



**12TH Annual
China Goes Global
Conference**

— SHANGHAI —
18-20 June 2018



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East China Normal University 华东师范大学

- ◆ Founded in 1951
- ◆ One of the leading universities in China
- ◆ Top 15 Chinese mainland universities, Top 5 in the international outlook category (THE Ranking 2017)
- ◆ Multidiscipline university: 3 faculties, 29 schools, 58 departments
- ◆ 11 disciplines rank world top 1% according to ESI
- ◆ Faculty of Economics and Management: more than 4,400 students, of which 55% are postgraduate students; more than 230 faculty members, of which 146 are professors and associate professors






Asia Europe Business School
亚欧商学院

Values 价值观 Creativity, Co-creation, Cause-related Responsibility
智慧创获, 价值共创, 责任担当

Vision 愿景 Moving new business frontier between East and West
积极推进新世纪东西方文明与商业的交融

Mission 使命 Build entrepreneurs and cross-disciplinary talents around the Belt and Road
培养“一带一路”的企业家和跨界人才

About Us 关于我们

Jointly created by **East China Normal University** and **emlyon business school**, located in Shanghai, the most vibrant Asia metropolis, AEBS is the unique business school that crafts cross-disciplinary talents. AEBS has the ambition to build the future global business leaders and ambassadors of the Belt and Road, combining Eastern and Western wisdom, best management practices, and a high level of social responsibility.

亚欧商学院由华东师范大学和法国里昂商学院联合创立, 挂靠华东师范大学经济与管理学部。坐落于繁华的亚洲大都市——上海, 亚欧商学院致力于将学生培养成为具有深厚人文底蕴和社会责任感、融合东西方智慧的跨界商业人才, 成为“一带一路”的使者。



华东师范大学
EAST CHINA NORMAL UNIVERSITY
法国里昂商学院
emlyon business school

Asia Europe Business School
亚欧商学院

Distinctive Features 鲜明特色

AEBS is a new experimental base in the realm of Sino-foreign cooperative business studies. The school combines the excellence of ECNU in the humanities and social sciences with emlyon business school's excellence in entrepreneurial management and innovation, creating talents with courage for cross-border development and assumption of social responsibilities through globalized, complex and innovative professional and competence training.

亚欧商学院是中外合作商学领域的新实验基地。学院结合华东师大人文、社会科学等优势学科, 以及法国里昂商学院在工商管理 and 创新创业上的特色专长, 通过全球化、复合型、创新式的专业培养和能力训练, 打造勇于跨界开拓、敢于社会担当的栋梁之才。

Faculty 师资构成

The school has solid multinational faculty and education resources, composed of senior professors selected by emlyon business school, senior professors of East China Normal University and full-time professors of AEBS. The faculty has academic and research oriented teachers with significant professional background and solid academic ability. There are also teachers who are enthusiastic about innovation and have high respect for cross-border exploration, as well as business development teachers with abundant practical business experience.

学院拥有雄厚的跨国师资力量和教学资源, 由法国里昂商学院选派的资深教授、华东师范大学的资深教授和亚欧商学院的专任教师共同组成。师资队伍既有专业背景深厚、学术能力扎实的学术研究型师资, 也有激越创新、推崇跨界探索的创新教学型师资, 还有具备丰富商业实践的商业拓展型师资。

Contact Us 联系我们

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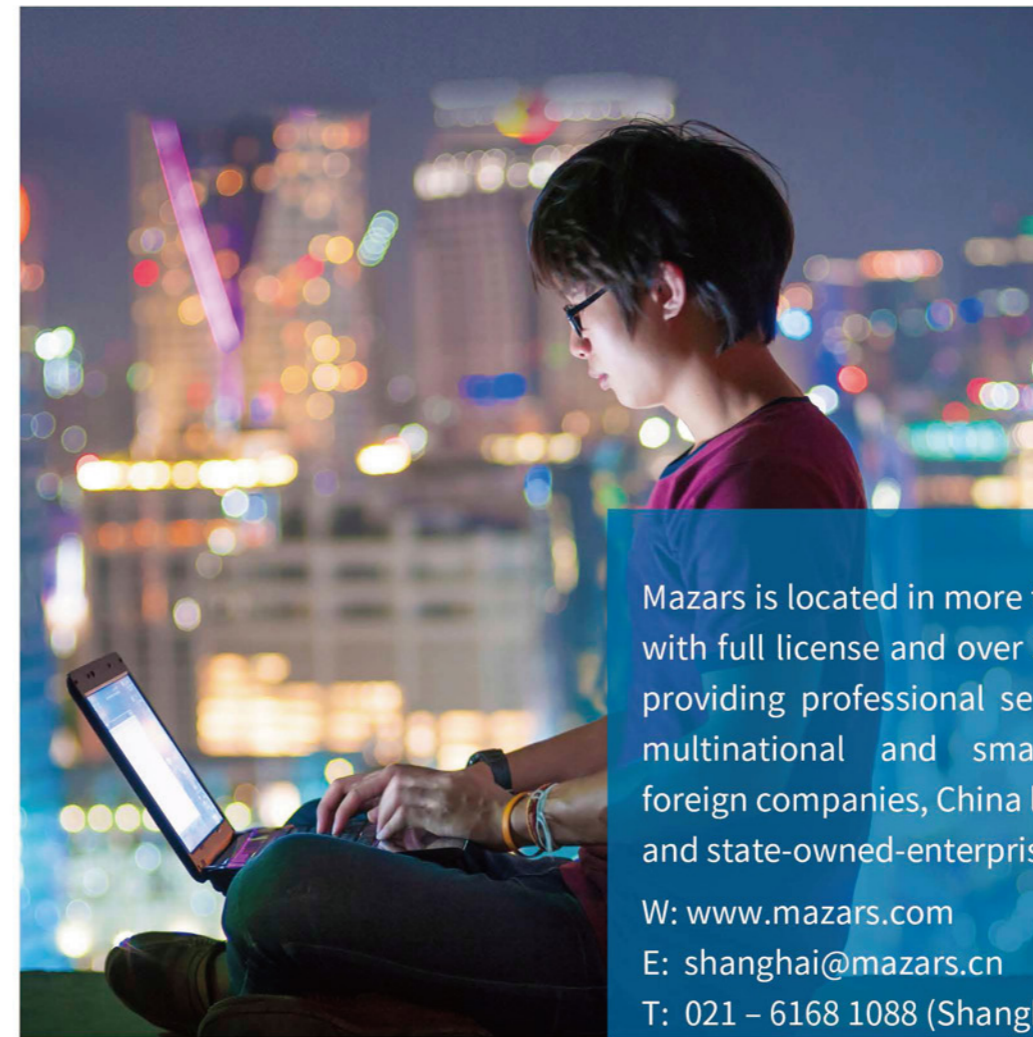


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GENERAL INFORMATION

OPENING HOURS OF CONFERENCE INFORMATION DESK/OFFICE

June 18, 2018
12:30-14:00
17:00-20:30
Lobby, Yi Fu Building, ECNU

June 19 & 20, 2018
08:15-17:00
1F, MBA Center, ECNU

The event is open to registered delegates only.

All attendees are required to wear their conference badges at all times.

FIRST AID ASSISTANCE

If first aid is required, please call **120**.

LOST & FOUND

The lost and found is located at 1F, MBA Center, ECNU

WORDS OF WELCOME FROM THE CONFERENCE ORGANIZERS



June 18, 2018

Dear Guests,

Ever since the first conference in 2006, the China Goes Global Conference has benefited and thrived from the enthusiasm, motivation and dedication of the members of the Chinese Globalization Association, the numerous scholarly presentations, as well as the commitment of all supporters involved in the organizational process.

Thus, we are proud that, once again, we gather a diverse group of experts here in Shanghai to enable a dialogue about one of the most interesting global phenomena of our time.

The China Goes Global Conferences have roots in a 2005 Rollins College conference and a subsequent foundation grant from the Alexander Von Humboldt Stiftung for a trans-Atlantic joint research project on China's outward investment activity. What began as a cooperative initiative among Ilan Alon and Marc Fetscherin of Rollins College Florida, Julian Chang at Harvard University, John McIntyre from the Scheller College of Business at Georgia Tech Center for International Business Education and Research, and Professor Christoph Lattemann from Jacobs University Bremen has grown into an internationally recognized endeavor that examines one of the world's most pressing issues of our time. The rise of China as a global economic power and the increasing awareness of its impact on international trading regimes have engendered a new dialogue about intercontinental business matters.

We founded the Chinese Globalization Association in 2012 to support and encourage academic research on the phenomenon of the contemporary globalization of China, not only as an exchange of knowledge between academic and business institutions but also to advance public awareness of the issues. Each year, more than 100 scholars attend the China Goes Global conference, discussing over 60 presentations. Their contributions not only add to the growth of knowledge about China's modern

political and economic development, global crises and changes in business and people interaction but also ensure a realistic perspective on the changes we face in the world market.

This year's conference co-hosted by East China Normal University and **emlyon business school** will again enhance our knowledge about Belt and Road Initiative, China's foreign direct investment, Chinese trade relations, China's government regulations, industry dynamics, corporate strategy and entrepreneurship, and many more topics germane to the subject of China's global presence.

We are positive that this year's conference will deepen these insights and we are looking forward to inspiring discussions. We wish you a great conference, an enjoyable stay here in Shanghai, and look forward to meeting each one of you individually.

Thank you very much!

Board of the Chinese Globalization Association and Conference Organizing Committee

Ilan Alon

Julian Chang

Christoph Lattemann

John R. McIntyre

William Hua Wang

Wenxian Zhang

Francesca Spigarelli



LETTER FROM THE CONFERENCE HOSTS



June 18, 2018

Dear China Goes Global 2018 Participants,

From near or far, it is a great pleasure to welcome you back to this annual conference, part of a collaborative research project called China Goes Global™, a multi-year research project among the members of the Chinese Globalization Association (<http://www.chinagoesglobal.org/cga/executive-board/>). It is co-hosted this year by East China Normal University (China) and **emlyon business school** (France).

Past years have seen this conference held in Florida (US), at Cambridge, Massachusetts (US), in Bremen, Germany, in Shanghai, China, Atlanta, Georgia (US), in Macerata Italy and in Kristiansand Norway. It has produced a substantial and cumulative body of knowledge and publications bearing on the transformation of the Chinese economy and enterprises and of Chinese outbound direct investment.

This year, we will talk about The Belt and Road Initiative from a global perspective. China's Belt and Road Initiative seeks to expand maritime routes and land infrastructure networks connecting China with Asia, Africa and Europe, boosting trade and economic growth. Related impact on cultural, political, economic, social and cultural aspects, will be analyzed by scholars during the conference.

As the two leading institutions in China and France, East China Normal University and **emlyon business school** co-built Asia Europe Business School in 2015. With the mission to develop the Belt and Road entrepreneurs and cross-border talents, Asia Europe Business School is committed to cultivating the students to be cross-border commercial talents and entrepreneurs with profound humanistic connotations and social responsibility, and to be envoys of the Belt and Road.

Welcome again and wish you a very pleasant stay in Shanghai, one of the most dynamic metropolitan cities in China and the world!

Sincerely,

Professor Zhigang YUAN

*Director of Academic Committee of Faculty
of Economics & Management
East China Normal University*

Professor William Hua WANG

*Associate Dean emlyon business school
Dean emlyon business school Asia
French Dean Asia Europe Business School*

PROGRAM COMMITTEE

CGA: President **Dr. Ilan ALON**



Dr. Ilan ALON is Professor of Strategy and International Marketing at the University of Agder, Norway, and visiting scholar at Georgetown University, USA. Prior to this, he was George D. and Harriet W. Cornell Chair of International Business, Chairperson of the International Business department, and Director of both the China and the India Centers at Rollins College, Florida, USA. Dr. Alon was also a visiting scholar at Harvard University. He published 27 books, and over 100 peer-reviewed articles. His recent books on China include: Chinese Culture, Organizational Behavior and International Business Management (Greenwood, 2003), Chinese Economic Transition and International Marketing Strategy (Greenwood, 2003), Business and Management Education in China: Transition, Pedagogy and Training (World Scientific, 2005), The Globalization of Chinese Enterprises (Palgrave, 2008), Biographical Dictionary of New Chinese Entrepreneurs and Business Leaders (Edward Elgar Publishing, 2009), China Rules: Globalization and Political Transformation (Palgrave, 2009) A Guide to the Top 100 Companies in China (World Scientific, 2010). Entrepreneurial and Business Elites of China (Emerald, 2011).

Dr. Alon is a recipient of the Chinese Marketing Award, a dual award from the Tripod Marketing Association (China) and the Society for Marketing Advances (USA), and the prestigious Rollins College McKean Award for his work on education in China. He has taught courses in top Chinese MBA programs including Shanghai Jiao Tong University, Fudan University, East China University for Science and Technology and China Europe International Business School. He is also an international business consultant, with experience in China as well as other countries in Asia, the Middle East, Europe and America, and a featured speaker in many professional associations.

Ilan Alon, Ph.D; School of Business and Law, Universitetet i Agder, Norway

Email: ilan.alon@uia.no

CGA: Membership Affairs **Dr. Julian CHANG**

Dr. Julian CHANG works at PwC China, Shanghai, China. He received his Ph.D. in political science from the Department of Government at Harvard University, where he also served as residential dean of Cabot House from 1993 to 1996, and worked in the University Development Office. He received his B.A. from Yale University and won a Yale-China fellowship to teach at Wuhan University, China.

In 1996, Chang went west to Stanford to become assistant director of the Center for East Asian Studies. In 1997, he helped to establish the Stanford Asia/Pacific Scholars Program, a university-wide fellowship program for graduate students from Asia. He joined Stanford's Asia Pacific Research Center (A/PARC) as deputy director in the fall of 1998 and returned to Harvard in 2001. His research interests include Sino-Soviet/Russian relations, Chinese enterprise reform and globalization, and mass media in China. He has edited several books on Asia, including Economic Reform and Cross-Strait Relations: Taiwan and China in the WTO (2007, with Steven Goldstein), Presidential Politics in Taiwan: The Administration of Chen Shui-bian (2008, with Steven Goldstein), and China Rules: Globalization and Political Transformation (2009, with Ilan Alon, Marc Fetscherin, Christoph Lattemann, and John McIntyre).

Julian Chang, PwC China

Email: julianpchang1@yahoo.com



PROGRAM COMMITTEE

CGA: Vice-President & Research Affairs **Dr. Christoph LATTEMANN**



Dr. Christoph LATTEMANN is Professor for Business Administration and Information Management at the Jacobs University Bremen. He is the director of the Jacobs Center for the Research on China and Globalization and Vice-Director of the Confucius Institute Bremen and director of the Chinese Globalization Association. He has published 8 books and more than 150 scientific publications. His latest articles are on the most recent top two worldwide trends: the Globalization of China (in particular Chinese OFDI to Europe) and the Digital Transformation (Design Thinking, Management Information Systems, Governance Concepts). Since 2010 he is a senior editor for the International Journal of Emerging Markets (IJoEM). He is also an international business consultant, in particular in the information industry and Design Thinking. He is member of various review boards

and professional associations.

He was a visiting scholar at Harvard University and Stanford University and taught courses in top MBA programs at Copenhagen Business School, Hasso Plattner Institute for Software Engineering, and Educatis University in Switzerland. Formerly he held senior positions in project management in the financial industry.

Prof. Dr. Christoph Lattemann, Jacobs University Bremen, Germany

Email: c.lattemann@jacobs-university.de

CGA: Secretary **Dr. John R. MCINTYRE**

Dr. John R. MCINTYRE has been Director of the Georgia Tech Center for International Business Education and Research (CIBER), a national center of excellence, since 1993 and a full professor of international business management and international relations with joint appointments in the College of Management and the Sam Nunn School of International Affairs of the Georgia Institute of Technology, Atlanta, Georgia. He received his graduate education at McGill, Strasbourg and Northeastern Universities, obtaining his Ph.D. at the University of Georgia. Published in over 80 journals, reviews, and book chapters. He is author and co-editor of ten books, including "Business and Management Education in China: Transition, Pedagogy and Training" and "Globalization of Chinese Enterprises". Recipient of numerous competitive grants to further the internationalization of business education and research. Extensive corporate consulting experience; expert in the aluminum industry. He is member of various review boards and professional associations.

Prof. Dr. John McIntyre, Georgia Tech Center for International Business Education and Research (CIBER), Atlanta, USA

Email: John.McIntyre@scheller.gatech.edu



PROGRAM COMMITTEE

CGA: Communication Affairs **Dr. Francesca SPIGARELLI**



Dr. Francesca SPIGARELLI is Associate Professor of Applied Economics, at the University of Macerata and Director of the China Center. She is Vice Rector for Entrepreneurship and Technological Transfer. She serves as deputy for international relation and research project of the Department of Law (University of Macerata) She is coordinator of two European Funded project: "PEOPLE MCSA RISE: Horizon 2020" on GRAGE – Grey and green in Europe: elderly living in urban areas and of "PEOPLE MCSA IRSES – 7 PF" on Partnering Opportunities between Europe and China in the Renewable Energies and Environmental industries. She is a scientific coordinator of LUCI- Laboratory for Creativity and Humanism, University of Macerata. Her main teaching Areas are: International Business, Applied Economics, Microeconomics.

Prof. Dr. Francesca Spigarelli, Piaggia dell'Università 2, 62100 Macerata (Italy)

Email: Spigarelli@unimc.it

CGA: Treasurer **Prof. Wenxian ZHANG**



Prof. Wenxian ZHANG is a member of Arts and Sciences faculty since 1995. He is a recipient of the Cornell Distinguished Faculty Service Award, Arthur Vining Davis Fellow, and a full professor at Rollins College in Winter Park, Florida. He also won the Patrick D. Smith Award for his academic work with Dr. Maurice O'Sullivan on "A Trip to Florida for Health and Sport" (FHS Press, 2010). In addition to many articles on information studies, historical research, and Chinese business management, his recent book publications related to China include "The Biographical Dictionary of New Chinese Entrepreneurs and Business Leaders", "A Guide to the Top 100 Companies in China" (World Scientific, 2010), "The Entrepreneurial and Business Elites of China: The Chinese Returnees Who Have Shaped Modern China (Emerald, 2011), and "A Winter in Sunshine" (Shanghai University Press, 2012).

Prof. Wenxian Zhang, Rollins College, 1000 Holt Avenue, Winter Park, FL 32789, USA

Email: WZhang@Rollins.edu

CGA: Marketing **Prof. William Hua WANG**



Dr. William Hua WANG is Associate Dean of emlyon business school, Dean of emlyon business school Asia and French Dean of Asia Europe Business School. His research interests center on the innovation management, foreign direct investment, industrial clusters, globalization strategy of Chinese companies, and the automotive industry in China. He has more than 100 publications in journals, book chapters and in conference proceedings, including Asia Pacific Journal of Management. He has taught courses in leading MBA and EMBA programs. He is the Director of China Euro-Mediterranean Center of Diversity (CEMCD) research center, steering committee member of Gerpisa (international automobile industry research network), one of the 30 think tank members of 21st China Business Herald Automobile Center. Wang received a PhD from Université Pierre Mendès France, in France.

Prof. Dr. William Hua Wang, emlyon business school, France

Email: hwang@em-lyon.com

CONFERENCE HOST COMMITTEE

Prof. Zhigang YUAN, East China Normal University, China (Conference co-chair)

Prof. William Hua WANG, emlyon business School, France & China (Conference co-chair)

Prof. Yunxuan ZHOU, East China Normal University, China

Prof. Jiaxun HE, East China Normal University, China

Dr. Zhenyuan WANG, East China Normal University, China

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CONFERENCE CHAIR



Prof. Zhigang YUAN

Professor Yuan obtained his PhD in economics from the Ecole des Hautes Etudes en Sciences Sociales in 1993. He used to be dean of the School of Economics at Fudan University (2004-2015). In 2006 and 2007, he was honored as the Changjiang Scholar and National Outstanding Teacher by the Ministry of Education of the PRC respectively. Besides, he is also director of the Employment and Social Security Research Center at Fudan University, director of Academic Committee in Faculty of Economics and Management at East China Normal University, vice president of the Shanghai Economist Society (2008-2017), consultant of Fujian Provincial People's Government, member of the International Scientific Assessment Committee of la Fondation de Maison des Sciences de l'Homme in France(2012-2014), and consultant of Shanghai Municipality as well as editorial board member of numerous core academic journals. Recently, he was appointed as a Member of the Shanghai Urban Master Planning Advisory Board.

Professor Yuan has been dedicated to research on disequilibrium economics and its application in China. Yuan published his debut work *Non-Walrasian Equilibrium Theory and Its Application to China's Economy*, which was republished in 1997 and in the same year won Sun Yefang Prize, the supreme award in economics in China.

Professor Yuan's research interests are macroeconomic issues covering employment, social security and social insurance for old people, household consumption, financial reform and real estate. Until now, he has published over 150 papers and 20 books. Furthermore, he has been in charge of a variety of national research projects, including key or major ones funded by the Ministry of Education and the National Social Science Foundation. For his research work he has received over 20 provincial and national awards such as the Shanghai Award for Outstanding Research in Philosophy and Social Sciences and the Ministry of Education Award for Research Achievements in Humanities and Social Sciences. His 2010 book, *Equilibrium and Disequilibrium: China's Macro Economy and Its Transition*, is one of the seven economics books in the first edition of National Achievements Library of Philosophy and Social Sciences. His research work is also included in *The Collection of Books by the Top 100 Economists Who Have Contributed Tremendously to the PRC's Economy*, published on the 60th anniversary of the founding of the PRC and edited by Economic Research Journal, a top Chinese economics journal.

KEYNOTE SPEECH TITLE:

The Belt and Road Initiative and the Linkage between East and West of Global Industry Chain

CONFERENCE CHAIR



Prof. William Hua WANG

Dr. William Hua WANG is Associate Dean of emlyon business school, Dean of emlyon business school Asia and French Dean of Asia Europe Business School. His research interests center on the innovation management, foreign direct investment, industrial clusters, globalization strategy of Chinese companies, and the automotive industry in China. He has more than 100 publications in journals, book chapters and in conference proceedings, including Asia Pacific Journal of Management. He has taught courses in leading MBA and EMBA programs. He is the Director of China Euro-Mediterranean Center of Diversity (CEMCD) research center, steering committee member of Gerpisa (international automobile industry research network), one of the 30 think tank members of 21st China Business Herald Automobile Center. Wang received a PhD from Université Pierre Mendès France, in France.





WELCOME SPEECH



Prof. Youqun REN

Youqun REN was born in April 1969 in Suzhou City of Jiangsu Province. Ren is the executive vice chairman of the University Council & vice president of ECNU, the dean of the belt and road initiative and global development institute and a professor of Educational Science.

Education & Work Experience

After receiving his bachelor's degree in computer science at ECNU, Ren began his career as a teacher in the computer center of the university in July 1991. He received his master's degree of education at ECNU in July 1999. From September 1998 to August 1999, he studied in Kyushu Kyoritsu University, Japan. In July 2002, he received his Ph. D of Education from the School of Educational Science at ECNU. He worked as the deputy secretary, and secretary of the CYL Committee of ECNU in succession from November 1995 to March 2001. He worked as the deputy director of the CPC Committee Office of ECNU from March 2001 to January 2003. He worked as an assistant president of ECNU from January 2003 to July 2009. After that, he worked as a vice president of ECNU for three years. He worked the vice chairman of the University Council & vice president of ECNU from July 2012 to May 2016. After that, he became the executive vice chairman of the University Council and vice president of ECNU. During the same time, he was also elected a member of the Standing Committee of the Shangrao Municipal Committee of the Communist Party of China (CPC) and vice mayor of Shangrao in Jiangxi Province in March this year. He has been assigned by the government to work for Shangrao on a 2-year term.

Ren's research interests mainly lie in Curriculum and Instruction, Educational Technology, Teacher Education, and Learning Sciences about which he has published 2 books and more than 80 papers. Besides that, he has also translated 10 English books in these fields into Chinese. As a professor with a passion for teaching, Ren has abundant experience in giving lectures to students. Since 2003, he has been giving lectures of Integration of ICT and Curriculum, ICT in Teacher Education for graduate students, as well as Research and Development of Learning Technology for Ph. D candidates in the School of Educational Science.

KEYNOTE SPEAKERS BIO



Mr. Xueliang YANG

Mr. Xueliang YANG joined Zhejiang Geely Holding Group (ZGH) in Jan. 2010. He is now the vice president of Geely Automobile Group. His area of responsibilities include corporate and product communication, brand planning and promotion, corporate social responsibility, exhibition and events, media planning and sourcing, etc. Prior to ZGH, Mr. Young worked for 9 years as vice president of HighTeam Communications, one of the leading communication consultancy in China. Before HighTeam, Mr. Young also worked with China International Public Relations Association and Weber Shandwick International.

Mr. Young graduated from the English Literature Department of Beijing International Relations University in 1997. He also studies at the Diploma in Management Program (DIMP) at China Europe International Business School (CEIBS) from 2014 to 2015.

KEYNOTE SPEECH TITLE:

Geely's Journey of Internationalization and Brand Enhancement

KEYNOTE SPEAKERS BIO



Prof. Junjie HONG

Distinguished Professor of Economics, Dean of School of International Trade and Economics at University of International Business and Economics, Beijing

Junjie Hong is dean and distinguished professor at School of International Trade and Economics, University of International Business and Economics in China.

Prof. Hong obtained his PhD degree from the National University of Singapore in 2005. He is awarded as Distinguished Professor of the "Changjiang Scholar" of the Ministry of Education, the Youth Excellence Talent of National "Ten Thousand Plan", P.R.C. He is among Trade Policy Advisory Committee of Ministry of Commerce, China, and Deputy Secretary-General of the National Association of International Trade, etc.

His research focuses on international trade, foreign direct investment, regional and transport economics. He is particular interested in the globalization of Chinese MNEs, the new-generation trade and investment rules. Recently, he focused on international trade and investment theory related to "The Belt and Road", and the Chinese trade history with respect to public concessions.

He has published more than 70 academic papers and books, including Journal of International Business Studies, Journal of World Business, International Business Review, World Economy, Journal of Regional Science, and Regional Studies etc. His work are widely cited, among which two papers are ESI highly cited papers and get Best Paper Awards. He presides over more than 20 research projects, including one major project and two key projects of the National Social Science Fund, two emergency projects of the National Natural Science Fund, one Ministry of Education in China Project of Humanities and Social Sciences, four emergency projects authorized by Ministries of Commerce, two projects of National Development Bank. He submitted dozens of high-quality policy suggestions, many of which are subject to the attention of top leadership in China.

KEYNOTE SPEECH TITLE:

The Role of Institutions in Explaining OFDI from an Emerging Economy

KEYNOTE SPEAKERS BIO



Mr. David GOSSET

Founder of the Europe-China Forum

David Gosset is a global affairs and international relations expert.

In 2002, with the objective to deepen the exchanges between Europe and China, he established the Academia Sinica Europaea at CEIBS and he founded the Europe-China Forum.

In 2015 he created the New Silk Road Initiative which aims to study and support the "One Belt, One Road" strategy.

Fluent in French, English and Chinese, Gosset lectured at Johns Hopkins University in Washington DC, for the top French institution ENA (Ecole Nationale d'Administration), but also for large multinational corporations at the top of the Fortune 500.

The former French President Jacques Chirac considers that the Europe-China Forum established by David Gosset is "since 2002 a unique platform for exchanges between the European and Chinese civilizations".

A sinologist, Professor Gosset wrote extensively on China's transformation and its global impact. His comments have been published in the International New York Times – former International Herald Tribune –, the Huffington Post, Forbes but also in major Asian and Chinese media. Gosset commented for the China Global Television Network (CGTN, former CCTV), Bloomberg TV, CNN, Russia TV, France 24, Phoenix TV and others. His analyses have been published by the Economist Intelligence Unit.

By a decree signed by the President of the French Republic François Hollande on December 31 2014 David Gosset became Knight of the Legion of Honour (Chevalier de la Légion d'Honneur).

Gosset has also been awarded the "Cross of the Civil Order" by the then King of Spain, Juan Carlos I, for his work with the Academia Sinica Europaea.

David Gosset is a Member of the Board of several European Companies and Institutions with involvement in education, management and industry.

KEYNOTE SPEECH TITLE:

The Chinese Renaissance: Re-Emergence, Renewal & Global Projection(s)

KEYNOTE SPEAKERS BIO



Dr. Peter Ping LI

Li Dak Sum Chair Professor of International Business University of Nottingham Ningbo China Director of Research, Greater China Region (Shanghai) Center for Creative Leadership (CCL) Senior Editor, Management and Organization Review

Before joining UNNC, CBS and XJTLU, he was Professor of Management at California State University. His primary research focus is on building geocentric (West-meeting-East) theories from the cultural and historical perspectives, especially applying the Chinese philosophy of wisdom to the development of holistic, dynamic and duality theories. He has been widely recognized as one of the global thought leaders in two fastest emerging research streams: (1) multinational firms from the emerging economies, and (2) indigenous research on the Chinese management.

He has published about 70 articles in various academic journals, 28 articles in practical journals, 16 book chapters, and 6 books. He serves on the editorial boards of several major management journals, i.e., Academy of Management Discovery, Journal of Management Studies, Journal of International Management, Global Strategy Journal, California Management Review, and Cross-Cultural & Strategic Management. He is also the founding Editor-in-Chief of Journal of Trust Research and the Senior Editor of Management and Organization Review as well as the former Senior Editor of Asia Pacific Journal of Management. Finally, he is on the extended senior term of Gao Feng Advisory in China in addition to his other business and consulting experiences in China and abroad. Recently, he won the 2016 Top Ten Scholars and Executives for Management Innovation in China Award from Tsinghua University. He also won one Key Research Project Grant from the Natural Science Foundation of China (about RMB3 million) toward a total of his research grants in the amount of over US\$5.65 million. Dr. Li's personal and professional background with diverse experiences on multiple dimensions provides him with a unique perspective to frame the world.

KEYNOTE SPEECH TITLE:

The Deep-Level Essence of the Belt-and-Road Initiative

KEYNOTE SPEAKERS BIO



Dr. Peter GAMMELTOFT

Professor of International Business at the Department of International Economics and Management, Copenhagen Business School

His research focuses on economic and technological change in emerging economies, particularly the globalization of innovation, with East Asia as the primary area specialization. His current research focuses on outward investments from emerging economies, especially strategic asset-seeking investments. Among his publication outlets are Asia-Pacific Journal of Management, Journal of International Management, International Journal of Technology Management, European Management Journal, and International Migration. He has carried out consultancies for the European Commission and the Danish Ministry of Foreign Affairs. He teaches subjects on emerging economies and international management and strategy. Before pursuing an academic career, he worked as a senior consultant with Accenture in organizational change and healthcare information systems.

KEYNOTE SPEECH TITLE:

China's Transforming Economic Engagement with Southeast Asia

ROUND TABLE DISCUSSION

PANELISTS:



Dr. Julie LAULUSA

Managing Partner - Mainland China
Ph.D. in "Accounting system in economic in transition countries: Chinese experience" at the University of Paris-Dauphine
French Foreign Trade Advisor
French CPA Association, final year as CPA candidate



Mr. Yuhua JIANG

Vice President, Zhejiang Wanfeng Enterprise Group Company
MBA at Fudan University, Alumni Mentor, Senior Engineer
In 2016, he helped Wanfeng in completing the M&A of U.S. Paslin Robot at USD 302 million, the largest international M&A transaction in China's robot industry then.



Dr. Xiaojun LUO

PH.D, Co-founder & Vice President of Morningwhistle Group
In 2013, he set up Morning Whistle Group engaging in services of Chinese cross-border M&A as a co-founder. Morningwhistle Group is one of the largest smart deal matching system and services provider in global primary market.
Dr. Luo holds a Ph.D. doctorate degree in laws from the international politics department of Fudan University and play a role of off-campus tutor of professional master degree in the School of Economics, Fudan University.

PROGRAM OVERVIEW

Monday, June 18th 2018

- 12:30-13:30 **Registration**
Assembly Point: Lobby, Yi Fu Building, ECNU
*** Please gather at the Lobby of Yi Fu Building at 13:30, and the bus will depart to Fosun on time.**
- 13:30-14:30 Commute between Yi Fu Building and Fosun International
- 14:30-14:45 Company Visit to Fosun International, Group Photo
- 14:45-15:30 **The Internationalization Journey of Fosun**
 Speaker: Mr Chen Bo, Assistant President of Fosun Group; Vice President of Fosun Tourism and Culture Group
- 15:30-16:15 **Fosun's Post-investment Management and Membership System from the Perspective of Fosun's C2M Strategy**
 Speaker: Jun Wang, Assistant President of Fosun Group, CMO
- 16:15-16:45 Interactive Discussion Chaired by Mr Shiyu Wang, Dr Ilan Alon, Prof. William Hua Wang
- 16:45-17:15 Visit to Shanghai Fosun Art Center
- 17:15 The End
- 17:15-18:00 Commute between Fosun International and Yi Fu Building
- 18:00-19:00 **Registration**
 Venue: Lobby, Yi Fu Building, ECNU
- 19:00-20:30 **Welcome Reception**
 Venue: Coffee Bar, Yi Fu Building, ECNU

Tuesday, June 19th, 2018

Venue: Lecture Hall, 1 Level, Yi Fu Building, ECNU

- 08:15-09:00 **Registration & Networking**
 Venue: Lobby, Yi Fu Building, ECNU
- 09:00-09:05 Opening Remarks by Prof. Youqun REN , Dean of the Belt and Road Initiative and Global Development Institute ,ECNU
- 09:05-09:10 Opening Remarks by Dr Ilan Alon, President of CGA, Professor of University of Agder, Norway
- 09:10-09:15 Opening Remarks by Prof. William Hua Wang, Conference Chair, Associate Dean of **emlyon business school**
- 09:15-09:40 **The Chinese Renaissance : Re-Emergence, Renewal & Global Projection (s)**
 Keynote Speaker: David Gosset, Founder of the Europe-China Forum
- 09:40-10:05 **Geely's Journey of Internationalization and Brand Enhancement**
 Keynote Speaker: Mr Xueliang Yang, Vice President of Geely Automobile Group
- 10:05-10:15 Group Photo
- 10:15-10:30 Refreshment Break and Networking
- 10:30-10:55 **The Role of Institutions in Explaining OFDI from an Emerging Economy**
 Keynote Speaker: Prof. Junjie Hong, Distinguished Professor of Economics, Dean of School of International Trade and Economics at University of International Business and Economics, Beijing, China
- 10:55-11:20 **The Belt and Road Initiative and the Linkage between East and West of Global Industry Chain**
 Keynote Speaker: Zhigang Yuan, Director of Academic Committee of Faculty of Economics & Management, East China Normal University; Visiting Professor of **emlyon business school**

PROGRAM OVERVIEW

- 11:20-12:20 **Round Table Discussion: Globalisation of Chinese Companies at the Context of Belt and Road Initiative**
 Panelists: Dr. Ilan Alon, President of CGA, Professor of University of Agder, Norway
 Prof. William Hua Wang, Conference Chair, Associate Dean of **emlyon business school**
 Mr. Xueliang Yang, Vice President of Geely Automobile Group
 Dr. Julie Laulusa, Managing Partner, Mazars China
 Dr. Xiaojun Luo, Co-founder & Vice President, Morningwhistle Group
 Mr. Yuhua Jiang, Vice President, Zhejiang Wanfeng Enterprise Group Company
- 12:20-12:30 **Launch & Signing Ceremony – A Joint Research Project between emlyon business school and National Business Daily on the Belt and Road Initiative**
 Speech by Ms Lei Ping, Chief Editor of National Business Daily
- 12:30-13:30 Lunch

Venue: MBA Center, ECNU

13:30-15:00 Parallel Session #1

Session 1.1

Track: BRI & Geopolitics

Time: 13:30-15:00, June 19th

Venue: 101, MBA Center

Chair: Lukasz Sarek, War Studies University

Session 1.2

Track: Innovation

Time: 13:30-15:00, June 19th

Venue: 201, MBA Center

Chair: Georges Haour, IMD

Session 1.3

Track: Book Session - 1

Time: 13:30-15:00, June 19th

Venue: 401, MBA Center

Chair: Paul Ross, Nokia

15:00-15:30 Refreshment Break and Networking

Venue: Level 2, MBA Center

15:30-17:00 Parallel Session #2

Session 2.1

Track: China - Other Countries/Region - 1

Time: 15:30-17:00, June 19th

Venue: 101, MBA Center

Chair: Francis Ulgado, Georgia Tech

Session 2.2

Track: China - Other Countries/Region - 2

Time: 15:30-17:00, June 19th

Venue: 201, MBA Center

Chair: Ulf Henning Richter, Tongji University

Session 2.3

Track: Poster and Panel Session

Time: 15:30 -17:00, June 19th

Venue: 401, MBA Center

Chair: Thomas Rosenthal, Digital Bros

18:00-21:00 Gala Dinner

Venue: Salon 3-4, Level 8, Hyatt Regency Global Harbor

Address: 718 Ningxia Road Putuo District, Shanghai

The Deep-Level Essence of the Belt-and-Road Initiative

Keynote Speaker: Peter Ping Li, Li Dak Sum Chair Professor of International Business, University of Nottingham Ningbo China; Director of Research, Greater China Region (Shanghai), Center for Creative Leadership (CCL); Senior Editor, Management and Organization Review

- Best Paper Award, The Best PhD Student Paper Award and Best Reviewer's Award

- Panel Discussion: An Evaluation System of Chinese Companies' Contribution on BRI

- Performance

PROGRAM OVERVIEW

Wednesday, June 20th 2018

Venue: MBA Center, ECNU

09:00-10:30 Parallel Session #3

<p>Session: 3.1 Track: BRI, FDI and M&A Time: 9:00-10:30, June 20th Venue: 101, MBA Center Chair: Xiaohua Yang, University of San Francisco</p>	<p>Session: 3.2 Track: City and Region Dynamics – 1 Time: 9:00-10:30, June 20th Venue: 301, MBA Center Chair: Hanchao Lu, Georgia Tech</p>	<p>Session: 3.3 Track: PhD Session - 1 Time: 9:00-10:30, June 20th Venue: 501, MBA Center Chair: Christoph Lattemann, Jacobs University</p>
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10:30-11:00 Refreshment Break and Networking
 Venue: Level 2, MBA Center

11:00-12:30 Parallel Session #4

<p>Session: 4.1 Track: Industry Dynamics Time: 11:00-12:30, June 20th Venue: 101, MBA Center Chair: Julian Chang, PwC</p>	<p>Session: 4.2 Track: Book Session - 2 Time: 11:00-12:30, June 20th Venue: 301, MBA Center Chair: Wenxian Zhang, Rollins College</p>	<p>Session: 4.3 Track: PhD Session - 2 Time: 11:00-12:30, June 20th Venue: 501, MBA Center Chair: Francesca Spigarelli, University of Macerata</p>
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12:30-13:30 Lunch
 Yi Fu Building, ECNU

13:30-15:00 Parallel Session #5

<p>Session: 5.1 Track: Corporate Strategy and Entrepreneurship Time: 13:30-15:00, June 20th Venue: 101, MBA Center Chair: Junsong Chen, emlyon business School</p>	<p>Session: 5.2 Track: City and Region Dynamics - 2 Time: 13:30-15:00, June 20th Venue: 301, MBA Center Chair: Mark Greeven, emlyon business School</p>	<p>Session: 5.3 Track: PhD Session - 3 Time: 13:30-15:00, June 20th Venue: 501, MBA Center Chair: Thomas Schött, University of Southern Denmark</p>
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15:10-15:45 Closing
 Venue: 101, MBA Center

China's Transforming Economic Engagement with Southeast Asia
 Keynote Speaker: Peter Gammeltoft, Professor of International Business at the Department of International Economics and Management, Copenhagen Business School
Closing Remarks

**Please be aware of changes in the program may occur.*

PARALLEL SESSION

Tuesday, June 19th 2018

Venue: MBA Center, ECNU

Parallel Session #1

Session 1.1
Track: BRI & Geopolitics
 Time: 13:30-15:00, June 19th
 Venue: 101, MBA Center
 Chair: Lukasz Sarek, War Studies University

China as Smart Power - One Belt, One Road
 Ulf Henning Richter, Tongji University

The Belt and Road Initiative: Assessing Global Grand Strategies and a Survey
 Syed Tariq Anwar, West Texas A&M University

The Overall Development of the Belt and Road Countries: Measurement, Ranking and Assessment
 Biliang Hu, Beijing Normal University
 Qingzhong Pan, Beijing Normal University
 Shuyu Wu, Beijing Normal University

China Goes Global, Against a Headwind
 Quan Li, Wuhan University

Session 1.2
Track: Innovation
 Time: 13:30-15:00, June 19th
 Venue: 201, MBA Center
 Chair: Georges Haour, IMD

Awaiting Innovation in China
 David McHardy Reid, Seattle University

The Relational and Institutional Factors of Innovation in Services: The Case of B2B services in China
 Yejing Huang, Shanghai Academy of Social Sciences
 Betty Feng, Farmingdale State College
 Penelope B Prime, Georgia State University
 Leigh Anne Liu, Georgia State University

Continuous Upgrading Process of Chinese Small and Medium Sized Manufacturing Enterprise: From the Traditional Upgrade Path to the Green Innovation-Driven Path
 Yunshi Mao, Sun Yat-Sen University
 Zekai Huang
 Yangchun Liu

The Chinese Apparel Supply Chain: Tangible Industry 4.0 Innovations Which Drive 2020 Business Growth and Sustainable Supply Chain Performance
 John Wilkerson, Bellwether Research Institute

Session 1.3
Track: Book Session - 1
 Time: 13:30-15:00, June 19th
 Venue: 401, MBA Center
 Chair: Paul Ross, Nokia

Participatory and Consultative Mechanism in an Authoritative Context: Empowerment as By-product of Development
 Giulia Cuin, The Hong Kong Polytechnic University

China Through American Eyes: Early Depictions of the Chinese People and Culture in the US Print Media
 Wenxian Zhang, Rollins College

PARALLEL SESSION

Tuesday, June 19th 2018

Venue: MBA Center, ECNU

Parallel Session #2

Session 2.1

Track: China - Other Countries/Region - 1

Time: 15:30-17:00, June 19th

Venue: 101, MBA Center

Chair: Francis Ulgado, Georgia Tech

Chinese Foreign Economic Engagement in Africa: The Location Decision of Chinese Multinationals

Saileshsingh Gunessee, University of Nottingham

Minghai Zhou, University of Nottingham Ningbo

Talented Women Entrepreneurs: Education Affecting Entrepreneurial Entry in China and Middle East & North Africa

Ye Liu, Zhejiang Sci-Tech University and University of Southern Denmark

Thomas Schøtt, University of Southern Denmark

Live and Let Live: Africa's Response Options to China's BRI

Emmanuel Kodzi, Rollins College

Absorptive Capacity, Talent Management Practices and Firm Performance: The Case of China and Russia

Marina Latukha, Saint-Petersburg State University

Anna Veselova

Session 2.2

Track: China - Other Countries/Region - 2

Time: 15:30-17:00, June 19th

Venue: 201, MBA Center

Chair: Ulf Henning Richter, Tongji University

An Analysis of the Impact of Regional Push and Pull Factors on the Location Decisions of Chinese Manufacturing Firms Investing in Europe

Lauretta Rubini

Ping Lv, University of Chinese Academy of Sciences

Francesca Spigarelli, University of Macerata

Louise Curran

Chiara Pollio

Finnish-Chinese Investment Negotiation: Power Positioning and Search for Common Ground

Stopniece Santa, University of Jyväskylä

A Guanxi Perspective on Buyer-Supplier Relationships in China and Brazil

Sandra Graça, Eckerd College

James Barry

China's Strategy and Political Gamesmanship in the Arctic Region

Reinhard Biedermann, Tamkang University

Session 2.3

Track: Poster and Panel Session

Time: 15:30 -17:00, June 19th

Venue: 401, MBA Center

Chair: Thomas Rosenthal, Digital Bros

The Chinese Interactive Entertainment Industry Going Global: Push and Pull Factors

Thomas Rosenthal, Digital Bros

Adaptation and Resistance: China's Rise and the 21st Century Liberal World Order

Tobias ten Brink, Jacobs University

The Effects of Foreign Direct Investment on Regional Innovation Capacity in China

Xiong Tian, Bergische Universität Wuppertal

Paul J.J. Welfens

Understanding Poland's Interest in China's Belt and Road initiative

Lukasz Gacek, KGHM Shanghai Copper

Trading Co., Ltd

China's FDI in Poland: Factors of Underperformance

Lukasz Sarek, Asia Research Center War

Studies University

PARALLEL SESSION

Wednesday, June 20th 2018

Venue: MBA Center, ECNU

Parallel Session #3

Session: 3.1

Track: BRI, FDI and M&A

Time: 9:00-10:30, June 20th

Venue: 101, MBA Center

Chair: Xiaohua Yang, University of San Francisco

The Asian Infrastructure Investment Bank (AIIB)'s Strategic Role in Helping China "Regain its Historic Role in the World."

Ji Chen, University of Colorado Denver

Stephen Thomas, University of Colorado

Denver

Motives of Inward FDI and Subsequent Outward FDI: Subnational Evidence from China

Yuanyuan Li, Rutgers University

Trends and Facts on Chinese

Cross-Border Mergers & Acquisitions

Shuang Hu, University of Nottingham, Ningbo

Saileshsingh Gunesse, Nottingham University

Chang Liu, University of Nottingham Ningbo

China

Win-win with Dialogue? Facilitators and Frames Used by China in Promoting BRI

May Gao, Kennesaw State University

Session: 3.2

Track: City and Region Dynamics – 1

Time: 9:00-10:30, June 20th

Venue: 301, MBA Center

Chair: Hanchao Lu, Georgia Tech

Exploring Urban Regeneration Effects in "Culture Cities of East Asia"

Maxime Jaffré, CNRS - Centre Norbert Elias

Elena Raevskikh, CNRS - Centre Norbert

Elias

Cultural Intelligence Effects on Expatriates' Adjustment and Turnover Intentions in China-Mainland

Khalid Akhal, University of International

Business and Economics

Shimin Liu

Exploring the Foreign Exposure of Chinese Science Parks: Insights from Science Parks in China

Francesca Spigarelli, University of Macerata

Lorenzo Compagnucci, University of

Macerata

Dominique Lepore, University of Macerata

International Students' Academic Experience: The Example of Chinese Higher Education in the 'Belt and Road' Initiative Era

Mei Tian, Xi'an Jiaotong University

Session: 3.3

Track: PhD Session - 1

Time: 9:00-10:30, June 20th

Venue: 501, MBA Center

Chair: Christoph Lattemann, Jacobs University

The Cultural Impacts on the Post Acquisition Integration of the Globalized Chinese Enterprises in Europe

Peihua Li, emlyon business school

Does the Porter Hypothesis Holds in China? Evidence From the Pulp and Paper Industry

Hongyu Nian, Shanghai Jiao Tong University

Exploring Opportunities and Challenges of a Collaborative Governance in Smart Specialization Strategies: A Systematic Review of the Literature

Dominique Lepore, University of Macerata

Untraditional Internationalization Process of Chinese SME: Case Evidence

Julia Zhang, Copenhagen Business School,

Denmark

Karolina Baran, University of Southern

Denmark, Denmark

Raushan Aman, University of Oulu, Finland

Xiaotian Zhang, University of Oulu, Finland /

School of Economics, Shanghai University,

China

Su Qingwei, Shanghai University, China

PARALLEL SESSION

Wednesday, June 20th 2018

Venue: MBA Center, ECNU

Parallel Session #4

Session: 4.1

Track: Industry Dynamics

Time: 11:00-12:30, June 20th

Venue: 101, MBA Center

Chair: Julian Chang, PwC

Chinese Acquisitions of Made in Italy Firms – The Acquisition of a Premium Manufacturing Firm in the Automotive Sector

Alessandra Vecch, University of Bologna

Product Architecture and Organizational Capabilities as Sources of Product Innovation: Case Studies of Geely and Tata

Hua Wang, emlyon business school

Giovanni Balcet, University of Turin

Chris Kimble, KEDGE Business School

The Quest for Innovation of Chinese Firms: The Case of the Automotive Sector

Claudio Petti

Francesca Spigarelli, University of Macerata

Ping Lv

Mario Biggeri

Prototyping Business Growth and Sustainable Supply Chain Innovation

John Wilkerson, Bellwether Research Institute

Marcia Daley

Yixin Jin

Yuehe Cui

Session: 4.2

Track: Book Session - 2

Time: 11:00-12:30, June 20th

Venue: 301, MBA Center

Chair: Wenxian Zhang, Rollins College

Chinese Management, Foreign Staff: An Emerging Paradigm for Globalization in the 21st Century

Paul Ross, Nokia

Handbook of the Sociology of Youth in BRICS Countries

Tom Dwyer, University of Campinas

International Students in China. Education, Student Life and Intercultural Encounters

Dervin Fred

Xiangyun Du

Harkonen Anu, Turku University of Applied Sciences

Session: 4.3

Track: PhD Session - 2

Time: 11:00-12:30, June 20th

Venue: 501, MBA Center

Chair: Francesca Spigarelli, University of Macerata

Chinese Data Base for International Business

Ping Lv, University of Chinese Academy of Science

How to Publish in Top Level Journal

Ilan Alon, Agder University

The Influence of the Multilingual Environment on Decision-Making in Multinational Teams.

Albert Krisskoy, University of Ljubjana

PARALLEL SESSION

Wednesday, June 20th 2018

Venue: MBA Center, ECNU

Parallel Session #5

Session: 5.1

Track: Corporate Strategy and Entrepreneurship

Time: 13:30-15:00, June 20th

Venue: 101, MBA Center

Chair: Junsong Chen, emlyon business school

The Strategic Drivers of Chinese Acquisitions – The Emblematic Evidence of Italian Luxury Firms

Vecchi, Alessandra, University of Bologna

Entrepreneurial Pursuits in the Chinese Diaspora: Compared to Europeans

Thomas Schøtt, University of Southern Denmark

Ye Liu, Zhejiang Sci-Tech University and University of Southern Denmark

Case Study Selling Opera Software

Brynjel Johannes Toft, University of Agder

Ilan Alon, University of Agder

Internationalization Strategy of Chinese Health Care Firms - The Case Study of Beijing Tong Rentang

Dan Yang, Beijing Normal University

Attilio Mucelli, Polytechnic University of Marche

Boxing Yang, Beijing Normal University

Kaiyan Wang, Beijing Normal University

Dominique Lepore, University of Macerata

Session: 5.2

Track: City and Region Dynamics - 2

Time: 13:30-15:00, June 20th

Venue: 301, MBA Center

Chair: Mark Greeven, emlyon business school

Making Cities Resilient as China Goes Global

Ye-Sho Chen, Louisiana State University

What Makes Shanghai Tick: Sociocultural Nexus of China's Global City

Hanchao Lu, Georgia Tech

The Early History of Shanghai's Financial Capitalism in the Global Periphery, 1860s-1940s

Jiajia Liu, The Graduate Institute, Geneva

EMNEs' Investments in China: Why Do They Locate FDI in or out of SEZs?

Andrei Panibratov, Saint Petersburg University

University

Session: 5.3

Track: PhD Session - 3

Time: 13:30-15:00, June 20th

Venue: 501, MBA Center

Chair: Thomas Schøtt, University of Southern Denmark

Shared Resources Management in the Mekong: How an Ethnographic Study Informs Macro-level Social and Political Analysis

Giulia Cuini, The Hong Kong Polytechnic University

Enhancing Cross-Sector Collaboration to Innovate in the Water Management Sector

Lorenzo Compagnucci, University of Macerata

Chengdu Based International New Ventures – Does Social Capital Accumulation in a Key Growth City of China Facilitate Instrumental Action for International Expansion?

Gordon Leonard, Nottingham Trent University

Nonlinear Internationalization Process of Family Business: Case Evidence from China

Xiaotian Zhang, University of Oulu, Finland / School of Economics, Shanghai University, China

Julia Helena Zhang, Copenhagen Business School, Denmark

Raushan Aman, University of Oulu, Finland

Su Qingwei, Shanghai University, China

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中国 走向 全球化

Chair and Panel Guidelines

The 12th China Goes Global Annual Conference

Shanghai, China

June 18th - 20th

Panel Meetings

We are asking panel Chairs to coordinate a discussion or a time to meet with presenters prior to their panel. We also ask Chairs and Presenters to arrive in their presentation rooms 15 minutes before their panel session begins to test equipment, etc.

Panel Session Guidelines

The time allocated for each panel session is 90 minutes:

- The Chair will take roughly 5 minutes to open the session, introduce the Presenters, and set the context for the discussion.
- Each Presenter will take no longer than 12 minutes to present their material. If any presenter would like to use PowerPoint slides, we ask that he or she use no more than **6 content slides** (+ 1 for title and authors' reference). Please bring your presentation with you on a flash drive and upload to the conference laptop in the assigned room ahead of your presentation time. Based on the number of papers presented in each session, the Chair might contact directly all presenters to adjust the time of presentation and number of power point slides.
- Following the presentations, the Chair will open discussion to the audience, giving the floor to Discussant first. **Each presenter will act as discussant of the previous paper (with the last presenter, being discussant of the first paper)**. Discussant may decide to make a one-slider (ppt) with constructive but critical questions.

The Chair will monitor time taken by Presenters as well as audience members. The Chair will conclude the session with a 5 minute wrap-up.

Papers for scientific panels are available at Members' area of the Chinese Globalization Association website. Please, register at the Chinese Globalization Association to be able to access the Members' area <http://www.chinagoesglobal.org/membership/registration/>

In case a full paper is not available (for interactive presentations), please contact directly the Conference host (hwang@em-lyon.com).

A timekeeper will also be assigned to each room to let speakers know when they have 5 minutes left, 1 minute and when they are out of time. (The timekeeper will also monitor time for audience questions and comments.)

Panel Materials

Chairs as well as Presenters should review the abstracts and papers for their session ahead of the conference meeting time. We hope that Chairs and Presenters will be able, where possible, to draw comparisons or discuss similar findings in the related papers.

Equipment

Note: It will not be possible for presenters to use their own laptops during their session so please load any materials to the conference computers prior to the start of your session.

There will be one computer in each conference room that is synched to a projector. Please put your slides on a USB drive. We ask that Presenters do not use live internet connections due to the number of speakers and sessions.

Role of Chair

The Chair has responsibility for moderating the session and ensuring that the discussion is lively, informative and stays on time. We ask that Chairs:

1. Ask presenters for their papers or abstracts for their session prior to the conference.
2. Meet with their Presenters prior to the start of their session.
3. Ensure that all PPT slides for the session are uploaded on the conference computer.
4. Be actively involved in the discussion.

Role of Presenters

Presenters should plan their presentations to stay within the allotted time of 12 minutes. We ask that they not read their papers but instead focus on learnings and conclusions that encourage discussion. If a Presenter would like to use slides, we ask that he or she limit the number of content slides to 6, using the rule of thumb that it takes roughly 2 minutes to present each slide.

ABSTRACTS

Track: BRI & Geopolitics

China as Smart Power - One Belt, One Road

Ulf Henning Richter, Tongji University

Presentation on China's move towards becoming a smart power through its One Belt, One Road initiative.

The Belt and Road Initiative: Assessing Global Grand Strategies and a Survey

Syed Tariq Anwar, West Texas A&M University

Purpose: The purpose of this survey- and literature-based study is to investigate the Belt and Road Initiative (hereafter BRI) and assesses its global grand strategies and long-term impact on regions, world business, and geopolitics.

Design/methodology/approach: This survey-based paper systematically compiles and discusses interdisciplinary and multidisciplinary contributions and their value added to the literature. The paper uses a survey-based approach to analyze and discuss studies which were published on the BRI and its related areas.

Findings: The paper's findings reveal that the BRI was originally started by the Chinese government after 1999 and encompasses the Silk Road Economic Belt (SREB) and the ocean-based Maritime Silk Road (MSR). The BRI, the SREB, the MSR, and other corridors and networks collectively aim at building land-based roads and maritime communication networks for future transportation, economic development, and China's global grand strategies in Asia and beyond. In a short time, many empirical and non-empirical studies have been published on the BRI and add value to the interdisciplinary and multidisciplinary literature.

Research limitation/implication: The paper only uses survey-based approach and does not conduct empirical analysis because of the unavailability of data. At the same time, the study carries meaningful implications and corroborates that the BRI will have an impact on regional economies, trade and geopolitics.

Practical implications: In the coming years, the BRI's multi-country projects will continue to grow because of their grandiose vision and value added. When using today's soft power-related issues and geopolitics, the BRI and its areas remain distinct and significant because of their active involvement, tangible financial resources, and long-term implications.

The Overall Development of the Belt and Road Countries: Measurement, Ranking and Assessment

Biliang Hu, Beijing Normal University

Qingzhong Pan, Beijing Normal University

Shuyu Wu, Beijing Normal University

This paper makes a comprehensive measurement of the overall development of the Belt and Road countries from the perspective of economic development, governance, resource endowment, environmental protection, social development, business environment, structural transformation and size of the countries. According to our assessments, the top 10 countries with the highest level of country development scores are Singapore, China, Malaysia, Estonia, Lithuania, Latvia, Czech Republic, Slovenia, Russia, and Israel. Countries with the lowest level of country development scores are Afghanistan, Syria, Yemen, Iraq, Tajikistan, Pakistan, Uzbekistan, Palestine, Egypt, and Turkmenistan. The statistical results may provide new insight into the way we learn the BRCs. We find that political stability and good governance are of vital importance in the development of BRCs; the overall level of economic development is heterogeneous among the BRCs; the potential for cooperation is great as the resource

ABSTRACTS

endowment is imbalanced among the BRCs; structural transformation accelerated for BRCs in recent years. The statistical findings provide several policy implications. For example, BRCs should continue to adhere to opening-up development strategy, preserve stable governance to create favorable political environment for further development, and encourage cooperation in the financial sector to provide adequate financing for development.

China Goes Global, Against a Headwind

Quan Li, Wuhan University

As China further integrates itself with the outside world, it is becoming increasingly important to understand how China is perceived by the world. Using the GDELT data set that monitors global news report, we found that in 2015 and 2016 a majority of countries report events related to China with a negative tone. To understand the potential reasons behind such a phenomenon, we collected both economic data in terms of trade and investment and political data with respect to country affinity and ran a regression analysis of the global reporting of China. The results are counter-intuitive. We found that as China trades more with a country, especially importing more from a country, the reporting of China becomes more negative.

Track: BRI, FDI and M&A

The Asian Infrastructure Investment Bank (AIIB)'s Strategic Role in Helping China "Regain its Historic Role in the World."

Ji Chen, University of Colorado Denver

Stephen Thomas, University of Colorado Denver

Chinese President Xi Jinping proposed the Asian Infrastructure Investment Bank (AIIB) in 2013 as part of his goal "to regain China's historic role in the world." As the AIIB has evolved, it has provided Mr. Xi with promising opportunities as well as difficult challenges. The opportunities are for the AIIB to: first, meet a development need identified by the world economic development community (the World Bank Group, and the Asian Development Bank) for infrastructure investment in less developed Asian neighbors; second to showcase Chinese AIIB leadership and planning abilities in the area of regional infrastructure development; third, to demonstrate that China can build an effective Chinese-led multilateral financial development institution of over 80 nations that includes almost all G-20 nations (except the US and Japan) and that partners with the World Bank and the Asian Development Bank; fourth, to permit China through the AIIB to build financial ties with other East and South Asian nations such as Cambodia, Malaysia, Philippines, New Zealand, South Korea, Vietnam, Laos, and India; fifth, to assist China to invest some of its abundant official foreign exchange reserves in economic development projects beneficial to its neighbors; sixth, to strengthen the regional market for some of China's excess industrial capacity; seventh, to demonstrate China's economic development model (government-supported market-oriented export-led development) to neighboring middle and lower income countries; and eighth, to provide President Xi with a soft-power alternative to the use of naval power to increase Chinese regional influence in the South China Sea area. China's AIIB challenges include: first, to overcome Asian neighbor fears of China's new financial and diplomatic assertiveness; second, to invest AIIB funds on projects with income sufficient to repay loans and provide investment returns; third, to avoid AIIB projects that may appear to serve Chinese interests more than those of recipient countries; and to not support AIIB projects that violate the human rights of recipient country citizens through displacing them or harming them (See for example Human Rights Watch reports on human rights violations by World Bank Group projects). We conclude that the AIIB under Chinese-led multilateral leadership will overcome its challenges and be basically successful in assisting the

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economic development of middle and lower income countries through investments in promising infrastructure projects. China will also have the opportunity to showcase the successful development model that has propelled China from being a poor country in 1978 to having the world's largest economy by 2020. Finally, the AIIB will benefit from the excellent leadership of AIIB President Mr. Jin Lichun, formerly an official in China's large and successful Sovereign Wealth Fund, the China Investment Corporation (CIC). Under Mr. Jin's leadership, in two years the AIIB has received a Moody's rating of AAA, the same as the World Bank Group, we also believe that the AIIB will accomplish most of its goals even with the rich diversity of cultures and histories of the AIIB's many potential funding recipients. We therefore conclude that China's AIIB initiative will likely be successful in helping China "regain its historical role in the world" despite the complicated challenges of establishing, leading, and managing a new and very large multilateral infrastructure investment bank.

Motives of Inward FDI and Subsequent Outward FDI: Subnational Evidence from China

Yuanyuan Li, Rutgers University

This research attempts to understand the IFDI-OFDI relationship by considering the heterogeneity of IFDI, namely the motives of IFDI. Different motives of inward investment vary in knowledge content and their interaction with local firms, which affects the efficiency of FDI knowledge spillover. We theorize the nature of inward-outward FDI relationship by emphasizing on the role of FDI knowledge spillover and the Ownership advantage accumulation of local firms. To test the hypotheses, we collect Chinese provincial IFDI data with industry and entry mode specifications from 2000-2010, combing with the firm level evidence from Annual Report of Industrial Enterprise Statistics (ARIES) and OFDI project list. The results should assist government and corporate leaders to understand what kinds of inward FDI are beneficial for local business development, and how various types of inward FDI affect the local firms' "go global" strategies differently.

Trends and Facts on Chinese Cross-Border Mergers & Acquisitions

Shuang Hu, University of Nottingham Ningbo China

Saileshsingh Gunesse, Nottingham University

Chang Liu, University of Nottingham Ningbo China

Chinese multinational enterprises (MNEs) have aggressively undertaken cross-border mergers and acquisitions (CBMAs) to explore overseas economic interests, expanding unprecedentedly since the mid-2000s. This study explicates this recent trend and finds that both the value and frequency of Chinese CBMAs are in the process of catching up to greenfield investment, with CBMAs deals being larger in scale but smaller in frequency. In addition, there is a high concentration of large M&As by China in developing countries, though more CBMA transactions are undertaken in developed and Asian economies. This distinction illustrates Chinese CBMAs' regional orientation as well as global reach. Meanwhile, though Chinese CBMAs remain significant in resource-intensive industries, downstream services and high-tech sectors increasingly attract Chinese CBMAs, indicating that Chinese MNEs are possibly transforming their value chain from backward to forward integration, with industrial upgrading as aim.

Win-win with Dialogue? Facilitators and Frames Used by China in Promoting BRI

May Gao, Kennesaw State University

All real living is meeting. Life by its very nature is dialogic. To live means to participate in dialogue. In the age of heteroglossia,

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with the rise of isolationism, trust is ever so important for public relations work. Trust, the "most basic quality at the heart of human relationship", is the quintessential currency for the flow of relationship building, among individuals, companies, as well as nations. This paper studies the public relations approach of the Chinese government in promoting the Belt and Road Initiative (BRI) to nations in the international communities. The author conducted textual analysis of over 3,000 Chinese and English webpages, and incorporated systematic observation. This paper demonstrates that the Chinese government utilizes six facilitators and five frames in promoting the massive Belt and Road Initiative to international communities. Applying Framing Analysis and Dialogue Theory, the author uncovers five frames are adopted by Chinese government: "Development," "Mutual respect and mutual trust," "Power of narratives in Ancient Silk Road Story (丝绸之路)," "Action speaks louder than words (事实胜于雄辩)," and "China as a partner, not as a colonialist." The fundamental frame is "win-win (双赢)." Such frames embody trust, nurture mutual relationships, and follow I-Thou dialogic approach. The author argues that BRI is also assisted by a pro-China eco-system with six facilitators: Asian Infrastructure Investment Bank (AIIB); Silk Road Fund; New Development Bank; Regional Comprehensive Economic Partnership (RCEP); South-South Cooperation (SSC); and Chinese Soft Power. The analysis shows that China is leading a new wave of globalization, one that is less imperialistic and more pragmatic.

Track: China – Other Countries/Region – 1

Chinese Foreign Economic Engagement in Africa: The Location Decision of Chinese Multinationals

Saileshsingh Gunessee, University of Nottingham

Minghai Zhou, University of Nottingham Ningbo

This study examines what locational determinants shape Chinese firms' location choice in Africa. Using data on 2498 investment projects in 51 African countries we study the role of aid, trade, contracting projects as Chinese foreign economic engagements, and numerous dimensions of institutional governance and natural resources. We also consider whether market size, macroeconomic stability, openness, and infrastructure matter. We find that Chinese multinationals' location decision is shaped by aid and contracting projects (among foreign economic engagements), natural gas (as part of natural resources), and the regulatory set-up and accountability (from institutional determinants). Of traditional determinants, market size, openness and infrastructure influence Chinese multinationals, with the marketing-seeking motive being highly and economically significant. These are quite distinct from previous findings and shed light on the factors that matter for Chinese firms in Africa.

Talented Women Entrepreneurs: Education Affecting Entrepreneurial Entry in China and Middle East & North Africa

Ye Liu, Zhejiang Sci-Tech University and University of Southern Denmark

Thomas Schøtt, University of Southern Denmark

Purpose. – Policies around the World are increasingly aiming at mobilizing talent for development in society, including talent for expanding entrepreneurship. Women are increasingly considered a talented human resource for entrepreneurship, and inclusion policies aim at bringing more talented women into entrepreneurship, especially through education. This article takes stock by addressing the question, How is education benefiting women's entry into entrepreneurship, and how is education functioning differently in China and in the Middle East and North Africa? China and MENA are compared because of their link in the Belt and Road program and because of their commonality in development. The culture in China has changed to become more gender

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egalitarian, especially in participation in economic life, and the culture in the Middle East and North Africa is also changing from a traditional culture toward an egalitarian culture.

Research design. – Representative samples of adults in MENA and China have been surveyed by the Global Entrepreneurship Monitor.

Findings. – Analyses first reconfirm that, in China and MENA, gender affects entry, in that the likelihood of becoming an entrepreneur is lower for women than for men; and also reconfirm that education benefits entry, in that the more education people have, the more likely they are to become entrepreneurs. Further analyses of joint effects show that benefit of education upon entry is moderated by gender, in that the benefit of education is greater for women than for men; that effect of gender upon entry is moderated by society, in that entry of women, compared to men, is less likely in MENA than in China; and that effect of education upon entry is moderated by society, in that the benefit of education for entry is larger in MENA than in China. Finally, the benefit of education for entry, that is greater for women than for men, is moderated by society, in that the greater benefit for women is even greater in MENA than in China.

Contribution. – The study contributes to contextualizing the dynamics among gender, education and entrepreneurship, specifically by theorizing different embeddedness in developing societies. The study also documents the great potential for inclusion of talented women in entrepreneurship.

44 **Live and Let Live: Africa's Response Options to China's BRI**

Emmanuel Kodzi, Rollins College

Purpose – Africa is an important link in China's Belt and Road Initiative (BRI). This paper draws on the resource dependency theory and the supply chain practice view to conceptualize how African countries might respond to China's business engagement, given the imbalance of economic power in China's favor.

Design/methodology/approach – We examined Chinese engagement in various regions, to identify patterns in the associated impact on local businesses. Observed patterns signal what impacts can be expected as African countries engage with China. Through analyzing flows of product, information and capital, we explored the nature of this impact in a specific country context. We then conceptualized a pragmatic response by African industry sectors to the competitive pressures associated with Chinese business engagement.

Findings – It is evident that both China and Africa stand to benefit from successful African industries contributing to the BRI. Plausible responses by African industries to China's business engagement broadly comprise framing economic exchanges to increase mutual dependence between China and African countries thereby mitigating the power imbalance. Specifically, African countries can increase the strategic value of their contribution in BRI exchanges through a path of targeted specialization and reorganizing industry supply chains, based on country and regional priorities.

Practical Implications – By adopting a response view, this study provides a timely perspective on the ongoing debate about how China's BRI might deliver tangible benefits to African partners. This response view will allow managers of impacted business clusters to proactively embrace options for meaningful exchange under competition, rather than be victims.

Absorptive Capacity, Talent Management Practices and Firm Performance: The Case of China and Russia

Marina Latukha, Saint-Petersburg State University
Anna Veselova

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This paper investigates the relationship between talent management practices, absorptive capacity, and a firm's performance. We build a theoretical framework and examine how TM practices, specifically talent attraction, development and retention, are related to a firm's absorptive capacity and firm performance in multinational corporations. The theoretical framework suggests that talent development increases the overall level of absorptive capacity, particularly the level of knowledge acquisition, assimilation, transformation and exploitation. Further, our research focuses on the analysis of 120 multinational companies headquartered in Russia and China showing the applicability of our theoretical framework and proving the role of talent management in absorptive capacity and firm performance in emerging market contexts.

Track: China – Other Countries/Region – 2

An Analysis of the Impact of Regional Push and Pull Factors on the Location Decisions of Chinese Manufacturing Firms Investing in Europe

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Ping Lv, University of Chinese Academy of Sciences
Francesca Spigarelli, University of Macerata
Louise Curran
Chiara Pollio

Purpose: The objective of this paper is to explore the impact of regional competitiveness and innovation capacity as pull factors for Outward Foreign Direct Investment (OFDI) by Chinese manufacturing enterprises in Europe.

We address three research questions; How has Chinese OFDI varied in nature and extent across the EU regions over time? How has the economic attractiveness, industrial competitiveness and innovation capacity of the home and host regions affected the location choice of Chinese OFDI? Are there differences in the importance of these factors between regions in 'new' and 'old' EU member states?

Methodology: We combine detailed Chinese data on OFDI by region at NUTSII level (leveraging a firm level data base from Bureau Van Dijk), with Eurostat statistics on the competitiveness and innovation capacity of these regions.

Conclusion: The paper makes several contributions to the current literature: firstly we highlight evolutions of Chinese FDI over time across EU regions rather than nationally; we examine the impact of both home regional and host regional factors (both 'classic' push and pull) on the location choice; we explore variations across old and new member states and we will compare the relative importance of national and regional drivers to the location strategy of Chinese investors in the EU.

Finnish-Chinese Investment Negotiation: Power Positioning and Search for Common Ground

Stopniece Santa, University of Jyväskylä

This article explores what kind of a role does 'the rise of China' play in negotiation and search for common ground between Finnish and Chinese representatives in the context of Chinese investment facilitation initiatives in Finland. The study predominantly builds on Positioning Theory (Harré 1991), and its methods are interviewing and observation.

Five styles of positioning regarding power and common ground were found – adjustment, use of existing common ground, autonomy, 'soft' power, and pressure / hedging, the character of which was corresponds to phases of Chinese five elements theory (Wu Xing). While data suggests that both Finnish and Chinese representatives use all these strategies, the trend was that

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Finnish representatives used active responses such as adjustment and pressure / hedging more, while the Chinese representatives more often resorted to autonomy stance.

This suggests that Finns are more driven by need to have actual co-operation and results, while the Chinese partners seem to be in a position where they can afford just to explore and choose between various partners around the world. Five-fold response scheme based on Wu Xing illustrates the dynamic context of investment facilitation where different responses in negotiation succeed one another at different times.

A Guanxi Perspective on Buyer-Supplier Relationships in China and Brazil

Sandra Graça, Eckerd College

James Barry

Purpose: This study examines the commitment-building process between buyers and suppliers from a guanxi quality perspective in two BRIC countries (China and Brazil). It explores the influence of mutual self-disclosure, supplier performance, socialization and conflict resolution in improving the levels of friendship, reciprocity and trust in the relationship and the buyer's allegiance and loyalty to the supplier.

Design: The conceptual model is tested on data from a survey of 100 Chinese and 110 Brazilian buyers. Structural equation modeling is used to test the relationships in the model.

Findings: Results suggest that the quality of guanxi drives affective commitment more in Brazil than in China. This is attributed to the nuclear characteristic of particularized trust and high degree of uncertainty in Brazil. Conflict resolution drives affective commitment more in China. This is attributed to the emphasis in harmony and face-saving in China. Mutual self-disclosure and conflict resolution are found to positively influence guanxi quality in both countries alike. Socialization influences guanxi quality more in Brazil while supplier performance influences guanxi quality more in China.

Research and Practical Implications: The conceptual model demonstrates a level of commonalities in the two countries. Researchers are encouraged to test the quality of buyer-supplier relationships in other emerging countries from a guanxi perspective. Practitioners are given greater insight into how common or different committed business relationships are formed in emerging markets.

China's Strategy and Political Gamesmanship in the Arctic Region

Reinhard Biedermann, Tamkang University

In China's Arctic policy paper, the first of its kind, Beijing dabbles in a peculiar balancing act. China's Arctic Policy can be regarded as a response of the fixation of external observer, media and governments to figure out China's main Arctic interests, and the often negative perception, that they would mainly target resource exploration. By reversing preferences with climate research on top, China contributes to this debate and therewith showcases political gamesmanship, because it detracts from China's dominant Arctic diplomacy. This paper takes a different approach. It argues, that China's main interests at first hand are not in tangible or intangible commodities like resources or research on environmental change. In contrast, China's most important interests are the cultivation of bilateral relations with Arctic states, and here mainly the relations with the five European Arctic states Denmark, Iceland, Norway, Sweden and Finland. To achieve its set of Arctic goals and interests, China applies a variety of diplomatic strategies that could be framed strategically or game-theoretically. These games are played at bilateral, plurilateral and multilateral levels. The most common model China applies is the stag-hunt model in its variations.

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Track: City and Region Dynamics – 1

Exploring Urban Regeneration Effects in “Culture Cities of East Asia”

Maxime Jaffré, CNRS - Centre Norbert Elias

Elena Raevskikh, CNRS - Centre Norbert Elias

Since the 2008 financial crisis, the shaken industrial economy – especially in the West – has not been able to fully recover its initial financial health. As a result, political leaders have started to take a more critical view toward globalization and market driven policies. A New Political Culture has risen in many countries and they have started to look at alternatives to globalization by revaluating and reconsidering the impact of the environment, the arts and culture on the cities' economy. The key driver in this new economy is based on the urban renewal and revitalization of cities that have been neglected, or sometimes even forgotten by globalization. Many cities in the world are now attempting to implement and stimulate these new policies to enhance urban regeneration through culture and the arts and thus promote the development of creative industries and tourism. Asia did not stay apart from these transformations

Since 2014, the Culture Cities of East Asia (CCEA) program has been launched in several cities of Asia (in China, Japan, and South Korea). As its European counterpart, the European Capitals of Culture (ECoC) program, the aim of the CCEA is to generate urban and economic renewal through culture and the arts in cities designated by the hosting countries while enhancing cultural diversity, traditional culture, and various lifestyles. In turn, cities designated as CCEA use this program as an opportunity to launch significant urban regeneration projects for their continued development. By taking advantage of their distinguishing urban cultural heritage and characteristics, city mayors seek to promote tourism through culture, the arts and creative industries in neighborhoods that remained so far poorly integrated in the city's economy.

This paper will analyze the effects of urban regeneration in cities designated CCEA since the launching of the program in 2014. For this, we will dedicate a specific attention to the following issues: (1) How culture and the arts impact on urban regeneration and the economy. Are the arts and cultural activities useful in revitalizing the economy, such as through tourism? (2) How are housing and residential forms related to cultural urban amenities and facilities in the city? Can we find correlations between architecture, the built environment and cultural amenities? (3) Finally, what kind of housing environment favors or disfavors the development of urban amenities such as restaurants, shopping facilities, boutiques, cultural scenes and social city life? And how can we improve these policies?

Cultural Intelligence Effects on Expatriates' Adjustment and Turnover Intentions in China-Mainland

Khalid Akhal, University of International Business and Economics

Shimin Liu

Expatriates' cross-cultural adjustment is one of the crucial factors for MNCs global success, which if neglected can lead to poor performance or even the termination of the international assignment. On the other hand, cultural intelligence theory (CQ) is an important perspective for international business success. Following the validation of a measurement scale in 2007, several empirical studies investigated the relationship between CQ and expatriates' cross-cultural adjustment. However, this segment of literature had a degree of disparity in findings, did not investigate the issue of turnover adequately and most importantly was limited in its geographical scope. To date, despite the importance of China-mainland as a lucrative market for global MNCs, yet a challenge for expatriates' adjustment, it has been poorly presented in CQ research. Utilizing a relatively large sample (n = 402)

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of professionals from a wide variety of countries around the world who are currently working in China-mainland, this research aims at testing the effects of cultural intelligence on expatriates' cross-cultural adjustment and turnover intentions.

Exploring the Foreign Exposure of Chinese Science Parks: Insights from Science Parks in China

Francesca Spigarelli, University of Macerata

Lorenzo Compagnucci, University of Macerata

Dominique Lepore, University of Macerata

Purpose: to leave behind the identity of being the world's factory, China is experiencing a broad set of changes in its economic growth model and the structure of its industrial system, led by specific policies within the 13th Five Year Plan (FYP) and Made in China 2025 (MiC 2025) plan. In this context, the paper aims to shed light on the role that Chinese science parks have in contributing to the innovation patterns of Chinese industry leveraging on foreign exposure and spillover effects. We investigate Chinese science parks as the core of triple helix systems able to attract foreign capitals and knowledge, fostering domestic innovation.

Design/methodology/approach: after describing a conceptual model, a desk research is conducted in order to identify the most insightful cases of Chinese parks. Then, the selected parks have been object of a deeper investigation to seek evidence about their role in triple helix system while enhancing the foreign exposure of the country to boost innovation capacity and retention.

Findings: the first research led to identify 14 relevant cases. Different modes of international exposure were identified, and the foreign perspectives of the parks were further confirmed by the analysis of their future plans. In particular, the research shows as most interesting cases that of Zhongguancun Science Park and Yangling Agricultural High-Tech Industries Demonstration Zone.

International Students' Academic Experience: The Example of Chinese Higher Education in the 'Belt and Road' Initiative Era

Mei Tian, Xi'an Jiaotong University

Track: City and Region Dynamics – 2

Making Cities Resilient as China Goes Global

Ye-Sho Chen, Louisiana State University

Making cities resilient is a campaign started in 2010 by the United Nations International Strategy for Disaster Reduction. The campaign provides a list of ten essentials for cities to implement their resiliency. The campaign also encourages cities to exchange their experiences with each other to help enhance their resiliency. One example is the New Orleans / Gothenburg Exchange in 2015 during the ten-year anniversary of the devastating Hurricane Katrina in Louisiana and five years after the disastrous oil spill in 2010. With the increased Chinese investment in Louisiana, it is socially responsible for Chinese multinationals participate in providing effective solutions to address the resiliency issues in Louisiana. In this paper, we discussed how Louisiana entrepreneurs and multinationals participate in developing effective local solutions. We also discussed how Chinese multinationals can participate in the processes. The lessons learned are useful to make cities resilient as China goes global.

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What Makes Shanghai Tick: Sociocultural Nexus of China's Global City

Hanchao Lu, Georgia Tech

Purpose: To look at what makes Shanghai tick, in the past and the present.

Methodology/approach: explaining the rise of Shanghai (and to some extent, China) from a cultural and historical perspective.

Findings: A distinctive culture of openness and receptiveness has been a key factor that has contributed to the development of Shanghai. The city has a long tradition of welcoming "guest merchants" and let them prosperous, sometimes at the cost of local interests. However, in the long run, the link between being open and being modern in the history of Shanghai is not coincidental but logical and consequential; it provides a valuable model for the development of the nation as a whole.

The Early History of Shanghai's Financial Capitalism in the Global Periphery, 1860s-1940s

Jiajia Liu, The Graduate Institute, Geneva

This research aims at conducting a historical investigation in the birth and development of the Shanghai Stock Exchange as a symbol of China's encounter with financial capitalism under the influence of globalization. Concretely it focuses on the ways in which the production of price information came to be organized at the early stage: between 1860s (when there started to be stock prices and quotes in the press) and 1940s (when the development of the Stock Exchange was ceased due to civil war). Using the annually digitalized data of the quotes from Shanghai Stock Exchange published on North China Herald, it is found that around 50% of the shares on the lists were British, 10% American, 5% French, etc. It is proved true that the early Shanghai Stock Exchange went hand in hand with the mercantile history of the city, more specifically through the foreign merchants and merchant houses dominating international trade in the city's international concessions.

EMNEs' Investments in China: Why Do They Locate FDI in or out of SEZs?

Andrei Panibratov, Saint Petersburg University

The paper aims at investigating the factors that influence EMNEs' decisions on investment location in China. Based on the FSA literature analysis, we have developed hypotheses and tested them using logistic regression on a sample of emerging market firms. We founded that technological intensity of the industry and knowledge of local partners affect the location choice in China, in or out of SEZs.

Track: Corporate Strategy and Entrepreneurship

The Strategic Drivers of Chinese Acquisitions – The Emblematic Evidence of Italian Luxury Firms

Vecchi, Alessandra, University of Bologna

This research seeks to assess the impact of Chinese acquisitions and their implications for the Italian firms in the luxury sector. This paper presents a cross-case analysis of four Chinese acquisitions in order to provide some in-depth insights into the strategic drivers moving the Chinese firms to invest in the luxury sector. The study contributes to our understanding of how emerging market firms acquire firms from advanced economies and how such acquisitions contribute to the acquiring firms' performance and competitiveness. To this end, the distinctive strategic drivers that were associated with the Chinese acquisitions were identified.

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Entrepreneurial Pursuits in the Chinese Diaspora: Compared to Europeans

Thomas Schøtt, University of Southern Denmark

Ye Liu, Zhejiang Sci-Tech University and University of Southern Denmark

Purpose. – What is the involvement of the Chinese diaspora in entrepreneurship, and what accounts for their involvement? More specifically, the questions here are: In the Chinese diaspora, compared to Europeans, what is the entrepreneurial human and social capital, what are the tendencies of intending to start, starting, and operating a business, and what are the entrepreneurs' experiences of pull of opportunity and push of necessity? How can their involvement be accounted for by personal background, notably gender, age and education, and by being diasporan rather than European?

Research design and data. – A globally representative sample of adults in the Chinese diaspora, and a sample of Europeans, were surveyed 2012-14 in the Global Entrepreneurship Monitor.

Findings. – Diasporans, compared to Europeans, have more education, but less entrepreneurial human and social capital. Despite their lesser entrepreneurial capital, the diasporans are more frequently intending to start and actually starting, and are more often motivated by opportunity rather than necessity, but diasporans are similar to Europeans in tendency to operate a business. Also, when taking personal background into consideration, being diasporan entails lesser entrepreneurial capital. Despite the lesser entrepreneurial capital, being diasporan increases likelihood of intending to start and also starting, and basing their business on opportunity rather than necessity.

Contribution. – The study contributes to understanding the entrepreneurial life of the Chinese diaspora, in comparison to the native in the society of residence.

Practical relevance. – The entrepreneurial endeavors of the Chinese diaspora indicate their potential for participating in the Belt and Road Initiative.

Case Study Selling Opera Software

Brynjel Johannes Toft, University of Agder

Ilan Alon, University of Agder

The purpose – This case study deals with operating in international world where a lot of different players are included often not affiliate with the companies completing the deal requiring the participants to navigate a highly complex and competitive environment. Opera Software, a tech-based firm originating from Norway, experienced a potential buyout when they were targeted by the Kunqi consortium trying to compete against the BATs, similar to their position competing with the likes of Google and Microsoft.

With their operations and investments across the globe, the buyout faced troubles as privacy became a main concern for the governmental forces of China and the U.S. Not eager to exchange the information of their citizens, this resulted in the process being stalled because of various inquiries, each governmental arm determined to thoroughly examine Operas' international operations.

Design – the case study is created with secondary sources, ranging from official company releases, news articles, and third party statistical sources.

Findings – The case experienced interference by both MOFCOM and CFIUS resulting in time constraints – the official reason the deal didn't go through and another alternative solution came into effect where Opera sold their business operations rather than the whole company.

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Practical implications – The results are comparable with other instances in the high-tech sector, often described as an important industry for countries and as such important for competition.

Internationalization Strategy of Chinese Health Care Firms - The Case Study of Beijing Tong Rentang

Dan Yang, Beijing Normal University

Attilio Mucelli, Polytechnic University of Marche

Boxing Yang, Beijing Normal University

Kaiyan Wang, Beijing Normal University

Dominique Lepore, University of Macerata

Purpose: This paper aims to provide evidence of the international patterns of Chinese firms in the Chinese health sector through the case study of Tong Rentang, a global player in Traditional Chinese medicine sub-sector (TMC).

Design/methodology/approach: By collecting data through the company's official website and reports complemented by newspaper and academic papers, a SWOT analysis of the firm is presented by shifting from a macro to a micro perspective.

Findings: The case shows how different factors impact the internationalization strategy of the health care firm, highlighting the central role played by the accelerated aging of Chinese population. Leveraging on the evidence of the case study, we provide a contribution to the literature on both innovation and international patterns in the Chinese health care sector.

Track: Industry Dynamics

Chinese Acquisitions of Made in Italy Firms – The Acquisition of a Premium Manufacturing Firm in the Automotive Sector

Alessandra Vecch, University of Bologna

Outward Foreign Direct Investments (OFDI) from emerging economies have begun to increase significantly and have been growing at a faster pace than FDI from the developed world. This research seeks to assess the impact of Chinese acquisitions and their implications for the Made in Italy sector and its firms. This paper presents the preliminary results stemming from a single case study on a Chinese acquisition in order to provide some in-depth insights over the influences and the motives driving Chinese firms to invest in the premium manufacturing Made in Italy, the patterns and modes of the Chinese acquisitions as well as the competitive strategies and the distinctive challenges that both investors and acquired firms have to face. From the findings, it emerges that both the investor and the acquired firm need to overcome several key challenges if they want to mutually benefit from the acquisition.

Product Architecture and Organizational Capabilities as Sources of Product Innovation: Case Studies of Geely and Tata

William Hua Wang, emlyon business school

Giovanni Balcet, University of Turin

Chris Kimble, KEDGE Business School

This paper provides a new perspective on sources of product innovation that underlie the creation of low-cost products in emerging economies, which could also be applied in more mature economies. Our approach focuses on frugal innovation in particular and differs from previous analyses in its emphasis on the interaction between product architecture, organizational capabilities, and country specific factors, such as institutions, industry, markets, and technology. We present two in-depth case

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studies from the car industry in China and India, Geely and Tata. We explain why two companies with a similar objective of producing low cost passenger cars, took different routes to reach this objective: Geely took a quasi-open approach to the product architecture of their vehicles, while Tata took a closed integral approach for theirs. Using a process of abductive reasoning, we present a heuristic framework for describing product innovation that can be applied beyond emerging economies and the automobile industry. The framework highlights the interactions between a product's architecture, a firm's organizational capabilities, and country specific external factors that could be used as the basis for further investigations into the drivers of product innovation.

The Quest for Innovation of Chinese Firms: the Case of the Automotive Sector

Claudio Petti
Francesca Spigarelli, University of Macerata
Ping Lv
Mario Biggeri

Purpose: This paper aims to contribute to the debate on the relationships between internationalization and innovation catch-up patterns of Chinese global players venturing through Mergers and Acquisitions (M&As).

Design/methodology/approach: Firstly, a literature review on internationalization and innovation catch-up patterns of Chinese firms abroad is undertaken. Next, the automotive sector is analysed by using the SDC and MofCom databases and two illustrative cases of Chinese international ventures. Implications for theoretical development and practice are then drawn. Two cases of Chinese M&As in automotive industry are taken as exemplars to elucidate three propositions about the role of a peculiar combination of local home institutions, including selective policies, and the absorptive capacity of the acquiring firm in driving and gauging the outcomes of Chinese M&A abroad beyond the financials.

Findings: After a first phase of innovation catch-up based on joint ventures in China with Western firms, Chinese automotive companies have embraced a new strategy aimed at gaining a competitive position in the world's industry, also pushed by selective industrial measures developed by the government. M&As abroad became one of the preferential modes to achieve a leap in the development capabilities of innovative technologies. Motivations of Chinese M&As and their innovation focus are the result of a combination of specific institutional environment, with a key role for industrial policies, and well as strong internal and internationally-led domestic competition.

Originality/value: The paper extends internationalization literature integrating the latecomer firms' perspective within a novel conceptual framework. The framework contributes to advance research on the reverse knowledge transfer with empirically testable propositions about the capability of Chinese firms to use M&As investments abroad to assimilate and transform acquired knowledge into significant and novel trajectories of innovations.

Prototyping Business Growth and Sustainable Supply Chain Innovation

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Yixin Jin
Yuehe Cui

Purpose: As China's Carbon Trading Scheme (CTS) implementation continues (Lin, Chen, & Liang, 2011). This represents an

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optimal opportunity for CPG growth until 2020 (Census, 2012). This paper examines leading sustainable supply chains, engages business growth subject matter experts, and presents Multinational Consumer Product Company (MNCPC) innovations which could lead to future business growth and lower supply chain carbon dioxide (CO₂) emissions.

Design/methodology/approach: The authors engaged a number of business growth and sustainable supply chain experts in a Delphi Study to help offer real world business growth and sustainable supply chain priorities. The author's literature review also reveals Consumer Product Group innovations which could expand economic growth and lower supply chain carbon dioxide emissions.

Findings: Our findings are twofold: according to this paper's Delphi Study panelist, numerous existing Consumer Product Company marketing, research and development, and consumer engagement innovations can help grow sales revenues. The Delphi Study panelist also suggested that research and development and strategic sourcing innovations help lower emerging market carbon emissions.

Originality/value: This paper helps expand the sustainable supply chain body of knowledge by connecting China manufacturing processes with North American consumers. This paper could be useful to researchers, business executives, and policymakers.

Track: Innovation

Awaiting Innovation in China

David McHardy Reid, Seattle University

Innovativeness is a perception-based quality and perceptions often tend to lag actuality and convergence of the two may be extant or imminent. Shouldn't this China-can't-innovate mantra be challenged or at least explored? The intent of this paper is precisely that: to examine the conventional wisdom. Therefore, it is a proposition of this paper that those who dismiss Chinese innovation do so foolishly and may have a big surprise in store. China-based innovation, it is hypothesized here, may be poised for an uptick, albeit difficult to pinpoint when. To explore this issue three literature-based propositions are developed. In turn these propositions are explored by drawing on the literature together with qualitative data from 34 face-to-face interviews recently conducted in China with CEOs and other senior corporate and government officers, on the topic of innovation in China.

The Relational and Institutional Factors of Innovation in Services: The Case of B2B services in China

Yejing Huang, Shanghai Academy of Social Sciences
Betty Feng, Farmingdale State College
Penelope B Prime, Georgia State University
Leigh Anne Liu, Georgia State University

Purpose: Based on two extensive case study companies, we explore the question of how service companies utilize relational and institutional factors to develop and implement innovation in the transitional economy. Transitional economies have by-passed investments in old-style telecommunication assets that support cable-connected landlines in favor of mobile and internet technology. This change has brought new opportunities for growth and development to these economies; however, companies in these business environments face multiple challenges due to the lack of services and knowledge needed to function well but can also often provide the impetus for innovation.

Approach: We conducted in-depth interviews with respondents in two B2B IT service companies in China. By studying service

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innovation development in comparable organizations, this design directed attention to the similarities and contrasts between implementation processes as potential explanations of innovation outcomes.

Findings: The findings of the study contribute to the literature of service innovation management and Chinese management in three meaningful ways. First, our study shows how organizations leverage their relational embeddedness during their innovation development processes. Second, this research provides empirical evidence showing that regulatory legitimacy is essential for implementing service innovation in the context of transitional economies and that the legitimacy obtained from filling the institutional voids will drive innovation performance and sustainability. Third, our process-view of service innovation development can add value to understanding drivers at different innovation phases. Our results indicate that business networks are key for innovation recognition while institutional drivers are critical for implementation.

Continuous Upgrading Process of Chinese Small and Medium Sized Manufacturing Enterprise: From the Traditional Upgrade Path to the Green Innovation-Driven Path

Yunshi Mao, Sun Yat-Sen University

Zekai Huang

Yangchun Liu

Nowadays, environmental pollution is becoming increasingly serious, and the manufacturing enterprises in China are facing great pressures of environmental protection. They are in urgent need of transformation and upgrading through low carbon operation and green innovation. This study, based on a single case, records and analyses the three-stage continuous upgrading process of a small and medium-sized ceramic manufacturing enterprise. This study makes three contributions. First, this study expands the theory of enterprise upgrading, enriches the research of enterprise upgrading driven by green innovation; second, this study finds that enterprises can carry out green innovation around value chains to obtain sustainable competitive advantage; and third, small and medium-sized enterprises can strengthen their interaction with the upstream and downstream enterprises to enhance the technological innovation capability.

The Chinese Apparel Supply Chain: Tangible Industry 4.0 Innovations Which Drive 2020 Business Growth and Sustainable Supply Chain Performance

John Wilkerson, Bellwether Research Institute



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