CEIBS
Principles for Responsible Management Education (PRME)
Sharing Information on Progress 2015-2017
China Europe International Business School (CEIBS) was created with the purpose of assisting China’s economic development and integration within the world economy, and the developmental mission remains a guiding force. Responsible leadership was added to our mission statement in 2011 in recognition of CEIBS’ formative influence on business practices in China, and the consequent scope to help the country’s institutions and organizations work through major challenges of environmental degradation, natural resource consumption, social inequality and other consequences of rapid economic development. Students, faculty and programs engage with local, national and international communities to develop our understanding of these issues and to broaden our impact.

Responsibility and sustainability are common themes that run through all of CEIBS activities. CEIBS is driven by its mission ‘to educate responsible leaders versed in China Depth Global Breadth’, and has committed to the United Nations PRME principles. In general, responsibility and sustainability are important to CEIBS and its stakeholders, and CEIBS provides a platform for business leaders as students and alumni to develop their social interest, and to share their visions of a better China.

At a basic level, we aim to ensure that all members of the CEIBS family engage in professional conduct in the classroom and the boardroom. In the sphere of education, we offer some specialist courses (especially in MBA). More importantly, corporate social responsibilities (CSR) are themes that are discussed in many functional specialization courses. Beyond the classrooms, CEIBS students lead a wide variety of CSR-related initiatives that contribute to the wider community. Faculty are involved in research projects investigating aspects of CSR in areas such as leadership, health care and finance, and they are involved in numerous initiatives in the wider community. Last not least, CEIBS plays an important leadership role in the development of the management education profession in China, aiming to strengthen both research and education capabilities beyond the school.

This SIP report provides an overview of the multifaceted nature of CSR activities at CEIBS. As a UN PRME signatory, CEIBS has been upholding the principles in exploring, developing and innovating responsible practices in management education. Looking into future, with PRME principles factored in our 2017-2022 strategic plan, CEIBS will continue our commitment in fostering responsible leadership in business.

Dr. Yuan DING
Vice President and Dean
Cathay Capital Chair Professor in Accounting
China Europe International Business School (CEIBS)
**Principle 1 | Purpose:** We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

A formal code of ethics for all faculty members, students and staff has been in place since 2003. A strong culture and adherence to the code has developed through training, coaching and sanctions for substantiated violations. In recent years, CEIBS stakeholders have gone beyond the basic requirements of the ethics code to establish an active roster of programs and activities devoted to responsible leadership.

The **CEIBS Code of Ethics** as last amended in December 2012 reads as follows:

“CEIBS is committed to learning and the advancement of knowledge and to the development of ethically responsible managers in an international environment. It is the collective responsibility of faculty, students, administration and staff to foster an environment of honor and trust within the CEIBS community. All members of the CEIBS community are expected to strive to serve as exemplars of ethical excellence through respect for oneself and others, honesty in one’s words and actions, and the acceptance of responsibility for one’s conduct at all times. All members of the CEIBS community will uphold and actively support the Code of Ethics. MC reserves the right to withdraw a degree or certificate for behavior of an alumnus that damages the school’s reputation.”

The **CEIBS Student Code of Ethics** as last amended in October 2016 reads as follows:

“CEIBS students assume personal responsibility to conduct themselves in a manner appropriate to CEIBS’ mission as a world class institute. Each student is expected to adhere to the highest standard of academic integrity and overall ethical conduct. Students will participate fully and honestly in their academic pursuits, respect the individual and property rights of others, be truthful in all oral and written statements while representing themselves as members of the CEIBS community, and accept responsibility for their conduct. The CEIBS Student Code of Conduct is intended to provide guidance for a lifelong pursuit of wisdom gained through knowledge and experience, and for the development of a truly ethical and professional demeanor.”

Education on ethical behavior and academic conduct is a central element of the introduction of any new member of the CEIBS community. For students, this training is a central part of their ‘Orientation Week’. Each cohort of MBA students within the orientation week is supported in developing their own values statement. Moreover, in each course, faculty normally reassert the importance of the Code of Conduct at the outset of the course. For new faculty, this takes place in the new faculty orientation as well as in frequent ad hoc discussions on topical issues. For staff, training in ethical behavior and code of conduct is a central element of the new staff orientation, and
emphasizes in particular “to maintain business confidentiality and defend the intellectual property of the school”. Beginning in 2016, the Labor Union also trains its new members, emphasizing social morality and professional ethics.

CEIBS also actively promotes equal access in management education for women. In recent years, female enrolment has been continuously increasing across all our degree programs (Figure 1.), in part due to our dedicated scholarships. Women also hold the majority of leadership roles in CEIBS administration and the share of female professors is increasing.

Women leadership is also promoted through numerous program and non-program offerings. Executive education offers a ‘Women Leadership’ program, while the Africa office has for many years successfully run the Women Entrepreneurship and Leadership for Africa (WELA) program, which has expanded from Ghana to Nigeria and Kenya. Moreover, the MBA Women’s Leadership Network Club promotes the vision to “empower women to lead, and inspire men to support women leaders”, and the school organizes regular Women Leadership Forums which addresses themes including but not limited to “internet era- opportunities and challenges for women’s leadership”, “diversification and inclusive management -- the best practice of enterprises”, and “China SHEO”.

**Figure 1. Percentages of Female Students in CEIBS Programs, by Year of Entry**

Note: * GEMBA refers to Shanghai class only.
Principle 2 | Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Responsibility topics are taught throughout all degree programs, both through dedicated courses on specific themes, and through engagement with related topics by professors in courses on a wide variety of subject areas. The MBA, EMBA, Finance MBA (FMBA) programs have mandatory core courses dedicated to the topics (Table 1). In the FMBA, two lectures address the Code of Ethics and the Standards of Financial Professional Conduct; the first is part of the Entry Residency Module and the second is scheduled during the second semester. Executive Education is serving companies that wish to deepen their understanding and commitment to responsible leadership. CEIBS professors and program staff actively suggest such topics to our clients.

A unique MBA elective course “Leadership for Social Responsibility” was developed and delivered by Prof Bala Ramasamy in Malaysia in October 2016. By working closely with a group of 80 Mandarin-speaking 12-year-olds in Malaysia, the 25 CEIBS MBA participants learned to understand the kind of personal qualities that are required to make the social engagement both meaningful and impactful.

Table 1. Ethics and Responsibility Course Offerings

<table>
<thead>
<tr>
<th>Degree Programs</th>
<th>MBA Core</th>
<th>Business Ethics and Corporate Governance</th>
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<tbody>
<tr>
<td>MBA Core</td>
<td>Business, Society and Environment</td>
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<tr>
<td>MBA Elective</td>
<td>Growth through Sustainability</td>
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<tr>
<td>MBA Elective</td>
<td>Leadership for Social Responsibility (in Malaysia)</td>
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<tr>
<td>EMBA Core</td>
<td>CSR Lecture in the Opening Module</td>
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<tr>
<td>GEMBA Elective</td>
<td>Leading the Way to Sustainability</td>
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<tr>
<td>FMBA Core</td>
<td>Professional Ethics and Norms of Financial Practitioners</td>
<td></td>
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<tr>
<td>FMBA Elective</td>
<td>Impact Investing (under preparation)</td>
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<th>Executive Education (Examples)</th>
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<tbody>
<tr>
<td>CSP Bosch</td>
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<td>CSP Bayer</td>
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<tr>
<td>CSP Shenzhen Futian Govt</td>
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<td>OEP Modular</td>
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<td>OEP Single Session</td>
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<td>OEP Modular (in Ghana, Nigeria &amp; Kenya)</td>
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As role models for the students, CEIBS faculty members are involved in numerous CSR initiatives in the wider community. In particular, CEIBS faculty engage in many forms of community service, including support for student initiatives discussed above and active engagement with the domestic and foreign business community in the greater Shanghai area. Specific examples of faculty community engagement include:

- CEIBS faculty, alumni and International Advisory Board members account for almost half of the members of the China Entrepreneur Club (CEC), a premiere business-leader platform in China. CEC organizes the annual China Green Companies Summit, which is widely recognized as one of the most influential business forums dedicated to sustainable development of China’s economy.
- Professor Bala Ramasamy is the leader of Foundations for Leadership and Moral Empowerment (FLAME), a not-for-profit organization dedicated to developing responsible young leaders. CEIBS MBA students participate in FLAME activities in youth training and engagement.
- Professor Lydia Price heads the Thought Leadership taskforce of the Business Council for Sustainability and Responsibility (BCSR), a committee of the American Chamber of Commerce in Shanghai devoted to boosting opportunities for CSR knowledge sharing, networking and capacity building.
- Professor Terence Tsai is an advisory member of the Greening of Industry Network (GIN), an international network focused on industrial development, environment and society, and dedicated to building a sustainable future.

Several professors and staff are actively involved in foreign-Chinese Chambers of Commerce in Shanghai. For example,

- Professor DING Yuan is a member of the advisory board of the Swiss-Chinese Chamber of Commerce.
- Professor Klaus Meyer is a jury member of the ‘More than a Market’ award, which aims to facilitate social engagement by German firms in Chinese society.
- Ms. Claudia Schaefer of the dean’s office is a member of the education working group of the British Chamber of Commerce.

CEIBS values faculty members’ active participation in philanthropic activities, as this promotes corporate social responsibility as well as social development in China. In recent years, an increasing number of faculty members have dedicated part of their personal savings and spare time towards social causes. They are perfect examples to the CEIBS community, illustrating how to make use of personal success by contributing to society beyond just career service. In 2016, the CEIBS Philanthropy Award for Faculty Members has been established to honor faculty who make outstanding philanthropic contributions, and Prof. XU Xiaonian became the first recipient.
After the Wenchuan Earthquake in 2008, Professor XU Xiaonian began to devote his spare time to philanthropic activities. With support from the CEIBS Alumni Association in Sichuan and CEIBS Love Alliance, he gave several lectures appealing for donations. On the anniversary of the earthquake, he supported medical insurance coverage for children in rural areas with serious illnesses. Since 2014, XU Xiaonian has participated in several philanthropy projects with CEIBS alumni that aim to lift the rural poor out of poverty through sustainable agriculture practices. These philanthropic activities have also begun slowly introducing market-oriented operations. They hope to resurrect traditional agriculture through the power of philanthropy and volunteerism.

Prof. Charles CHEN received the 2017 CEIBS Philanthropy Award for Faculty Members for his long-term commitment to responsible leadership education. Personally Prof. CHEN made donations to initiate E-agricultural Program, a precision poverty lifting online platform in China to help farmers in remote regions sell organic produces. In 2016 and 2017, CHEN delivered series of management trainings for entrepreneurial farmers across mountainous regions in Yunnan, Zhejiang and Hunan Provinces.

During his service as EMBA program director, CHEN also initiated the EMBA Philanthropy Scholarships for full-time executives of non-profit institutions to study at CEIBS. For example, CEIBS alumnus Deng Fei (EMBA 2013), renowned for his Free Lunch for Children project he founded and many other public welfare initiatives, has been a beneficiary.
Principle 3 | Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Environmental awareness and best practice are supported through numerous initiatives. For example, CEIBS encourages the use of public transportation to set a role model in environmental sustainability. Six different shuttle buses for staff connect the school with various residential districts and with public transport networks. Since 2014, CEIBS offers 100 bicycles sponsored by Phoenix Bicycle for staff and students for free usage.

Moreover, CEIBS embarked upon the path of “sustainable campus”, i.e., adhering to environmentally sound practices in campus building and renovation activities. MBA students launched the Green Campus Initiative in 2007, which led in 2010 to CEIBS becoming a carbon neutral campus and in 2013 being awarded Leadership in Energy and Environmental Design (LEED) Gold standard as the first business school in China, and one of the very few across the world. CEIBS has always been, and will continue to be a role model of ‘good citizenship’ for all of our stakeholders and contributors.

Co-curricular student activities related to responsible leadership play an important role in student life at CEIBS. Initiatives are usually student-led, an approach that matches CEIBS focus on encouraging an entrepreneurial spirit and capability development. The school may seed money and advise to help launch new projects and initiatives, but we prefer that students undertake their own fund-raising. The CEIBS development department assists by introducing students to corporate sponsors who show an interest in their cause, but students pitch their ideas to the sponsors themselves. Programs also support student initiatives by allocating campus space for events and by coaching and mentoring the teams. Both faculty members and senior administrators participate in coaching.

The EMBA program is a fertile ground for innovative educational projects in the community. Many initiatives are organized and operated by EMBA students on their own initiative; they either take inspiration from their predecessors, or are encouraged by CEIBS own leadership. Philanthropic and charity projects focus in particular on the supporting primary and middle schools in less developed regions of China, who receive not only donations but also guest teaching by EMBA participants. The support for Hope for Pearl Campaign has become an important tradition for EMBA student.
Meanwhile, EMBA students are using their managerial expertise to participate in the nation-wide campaign of “Poverty-relief with Precision”, and many students provide their individual charity deeds.

The highest honor for the graduates is **EMBA Shanwei Philanthropic Award** which since 2008 recognizes excellence in a philanthropic project undertaken by a class or an individual during the two-year EMBA program. EMBA students design, implement and report on philanthropic projects which are judged by a committee of professors and alumni who have made outstanding philanthropic contributions. Gold, Silver and Bronze awards are granted at both the individual and the class level each year. Recent Gold awards have addressed education, environmental preservation and poverty alleviation:

- 2015: EMBA 2013 Shanghai Class 2 Chun Ni Education Donation Project
- 2015: WANG Jiabo and DENG Fei (EMBA 2013) for Education Fund
- 2016: EMBA 2014 Shanghai Class 3 YiShiShan Education Donation & Mentorship Project
- 2016: XU Junda (EMBA 2014) Shizihui Charity, Cixi County, Zhejiang Province

A strong focus on these initiatives is to help schools in poor areas with campus construction and teaching quality, and to help more children to go to school in the longer run. Moreover, CEIBS EMBA students also act as children's mentors, communicate and help them to enrich their knowledge, understand the future development, trigger their dreams, and encourage them to find way to improve their living standards. It is estimated that in the past five years, the total donation by EMBA participants to charity program were more than RMB 4 million each year.

The culture of responsible leadership developed during EMBA experience, inspires many graduates to engage in philanthropy and social enterprise after their graduation. Inspired by his experience in the Gobi Challenge, LU Le (EMBA 2007) started a social enterprise to provide emergency response and first aid services at sporting events in China in 2011. The startup later became **First Respond**, an organization aiming to empower individuals and businesses with the knowledge and skills to practice first aid and to promote "mutual aid" as a new Chinese social norm. In June 2016, First Respond became the very first certified **B Corporation** in Mainland China.
Extra-curricular activities also play a central role in developing and cultivating responsible leadership awareness and skills among MBA students. In this spirit, several student clubs and initiatives incorporate aspects of responsible management in their objectives:

- The **CEIBS MBA COIN** (Community Outreach and Inclusion Network) project, which on every Sunday brings MBA students into local schools to teach children for 2-3 hours.
- The **MBA Women Leadership Network**, which aims to empower women professionals to connect, share and develop as future leaders, to create a platform for men and women to learn how to contribute to each other and to organizations in positive ways, and to assess current leadership skills and explore new ideas to foster the development of women leaders.
- The **MBA Corporate Social Responsibility (CSR) Club**, which aims to cultivate a spirit of social entrepreneurship amongst the CEIBS community, collaborate with other clubs to create learning experiences, and to work with School to try to create service opportunities to members.

A highlight of MBA club activity was **2016 CEIBS Sustainable Energy Forum** organized by the MBA CSR Club. It reviewed the results of the Paris COP21 agreement and China’s plan to achieve its goals. Participants discussed the emerging trends in green energy and ways to establish a sustainable energy eco-system.

Another highlight was **TED@CEIBS** hosted by MBA students in May 2016 and April 2017 respectively in CEIBS’ iconic pyramid building. At this live-streamed public speaking event, business leaders shared their visions, emphasizing in particular how business can do good for society.
Moreover, CEIBS MBA students have participated (and performed well) in prestigious global business school competitions and conferences focused on sustainability and corporate social responsibility issues. For example:

- CEIBS MBA 2017 students presented their vision for improving the living standards of low-income city dwellers during the 2016 Hult Prize Regional Finals held in Shanghai.
- Four CEIBS MBA students were the first team from an Asian B-school to make it to the final round of the 2015 Nespresso Sustainability Challenge, and travelled to Europe to present their ideas to Nespresso C-suite and board members.
- In 2017, two CEIBS teams participated in TFF (Thought for Food) – a global student competition that seeks innovations to assure food security in a world of 9 billion people by 2050.
- CEIBS MBA student Birottam Dutta represented CEIBS at the 45th St. Gallen Symposium 2015. This global student-organized forum brings together accomplished business and government leaders with young talents from around the world for an exchange of ideas on management, politics and civil society.
- CEIBS MBA Jose Carlos Feliciano attended Al Gore’s “Climate Reality Leadership Corps” in New Delhi in 2015. The program provided delegates with know-how for combining science and solutions to engage and inspire others to act on climate issues.

For ten years, CEIBS MBA students organized an annual Being Globally Responsible Conference (BGRC) since 2006. CEIBS students raised funds, established a program, attracted speakers, and financially sponsored MBA students from other regional business schools to join them at CEIBS for a 2-day conference on social and environmental responsibility. BGRC aimed to:

- Raise awareness of CSR among MBA students and expand their knowledge of how CSR is currently implemented by professional organizations;
- Provide a networking platform for MBA students and corporations to exchange ideas about CSR;
- Help students learn how to establish a career path that seamlessly combines genuine social contribution with profit generation;
• Promote CSR-driven corporations and organizations in Asia and World platform.

The ninth annual BGRC in 2014 focused on “The impact of the internet and digital media on corporate social responsibility”, while the tenth conference in 2015 focused on “mHealth: the Responsible Blue Ocean”. In recent years, the MBA CSR Club has shifted its focus to smaller and more focused events that to promote sustainable balance between business, the society and the environment.

The GEMBA 2015 class (graduating in 2017) raised funds through donations made by CEIBS faculty staff and students for a back-to-school initiative in an AIDS village in Western China’s Gansu Province. Working together with a local NGO, each GEMBA 2015 classmate was designated to assist one kid in the village, and will be committed to guiding and helping the kid through his/her compulsory schooling.

All FMBA students are actively engaged in extracurricular CSR activities. For example FMBA students each year hold a donation event and select representatives to participate in Oxfam Trailwalker, one of the largest fundraising sports events in Hong Kong. The pooled funds are channeled to support various poverty alleviation and emergency relief projects in Africa and Asia. Moreover, FMBA students participated in the ‘Riven & Children’ charity program and donated improved education facilities to a primary school in Shaoyang, Hunan Province.
**Principle 4 | Research**: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

**Euro China Centre for Leadership and Responsibility** (ECCLAR), headed by Prof Lydia Price, focuses on business responsibility research. The centre frequently organizes events, such as in 2016:

- International Society of Business, Economics and Ethics (ISBEE) World Congress, co-hosted by Shanghai Academy of Social Sciences, CEIBS and Shanghai Jiaotong University
- Sustainable Supply Chain and Circular Economy Forum
- Network Leadership and Venture Philanthropy: Connecting Dots in Business and Social Sector
- Strategic CSR and Social Entrepreneurship: The Merger of Commercial and Social
- Is the Glass Half Empty or Full? Understanding Individual Differences in Perceived Economic Mobility, research seminar with Professor Nancy Y. Wong, University of Wisconsin-Madison.

Lydia Price is also a sought speaker on responsible leadership related topic in the Shanghai area. In 2016 she spoke at Dow Chemical’s Customer Innovation Center in Shanghai, at NYU Shanghai and at Fudan University.

**CEIBS Centre for Healthcare Management and Policy** supports research and teaching that enhance socially responsible innovation, entrepreneurship and management, as well as effective regulation in the Chinese healthcare system.
The centre hosts the China Health Industry Innovation Summit, an annual innovation summit and award ceremony, with an expert panel to select awarded innovation programs. The goal of this event is to be the Oscar in healthcare innovation field in China. Together with EE, the centre also launched in 2016 a multi-module SMART Healthcare Start-up Camp Program to offer management training for entrepreneurs in the healthcare sector.

Among other initiatives, the centre organizes the quarterly Healthcare Policy Shanghai Roundtable since September 2012. Each year, this roundtable attracts over 100 participants each time including scholars, medical practitioners, healthcare professionals, government officials and media to discuss hot topics of healthcare policy, e.g. elderly long-term care, catastrophic health insurance, primary care physicians, aiming to provide helpful suggestions for relevant policy making. Other events hosted include the Summit of MDT Mode in China and the China Healthcare Innovation platform Roadshow: Medical Device.

Internal research grants are occasionally dedicated to CSR projects; in 2016 the project of professors Daniel Chng, Peter Moran and Byron LEE on social enterprises received financial support. In 2017, the professors delivered a research seminar lecture titled “Social enterprises as market shapers: Emerging evidence from China”.

This extensive research on CSR themes has led to a number of high profile publications, including the following papers published in FT50 peer-reviewed journals from 2014 to 2017 (including forthcoming):


CEIBS faculty also actively develop teaching cases on themes related to responsible leadership and social entrepreneurship:

• Prof. Mathew Tsamenyi and Research Assistant Nana Yaa Antiwi-Gyamfi co-authored a case study “Trashy Bags: Sustainability Crisis of a Sustainable Business”, which was placed third in the CEEMAN Case Writing Competition 2016.

Other faculty have published cases on CSR-related themes in Chinese language; for example Oliver Rui has written seven cases on topics such as impact investing.
Principle 5 | Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

Through its large EMBA and EE programs, CEIBS has over the years played a major role in educating China’s managerial ranks. And Chinese premier Wen Jiabao in 2007 called CEIBS “… an incubator of excellent business leaders”.

Now CEIBS CSR initiatives also reach out beyond Chinese borders. As part of its corporate social responsibility initiatives in Africa, the first fully-funded Executive Education OEP was delivered in 2016. Each module brings together 50 business executives and political leaders from an African country and 10 Africa-based Chinese managers from the Aviation Industry Corporation of China (AVIC) for a four-day learning experience. The costs for African executives to participate in this program are covered by CEIBS.

The series began in April in Lagos, Nigeria with a module titled “Economic Environment” taught by Prof. of Economics Bala Ramasamy. Prof. of Accounting Tsamenyi taught the “Accounting & Finance for Decision Making” module in Nairobi, Kenya, Prof. of Management Juan A. Fernandez taught “Leadership” in Accra, Ghana and Prof. of Management Daniel H.M. Chng wrapped up the series with Strategic Management in Addis Ababa, Ethiopia. CEIBS offers this series of fully-funded Executive Education programmes as part of its corporate social responsibility initiatives in Africa. In total, already around 200 African business leaders have benefitted from this program.
In addition, up to 15 scholarships were offered to African executives to enroll in the GEMBA Zürich Cohort, enabling access to top management education.

The Economic Research Institute of Central and Eastern Europe (ERICEE) was launched on January 23, 2017 as a joint initiative between CEIBS Lujiazui Institute of International Finance and Sino-CEE Fund. Through collaboration with Corvinus Business School (Hungary), Baltic Management Institute (Lithuania), Kozminski University (Poland), Ljubljana University (Slovenia), and University of Economics Prague (Czech Republic), the centre aims to conduct joint research to generate intellectual support and policy suggestions for cooperation and communication between China and CEE countries. And the First China-CEE Development Forum was held on September 15, 2017 in Warsaw, Poland to highlight the importance of Central and Eastern Europe to China’s efforts at implementing the ambitious Belt and Road Initiative (BRI).

CEIBS-World Bank China Centre for Inclusive Finance was launched in February 2014 as a platform through which all stakeholders involved in providing affordable financial services to sections of Chinese society that need it most. The centre aims to generate, articulate and disseminate cutting-edge knowledge, innovative solutions and policy suggestions on inclusive finance. The centre participated in policy consultation for China Banking Regulatory Commission (CBRC), and has been active in promoting a national strategy on inclusive finance. Applied research is conducted in close partnership with industry partners including Alibaba’s Ant Financial, CreditEase, and Ma’anshan Rural Commercial Bank.
Besides, CEIBS is taking a leadership role in the development of management education professionals in China, focusing on both teaching and research competences. In the area of teaching competences, CEIBS is leading the Shanghai MBA Case Development and Sharing Platform which was launched in 2013. Member institutions include 14 major MBA schools in Shanghai and the China Executive Leadership Academy of Pudong.

The case platform develops China-specific management practices for both Chinese domestic and international business schools, and further develops contextualized management education in China. The platform formulated a set of case acceptance standards, based on international best practice, and carried out blind reviews and joint evaluations on submitted business cases before registering them. By end of 2016, the platform has accepted a total of 846 cases.

Over 80 professors from member schools in Shanghai use these cases in their classrooms, reaching an audience of 14,000 students (person-time). Nation-wide, 68 universities in China have adopted our case platform. The platform also reaches out to the world and sponsored a Global Contest for the "Best China-Focused Cases" in 2015. More than 45 scholars outside of China submitted cases and three of the award winning cases (nomination and final) are from India.

These cases are much more contextualized and better meet the unique challenges that our students face in their work environment. Most of CEIBS faculty used to rely on Harvard and Ivey cases for their teaching. Now the situation is quite different. As of 2015, CEIBS cases account for 51.8% of all cases used in CEIBS. In elective courses, 59.7% of all cases are CEIBS cases. Through the Shanghai platform, these valuable educational materials have become available to business instructors across China.

CEIBS also promotes the usage of cases through regular case method training workshops for professors at member schools in Shanghai. CEIBS is further advancing teaching best practice by offering free courses on case teaching practice for faculty of business schools and universities in China. Since the launch of this initiative in 2014, nine workshops have been held, training a total of 675 participants.

In the area of management research competences, CEIBS professors are frequently taking leadership roles in the International Association of Chinese Management Research (IACMR), arguably the most respected academic organization with a focus on management research in China. Currently, Prof. LIANG Neng holds the position of President for the 2016-2018 period. Prof. Larry FARH is the immediate past president. Other faculty members made major contributions to IACMR in various roles such as track chair, committee members, editorial board members etc. For example, Prof. Weiru CHEN served as English macro track chair of the 2014 IACMR conference, Prof. Klaus MEYER served on IACMR Outstanding Scholarship Award Committee and as a Deputy Editor-in-Chief of IACMR’s international flagship
journal, Management and Organization Review (MOR), and Prof. Katherine XIN served as keynote speakers in many IACMR research and teaching workshops.

In addition, the Shanghai Government Cadre Education Leading Committee announced on October 29, 2016 that Prof. Zhu Xiaoming and Prof. Chen Weiru were awarded Distinguished Professor for Shanghai Senior Government Officials and SOE Executives Training Program, to which CEIBS has committed best faculty resources since the program launch in 2012.

In 2016, CEIBS participated in the Business School Impact System (BSIS) a survey developed and administered by EFMD to assess the school’s impact on the immediate environment in which CEIBS operates. CEIBS’ education, research, and CSR activities have directly and indirectly supported many of local Shanghai municipality’s strategic initiatives, including bidding for an international financial centre, and establishing a hub of hi-tech innovation. CEIBS aims to continuously improve communication with strategic stakeholders about the school’s socio-economic impact through BSIS assessment process and feedback report.

BSIS experts in their 2016 report summarized the impact of CEIBS on society:

• “CEIBS is very well integrated into the local eco-system of the Jinqiao zone. For instance, CEIBS is the centre of the Jinqiao ecosystem. “CEIBS breathes an International Impact on Jinqiao area”. Several research projects in the Jinqiao zone have a strong impact on management practice.

• CEIBS is also a key player of the educational and business ecosystem in the Shanghai region.

• CEIBS has developed good relationships with the main private and public sector actors, both Chinese and international.

• CEIBS has developed a considerable impact on the training of faculty members in Chinese universities through the creation of the MBA case platform involving 40 universities. This activity, which is supported by the local authorities, demonstrates that CEIBS is a source of knowledge sharing in management teaching competencies.

• CEIBS also has an Impact on the international mind-set of the people in the impact zone through the development of its other international campuses. This impact is both cultural and managerial.

• The involvement of CEIBS in the development of the “FOUR CENTERS” in Shanghai is a significant contribution.

• The intimate relationships developed with alumni and students (who are very proud of CIEBS) are an important asset for CEIBS but also for the region in terms of impact.

Finally, we can highlight the fact that CEIBS has a clear understanding of its responsibility towards the regional ecosystem in which it seeks to play an active role.”
Principle 6 | Dialogue: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

Beyond regular classes, CEIBS disseminates knowledge by means of its Executive Forum speaking series that attracts audience members from the Chinese business and social communities, along with current MBA and EMBA students. Many top-ranking international government and political officials have joined the forum, as have corporate executives and artists. A list of recent Executive Forum talks on PRME-related topics appears in Table 2. Other programs and initiatives offer support to family business, small business, and women in leadership.

**Table 2. Selected CEIBS Executive Forums 2015-2017**

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<th>Date</th>
<th>Speaker</th>
<th>Title</th>
<th>Topic</th>
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<tbody>
<tr>
<td>2015/12/10</td>
<td>Mr. Robert Ward Editorial Director, Economist Intelligence Unit</td>
<td>Global outlook—Bracing for (more) Change</td>
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<td>2016/3/2</td>
<td>Mr. Timothy Jacob Jensen CEO and Chief Designer, Jacob Jensen Holding</td>
<td>Design Thinking for Branding, Strategy and Entrepreneurship</td>
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<td>2016/9/8</td>
<td>Dr. Christoph Zindel M.D. and Senior VP – General Manager Magnetic Resonance Siemens Healthineers</td>
<td>Siemens Healthineers: How to Sustain Market Leadership with Innovation and Precision Medicine</td>
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<tr>
<td>2017/01/19</td>
<td>Dr. Neil C. Hawkins Corporate Vice President, Chief Sustainability Officer, Dow Chemical Company</td>
<td>Sustainability: A Driver of Business Growth</td>
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<td>2017/05/16</td>
<td>Mr. Robin Bew CEO, the Economist Intelligence Unit (EIU), the Economist Magazine</td>
<td>Populism Vs. Globalisation – The Key Contests in 2017</td>
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<td>2017/05/24</td>
<td>Dr. QIN Xiao Former Chairman, China Merchants Group, &amp; China Merchants Bank</td>
<td>Modern Enterprise Theory and Governance and Management of Chinese Enterprises</td>
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<td>2017/08/16</td>
<td>Ms. Kathrin Menges Executive Vice President of Human Resources, Henkel</td>
<td>Building an Inclusive Culture that Promotes Diversity, Work-life Balance, and Feedback</td>
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The North Asia Management Accounting Leaders’ Summit was held at CEIBS Beijing campus on June 8, 2016. Around 300 people attended, and influential government officials, senior managers, and renowned academics (including one university president and several deans) gave speeches. Both Prof. Xu Dingbo and Prof. Hwang Yuhchang have been named to the North Asia Management Accounting Leaders Think Tank (CGMA 100), and Prof. Xu Dingbo was chosen to be the Think Tank’s first chairperson.

Forums and salons are also regularly organized by the CEIBS Lujiazui Institute of International Finance. This center acts as a bridge between academics, government officials and industry executives in cultivating knowledge and understanding linked to Shanghai’s financial development. In addition to holding high profile forums each year, the center organizes training for judges and regulators of the financial markets. In this way, the School helps to cultivate a responsible and orderly development of Shanghai’s financial markets.