplines**

After more than two decades of development and expansion, now the School has eight departments and 20 cross-discipline research centers/institutes. Industrial economics is a national key discipline, and management science and engineering is a key national discipline (to be fostered) and a key discipline of Shanghai.

**Highly competent faculty**

Up until the end of 2013, we have 152 faculty members, of which 46 are professors and 65 are associate professors. 94.7% of our faculty members have doctoral degrees, and 58 faculty members obtained their doctoral degrees overseas, which accounts for 38.2% of the total faculty members.

**Outstanding academic research potential**

The School has shaped some disciplines and research areas having academic influence both home and abroad, accumulated a number of excellent academic monographs, papers and patents, fostered an array of outstanding academic leaders, and formed dozens of high-quality research teams.

**Continuous emergence of excellent talents**

The School’s meticulous research attitude and good learning environment attract many people to come for further study every year. The School has fostered a number of management elites. Now the number of the School’s alumni has exceeded 30,000.

**Authoritative international accreditation**

In 2007, the School of Management was admitted as a formal member of the Partnership in International Management (PIM). In 2009, the School became a full member of the Graduate Management Admission Council (GMAC). Meanwhile, the School was awarded EQUIS (European Quality Improvement System) accreditation in 2009 and obtained AACSB accreditation in 2010 within the shortest period of time in the world. In 2012, the School obtained five-year EQUIS accreditation and became the first school of business in Mainland China to obtain five-year accreditation.
School Management Team

Xiongwen LU, Dean of the School of Management
Fully responsible for the School’s administrative work.

Lihua HUANG, Secretary of the Party committee
Fully responsible for the School’s CPC Committee in its overall work.

Jian ZHOU, Executive Associate Dean
Assisting the Dean in School’s daily operations, in charge of administration and personnel affairs, financial affairs, logistics support, procurement, IT, training, consulting, school development and donation affairs, construction of major projects, etc., and undertaking special tasks entrusted by the Dean.

Yimin SUN, Associate Dean
In charge of the School’s brand image and publicity, students’ career development, enterprise relations, alumni relations, knowledge innovation and case development and special activities, etc.

Zhiwen YIN, Associate Dean
In charge of professional degree programs, international cooperation and exchange etc. excluding Fudan MBA program.

Changjiang LV, Associate Dean
In charge of faculty development including evaluation, recruitment, training and assessment, development of undergraduate and postgraduate education, Master of Finance program and Master of International Business program.

Ming ZHENG, Associate Dean
In charge of scientific research and discipline construction, including postdoctoral research station and Fudan MBA degree program.

Yaohua YE, Deputy Secretary of Party committee
In charge of CPC organizations’ development, the Trade Union and retirement of faculty and staff members

Weitao ZHAO, Deputy Secretary of Party committee
In charge of student affairs.