

Theme	Company/Industry	Focus of Study
Unicorns and entrepreneurship	Yalla	Founded in Dubai in 2016 and listed on the NYSE in 2020, the company has been dubbed the "little Tencent of the Middle East". With three Chinese founders, the company has kept low-key. What is the secret to its success? What about the way forward?
	HITHIUM	Since its establishment in 2019, HITHIUM has achieved the highest number of electric energy storage battery delivery projects in China in 2022, and the highest growth rate of energy storage battery shipment in China in 2022. What is the growth path of the unicorn?
	Meiteng Technology	Meiteng Technology, based in the field of coal preparation, is a typical "Specialized and Sophisticated" enterprise. Starting from the theoretical model of entrepreneurial elements, this study analyzes the entrepreneurship and development of Meiteng Technology.
Digital Innovation/ Transformation	ChatGPT	In the past, it was often assumed that the advent of AI would start its impact from physical work. However, the release of ChatGPT has directly hit hard and complex work that is both cognitive and creative. Will our jobs be replaced? What impact will ChatGPT have on work, education and society?
	Hexagon	This case presents a panoramic view of Hexagon, a Swedish world-class intelligent manufacturer, and explores the cutting-edge viewpoints in the era of digital transformation and intelligent manufacturing. Meanwhile, it observes its development driven by M&As.
	Innovation of OPPO	By studying how OPPO conducts product innovation, the case analyzes the developing of innovation capability of Chinese enterprises.
	Ocean Engine	By studying the development and upgrading of Ocean Engine of Byte Dance, this case analyzes the innovative practice of business system in the Internet industry.
	STEPN (English version)	STEPN is one of the most popular Move-to-Earn games. How can its Web 3.0 business model and growth experience enlighten our exploration of NFT opportunities?
Social Innovation	Philanthropy History (serialized articles)	Under the goal of promoting common prosperity, can the third distribution benefit others as well as the donors themselves? Bearing such a goal in mind, we sorted out the history of Chinese philanthropy and wrote these serialized articles, hoping to provide theoretical support and practical guidelines for today's enterprises in their journey to business for good and social innovation.
	Rural Revitalization in Huitong Village	Huitong Village is an ancient place with a century-old history. Lexuan Shuyuan Company laid eyes on its cultural connotation, thus renovated the ancestral architectures after signing contract with villagers. What is the future of Huitong Village? What are the constraints?
Marketing Management	Botanee - Winona	Botanee is known as the first A-share in the sector of dermatological skin care. Winona, a brand owned by the company, won the Tmall Golden Makeup Award for three consecutive years from 2018 to 2020. Beyond Winona, can Botanee break through with multiple brands? What are the highlights of the Botanee's Winona brand building, marketing and channel operations?
	KFC	Since its entry into China in 1987, KFC has built a deeply ingrained brand image. However, from 2013 to 2014, this fast-food brand encountered diminished passion for consuming, rising costs and declining profits. At that time, managers identified two directions: first, to focus on KFC's 20-year core strengths; and second, to empower the business through digital transformation. This case focuses on how KFC is digitally improving its customer journey.
	Power 28	Study the phenomenon of how a domestic brand regains its market and reveal the business logic behind it.
	NIO	By the end of December 2021, this intelligent electric vehicle company had delivered a cumulative 167,070 units, ranking first among China's new car manufacturersNIO is committed to building an enterprise that respects people and humanity, and continues to bring great experience to people. Who are NIO's core users? How does NIO build and operate its online community, and what kind of value it provides? What are the implications for other companies?
Globalization/ RCEP	Fuda Group	This case is to analyze the competitive advantages of Chinese enterprises in the RECP region, with the expansion of Fuda Group in Southeast Asia as an example.
	OPPO	The case studies the success and experience of OPPO on the road of international development.
	Amazon	Amazon provides a broad platform for Chinese companies to go overseas. However, it also binds cross-border producers deeply to its platform. Will this create undue reliance? Should cross-border e-commerce consider other channels other than Amazon?
Strategic Management	TCL	Over the past ten years, marked by the establishment of China Star Optoelectronics Technology and the takeover of Zhonghuan Group, TCL has gradually transformed from a traditional electronic product manufacturer to a large technology industry group. This case attempts to analyze the background and decision-making basis of TCL's strategic transformation, and try to explore the transformation and upgrading path for Chinese manufacturing enterprises.
Green Energy	Energy Expert	How to achieve the fine management of carbon emissions under the constraints of resources and capacity is a challenge. In February 2022, Alibaba Cloud Computing launched Energy Expert, which provides enterprises with convenient digital tools to manage energy consumption and carbon emissions. Based on data, it provides enterprises with solutions to realize the carbon peaking and carbon neutrality goals, which is worth learning from.
Family Heritage	M&G Stationery	With the entrepreneurial history of the Chen family of M&G Stationery as the background information, this case adopts the three-ring model and related theories to analyze and design important issues of family inheritance.
	Liby Group	From the theoretical perspective of family inheritance, this is to develop a teaching case with Liby Group as the subject. The text of the case provides relevant structured background information, and the teaching manual raises several key questions to guide students to analyze and solve problems through theoretical and background information.
New Retail	Fresh Hema	Under the banner of "New Retail Benchmark", Fresh Hema has explored various new models and business activities, but still faces revenue dilemma. After the crazy expansion, how can Hema's new retail model sustain?
Financial Innovation	MYBank	This case aims to study the innovative practice of MYBank in the supply chain financial model. What is the logic behind? Can this innovation truly solve the century-old problems of difficult and expensive financing for small, medium and micro enterprises?
Macroeconomics	China's Economic Reemergence	Why was China able to develop so rapidly after the reform and opening up? What is the potential of the Chinese economy?
	Property taxes, free movement of people and China's economic development	The local government's dependence on land finance has been a risk to economic development. It has contributed to today's high housing and land prices. How should we deal with it?
"China's Business Conditions Index" Report	Monthly BCI survey and report	An index report that reflects the operations of private enterprises

Recommended Works 2020-2022 of the Case Center

Research area	Title	Faculty Advisor	Researcher
Strategic Management	Values Are the Core Algorithm - Analyzing the Growth Kernel of Genki Forest	Teng Binsheng	Wang Xiaolong
	Three Key Choices - OATLY's Entry and Exit in China	Teng Binsheng	Wang Xiaolong
Globalization	Yili Group's Internationalization Strategy and Specific Practice	Tao Zhigang	Qiao Yiyuan
	Extensive and Fine, Fuzzy and Transparent— Beyond the "Walled Garden", the Digital Upgrade of Chinese Enterprises' "Brand Going to Sea"	Li Yang	Wang Xiaolong
Digital Innovation/ Transformation	A Critical Moment for ByteDance	Xiang Bing Teng Binsheng	Yan Min
	"Longtermism" and "Overwhelming Fastness" - Implications of Cross-border e-Commerce SHEIN	Zhu Yang	Wang Xiaolong
	Alibaba and JD: Two Kinds of "Flywheels" Battle	Li Wei	Chen Jian
	The Attack of Ten Clubs and The Future of Community Group Buying	Ou-Yang Hui	Chen Jian
	Red Dragonfly - The Forced "Online" Transformation	Wang Yijiang	Zhu Yunhai
Financial Innovation	Fintech Drives Micro Financing - The Practice of Ant Group	Song Zhongzhi	Chen Jian
	BridgeBio: Add "Financial" Wings to "Pharmaceuticals"	Mei Jianping	Chen Jian
Social Innovation	"Pilot Jingang": The "Gian Model" of Social Innovation	Yan Aimin	Chen Jian, Qiao Yiyuan
	Alxa SEE Foundation: Entrepreneurship in Public Welfare	Zhu Rui	Li Mengjun