

Theme	Objects of Case Study	Purpose of Study
Digital Innovation	Alibaba Community E-commerce	Break down the current vegetable supply chain in terms of structure, efficiency and other links based on the perspective of supply chain perspective. Explain the reality of the main links such as origin, distribution and retail. Explain O2O model, self-owned preposition warehouse model, self-owned store sales + delivery to home model, community group purchase and other models from the perspective of combining consumer Internet and industrial Internet. Take Alibaba's latest business TAOCAICAI as an example to study the model of Alibaba community e-commerce.
	Stitch Fix	With the combination of AI and fashion, as well as algorithms and designer recommendations, how did the American company Stitch Fix capture customers and the market through the "mystery box" of clothing from its start-up to IPO?
	cross-border e-commerce SHEIN	The rapid rise of SHEIN comes from its digitized supply chain, digitized marketing, and digitized sales network. This case focuses on exploring and reorganizing SHEIN's digitized system.
	Alibaba vs JD.COM	What are the similarities and differences between the two different e-commerce models after nearly 20 years of development?
	JAKA Cobot	Flexible manufacturing featuring "diversification, small scale and controllable cycle" has been newly demanded by the market. In the form of micro video and paper version, this case tries to analyze how JAKA Cobot emerges in the field of Cobot and how JAKA Cobot attracts then serves the customers at the top of the pyramid.
	Nice Tuan	Discuss the business model of community group purchase and analyze the entrepreneurship and growth experience of the representative company of community group purchase - Nice Tuan.
Financial Innovation	ByteDance(II)	Zhang Yiming conceived an original product model and made it into Toutiao, which opens a new path to "copy to China" paradigm. Growing from a startup to the world's largest unicorn company, Zhang Yiming is determined to push forward the company's globalization. What are the opportunities and challenges he has encountered? And where is the future direction?
	Ant Group	Focus on Ant Group's exploration in the field of supply chain finance and how technology empowers small and micro loans service.
Social Innovation	BridgeBio	Facing the capital dilemma of biopharmaceutical R&D market, how can financial technology "illuminate" biopharmaceutical technology? BridgeBio, a US-listed company, has had a good try in this regard.
	Nantong, Zhang Jian	The Enlightenment of Nantong and Zhang Jian's Entrepreneurship History to Current China.
Brand Innovation	CVTE	The growth path of the invisible champion in the field of intelligent display.
	Genki Forest	This case takes the digitization of GENKI FOREST in three perspectives of organizational behavior, product design and channel development as the main content. With a series of values and behavioral principles as the central idea told by founder Tang Senlin's interview and currently embodied in the enterprise, these ideas are exemplified and interpreted through the content, of which organizational behavior is the core content, (because it connects values upwards, and produces downward follow-up actions, which will naturally bring out product design and channel development).
Strategic Management	OATLY OAT MILK	There are several key strategic choices behind the rise of OATLY oat milk in the Chinese market. This case describes and presents its technological innovation, brand marketing, and strategic alliance cooperation by digging into these choices through interviews and restoring the decision-making scenarios.
	LEHE	LEHE is a fast-growing B2B food supply service company. It is expected to complete 6 billion yuan in revenue by 2021, making it a leader in the industry. What are the conditions that have contributed to LEHE's rapid growth? What role does the three characteristics play in enterprise management: partnership system, digital support, and capitalization operation?
	Linglong Tire	As the leading brand of domestic tires, Linglong Tire's product quality keeps pace with international brands, but the price is only about one-third. The high premium of the brand will become an important strategy and space for its future development. This case will focus on this phenomenon and discuss and summarize Linglong Tire's development, history, ten-year strategy, and current major challenges and opportunities through interviews with the chairman and the persons in charge of various departments.
	E-cigarette Industry	How should industries and enterprises examine the influences from politics, economy, culture, technology, etc. at the strategic level, and how to make predictions and strategic planning.
New Energy	TECON	Take TECON as an example to analyze the history and influencing factors of development in the pig breeding industry.
Management System Reform	NIO NEXTEV LIMITED	NIO's development strategy and challenges.
	Restructuring of Huanbei	In the early 1990s, there were a large number of township collective enterprises in Huanbei Township, Rudong County, a subordinate of Nantong City. Although these enterprises contributed a certain amount of local output value, they were generally in a financial state of loss, thus a large number of bad debts appeared on the banks' books. What's more, the township finance was also dragged down by this factor, and it was almost impossible to pay out wages. So, what they needed to do is to think of a solution to this problem.
Digital Upgrading of Traditional Enterprises	The Loss of Rites to be Recovered from the People	"The Loss of Rites to be Recovered from the People" is an Ancient Chinese proverb, which means the government can go to the people to find the lost rites. In the early 1990s, when China was still very closed-minded and people had no idea of dealing with the large and small publicly owned enterprises, Deng Xiaoping's Southern Tour Talks unshackled people's minds and accelerated corporate reform in 1992.
	Linglong Tire	Linglong Tire has cooperated with Tencent Cloud to set a digital layout of its channels and launched a strategic attempt of the "new retail" sector. This case plans to interview its president and the principal of each department, describe the causes and consequences, and explore and reflect the best practice process of digital transformation of traditional manufacturing industry.
	Yihao Foodstuff	With the gist of domestic development implemented fully on the real economy, the industrial digitization practice achievements, experience and lessons of representative enterprises have become the treasure worthy of exploration and research. Through the interview and investigation with top management team, breeding workshop and field of "Yihao Foodstuff", which ranks first in the breeding of free-range pigs and chickens in China, this case has conducted relevant research on issues such as pig breeding, China's modern agricultural management and agricultural product prices, and explored more novel information and characteristic contents. It mainly presents the agricultural digitization experience that can be widely used by similar enterprises. At the same time, because of its vivid practical characteristics, it can inspire the digitization research in related fields.
Economics	Huazhu Group	Huazhu Group cooperated with Lark to digitalize its organization and improve the "self-driving force" of more than 100,000 employees. This case plans to interview the CIO of Huazhu Group, explore the thinking of this process, and the best practices of the overall digital transformation of Huazhu Group.
	The Dangerous Global Liquidity Excess	Faced with dangerous global liquidity excess, what should China do?
	RMB Internationalization and Income Distribution Gap	RMB internationalization is inextricably linked to the income distribution gap, which has a serious economic and social impact.
"China's Business Conditions Index" Report	Goodbye, Fixed Exchange Rate	Fixed exchange rate has many advantages, but it is no longer suitable for China's actual situation, and needs to be reformed.
	Monthly BCI Survey & Report	Compile and index to assess the operating conditions of private enterprises.