



Theme	Case Title	Faculty Advisor(s)	Researcher	Keynote
Innovation and Application of Science and Technology	Ant Forest(Temporary title)	Huang Chunyan	Zhu Yunhai Mei Xinlei	The transformation and innovation of Internet technology to traditional public welfare model
	Intelligent investment adviser(Temporary title)	Ouyang Hui	Zhu Yunhai	The history, development and future of intelligent investment adviser
	Ali Cloud—Cloud Computing Empowers Enterprises	Li Wei	Gu Chongqing	Looking into the growth of Ali cloud and probing into the development path of Chinese tech companies
Transformation and development of Traditional Firms	China Brands Group: From garment processing to IP operation (Temporary title)	Li Yang	Zhu Yunhai	How does China Brands Group introduce and carry out IP projects?
	Wanda's Strategic Transformation (Temporary title)	Teng Binsheng	Zhu Yunhai	The fourth strategic transformation of Wanda Group will be studied and discussed.
	Midea's digital transformation (Temporary title)	Liang Chao	Zhu Yunhai	Midea's digital transformation and its causes, progress, gains and losses
	Envision: Service transformation of traditional manufacturing enterprises (Temporary title)	Liang Chao	Mei Xinlei	Envision's experience in service transformation and its practice in global layout as a manufacturing enterprise
New retailing	Freshhema, new retailing business of Alibaba	Jing Bing	Li Mengjun	Business rationale and operation model of Freshhema
	Yonghui Superstores: Counterattack of traditional retail industries (Temporary title)	Jing Bing	Li Mengjun	How can Yonghui Superstores achieve transformation and successful counterattack under the great influence of both e-commerce and new retail on traditional retail?
"China's Business Conditions Index" Report	CKGSB Monthly Survey & BCI Reports	Li Wei	Gu Chongqing	Compile and index to assess the operating conditions of private enterprises



## Innovation and Application of Science and Technology

### **Ant Forest (Draft version completed) (Temporary title)**

*Faculty Advisor: Huang Chunyan Case Researchers: Zhu Yunhai, Mei Xinlei*

In the traditional public welfare model, the relationship between the donor and the nonprofit organization is simple money gift. In addition to that, the connection between them is very loose. This has caused many problems, including the difficulty of raising money, low transparency and social influence of traditional public welfare. Represented by Ant Forest, the new environmental public interest model has made hundreds of millions of people deeply involved in public welfare projects. This has not only promoted the implementation and development of public welfare projects, but has also changed the daily behavior patterns of participants. How did Ant Forest do that? This case will make an in-depth discussion for you.

### **Intelligent investment adviser (Draft version completed) (Temporary title)**

*Faculty Advisor: Prof. Ouyang Hui Case Researcher: Zhu Yunhai*

On 27 May, 2017, AlphaGo beat Ke Jie, the World Go Champion, in a man-machine battle at 3: 0. The impact of artificial intelligence (AI) has rapidly spread across all walks of life and has been constantly refreshing its domain of application. Investment adviser is one of its applications.

With the application of AI in intelligent investment advisers, significant changes have been made in terms of the scale, business model and development speed of the industry. Will intelligent investment adviser become another game changer? How will it affect us?

### **Ali Cloud—Cloud Computing Empowers Enterprises (Work in Progress)**

*Faculty Advisor: Prof. Li Wei Case Researcher: Gu Chongqing*

Cloud computing is one of the hottest words in the current science and

technology sector and economic sector. As the NO.1 leading player of cloud computing in China, how did Ali Cloud make it to the leading position? What are its priorities of current focus? What views does it hold on the industry as a whole? We'll explore the development road of Chinese tech companies through studying the Ali Cloud case.

## Transformation and development of Traditional Firms

### **China Brands Group: IP commercialization Path (Draft version completed)**

*Faculty Advisor: Prof. Li Yang Case Researcher: Zhu Yunhai*

Founded in 1999, China Brands Group (CBG) started from toll manufacturing of export-oriented garment. CBG initially got involved in intellectual property (IP) in 2005 and became the confidential producer of Olympic Mascots (Fuwa) in 2008. After years of exploration efforts made in the management and operation of IP project, CBG has successfully transformed into the biggest IP commercialization group in China today right at the forefront of IP industry. So, as an IP operating firm derived from a traditional manufacturer, what unique views does CBG hold on how to introduce IP? How does it carry out and run IP projects? What are its core competitive advantages?

### **Strategic Transformation of Wanda Group (Draft version completed) (Temporary title)**

*Faculty Advisor: Prof. Teng Binsheng Case Researcher: Zhu Yunhai*

As a traditional real estate developer, Wanda has become one of the biggest real estate enterprises in China even in the world by taking the advantages of a booming real estate industry in China. But with the changes happening to Chinese economic development model and to the trend of real estate industry, Wanda has been facing new challenges in its transformation and growth. Where it should go becomes the No.1 question for all Wanda staff.



## **Midea's digital transformation (Work in Progress) (Temporary title)**

*Faculty Advisor: Liang Chao Case Researcher: Zhu Yunhai*

As a leading enterprise in China's home appliance industry, why did Midea get the demand of digital transformation? What are the measures and steps that Midea has taken to ensure digital transformation? What problems and challenges did Midea encounter in the process of transformation? What were its gains and losses? What can other enterprises and related people learn from Midea's digital transformation? This case is an attempt to analyze the above problems.

## **Envision: Service transformation of traditional manufacturing enterprises (In the works) (Temporary title)**

*Faculty Advisor: Liang Chao Case Researcher: Mei Xinlei*

As a private enterprise founded in 2007, how did Envision seize the new energy industry outlet through technological innovation and global resource integration? How did it grow rapidly into a leading intelligent fan manufacturer in China after ten years? How did it extend to the upstream and downstream of the industrial chain, as well as complete the transformation from the fan hardware equipment manufacturing to the intelligent energy management service? What successful experience does it have in globalization and integration of global resources?

## **New retailing**

### **Freshhema, new retailing business of Alibaba (Completed)**

*Faculty Advisor: Prof. Jing Bing Case Researcher: Li Mengjun*

In recent years, on one hand, impact of E-commerce and increasing

labor cost have caused revenue decline and lack of growth in traditional brick and mortar retailing businesses. On the other hand, the advantage of web traffic is diminishing and the growth of E-commerce is slowing down. Therefore seeking for innovation has become the common goal for both brick and mortar retailers and online retailers. Freshhema is Alibaba's new attempt in new retailing sector. The business rationale and operation model of Freshhema will be studied in this case.

### **Yonghui Superstores: Counterattack of traditional retail industry (Work in Progress)**

*Faculty Advisor: Jing Bing Case Researcher: Li Mengjun*

Under the great impact of both e-commerce and new retail on traditional retail, Yonghui Superstores still maintained a rapid growth trend and entered the list of clubs within the market value of one million. As a rising star, what made Yonghui the company that it is? How can Yonghui achieve great transformation?

## **"China's Business Conditions Index" Report**

### **Monthly BCI Survey & Report (Work in Progress)**

*Faculty Advisor: Prof. Li Wei Case Researcher: Gu Chongqing*

Although the private sector is the most dynamic force in the Chinese economy, an index to assess private enterprises operating conditions was lacking. To fill in the gap, we have compiled related indexes using data obtained from monthly questionnaire surveys among entrepreneurs in the growing CK alumni network. Each year 12 editions of the index will be released.