

Theme	Case Title	Keynote
Corporate Governance	The Mystery of Anbang's Major Growth Spurt	How did Anbang rise so high and fall so deep?
Strategic management	"The Management Path" at Guangzhou Shiyuan Electronic Technology Co. Ltd. (CVTE) - "China's Most Mysterious Listed Firm"	The reasons for CVTE's rapid growth
	Bytedance Case Study	Investigating reasons for Bytedance's success
	Tesla Case Study	Why Has Tesla Entered the China Market?
	JD Digits Case Study	A Look at Artificial Intelligence Practice at JD Digits
Economics	Epidemic Prevention, Economic Rescue and the Balance of Multiple Objectives	Confronting Covid-19, how can the Chinese government find a balance between epidemic prevention and economic rescue?
	Sailing Upstream	What are the implications of new finance industry policies?
	Partial Compilation of Counter-epidemic Economic Policies	In order to fight the Covid-19 epidemic, what new economic policies have the government introduced to deal with it?
	"The State Steps Forward and the People Retreat" and China's Economic Reform	Faced with the reality of this pattern, where is China's economy headed?
Marketing	Red Dragonfly Case Study	Going Online During the Pandemic
"China's Business Conditions Index" Report	CKGSB Monthly Survey & BCI Reports	Compile and index to assess the operating conditions of private enterprises

Corporate Governance

The Secrets of Anbang's Accendency (Completed)

Faculty Advisor: Prof. Li Wei Case Researcher: Zhu Yunhai

In a few short years, Anbang carried out huge mergers and acquisitions around the world, and grew in value from several billion RMB to two trillion RMB. Then it all fell apart. How did the Anbang miracle happen, and what lessons can be learned?

Strategic management

"The Management Path" at Guangzhou Shiyuan Electronic Technology Co. Ltd. (CVTE) - "China's Most Mysterious Listed Firm" (Completed)

Faculty Advisor: Prof. Li Wei Case Researcher: Zhu Yunhai

What is CVTE's secret to success? What should other companies learn from its experiments in social innovation?

Bytedance Case Study (Work in progress)

Faculty Advisor: Prof. Teng Bingsheng Case Researcher: Yan Min, He Mingqin

How did news aggregator Toutiao rise? How does Bytedance hunt down new growth points? Its success in internationalization mainly points to short video platform TikTok. How was it done?

Tesla Case Study (Work in progress)

Case Researcher: Zhu Yunhai

What is the secret of Tesla's rapid development? Why did Tesla find it necessary to enter China? What can Chinese auto firms learn from Tesla?

JD Digits Case Study (Work in progress)

Faculty Advisor: Prof. Ning Zhao Case Researcher: Yan Min

JD Digits' predecessor, JD Finance, was incubated inside JD Group before gaining its own brand in a November 2018 upgrade, becoming "JD Digits". Besides the name change, what else has changed about its business model? What about its tech strengths and commercial application, especially in artificial intelligence?

Economics

Epidemic Prevention, Economic Rescue and the Balance of Multiple Objectives (Completed)

Faculty Advisor: Prof. Li Wei Case Researcher: Gu Chongqing

Modern governments have to be multi-objective institutions. Although there is now an urgency to overcoming the epidemic, saving the economy is also essential. Paused for too long, it will be very difficult to pump blood back into its veins – the complex system of supply chains. For this reason, precision isolation works better than quarantining cities en masse.

Sailing Upstream (Completed)

Faculty Advisor: Prof. Li Wei Case Researcher: Gu Chongqing

What do the amendment of the securities law and the accelerated opening of the financial sector to the outside world mean for China's economy? China has always had a tradition of forcing out reforms. Is it similar this time?

Partial Compilation of Counter-epidemic Economic Policies (Completed)

Faculty Advisor: Prof. Li Wei Case Researcher: Gu Chongqing

Since December 2019, the infectious disease Covid-19 has swept China. To combat the epidemic, the Chinese government has adopted harsh anti-crisis policies, including the mass quarantine of the epicenter province. These policies have effectively controlled the spread of the disease, but also severely hit the Chinese economy. In order for the economy to overcome this crisis, the government has also issued a number of bold wide-ranging economic policies, from tax cuts to lower interest rates on credit. This presentation compiles some of the more important policies for review.

"The State Steps Forward and the People Retreat" and China's Economic Reform (Completed)

Faculty Advisor: Prof. Li Wei Case Researcher: Gu Chongqing

A major feature of China's economy in recent years has been the proactive state and retreating private sector referred to in the popular Chinese adage above. Resources have flowed into the state-owned sector, leaving private enterprises at the mercy of discriminatory forces. In terms of efficiency, state-owned enterprises lag far behind, causing a misallocation of resources, financial risk and wastage. How to resolve this situation means thinking about the future direction of the Chinese economy and its citizens' living standards, something that concerns all of us and is worthy of our attention.

Marketing

Red Dragonfly Case Study (Work in progress)

Faculty Advisor: Prof. Wang Yijiang Case Researcher: Zhu Yunhai

How traditional manufacturer Zhejiang Red Dragonfly Footwear Co.,Ltd forges its own survival during the coronavirus pandemic by taking its sales and marketing online.

"China's Business Conditions Index" Report

Monthly BCI Survey & Report (Work in progress)

Faculty Advisor: Prof. Li Wei Case Researcher: Gu Chongqing

Although the private sector is the most dynamic force in the Chinese economy, an index to assess private enterprises operating conditions was lacking. To fill in the gap, we have compiled related indexes using data obtained from monthly questionnaire surveys among entrepreneurs in the growing CK alumni network. Each year 12 editions of the index will be released.