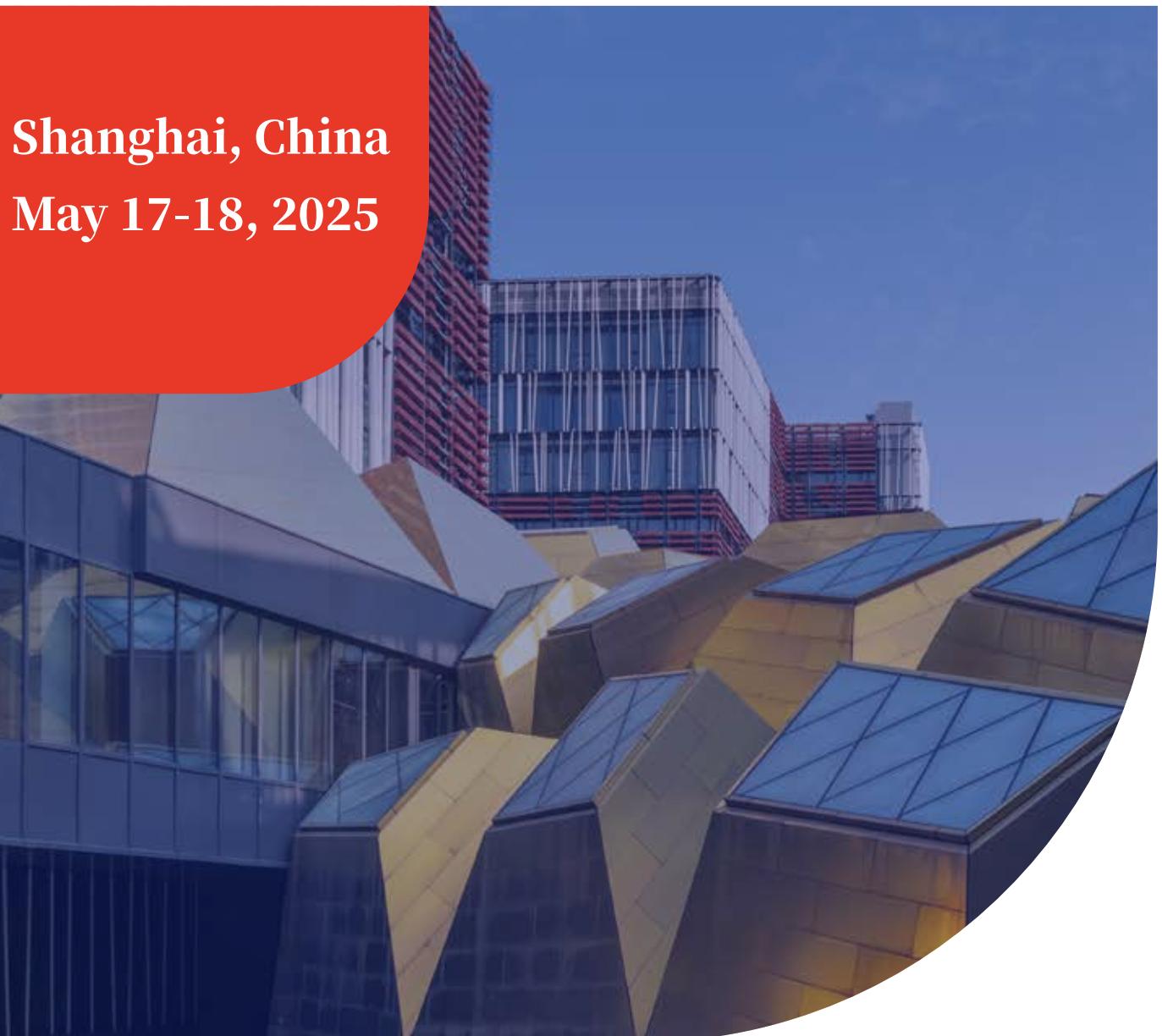


# The 3<sup>rd</sup> Conference on Global Innovation and Intellectual Property: Firm Strategies and Policy Challenges in a Rapidly Changing World



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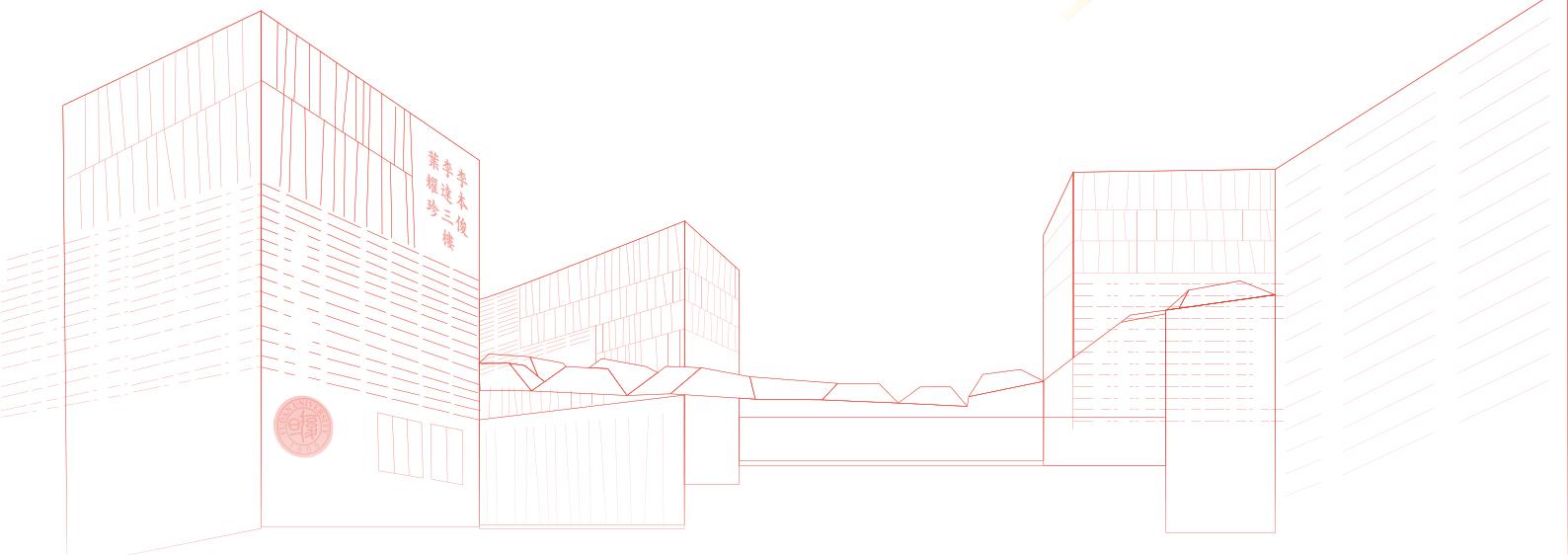
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# The 3<sup>rd</sup> Conference on Global Innovation and Intellectual Property:

## Firm Strategies and Policy Challenges in a Rapidly Changing World

**School of Management, Fudan University  
Shanghai, China  
May 17-18, 2025**

Global competition is increasingly characterized by competition for technological leadership. Meanwhile, given the increasingly prominent roles of intellectual properties (IPs), technology standards, and business platforms, the boundary between firm competitiveness and institutional infrastructure is blurring. As manifested in the recent developments around healthcare, AI, and electric vehicles, states have come to the forefront of market competition in a wide range of industries. Thus, the coordination and competition among public and private entities across nations will shape the future trajectories of the global markets.

It is in this context that we call for participation in this conference, hosted by School of Management, Fudan University, and co-sponsored by the McDonnell International Scholars Academy, Washington University in St. Louis, and Guanghua School of Management, Peking University.

Among other topics, we would like to engage in in-depth, cross-disciplinary discussion on the following:

- Finding facts: What are the realities on the ground and what are the important trends that may shed light to the future? Many public discussions so far are based on entrenched opinions and stereotypical views. We are providing a public good if we can simply identify the facts and establish robust explanations for these facts.

- Understanding complexities: Is strong IP protection always good? Is knowledge outflow always bad? To what extent do our understanding about IP, derived mostly from domestic settings, still hold in the context of global competition? What is the right level of indigenous innovation in light of the interdependence—and associated vulnerabilities—in the global economy?
- Developing toolboxes: Besides filing for patents, what are the tools businesses can use to navigate the risky R&D processes, both within and across countries? Besides strengthening the IP courts, what are the tools that policy makers can use to motivate innovation while reducing systematic risk? Will big data and AI help firms see the competitive landscape more clearly?

## Co-sponsors:

McDonnell International Scholars Academy, WashU  
School of Management, Fudan University  
Guanghua School of Management, Peking University  
Olin Business School, WashU

## Co-organizers:

Changqi Wu, Peking University  
Minyuan Zhao, WashU

## Organization Committee:

Xuhong Li, Fudan University  
Tian Wei, Fudan University

## Contact Us

For questions, or to request more information, please contact the email address below.  
GIIP3 Working Team

Email: [GIIP2025@fdsm.fudan.edu.cn](mailto:GIIP2025@fdsm.fudan.edu.cn)

Conference Web: <https://www.fdsm.fudan.edu.cn/En/news44260.html>

## AGENDA

# Saturday, May 17

Buliding B, Zhengli Campus, School of Management,  
Fudan University

8:00 - 8:30 am

REGISTRATION

8:30 - 8:50 am

OPENING REMARKS

8:50 - 10:00 am

SESSION 1 INNOVATION AND IP STRATEGIES  
UNDER DE-COUPLING

Chaired by: Tian Wei (Fudan University)

Discussant: Yanfeng Zheng (Hong Kong University of  
Science and Technology)

◆ **Strategizing Patents to Compensate Foreign Divestment**

Ziliang Deng, Yiyang Wang,  
and Yanzhe Wang (all Peking University)

◆ **Sanctions as Opportunities: Venture Capital Investment Towards  
China's Chip Manufacturing Industry in the Context of Entity List**

Yijie Min (Peking University)  
Xuchang Chen (University of Readings),  
Stephanie Lu Wang (Indiana University),  
Yanlong Zhang (Peking University)

◆ **Forced to Pursue Science: Entity List Triggers Science-Seeking  
Innovation**

Junhan Wang (Tsinghua University),  
Xibao Li (Tsinghua University),  
Yanbo Wang (Hong Kong University)

10:00 - 10:20 am

TEA BREAK

10:20 - 11:10 am

SESSION 2 SECRET PATENTING AND PATENTING  
WITH TRADE SECRET



# AGENDA

Chaired by: Qinjin Zheng (Fudan University)  
Discussant: Tony Tong (University of Colorado-Boulder)

◆ **Trade Secret Protection and the Geography of Patent Filings**

René Belderbos (KU Leuven, Maastricht University and NU-MERIT),  
Bart Leten (KU Leuven and Hasselt University),  
Jinhyuck (Joseph) Park (Sogang University)

◆ **Acquiring Patents in Secret: Timing Strategic Disclosure in Markets for Technology**

George Chondrakis (Esade Business School),  
Carlos J. Serrano (HEC Paris),  
Rosemarie H. Ziedonis (Boston University)

11:10 - 12:00 am

## SESSION 3 INNOVATION IN THE RAPIDLY CHANGING WORLD: THE ROLE OF ACADEMICS

Chaired by: Minyuan Zhao (Wash U)

Javier Gimeno (INSEAD, France),  
Isin Gular (UNC-Chapel Hill, US),  
Can Huang (Zhejiang University, China),  
Todd Zenger (University of Utah, US)

12:00 - 1:30 pm

## LUNCH

1:30 - 2:40 pm

## SESSION 4 COMPETITIVE ADVANTAGES IN A CONNECTED WORLD

Chaired by: Changqi Wu (Peking University)

Discussant: Weiguo Zhong (Peking University)

◆ **Unpacking Winner's Virtuous Cycles in Schumpeterian Competition**

Jinhyuk Jung and Jeho Lee (both Seoul National University)

◆ **Resolving the Paradox of Openness for Community-Based Digital Ventures**

Tian Wei and Yuanshen Chen (both Fudan University)



## AGENDA

### ◆ **Winner-Take-All in International Markets? Performance Persistence of Social Platforms**

Yang Yang (Zhejiang University),  
Liang Chen (SMU),  
Jiang Wei (Zhejiang University of Finance & Economics),  
Yang Liu (Zhejiang University)

2:40 - 3:30 pm

### **SESSION 5 THE EFFECT OF AI ON LABOR, COMPETITION AND INTELLECTUAL PROPERTY RIGHTS**

**Chaired by:** Chaowen Deng (Fudan University)

**Discussant:** Mingtao Xu (Tsinghua University)

#### ◆ **Quantifying the Impact of AI on Productivity and Labor Demand: Evidence from U.S. Census Microdata**

Dean Alderucci (CMU),  
Sagar Baviskar (CMU),  
Lee Branstetter (CMU),  
Nathan Goldschlag (U.S. Census Bureau),  
Eduard Hovy (CMU and University of Melbourne),  
Andrew Runge (Duolingo),  
Prasana Tambe (University of Pennsylvania),  
Nikolas Zolas (U.S. Department of State)

#### ◆ **Artificial Intelligence Generated Content, Intellectual Property Rights, and Digital Tax**

Hongwei Kou (Tsinghua University),  
Ke Rong (Tsinghua University),  
Danxia Xie (Tsinghua University),  
Buyuan Yang (Central University of Finance and Economics)

3:30 - 3:50 pm

### **TEA BREAK**

3:50 - 5:00 pm

### **SESSION 6 INNOVATION AND GOVERNANCE WITH INFORMAL INSTITUTIONS**

**Chaired by:** Shenghui Ma (Fudan University)

**Discussant:** Maggie Zhou (University of Michigan)

#### ◆ **Economics journals publish more research related to editors' own interests**

Ivan Png (National University of Singapore),  
Enqi Teo (Toulouse School of Economics)



# AGENDA

## ◆ **Surname Homogeneity of Entrepreneurs, Informal Institutions, Corporate Innovation, and Policy Innovation**

Jian Xie, Bernard Yeung, and Qinhong Yu  
(all Southern University of Science and Technology)

## ◆ **Effects of Sustainability Orientation and Responsible Innovation: Evidence from Global Mining Firms**

Victor P. Seidel (Babson College)

5:00 - 6:15 pm

DRINK AND POSTER SESSION

### **GROUP 1: PATENTS AS PROBABLE RIGHTS**

#### **· Patent Rights in the Crossfire: Administrative Invalidiation, Judicial Review and Firm Innovation,**

by Tianhao Chen, Yipo Su, Yuan Zhou, and Fang Dong (all Tsinghua University)

#### **· Boundary Uncertainty of Property Rights and the Value of the Property Rights,**

by Weiqi Zheng (Tilburg University), Shivaram Devarakonda (Nanyang Business School), and Geert Duysters (Tilburg University)

#### **· Patent Value and Open Licensing Strategy in China: A Misclassification Approach,**

by Xia Liu (Tongji University), Li Chen (Tongji University), and Shaofang Xue (University of Gothenburg)

### **GROUP 2: IP STRATEGY AND FIRM INCENTIVES**

#### **· Stock Liquidity and Patent Litigation Settlement,**

by Can Huang, Mingdong Hu, and Lipeng Wang (all Zhejiang University)

#### **· Cashing in on Orphan Drugs: When Do Pharmaceutical Firms Benefit?**

by Meitong Dong (University of Science and Technology of China), and Pengcheng Ma (Renmin University of China)

#### **· Make Money and Keep Quiet: Stealth Search when Firm Performance Exceeds Aspiration,**

by Haobang Chen (Tsinghua University), Donghong Li (Tsinghua University), and Zhenzhen Xie (Sun Yat-sen University)

#### **· Mandatory Disclosure and Firms' R&D Decisions: Evidence from the FDA Amendments Act of 2007,**

by Yongyi Lin (University of Maryland)



# AGENDA

## GROUP 3: THE IMPACT OF TRADE SANCTIONS ON INNOVATION STRATEGIES

· **Counteracting Sanctions through Innovation: Restructuring Mechanisms of Transactional Relationships in the Global Key Technology Industry,**

by Rongjian Yu, Yurong Xu, and Jing Xu (all Zhejiang Gongshang University)

· **The Paradox of Knowledge Sourcing: Peer Sanctions and the Decline of University-Industry Innovation in Chinese Firms,**  
by Congshan Li (Xiamen University), Yu Yang (Renmin University), and Jiaxing You (Xiamen University)

· **How International Coercion Affects Innovation: An Understanding Based on Resource Dependence Theory,**

by Chong Yang and Zhiying Liu (both University of Science and Technology of China)

· **The Impacts of Trade Barriers on the International Exports, Investments and Patenting Activities of Chinese Firms,**

by Yulan Shen, Simon Collinson, and Jian Du (all Zhejiang University)

## GROUP 4: NEW TOOLS IN IP RESEARCH

· **Beyond Classification: A New AI-Driven Metric for Assessing Patent Greenness,**

by Yujie Fang (East China Normal University), Du Liu (East China Normal University), and Qing Ye (Xian Jiaotong-Liverpool University)

· **AI Tsunami: The Role of AI in Reshaping Firms' Labor Skill Structure,**

by Jiancong Tao (Renmin University) and Yujie Xu (University of International Business and Economics)

· **Corporate AI Transformation and Redesigning Internal R&D Structure,**

by Wenlong He (Renmin University), Nan Jia (University of Southern California), and Yuqing Tang (Renmin University)

· **Machine Translation of Patents and Export Performance,**

by Dandan Xia (Utrecht University School of Economics), Elena Golovko (Tilburg University), and Wolfgang Sofka (Copenhagen Business School)

6:00 pm

DINNER FOR ALL REGISTERED PARTICIPANTS



## AGENDA

# Sunday, May 18

Buliding B, Zhengli Campus, School of Management,  
Fudan University

8:30 - 9:20 am

## SESSION 7 INSTITUTIONS FOR INNOVATION: IP AND INDUSTRIAL POLICIES

Chaired by: Minyuan Zhao (WashU)

Discussant: Yanbo Wang (Hong Kong University)

### ◆ Decoding China's Industrial Policies

Hanming Fang (University of Pennsylvania),  
Ming Li (City University of Hong Kong),  
Guangli Lu (City University of Hong Kong)

### ◆ Unleashing the Dragon: The Case for Patent Reform in China

Lee G. Branstetter (Carnegie Mellon University),  
Douglas Hanley (University of Pittsburgh),  
Huiyan Zhang (Tsinghua University)

9:20 - 9:40 am

## SESSION 8 VOICES FROM POLICYMAKERS

Qing Li, Strategic Planning Division, Shanghai Intellectual Property Bureau

9:40 - 10:00 am

## TEA BREAK

10:00 - 11:30 am

## SESSION 9 VOICES FROM BUSINESS LEADERS

Moderated by: Catherine Magelssen (London Business School)  
Ling Liu, Executive Vice President and Chief Region Leader,  
Philips Greater China

Karin Beukel, Senior Innovation Portfolio Manager,  
University of Copenhagen

Boris Armstrong Qi, Chief Representative, IPR Daily Japan Center  
Alex Wang, Professor of Practice, Fudan University

11:30 am - 12:40 pm

## SESSION 10 VOICES LEGAL PROFESSIONALS

Moderated by: Wenyan Zhang (East China University of  
Political Science and Law)

Hao Chen, Senior Partner, Beijing W&H Law Firm

Harris Gao, Partner, Sheppard Mulin Richter & Hampton LLP

David Gu, Partner, Hankun Beijing office

12:40 - 12:45pm

## CLOSING REMARKS

12:45 pm

## LUNCH, SOCIAL, AND FAREWELL



The 3<sup>rd</sup> Conference on Global Innovation and Intellectual Property  
School of Management, Fudan University | Shanghai, China, May 17-18, 2025

# SPEAKERS

Honored Guests and Chairs: (in alphabetical order)



**Lee Branstetter**  
Carnegie Mellon University



**Chaowen Deng**  
Fudan University



**Hanming Fang**  
University of Pennsylvania



**Javier Gimeno**  
INSEAD



**Isin Gular**  
UNC-Chapel Hill



**Wenlong He**  
Renmin University of China



**Can Huang**  
Zhejiang University



**Anne Marie Knott**  
WashU



**Jeho Lee**  
Seoul National University



**Shenghui Ma**  
Fudan University



**Catherine Magelssen**  
London Business School



**Ivan Png**  
National University of  
Singapore



**Tony Tong**  
University of Colorado-Boulder



**Tian Wei**  
Fudan University



**Yanbo Wang**  
Hong Kong University



**Changqi Wu**  
Peking University



**Mingtao Xu**  
Tsinghua University



**Bernard Y. Yeung**  
SUSTech and NUS



**Todd Zenger**  
University of Utah



**Wenyan Zhang**  
East China University of  
Political Science and Law

# SPEAKERS



**Minyuan Zhao**  
WashU



**Qinjin Zheng**  
Fudan University



**Yanfeng Zheng**  
Hong Kong University of  
Science and Technology



**Weiguo Zhong**  
Peking University



**Yue Maggie Zhou**  
University of Michigan

Panel Speakers: (in alphabetical order)



**Karin Beukel**  
Senior Innovation Portfolio  
Manager,  
University of Copenhagen



**Hao Chen**  
Senior Partner,  
Beijing W&H Law Firm



**Harris Gao**  
Partner, Sheppard Mullin  
Richter & Hampton LLP



**David Gu**  
Partner, Hankun Beijing office



**Qing Li**  
Strategic Planning Division,  
Shanghai Intellectual  
Property Bureau



**Ling Liu**  
Executive Vice President and  
Chief Region Leader,  
Philips Greater China



**Boris Armstrong Qi**  
Chief Representative,  
IPR Daily Japan Center



**Alex Wang**  
Professor of Practice,  
Fudan University

\* The list will be updated continuously.



# REGISTER

## REGISTRATION ➤ PAYMENT ➤ INVOICING

### Step 1:

Please fill out the registration form and confirm the details.

Registration Link or QR Code Entry:

<https://events.f fsm.fudan.edu.cn/mc/events/registration/14127>

\*If you are unable to complete the registration link, please fill out the registration form(<https://events.f fsm.fudan.edu.cn/file/document/45373/89a5b50e-4a90-48dd-820b-dfdd48def54c>) and send it to [GIIP2025@f fsm.fudan.edu.cn](mailto:GIIP2025@f fsm.fudan.edu.cn).



REGISTRATION

### Step 2:

Please make the payment via bank wire transfer or online payment.

Please check the payment information below.

\* Attention: Registration is considered successful upon receipt of the registration fee.

### Registration Rates: 2000 RMB

#### 1) Wire Transfer

Account name: Fudan University

Account number: 437759252978

Bank name: Bank of China Shanghai Fudan Sub-Branch

Bank address: No.220.HandanRoad, Shanghai, China, 200433

Bank Swift Code: BKCHCN BJ300

CNAPS: 104290085263

\* Please place the phrase “GIIP + Your name and Institute” in the wire transfer request; otherwise, the payment and participants cannot be matched.



PAYMENT ONLINE

#### 2) Payment online via Alipay or WeChat

Scan the QR code on your mobile device to access the online payment page. Payments can only be made via Alipay or WeChat Pay. For corporate credit cards, ensure they are linked to your payment platform before proceeding.

### Step 3:

#### Invoice

If you need an invoice, please ensure that the relevant information is provided accurately on the registration page or during the online payment process.

#### Cancellation Policy

Refunds will be granted if written cancellation notice is received (by email ONLY) by May 9th (Shanghai Time). No refund after this date. Please write to [GIIP2025@f fsm.fudan.edu.cn](mailto:GIIP2025@f fsm.fudan.edu.cn) to notify your cancellation. Please allow 6-8 weeks for a refund.



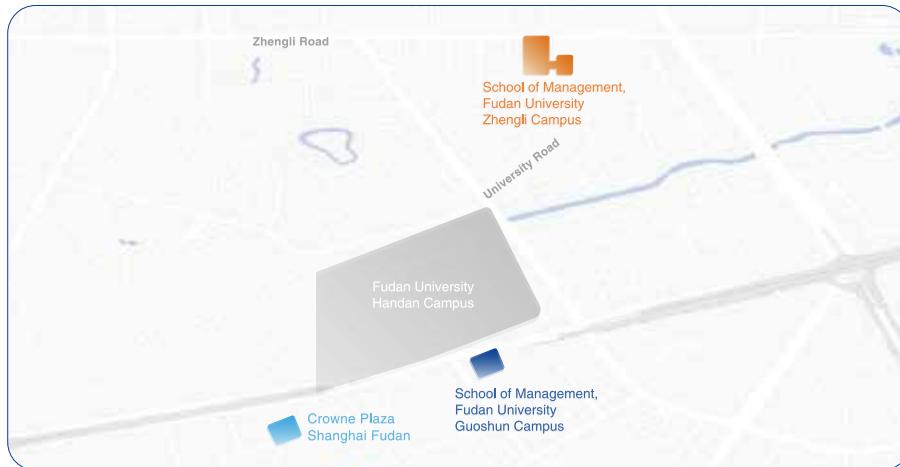
# TRAVEL INFORMATION

## CAMPUS INFORMATION

Fudan University School of Management Zhengli Campus  
No.558 Zhengli Road (cross Guotong Road), Yangpu District, Shanghai, China  
复旦大学管理学院政立院区  
上海市杨浦区政立路558号(国通路路口)

\*Please show this message in Chinese to the taxi driver to take you to Fudan University School of Management Zhengli Campus:  
请送我去复旦大学管理学院政立路院区

## CAMPUS MAP



## AIRPORT AND RAILWAY STATION INFORMATION



Distance from Shanghai Pudong Intl. Airport (PVG): 46 Km

Distance from Shanghai Hongqiao Intl. Airport (SHA) / Hongqiao Railway Station: 30 Km

Distance from Shanghai Railway Station: 11 Km

## USEFUL APPS IN CHINA



WeChat  
微信

- WeChat is the most widely used multifunctional App in China, integrating communication, social networking, and mobile payment services.
- You're recommended to download WeChat and activate the WeChat Pay function before arriving in China, as the verification process may take a few days.



Alipay  
支付宝

- Alipay is the largest mobile payment platform in China for almost every type of transaction you may encounter.
- You're recommended to download Alipay and link your bank account before arriving in China, as the verification process may take a few days.



DiDi  
滴滴出行

- Similar to Uber and Lyft, DiDi is China's leading ride-hailing App, offering a variety of transportation services.
- The latest version allows you to select the English interface in Settings, and link your international credit cards.



## ABOUT SHANGHAI CHINA

Shanghai, a municipality directly under the central government of China, is a modern international metropolis with a spirit of inclusiveness, pursuit of excellence, broad-mindedness, and humility.

Located at the estuary of the Yangtze River in East China and facing the Pacific Ocean, Shanghai forms part of the Yangtze River Delta, one of China's most robust, open and innovative regions.

As China's largest economic powerhouse and an important international financial center, Shanghai had a GDP of 5.39 trillion yuan (\$741 billion) in 2024, up 5 percent year-on-year.

Shanghai is also a major international trade and consumption center. In 2024, Shanghai's total imports and exports reached a record high of 4.27 trillion yuan, while total retail sales of consumer goods reached 1.794 trillion yuan. It is also one of the country's most international cities, with over 1,000 corporate headquarters and 591 foreign-invested R&D centers.

In the future, Shanghai will showcase its character of "International, Innovative and Inclusive", focus on high-quality development, and turn itself into an international economic, financial, trade, shipping, and science and technology innovation center, as well as a global digital city with great influence.

For further information, please refer to the official website of Shanghai Government:  
<https://english.shanghai.gov.cn/>





## Contact Us

For questions, or to request more information, please contact the email address below.  
GIIP3 Working Team  
Email: GIIP2025@fdsm.fudan.edu.cn  
Conference Web: <https://www.fdsm.fudan.edu.cn/En/news44260.html>