

长 | 江 | 商 | 学 | 院 2009 年 度 报 告

CHEUNG KONG GRADUATE SCHOOL OF BUSINESS

ANNUAL REPORT 2009





报告说明

本报告是长江商学院2009年度报告。长江商学院2009年继续以打造"全球新一代商学院"的崇高愿景,以"为中国培养一批世界级的企业家"为己任,在商业教育领域持续开拓创新。

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About This Report

This annual report published by Cheung Kong Graduate School of Business is a record of the school's progress in 2009 towards its goal of becoming a new-generation business school with global vision and educating world class enterpreneurs in China and beyond.

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院长寄语

改革开放三十多年来,中国取得了举世瞩目的成就。但是在全球经济一体化的今天,中国经济由大变强需要一批具有全球视野、社会责任感和人文关怀的商界领袖,需要一批在主流行业具备全球竞争力的伟大商业机构。长江商学院成立七年来,怀抱十年内跻身世界一流商学院的梦想,以"为中国培养一批世界级的企业家"为己任,为创建全球新一代商学院做出了一系列探索与创新。

学校的灵魂是其全职的、世界级的教授队伍。亚洲商学院最大的弱点是匮乏属于自己的世界级教授队伍,而凭借"教授治校"的先进体制、各级政府及李嘉诚基金会的大力支持,取势于中国经济的崛起,长江商学院成功聚集了一支以华人为主、全职的世界级教授队伍。他们均曾任教于沃顿、斯坦福、欧洲工商管理学院等世界著名商学院,部分教授已成为各自研究领域世界级的讲座教授和学术领路人,在国际最前沿的学术杂志担任主编或副主编等重要职务,不仅通晓西方管理理论,而且通透了解中国及大中华地区的管理实践,积极进行前瞻性、原创性、实用性的课题研究,逐步形成对管理实践行之有效的新视野、新思路和新对策。

长江商学院一贯重视对新兴市场的研究,着力探讨国企、民企和跨国公司如何在中国市场进行有效竞争与合作,中国企业如何应对全球化,跨国公司如何整合中国市场而形成真正意义上的"以全球应对全球",超越了传声筒和教学工厂的教学模式,已产生一系列源自本土、被认为对中国乃至全球管理实践有重大影响的原创思想,成为新兴市场研究领域新知识的引领者。

Message from the Dean

The speed and significance of China's rise continues to take both China and the outside world by surprise. In a parallel emergence, the Beijing-based Cheung Kong Graduate School of Business has established itself as the leading business school in China and entered the global spotlight in just seven short years.

China and other emerging markets differ from developed markets in significant ways, including the pace of change, rudimentary infrastructure development, the active role of government, and the size and diversity of key players like family businesses and state-owned enterprises. In short, mainstream business education and literature fail to grasp China's complexity and dynamism.

Cheung Kong professors provide in-depth analysis of the dynamics of competition and collaboration among the three key players in the China market: state-owned enterprises (SOEs), private and family-run businesses,

凭借世界级教授队伍及颠覆式管理新思想,长江商学院EMBA、MBA和高层管理教育项目已跻身中国乃至亚洲领先行列,并与世界顶级商学院如哥伦比亚商学院、欧洲工商管理学院、瑞士国际发展管理学院(IMD)等建立战略合作关系。2009年4月,长江商学院启动金融MBA项目,旨在培养一批具备全球视野、能够掌握世界最前沿金融工具进行研究、管理与实践的优秀金融人才。2010年10月,长江商学院将在法国巴黎推出全新的欧洲EMBA项目,为广大海外华商应对全球化、积极转型、增强竞争力提供新视野与新对策。

长江商学院期望培养一批具备全球竞争力和人文精神的世界级商业领袖,于2004年率先在管理教育中系统引入人文课程,成为全球首家提出培养企业家"人文精神"的商学院。长江商学院人文委员会由世界新儒学大师杜维明教授担纲主席,并邀请世界级人文学者加盟,系统介绍儒学、佛学、基督教、伊斯兰教等轴心文明。在西方商学院强调跨文化交流的"套路与技巧"时,长江商学院已经开始注重人文内功的修炼,拓展了商学教育逻辑的内涵。

长江商学院已成为中国顶级企业家与高层政府官员的共同选择,如中海油的傅成玉、复星集团的郭广昌、巨人集团的史玉柱、阿里巴巴的马云、分众传媒的江南春、中国航空工业集团总经理林左鸣、中国银监会副主席蒋定之、共青团中央书记处书记罗梅、民生人寿保险有限公司董事长谢伯阳、保利博纳电影发行公司董事长于冬等。长江校友会搭建了中国最大、最具影响力与价值的精英交流平台,长江的超强凝聚力和向心力让长江同学们找到了心灵的港湾,独有的大家庭文化和超团队精神打破了"高处不胜寒"的困境,为他们的人生和事业提供最有效的支持。

中国企业家要赢得全世界发自内心的尊重,除了关注财富创造,更需要关注财富的使用、应用与处置,用心做事,超越作秀,富有责任感与人文关怀。长江希望她的学员不仅是物质财富的创造者,更有"为天地立心,为生民立命,为往圣继绝学,为天下开太平"的抱负和胸怀。社会责任感和人文关怀是长江商学院核心文化的重要部分,长江同学始终关注并鼎力支持教育、科研、健康、扶贫、少年儿童发展、环保等各项社会公益事业。

我们有理由相信: 凭借全球视野、"蓝天"战略、世界级教授队伍,长江商学院将按照全球"三国演义"战略路线图,朝着全球新一代世界级商学院的目标继续前进。

项兵

长江商学院创办院长、教授 项兵 博士

and multinational corporations (MNCs). Our faculty focuses on how the leading MNCs are integrating their operations in China into their global undertaking. Another area of expertise is research on the rise and globalization of Chinese companies, a fundamental force that will shape the future of global commerce.

While meeting standards of teaching and research excellence established in world-class business schools in North America and Europe, the Cheung Kong educational experience is not a mere copy or a transplant of those systems, but rather a unique center of research and knowledge dissemination on China-related topics that is essential to prepare students to better grasp opportunities presented by China's economic transformation.

With the help of the innovative thinking of our world-class faculty, Cheung Kong EMBA, MBA and Executive Education programs have already become leading business education offerings in Asia. Moreover, with program partnerships at Columbia University, INSEAD, and the Swiss management school IMD, Cheung Kong has developed strong relations across the board. In May 2009, Cheung Kong initiated a new graduate program, the fully employed Finance MBA program, with the aim of equipping a group of outward minded young finance professionals with the managerial skills and the research-based knowledge at the forefront of China's field of finance.In 2010, Cheung Kong GSB will open a Chinese language Executive MBA program in Paris, France. This program will create the chance for Chinese business leaders in Europe to build their capacity for change and new competitive strengths, by offering fresh perspectives and new policies to help them navigate the newly globalized world.

In addition, we incorporate Chinese language and culture, and humanities (religions and history in particular) into our curriculum, elements that are crucial for developing future business leaders who are globally adaptive, and with a full sense of responsibility. The future business leaders we envision are those who are globally competitive and with big hearts and souls.

Finally I want to emphasize the strength of the Cheung Kong Alumni network, which after just six years, is arguably the strongest and most influential in Greater China. This powerful network is extending into East Asia, India, and to overseas Chinese communities across the globe. Cheung Kong Alumni are working to make business an agent for social good in the region and beyond.

We invite you to join us on this exciting venture.

Xiang Bing. Dean. Cheung Kong Graduate School of Business

关于长江 About Cheung Kong GSB



长江商学院是由李嘉诚基金会捐资创办并获得国家正式批准,拥有独立法人资格的非赢利性教育机构,为国际管理教育协会(AACSB)和欧洲管理发展基金会(EFMD)成员,是国务院学位委员会批准的"工商管理硕士授予单位"(含EMBA和MBA),其目标是在10年内进入世界10强商学院之列。长江商学院成立以来,一直以"为中国企业培养一批具有世界水平的企业家"为己任,并致力于创建全球新一代商学院。

长江商学院的诞生,旨在把握中国经济持续快速增长的大好机遇,通过"取势、明道、优术"的战略选择和"中西贯通"的办学理念,为中国打造一个享誉全球的世界级商学院。学院通过吸引一批国际一流管理学教授常驻长江、扎根中国,促进西方管理学最新的研究成果与中国本土最新的管理实践相结合,从而为大中华地区造就了一大批世界级商界领袖,并为中国企业进军世界提供新思维、新视野和新对策。

Opened in Beijing in November 2002 by billionaire philanthropist Mr. Li Ka-shing's charitable foundation, Cheung Kong Graduate School of Business is China's first private, non-profit, and independent business school. Headquartered in Beijing with campuses in Shanghai and Guangzhou, Cheung Kong GSB offers MBA, EMBA, and Executive Education Programs.

The Cheung Kong Difference Cheung Kong Faculty

Cheung Kong Graduate School of Business is China's first "faculty-governed" business school. Our greatest strength is the growing number of world class professors who have joined us in Beijing from the faculties of schools such as Wharton, Stanford, INSEAD, NYU, and Yale. Cheung Kong professors serve on the editorial boards of the most influential journals including the American Economic Review and Marketing Science, and publish research in top academic journals at rates comparable with those of top 20 business schools worldwide.

Cheung Kong faculty, largely born and raised in China before being educated by some of the best schools in the West, understand the intricacies of Chinese commerce. Their ability to see the world from both Western and Chinese perspectives, combined with their research on Chinese companies and their interactions with Chinese executives, makes our faculty uniquely positioned to help Westerners understand China.

学院现有MBA、金融MBA、EMBA、高层管理教育4个项目。其中MBA项目以"为大中华地区培养未来杰出的商业领袖"为目标,为全日制英文授课的综合管理课程,其入学标准居全亚洲所有商学院之首。长江MBA具有世界一流的师资力量、重点突出的课程设计、强大的同学凝聚力、个性化的职业服务等独特优势。目前,长江MBA已成为国内70多家商学院中平均起薪最高的商学院之一,超过45%的长江MBA学生有机会前往欧美著名商学院交换学习。金融MBA项目是长江商学院于2009年4月全新启动的在职MBA学位教育项目,也是长江商学院结合自身雄厚的金融教学力量启动的第一个专业MBA项目,旨在为中国金融业培养一批具备全球视野、能够掌握世界最前沿金融工具进行研究、管理与实践的优秀金融专业人才。

EMBA项目旨在为中国及大中华地区最受尊敬企业的高层管理人员提供世界一流的系统管理教育,目标是为中国的企业培养一批世界级的工商帅才,从2002年11月至2009年10月,已招收15期2600余位精英学员。长江商学院的差异化战略造就了EMBA项目的独特优势:如极具震撼力的原创性思想;针对中国企业潜心开发的创新课程;高端国际商务考察项目;终身校友网络等。长江EMBA学员均来自中国及世界知名公司,其中76%以上担任副总裁及以上的核心管理职位,无论从地理分布、行业分布还是公司类别等方面,都呈现出多元化、高层面的特点。

高层管理教育致力于成为志在超越成功的组织及其高层管理者最有价值的学习伙伴,设计开发了一系列创新、独特、实用的高层管理教育课程,如与欧美顶级商学院合作的"中国企业CEO课程"、"金融CEO课程"、"超越成功系列"课程、"后EMBA课程"、创业课程、传媒课程及针对公司特定需求而量身定制的"公司特设课程"等,力求以差异化的课程为客户创造具有突破性的管理新思维。

长江高层管理教育至今已为上百家中外知名企业的逾万名高层管理人员提供了高质量、高规格的管理培训服务。

2006年长江商学院率先在全球管理教育界引入人文课程,成为全球第一家率先提出培养企业家"人文精神"的商学院。长江商学院为此特别成立人文委员会,由世界级新儒学大师杜维明教授担纲主任,并力邀联合国"文明对话"五人组成员加入,系统介绍儒学、希腊哲学、佛学、基督教、伊斯兰教等轴心文明。长江期望为中国培养一批具备国际竞争力和人文精神的商界领袖参与全球竞争,为中国商业社会的发展贡献人文精神的火种。

长江商学院是中国第一所也是唯一一所实行"教授治校"的商学院,体制上的灵活创新有力地促进了学院战略目标的顺利实现。长江商学院的教授均来自于欧、美和亚洲的世界著名商学院,教授通国际、通中国、通理论、通实践,在教学和学术研究方面卓有建树,享誉国际。

2002年,长江商学院北京校区和上海校区相继落成,2006年正式开设广州校区,2007年西安办公室和成都办公室相继启用,目前已全面形成以北京、上海、广州为中心,覆盖全国、辐射亚太的战略布局。

Alumni

The Cheung Kong faculty is matched by our student body of top executives on the front lines of Chinese business. The spirited classroom discussion that occurs when these two forces are matched generates original knowledge and thinking on Chinese business and fosters a sense of loyalty and bonding that extends throughout the alumni network.

Cheung Kong GSB stands out as the preferred learning platform for the most influential figures in China business, including Jack Ma of Alibaba, Jason Jiang of Focus Media, and Fu Chengyu of CNOOC. The Cheung Kong Alumni Network is developing into the most powerful in the region.

China Insight

How to compete in the China market constitutes a key to future success for many corporations. Despite this fact, the body of knowledge on the dynamics of competition and collaboration in China remains rudimentary.

Cheung Kong GSB students enjoy a China-relevant curriculum that includes strategy courses on the Globalization of Chinese Companies, finance courses on Chinese Capital Markets, and leadership courses on Confucian Humanism. Cheung Kong faculty lead classroom discussions on the dynamics of competition and collaboration in China as well as the global ramifications of the rise of Chinese companies, drawing on China-focused case studies that highlight our China research and the unique perspective of our faculty on doing business in China.

Global Knowledge

Cheung Kong Graduate School of Business has four core programs: MBA, Finance MBA, EMBA, and Executive Education. Of these, the entirely English-language MBA has as its core mission the cultivation of China's next generation of business leaders. World-class resources, carefully developed curriculum, talented classmates, and individualized career advice make the Cheung Kong MBA a leader in business education in China. The Cheung Kong MBA already leads over 70 Chinese business schools in terms of leaving salaries. Over 45% of students will have the chance to study at top US and European business schools for a semester during their 12 month program. The new Finance MBA is China's first specialized MBA course for professionals in financial industries.

The Cheung Kong EMBA is the most respected executive level business education program for Chinese senior executives. From November 2002 to October 2009, the program has already delivered a first class education to 2600 talented professionals. 76% of accepted participants in the program are at vice president level and above, from Chinese and multinational companies. No matter the diversity of their company background or geographical location, the EMBA students accepted to study are all at the very highest echelons of their firms and industries.

2009新里程 Cheung Kong GSB in 2009 P12/长江·教授与学术 Professors and Academics P34/长江·教学 Teaching P50/长江·研究 Research P54/长江·活动与影响 Events and Impact P58/长江·责任 Social Responsibility





长 | 江 | 商 | 学 | 院 CHEUNG KONG GRADUATE SCHOOL OF BUSINESS

长江·教授与学术

Cheung Kong GSB
Professors and Academics

在中国,长江商学院是第一所实行"教授治校"体制的商学院。

长江商学院正是凭借"教授治校"的独特理念和体制,在与世界顶尖商学院争夺管理学教授这批世界稀缺资源的竞争中,取得了不平凡的成就,汇聚了一批重量级的研究型学者。

在"为中国打造世界级商学院"和"为中国培养世界级企业家"这一使命的感召下,一批海外知名华人管理学教授,纷纷抛下美、欧、亚洲的著名商学院的优越环境和待遇,加盟长江,常驻中国。

这样的顶级管理学教授阵容在整个亚太地区无疑是最强而且最有国际学术影响力的。

目前长江拥有的30多位教授学者,曾执教于芝加哥大学、斯坦福大学、宾夕法尼亚大学、加州大学伯克利分校、加州大学洛杉矶分校、哥伦比亚大学、康奈尔大学、卡内基梅隆大学、西北大学、加州大学圣地亚哥分校、耶鲁大学、麻省理工学院、纽约大学、达顿商学院、北卡罗纳大学、罗彻斯特大学、华盛顿大学、普林斯顿大学、杜克大学、波士顿大学、明尼苏达大学、欧洲工商管理学院等欧、美和亚洲的世界著名商学院。长江商学院部分教授是在各自研究领域里世界级的讲座教授和学术领路人,在国际上最前沿的学术杂志上担任主编或副主编等重要职务。不仅通晓西方管理理论,在学术研究方面思路开阔,观点新颖,建立了一系列经典的普适性的商业理论框架并给予充分的实践论证,得到国际学术界的广泛认同和应用,而且通透了解中国及大中华地区的管理实践,积极进行前瞻性、原创性、实用性的课题研究,逐步形成对中国管理实践行之有效的新视野、新思路和新对策。长江商学院的教授阵容,其整体实力在整个亚太地区商学院的学术研究中独占鳌头。

Faculty

Although the concept is somewhat foreign to China, Cheung Kong GSB understands the importance of Faculty Governance, which it has been practicing since the School's founding.

A committee of core Cheung Kong professors makes key decisions on academic activities, HR, and teaching programs. This system not only ensures a flexible platform for professors to contribute their wisdom, but also makes full use of faculty managerial competence.

The Cheung Kong team of outstanding professors has become one of the most important differentiating strategies for the sustainable development of the School. Drawing on expertise in their particular fields, these professors seek in-depth understanding of management practices in Greater China, and progressively develop new insights, thoughts and solutions applicable to managerial practice in China.

By the end of 2009, Cheung Kong GSB had a total of 24 full-time professors and over 20 visiting professors, almost all of whom are Chinese. They came from prestigious business schools such as Harvard, Stanford, Wharton, UC-Berkeley, UCLA, NYU, and INSEAD. They returned to China not only to conduct academic research on an important emerging economy, but also to join Cheung Kong GSB in pursuit of its dream to become a "new-generation business school with global vision."



2009年主要学术活动

△ 1月5日至6日,长江商学院第二届年度东西方全明星MBA案例挑战赛在北京举行。

来自12所全球顶尖商学院的60多名MBA学员展开激烈角逐,优胜者获得由微软总部高管人员提供的2万美元奖金,并有机会真正实施他们的解决方案。

△ 1月9日,2009长江年度论坛暨长江年度人物颁奖礼在三亚成功举办。

长江商学院教授、企业家学员及全国知名经济学者、企业家云集三亚,共同探讨中国及世界经济如何"过冬"。本次论坛由长江商学院和海南省政府共同举办,解读2009年世界与中国宏观经济领域的诸多热点内容,同时也将视角聚焦于企业自身发展的微观语境,通过探究商业模式与领导力等事关企业生存发展的两个重要维度,共同分析探讨全球化下企业的生存发展之道。在论坛上还举行了"长江年度人物"颁奖礼,对在践行社会责任和推动社会进步方面作出杰出贡献的长江校友进行了表彰。

△ 1月10日, "2009:跨国公司在中国的机遇与挑战"圆桌论坛在三亚举行。

长江"跨国总经理课程"学员、长江部分教授、校友以及在华知名跨国公司负责人等出席了本次论坛。与会嘉宾围绕"全球经济危机下的机遇与挑战"这一主题,展开了深入探讨。

△ 2月18日,"碳信用交易的起源、现状和前景"公开讲座在长江商学院举办。

研究联合国研究气候变化问题的倡导者弗兰克·约书亚来京举办了一场公开讲座。他介绍了碳信用交易的起源、现状和前景。约书亚是全球碳交易机制的首倡者之一。

△2月19日,"长江商学院艺术品收藏与投资沙龙"第三期活动在北京举行。

中国美术家协会副主席、中国文联副主席、著名中国画家冯远先生以"写意的艺术——中国历代绘画、书法浅谈"为主题进行了精彩演讲。本次活动是由"梅·摩艺术品价格指数"创始人之一、长江商学院金融学教授梅建平发起,并与长安俱乐部联袂推出的。数十名对艺术品投资感兴趣的长江商学院校友和长安俱乐部会员参加了本次活动。

Academic Events at Cheung Kong in 2009

△ January 5-6, 2009-International Business School Case Challenge held in Beijing

Microsoft sponsored Cheung Kong GSB's second annual International Business School Case Challenge held in Beijing. Over 60 MBA students from 12 elite global business schools competed in front of an audience of nearly 500 for a \$20,000 cash prize presented by top Microsoft executives flown in from headquarters to judge the winners.

△ January 9, 2009 - The 2009 Cheung Kong Sanya Forum and Cheung Kong "People of the Year" Awards

The 2009 Cheung Kong Sanya Forum and Cheung Kong "People of the Year" Awards were held, focusing on how China and the World should best get over the financial crisis and enter the new year in a positive frame of mind.

△ January 10, 2009 - The 2009 Cheung Kong MNC Roundtable Held at the Ritz Carlton Hotel, Yalong Bay, Sanya

The 2009 Cheung Kong MNC Roundtable was held in Sanya, with Cheung Kong Country Manager Program participants, professors, alumni and senior multinational company representatives in China in active discussion.

△ 18 February -'The Origins of Carbon Credits Trading, Current Status and Future Prospects' Open Lecture

Frank Joshua, a pioneer of carbon trading while working at the UN on climate change issues, gave an open lecture in Beijing on the topic, 'The Origins of Carbon Credits Trading, Current Status and Future Prospects.'

△ February 19, 2009 - The 3rd Annual Cheung Kong Art Collection Business Forum

The 3rd Annual Cheung Kong Art Collection Business Forum was held in Beijing, with Professor Mei Jianping and famous art association leaders and artists as speakers, and with the Chang'an Club as core supporting entity.

△ March 24, 2009 - The 2009 Cheung Kong Shenzhen Roundtable

The 2009 Cheung Kong Shenzhen Roundtable was held in Shenzhen, with Cheung Kong as main organizer, and Shenzhen business associations as supporting partners. Almost 70 leading SME entrepreneurs entered into debate with the Cheung Kong Dean and professors on China's entrepreneurs' innovative ideas to overcome the global financial crisis.

△ March 26, 2009 - The Cheung Kong Pioneering Management Forum was Held in Shanghai

This forum was held with Shanghai business associations and Cheung Kong Shanghai alumni as supporting partners.

△3月24日、2009长江圆桌座谈会在深圳成功举办。

针对深圳及珠三角政界、经济界人士的切实需求,由长江商学院主办,深圳市总商会、深圳市中小企业服务中心、深圳市中小企业信用担保中心和深圳市中小企业发展促进会大力协办的2009长江圆桌座谈会在深圳成功举办。来自深圳及珠三角地区近70位优秀的中小企业家参与了本次座谈会,与长江商学院院长项兵以及薛云奎、郑渝生、周春生、梅建平、王一江、滕斌圣共7位教授就"面对全球危机,中国企业的新思考"这一话题展开深入讨论。

△3月26日, "长江2009管理前沿论坛"在上海举行。

本次论坛由长江商学院主办,上海市工商业联合会、上海市青年联合会、上海市浙江商会和长江商学院校友会上海分会协办。长江商学院院长项兵教授在本次论坛中,以"面对全球危机中国企业的新思考"为主题发表主题演讲。本次论坛是2009年长江商学院面向长三角地区企业举办的第一场管理前沿论坛,同时拉开了长江2009管理前沿系列论坛的序幕。

△4月15日,"长江2009管理前沿论坛"在长沙举办。

本次论坛既是今年长江商学院为推动中部企业发展举办的专场管理前沿论坛,也是长江2009管理前沿系列论坛继上海成功举办后的第二站。本论坛由长江商学院和湖南省人民政府共同主办,湖南省国资委、共青团湖南省委、湖南省青年联合会、湖南省工商业联合会、湖南省广播电视局、长江商学院校友会湖南分会共同协办。

△4月15日、长江商学院举办题为"中国经济的春天"的对话活动。

长江商学院教授梅建平与《华尔街日报》记者安德鲁·巴特森在北京校区围绕"中国经济的春天"展开了一场对话,到场的是来自北京各界的英文听众。

△ 5月13日,长江商学院邀请日本驻国际货币基金组织执行董事手川大助举办讲座。

本次讲座的题目为"日本的出路——从日本视角看全球金融危机"。

△ 5月19日、首期"长江房地产沙龙"在北京校区举办。

本次活动邀请了于今年4月10日新成立的中国证监会房地产投资基金(REITs)专题研究小组副组长王欧、长江房地产研究中心主任梅建平教授以及长江商学院"中国企业CEO课程"学员、万通实业集团董事长冯仑,与80余位长江房地产行业校友及业内高层管理者就"中国房地产投资基金(REITs)市场展望"展开热烈讨论。

△ 6月2日, 伦敦市第681任贵族市长阿尔德曼·伊恩·吕德尔举办了一场讲座。

本次讲座题为"金融市场——中国的崛起和伦敦机遇",阿尔德曼·伊恩·吕德尔畅谈了中国与伦敦之间的金融关系,并认为虽然危机尚未结束,但伦敦仍然是一个强大而开放的筹资中心;伦敦的优势远远不止于资本市场(还包括地理位置、语言和法治环境);对伦敦而言,亚洲的崛起是件好事,有助于建立双赢的合作伙伴关系。

△ April 15, 2009 - A Cheung Kong Pioneering Management Forum was Held in Changsha

In order to promote development of Chinese enterprises, Cheung Kong GSB held a special Pioneering Management Forum, for the second time this year, after the successful forum in Shanghai. The forum was sponsored in cooperation between Cheung Kong GSB and the local government of Hunan Province, the National Investment Committee of Hunan Province, the Communist Youth League of China of Hunan Province, Hunan Youth Federation, Hunan Federation of Industry and Commerce, Hunan Province Broadcasting and TV Bureau and alumni of Cheung Kong GSB of Hunan Province.

△ 15 April - 'Spring in the Chinese Economy' Open Lecture

A dialogue on 'Spring in the Chinese Economy' between Professor Mei Jianping and the Wall Street Journal's Andrew Batson at the Beijing campus for an audience of English speakers based in Beijing.

△ 13 May -"Japan's Way Out-The World Financial Crisis from a Japanese Perspective" Open Lecture

Cheung Kong Open Lecture on 'Japan's Way Out- The World Financial Crisis from a Japanese Perspective' with Distinguished Speaker: Daisuke Kotegawa, Executive Director for Japan at the International Monetary Fund in Washington.

△ May 19, 2009 - 'Cheung Kong Real Estate Salon' was Held on the Beijing Campus

This activity welcomed Vice President Mr. Wang Ou, of the newly founded (10th April 2009) Securities Supervision Commission Real Estate Investment Trust (REITs), Professor Mei Jianping, Head of the Cheung Kong Center for Real Estate Research, students of the China CEO program at Cheung Kong GSB; Mr Feng Lun, Chairman of Beijing Vantone Industrial Co., Ltd., 80 alumni of Cheung Kong GSB from the real estate industry, and senior managers of the 'China Real Estate (REITs) Market Review and Outlook' group.

△ 2 June - Financial Markets - The Rise of China and the London Opportunity Distinguished Speaker Lecture

Alderman Ian Luder, the 681st Lord Mayor of the City of London spoke on China and London Financial Relations, saying that, despite the crisis, London remains a robust and open capital-raising centre, London has advantages beyond its capital markets (location, language, law) and that the rise of Asia is good for London and creates a win-win partnership situation.

△ June - US Financial Markets and Corporate Social Responsibility Breakfast Seminar

A breakfast seminar hosted by Cheung Kong Professor Li Wei and Citibank's Mr. Thomas Glaessner for 15 senior executives on the topic, "US Financial Markets and Corporate Social Responsibility" was held at the Grand Hyatt Hotel at Oriental Plaza.

△ 16 June - "How MNCs Can Best Weather the Storm in China" Open Lecture

2009 Cheung Kong Executive Roundtable entitled, 'How MNCs Can Best Weather the Storm in China' was held in Shanghai.

△6月,长江商学院举办题为"美国金融市场与企业社会责任"的研讨会。

长江商学院李伟教授和花旗银行的托马斯·格莱斯纳先生在东方君悦大酒店为15名高级管理人员主持了一次早餐研讨会。

△ 6月16日,2009年长江高管圆桌会议在上海举行。

此次会议的主题为"在华跨国企业挺过金融风暴的最佳途径"。

△6月29日至30日、首届长江商学院市场营销论坛召开。

首届长江商学院市场营销论坛由长江商学院市场营销学教授荆兵、孙宝红和赵昊共同组织,也是长 江商学院新兴市场客户管理研究中心成立以来的首次活动。来自美国和欧洲高等学府的著名市场营销学 者与中国学者一道,在本次论坛上展示了最新的研究成果。

△7月6日至8日,海外华人学者管理科学与工程协会第二次国际年会在上海召开。

本次年会邀请了来自世界各地的顶尖学者及优秀企业家参与,共同探讨运营管理方面的前沿问题。此次会议由海外华人学者管理科学与工程协会主办,长江商学院、上海交通大学安泰经济与管理学院等协办。海外华人学者管理科学与工程协会为目前海外管理科学与工程领域的华人学者的唯一代表性组织,本协会系列年会始终注重理论与实践的密切结合,已在短时间内迅速成为国内该领域国际化程度最高的会议。

△7月13日下午,"长江—美世2009年中国企业'走出去'人力资源战略研讨会"在北京举办。

近80名来自中国移动、中石油、中国银行、联想集团、蒙牛、物美等多家大型国有企业与民营企业的人力资源负责人参加了此次活动。长江商学院经济学及人力资源学教授王一江博士通过结合国家、产业和企业三个层面,并配合HR系统工作设计、人员配置、培训开发、报酬激励、劳资关系、公司治理六个方面,解析HR管理面临的核心问题,带给现场听众很多启发。

△7月7日至10日,"2009中国金融国际年会"在广州召开。

本次年会由清华大学中国金融研究中心、美国麻省理工学院斯隆管理学院和长江商学院共同举办。500余位来自海内外多所著名大学、金融机构的专家学者参加了本次会议。本届年会也成为迄今为止在中国境内举办的规格最高、参会人数最多的金融论坛之一。在此次年会上,长江商学院金融学教授曹辉宁、黄明、梅建平、欧阳辉等分别在专题论坛中与各位学者交流并分享了各自最新的学术研究成果。

△7月16日至17日、"第二届长江商学院夏季金融研讨会"在桂林举办。

本次论坛由长江商学院金融学教授曹辉宁组织,来自海内外多所知名院校的40余名金融学领域的专家学者齐聚于桂林,就当前金融领域新发展、新趋势进行了充分的交流与探讨,并分享了各自在金融研究领域内的最新学术成果。

△7月21日,长江商学院举办"日本企业运作模式在中国"中日文双语讲座。

本次讲座由漫步创媒总经理Hironobu Yasunaga主持,商务部国际经济合作研究院研究员王志乐主讲。

△7月31日,长江西安高新企业论坛在西安举办。

作为长江商学院与陕西省政府于2008年合作签署的"长江商学院—陕西领航人才发展计划"的重要组成部分,此次论坛切实体现了长江商学院对于陕西经济的关心和关注。目前,长江商学院已经在陕西成立了西安办事处,旨在以世界级商学院的前沿知识助力西部经济,促进西部经济健康快速发展。

△ June 29, 2009 - 1st Cheung Kong GSB Marketing Research Forum was Held on the Beijing Campus

The 1st Cheung Kong GSB Marketing Research Forum was organized by Cheung Kong professors Jing Bing, Sun Baohong and Zhao Hao. It was the first group activity after the Customer Information Management Center for Emerging Markets was set up at Cheung Kong. American and European famous scholars of marketing together with Chinese scholars presented their most recent research results over two days of sessions and meetings.

△ July 6-8, 2009 - Overseas Chinese Scholars Association in Management Science and Engineering Conference (OCSAMSE), 2nd Annual International Conference was Held in Shanghai

This annual conference welcomed worldwide top scholars and outstanding entrepreneurs to participate and jointly investigate aspects of management and frontline business issues. The conference was sponsored by the Cheung Kong GSB, Overseas Chinese Scholars Association in Management Science and Engineering Conference is the only representing organization of present overseas Chinese scholars of Management Science and Engineering. This annual meeting paid attention to close relationship between theory and practice, rapidly becoming, within the short time, the top international conference within this field on the domestic market.

△ July 13, 2009 - Cheung Kong-Mercer China Enterprises 'Going Global' Seminar on Human Resource Strategies was Held in Beijing

Almost 80 heads of human resources departments from China Mobile, PetroChina, Bank of China, Lenovo, Mengniu, Wumart and other large-scale state and non-state enterprises took part in this seminar. Wang Yijiang, Ph.D, and professor at Cheung Kong GSB in the Department of Economics, was able to unite all three state-owned, industry and enterprise leaders in a discussion of HR systemic planning, staff distribution, training, payment and motivation bonuses, industrial relations, corporate governance, analyzing HR management core issues and bringing about considerable interest in the audience.

△ July 7-10, 2009 - China International Conference in Finance (CICF 2009) Held in Guangzhou

This annual conference at the China Center for Financial Research (CCFR) at Tsinghua University, was sponsored by MIT Sloan School of Management and Cheung Kong GSB. Famous scholars, both from home and abroad, and financial experts joined the conference. Up until today, this conference can be considered one of the highest level ones held in China, and the conference with the highest number of participants. This meeting was attended by Professors Cao Huining, Huang Ming, Mei Jianping, Ou Yanghui and other lecturers of Cheung Kong GSB. They took part in different specialized forums and exchanged and shared achievements of the most recent research.

△8月1日,以"新商业文明的崛起与传承"为题的"2009长江高峰论坛"在温州举办。

本次论坛既是长江商学院针对温州地区经济发展专门举办的高峰论坛,也是面向长三角地区企业举办的一场管理前沿论坛。在论坛上,长江商学院战略学教授、阿里巴巴集团执行副总裁曾鸣博士在题为"新商业文明的曙光"的演讲中,提出"信息时代的商业模式将是一个以个性化营销为基础的大规模定制,这将是未来产业最主要的趋势。"这一观点。

△8月3日,长江家族企业管理沙龙在广州校区举办。

本次沙龙主题为"中国家族企业产权制度改革和创新",针对这一主题,长江商学院副院长、战略学副教授滕斌圣博士以"中国式家族企业的管理"为题发表演讲,描述了中国家族企业的发展现状,并系统梳理了中国式家族企业的类型及特点。金融学教授周春生博士则针对"家族企业治理的现代化"发表演讲,对家族企业治理结构和特点作了高度总结,并提出一些有效的治理手段及方法。长江商学院"中国企业CEO课程"学员、福建兄弟集团总裁吴华新则详细介绍了兄弟集团作为典型的家族企业其创建、发展、整合和重组的一系列发展历程,给听众带来很多启示。

△8月8日, "2009长江管理前沿论坛"在内蒙古呼和浩特举办。

本次论坛由长江商学院、内蒙古自治区人民政府主办,长江商学院创办院长项兵博士、长江商学院金融学教授周春生博士与来自内蒙古地区的400余位企业家就全球金融危机的应对之道等问题展开讨论。本次论坛得到内蒙古自治区政府、内蒙古企业家的热切关注。

△8月20日,"2009长江夏季论坛"在云南昆明胜利纪念堂举办。

云南省委书记、省人大常委会主任白恩培为论坛致辞,长江商学院创办院长项兵博士、金融学教授黄明博士分别以《全球金融风暴与中国:挑战与机遇》和《危机中的中国经济与金融》为题作主题演讲。来自经济学界、企业界、传媒界的800余名听众共同分享了本次论坛的精彩观点。论坛最后还举行了"长江商学院云南领军人才培训基金"捐赠仪式和"长江公益基金"云南"长江博爱小学"捐赠仪式。

△ 9月5日,长江家族企业管理沙龙在上海校区举办。

针对本次沙龙的主题"家族企业治理的现代化",长江商学院金融学教授周春生博士从国内家族企业治理的现状、家族化治理的优劣势等方面分享了自己在家族企业治理方面的研究成果,并结合希望集团、广东万和等国内优秀家族企业的经典案例,提出了家族化治理的改进措施及发展方向。40余位家族企业管理者及接班人参加了活动,其中包括李锦记、均瑶集团、红蜻蜓集团、博洛尼家居等知名企业的高管。

△10月,长江商学院近40位学员和校友参加长江商学院海外项目。

近40位长江学员和校友前往英国,参加长江商学院首次与两所欧洲著名学府——伦敦政治经济学院(LSE)和英国阿什里奇商学院(Ashridge)合作推出的海外项目。

伦敦政治经济学院(LSE)以独特的视角为同学们提供了两天的精彩课程,包括"资本主义的兴衰与价值观"、"经济危机下的全球新格局"、"危机与战略领导力"等。以咨询管理实践著称的阿什里奇商学院(Ashridge)的"战略"、"领导的行为艺术"、"商务创新"等一系精彩课程和牛津赛艇训练活动,更让同学们的心智得到了一次提升。

△ July 16-17, 2009 - '2nd Cheung Kong GSB Finance Research Summer Camp Seminar was Held in Guilin

The seminar was organized by Prof. Cao Huining of Finance Department of Cheung Kong GSB. Many famous schools and colleges' financial experts, from China and abroad, gathered in Guilin. They exchanged and investigated new financial developments, new trends and shared the most recent achievements in research in the financial field.

△ 21 July -"Japanese Companies Modes of Operation in China" Japanese Open Lecture

"Japanese Companies Modes of Operation in China" (Lecture in Japanese & Chinese) took place with the moderator being Mr.Hironobu Yasunaga (Media Manbu, General Manager) and speaker, Wang Zhile (Research fellow of CAITEC, MOFCOM.)

△ July 31, 2009 - Cheung Kong Xi'an New Enterprises Forum was Held in Xi'an

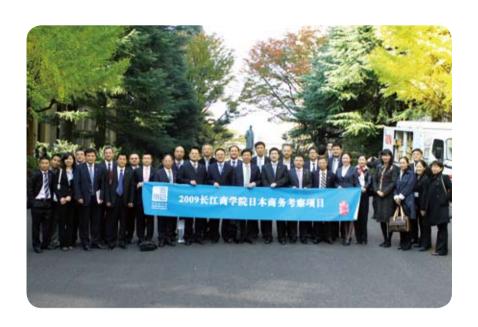
In 2008, Cheung Kong GSB and Shaanxi province government jointly signed an agreement to undertake a 'Cheung Kong GSB-Shaanxi pilot talent development program', regarded as a very important project of cooperation. This forum reflected the very real concern and attention of Cheung Kong GSB towards the Shaanxi economy. At present, Cheung Kong GSB has an office in Xi'an, Shaanxi province that aims to help the economy in Western China, by providing knowledge at the global level, and promoting healthy and quick economic development.

△ August 1, 2009 - 'The Promotion and Inheritance of a New Business Culture' at the 2009 Cheung Kong Summit Held in Wenzhou

At this forum, Cheung Kong GSB not only aimed to look at the Wenzhou area economic development problems, but also looked into Yangtze River Delta area enterprise management. Prof. Zeng Ming of the Strategy Department at Cheung Kong GSB and at the same time Alibaba Group vice-president spoke on the topic, 'The dawn of the new business culture' and expressed his view that: 'The information age business model, is an individualized marketing model with a large scale base, and that's the future's most important trend'.

△ August 3, 2009 - Cheung Kong Family Enterprise Salon Held on the Cheung Kong Guangzhou Campus

The salon main topic was 'Reforms and innovations of Property Rights in Family Enterprise'. Prof. Teng Bingsheng, associate professor of Strategic Management at Cheung Kong GSB and Associate Dean about this subject made a speech, 'Management of Chinese Family Enterprises', describing the current situation of family enterprise development, and systematizing types and characteristics of family business. Prof. Zhou Chunsheng of the Finance Department of Cheung Kong GSB made a speech, 'Modernizing Management of Family Enterprises', summarizing the organization and characteristics of family business and putting forward effective governing methods. Cheung Kong GSB China CEO program student, Fujian's Brother Group director, Mr Wu Huaxin, presented in detailed the Brother Group as a model example of family business establishment, development, integration, restructurization, and development, gaining a lot of attention from other course participants.



△ 11月4日,题为"追求全球优势:一张企业治理路线图"的讲座在长江商学院北京校区举办。

本次讲座的主讲者是来自马里兰大学史密斯商学院的客座教授阿尼尔·K·古普塔。

△ 11月7日,长江商学院30余位师生参与日本考察项目。

由长江商学院组织师生一行30余人展开了为期13天的日本游学之旅。在素有"日本社会精英的摇篮"美誉的日本早稻田大学课堂上,当今日本管理学界赫赫有名的远藤功教授与同学们展开了有关"现场力"等问题的热烈探讨。

△ 11月12日,长江商学院举办题为"全球化时代的危与机"的公开讲座。

此次讲座在北京校区举行,演讲人为摩根士丹利亚洲区主席斯蒂芬·罗奇。

△ 11月16日,长江商学院举办题为"人民币何去何从——风险与机遇"的讲座。

来自多伦多大学的温迪·多布森教授是本次讲座的主讲人,多布森教授目前担任多伦多大学罗特曼管理学院国际商务研究所主任。

△ 12月4日,"中日CEO论坛"在北京成功举办。

由国家发改委国际合作中心、环球城市集团和长江商学院共同主办,日本经济同友会、日中经济协会共同协办的"中日CEO论坛"在北京成功举办。本次论坛以"分享智慧、互惠共赢"为主题,邀请来自中、日两国90位顶级企业CEO参加,探索新环境下的中日企业合作模式,共同推动中日企业在国际化进程中的合作。

△ August 8, 2009 - 2009 The Cheung Kong Pioneering Management Forum Held in Hohhot, Inner Mongolia

This forum was sponsored by Cheung Kong GSB and the Inner Mongolia Autonomous Region local government. Prof. Xiang Bing, Dean of Cheung Kong and Prof. Zhou Chunsheng from Finance Department of Cheung Kong GSB and 400 entrepreneurs from the Inner Mongolian region took part in forum about problems arising from the global financial crisis. The forum received the close attention of the Inner Mongolia Autonomous Region local government and Inner Mongolia enterprises.

△ August 20, 2009 '2009 The Cheung Kong Summit Forum' Held in Sun Yat-sen Memorial Hall, Kunming, Yunnan

Bai Enpei, Party Committee Secretary of Yunnan province and chairman of the Provincial Standing Committee of the National People's Congress, gave a speech at the forum. Prof. Xiang Bing, Dean of Cheung Kong GSB and Prof. Huang Ming from Financial Department of Cheung Kong GSB gave speeches on, 'World financial crisis and China: Challenge or opportunity?' and 'The Chinese economy and financial sector during the crisis'. Economic scholars, business community, media, 800 people in audience shared forum's viewpoint. At the end, the forum also saw donation ceremonies for the 'Cheung Kong GSB Yunnan Leader Training Fund', 'Cheung Kong Public Welfare Fund' and a provincial donation ceremony for the Cheung Kong Bo'Ai Elementary School, in Sichuan.

\triangle September 5, 2009 - Cheung Kong Family Enterprise Salon held at the Shanghai campus

The main topic of the discussion session was 'Modernizing Management Practices in Family Enterprises'. Prof. Zhou Chunsheng, from the Finance Department of Cheung Kong GSB, spoke from the point of view of the current situation of managing domestic family enterprises, and their pros and cons, presenting his own research results. United Hope Group, Vanward and other outstanding domestic family enterprises, put forward improvement methods and development directives for family business that they had started to implement. 40 managers and officers of the family enterprises attended the forum, including Lee Kum Kee, JuneYao Group, Red Dragonfly Group, Boloni and other well known Chinese firms.

△ October, 2009 - 40 students and alumni of Cheung Kong GSB attended Cheung Kong GSB overseas program, visiting the UK

Nearly 40 students and alumni left for the UK to attend for the first time two famous European educational institutes, LSE and Ashridge, with the Cheung Kong GSB overseas program. The Cheung Kong overseas program has expanded year on year to accommodate an ever increasing number of participants from Cheung Kong programs.



公众影响力

在李嘉诚基金会的鼎力支持下,在"为中国创办一所世界级的商学院"的梦想召唤下,一大批活跃于世界舞台的具有国际一流水平的管理学教授纷纷回国加盟长江,成为常驻教授。长江商学院目前拥有数十位常驻教授,分属市场营销、经济学、组织与战略、会计学、运营与物流、金融与财务和人文与管理七大研究领域。他们不仅在学术研究方面卓有建树,得到国际学术界的广泛认同,还拥有在世界著名商学院的教学经验;他们不仅通晓西方管理理论精髓,而且大都从事过中国的管理教学和中国管理问题的课题研究、案例开发和项目咨询,与中国企业界保持着密切的联系。

这一学术实力使得长江教授对中国经济发展中的各种问题始终以其独到视野和角度保持持续关注,并引起国内高端财经类媒体的高度赞誉。据不完全统计,仅在2009年,长江教授在高端财经媒体发表专栏或文章近90篇,总字数超过23万字。通过自己的学术智慧与洞见,长江教授已经在国内高端媒体如《经济观察报》、《第一财经日报》、《21世纪经济报道》、《南方周末》、《财经》、《中国企业家》和《环球企业家》等建立了极好的声誉与口碑。

这一声誉与口碑来自于长江商学院教授深厚的学术实力与对中国经济和中国企业的深入研究。加盟长江后,他们始终根植于大中华地区的土壤,针对中国企业管理难题,以全球视野开展研究,继续产生具有前瞻性、实用性、革命性的原创管理思想。

同时,作为"全球新一代商学院",长江商学院始终将社会责任感作为自己的核心文化。她不仅吸引了大量的世界级管理学教授加盟长江,使他们与中国企业建立广泛的联系,对中国经济更加关注。同时也希望并支持教授通过自己的学术影响力,持续为社会贡献商业与学术智慧,并通过大众媒体进行有效传播,成为有价值的新知识、方法和技能的来源。

在学术实力与社会责任感的双重作用之下,"长江商学院教授"群体已经成为一个独特的标识。他们不但潜心于各自领域的学术研究,还与当下的热点经济事件和管理故事紧密联系在一起,将自己的研究和评论以媒体报道、电视访谈、博客、播客、视频等多种形式向公众传达。在各项新法规或政策出台之时,在国内外经济形势发生变化之时,长江教授保持高度关注,积极发表观点,为中国宏观经济政策建言,为中国商业实践指路,为中国社会贡献知识和智慧。他们的声音已成为瞬息万变的全球经济事件最强有力的注脚。

△ 4 November - 'The Quest for Global Dominance: A Roadmap for Companies' Open Lecture

This lecture, with guest lecturer Prof. Anil K. Gupta, Smith School of Business, University of Maryland, took place on the Beijing Campus.

△ November 7 - Cheung Kong Study Trip to Japan

30 teachers and students of Cheung Kong GSB participated in the Japanese expedition program to Waseda University. 30 lecturers and students from Cheung Kong GSB left for the 13 day trip to Japan for study and travel.

△ November 12 - The Next Asia: Opportunities and Challenges for a New Globalization Open Lecture

Stephen Roach, Morgan Stanley Asia Chairman, talked at the Beijing campus, for MBA students and select members of the Beijing international business community.

△ 16 November - 'What's Next for the RMB? Risks and Opportunities' Open Lecture

Professor Wendy Dobson spoke to a select audience on, 'What's Next for the RMB? Risks and Opportunities.' Wendy Dobson is Professor and Director of the Institute for International Business at the Rotman School of Management, University of Toronto.

△ December 4, 2009 - 'China-Japan CEO Forum' successfully held in Beijing

Cheung Kong Graduate School of Business co-hosted the inaugural China-Japan CEO Forum in Beijing with the theme "Share Wisdom, Prosper Together". Forum participants agreed the success of the conference spoke to the incredible potential of China-Japan co-operation in the business field -- if the two countries' businesses cooperate and learn from each other, an incredible commercial dynamism will be realized. 90 CEOs from both countries attended, and participants included: Yasuchika Hasegawa, President and CEO of Japan's Takeda Pharmaceuticals; Li Dongsheng, Chairman and President of TCL Group; Masakatsu Mori, Corporate Advisor to Accenture Japan; Yang Wenjun, President of Mengniu Dairy; Kouichi Ikeda, CEO of Asahi Breweries; and Jin Zhiguo, President of Tsingtao Breweries.

△ Societal Influence in 2009

Thanks to powerful assistance from the Li Ka-shing Foundation, first-class professors of management have joined Cheung Kong GSB as regular faculty members to realize the dream of "building a world-class business school in China." The two dozen permanent Cheung Kong faculty members specialize in seven disciplines: marketing, economics, organization and strategy, accounting, operations and logistics, finance, humanities and management. Apart from accomplishments widely recognized in the international academic community, they bring with them rich teaching experience from prestigious business schools. Armed with deep insight into western management theories, most have experience in management education, research, case writing, and project consulting in China, and as a result enjoy close contact with local enterprises.

2009. 长江的声音:

2009年,作为负责任的学术教育机构,长江商学院为处于重要节点的中国经济改革之路,荐言献策,发出自己的声音。

△ 新商业文明

如何打造伟大的商业机构而不仅仅是造富?如何在追求财富的同时合理地应用、处置财富?目前中国企业在管理理念上的创新依然乏善可陈,如何提升企业的创新能力?长江教授一直密切关注关于新商业文明和新商业模式等极具前瞻性的问题,以严谨的治学态度深入研究,并对广大媒体和公众发表真知为见。

△ 中国宏观经济

中国在全球金融危机中,成为世界第三大经济体,但是经济结构调整仍然艰难前行。那么在下一个30年中,中国如何产生持续不断的改革能量?中国能否引领全球创新?长江教授将继续为中国宏观经济政策建言。

△ 海外投资与并购

自1998年伊始的海外并购,从来都不是一帆风顺的,2008年开始,中国企业开始从"金融危机"的泥潭中打捞海外资产,但到目前为止成功案例并不多见。长江教授从不同的角度对这一"危机中的机会"进行了深入剖析。

A 金融危机的中国对策

经济危机的阴霾使得"国际金融改革"势在必行,中国政府态度鲜明地提出建立超主权的国际储备货币,但超主权国际储备货币的时代远未到来。长江教授从更为理性的角度解析国际间金融合作的可能性,如何促进国际金融市场的健康发展等问题。

△ 家族企业的传承

中国经济的快速发展催生了一批民营家族企业,但由于中国特有的文化背景及家族企业形成的特殊 历史背景等因素,中国家族企业需要解决种种自身发展的问题。长江商学院为此开设家族企业专业管理 课程,并举办家族企业管理沙龙。长江教授以多种方式,为家族企业提供智力支持,促进家族企业不断 发展壮大,打造中国企业的百年老店。

△ 新洋务战略

以"全球应对全球"、"链条对链条竞争"的恢弘视野,长江商学院院长项兵教授始终对中国企业整合全球资源的发展路径保持高度关注。他研究并撰写美克美家、腾讯、美的等案例,对中国企业的全球资源整合之路进行深入研究。

△ 商学院教育

自成立之日起,长江商学院一直强调全球视野,希望走出"第三条路",超越中西之分,体用之争,并以成立7年来的实践拓展了商学教育的内涵和外延。凭借着不断地超越与创新,长江商学院已经开始成为全球新一代商学院,在全球管理教育界具有日益重要的影响力。2009年,长江商学院再次向媒体与公众阐明了其"全球新一代商学院"的发展之路。未来,长江商学院的重中之重将是进一步发展在东盟地区及欧洲的影响力。

The academic strength of Cheung Kong GSB professors enables them to leverage their unique perspectives to shed light on a variety of issues relating to China's economic development - but from their own unique perspectives. In 2008 Cheung Kong professors published approximately 100 articles in the high-end financial news media (nearly 400,000 words). In 2009, faculty members were quoted in nearly 90 media articles, totally 230,000 words. Through their academic wisdom and insight, Cheung Kong GSB professors have established extremely high reputations among tier-1 Chinese news media including the Economic Observer, the First Financial Daily, the 21st Century Economic Report, Southern Chinese Weekend, Caijing, and the Global Entrepreneur.

These strong results were founded on the faculty's academic capacity and their in-depth study of the Chinese economy and Chinese enterprises. After joining Cheung Kong GSB, these professors continued their research in China, looking into puzzling local management issues, conducting their research with global vision, and continuing to generate forward-looking, practical, and sometimes revolutionary management thought.

"A new-generation business school with global vision", Cheung Kong GSB has a sense of social responsibility at the core of its campus culture. World-class Cheung Kong professors not only assist Chinese enterprises and executives, they also influence China's academic community. Their wisdom, effectively disseminated via the mass media, has become a valuable source of innovative knowledge and business practice.

With their academic prowess and strong sense of social responsibility, Cheung Kong professors have become a brand in their own right, applying management cases to current business practice, making appearances in newspaper articles, TV interviews, blogs, and webcasts. Cheung Kong professors keep a close eye on the latest developments whenever a new law or regulation takes effect, or changes take place in China and other parts of the world. They actively voice their opinions, offer their suggestions on China's macro economic policies and business practice, and contribute their knowledge and wisdom to social development. Their voices have become highly convincing footnotes to the dramatically changing global economy.

Cheung Kong Voices in 2009

In its role as an institute of graduate education, Cheung Kong GSB faculty have actively voiced their suggestions and opinions on China's economic reform at this critical stage.

△ New Business Culture

How to build a great business organization rather than merely accumulate personal wealth? How to properly use or dispose of one's wealth while still being in pursuit of it? How to boost an enterprise's capability for innovation in an environment that lacks success stories of creative managerial thinking? Cheung Kong professors closely examine critical issues related to new business culture and new business models. Through the mass media, they enlighten the general public with their insights.

△ China's Macro Economy

More than three decades of reform and opening-up have made China the 3rd largest economy in the world. Amidst an ongoing global financial crisis, economic restructuring in the country is still inching ahead. Where should China source the sustainable power needed to drive reforms over the next 30 years? Does China have the potential to take the lead on global innovations? In the classroom, in journals and in the press, Cheung Kong professors offer their opinions on China's macroeconomic policies.

△ Overseas Investment and M&A

China's overseas mergers and acquisitions have been anything but smooth since the first such endeavors in 1998. Domestic enterprises have set out since 2008 to fish desired overseas assets from the wrecks of financial crisis, but most of these efforts have turned out to be in vain. With their alternative perspectives, Cheung Kong professors provide in-depth analysis on the "opportunities that come out of crisis."

△ Strategies to Protect Against Financial Crisis

Financial crisis entails substantial reforms in the international financial system. In 2009, the Chinese government proposed the idea of a "super-sovereign currency" to be used as the new international reserve. However, such a currency will take a long time to get off the ground. For their part, Cheung Kong professors are analyzing possibilities for concerted international financial cooperation and healthy development in international financial markets.

△ Family Business Heritage

The rapid economic development in China has given birth to an increasing number of private businesses. Family-owned firms in particular have to address various inherent development issues resulting from their unique cultural and historical context. To this end, Cheung Kong GSB offers professional management programs tailored to the needs of family business operators, and hosts forums on family business management. Cheung Kong professors are extending intellectual support to family businesses so that they are able to grow and prosper for centuries to come.

△ "New Westernization" Strategy

With the vision to "respond to global challenges with global resources" and "competition among industrial chains," Cheung Kong Dean Xiang Bing continues to track the developmental paths of Chinese enterprises as they work to integrate global resources. With cases he developed on companies such as Yunnan Baiyao and China Dongxiang, Professor Xiang explores the ways Chinese enterprises can integrate global resources. He is also greatly interested in overseas M&A attempts by Chinese enterprises (such as Chinalco's equity participation in Rio Tinto), guiding them through their global integration with his analysis.

△ Business Education:

Since its founding, Cheung Kong GSB has stressed global vision, and works to erase academic boundaries and perceived differences between China and rest of the world. In its six years of practice, the School has enriched the content of business education, making clear again in 2008 its vision to become a "new-generation business school."

2009 Selected Publications

布莱恩·威亚德Brian Viard

"Pricing of Complements and Network Effects" (with Nicholas Economides, Stern School of Business, New York University) in Regulation and the Economic Performance of Communication and Information Industries, edited by Gerry Faulhaber and Jeffrey Petchey, Edward Elgar.

曹辉宁Cao Huining

"Fear of The Unknown: The Effects of Familiarity on Financial Decisions," with David Hirshleifer & Harold H. Zhang, Review of Finance, forthcoming.

"Portfolio Performance Measurement: A No Arbitrage Bounds Approach," with Dong-Hyun Ahn & Stephane Chretien, European Financial Managements, vol. 15 (2), pp. 298-339, 2009.

"Differences of Opinion of Public Information and Speculative Trading in Stocks and Options", with Hui Ou-Yang, Review of Financial Studies, vol. 22(1), pp. 299-335, 2009. (Placed third in the best paper award at CIFC in 2004 and judged best paper in the "most relevant to practitioners" category at WFA in 2005.)

陈雅如 Chen Yaru

"To whom do the positive norm and negative norm of reciprocity apply? Effects of inequitable offers, relationship, and relational-self orientation", with Chen, X.& Portnoy, R., Journal of Experimental Social Psychology, 45, 24-34, 2009. (This article won the Best Micro paper Award at the International Conference of Chinese Management Research.)

"What influences how higher status people respond to lower status others? Effects of procedural fairness, outcome favorability, and concerns about status", with Blader, S., Organizational Science, forthcoming.

"Bringing national culture to the table: Making a difference through cross-cultural differences and perspectives", with Leung, K.& Chen, C., The Academy of Management Annals, 3, 217-249, 2009.

陈宇新Chen Yuxin

"A Theory of Combative Advertising", with Yogesh V. Joshi, Jagmohan S. Raju & Z. John Zhang, Marketing Science, vol. 28 (1), pp. 1-19, 2009. (Lead Article)

"A Simultaneous Model of Consumer Brand Choice and Negotiated Price", with Sha Yang & Ying Zhao, Management Science, vol. 54 (3), pp. 538-549, 2008.

黄明Huang Ming

"Preferences with Frames: A New Utility Specification that Allows for the Framing of Risks", with Nicholas Barberis, Journal of Economic Dynamics and Control, vol. 33, pp. 1555-1576, August 2009.

"Stocks as Lotteries: The Implications of Probability Weighting for Security Prices", with Nicholas Barberis, American Economic Review, vol. 98, pp. 2066-2100, December 2008.

荆兵Jing Bing

"Putting One-to-One Marketing to Work: Personalization, Customization and Choice, Marketing Letters", with Neeraj Arora et al., Marketing Letters, vol. 19(3), pp. 305-321, 2008.

李乐德Li Lode

"Confidentiality and Information Sharing in Supply Chain Coordination", with H. Zhang, Management Science, vol. 54 (8), pp. 1467-1481, 2008.

李伟Li Wei

"Tax Structures in Developing Countries: Puzzles and Possible Explanations, " with Roger H. Gordon, Journal of Public Economics, vol. 93, pp. 855-866, August 2009.

"Maoist Economics", in The New Palgrave: A Dictionary of Economics, Second Edition. Eds. Steven N. Durlauf & Lawrence E. Blume. Palgrave Macmillan, 2008.

"Market Integration in Developed and Emerging Markets: Evidence from the CAPM", with Robert F. Bruner, Mark Kritzman, Sebastien Page, & Simon Myrgren, Emerging Markets Review, vol. 9, pp. 89-103, 2008.

"Trade, Technology, and China's Rising Skill Demand", with Bin Xu, Economics of Transition, vol. 16, pp. 59-84, January 2008.

刘芳 Liu Fang

"The Forex Forward Puzzle: the Career Risk Hypothesis", with Piet Sercu, "The Financial Review", Vol.44 (3), 371-404, 2009.

"The Forex Forward Puzzle: the Roles of Exchange-Rate Regime and Base-Currency Strength", with Piet Sercu, "World Economy", Vol.32 (7), 1075-1090, 2009.

刘劲Liu Jing

"On the Relation between Expected Returns and Implied Cost of Capital", with John Hughes & Jun Liu, Review of Accounting Studies, 2008.

"On the relation between predictable market returns and predictable analysts' forecast errors", with John Hughes & Wei Su, the Review of Accounting Studies, 2008. Winner of the BGI best paper award.

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长江EMBA项目

长江EMBA是长江商学院启动的第一个学位教育项目,旨在为中国及大中华地区 最受尊敬企业的高层管理人员提供世界一流的系统管理教育,目标是为中国的企业培 养一批世界级的工商帅才。

自2002年11月至2009年10月,长江EMBA已招收15期共2600余位来自各行各业的海内外学员,他们均来自于中国及世界知名公司,其中76%以上担任副总裁及以上的核心管理职位。无论是地理分布、行业分布还是公司类别等方面,长江EMBA学员的构成都呈现出多元化、高层面的特点,已经形成了一个以北京、上海、深圳为中心,覆盖全国、辐射亚太的精英网络。

长江EMBA致力于服务中国民族经济和民族产业。自长江商学院成立的第一天起,其"为中国培养世界级企业家,为中国创办世界级商学院"的决心和目标就已经把自己与中国民族企业的命运及其发展壮大紧紧地联系在了一起。因为她深深地知道,一个国家的强盛靠经济,经济的发展靠企业,而企业的壮大要靠任重道远的民族企业家。长江EMBA为此倾注了大量优质资源,决心为中国民族经济的发展贡献自己应有的智力。

The Cheung Kong Executive MBA Program

Cheung Kong EMBA students come to class for four days per month over a 20-month period at centers located in Beijing, Shanghai, and Shenzhen. They represent China's most successful businesses, with a balance of executives from private, public, state-owned, and foreign-invested enterprises, as well as government officials.

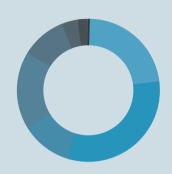
Incorporating the humanities directly into the curriculum, the Cheung Kong EMBA Program prides itself on the creation of business leaders who not only create wealth, but who also give back to society.

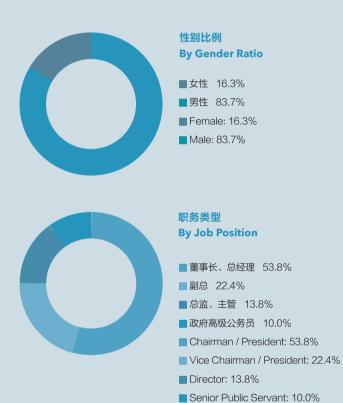
From their senior positions in China's emerging business environment, Cheung Kong EMBA alumni form what has become one of the most influential business networks in Greater China. Launched in 2002, the Cheung Kong Executive MBA (EMBA) Program currently enrolls over 400 students per year, making 15 intakes and over 2,600 students and alumni so far. Through systematic management training, the program offers innovative courses tailored specifically to meet challenges faced when doing business in China.

长江EMBA学员分析 Cheung Kong EMBA Students Profile



Average Age: 40 years 平均工作经验: 18年 Average Work Experience: 18 years 平均管理经验: 12年 AverageManagerial Experience: 12 years



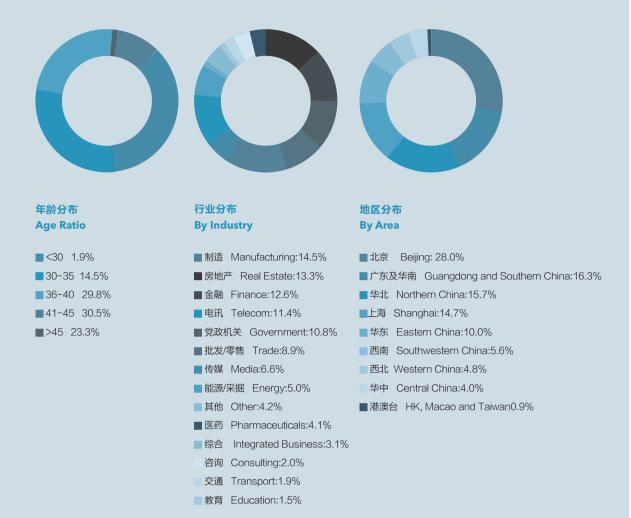


公司性质 **By Type of Business**

- 私营企业 31.2% ■ 股份有限公司 22.8% ■ 国有企业 17.9% ■ 外商独资 10.7% ■政府 11.6% ■ 其他 3.7% ■ 港澳台合资 1.9% ■ 港奥台独资 0.2% Private Enterprise: 31.2% ■ Public Limited Company: 22.8% ■ State-owned: 17.9%
- Foreign: 10.7%
- Government: 11.6% ■ Other: 3.7%
- Hong Kong , Macao , or Taiwan-Joint Venture: 1.9%
- HK, Macao, Taiwan Private Company:0.2%

作为全球新一代商学院,长江商学院差异化的发展战略造就了EMBA项目的创新精神与独特优势: 如前瞻性的原创管理思想;针对新兴市场潜心开发的创新课程;高端国际商务考察项目;终身校友网 络;激情的超团队文化。长江EMBA正在构建起一个全球化的管理前沿问题探讨平台,超越中西之分与 体用之争,融入历史底蕴与人文精神,不断实现创新与超越。

长江EMBA特别提倡"超团队精神"、"人文关怀"和"社会责任感",长江EMBA希望她的学 员不仅是社会财富的创造者,更是"为天地立心,为生民立命,为往圣继绝学,为天下开太平"之集大 成者,这不仅要求他们能为民族振兴而团结凝聚,在个人修为上他们也必须诚信、正直、包容、胸怀天 下,敢于承担"小我"之外的责任,乐于为回馈社会奉献自己的价值。



The Cheung Kong EMBA Program enrolls students of exceptional seniority, with over 70% of Cheung Kong EMBA students at the Vice-President level and above. The Program features intense discussion in class, executive level company visits, a super-team culture, and insights that facilitate the seamless integration of China business with world business.

The predominantly Chinese Cheung Kong Faculty, with extensive experience overseas of teaching and doing research, has a deep understanding of business in China, which they convey via courses and case studies that specifically address China's unique business conditions.

The Cheung Kong EMBA Program features China-focused modules such as strategy courses on the Globalization of Chinese Companies, finance courses on Chinese Capital Markets, and leadership courses on Confucian Humanism.



MBA项目

长江商学院MBA项目以"为大中华地区培养未来杰出的商业领袖"为目标,项目具有世界一流的师资力量、重点突出的课程设计、强大的同学凝聚力、个性化的职业服务等独特优势。自从2003年正式招生以来,已有6届、近300名MBA学生从长江毕业,成为中国商业中新的栋梁之才。

长江MBA学习是全日制英文授课,时间为一年零5个月(含论文写作),论文可在离校后工作期间撰写。在为期一年、8个模块的课堂学习中,长江MBA学生必须参加所有必修课程和一定数量的选修课程。课程设置上既有西方先进管理理论,又加入中国新兴市场的商业知识;教学方式上有大量案例分析、讨论和演示。

长江MBA学生的校园生活丰富多彩。除了课堂学习之外,还有小组交流、案例挑战、兴趣社团、高管讲座、招聘论坛、企业拜访、项目实践等很多活动。所有这些使长江MBA学员们在短短一年中,既收获了友谊,又开阔了视野,还提升了能力,日子过得紧张而充实,宝贵经历让他们终生难忘。

长江MBA学员还有机会在课程后期到国外一流商学院交换学习,进一步开阔国际视野。目前与长江合作交换的院校有美国加州伯克利大学商学院、康奈尔大学商学院、弗吉尼亚大学达顿商学院、西班牙IE商学院、印度商学院等11所商学院,每年约有一半学生参与国际交换学习。长江商学院将为MBA学生提供更多到世界知名商学院学习的机会。

长江MBA在校学生平均年龄29岁,工作年限6年,GMAT成绩680分,有30%的国际学生。在校期间,职业发展中心向学生们提供全程职业发展专业服务。MBA毕业生主要进入金融、工业和管理咨询等行业,大多数实现了行业和职能转换,并有部分积极创业。长江MBA是国内所有商学院中毕业生平均起薪最高的项目之一。

The Cheung Kong MBA

When Cheung Kong GSB was established in 2002, the forces of globalization were already shaping business, particularly in emerging markets such as China. Given this context, the Cheung Kong MBA program is committed to preparing students to leverage the most promising opportunities in the "globalized" business environment.

World class professors ensure that the Cheung Kong MBA classroom is a highly interactive place. Courses are taught in English and professors frequently employ China-based case studies, and assign group projects and student presentations. Over the course of the program, Cheung Kong MBA students stretch themselves to new heights, developing a solid foundation in business fundamentals, honing leadership skills, and broadening their perspectives.

More than 260 MBA graduates have enjoyed one of the best business educations on China and emerging markets available, and have then gone on to re-launch their professional careers with a unique set of China-related skills and insight vital for the future of nearly any global enterprise.

MBA Curriculum

Although the Cheung Kong MBA is modeled after North American business schools in terms of course content and teaching style, the overall modular structure of the one-year full-time MBA program is similar to one-year MBA courses offered in Europe.

In addition to the full-time program, from 2009 Cheung Kong has offered a part-time fully employed MBA in Finance, which has now enrolled its first class.

The Cheung Kong academic year begins in late fall and consists of six consecutive modules. The first three modules cover required business fundamentals (economics, finance, marketing, management, and operations), and form the core curriculum. Module 4 provides a selection of business electives, allowing students to pursue their particular career development needs. Modules 5 and 6 cover China business topics as well as additional electives, such as Confucian Humanism, which instills an understanding of the ethical context for China business.

The Cheung Kong MBA Program also offers a range of courses designed to teach students about business in China, including China and the Global Economy, Chinese Capital Markets, Marketing and Communications in China, Leadership and Confucian Humanism, Chinese Business Law, Entrepreneurship in China, JVs and MNCs in China, and Chinese Pricing Strategy.

长江2009级MBA学员分析 Cheung Kong MBA Student Profile

学生人数: 56

女生比例: 32%

国际学生比例: 30%

(加拿大、德国、印度、日本、韩国、 马来西亚、美国、英国)

平均年龄: 29

平均工作年限: 6年

GMAT平均分: 680

Number of Students:56

Female percentage: 32%

International percentage: 30% (Canada, Germany,

Hong Kong, India, Japan, Korea, Malaysia, UK, US)

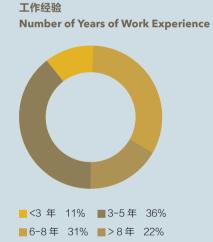
Average age: 29

Average years of work experience: 6 years

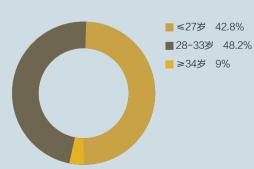
Average GMAT score: 680

年龄 Age











MBA Exchange Partners

The Cheung Kong GSB commitment to instilling students with global perspective is apparent in the number and quality of exchange study opportunities open to Cheung Kong MBA students. Nearly half of each incoming MBA class studies for a semester or more at our world class partner schools including: Carlson School of Management, University of Minnesota, Darden School of Management, University of Virginia, EM LYON Business School, Haas School of Business, University of California, Berkeley, Indian School of Business (ISB), Instituto de Empresa Business School (IE), Madrid, Spain, The Johnson School, Cornell University, Seoul National University Graduate School of Business, and Yonsei University Graduate School of Business.

The MBA in 2009

Sixteen of the 56 MBA students who enrolled in the one year program in October 2009 come from countries other than China, including the United States, Germany, India, Korea, Japan, and the United Kingdom. The current class, which claims an average GMAT score of 680, is the most diverse ever for the school. This year's incoming class includes graduates of the Massachusetts Institute of Technology (MIT), the University of Pittsburgh, and the University of London. Several of this year's Chinese students in the class have also studied overseas.

金融MBA项目

长江商学院拥有世界一流的金融学教授团队,他们深谙代表全球金融业最高水平的理论与实践,同时针对中国市场的独特性及发展趋势展开研究,从而产生极具前瞻性,实用性与震撼力的原创思想。长江金融MBA项目正是长江商学院结合自身雄厚的金融学术力量和实战经验,启动的第一个专业MBA学位项目。旨在为中国金融业培养一批具备全球视野、能够使世界最前沿金融理论与管理实践相结合的优秀金融专业人才。

中国经济已经成为世界经济增长的重要推动力。建立一个健康、完善的金融资本市场和银行体系,是保持中国经济持续发展和经济结构升级的必要保证。金融体系的健康稳定发展,取决于中国未来是否能够培养出一批具备全球视野的高层次金融管理人才。

长江金融MBA正是为从业于金融及相关领域的全职工作者量身打造的学习项目,是一个让学员得以兼修金融与管理,打破职业发展瓶颈,不断提升自身专业技能、管理素养的教学平台。这里的课程将以全球化视角、发展的眼光,传授全球最新金融理论和实战经验;并以此为武器,引领有志之士,解读全球化经济背景下金融业的前沿发展、中国金融业激动人心的机遇和挑战;还将令你第一次有机会,站在长江商学院的平台上,利用遍布全国长江校友强有力的实业资源,通过风投、私募、投资、上市、兼并、收购等金融资本运作,共同打造具有世界影响力的高科技强品牌的中国大企业。

学员分析 First Finance MBA Intake Class Profile



金融行业细分 Breakdown of Financial Services

- 证监会 Securities Regulatory Commission:3 .70%
- ■银行 Banks: 29.63%
- ■投资银行 Investment Banks: 18.52%
- ■其他 Others: 14.83%
- PE&VC: 14.81%
- ■券商 Securities Traders: 11.11%
- ■保险公司 Insurance Companies: 3.70%
- ■基金公司 Fund Managers:3.70%

公司性质 By Type of Business

- 股份有限公司 Joint Stock Companies: 32.73%
- 私营企业 Privately Held Companies: 25.45%
- ■外商独资 Wholy Foreign Owned Enterprise: 25.45%
- 政府/非盈利性机构 Governmental/Non-profit Organizations: 1.82%
- ■中外合资 Sino-foreign Joint Ventures: 1.82%
- ■港澳台独资 HK, Macao, or Taiwan Solely Funded Companies: 1.82%
- 国有企业 State-owned Enterprises: 10.91%

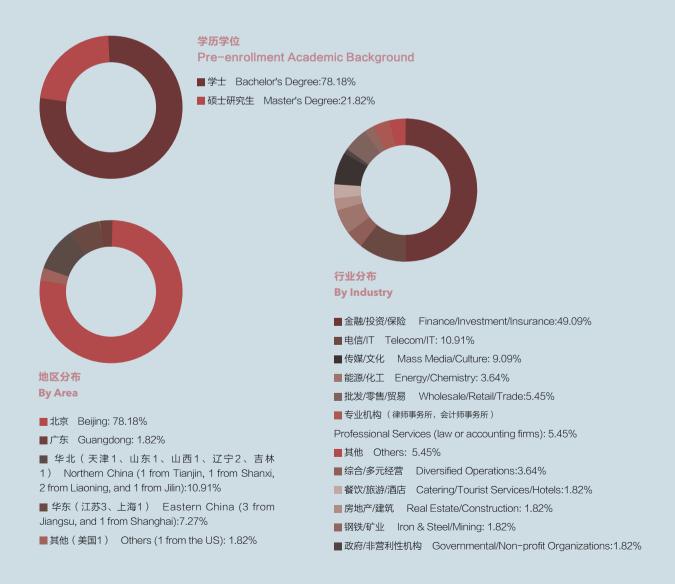
The Cheung Kong Finance MBA

The Cheung Kong Finance MBA program is the first specialized degree course offered by Cheung Kong GSB. Drawing on Cheung Kong's world class team of finance professors, who are experts in the latest global theory and practice in the world of finance, the program's goal is to train a new generation of Chinese financial leaders and to contribute to the continued healthy development of the country's capital markets and banking system.

Tailored to professionals employed full-time in finance and related sectors, the Finance MBA is a part-time course designed to inculcate students not only with a foundation in theories and practice of finance and management, but also with a global perspective and with the tools for personal and professional development.

Cheung Kong Finance MBA Advantage

•Learn from World-Class Faculty •Study the Key Concepts of Finance and Management Theory and Practice •Use a Global Perspective to Link China and the World •Interact and Share Knowledge with Experts in the Field •Join the Cheung Kong Network, China's Most Exclusive Alumni Club





长江高层管理教育

立足本土实践 拓展全球视野 分享原创思想

智者观势,君子之道,胜者有术。凭借"取势、明道、优术"的全新理念,扎根中国并具全球视野的卓越师资,对新兴市场的独到研究,以及与世界顶级商学院的资源共享,长江商学院高层管理教育项目已为几百家中外知名企业的近万名高层管理人员提供了高质量、全方位的管理教育服务。

2009年,长江高层管理教育取中国经济转型之势,革故鼎新,开设更多中西贯通、创新务实、学以致用的课程,着力培养商界领袖的领导力和人文精神,为中国企业家搭建终身学习、交流与互动的高端平台。

长江高层管理教育新课程开发

2009年高层管理教育共开设7个系列共计9门课程. 其中新开发的课程为"房地产高级管理行业课"以及国际合作的"家族企业管理课程",具体如下:

中国企业CEO课程: 2009年,长江商学院携手哥伦比亚商学院(CBS)、伦敦商学院(LBS)和瑞士国际管理发展学院(IMD),在战略、创新、金融财务、领导力和人文精神等多方面帮助中国企业家解读全球经济发展大势,比较发达市场和以金砖四国为代表的新兴市场,全面认识中国企业的现状、机遇和发展路径,深入了解欧美地缘政治、经济及贸易政策,探究全球行业发展趋势。长江商学院"中国企业CEO课程"率先引入领导力指导师,全球顶级大师为学员提供个性化领导力修炼与指导。在学习期间,"中国企业CEO课程"学员与长江另一顶级课程"金融CEO课程"学员共同学习,开展跨行业交流,并参加学院专为CEO班学员及校友安排的丰富课外活动。

金融CEO课程: 2009年,长江商学院继续与哥伦比亚商学院(CBS)、伦敦商学院(LBS)和瑞士国际管理发展学院(IMD)共同为中国金融界领军人物打造集领导力提升与金融前沿知识于一体的顶级课程。课程以全球的视野,发展的眼光,解读全球经济特别是金融业的发展大势以及中国金融业面对的机遇和挑战,探讨如何增强中国金融机构的综合竞争力。长江商学院力邀全球顶级领导力指导师,为"金融CEO课程"学员提供个性化领导力修炼与指导。"金融CEO课程"学员还与"中国企业CEO课程"学员共同学习,开展跨行业交流,并参加学院专为CEO班学员及校友安排的丰富课外活动。

跨国公司总经理课程: "跨国公司总经理课程"集合中外强大师资,为跨国公司在华核心管理者打造全方位课程,内容覆盖全球经济形势及国家政策环境,公司发展战略和市场机遇,以及个人领导力发展,课程内容层层推进,帮助学员更深入地了解在中国这一新兴市场发展可能遇到的问题及其应对策略,提升其跨文化领导力。课程还安排学员和政策制定者及著名经济学家深入交流,并与历任的成功跨国公司总经理分享经验和互动。

Executive Education in 2009

In 2009, Executive Education offered seven types of open enrolment course, with nine courses in total. Of these, new classes offered for the first time in 2009 included the Real Estate Management Course, and the Family Business Management Program.

The China CEO Program

Over the course of one year, the select group of CEOs participating in the Cheung Kong GSB China CEO Program and Cheung Kong Finance CEO Program come together to absorb the latest management insights from the world's best business schools. The students learn from the best in their field: both their professors and their classmates. Indeed, they often find themselves sharing their own personal experience of being at the top of the Chinese business world. Organized together with London Business School, Columbia Business School, and IMD, the program in 2009 consisted of five multi-day modules in Hong Kong, New York, London, Lausanne and Sanya. Attending CEOs come from a diverse cross-section of China's leading state-owned and private companies, and have included some of the leading lights in Chinese business, including Jack Ma of Alibaba, Fu Chengyu of CNOOC, and Jason Jiang of Focus Media.

Guo Guangchang, participant in the 2006 CEO Class, and Chairman, CEO, and Founder of Fosun Group, noted: "I've never been a good student, and had always believed that skills in business could only be learned through doing, and never taught in the classroom. However, my time at Cheung Kong GSB has taught me to think about business problems in a new and interesting way."

Since its debut in 2006, the Cheung Kong GSB China CEO Program has succeeded in helping more than 100 elite members of China's business community gain a global perspective on overall development trends in the world economy as well as industry-specific dynamics.

The Finance CEO Program

In the second year of this program, Finance CEO Program participants visited New York, London and Lausanne, and attended class with the best finance and management professors at Columbia University, London Business School and IMD. Beyond the classroom, they also engaged with senior officials at some of the world's major financial institutions including the City of London, with several meeting the Lord Mayor of the City of London in person, on his visit to Beijing. The Finance CEO Program mostly took part concurrently with the China CEO Program, offering both groups enhanced networking opportunities.

China Country Managers Program

The China Country Manager Program was launched in 2008, held in 2009, and will run again in Fall 2010. The Program offers top-level executives a framework to understand and anticipate changes in the fast-moving China business landscape. The program is designed for core management of multinational companies operating in Asia Pacific and China, including presidents, CEOs, and general managers. Enrollees meet with leading government officials and CEOs of top Chinese companies, while sharing their experiences with high-level peers at other multinational companies with offices in China and Asia Pacific.

深度解析中国——长江一哥伦比亚商学院(CBS)合作课程:以中国为代表的新兴市场日益成为各跨国企业全球战略的重点。长江商学院携手美国哥伦比亚商学院(CBS)在纽约推出合作课程——"深度解析中国",旨在帮助全球知名跨国企业高层管理者更加深入了解和掌握中国这一特定新兴市场的特点,从而更好地制定其全球化发展战略。

家族企业管理——长江一瑞士国际管理发展学院(IMD)合作课程:中国经济的快速发展催生了一批民营家族企业,从白手起家的作坊式管理到体系分明的现代企业,中国家族企业正在用30年的时间经历着西方家族企业的百年历程。由于中国特有的文化背景及家族企业形成的特殊历史背景等因素,中国家族企业高度集中于家族成员手中,产权管理形式相对单一。在这样的大背景下,长江商学院携手瑞士国际管理发展学院(IMD)为中国家族企业创始人、大股东、二代管理者以及家族成员和企业高级管理者量身定制的家族企业专业管理课程。力求通过有效的变革手段,平稳、顺畅地实现家族企业的产权制度多样化,从而促进家族企业不断发展壮大,打造中国企业的百年老店。课程吸引了近30位家族企业高层管理者,其中不乏一、二代管理者参加课程的学习。

总裁领导力发展课程:世界经济形势瞬息变化,国内外企业不断近身对抗,中国企业如何成功突围?经历多年快速发展的中国企业该如何提升"内功",迈向成熟?一舟之力,系于一桅。作为企业的灵魂人物,其个人领导力的提升对企业成败至关重要。2009年,长江商学院倾力打造的"总裁领导力发展课程",帮助企业高级管理者梳理管理理念,用全新的视角审视企业发展中的问题,学习如何更好地处理内外部事务,完善个人领导力,从而高效决策应对未来挑战。

Mini-EMBA课程:长江"Mini-EMBA课程"为企业中高层管理者提供便利高效的学习机会。2009年,"Mini-EMBA课程"再上台阶,萃取长江"EMBA课程"精华,系统梳理管理知识,注重理论与实践相结合,在关注国际视野的同时引入新鲜的本土案例,帮助企业家和管理者在较短的学习周期内掌握管理核心知识与技能,以提升自身的管理素养,应对越来越激烈的竞争。

后EMBA课程: 2009年,长江推出全新人文系列之"后EMBA课程"。与世界人文大师同行,文史底蕴,纵论干年,全球视野,横贯东西。通过人文关怀、修身哲学、思想操练、宗教修炼和文学艺术赏析,培养人文素质,提升综合人文素质,增强企业领袖对文化中国核心价值的体会,及对东亚、亚洲、欧美和世界精神传统的认识。

长江房地产高级管理课程: 在中国房地产市场历经黄金10年高速发展、过往粗放型发展模式正受到前所未有挑战的时刻,长江商学院整合来自于麻省理工和哈佛等世界地产领域顶级教授,及国内外房地产相关行业专家为房地产业界开设了旨在梳理房地产行业发展演变规律,厘清新兴市场房地产业发展大势,把握国家政策走向,提升企业内部运营管理,并借力有效的金融杠杆推动企业持续发展的房地产高级管理课程。课程为中国大型房地产及相关企业总裁、总经理量身定制。课程招收到了来自于全国各地大中型房地产开发商及房地产相关企业的40余位董事长和总经理学员报名学习。

长江传媒高级管理文凭课程: "长江传媒高级管理文凭课程"旨在为中国传媒行业打造一批真正了解产业化发展、市场化运作、公司化管理的传媒领军者。该课程从管理的角度看传媒,依托长江商学院世界级教授团队,把原创研究成果应用于传媒领域,汇聚国际传媒资深人士,全面分析全球领先的传媒管理理念及实践操作模式。经过4期公开课程的成功运作,项目吸引了众多著名传媒机构行业精英,并成功搭建了一个横贯电视、广播、报纸、杂志以及网络的全媒体覆盖的高端校友平台。目前,长江传媒高级管理文凭课程已成为亚太地区首屈一指的传媒高级管理项目。

Family Business Management Program - with the Swiss International Institute for Management Development (IMD)

The rise of China's Economy has given birth to a wealth of family businesses, built from nothing to becoming dominant players in China's private business arena. With only 30 years development, China's family businesses do not have the history of European 100 year old family businesses, but need now more than ever, to learn how to hand over the reins of management to the next generation. With this context, Cheung Kong GSB and IMD created a course on Family Business Management, which was held in Beijing for over 30 first or second generation Chinese entrepreneurial family executives.

Cheung Kong Executive Education

Cheung Kong Executive Education strives to be a valuable learning partner for executives and organizations aspiring to achieve at the highest level.

Leveraging its strengths in identifying and seizing opportunities, tactics, and strategies, as well as its relationships with some of the world's top business schools, Cheung Kong GSB has designed a diversity of courses: from advanced courses tailor-made for chief executives to midrange courses for senior managers, from open-enrollment comprehensive courses to industry or sector-specific ones. These programs have helped executives gain in-depth insight into leadership and management, open their minds to new ways of doing business, and develop their ability to effectively manage in an integrated and sustainable way.

All of these programs feature original course content developed by Cheung Kong faculty on China, so as to ensure students are properly equipped and trained with the skills and knowledge necessary for doing business in China. Cheung Kong Executive Education is continuing to optimize its existing course structure and develop unique courses to be launched at its Beijing, Shanghai, and Guangzhou campuses.

The General Manager Program is designed to help core decision-makers learn how to cultivate new leadership vision, form proactive strategies, and instill fresh ways of thinking among their staff. By learning how to identify and seize business opportunities, evaluate and manage risk, and efficiently optimize resource allocation, graduates will be able to make the leap from being inspired to being excellent.

Consisting of six core modules, the Post-EMBA Program derives its essence from Cheung Kong EMBA core courses, and is highly focused on the application of original research in business management to current business practices. The program is designed to usher participants into a new realm of clarity about the future, and help them succeed in their post-EMBA careers.

The Executive Diploma in Media Management Program is designed to identify the latest trends in the Chinese and global media industries, to encourage students to take a step back and examine China's media industry from a global perspective, and to introduce advanced management concepts from those with hands-on experience in the field.

欧美海外课程系列: 2009年的海外课程包括日本、英国、法国德国、南欧以及美国等住读课程。

公司特色内训课程:长江高层管理教育公司特设课程整合全球优质管理教育资源,为企业提供最具个性化和针对性的全方位课程解决方案。贯穿课程始终,公司特设课程秉承"与企业建立长期伙伴关系为本"的理念,严格执行"前期多层次沟通一中期即时效果跟踪一后期学员收获回访"的特设流程,深度了解企业个性化需求,依据企业发展"短板"和未来战略规划,为企业量身构建与其战略、组织发展及变革等相匹配的管理教育方案。与此同时,公司特设课程中的"行动学习"项目,将学习过程与学员实际工作相结合,达到知识转移、学以致用的学习效果,协助企业更新管理理念,完善管理基础,提高管理绩效。

2009年主要公司内训:徐工集团、中央电视台、先正达中国、南京地税、伊利集团、中信集团、阿里巴巴集团及分公司、龙湖地产、微软中国、拜耳中国、诺基亚中国、西门子中国、上海证交所、中国电信深圳分公司。

2009年高层管理教育开设的7个系列的9门公开课程,以及为20家左右的大型国企、民企以及外资企业提供的内训课程共计吸引了近5000人次参加学习。

国际项目

长江商学院已与世界顶级商学院如哥伦比亚大学商学院(Columbia University Graduate School of Business)、欧洲工商管理学院(INSEAD)、瑞士洛桑国际管理发展学院(IMD)、伦敦商学院(London Business School)等建立战略合作关系,并正在与杜克大学商学院(Duke University's Fuqua School of Business)就EMBA项目合作(长江一杜克一牛津全球英文EMBA项目)、非学位项目合作、跨洲际的英文MBA项目、MBA学生互换、联合博士课程、两校教授相互承认(将为亚洲首例)等达成共识,双方将开展全方位战略合作。2009年,长江商学院为进一步开拓北美市场,成立纽约办公室。

International Affairs

In 2009, Cheung Kong GSB continued to host executive groups from leading business schools for week-long intensive "China from the Inside" programs. These Beijing and Shanghai-based programs provide first-hand insight into China's business context and culture and a powerful international experience for Western managers. We are continuing to build relationships with EMBA programs and executive education programs in North America and in Europe to offer these programs to more Western managers in 2010.

Cheung Kong GSB new English website features English language China insight generated by the faculty, and the outcomes of a series of English-language open lectures in Beijing on business topics that feature Cheung Kong professors and distinguished speakers. The monthly email newsletter now delivers China business knowledge to over 2000 people every month, and the Cheung Kong Magazine is now available every quarter in English.

Finally, the New York office has been established with one representative on the ground, and there are plans for further development. Already a media relations outpost when students and professors are in New York, an expanded office will serve as a base for the multiple New York study trips held in conjunction with Columbia Business School, as well as for events and VIP hosting.

Specially developed for domestic real estate executives, the Executive Diploma in Real Estate Management Program helps students better understand macroeconomic policies and developmental trends in China's real estate industry. Graduates will be able to grasp the latest theories and best practices from the global real estate market.

Tailored to the characteristics and needs of entrepreneurs and managers who wish to update their understanding of the latest business trends and improve their skills in management and decision making, the Mini-EMBA Program is derived from the Cheung Kong EMBA program's core courses and is designed to impart managerial expertise and skills to participants within a short time.

Apart from the courses mentioned above, Cheung Kong Executive Education offers a variety of Customized Programs. The purpose of these courses is to meet the specific needs of the business community and provide individual enterprises with management development solutions that fit their specific business strategies, organizational structures, and corporate cultures. Customized Programs equip participants with modern management knowledge, which will help enterprises build management communication platforms to better coordinate management philosophies and concepts.

Custom Programs

Custom programs are tailored to the strategic needs of individual companies. After working closely with managers to identify company challenges, Cheung Kong develops effective solutions, then helps implement them in the workplace. Custom programs help companies build internal capabilities to produce lasting business results.

Through Custom Programs, Cheung Kong GSB seeks to forge a long-term partnership with companies and enterprises from all sectors. Course content and schedules are flexibly arranged to meet client needs and requirements. Cheung Kong Customized Programs are the choice of leading state-owned enterprises and private enterprises, as well as multinational companies in China, such as China CITIC Group, China Machinery Industry Corporation, Johnson & Johnson (China), Microsoft (China), Bayer Pharmaceutical, Philips (China), Huawei Technologies, Shell (China), Novartis (China), ABB (China), Lenovo Group, Digital China, Alibaba, and Li Ning.

Custom programs equip participants with the tools and concepts, and capabilities they need to implement business strategies.

In 2009, overseas modules included visits to the UK, France, Germany, Southern Europe, Japan and the United States.





长江中国管理研究院

长江中国管理研究院(CKRI)秉承长江商学院"中西贯通"的办学理念,是集海内外一批知名专家教授、学者之智慧的高层次研究机构。

我们将世界最前沿的管理思想与中国的管理实践相结合,开展适合于中国企业发展的前瞻性研究和案例教学,并通过与企业的紧密合作,指导大中华地区企业的管理实践,从而实现长江商学院"为大中华地区造就世界级商业领袖,开创新的知识领域和促进管理理论与实践发展"的使命。

长江商学院案例研究中心

长江商学院案例研究中心成立于2003年,为长江商学院专事案例研究与开发的部门,其使命是通过实地调研开发中国企业和跨国公司如何在中国市场与全球市场进行竞争的原创案例,一方面为长江商学院的教学与研究服务,另一方面帮助全球的商学院、企业和机构加深对中国企业、中国市场和全球市场的理解,为创造商业智慧和改善商业实践作出独特的贡献,成为以中国为依托的、全球最有影响力的商业案例智库之一。

The Cheung Kong Research Institute

In the bid to create a research environment that bridges East and West, a number of high profile experts, professors and scholars have rallied together to nurture the Cheung Kong Research Institute. At the Cheung Kong Research Institute, we combine pioneering management thought with management practice in China, and conduct research and teaching focused on the development of Chinese enterprises. We work in close collaboration with the business community, providing guidance for businesses and their management practices in the Greater China region. By doing so, we take concrete actions to realize the Cheung Kong goal - "to nurture world-class business leaders for the Greater China region, to pioneer new dimensions of knowledge and to facilitate the development of new management theories and practices."

The Cheung Kong Case Center

Since its inception in 2003, the Cheung Kong GSB Case Center has assembled a qualified team and an effective workflow under the guidance of its strategic development plan. The focus of the Case Center has been to build effective communication between faculty members and business-case writers, while encouraging interaction between Cheung Kong GSB and China's mainstream enterprises. The Center has produced over 160 business cases to meet the needs of faculty members and third parties. An incubator of innovative business cases that influence management practice in the real business world, the Cheung Kong Case Center is devoted to serving China's national enterprises and MNCs with a stake in the China market. Leveraging the

长江商学院案例研究中心成立以来,在短短数年间,已经在案例研究和开发方面成为了中国最有影响力的商业案例研究中心之一。截至2009年,案例研究中心开发出原创案例160多个,涵盖战略、人力资源、运营管理、财务、信息技术等主要商业管理领域,涉及IT、石化、汽车、房地产、航空、家电等诸多行业。

长江社会责任研究中心

长江企业社会责任研究中心负责人是李伟教授。在竞争压力加大、社会期待升高、中国企业亟待升级转型的大背景下,本中心致力于分析和研究中国企业社会责任的核心问题,力求通过研究、教学和举办研讨会等形式,为中国企业社会责任领导力的发展贡献力量,为中国产业发展战略及相关的政策制定提供参考意见。

在2009年,本中心完成了两篇英文研究手稿: "Corporate Donation in China: Evidence from a Natural Experiment", "Corporate Donation and Corporate Performance during the Financial Crisis",并举办了题为"美国金融市场与企业社会责任"的早餐会。

长江金融研究中心

长江金融研究中心负责人是曹辉宁教授,本中心致力于前瞻性和创新性的资本市场、公司财务及国际金融研究。通过专业学刊、学术讨论等方式,取得国际领先的有广泛影响力的研究成果。目标是针对政府、公司、金融行业人员及一般投资者,提供分析、建议和对策,为中国金融行业赶超世界先进水平提供思路和方法。

长江房地产研究中心

长江房地产研究中心负责人是梅建平教授,本中心旨在研究中国房地产市场发展及其相关问题。通过 对房地产市场的密切关注和深入研究,针对政府、开发商和投资需求,提供行业见解和政策建议。房地 产中心定期发布房地产市场报告,开展学术讨论和行业座谈会,发布权威的住宅价格指数,联合国际房 地产研究机构,构建房地产行业的国际发展平台。

长江跨国公司研究中心

长江跨国公司研究中心负责人是滕斌圣教授,本中心致力于原创性的跨国公司研究,在与领先跨国企业深度合作与交流的基础上,通过案例研究、数据分析、研讨会、学术交流、专题学刊等多种方式,取得具有广泛影响力的研究成果。目标是增强对跨国公司中国战略的洞察,总结学习跨国公司的最佳实践,进而找到跨国公司与中国企业良性互动共存的方法,为中国企业最终成为全球领先跨国公司做智力先导。

most up-to-date East-West thought on management, the Center focuses its attention on real business situations in China. Rich in research resources, the Center is building a word class business-case library designed to serve as a window for understanding between China and the outside world. This library will provide a powerful platform with abundant case materials for Chinese enterprises to conduct management research and to nurture Chinese experts in management science.

The Cheung Kong Research Center for Corporate Social Responsibility

Under the leadership of Professor Li Wei, the Cheung Kong Research Center for Corporate Social Responsibility was initiated against the backdrop of a globalized economy where enterprises are faced with increasing competitive pressures and rising social expectations. The center is dedicated to analysis and study of core issues with regards to corporate social responsibility in China. Through research, teaching. And seminars, the center works to contribute to the development of corporate social responsibility in China, including policy formation, and help in formulating strategies for responsible industrial development in China.

The Cheung Kong Center for Financial Research

Headed by Professor Cao Huining, the Cheung Kong Center for Financial Research is committed to forward-looking and innovative research in the areas of capital markets, corporate finance, and international finance. Through professional journals and academic discussion, the center looks to obtain global-leading results that exert extensive influence. The center provides analysis, suggestions, and solutions to government organizations, companies, financial practitioners, and ordinary investors. The center also aims to offer ideas and methods to raise the level of financial services in China to advanced, global levels.

The Cheung Kong Center for Real Estate Research

Headed by Professor Mei Jianping, the Cheung Kong Center for Real Estate Research follows the development of China's real estate market. Paying close attention to the real estate market, the center provides industrial insights and policy recommendations to government organizations, property developers, and investors. The center regularly publishes reports on the real estate market, hosts academic discussions and industrial seminars, and releases an authoritative residential price index. Working with counterparts abroad, the center aims to serve as a platform for the international development of major real estate firms.

The Cheung Kong Research Center for Multinational Corporations

Led by Professor Teng Binsheng, the Cheung Kong Research Center for Multinational Corporations is committed to original research on operations at multinational corporations. Based on in-depth cooperation and exchanges with leading multinationals, the center produces influential research in the form of case studies, data analysis, seminars, academic exchanges, and papers published in academic journals. The center provides insight into the China strategies of multinational corporations, identifies best practices, and finds ways in which Chinese enterprises can positively interact and co-exist with multinationals. The center will also help to mentor Chinese enterprises that develop into leading multinationals.



长江年度论坛

2009年1月9日,2009长江年度论坛暨长江年度人物颁奖礼在三亚举行。长江商学院教授、企业家学员及全国知名经济学者、企业家干余人云集三亚,共同在一个没有冬天的城市探讨中国及世界经济如何"过冬"。

本次论坛由长江商学院和海南省政府共同举办。继2008年聚焦"中国经济展望与东亚共同发展"的宏观话题后,在目前世界各国共同应对全球性金融危机的大背景下,2009长江年度论坛以探讨2009年宏观经济走势作为开篇,解读2009年世界与中国宏观经济领域的诸多热点内容,同时也将视角聚焦于企业自身发展的微观语境下,通过探究商业模式与领导力等事关企业生存发展的两个重要维度,共同分析探讨全球化下企业的生存发展之道。

长江商学院院长项兵在演讲中表示,从去年开始,长江商学院每年选择在三亚举办长江年度论坛,是希望能为中国、亚洲,乃至世界顶尖级的企业家以及经济管理学者打造一个对话平台,共同探讨关于中国、亚洲乃至世界未来的管理问题。他表示,希望中国的企业家通过交流和碰撞,能够更有责任感和人文关怀,能够产生新的思维,更好地面对挑战;同时,也希望借论坛推动三亚成为管理思想之都和文化之都。

Cheung Kong Annual Forum

The Cheung Kong Annual Forum 2009 and the Cheung Kong People of the Year Awards Ceremony were held on January 9, 2009 in Sanya, Hainan. More than 1,000 participants including professors and executive students from the Cheung Kong Graduate School of Business, prestigious economists, and entrepreneurs, flocked to this city where winter is warm, to discuss how China and the other countries could weather the "economic winter."

Jointly hosted by the Cheung Kong Graduate School of Business and the Hainan Provincial Government, the Cheung Kong Annual Forum 2009 built upon the macro topic of "China's Economic Prospects and Common Developments in East Asia" of the previous year's session, and started with a discussion on trends in the macro economy in 2009 in the context of global financial crisis. Apart from hot issues related to global and Chinese macro economics, participants focused on the microenvironments of corporate development, and shared their wisdom on strategies concerning business models and leadership in particular, for survival and growth amid ongoing globalization.

长江跨国公司圆桌论坛

2009年1月10日,主题为"2009:跨国公司在中国的机遇与挑战"的圆桌论坛在海南省三亚市举行。长江商学院"跨国公司总经理课程"学员、长江部分教授、校友以及在华知名跨国公司负责人等60余人,参加了这次闭门会议。与会嘉宾围绕全球经济危机下的机遇与挑战这一主题,展开了深入探讨。

长江商学院院长项兵教授在主题发言中表示,希望企业家以未来为导向,将这次全球性的经济挑战转为机遇。他希望企业家通过交流和碰撞,能够更有责任感和人文关怀,能够产生新的思维,更好地面对挑战。

在全球经济对中国企业的并购机会的讨论环节,发言嘉宾对2009年的中国经济形势表示谨慎地乐观;而在聚焦高科技和IT产业的讨论中,嘉宾则认为行业竞争与合作空前紧密。但是,在预计中国公司2009年会加紧海外投资步伐的同时,嘉宾们也建议中国企业能优先考虑在亚洲地区的投资计划,因为"企业与领导力文化与中国更为相似"。

2009长江夏季论坛

2009年8月20日,"2009长江夏季论坛"在云南昆明胜利纪念堂举办。本次论坛的主题为"危机下的新视野、新思维、新对策"。云南省委书记、省人大常委会主任白恩培为论坛致辞,长江商学院创办院长项兵博士、金融学教授黄明博士分别以《全球金融风暴与中国:挑战与机遇》和《危机中的中国经济与金融》为题作主题演讲。来自经济学界、企业界、传媒界的800余名听众共同分享了本次论坛的精彩观点。论坛最后还举行了"长江商学院云南领军人才培训基金"捐赠仪式和"长江公益基金"云南"长江博爱小学"捐赠仪式。

2009长江高峰论坛

2009长江高峰论坛聚焦全球经济大势,为长三角地区企业应对全球金融危机的重大挑战提供了难得的学习与交流机会,教授及嘉宾的演讲和现场对话不仅为现场来宾开拓了思路,而且提供了一些颇有价值的建议,不少听众深感收获颇丰。

作为"2009长江高峰论坛"的主办方,长江商学院通过吸引一批国际一流管理学教授常驻长江、扎根中国,促进西方管理学最新的研究成果与中国本土最新的管理实践相结合,从而为大中华地区造就一大批世界级商界领袖,并为中国企业进军世界提供新思维、新视野和新对策。

长江管理前沿论坛

2009年3月至12月间,由长江商学院院主办的"长江管理前沿论坛"分别在上海、呼和浩特、长沙等城市成功举办,论坛聚焦宏观经济大势,持续关注热点经济问题,并为当地企业发展献计献策,获得各地企业家们极高赞誉。

"长江管理前沿论坛"自2003年9月举办至今,先后在中国十几个城市举办了数十场论坛,来自国内外著名企业的高层管理者、著名经济学者共同探讨经济大势,反响巨大。

In his speech, Xiang Bing, Dean of Cheung Kong Graduate School of Business, said his School had selected Sanya as the hosting city for the Cheung Kong Annual Forum as of 2008 so that leading entrepreneurs and scholars of economic management in China, Asia, or beyond would have a platform for dialogue and so that they could discuss managerial issues of mutual concern under the same roof. Xiang expressed his hope that exchange of thoughts among these Chinese entrepreneurs would foster a stronger sense of responsibility and care, generate better ideas to meet common challenges, and make Sanya a center of the study in managerial philosophies and cultures.

The Cheung Kong MNC Roundtable at the Annual Forum 2009

Cheung Kong GSB hosted a roundtable moderated by Steven Xu of the Economist Group China and Cheung Kong Associate Dean Sun Baohong at the Annual Sanya Forum in January 2009. Discussion in English centered on opportunities for companies in China amidst global chaos. The audience of 60 business leaders for this closed-door session included executives from the Cheung Kong Country Managers Program, special invited MNC country heads, and Cheung Kong faculty and alumni. Cheung Kong Graduate School of Business's first MNC roundtable for country heads and senior directors was held on Saturday January 10 at Ritz-Carlton Hotel, Yalong Bay, Sanya. Thirty MNC executives from Siemens, IBM, Cerberus, Microsoft, JP Morgan and Hill & Knowlton mixed with Cheung Kong GSB business students to discuss opportunities and challenges for 2009. Many also attended the school's annual plenary which took place one day earlier and was attended by over 1000 students and alumni.

The Cheung Kong Summer Forum in Kunming

On 20 August, the Summer Forum in Kunming took place. The main topic under discussion was "Opportunities in Crisis - New Perspectives, New Thinking, New Policies". Yunnan province Party Secretary and Provincial People's Representative Bai Enpei welcomed attendees at the forum. Dean Xiang Bing and Professor Huang Ming spoke at the forum, addressing issues of "Risk in the Financial Crisis." Economists and entrepreneurs, and media industry executives formed the audience of 800.

The Cheung Kong Management Forums

From March to December, Cheung Kong GSB organized a series of conferences on "pioneering aspects of management practice and theory" in Shanghai, Changsha and Hohhot, coorganised by local government business associations. Since 2003, Cheung Kong GSB has held 10 Pioneering Management Forums across the country, providing a platform for renowned domestic and international lecturers and entrepreneurs, creating enormous residual impact.



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长江·责任 Cheung Kong GSB Social Responsibility

善尽教育责任

独特的商学院管理之道: 取势、明道、优术

"取势、明道、优术"是长江商学院深刻反思国际与国内企业的发展历程而提炼出来的核心理念:

取势,审时度势,把握中国及世界发展大势,具备清醒的自我认识、开放的全球视野、强烈的危机 意识和高瞻远瞩的眼光:

明道,结合中国博大精深的管理之"道"及中国企业的发展现状和特殊性,掌握在全球范围内进行资源整合,在全球市场竞争中搏击并胜出的商学新道;

优术,以古鉴今,深刻理解中西方文化内涵,虚心学习并在此基础上创新西方先进的管理之 "术",做到洋为中用,古为今用。

长江商学院的目标是,为中国培养世界级的商界领袖,开创新的知识领域,促进管理理论与实践的发展,努力使学院成为亚洲领先的商学院,并在10年之内进入世界一流商学院之列。

The Responsibility of Education

"Mastering Trends, Understanding Theories, and Optimizing Skills" is the core philosophy of Cheung Kong Graduate School of Business, representing our analysis of the development of overseas and domestic enterprises today.

Mastering Trends

One should thoroughly evaluate current conditions to predict future trends of development in China and beyond; be armed with honest self-evaluation, open and global visions, sharp awareness for crisis, and forward-looking insight.

Understanding Theories

One should associate rich and delicate management theories from ancient China with a special emphasis of corporate development in China today, and understand the new business theories for integration of global resources to succeed in global market competitions.

Optimizing Skills

One should compare present cases with those in the past from both China and abroad for more in-depth understanding. Learn with an open mind; draw on advanced management skills from abroad and make sure they are applicable in the local context. It has been Cheung Kong Graduate School of Business's goal to foster world-class business leaders for China, open up new fields of knowledge, and facilitate development in management theory and practices. Cheung Kong Graduate School of Business aims to become a leading business school in Asia and rank among the world's first-class business schools by the end of its first decade.

取势: 全球发展战略

长江商学院的10年发展计划可分为"3-4-3"三个阶段:

2003—2005年:第一阶段的战略目标是,实现中国和世界的无缝对接。长江要拥有自己的世界顶级教授团队,形成自己独特的学院文化,建立校友会。

2006—2010年:第二阶段,长江不仅要加强与全球经济新兴势力的沟通,更要重点加强与印度、日本、韩国、东盟及俄罗斯等国家和地区的联系,建立泛亚洲的商学院体系。同时,还要启动美、欧、亚"三国演义"战略,不断扩大长江商学院的影响范围。

2010—2013年:长江将进入10年计划的最终阶段——洲际整合。在这个阶段中,长江商学院将进一步寻求整合更高端的全球商学院资源,进入全球顶尖商学院行列。

如今,在通向全球10强之路上,长江商学院的行程已过半。长江商学院一直看重"取势全球"的意义。因为,只有赢世界,才可能赢中国。

明道: 注重人文精神

我们认为,打造世界一流商学院最难的不是如何去挖掘顶级的教授,也不是如何抢夺生源,亦不是 如何设置出与众不同的课程,更不是如何去吸引企业家的投资,而是如何整合所有资源。

商业文明要注入人文精神。要想实现与全球的无缝对接,除了课程设置和人员配备,对文化理念、宗教信仰等的互相理解也越来越受到重视。现在所有商学院的教育,都是围绕管理本身进行,很少考虑到宗教、文化、社会等非商业因素。

在长江商学院看来,真正的高手过招往往是深厚"内功"的比拼。因此,长江商学院率先把人文内容引进到管理课程,因为"我们的学生是人,而不是经济动物"。长江商学院成立长江人文委员会,并邀请到世界新儒学大师杜维明担任该委员会主席,负责世界人文与管理课程。我们深信,只有在真实世界中认识、理解世界,世界才会为我所用。

优术: 管理思想的创新

如果仅仅是站在中国看世界,以中国应对世界,那么在全球一体化的今天,当今的跨国公司已经一步 步地实现以全球应对全球的资源整合能力,从中国看世界视野的局限性会越来越大。世界顶级商学院之间 的竞争,就是其管理思想的竞争。在长江商学院,最常被提起的一句话就是"站在月球上看地球"。

处于弱势地位的本土企业要实现在主流行业的突破,必须站在新的高度,从新的视野来探讨颠覆的 新战略与战术。单纯的比较和模仿不能成就新理念的形成,要想超越前人,必须跳出当前流派与领域的 概念,集世界之大成后达到新的高度。

Unique Philosophy

Mastering the Trends, Understanding the Theories, and Optimizing the Skills

Mastering the Trends

Strategies for Global Development

Cheung Kong Graduate School of Business's 10-year development plan is divided into three phases:

2003 - 2005: Strategic goal for the first phase was to realize seamless connection between China and the rest of the world. Cheung Kong Graduate School of Business was expected to build its own team of world-class professors, develop its unique campus culture and establish its association of alumni.

2006 - 2010: In the second phase, Cheung Kong Graduate School of Business is expected to strengthen its ties with countries and regions like India, Japan, Korea, ASEAN, and Russia to establish an extensive business school partnership across Asia. Meanwhile, the School is expected to initiate the "America-Europe-Asia Triangle Strategy" to steadily expand its influences.

2010 - 2013: Cheung Kong Graduate School of Business is about to enter the final stage of its 10-year plan - intercontinental integration - during which the School will further mobilize resources at top global business schools to become a leading business school in the world.

Cheung Kong Graduate School of Business has now finished more than half of its journey to be one of the top ten global business schools. The School has always attached great importance to "mastering the global trends" because winning the world is the only way to win in China.

Understanding Theories

The Humanities in the Business Studies Curriculum

The most difficult task in building a first-class business school in the world is not the search for top professors, taking in the best students, designing a unique curriculum, or encouraging commercial investments; it is the task of integrating these resources into the whole.

Commercial culture needs a stronger sense of humanity. Global integration requires more than just academic programming and faculty alignment. More importance should be set on mutual understanding in terms of culture, philosophy and religious belief. Almost all business schools today focus on management itself and pay little attention to noncommercial factors such as religion, culture, and other social issues.

From the point of view of Cheung Kong Graduate School of Business, we believe that high-level market competition truly tests one's overall competence. The school has introduced sociological content into its management program simply because its students are human beings, instead of simply economic animals. Cheung Kong Graduate School of Business has established a Humanities Committee headed by TuWeiming, a globally renowned master in the study of new confucianism. We believe that we are able to tap into the global market only if we are able to understand it in a real sense.



国外商学院因身处主流市场,相对注重研究现代跨国企业在主流市场(例如美国)的竞争与合作模式,我们把这种西方管理思想的精髓战法叫做"阵地战"。而长江商学院则以新兴市场为立足点,提出了"游击战"的概念。

在长江商学院看来,现代跨国企业与在中国占主导地位的国企、民企在竞争平台上有很大差别。目前发达市场早已被瓜分完毕,各大企业都在整合新兴市场以修炼全球应对全球的能力。对于中国的国有企业和民营企业而言,要应对跨国企业几十年运营经验的累积与沉淀,只有拥有新的视野,站在新的高度,才能与之抗衡。只有把中国经济整合到全球经济中去,才有可能掌握撬动世界的杠杆。

在创办院长项兵教授的带领下,长江商学院在教学思维上有了诸多颠覆性的创新:它不是单纯地培养"大师",而是从思想上对旧有的模式进行了一些改变;它聚焦新兴市场,提出国企和民企应把思考方式从"以中国应对世界"变成了"以全球应对全球",并努力培养一批真正具有国际视野、卓越领导力、社会责任感和人文精神的商业领袖。

六大"差异化战略"的深入实践

创建7年多来,长江商学院一直向中国商业社会强调视野与境界创新的重要性。

在长江,强调"从月球看地球",超越"平视和仰视",在俯视与超越中国视野的全球视野下,重新审视探讨自我的发展与超越。视野的超越是战略超越的先决条件。

首先,在管理教育上,长江努力做到超越"中西之分,体用之争",超越西方传统管理理念与中国管理实践相结合的传统思维,并探索一套能够引领全球管理教育的新理念,打造全球新一代的商学院。

其次,商学院逻辑的拓展。西方传统管理理念多专注于发达市场的阵地战与相关之"术",长江商学院则注重"取势、明道、优术"的结合并专注研究新兴市场。这种思维是对传统管理思维的颠覆与超越。在这种新的思维下,长江商学院开商学院课程设置之先河,把人文(尤其是宗教和历史)课程系统地引入MBA、EMBA与长江高层管理教育等课程中。在西方商学院强调跨文化交流的"套路与技巧"的基础上,我们已经开始注重人文内功的修炼和培养。

Optimizing Skills

New Thoughts for Management

The essence of competition among top business schools in the world lies in their management thought leadership. In mainstream markets, like the United States, business schools devote their energy to researching the models of competition and cooperation among modern multinational corporations. The globalized economy has enabled multinational corporations, already capable of integrating global resources with global insights, to grow. Yet our vision will only continue to be further narrowed down if we view the world from just a Chinese perspective. As yet disadvantaged Chinese enterprises must seek revolutionary strategies and tactics from an elevated foothold if they want to make breakthroughs in mainstream economic sectors. Copycatting will not lead to new ideas. Innovation in business, and innovation in management thinking is the way for China to keep apace with change.

Cheung Kong Graduate School of Business has noticed the huge difference between the strategies of modern multinational enterprises and those of leading state-owned enterprises and private companies in China. Having secured their shares of developed markets, major overseas companies are integrating emerging markets to foster their own capability to respond to global challenges. China is only able to mobilize global resources by integrating itself into the world economy. Under the leadership of Professor Xiang Bing, Founding Dean, Cheung Kong Graduate School of Business will not only remould existing ideas, but also focuses on emerging markets and calls on local enterprises to shift their managerial style from "responding to global challenges with resources in China" to "responding to global challenges with global resources"; fostering a new generation of business managers with true international vision, extraordinary leadership, and a strong sense of social responsibility.

Six Major Differentiation Strategies

Over the seven years since its founding, Cheung Kong Graduate School of Business has worked hard to convey to executives the importance of innovation and insight. At Cheung Kong GSB we encourage students to "look at the earth from the moon" and to develop a perspective that includes both China and the entire globe. Upgrades in vision are a prerequisite to any upgrade in strategy.

In the area of management education, Cheung Kong GSB moves beyond the traditional separation between Chinese and Western academic styles. We have worked hard to adapt Western management philosophy to real management situations and practice in China. The school is developing a new set of ideas to guide global management education, and represent a new generation business school with global vision.



第三,以全球应对全球,超越以中国应对世界的视野,是长江商学院2008年以来一直致力倡导并实践的一个新战略。我们把全世界的积累与经验都看成是可以为我所用的资源,在全球范围内寻找长江商学院发展的机遇、资源与解决方案。

第四,以"高举高打"战略,超越教学工厂与传声简模式,通过原创的管理思想影响全球管理实践。长江商学院的影响力已不仅局限于中国本土管理教育界和企业界——我们提出了许多引领全球企业战略创新的原创管理理念。如"全球资源整合"、"链条对链条的竞争"等,这些理念已被IBM等诸多跨国公司在具体管理实践中所引用。此外,长江商学院所开设的"中国企业CEO课程"、"韩国企业CEO课程"、"印度企业CEO课程"等课程,2009年开设的"房地产高级管理行业课"以及国际合作的"家族企业管理课程"都取得了巨大成功,这些课程在全球范围内都属先例。这些项目的成功也证明,长江的原创管理理念是超越中国国界的,并在若干领域可以引领全球。

第五,长江始终把民族企业作为第一服务对象,前瞻性地研究民族企业发展的重大课题。我们充分认识到,改革开放30年来,中国经济发展取得了举世瞩目成就。但是,我们也意识到,中国企业"大而不强"的问题依然存在,特别是在跨国公司志在必得的主流行业,到目前为止民族企业还没有在主流发达国家市场取得重大突破。而在主流行业与主流市场实现新的突破,是中国构筑以中产阶层为核心的社会结构的先决条件,是构建和谐社会不可或缺的经济基础。有鉴于此,长江非常重视对中国民族企业的研究,我们关于中国民族企业应对全球竞争的颠覆式思维与战法的研究,对中国企业的管理实践产生了重大影响,被业界认为是源自本土的,对中国管理实践影响最大的原创思想。

第六,"超团队"文化和人文关怀也已成为长江商学院差异化战略的一个重要组成部分。在学习世界最先进的管理理念,分享长江教授的原创管理思想的同时,长江学员和校友也可以交结众多挚友。

在长江, 我们一直用更宽广的视野与胸怀看待事业与生活。 面对未来,我们深信不仅要具有全球 竞争力,更要富有社会责任感与人文关怀,我们要更加用心尊敬人、尊敬环境。

Cheung Kong Graduate School of Business is also extending the logic that underpins the whole idea of the business school. Traditional management philosophy in the West has mainly focused on developed markets and tactics that are suited to those markets. Adhering to the philosophy of "mastering trends, understanding theories, and optimizing skills," Cheung Kong places its emphasis on emerging markets. This new style of thinking outflanks traditional management education. We are also taking the lead among business schools in systematically introducing humanities courses (especially in religion and history) into our MBA, EMBA, and Executive Education programs.

While Western business schools continue to emphasize "approaches and tactics" in cross-cultural exchanges, Cheung Kong has shifted its focus to the development of humanistic qualities among its students.

In 2008 Cheung Kong Graduate School of Business adopted a new strategy, responding to global challenges with global insights instead of responding to global challenges with Chinese insights. We regard all knowledge and experience worldwide as an available resource, and seek opportunities and solutions worldwide to further develop the business education we offer.

Original thinking generated at Cheung Kong Graduate School of Business is beginning to influence companies and business education. A number of our management theories are now powering global corporate strategy and innovation. Ideas such as "global integration of global resources" and "chain-vs-chain competition" have been adopted by IBM and other multinational corporations in their day-to-day management practice.

Moreover, the Cheung Kong China CEO Program, the China-Korea CEO Program, the China-India CEO Program, and the China Country Manager Program have achieved a great deal of success and are recognized as pioneering programs in their respective categories. Their success shows that insights into management philosophy generated at Cheung Kong Graduate School of Business extend beyond national boundaries.

Another area where Cheung Kong GSB leads is in research concerning local private enterprise in China. In the last 3 decades following its reform and opening, China has made remarkable achievements. In 2008, China replaced Germany as the third largest economy. However, our research shows that while Chinese enterprises are capable of growing rapidly in size, they often fail to grow in strength, particularly those in backbone industries. Chinese companies have yet to make major breakthroughs in major developed countries. Such breakthroughs are necessary if China hopes to develop a more inclusive middle class and maintain its "harmonious society".



善尽社会责任

作为"全球新一代商学院",长江商学院是全球首家提出培养企业家"人文关怀精神"的商学院。 7年来,长江学子也一直秉持长江人的人文精神和社会责任感,学以致用,经世济民,回报社会。

商业的存在除了创造繁荣和就业机会,最大的作用是服务人类的需求。企业本身虽然要为股东谋取利润,但仍应坚持"正直"、"诚信"为企业的固定文化和企业长远发展的最好根基。一个没有灵魂、没有道德、没有良知的企业家始终难成大器,所以企业家应该具有一定的使命感、责任感并努力坚持正途,这样做才可以取得更高层次的成就。

长江商学院期望,她的每一个学员不仅是物质财富的创造者,更是 "为天地立心,为生民立命,为 往圣继绝学,为万世开太平" 精神的秉持者,是能够为中国和谐社会的建设,为中国的和平崛起,为世 界的文明和进步作出贡献的有担当的人。

2009年是新中国成立60周年,中国在政治、经济和文化生活等诸多领域有了长足发展,长江学子在这一年继续发挥自身影响力,积极践行社会责任的重要承诺,并在社会公益事业等方面作出贡献。

社会影响力

长江商学院54名学子参加2009年全国"两会"

2009年3月,第十一届全国人民代表大会第二次会议和政协第十一届全国委员会第二次会议在北京召开,在今年参加全国"两会"的5000名代表和委员中,共有54名长江学子,肩负着人民的重托,分别出席了两会。(详细名单附后)

近两年来,"两会"上新阶层、新群体代表委员的不断产生与增加,不仅是中国社会结构随经济发展 而变化的缩影,更体现了中国民主政治的发展,为新阶层、新群体的民主诉求,开辟了更宽广的渠道。而 长江学子中两会代表委员也不断增加(2008年共有44名长江学子分别出席"两会"。)他们不仅创造了 巨大的社会财富,更为国家发展建言献策,体现了长江学子的广泛社会影响力与对社会责任的担当。 Finally, Cheung Kong is unique in its emphasis on what we refer to as its "super team culture" and in the awareness of social responsibility fostered through the work of Cheung Kong faculty. We focus our research on local enterprises, helping to strategize ways these emerging competitors can best compete on the global playing field. Our work is having a huge impact on management practice in China.

At Cheung Kong Graduate School of Business we look at careers and life with open minds and a broad sense of vision. For future success, we need to be globally competitive and also maintain a strong sense of social responsibility. We need to learn to show greater respect for people and for the surrounding environment.

Corporate Social Responsibility and Philanthropy in 2009

As a "new-generation business school with global vision," Cheung Kong Graduate School of Business was the first business school to call for "humanistic spirits" among entrepreneurs. The Cheung Kong Graduate School of Business alumni have also been holding on to such spirits and sense of social responsibility in their own endeavors to contribute to social progress.

Apart from boosting social prosperity and creating employment opportunities, the most important function of the commerce sector is to satisfy people's needs. Despite its goal of making profits for its shareholders, an enterprise should still hold "integrity" and "honesty" as its core corporate culture and the foundation for long-term development. Cheung Kong Graduate School of Business believes that an entrepreneur with no soul, ethics, nor conscience an entrepreneur is destined to fail. An entrepreneur will succeed only if he or she has a sense of mission and responsibility as well as the perseverance to stick to it. Every student at Cheung Kong Graduate School of Business is well reminded of such philosophy atthe first day of his or her enrollment here.

Cheung Kong Graduate School of Business wants every one of their students to not only create material wealth but also practice the belief of "living a life for others, inheriting knowledge from the past, and generating peace and prosperity for thousands of generations." They should be people of courage and responsibility who contribute to the construction of a harmonious society, the peaceful rise of China as well as to the civilization and progress of the world.

In 2009, the year of the 60th anniversary of the People's Republic of China, Cheung Kong alumni took part in a wealth of community service and charitable activities:

Community Service

54 Cheung Kong alumni and students took part in the 2009 National People's Congress and the Chinese People's Political Consultative Conference in March 2009. (See table)

Appendix: Cheung Kong Affiliates Attending the 2009 NPC and CPPCC as Delegates (Total: 54)

Cheung Kong Affiliates Attending the Second Plenary Session of the 11th National People's Congress (Total: 29)

Cheung Kong Affiliates Attending the Second Plenary Session of the 11th National Committee of the Chinese People's Political Consultative Conference (Total: 25)

参加第十一届全国人民代表大会二次会议的长江商学院学子名单(共计29人)

			H () () () ()		
姓名Na	me	班级 Class		所属代	表团 Representing
李东生	Li Dongsheng	首期CEO班		广东	Guangdong
南存辉	Nan Cunhui	首期CEO班	1st CEO class	浙江	Zhejiang
郭广昌	Guo Guangchang	首期CEO班		上海	Shanghai
王明辉	Wang Minghui	二期CEO班	2nd CEO class	云南	Yunnan
吴亚军(女)Wu Yajun (Ms.)		二期CEO班		重庆	Chongqing
张利钿	Zhang Litian	二期CEO班	2nd CEO class	广东	Guangdong
祝义才		三期CEO班		江苏	Jiangsu
向文波	Xiang Wenbo	高层管理教育项目	EE Program	湖南	Hunan
刘富才		EMBA首期		广东	Guangdong
王素毅(雲	蒙古族) Wang Suyi (Mongol)	EMBA二期	EMBA 2nd intake	内蒙	Inner Mongolia
刘正东	Liu Zhengdong	EMBA五期		广西	Guangxi
张建恒	Zhang Jianheng	EMBA五期	EMBA 5th intake	河北	Hebei
李振江		EMBA六期		河北	
李 亚	Li Ya	EMBA九期	EMBA 9th intake	河南	Henan
薛继连		EMBA九期		河北	
李 强	Li Qiang	EMBA十期	EMBA 10th intake	江苏	Jiangsu
周莉(女) Zhou Li (Ms.)	EMBA十期		江苏	Jiangsu
孙云飞	Sun Yunfei	EMBA十一期	EMBA 11th intake	安徽	Anhui
罗平(女) Luo Ping (Ms.)	EMBA十一期		安徽	
范锐平	Fan Ruiping	EMBA十一期	EMBA 11th intake	湖北	Hubei
王春成		EMBA十二期		辽宁	
刘学库	Liu Xueku	EMBA十二期	EMBA 12th intake	河北	Hebei
李建华		EMBA十二期		广东	Guangdong
张祖林	Zhang Zulin	EMBA十二期	EMBA 12th intake	云南	Yunnan
姚忠良	Yao Zhongliang	EMBA十二期		河南	
裴春亮	Pei Chunliang	EMBA十二期	EMBA 12th intake	河南	Henan
周国允		EMBA十三期		河南	
王石齐	Wang Shiqi	EMBA十四期	EMBA 14th intake	湖南	
朱玉辰	Zhu Yuchen	EMBA十四期	EMBA 14th intake	上海	Shanghai

参加政协十一届全国委员会二次会议的长江商学院学子名单(共计: 25人)

姓名Name	班级Class	所属团体Representing
王均金	首期CEO班	全国工商联
王玉锁	首期CEO班	全国工商联
刘汉元	首期CEO班	民主建国会
荣海	首期CEO班	经济界
Rong Hai	1st CEO class	Economic Circle
王伟斌	二期CEO班	全国青联
Vang Weibin	2nd CEO class	All-China Youth Federation
冯东明	二期CEO班	全国工商联
eng Dongming	2nd CEO class	Natl. Assn. of Industry and Commerce
任洪斌	二期CEO班	全国青联
Ren Hongbin	2nd CEO class	All-China Youth Federation
杨铿	二期CEO班	全国工商联
∕ang Keng	2nd CEO class	Natl. Assn. of Industry and Commerce
吴一坚	三期CEO班	全国工商联
х ≖ Vu Yijian	3rd CEO class	Natl. Assn. of Industry and Commerce
郑跃文	三期CEO班	全国工商联
	3rd CEO class	
Zheng Yuewen		Natl. Assn. of Industry and Commerce
傅 军	高层管理教育项目	全国工商联
u Jun	EE Program	Natl. Assn. of Industry and Commerce
谢伯阳	EMBA二期	全国工商联
(ie Boyang	EMBA 2nd intake	Natl. Assn. of Industry and Commerce
安桂武	EMBA三期	共青团
An Guiwu	EMBA 3rd intake	Communist Youth League
田伟	EMBA四期	全国青联
ian Wei	EMBA 4th intake	All-China Youth Federation
尔肯江・吐拉洪(维族)	EMBA四期	共青团
Erkenjiang Tulahong (Uighur)		Communist Youth League
刘金虎	EMBA四期	全国工商联
iu Jinhu.		Natl. Assn. of Industry and Commerce
余渐富	EMBA六期	全国工商联
于 海	EMBA七期	文化艺术界
林圣雄	EMBA八期	民主促进会
in Shengxiong		
孙 聪	EMBA十期	科学技术界
		Science & Technology Circle
龚立群	EMBA十期	民主建国会
李政文	EMBA十一期	特别邀请人士
i Zhengwen		Specially-Invited Delegate
潘碧灵(土家族)	EMBA十一期	民主促进会
陈永满	EMBA十三期	中华全国总工会
Chen Yongman	EMBA 12th intake	All-China Federation of Trade Unions
罗梅	EMBA十二期	共青团
uo Mei	EMBA 13th intake	Communist Youth League

长江商学院校友企业沈阳黎明公司喜获"2008年度中国最具影响力企业"殊荣

1月17日,在北京人民大会堂举行的2008年度中国最具影响力企业、最受关注企业家、最具成长性企业揭晓典礼上,沈阳黎明航空发动机(集团)有限责任公司喜获"2008年度中国最具影响力企业"殊荣,公司总经理、长江EMBA四期校友庞为代表20家获奖企业发言并领取了奖杯。

长江商学院校友马云入选《商业周刊》"2009中国最具影响力40人"

11月,美国《商业周刊》杂志推出"2009中国最具影响力40人",长江商学院"中国企业CEO课程"首期学员马云入选榜单。中国国家主席胡锦涛、国务院总理温家宝、国务院副总理王岐山、广州省委书记汪洋、中国商务部部长陈德铭和重庆市长薄熙来均出现在榜单上。

回报社会

西部高校MBA教师培训项目

在推动中国商业教育方面,长江商学院始终不遗余力。2007年7月、2008年8月、2009年7月,针对新办MBA项目院校和西部院校师资匮乏的状况,长江商学院先后与云南财经大学、内蒙古大学、兰州大学举办"西部高校MBA教师培训项目"第一、二、三期"长江精品课堂"。该项目使西部高校MBA教师更新教育理念、提高教学水平,从而提高西部院校MBA教育的整体水平,也充分体现了长江商学院在办学过程中始终强调的社会责任感。

校友陈发树捐赠83亿元人民币

10月20日,新华都集团董事长,长江商学院校友、中国企业CEO课程二期学员陈发树宣布设立新华都慈善基金会并将其个人持有的价值83亿元人民币的有价证券捐赠给新华都慈善基金会,并担任新华都慈善基金会长。新华都慈善基金会同时宣布了首批慈善基金的三大项目:"星火计划"将在中国贫困地区包括灾区建立100所新华都希望小学和100所新华都希望中学,为贫困地区和灾区的学生提供一个上学的机会和良好的学习环境。"阳光行动"将在全国范围内为10万名贫困大学生提供新华都奖学金,帮助10万名贫困大学生完成大学学业。"蓝天工程"将为中国20万名大学生提供就业专业培训和辅导,帮助20万大学生就业和提升大学生的未来职业发展的竞争力。

Shenyang Liming Aero-Engine Group Corporation won an award for the most influential companies in China.

17 January 2009 - Shenyang Liming Aero-Engine Group Corporation won an award for the most mature, influential and well-recognized companies in China at an award ceremony at the Great Hall of the People in Beijing. Liming Corporation's General Manager, 4th EMBA alumni Pang Wei represented 20 award-winners by giving a speech on receiving his award

Cheung Kong GSB alumni Jack Ma on BusinessWeek's "List of the most influential Chinese"

November - BusinessWeek published a 'list of the most influential Chinese' compiled by the paper's team of Beijing and Hong Kong-based reporters and editors. Cheung Kong GSB alumni Jack Ma is on the list.

Giving Back to Society

The 3rd Annual Go West Program at Lanzhou University

Cheng Kong's pro bono "Go West" program, designed to promote high standards in MBA education in China's less-developed western regions, kicked off its third annual session at the Lanzhou University School of Management. The program, which took place over a four-day period, featured top Cheung Kong professors teaching the latest concepts in finance, corporate accounting, management science and organizational behavior to a group of over 100 of their peers from 25 MBA programs across western China.

The previous two "Go West" sessions were held at Yunnan University of Finance and Economics and Inner Mongolia University and were well-received by both attendees and school administrators. This year happened to coincide with the centennial of Lanzhou University, and was held with the strong support of the Lanzhou University School of Management.

Chen Fashu donated RMB 8.3 billion RMB.

Cheung Kong CEO Program alumnus and New Huadu Group CEO Chen Fashu announced he had established a philanthropic foundation focused on education, the New Huadu Foundation, with a personal contribution of 8.3 billion yuan (\$1.2b). Chen will head the foundation, which will initially launch three programs: "Plan Meteor," which will build 100 elementary schools and 100 middle/high schools in poor regions and disaster-hit areas throughout China, to be called "New Huadu Hope Schools"; "Operation Sunshine," which will give scholarships to 100,000 college students around China to help them finish their education; and "Project Blue Sky," which will offer career training programs and job-search help to 200,000 college students.

"长江公益基金"正式成立

1月9日,在"爱在长江——2009长江新年晚会"上,长江商学院和长江商学院校友会共同发起的"中国红十字基金会长江公益基金"正式成立。

长江公益基金自成立以来,通过设立管理运作机构,确立管理运作制度,宣传公益理念,招募校友志愿者,开展爱心活动以及号召校友分会、年级以及俱乐部进行爱心捐助,共募集善款近750万元。同时,截至2009年12月,已有300余位极具爱心的长江校友加入长江公益基金志愿者行列。

长江公益行动

2009年5月15日,汶川地震一周年之际,为表达长江人对去年援建的四川绵阳安县河清镇"长江博爱中学"孩子们的关爱,"中国红十字基金会长江公益基金"组织长江校友志愿者开展了"爱心永在——长江公益基金地震周年爱之行"活动,带着长江人的关爱,志愿者们前往长江博爱中学看望并慰问了学校的老师和孩子们。本次公益活动由长江商学院、长江校友总会和长江校友会四川分会联合举办。位于绵阳安县河清镇的长江博爱中学是2008年汶川地震后,长江商学院联合长江校友会号召长江师生捐赠的爱心学校,"长江公益基金"将把这所学校建设成为长江人的"爱心基地",持续开展长江师生的慈善公益活动。本次公益活动得到了长江校友的踊跃支持。

2009年2月7日,长江商学院校友会青岛分会在青岛香格里拉大酒店举办了"2009年新春大聚会"活动。活动特别安排了慈善义拍活动,青岛校友积极捐赠了笔记本及珍藏多年的红酒作为拍品。最终,拍得善款15.6万元(参与义拍同学名录附后),青岛分会现场决定将这笔爱心款全部捐入"长江公益基金",支持长江人的公益事业。

2009年4月24日, EMBA十一期同学前往四川江油新安的长江博爱学校举办"一个都不能少之学习·爱"公益活动。

2009年5月31日,EMBA十二期慰问震后援建的四川中江县三百梯长久小学师生。

2009年8月20日,EMBA八期赵勇、彭越、林圣雄三位同学,十二期全体,十三期全体,十四期全体及长江高球俱乐部为云南省教育项目共捐赠260万元善款。

2009年8月21日,EMBA十四期举办"大爱·长江无疆——EMBA十四期慈善晚会",募集700多万元善款。

2009年8月23日,长江摄影俱乐部校友前往香格里拉当地的"杰素丹珍保育院"看望了那里的50余名孤儿。

Cheung Kong Philanthropy Fund is Established

On January 9, 2009, at the Sanya Forum, Dean Xiang and the Alumni Association jointly established a Cheung Kong Red Cross Fund. The Cheung Kong Philanthropy Fund, by going through the Red Cross, standardizes the practice of giving at the school, supports the budding sense of individual responsibility among Cheung Kong students, and provides a way for Cheung Kong students and alumni to express their compassion for others less well off than themselves.

Cheung Kong Philanthropy

On May 15, 2009, alumni representatives of the Cheung Kong Red Cross fund visited the Cheung Kong Bo'Ai Middle School in Mianyang, Sichuan province, reconstructed with the help of Cheung Kong student and staff donations. They met with teachers and students, demonstrating that the school had not forgotten Sichuan's disaster, and were continuing to support the local peoples' rebuilding efforts.

On February 7th, 2009, Cheung Kong alumni gathered at the Shangri-La hotel in Qingdao for their 2009 Annual Meeting, which included a charity auction as one of the key activities. The auction, at which some mature bottles of red wine and a laptop were up for the bidding, raised 156000 RMB, which was then given over to the new Cheung Kong Philanthropy Fund to benefit future charitable actions of the school.

Post-Earthquake Sichuan Actions - On 24 April, 11th Intake EMBA classmates took part in a charity event in Sichuan's Mianyang county, at the Bo'ai Elementary School supported by Cheung Kong.

On 31 May ,12th Intake EMBA classmates visited primary schools affected by the earthquake.

On 20 August, EMBA 8th Intake student Zhao Yong, Peng Yue and Lin Shengxiong, the entire EMBA 12th, 13th and 14th Intakes and the Cheung Kong Golf Association donated 2.6 million RMB to Yunnan province's education fund.

On 21 August, EMBA 14th Intake classmates held a charity dinner and raised 7 million RMB.

On 23 August, Cheung Kong Photography Club members visited Shangri-La's Red Treasures Home and met with 50 orphans living there.

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一月

1月5日至6日,长江商学院第二届年度东西方全明星MBA案例挑战赛在北京举行。来自12所全球顶 尖商学院的60多名MBA学员展开激烈角逐,优胜者获得由微软总部高管人员提供的2万美元奖金,并有 机会真正实施他们的解决方案。

1月8日,由长江高尔夫俱乐部主办的 "昌达杯2009年长江新年高尔夫联谊赛"在海南三亚红峡谷高尔夫球会顺利举行。本次赛事吸引了长江EMBA项目、中国企业CEO课程、传媒高级管理文凭课程分别组成的4支代表队参加。

1月8日,长江商学院校友总会在海南三亚召开了第二届常务理事会第四次会议。长江商学院项兵院长、齐大庆副院长等出席了会议,EMBA八期校友、香港富华国际集团总裁赵勇同学当选长江校友总会第二任会长。

1月9日,2009长江年度论坛暨长江年度人物颁奖礼在三亚成功举办。长江商学院教授、企业家学员及全国知名经济学者、企业家云集三亚,探讨中国及世界经济如何"过冬"。本次论坛由长江商学院和海南省政府共同举办。同时,在论坛上还举行了"长江年度人物"颁奖礼,对在人文关怀和社会发展方面做出杰出贡献的长江校友进行了表彰。

1月9日,"爱在长江——2009长江新年晚会"盛大开幕。在晚会上,长江校友会第25个分会——三亚分会宣告成立,长江人的第一支慈善公益基金——"长江公益基金"也正式揭幕,标志着长江人的公益事业进入了全新的发展阶段。

January

5-6January, International Business School Case Challenge held in Beijing. Microsoft sponsored Cheung Kong GSB's second annual International Business School Case Challenge held in Beijing. Over 60 MBA students from 12 elite global business schools competed in front of an audience of nearly 500 for a \$20,000 cash prize presented by top Microsoft executives flown in from headquarters to judge the winners.

8 January - Cheung Kong Golf Club organized 'Changda 2009 Cheung Kong New Year Golf Friendship Cup' in Hainan Sanya. Four teams formed by students from Cheung Kong EMBA program, CEO program and Media Business program took part in this event.

8 January - At the January meeting of the Cheung Kong GSB Alumni Association's standing committee, Zhao Yong, President of Fu Wah International Hong Kong Group, and member of the 2007 intake of the Cheung Kong EMBA program, was elected as the association's new president.

9 January - '2009 Cheung Kong Annual Forum and Awarding Ceremony of Cheung Kong People of the Year' was held successfully in Hainan Sanya. At the forum, Cheung Kong professors and students as well as scholars and entrepreneurs discussed ways for China and the world economy to get out of recession. Cheung Kong alumni who contributed substantially to the humanities and social development in the past were awarded at the 'Cheung Kong People of the Year Awards' at the forum.

9 January - Cheung Kong GSB celebrated New Year at the grand 2009 Cheung Kong New Year Party. At the party, the newly elected 2nd President of Cheung Kong GSB Alumni Association, Mr. Zhao Yong officially took office. The celebration also marks the establishment of the Cheung Kong GSB Alumni Association's 25th sub-society - the Sanya sub-society and the launch of the Cheung Kong Charity Fund.

10 January - Cheung Kong GSB hosted the Cheung Kong MNC Roundtable at the Ritz Carlton Hotel in Sanya moderated by Steven Xu of the Economist and Cheung Kong Professor Sun Baohong in Yalong Bay on January 10. Discussion centered around opportunities for companies in China amidst global chaos. The audience of 60 business leaders at this closed-door session included executives from the Cheung Kong China Country Managers Program, special invited MNC country heads, and Cheung Kong faculty and alumni.

10 January - "The Art of Zen; The Dao of Management" New Year Alumni Lecture took place in Sanya.

14 January - The '2008 (2nd) Outstanding Chinese Humanities and Social Science Researchers Reports' were published in January 2009. The report selected 868 researchers, including Cheung Kong Professor Zhou Chunsheng.



1月10日,主题为"2009: 跨国公司在中国的机遇与挑战"的圆桌论坛在三亚举行。长江"跨国公司总经理课程"学员、长江部分教授、校友以及在华知名跨国公司负责人等出席了本次论坛。与会嘉宾围绕全球经济危机下的机遇与挑战这一主题,展开了深入探讨。

1月10日,长江商学院和长江校友会为长江校友精心安排了题为"品禅学之妙明管理之道"的新年讲座。

1月14日,由中国校友会网、《大学》杂志和21世纪人才报等机构联合完成的《2008(第二届)中国 杰出人文社会科学家研究报告》正式发布,全国共有868位杰出学者入选,长江商学院周春生教授入选。

二月

2月18日,长江商学院院长项兵教授在和讯网组织的沙龙中演讲时提出,在金融危机中,中国和美国或最先反弹,中国在金融危机中的相对影响力已经大大提高。

2月19日,"长江商学院艺术品收藏与投资沙龙"第三期活动在北京举行。

三月

3月1日,长江商学院EMBA及"中国企业CEO课程"学员、俏江南控股有限公司董事会主席张兰荣获"职场女性榜样"殊荣,"2008年中国职场女性榜样颁奖盛典"由全国妇联宣传部、阳光媒体集团、新浪网、湖南卫视主办。

February

18 February - Cheung Kong GSB Dean Xiang Bing told a small scale seminar audience that China and the US will be the first to recover from the world financial crisis. He also believes that China has gained remarkable influence out of this crisis.

18 February - Frank Joshua, a pioneer of carbon trading while working at the UN on climate change issues, gave an open lecture in Beijing on the topic, 'The Origins of Carbon Credits Trading, Current Status and Future Prospects.'

19 February - Cheung Kong Art Collection and Investment Salon held its 3rd session in Beijing.

March

1 March - Cheung Kong EMBA and China CEO program student and CEO of South Beauty Group Zhang Lan was awarded 'Professional Female Awards'. The awards was hosted by the All China Women's Federation, Sun Media, Sina.com and Hunan TV.

2-13 March - Cheung Kong GSB Dean Xiang Bing, Professor Mei Jianping, Professor Zhou Chunsheng and Professor Liu Jing were invited to be interviewed on the Xinhua News Agency program called, 'Financial Discussion at the People's Congress and CPPCC Annual Meeting 2009'. The professors discussed a brand range of topics focusing on the recovery of the Chinese and world economy from the financial crisis. This Program was broadcasted during the 2009 People's Congress and CPPCC meeting sections and was made available to Premier Wen Jiabao's office.

3-5 March - 54 Cheung Kong students took part in the People's Congress and CPPCC annual meeting held in Beijing.

March - Cheung Kong Visiting Professor Sun Baohong was awarded the title of 'Carnegie Mellon University Marketing Professor' in March.

24 March - The '2009 Cheung Kong Roundtable Seminar' was held successfully in Shenzhen, during which Cheung Kong Professors and around 70 SME leaders debated topics relevant to 'Chinese SMEs Amidst Global Financial Crisis.'

26 March, The Cheung Kong Pioneering Management Forum was Held in Shanghai. This forum was held with Shanghai business associations and Cheung Kong Shanghai alumni as supporting partners.

3月2日至13日,在第十一届全国人民代表大会第二次会议和政协第十一届全国委员会第二次会议召开的背景下,长江商学院院长项兵教授、梅建平教授、周春生教授、刘劲教授作客新华社《两会财经视点》节目,就中国企业及企业家应对金融危机之策、美国金融危机及其对资本市场产生的影响、能源行业在金融危机中会受到的冲击及应对措施、我国金融业和房地产在危机中受到的影响、危机背景下的金融创新、美国经济刺激计划及中国的可借鉴之处等问题发表精彩观点。该档节目在两会会场滚动播出并已接入温家宝总理办公室。

3月3日至5日,长江商学院54名学子参加2009年全国"两会"。第十一届全国人民代表大会第二次会议和政协第十一届全国委员会第二次会议分别于2009年3月5日和3月3日在北京开幕。这次"两会"是我国改革开放30周年之后及建国60周年之前的一次重要会议。

3月,长江商学院副院长孙宝红教授最近被提升为卡耐基-梅隆大学市场营销学卡耐基-博施讲座教授。

3月24日,长江商学院主办的2009长江圆桌座谈会在深圳成功举办。 带着对世界前沿管理知识的 渴求以及面临的一系列实际问题,来自深圳及珠三角地区近70位优秀的中小企业家参与了本次座谈会,与长江商学院项兵院长以及薛云奎、郑渝生、周春生、梅建平、王一江、滕斌圣共7位教授就"面对全球危机中国企业的新思考"这一热点话题展开深入讨论。

3月26日,以"面对全球危机中国企业的新思考"为题的"长江2009管理前沿论坛"在上海举办,本次论坛由长江商学院主办,长江商学院院长项兵博士、长江商学院金融学教授周春生博士及战略学教授廖建文博士从全球视野,与400多位长三角地区知名企业家共话面对全球金融危机的应对之道,探寻危机背后的机遇。

四月

4月1日,《财富》(中文版)公布了"中国最具影响力的25位商界领袖"。长江商学院5位校友荣登榜单:万科企业股份有限公司总经理郁亮、中国海洋石油公司总经理傅成玉、巨人网络集团有限公司董事长兼CEO史玉柱、阿里巴巴集团董事会主席马云和上海美斯特邦威服饰股份有限公司董事长兼总经理周成建。

4月10日,长江商学院全面启动在职金融MBA项目。 这一项目旨在为中国金融业培养一批具备全球 视野、能够掌握世界最前沿金融工具进行研究、管理与实践的优秀金融专业人才。

4月10日,长江商学院院长项兵博士应邀出席对外经济贸易大学"建国60年系列讲座",并作为首场嘉宾发表了"应对经济全球化的新视野、新思维与新对策"的主题演讲,精彩演讲受到了全场老师和同学们的一致好评。

4月15日, "长江2009管理前沿论坛"在长沙成功举办,本次论坛由长江商学院和湖南省人民政府共同主办,长江商学院院长项兵博士、长江商学院金融学教授周春生博士及战略学教授滕斌圣博士与来自长株潭地区的400多位知名企业家深入交流。

April

1 April - Fortune China published its '25 most influential business leaders in China' list. Five Cheung Kong alumni were on the list, they are Yu Liang of Vanke, Fu Chengyu of China Offshore Oil Company, Shi Yuzhu of Giant Interactive Group, Ma Yun of Alibaba and Zhou Chengjian of Shanghai Meters/bonwe.

10 April - Cheung Kong GSB announced that the new part-time Finance MBA program will kick off in October 2009. This program aims to train top financial talents for China who have international perspectives and can use the world's most advanced financial instruments for research, management and practice.

10 April - Cheung Kong GSB Dean Xiang Bing was invited to deliver a speech entitled, 'New Perspective, New Minds and New Solutions' at the '60 Anniversary of People's Republic of China speech series' organized by the University of International Business and Economics (UIBE), Beijing. Dean's speech was very well received by the audience.

15 April - '2009 Cheung Kong Business Pioneering Management Forum' was successfully held in Changsha, Hunan Province. This forum was co-hosted by Cheung Kong and the Hunan Provincial Government which provided a platform for discussion among Cheung Kong professors and more than 400 entrepreneurs from Changsha-Zhuzhou-Xiangtan area.

15 April - A dialogue on 'Spring in the Chinese Economy' between Professor Mei Jianping and the Wall Street Journal's Andrew Batson at the Beijing campus for an audience of English speakers based in Beijing.

17-19 April - The 'Boao Asia Forum' 2009 annual conference was held, with the theme of this year's conference being 'Crisis and Asia: Challenges and Outlook'. Cheung Kong GSB Dean Xiang Bing chaired a discussion session on the second day of the conference; with the topic discussed being SME human resources, finance and development strategy.

23-24 April - The best known golf event among EMBA participants - the '5th Chinese EMBA Golf Association Cup' kicked off in Guangdong's Dongguan. EMBA students from seven business schools participated in the event. The Cheung Kong GSB EMBA team gained the championship in the group match.

26 April - The '4th Central China Investment and Trade Fair' was held in Hefei, Anhui Province. Cheung Kong GSB Dean Xiang Bing took part and delivered a keynote speech entitled 'The Global Financial Crisis and China: Challenges and Opportunities'.





4月17日—19日,"博鳌亚洲论坛2009年年会"召开,本届年会的主题为"经济危机与亚洲:挑战与展望"。长江商学院院长项兵博士出席并主持了4月18日下午的"中小企业的人才、融资和成长策略"分论坛,项兵院长表示,专注和精耕细作才能造就百年老店,华人企业还需努力。

4月23至24日,中国最具影响力的EMBA高尔夫赛事——"第五届中国名校EMBA高尔夫联盟赛"在广东东莞峰景高尔夫球会正式开杆。来自7所商学院的众多好手向冠军发起挑战。长江商学院代表队在本次比赛中取得优异成绩,获得团体赛第一名。

4月26日,第四届中国中部投资贸易博览会在安徽省合肥市召开。长江商学院院长项兵博士应邀出席国际金融论坛并发表了题为"全球金融风暴与中国:挑战与机遇"的主题演讲。

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5月4日至8日,长江商学院携手伦敦商学院、哥伦比亚商学院及瑞士洛桑国际管理发展学院倾力打造的"中国企业CEO课程"和"金融CEO课程"在香港成功开课。60余位来自中国最具代表性企业的CEO及知名金融机构的领军人物共聚香江,展开一场完美融合商业管理智慧、贯穿人文精神修养的学习体验。在近一周的课程中,来自不同行业的精英领袖同堂交流,互启心智,于交流企业管理心得之中,分享各自跨行业的管理智慧,共同度过了一段难忘的学习之旅。

5月12日,项兵院长应邀为"南开大学90年校庆学术论坛"系列活动作专场讲座,发表了"应对经济全球化的新视野、新思维与新对策"的主题演讲。从领悟管理智慧到把握经济动态到拓展战略思维等话题,项兵院长的独到见解,为同学们打开了新的思路。

5月15日,刘劲教授出席国信证券2009年数量化投资论坛并以"国际市场中数量化投资技术应用的经验及对国内市场的借鉴分析"为题作主题演讲。



May

4-8 May - Cheung Kong GSB's China CEO and CFO programs kicked off successfully in Hong Kong. These courses are organized in concert with the London School of Economics and Political Science, IMD and Columbia Business School. More than 60 CEOs from well-known Chinese companies and financial institutions took part this week-long course. Managers from different sectors had the chance to exchanges their experiences during the course.

12 May - Cheung Kong GSB Dean Xiang Bing was invited to deliver a speech entitled 'New Perspectives, New Minds and New Solutions' at the '90th Anniversary of the founding of Nankai University'.

13 May - Cheung Kong Open Lecture on 'Japan's Way Out-The World Financial Crisis from a Japanese Perspective' with Distinguished Speaker: Daisuke Kotegawa, Executive Director for Japan at the International Monetary Fund in Washington.

15 May - Cheung Kong Professor Liu Jing took part in the '2009 Guosen Securities Quantified Investment Forum' and delivered a keynote speech.

15-17 May - Cheung Kong GSB 2009 'leadership building CEO course' started its first module on 'benefit control'. The 'leadership building CEO course' is one of Cheung Kong's new courses developed in 2009. More than 30 company leaders took part in the course.

19 May - '1st Cheung Kong Real Estate Seminar' was successfully held on the Beijing Campus. Invited guests include Wang Ou, Director of REITs working group, China Securities Regulatory Commission, Cheung Kong Alum CEO Feng Lun and Professor Mei Jianping from the Cheung Kong Real Estate Research Centre. Topics discussed included the 'Outlook on China's REITs Market'.

23 May - Zhao Yong, President of the Alumni Association, and Cheung Kong Dean Xiang Bing opened the second working group meeting of the Association in Beijing, and unfurled the Alumni Association's new flag.



5月15日至17日,长江商学院2009年 "总裁领导力发展"课程在北京开课,课程吸引了来自全国各地的30多位企业高层管理者参加。作为长江高层管理教育2009年全新课程之一,长江"总裁领导力发展"课程设计理念即是帮助企业核心管理者把握宏观大势之便,掌握企业驾驭之道。

5月19日,首期"长江房地产沙龙"在北京校区成功举办。本次活动邀请了中国证监会房地产投资基金(REITs)专题研究小组副组长王欧、长江商学院"中国企业CEO课程"学员、万通实业集团董事长冯仑及长江房地产研究中心主任梅建平教授,与80余位长江房地产行业校友及业内高层管理者,就"中国房地产投资基金(REITs)市场展望"展开热烈讨论。

5月23日,长江商学院校友会第二届工作团队就职典礼在北京举行。在本次会议上,项兵院长向赵勇会长授总会会印和会旗。赵勇会长于2009年1月8日在海南三亚召开的长江校友总会第二届常务理事会第四次会议以全票当选会长。

六月

6月6日,王一江教授出席由天津滨海新区中心商务商业区管委会、天津浙江商会主办,《浙商》杂志、浙商证券协办的《浙商对话滨海CBD》活动。在活动中,王一江教授用独特的视角诠释了滨海CBD在中国内陆地区的重要性及其商业地位,表示滨海CBD应成为中国北方的服务中心。

6月12日,长江商学院高层管理教育第五期"长江传媒高级管理文凭课程"和"Mini-EMBA课程"在北京同时开课,40多位传媒行业高层管理者和来自制药、电子、物流、贸易、汽车等行业的30余位企业高层管理者参加了此次学习。

6月12日,长江商学院高层管理教育首期"房地产高级管理课程"在学院北京开课,30多位来自万通、复地等中国房地产行业领军企业的高层管理者共聚一堂,对世界地产市场态势及地产行业深层发展规律进行了学习和研讨。

June

2 June - Financial Markets - The Rise of China and the London Opportunity - Date: Tuesday 2 June 2009 Alderman Ian Luder, the 681st Lord Mayor of the City of London spoke on China and London Financial Relations, saying that: despite the crisis, London remains a robust and open capital-raising centre; London has advantages beyond its capital markets (location, language, law); the rise of Asia is good for London and creates a win-win partnership situation.

6 June - Cheung Kong Professor Wang Yijing participated in an event entitled 'Dialogue between Zhejiang Entrepreneurs and Tianjin Binhai CBD'. Professor Wang told the audiences that Tianjin Binhai CBD should develop into the service center of Northern China.

June - A breakfast seminar hosted by Cheung Kong Professor Li Wei and Citibank's Mr. Thomas Glaessner for 15 senior executives on the topic, US Financial Markets and Corporate Social Responsibility Hosts, was held at the Grand Hyatt at Oriental Plaza.

12 June - Cheung Kong GSB Executive Education Program courses on 'Cheung Kong Media Advanced Degree Course' and 'Mini-EMBA' kicked off on the same day in Beijing. More than 40 business managers from the media sector and 30 from other sectors of pharmaceuticals, electronics, logistics, trade and automobiles participated in the two courses.

12 June - Cheung Kong GSB Executive Education Program 'Real Estate Advanced Management Course' kicked off in Beijing. Trend of world real estate market and fundamental rules of this sector were discussed at the course.

13 June - Jilin Alumni Club met, with Liaoning, Changchun and Shenyang alumni meetings following soon after.

16 June - 2009 Cheung Kong Executive Roundtable entitled, 'How MNCs Can Best Weather the Storm in China' was held in Shanghai.

21 June - Cheung Kong GSB and China University of Science and Technology Alumni Innovation Fund co-hosted a seminar and discussion event on financial markets and MBA education at Cheung Kong Beijing campus. Cheung Kong Associate Dean Professor Liu Jing and Finance MBA Program Director Cao Huining delivered the keynote speech. The event moderator was marketing professor Zhao Hao.

24 June - Economic Trends and Prospects in Korea and China (Lecture in Korean) was held on the Beijing campus for senior Korean managers in China. The topic was Economic Trends and Prospects in Korea and China: Putting Companies on the Path to Success with lecturers from the Korean Embassy and Tsinghua University.

26-29 June - XCMG-Cheung Kong Leadership Building Course kicked off at Jiangsu Xuzhou. This one-year course is tailor-made by Cheung Kong GSB for the XCMG.

27-30 June - Marketing Model Elite Course kicked off at Cheung Kong GSB Beijing Campus. This course was put together by the joint efforts of Cheung Kong GSB, Peking University Guanghua Management School and The Wharton School of the University of Pennsylvania.



6月13日,长江校友会吉林分会、辽宁分会在长春和沈阳相继成立。

6月21日,100余位来自中国科技大学的校友齐聚长江商学院北京校区,共同聆听长江教授畅谈金融市场与MBA教育。本次活动由长江商学院与中国科技大学校友新创基金会共同主办,长江商学院副院长刘劲教授、金融MBA项目学术主任曹辉宁教授分别进行了主题演讲,营销学副教授赵昊主持了此次活动并与两位教授和现场参与者进行了互动讨论。

6月26日至29日,"徐工集团一长江商学院领导力开发"课程在江苏徐州开课。该课程由长江商学院为徐工集团量身定制,课程周期为一年。

6月27日至30日,为促进市场营销模型的教学与研究,培养市场营销模型研究与应用方面的专门人才,长江商学院、北京大学光华管理学院和宾夕法尼亚大学沃顿商学院联合主办了为期4天的2009年"市场营销学模型精英班"。30多名来自中国知名高校的青年学者和学生参加了此次活动。

6月29日至30日,来自美国和欧洲高等学府的著名市场营销学者与他们的中国同行一道,在首届长江商学院市场营销论坛上展示了其最新研究成果。

七月

7月4日,项兵院长应邀出席"首届全球智库峰会",并担任"全球并购与全球产业整合"的主题讨论嘉宾。跨国公司是全球经济发展的积极力量,是中国与国际经济交流的重要载体,在当前国际金融危机影响仍在蔓延、深化的背景下,共谋应对危机之计,共商振兴经济之策意义深远。

7月6日至8日,海外华人学者管理科学与工程协会(OCSAMSE)第二次国际年会在上海召开。本次年会邀请了来自世界各地的顶尖学者及优秀企业家参与,共同探讨运营管理方面的前沿问题。

7月7日至10日,"2009中国金融国际年会"在广州召开。本次年会由清华大学中国金融研究中心、美国麻省理工学院斯隆管理学院和长江商学院共同举办。500余位来自海内外多所著名大学、金融机构的专家学者参加了本次会议。本届年会也成为迄今为止在中国境内举办的规格最高、参会人数最多的金融论坛之一。此次年会上,长江商学院金融学教授曹辉宁、黄明、梅建平、欧阳辉等分别在专题论坛中与各位学者交流并分享了各自最新的学术研究成果。此次会议为国内外的金融学者提供了一个高水平的开放交流平台,以促进相互之间的交流及对最新研究成果的深入探讨。

7月8日,长江商学院校友企业中国航空工业集团公司跻身《财富》全球500强。作为中国航空工业集团的领头人,林左鸣是中国航空工业领域的传奇人物。在他接管中航后,中航便开始在国际资本市场绽放光彩,成为世界上最具活力的航空工业公司之一。林左鸣为长江商学院EMBA首期班学员,作为企业的领导者,他不仅自身具备对学习超乎寻常的热情,更源源不断地将优秀学员送到长江商学院学习。

29-30 June - Noted marketing scholars from U.S. and European universities joined with Chinese colleagues to present their latest research and lay the groundwork for future cooperation at the first annual Cheung Kong GSB Marketing Research Forum. Organized by Cheung Kong Professors of Marketing Chen Yuxin, Chiang Jeongwen, Jing Bing, Sun Baohong, and Zhao Hao, the two-day conference served as the inaugural event for the Cheung Kong GSB Customer Information Management Center. The center's goal will be to present cutting-edge research and methodologies in marketing science to research communities within China.

July

4 July - Cheung Kong Dean Xiang Bing was invited to take part in the '1st World Think Tank Summit', where he delivered a speech on the topic of 'global acquisition and sector integration'.

6-8 July - 2nd annual conference of the Overseas Chinese Scholars Association in Management Science and Engineering (OCSAMSE) was held in Shanghai. Cutting-edge topics of business operation and management were discussed at the conference. Cheung Kong GSB supported the organization of this event.

7-10 July - '2009 China International Finance Annual Conference' was held in Guangzhou. This conference was co-organized by the Financial Research Centre of Tsinghua University, Sloan School of Management-Massachusetts Institute of Technology and Cheung Kong GSB. More than 500 experts and scholars from universities and financial institutes home and abroad participated in the conference which believed to the largest finance annual conference in scale and level of expertise in China. Several Cheung Kong Professors shared their research findings at the conference.

8 July - Aviation Industry Corporation of China (AVIC) was included on the Fortune Top 500 list. The Director of AVIC Lin Zuoming is a Cheung Kong EMBA alumni, and he studied in the 1st year's intake of the Cheung Kong EMBA program.

13 July - 'Cheung Kong - Mercer 2009 Chinese Firms Going Global HR Strategies Seminar' was successfully held on the Cheung Kong Beijing campus. More than 80 HR managers from several big state-owned companies and SMEs participated in this event.

16-17 July - '2nd Cheung Kong Summer Financial Seminar' initiated by Cheung Kong Finance Professor Cao Huining was held in Guilin, Guangxi Province. More than 40 finance experts gathered in Guilin to exchange and discuss latest academic findings of their areas of research.

19 July - Qinghai Provincial Government and Cheung Kong GSB signed cooperation agreement to set up 'advanced civil servant training program'. The signing ceremony was held in Xining on the 19 July. The cooperation program will last for a year, under which Cheung Kong GSB will train selected civil servants from Qinghai in the framework of the Cheung Kong EMBA program. The aim of this agreement is to enhance the competences of civil service through MBA training at Cheung Kong.

7月13日,"长江一美世2009年中国企业'走出去'人力资源战略研讨会"在长江商学院北京校区成功举办。近80名来自中国移动、中石油、中国银行、联想集团、蒙牛、物美等多家大型国有企业与民营企业的人力资源负责人参加了此次活动。

7月16日至17日,由长江商学院金融学教授曹辉宁组织发起的"第二届长江商学院夏季金融研讨会"在桂林举办。本次论坛主要面向海内外金融学研究人员,来自海内外多所知名院校的40余名金融学领域的专家学者齐聚于桂林,就当前金融领域新发展进行了充分的交流与探讨,并分享了各自在金融研究领域内的最新学术成果。

7月19日,青海省政府与长江商学院合作的"培养高级公务员项目"签约仪式在西宁举行。青海省政府与长江商学院合作签署的"培养高级公务员项目"合作期为一年,其核心内容是青海省政府推选政府高级公务员参加长江EMBA项目进行学习,全面提升高级公务员的综合管理能力。为了能为青海省的长期持续发展提供高素质人才,青海省政府在经历多方调研后选择了长江商学院作为合作伙伴,共同开展"培养高级公务员项目"。

7月20日,"第三期西部院校MBA教师培训项目"在兰州大学管理学院开课,来自西部各省25所院校的100多名MBA教师参加了为期4天的培训,课程包括管理科学、金融、公司财务及组织行为学。长江商学院此次派出了包括院长项兵教授、李乐德教授、阎爱民教授、周春生教授、刘劲教授在内的强大教学阵容,旨在促进与推动此项目的长远发展。为了支持国内MBA教育的发展,长江商学院已连续3年承办了西部教师培训项目,前两期分别与云南财经大学、内蒙古大学合作,收到良好的反馈。

7月28日,长江商学院金融学教授周春生博士出席2009年APEC中小企业峰会环渤海分论坛,并发表了题为"中小企业成长与资本运作"的精彩演讲。

7月31日,长江西安高新企业论坛在西安举办。此次论坛由长江商学院高层管理教育项目主办,西安高新区管委会及西安高新技术企业协会协办,吸引了百余人参加。 作为长江商学院与陕西省政府于2008年合作签署的"长江商学院—陕西领航人才发展计划"的重要组成部分,此次论坛切实体现了长江商学院对于陕西经济的关心和关注。目前,长江商学院已经在陕西成立了西安办事处,旨在以世界级商学院的前沿知识助力西部经济,促进西部经济健康快速发展。

八月

8月1日,以"新商业文明的崛起与传承"为题的"2009长江高峰论坛"在温州举办,本次论坛由长江商学院、温州青年企业家协会共同主办。论坛聚焦全球大势,为长三角地区应对全球金融危机的重大挑战提供了学习交流的机会,教授及嘉宾的演讲为到场的400余位企业家开拓了思路。



20 July - Cheung Kong's "Go West" program, designed to promote high standards in MBA education in China's less-developed Western regions, kicked off its third annual session at the Lanzhou University School of Management. The program, which took place over a four-day period, featured top Cheung Kong professors teaching the latest concepts in finance, corporate accounting, management science and organizational behavior to a group of over 100 of their peers from 25 MBA programs across Western China.

21 July - Japanese Companies Modes of Operation in China (Lecture in Japanese & Chinese) took place with the moderator being Mr.Hironobu Yasunaga (Media Manbu, General Manager) and speaker, Wang Zhile (Research fellow of CAITEC, MOFCOM.)

28 July - Cheung Kong Finance Professor Zhou Chunsheng participated in the '2009 APEC SME Summit' Bohai sub-forum where Zhou delivered a speech titled 'The Growth of SME and Capital Management'.

31 July - 'Cheung Kong Hi-tech Company Forum' was held in Xi'an, Shaanxi Province. This forum is part of the agreement signed between Cheung Kong GSB and Shaanxi Provincial Government on the provision of a 'Cheung Kong GSB -Shaanxi Top Talent Training Program', and shows Cheung Kong's attention on the Shaanxi's economic development. Cheung Kong GSB has established its representative office in Xi'an city, aiming to support the economic development in Western China through the knowledge of world-class business school faculty.

August

1 August - '2009 Cheung Kong Summit' themed 'The Rise of New Business Culture' was held in Wenzhou. This forum was co-hosted by Cheung Kong GSB and Wenzhou Young Entrepreneurs Association. It provided a wonderful platform for discussion on how the Yangtze River Delta can respond rapidly to the global financial crisis.

8月3日,"长江家族企业管理沙龙"在广州校区成功举办,本次沙龙由高层管理教育项目主办,广东省中小企业促进会及中国贸促会番禺支会协办,70余名广州及周边地区家族企业管理者参加了沙龙活动。本次沙龙主题为"中国家族企业产权制度改革和创新"。长江商学院副院长、战略学副教授滕斌圣博士以"中国式家族企业的管理"为题发表演讲,概括性地描述了中国家族企业的发展现状,并系统梳理了中国式家族企业的类型及特点。长江商学院金融学教授周春生博士则针对"家族企业治理的现代化"发表演讲,对家族企业治理结构和特点做了高度总结,并提出了一些有效的治理手段及方法。

8月8日,以"面对全球危机中国企业的新思考"为题的"2009长江管理前沿论坛"在内蒙古呼和浩特举办,本次论坛由长江商学院、内蒙古自治区人民政府主办。长江商学院院长项兵博士、长江商学院金融学教授周春生博士以全球视野,与400多位内蒙古地区企业家深入交流,共话面对全球金融危机的应对之道,探寻危机背后的机遇。

8月8日,长江商学院校友会内蒙古分会在呼和浩特成立。

8月19日,长江商学院校友会云南分会成立仪式在昆明举行。

8月20日,"2009长江夏季论坛"在云南昆明胜利纪念堂举办,本次论坛的主题为"危机下的新视野、新思维、新对策"。云南省委书记、省人大常委会主任白恩培为论坛致辞,长江商学院院长项兵博士、金融学教授黄明博士分别以《全球金融风暴与中国:挑战与机遇》和《危机中的中国经济与金融》为题作主题演讲。来自经济学界、企业界、传媒界的800余名听众共同分享了本次论坛的精彩观点。论坛最后还举行了"长江商学院云南领军人才培训基金"捐赠仪式和"长江公益基金"云南"长江博爱小学"捐赠仪式。

九月

9月5日,长江家族企业管理沙龙在上海校区成功举办。针对本次沙龙的主题"家族企业治理的现代化",长江商学院金融学教授周春生博士从国内家族企业治理的现状、家族化治理的优劣势等方面分享了自己在家族企业治理方面的研究成果,并结合希望集团、广东万和等国内优秀家族企业的经典案例,提出了家族化治理的改进措施及发展方向。40余位家族企业管理者及接班人参加了活动,其中包括李锦记、均瑶集团、红蜻蜓集团、博洛尼家居等知名企业的高管。

9月18日—20日,长江商学院后EMBA课程在十三朝古都西安开课,来自全国各地的60多位企业高层管理者聚集一堂,品干秋之韵,聆哲人教诲,以继承与批判相结合的心态与哲学大师共同透视"现代西方精神与启蒙"这一值得现代人反思的哲学议题。

3 August - Cheung Kong GSB successfully hosted a family business management seminar on the Cheung Kong Guangzhou campus. The theme of this workshop was 'Ownership Reform of Chinese Family Business'. Teng Bingsheng, Cheung Kong Associate Dean and Associate Strategy Professor and Finance Professor Zhou Chunsheng delivered speeches, summarizing structural features of Chinese family business and proposing a number of effective management strategies and methods.

8 August - A 'Cheung Kong 2009 Pioneering Management Forum' was held in Hohhot, Inner Mongolia. Cheung Kong GSB together with the government of Inner Mongolia co-hosted the forum. Cheung Kong Dean Xiang Bing and Finance Professor Zhou Chunsheng exchanged opinions with more than 400 entrepreneurs from Inner Mongolia and explored ways to respond to global financial crisis.

8 August -Inner Mongolian alumni attended and met as a club on this occasion.

19 August - Yunnan Alumni Club met in Kunming.

20 August - '2009 Cheung Kong Summer Forum' themed 'New Perspective, New Minds and New Solutions in the Midst of Crisis' was held successfully in Kunming city. Yunnan provincial party secretary Bai Enpei addressed the forum; Cheung Kong Dean Xiang Bing and Finance Professor Huang Ming delivered keynote speeches to more than 800 participants from academia, business and media. At the closing of the forum, two donation ceremonies were held, one for the 'Yunnan Talents Training Program' and the other for the 'Yunnan Bo'ai primary school'.

September

5 September - A Cheung Kong GSB family business seminar was held at the Shanghai campus. The theme of this year's workshop was 'modernization of family business management'. Finance professor Zhou Chunsheng spoke about family business and family business management in China and shared his research on the advantages and disadvantages of business management by families. More than 40 family business leaders took part in the seminar.

18-20 September - Cheung Kong GSB post-EMBA course was launched in Xi'an, Shaanxi Province. More than 60 business leaders participated in the course where they got the chance to hear and discuss philosophical questions about the 'modern Western spirit and enlightenment'.

September - Ten CEO program alumni and Dean Xiang Bing attended the Meeting of New Champions organized by the World Economic Forum in Dalian . The attendees and Dalian EMBA alumni met with speakers and panelists at a drinks reception the night before the forum started.



十月

10月12日,长江商学院北京校区启用位于东方广场东2座20层的新办公区域及教室,长江商学院院长项兵博士在启用仪式上致辞,他表示,长江商学院目前已经进入了发展的全新阶段,并为创办之初提出的"10年内成长为世界10强商学院"的伟大梦想继续努力。

10月15日—18日,长江商学院和瑞士国际管理发展学院共同推出的合作课程"家族企业管理课程"在北京校区开课,近30位家族企业高层管理者参加了课程的学习,其中不乏两代管理者同堂学习的情景。

10月20日,新华都集团董事长,长江商学院中国企业CEO课程二期学员陈发树在北京宣布设立新华都慈善基金会,并将其个人持有的价值83亿元人民币的有价证券捐赠给新华都慈善基金会。同时宣布了首批慈善基金的三大项目:"星火计划"将在中国贫困地区包括灾区建立100所新华都希望小学和100所新华都希望中学。"阳光行动"将在全国范围内为10万名贫困大学生提供新华都奖学金。"蓝天工程"将为中国20万名大学生提供就业专业培训和辅导。

10月21日,长江商学院金融教授周春生出席2009年国际投资 (苏州) 峰会,就国内中小企业如何抓住危机后的机遇,拓宽企业发展的融资渠道,掌握国际资本市场的规则等问题深入解析。

10月25日,长江商学院2009年毕业典礼暨EMBA15期/MBA09级/金融MBA首期开学典礼在钓鱼台国宾馆芳菲苑盛大举行。毕业学员们接过象征收获与责任的毕业证书的同时,又一批怀抱梦想的学子汇入长江: EMBA15期、MBA09级和金融MBA首期新同学开始了在长江商学院的学习生活。

10月,近四40位长江学员和校友前往英国,参加长江商学院首次与两所欧洲著名学府——伦敦政治经济学院(LSE)和英国阿什里奇商学院(Ashridge)合作推出的海外项目。

October

12 October - Cheung Kong GSB's new offices and classrooms on the 20th floor of E2 Oriental Plaza, Beijing, were put into use. At the opening ceremony, Dean Xiang Bing announced that Cheung Kong GSB has entered into a new phase of development on the way to build Cheung Kong as one of the 'top 10 business school in the world'.

15-18 October - Cheung Kong GSB in cooperation with Swiss Institute of International Management Development launched a course on 'family business management'. The course attracted more than 30 top level managements from family businesses in China.

20 October - Cheung Kong CEO Program alumnus and New Huadu Group CEO Chen Fashu announced he had established a philanthropic foundation focused on education, the New Huadu Foundation, with a personal contribution of 8.3 billion yuan (\$1.2b). Chen will head the foundation, which will initially launch three programs: "Plan Meteor," which will build 100 elementary schools and 100 middle/high schools in poor regions and disaster-hit areas throughout China, to be called "New Huadu Hope Schools"; "Operation Sunshine," which will give scholarships to 100,000 college students around China to help them finish their education; and "Project Blue Sky," which will offer career training programs and job-search help to 200,000 college students.

21 October - Cheung Kong Professor of Finance Zhou Chunsheng participated in the '2009 International Investment Summit'. Topics discussed include: how Chinese SMEs can seize investment opportunities after the global financial crisis; how to open more channels for investment and how to gain knowledge on the rule of international financial market etc.

25 October - Graduation Ceremony for EMBA 15 and MBA 09 and the opening ceremony of the 1st Finance MBA Program was held in Beijing.

November

4 November - 'The Quest for Global Dominance: A Roadmap for Companies' with guest lecturer Prof. Anil K. Gupta, Smith School of Business, University of Maryland took place on the Beijing Campus.

7 November - Cheung Kong GSB study tour to Japan kicked off. More than 30 took part in the 13-day event. The Japanese business management models experienced on the trip inspired students by bringing out their own comparative experiences.

16 November - Professor Wendy Dobson from Toronto University spoke to a select audience on, 'What's Next for the RMB? Risks and Opportunities.' Wendy Dobson is Professor and Director, Institute for international Business at the Rotman School of Management, University of Toronto.





十一月

11月7日,2009年长江商学院日本考察项目一行30余人开始了为期13天的游学之旅。植根于日本的文化土壤之中的"日本式卓越经营"、"日本式精益管理"的日式敬业精神,令同学们受益匪浅。

11月18日,英国《金融时报》2009年度中国高峰论坛在青岛香格里拉大饭店成功举办,此次年度高峰论坛的主题为"中国力量——见证巨龙的步伐",长江商学院为本次高峰论坛的学术支持机构,周春生教授应邀作为讨论嘉宾出席本次论坛,围绕金融危机之后的全球复苏以及中国宏观经济态势问题发表了独到的见解。

11月19日,搜狐企业家论坛2009年会在北京嘉里中心饭店隆重举办,此次论坛的主题为"核心竞争力再造"。长江商学院为此次论坛的学术支持机构,金融学教授周春生博士应邀出席论坛,并作为"拉动内需的成长机遇"对话环节主持人。

11月,美国《商业周刊》杂志推出"2009年中国最具影响力40人",长江商学院"中国企业CEO课程"首期学员马云入选榜单。中国国家主席胡锦涛、国务院总理温家宝、国务院副总理王岐山、广州省委书记汪洋、中国商务部部长陈德铭和重庆市长薄熙来均出现在榜单上。

11月21日,长江商学院副院长、战略学教授滕斌圣博士出席由商界传媒主办的2009年最佳商业模式中国峰会,并作主题演讲。本届年会主题为"复苏——危机下的商业模式重塑"。

十二月

12月4日,由国家发改委国际合作中心、环球城市集团和长江商学院共同主办,日本经济同友会、日中经济协会共同协办的"中日CEO论坛"在北京成功举办。本次论坛以"分享智慧、互惠共赢"为主题,邀请来自中、日两国90位顶级企业CEO参加,共同探索新环境下的中日企业合作模式,推动中日企业在国际化进程中的合作,提高在全球化市场环境下的企业竞争力,为世界经济的稳定持续发展贡献力量。

12月5日至6日,长江商学院院长项兵教授出席由中国企业家杂志社主办的"2009(第八届)中国企业领袖年会",并作闭幕主题演讲,与在场900多位国内外经济学家、政治家、企业家共同探究在全球经济衰退中率先复苏的中国,如何为"新商业文明"找到一条新路径。



18 November - 'Financial Times China Forum 2009', co-sponsored by FT Chinese from the UK and Qingdao Municipality, was held at the Shangri-la Hotel. This conference was themed "China: Economic Resilience in Turbulent Times". Cheung Kong GSB was 'Academic Supporter' at the Forum; Finance Professor Zhou Chunsheng participated in the forum and shared his view on topics of recovery from globe financial crisis and the trends of China's macro-economy.

19 November - The 'Sohu Entrepreneur Forum' was held in Beijing with the theme of 'Recreate Business Competitiveness'. Cheung Kong GSB acted as 'Academic Supporter' to this year's Forum; Cheung Kong Finance Professor Zhou Chunsheng was invited to moderate a discussion session on 'Enhancing Domestic Consumption and Opportunities for Growth'.

November - BusinessWeek published a 'list of the most influential Chinese' compiled by BusinessWeek's team of Beijing and Hong Kong-based reporters and editors. Cheung Kong GSB alumni Jack Ma is on the list.

21 November - Cheung Kong Associate Dean Professor Teng Bingsheng spoke at the '2009 Best Business Model China Summit'. The theme of this year's summit was 'Recovery: Rebuilding Business Models in Crisis'.

December

5-6 December - Dean Xiang Bing took part in the 'The 8th Chinese Business Leaders Annual Conference' as keynote speaker. Dean Xiang Bing spoke about how to find a new way of "new business culture" that could bring China to the next level, even while the world is recovering from globe economic slowdown.

12月11日至13日,第九届中国经济学年会在浙江大学举行作主题演讲。

12月13日,长江商学院校友会广西分会在南宁成立。

12月16日,由长江商学院学术副院长、经济学及人力资源学教授王一江和长江商学院运作管理学教授郑渝生共同发起的"解读国家大政方针明晰企业行动方略——2009年长江商学院政企良性互动沙龙"在长江商学院北京校区举办。

12月23日,两位长江商学院"中国企业CEO课程"学员:TCL集团总裁兼董事长李东生和阿里巴巴集团主席和首席执行官马云在2009CCTV中国经济年度人物颁奖盛典中,当选中国经济10年商业领袖。

December 4 - Cheung Kong GSB co-hosted the inaugural China-Japan CEO Forum in Beijing under the theme "Share Wisdom, Prosper Together". It was a timely opportunity for leading Chinese and Japanese business people to share ideas, meet new business partners, and catch up on the latest business trends in Asia's two largest economies as the world's economy teeters on the edge of recovery after miraculously avoiding a fall into an financial-crisis-induced abyss. Forum participants discussed the incredible potential of China-Japan co-operation in the business field -- if the two countries' businesses cooperate and learn from each other, an incredible commercial dynamism will be realized.

- 8-9 December 8 Cheung Kong CEO class alumni attended this year's Committee of 100 Forum in Beijing.
- 11-13 December 'The 9th China Economic Annual Conference' themed 'China's Post-Crisis Economy" was held at Zhejiang University. Cheung Kong Finance Professor Huang Ming was invited to the conference and delivered a keynote speech.
- 13 December Guangxi Alumni club met in Nanning.
- 16 December Professor Wang Yijiang and Professor Zheng Yusheng spoke at a seminar at the Beijing campus on the topic of "Government and Enterprise cooperation: Policies and Practice."
- 23 December TCL Chairman Li Dongsheng and Alibaba Founder and Chairman Jack Ma were selected as 2009 Economy Award winners on a CCTV Annual Awards program.

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