

Theme	Company/Industry	Focus of Study
Unicorns and entrepreneurship	Yalla	Founded in Dubai in 2016 and listed on the NYSE in 2020, the company has been dubbed the "little Tencent of the Middle East". With three Chinese founders, the company has kept low-key. What is the secret to its success? What about the way forward?
	Meiteng Technology	Meiteng Technology, based in the field of coal preparation, is a typical "Specialized and Sophisticated" enterprise. Starting from the theoretical model of entrepreneurial elements, this study analyzes the entrepreneurship and development of Meiteng Technology.
	Yanolja (English version)	The entrepreneurial history of Yanolja, a South Korean tourism company, with its transformation into a technology company and then a unicorn, shows the growth experience of the new generation of unicorn companies.
	EOFlow (English version)	EOFlow is a medical equipment startup in South Korea. In early 2023, EOFlow received an acquisition offer from Medtronic. It was a tough choice for the founder whether to continue to expand as a disruptor or accept the acquisition and let himself and investors exit smoothly.
	NAVER	The growth and globalization path of NAVER, one of the internet giants in South Korea, could offer useful ideas for other start-ups.
	"Win-win Strategy"	The acquisition of high-quality startups has become an important strategy for many giants to achieve sustained growth while defeating competitors. In the past, public attention was focused more on the perspective of giants. In this paper, we will start from these start-ups' side, explaining, through specific cases, how start-ups increase the probability of success.
Digital Innovation/ Transformation	ChatGPT	In the past, it was often assumed that the advent of AI would start its impact from physical work. However, the release of ChatGPT has directly hit complex work that is both cognitive and creative. Will our jobs be replaced? What impact will ChatGPT have on work, education and society?
	Hexagon	This case presents a panoramic view of Hexagon, a Swedish world-class intelligent manufacturer, and explores the business opportunities in the era of digital transformation and intelligent manufacturing. Meanwhile, it observes its development driven by M&As.
	STEPN English version	STEPN is one of the most popular Move-to-Earn games. What can its Web 3 business model and growth experience provide to other enterprises and brands?
	Taiji Group	In April 2021, Sinopharm Group acquired Taiji Group, and has ushered in transformation of the enterprise. In this case, we will focus on Taiji Group's digital transformation strategy and its underlying logic, from which we will extract the key principles of the enterprise's digital transformation process.
	Sany Group	Sany's mission, "Quality change the world", is to change the world image of China with extremely high-quality products and services. At present, Sany is implementing three major strategies: globalization, digital intelligence, and low-carbon. In this case, we will focus on the exploration and experience of the digital transformation of Sany.
	King of the Children	Entering the field of maternal and infant retail for more than ten years, King of the Children has been leading a variety of model innovation, which is supported by two pillars, customer relationship management and data-driven. With data-driven method, King of Children deeply implements the "single guest economy" to enhance the lifetime value of users.
Social Innovation	Philanthropy History (serialized articles)	Under the goal of promoting common prosperity, can the third distribution benefit others as well as the donors themselves? Bearing such a goal in mind, we sorted out the history of Chinese philanthropy and wrote these serialized articles, hoping to provide theoretical support and practical guidelines for today's enterprises in their journey to business for good and social innovation.
	Huitong Village	Huitong Village is a place with century-old history. Lexuan Shuyuan Company laid eyes on its cultural connotation, thus renovated the ancestral architectures after signing contract with villagers. What is the future of Huitong Village? What are the constraints?
	Ji'an Initiative (English version)	The "Pilot Jingtang" project has presented a social innovation model, combining multi-party cooperation, which could be described as "central policy + local government + local enterprises + Cheung Kong Graduate School of Business + Cheung Kong Graduate School alumni ecosystem".
Marketing Management	Langjiu Liquor	Sales from 100 million to 20 billion, the development of Langjiu Liquor brand in 20 years can be described as magnificent. How to sell products more and more expensive? How to find new opportunities in perfectly competitive market segments? Focusing on the topic of "brand energy", this case shows the specific ideas and good practices of Langjiu Liquor brand.
	Botanee - Winona	Winona, a brand owned by Botanee, won the Tmall Golden Makeup Award for three consecutive years from 2018 to 2020. Beyond Winona, can Botanee break through with multiple brands? What are the highlights of the Botanee's Winona brand building, marketing and channel operations?
	KFC	Since its entry into China in 1987, KFC has built a deeply ingrained brand image. However, from 2013 to 2014, this fast-food brand encountered diminished passion for consuming, rising costs and declining profits. This case focuses on how KFC is digitally improving its customer journey and reshaping its core competitiveness.
	NIO	It took only four years for NIO to launch a mass-production car and get publicly listed. Building a user-oriented enterprise is one of the core competitiveness of NIO. Who are major users of NIO? How does NIO build and operate its online community, and what kind of values it provides? What are the implications for other companies?
Globalization/ RCEP	Fuda Group	Fuda is a leading enterprise in chemical production and export. Taking the expansion of Fuda Group in Southeast Asia as an example, this case analyzes the competitive advantages of Chinese enterprises in the RCEP region.
	Amazon	Amazon provides a broad platform for Chinese companies to go overseas. However, it also binds cross-border producers deeply to its platform. Will this create undue reliance? Should cross-border e-commerce companies consider other channels other than Amazon?
	Midea Group	In recent years, the ratio of Midea's overseas sales to total sales has reached about 40%. Midea products have been exported to more than 200 countries and regions around the world. What are the practices and experience of Midea's globalization? And what new progress has the Midea Group made in the field of digital intelligence?
	Geely Automobile	Geely's acquisition of Malaysia's Proton is one of the successful cases of Chinese automobile companies going global. This case can provide useful experience for Chinese companies who want to enter RCEP region.
Strategic Management	TCL	Over the past ten years, marked by the establishment of China Star Optoelectronics Technology and the takeover of Zhonghuan Group, TCL has gradually transformed from a traditional electronic product manufacturer to a large technology industry group. This case attempts to analyze the background and decision-making points of TCL's strategic transformation, and tries to explore the transformation and upgrading path for Chinese manufacturing enterprises.
	Miaoke Lando	With interviews to the executive team of Miaoke Lando, this case shows their best practices in strategy, innovation and entrepreneurship, as well as alliances and partnerships.
	China Merchants Group	China Merchants Group is a large state-owned enterprise in Hong Kong under the direct management of SASAC. Together with Shenzhen, China Merchants Group is a participant, practitioner and beneficiary of reform and opening up. In this case, we will focus on analyzing the "Shekou model" and its replication, innovation and development in various regions at home and abroad, and summarize its successful experience.
	Minmetals Group	Minmetals Development Co., Ltd. is a subsidiary company under China Minmetals Group, focusing on trading business. This case reviews the 10-year exploration of Minmetals Development in the field of commodity e-commerce, especially on steel trade and B2B platform, and shows the latest practice of the company in the field of industrial internet platform.
New Energy and Carbon Peaking and Carbon Neutrality	Spring for the Energy Storage Industry	According to IT Orange statistics, 20 unicorns were born in China's new energy industry in 2022, of which 10 are related to energy storage batteries or upstream and downstream value chains. What are the industry trends behind the emergence of this super-track?
	BYD's Growth Path	In August 2023, BYD's 5 millionth new energy vehicle officially rolled off the assembly line. BYD became the first automobile company in the world to reach this milestone. After entering new energy vehicles field, how has BYD developed? What unconventional management methods have been adopted? What is the current industrial layout? What are the future development plans and challenges?
	Carbon Footprint Calculation	Carbon counting is the basis of carbon neutral. This case aims to introduce the relevant concepts, accounting methods and evaluation standards of the carbon footprint of products and organizations, and show the calculation process of the carbon footprint of products and organizations by taking bread and bakery as an example.
	Hema Fresh	Hema, which has triggered the new retail revolution, has actually felt the cost of carbon emission in the Beijing area. The company has then actively used digital technology to save energy and reduce emissions. Hema's exploration and practice around full-link emission reduction is a good example to enterprises seeking green transformation.
	Energy Expert	In 2022, Alibaba and 19 enterprises in the consumer sector jointly launched the "Carbon Reduction Friendly Action". All's Energy Expert uses blockchain carbon traceability technology to track carbon emissions in the entire process and convey product carbon reduction information to consumers. The model of cross-boundary carbon reduction by connecting upstream and downstream technologies may be worth promoting.
Family Heritage	M&G Stationery	With the entrepreneurial history of the Chen family of M&G Stationery as the background information, this case adopts the three-ring model and related theories to analyze and design important issues of family inheritance.
	Liby Group	From the theoretical perspective of family inheritance, this is to develop a teaching case with Liby Group. The case and the teaching manual expect to guide students to analyze and solve problems through theoretical and practical information.
Financial Innovation	MYBank	This case aims to study the innovative practice of MYBank in the supply chain financial model. Can this innovation truly solve the century-old problems of difficult and expensive financing for small, medium and micro enterprises?
	Partner	"Advertising for equity" model is a business model innovation. This case reviews in detail the whole process from conception to practice of the "Partner" platform in this field, showing the whole process of business model innovation from the bottom up.
Macroeconomics	Shenzhen Special Economic Zone	As one of the world's most successful special economic zones, what useful inspiration can the "Shenzhen model" bring to emerging economies seeking industrial renewal and urban upgrading?
	China's Economic Reemergence (Article)	As an ancient civilization, China once stood among the nations of the world for a long time, but since modern times, the gap between China's economy and that of Western countries has been widening. Until the reform and opening up, this situation was broken. Why was China able to develop so rapidly after the reform and opening up? What is the potential of the Chinese economy?
	Property taxes, free movement of people and China's economic development (Article)	The local government's dependence on land finance has been a risk to the economic development. It has contributed to today's high housing and land prices. How should we deal with it?
	Economic Recovery, Long-Term Structural Problems Should Not be Ignored (Article)	The economy has recovered, but structural problems have not improved, and long-term economic growth needs to address structural problems.
	The Perfect Storm: Lessons from the Failure of Silicon Valley Banks (Article)	What does the collapse of Silicon Valley Bank teach us?
	Without Entrepreneurship, There is no Future for China's Economy (Article)	Entrepreneurship is a key component of market economy. How should we cultivate and motivate it?
	Private Enterprises Need a Level Playing Field (Article)	Private enterprises do not need preferential treatment. What they need is a business environment of fair competition.
	BYD, Entrepreneurship and China's Entrepreneurial Spirit (Article)	After years of development, BYD has now reached a considerable success. How does Wang Chuanfu's entrepreneurial spirit affect this? What is the connection between Chinese economy and business and entrepreneurship?
	Social and Economic Development under the Light of AI Technology Revolution	What will the rapid development of AI technology bring to social and economic development?
	Taking History as a Mirror to See China's Long-term Economic Potential (Article)	The Chinese economy has encountered short-term difficulties, but it is still on the right track in the long run.
	Silicon Valley's Banking Model can be Used to Help the Housing Market	There was a crisis in the real estate industry, and how should we rescue the real estate industry? The case of Silicon Valley bank may give us some inspiration.
	A Tale of Two Cities: Economy Warms Up While Warehouses Remain Cool (Article)	The economy has rebounded, but inventories are deteriorating. What's going on?
	The Unlikely Triangle Behind Hong Kong's Property Market (Article)	A big reason behind the chill in Hong Kong's property market is that the city has raised interest rates to maintain the exchange rate.
	Trouble at Evergrande and How to Save China's Real Estate Industry (Article)	There is a crisis in Evergrande. What is the significance of this for the real estate industry and China's macro economy?
	Japan's Economic Recovery and Beyond (Article)	After 30 years of stagnation, the Japanese economy is finally seeing signs of recovery.
	Beware of Deflation (article)	With the slowdown of China's economy, deflation has also begun to appear. How to overcome deflation is a difficult choice.
	"China's Business Conditions Index" Report	Monthly BCI survey and report An index report produced monthly that reflects the operations of private enterprises.