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案例研究中心
CKGSB CASE CENTER

Subject	Instructor	Researcher	Keynote
A Study of overseas Mergers & Acquisitions undertaken by Chinese Enterprises	Ouyang Hui	Yang Yan	An overview of overseas merger & acquisition activities of Chinese enterprises; look into the causes for the success or failure of such activities
Headlines Today: Practices and Applications of Artificial Intelligence (AI) in the Field of News & Information's distribution	Zhang WeiNing	Yang Yan	Practices and applications of AI in the field of news & information distribution
Baozun Case A: the "E-commerce Housekeeper" for Traditional Retailing	Zheng Yusheng	Mei Xinlei, Yang Yan	History and future challenges of Baozun, the E-commerce provider for online bands
Baozun Case B: Empowerment to the New Retail Industry	Zheng Yusheng	Mei Xinlei, Yang Yan	All-channel new retail practices of Baozun, E-commerce provider for online bands
Industry 4.0 and Chinese Manufacturing Industry (article)	Ou Jihong	Deng Di	Definition of Industry 4.0 and interpretation of its essence, Discussion on possible application of Industry 4.0 in China
Artificial Intelligence Development in IBM	Zhang Weining	Deng Di	Exploration and latest updates of AI by IBM, a new case study material for EMBA optional course
The Sustainable Development Road of Tencent	Zhu Rui	Deng Di	Development history and new updates of Tencent in the area of sustainable development and corporate social responsibility have been reviewed, recorded and analyzed.
BCI Monthly Survey and Report	Li Wei	Gu Chongqing	An index report, a reflection of the operation conditions for Chinese private enterprises

Research on the Mergers & Acquisitions undertaken by Chinese Enterprises Overseas (ongoing)

Instructor: Prof. Ouyang Hui; Researcher: Yang Yan

Since China joined the WTO in 2000, more and more opportunities of cross-border exchanges and international cooperation have been made possible for Chinese enterprises. "Going abroad" of Chinese companies were frequently seen, especially in the recent years. With the gradual relax on the cross-border investment policy made by Chinese government, the pressure of industry transformation and upgrading faced by Chinese enterprise and the asset allocation demand under a softening yuan, overseas acquisitions by Chinese companies are taking on an upward trend no matter by the number of transactions or by the total transaction value.

Through case study, the research firstly from macro perspective analyzed the changes in different stages of cross-border mergers and acquisitions during several decades of Chinese economic development and secondly from micro perspective summarized the key factors for success or failure of the cross-border mergers and acquisitions undertaken by Chinese enterprises so as to provide lessons and references to Chinese companies involved in such initiatives.

Headline Today: Practices and Applications of Artificial Intelligence (AI) in the field of News & Information's distribution (In planning)

Instructor: Prof. Zhang Weining; Researcher: Yang Yan

Headline Today identifies itself as "no reporters and editorial staff, no holding positions and values, and no creation of information". It provides personalized news to users through data analysis and computer algorithm and has changed the traditional way of news spreading. This case, focused on the applications of AI in the field of news & information, takes an in-depth study on the practical operations of Headline Today and reveals its founder's view and insights regarding its positioning, business plan, competition & collaboration with other agencies and the outlook of the industry's future.

Baozun CASE A: the "E-commerce Housekeeper" for traditional retailing (draft version in editing)

Instructor: Prof. Zheng Yusheng; Researcher: Mei Xinlei, Yang Yan

From suffering the impact of E-commerce to embracing the Internet, Chinese retail industry has experienced significant changes for more than one decade. China has already rapidly grown into one of the world's most online-retail penetrated markets. However, how can the traditional brands transform their sales channels during this changing process? What type of role should the E-commerce provider play? How the trendy concept of "new retail" endorsed by Alibaba should be brought into actual practice? This case is divided into Part A and Part B. Part A, mainly focused on the history of BaoZun, the E-commerce operator for online brands, analyzes how it adapts to the trend of retail industry and responds to the going-online demands of traditional brands and addresses what risks and challenges it has to face in the future.

Baozun CASE B: Empowerment to the New Retail Industry (ongoing)

Instructor: Prof. Zheng Yusheng; Researcher: Mei Xinlei, Yang Yan

From suffering the impact of E-commerce to embracing the Internet, Chinese retail industry has experienced significant changes for more than one decade. China has already rapidly grown into one of the world's most online-retail penetrated markets. However, how can the traditional brands transform their sales channels during this changing process? What type of role should the E-commerce provider play? How the trendy concept of "new retail" endorsed by Alibaba should be brought into actual practice? This case is divided into Part A and Part B. Party B is focused on the topic of "New Retail", taking Baozun's new retail practices as an example to discuss how to connect online and offline channels and how to balance the interests of brand owners and retailors of various channels. How third-party operation provider empowers the new retail sector and other issues are also discussed.

Industry 4.0 and Chinese Manufacturing Industry (Article) (Ongoing)

Instructor: Prof. Ou Jihong; Researcher: Deng Di

With Chinese economy entering into the new normal and manufacturing industry facing transformation and upgrading pressure, Industry 4.0 has become the most popular topic. Despite of the widely differed opinions on the industry 4.0, there is still no clear analysis and unanimous view on its essence. This article will clear the confusion and obscurity regarding Industry 4.0, interpret its nature, reveal some of its technical applications and discuss its applicability for Chinese enterprises.

Artificial Intelligence Development in IBM (in planning)

Instructor: Prof. Zhang Weining; Researcher: Deng Di

With the rapid developing and upgrading of new science and technology, artificial intelligence has become
one of the hottest topics at present. Major technology and internet companies have invested heavily in the research in this area. For instance, IBM has developed an AI assistant application named "Watson". Onsite interview has been conducted to learn the newest updates on AI research and development in IBM.

The Sustainable Development Road of Tencent (In planning)

Instructor: Prof. Zhu Rui; Researcher: Deng Di

Tencent, as one of the three BAT giants, has grew its business from the initial OICQ to SP business, picked up momentum through the expansion into game industry and the launch of Wechat and made its further commitment to the well-run Tencent Charitable Foundation as what we see today. What explorations have been taken and what insights have been acquired by this company toward its journey of sustainable development?

BCI Monthly Survey and Report (ongoing)

Instructor: Prof. Li Wei; Researcher: Gu Chongqing

Private enterprise is the most dynamic part of Chinese economy. However there is still no index available in the market to reflect the operation status of Chinese private companies. Fortunately, many of our alumni are from the private sector, therefore we are able to conduct a survey on them by collecting information through questionnaires to develop a relevant index. Currently, we conduct the survey once every month. The index is calculated based on the survey findings and at last a report is written with the index. There are 12 issuances of this report every year.