



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

长 | 江 | 商 | 学 | 院 2008 年度 报 告

CHEUNG KONG GRADUATE SCHOOL OF BUSINESS

ANNUAL REPORT 2008



A NEW GENERATION

BUSINESS SCHOOL

报告说明

本报告是长江商学院2008年度报告。长江商学院2008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 2008 towards its goal of becoming a new-generation business school with global vision and educating world class entrepreneurs in China and beyond.

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院长寄语

“长江商学院超越了体用之争、中西之分，取势全球，走出了一条‘大我’之路——打造全球新一代商学院。”

中国改革开放30年取得了举世瞩目的成就。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。长江商学院成立6年来，怀抱10年内跻身世界一流商学院的梦想，一直以“为中国培养一批世界级的企业家”为己任，为打造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。这一教授阵容的整体实力，不仅在国内独一无二，在整个亚太地区也不多见。长江商学院可能是亚洲唯一一所从世界顶级商学院现有教授队伍中聘用属于自己的一批全职教授的商学院。

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的竞争与合作，中国企业如何应对全球化的挑战，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”。长江商学院的世界级教授队伍，不仅通晓西方管理理论，得到国际学术界的广泛认同，而且深入了解中国及大中华地区的管理实践。立足于“取势、明道、优术”的战略指引，长江商学院完全超越了传声筒和教学工厂的教学模式，在以中国为代表的新兴市场研究领域引领全球，并已产生一系列源自本土、被认为对中国乃至全球管理实践影响最大的原创思想，成为这一领域新知识的全球引领者。

2004年，长江商学院率先在管理教育中系统引入人文课程，也是全球首家提出培养企业家“人文精神”的商学院。长江商学院为此成立人文委员会，由世界新儒学大

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 six 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, 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

师杜维明教授担纲主席，并邀请世界级人文研究学者加盟，在课程中系统介绍儒学、佛学、基督教、伊斯兰教等轴心文明。长江期望培养一批具备全球竞争力和人文精神的世界级商界领袖。在西方主流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、分众传媒的江南春等。长江的世界级教授队伍与中国的商界领袖们教学相长，共同实现打造世界级商业机构的梦想。同时，长江校友会为他们搭建了中国最大、最具影响力和最具价值的商业精英交流平台。长江的超强凝聚力和向心力，为长江同学的人生和事业的持续发展提供了最有效的支持。

企业的领军人物普遍面临着“高处不胜寒”的困境，30岁以后很难交到真心朋友，长江商学院的超团队文化增强了这一群体在校学习与交流的广度与深度，使他们能够分享喜悦，承担痛苦。长江独有的大家庭文化和超团队精神，让他们找到一个心灵的港湾。

优秀的学员与强大的校友网络一直是长江商学院的宝贵财富，长江商学院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，为万世开太平”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。长江商学院学员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。仅汶川地震后，截至2008年6月30日，长江人向地震灾区累计捐款就超过4.3亿元人民币，占中国企业捐款总额的7%。

凭借世界级的教授队伍，原创性、前瞻性、实用性，甚至颠覆式管理新思想，长江商学院EMBA、MBA和高层管理教育项目在几年中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、IMD等建立战略合作关系。长江已经迈进发展的第二阶段：美、欧、亚管理教育全球“三国演义”战略全面启动，着力把长江打造成为一所泛亚洲的商学院。2006年4月，长江商学院携手欧洲工商管理学院与美国沃顿商学院，推出全球瞩目的“中国企业CEO课程”，吸引了包括一批中国顶尖企业的领军人物参加。项目成功举办三期以来，已有150余位极具代表性的企业CEO从该项目毕业。2007年成功推出全球首创的韩国CEO项目、印度CEO项目，对亚洲企业和经济发展进行深入研究。这些项目的成功表明，长江的原创管理思想已超越国界，逐步在全球范围内形成影响。长江商学院为中国和世界管理教育发展写下了精彩一页。

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”的战略路线图，朝着全球新一代商学院的目标继续前进。



项兵博士

长江商学院院长、教授



opportunities presented by China's economic transformation.

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.

A handwritten signature in black ink, appearing to read 'Xiang Bing'.

Xiang Bing, Dean, Cheung Kong GSB

关于长江

About Cheung Kong GSB





长江商学院是由李嘉诚（海外）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。


学院现有MBA、EMBA、高层管理教育三个项目。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

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

Faculty

At Cheung Kong Graduate School of Business 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.



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流学习。

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2008年11月，已招收13期2100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80%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。

高层管理教育项目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近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”5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，他们通国际、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。



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.

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. With over 2,000 graduates, 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.

2008新里程

Cheung Kong GSB in 2008

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P44/长江·活动与影响 Events and Impact P50/长江·责任 Social Responsibility







长江·教授与学术

Cheung Kong GSB - Professors and Academics

教授治校

灵活优越的管理体制

长江商学院深谙世界知名院校成功规律，在创办之初即提出教授治校，目前是国内第一所也是唯一的一所实行教授治校而非行政治校体制的商学院。

在这一体制下，长江商学院的重大决策均由核心教授组成的委员会来决定，其中包括所有学术活动、重要的人事和项目等重大决策。这种制度不仅确保了教授们有灵活施展其学识才华的宽松平台，而且可以充分发挥教授的管理才干。

这支优秀的教授团队，已成为学院持续发展最为重要的差异化战略之一。他们凭借所学，一直在深入了解中国及大中华地区的管理实践，逐步形成了对中国管理实践行之有效的视野、新思维和新对策。

截至2008年底，长江商学院共拥有24位常驻教授和20余位访问教授，几乎全部为华人。他（她）们均来自于哈佛大学、斯坦福大学、沃顿商学院、加州大学伯克利分校、加州大学洛杉矶分校、纽约大学、欧洲工商管理学院等欧、美、亚地区的世界著名商学院，并全部拥有各自领域的博士学位。他们回到中国，看重的不仅是这里作为世界重要新兴经济体之一的研究乐土，同时，也是对长江商学院立志成为“全球新一代商学院”的恢弘梦想深表认同。

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 2008, Cheung Kong GSB had a total of 24 full-time professors and over 20





学术排名

2008年9月，由美国德克萨斯大学达拉斯分校管理学院（UTD）发布的商学院研究成果排名，再次聚焦全球范围各大商学院教授团队的研究成果。该排名根据教授团队在过去5年间在24家主流学术刊物发表的论文进行统计。该排名始创自1990年。相关负责人认为，越来越多的商学院认为，“学术成果在学院发展中起着至关重要的角色。”根据美国德克萨斯大学达拉斯分校管理学院发布的商学院研究数据和方法，长江商学院已领先亚洲诸多商学院。

根据终身教授在顶级学术期刊发表论文的人均数字，长江商学院已进入全球20强之列。

研究奖项

曹辉宁 经长江商学院教授评选，获得2008年长江杰出研究奖。

《公共信息差异与股票和期权投机交易》，共同作者：欧阳辉，刊登于《金融研究评论》，2008年。（2004年CIFC最佳论文奖名列第三；2005年被西部金融协会评为“最与从业者相关”类别最佳论文。）

周春生

入选“2008中国杰出人文社会科学家”

刘劲

《关于可预见市场回报与可预见分析师预测误差之间的关系》，共同作者：约翰·休斯、苏伟，刊登于《金融研究评论》，2008年。（BGI最佳论文奖得主）

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.”

Academic Rankings

The ranking list on research achievements released in September 2008 by the School of Management, University of Texas - Dallas (UTD) focused on the research competence of professors at all leading business schools. This list, first issued in 1990, is compiled according to the number of papers that professors of these schools have published in 24 key academic journals over the past five years. The compiler of the list noted that more and more business schools believe that “academic achievements play a critical role in the development of their schools”. According to the data and methodology used by the School of Management, UTD, Cheung Kong GSB ranks as a leading Asian business school and competes with other top schools for global leadership.

Judged by the average number of papers published by tenured professors in leading academic journals, Cheung Kong Graduate School of Business ranks among the top 20 (please refer to the following table).

Research Awards

Henry Cao

2008 Cheung Kong Outstanding Research Award as judged by faculty peers.

“Differences of Opinion of Public Information and Speculative Trading in Stocks and Options”, with Hui Ou-Yang, *Review of Financial Studies*, 2008. (Placed third in the best paper award at CIBC in 2004 and judged best paper in the “most relevant to practitioners” category at Western Financial Association in 2005.)

Zhou Chunsheng

Dubbed “Outstanding Chinese Humanistic and Social Scientist of the Year - 2008”

Liu Jing

“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.)

2008年主要学术活动

1月5日，2008国际商学院案例挑战赛在京举行

来自世界知名商学院的MBA学生以“2008年青岛啤酒的美国营销策划”为题展开竞赛，整个竞赛分为初赛和决赛两个环节。

1月13日，2008长江年度论坛暨长江年度人物颁奖礼在三亚举行

论坛由长江商学院和海南省人民政府共同主办，众多知名经济学家、政府官员、企业家参与盛会，就“中国经济展望与东亚共同发展”展开对话。

1月14日，长江商学院中国管理研究院“2007年度杰出研究奖”揭晓

梅/摩艺术品指数联合创建者之一梅建平教授获此殊荣。

4月25日，东湖论坛2008年年会在武汉举行

以“开放先导与中部崛起”为主题的“东湖论坛2008年年会”让知名学者、政府官员、企业家共聚一堂，为中部崛起献计献策。

4月29日，长江2008管理前沿论坛在深圳举行

本次论坛以“面对全球化竞争中国企业的新思考”为主题，学者、企业家及各界听众共同探讨了中国企业在全球化竞争中的胜出之道。

5月10日，2008长江艺术品收藏与投资论坛在京举行

来自学术界、拍卖行业的学者专家与行业高层，以及关注艺术行业的数百位嘉宾，共同探讨了中国艺术收藏市场的大势。

6月18日，长江商学院艺术品投资沙龙“中国艺术大师系列”首场讲座开讲

沙龙设立旨在传播正确的艺术品投资理念，突出精品理念，介绍国内艺术精品，提供艺术品鉴赏与投资指导，提高幸福指数。

6月26日至7月1日，“暑期高级金融师资培训”在大连举行

由清华大学中国金融研究中心、麻省理工学院和长江商学院共同开办的暑期高级金融师资研讨班在大连圆满落幕。

6月30日，跨国公司中国(亚太区)负责人研讨会在上海举办

本次研讨会旨在与参会者分享长江商学院教授对跨国公司如何在新兴市场竞争与合作的最新学术理论，引导跨国公司的负责人深入了解中国这一最典型新兴市场的经济发展特点，共同探讨企业在发展与管理中的困惑。



Academic Events

January 5: International Business School Case Challenge 2008 Held in Beijing

MBA students from world-renowned business schools competed to develop a "U.S. Marketing Plan for Tsingtao Beer for 2008." The contest included a qualifying round and a final round.

January 13: Cheung Kong Annual Forum 2008 and 2007 Cheung Kong People of the Year Awards Held in Sanya

The Hainan Provincial Government and Cheung Kong GSB jointly hosted this event, where participants exchange thoughts on the China economic outlook and the development of East Asia.

January 14: Winner of Cheung Kong Research Institute "2007 Outstanding Research Award" Announced

Professor Mei Jianping, co-founder of the Mei-Moses Art Index, was given this special honor.

April 25: East Lake Forum Annual Conference 2008 Held in Wuhan

Under the theme of "Pioneering the Opening and Rise of Central China," the East Lake Forum Annual Conference 2008 brought together well-known scholars, high-ranking government officials, and entrepreneurs for brainstorming on the rise of Central China.

April 29: Cheung Kong Management Forum 2008 Held in Shenzhen

Themed "Chinese Enterprises: New Thought in the Face of Global Competition," this forum brought together scholars, entrepreneurs, and an audience of executives to discuss strategies for Chinese enterprises to win out in the global competition.

May 10: Cheung Kong Art Collection and Investment Forum 2008

Scholars, experts, and senior executives from the auction sector shared their thoughts on trends in China's art collection market.

June 18: First Lecture in "Chinese Art Master Series" by Cheung Kong GSB Art Investment Salon

This salon was established to disseminate correct information on investment in artistic works, promoting awareness of fine quality, introducing art collections from the local market, enabling participants to see and interact with art and artists, while receiving investment guidance.

June 26 to July 1: The Senior Summer Seminar for Teachers of Finance

This seminar was held successfully in Dalian, jointly hosted by the China Center for Financial Research of Tsinghua University, Massachusetts Institute of Technology, and Cheung Kong GSB.

June 30: Seminar for Senior Executives of China (Asia Pacific) Divisions of Multinational Corporations



7月2日 - 5日，“2008中国金融国际年会”在大连成功召开

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。以“金融改革与发展”为主题，入选论文的领域涵盖公司理财、投资与风险管理、资产定价等39个专题。

7月23日 - 24日，“2008年长江商学院夏季金融研讨会”在杭州成功举办

来自海内外多所知名院校的近50名金融学领域专家学者齐聚西子湖畔，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的最新学术成果。

10月22日，长江跨国公司研究中心与《国际管理和组织研究》共同发起征文

为了对中国企业的海外并购以及跨国公司对中国企业的并购行为进行更为严谨、细致与系统化的研究，长江跨国公司研究中心与《国际管理与组织研究》共同发起征文，题目为“跨国并购：中国企业的买与卖”。

10月23日，长江2008管理前沿论坛在西安举行

作为金融危机爆发后在陕西本地举办的第一场经济论坛，吸引了陕西省政、商各界人士热切关注，此次论坛主题为“面对全球化竞争 中国企业的重新思考”。

11月15日，长江2008管理前沿论坛在南京举行

项兵院长、梅建平教授进行了主题演讲，主题围绕中国企业的危与机、华尔街金融风暴展开讨论。多位企业家在对话现场纵论“全球经济变革对长三角实体经济的影响”。

12月6日，“取势：政企良性互动”研讨会在京举行

面对当今纷繁的企业生存与发展环境，在结合长期的教学与研究实践的基础上，长江商学院率先提出“取势：政企良性互动”的概念。

The Shanghai-based seminar aimed to share with participants the latest theories developed by Cheung Kong GSB professors on how multinational corporations compete and cooperate in emerging markets, guiding senior executives of multinational corporations to deeply understand key characteristics of economic development in China, and jointly discuss frustrations they encounter in corporate development and management.

July 2 - 5: 2008 International Annual Conference on China's Financial Service Sector

This Dalian-based annual conference was jointly hosted by the China Center for Financial Research of Tsinghua University, the Sloan School of Management of Massachusetts Institute of Technology, and Cheung Kong GSB. "Financial Reform and Development" was the theme of this conference, where papers on 39 topics such as corporate finance, investment and risk management, and asset pricing were selected.

July 23 - 24: "2008 Cheung Kong GSB Summer Institute on Finance" Held in Hangzhou

Some 50 financial experts and scholars from renowned institutions in China and abroad gathered in Hangzhou for a thorough exchange of views on the latest developments in financial services, and to share their latest research findings.

October 22: the Cheung Kong Research Center for Multinational Corporations, and "International Management and Organizational Research" Co-sponsored Essay Contest

The contest was launched in an effort to facilitate more rigorous, meticulous and systematic research on attempts by Chinese enterprises to conduct overseas mergers and acquisitions, as well as to study multinational corporation acquisitions of Chinese enterprises.

October 23: Cheung Kong Management Forum 2008 Held in Xi'an

The first economic forum held in Shaanxi Province following the financial crisis brought together the political and business elites from the province to discuss "Chinese Enterprises: New Thoughts in the Face of Global Competition."

November 15: Cheung Kong Management Forum 2008 Held in Nanjing

Dean Xiang Bing and Professor Mei Jianping delivered keynote speeches on the Wall Street financial crisis and associated risks and opportunities for Chinese enterprises. Entrepreneurs also discussed the impact of global economic change on the Yangtze Delta economy.

December 6: "Master Trends: Synergy between Government and Enterprises" Symposium

Cheung Kong GSB initiated this symposium leveraging its many years of experience in related teaching and research, aiming to help enterprises thrive in the current complex business environment.





公众影响力

在李嘉诚(海外)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。仅2007年,长江教授在高端财经类媒体发表专栏或文章达60余篇,总字数超过17万字,接受各类专访及媒体报道逾40篇,总字数约9.2万字。据不完全统计,2008年,长江教授在高端财经类媒体发表专栏或文章达百余篇,总字数近40万字。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》和《中国企业家》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,以全球视野开展的研究,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,出现在媒体报道、电视访谈、博客、播客、视频等形式各种媒体中。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。



Societal Influence

Thanks to powerful assistance from the Li Ka-Shing (Overseas) 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.

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 2007, Cheung Kong GSB professors published more than 60 articles (over 170,000 words) in the high-end financial news media. They were also interviewed for more than 40 news stories (over 92,000 words). In 2008 Cheung Kong professors published approximately 100 articles in the high-end financial news media (nearly 400,000 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.

These strong results were founded on the faculty's academic capacity and 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.

2008，长江的声音：

2008年，长江商学院以一个负责的学术教育者的身份，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。

◎ 全球金融海啸观察 / 金融海啸的中国对策

美国次贷危机引发的全球性金融危机爆发后，长江教授或撰文，或接受媒体采访，或以出席论坛等形式，将自己的真知灼见传向外界。长江商学院教授以中西贯通的全球视野，发问美国经济，反省全球经济一体化利弊，并分析这场金融危机带给人们的教训与启示。

◎ 海外投资

中国企业的海外并购之路从来不是一帆风顺的，金融风暴爆发后，海外“抄底”之说又起，中国企业海外并购再次成为业界与媒体关注的热门话题。长江教授从不同角度对这一“危机中的机会”进行了深入剖析。

◎ 中国宏观经济 / 下一个30年的中国

中国改革开放30年来，创造了令世界瞩目的经济起飞奇迹。下一个30年，中国的前行之路将如何继续、如何创新、如何产生持续不断的改革能量？长江教授对此保持高度关注，为中国宏观经济政策建言。

◎ 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。他研究并撰写云南白药、中国动向等案例，对中国企业的全球资源整合之路进行深入研究，并对中国铝业参股英国力拓公司等海外收购行为保持关注，为中国企业指点“以我为主”的全球整合之路。

◎ 商业观察

供应链管理、家族企业发展、中国互联网发展……在2008年引起热议的诸多热门商业话题背后，长江教授都保持密切关注，以严谨的学术态度进行深入研究，并对广大媒体与公众积极发表真知灼见。他们分析大势，把握大局，指明方向的“取势、明道、优术”的学术理念得以广泛传播。

◎ 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6年来的实践拓展了商学教育的内涵和外延。2008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。

Cheung Kong Voices in 2008:

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

○ Observations on the Global Financial Crisis / Suggestions for China on How Best to Defend Itself

Since the outbreak of the global financial crisis, Cheung Kong professors have been writing articles, accepting media interviews, and attending forums to make their opinions known to the general public. From a global perspective, Cheung Kong professors have questioned the U.S. economy, reflected on the pros and cons of economic globalization, and highlighted lessons learned from this financial crisis.

○ Overseas Investment

Overseas M&A attempts by Chinese enterprises have never been smooth. "Grab it at the lowest price" was heard again after the outbreak of the financial crisis, as overseas M&A again became one of the most talked about issues among Chinese enterprises and the mass media. Cheung Kong GSB professors offered analysis from diverse angles on "opportunities in crisis."

○ China's Macro Economy / China in Another 30 Years

China's efforts to reform and open up over the past three decades have created an economic miracle. How should China continue to generate the energy needed for sustainable reforms for the next 30 years? Cheung Kong professors are keeping a close eye on this issue, and offering their suggestions for China's macro-economic policies.

○ "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 Observations

Supply chain management, the development of family business, and China's Internet development were much discussed in the public media by Cheung Kong professors in 2008. Cheung Kong professors displayed in practice the academic philosophy: "Master the Trends, Understand the Theories, and Optimize Skills".

○ 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 ."

长江商学院一直认为，一所优秀商学院的灵魂所在，就是要拥有一批优秀教授，并不断产生原创的学术思想。在国际一流学术期刊发表论文，也已被视作国际公认的衡量一所教育机构优秀程度的权威依据之一。

长江教授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，产生了具有前瞻性、实用性、震撼力的原创性管理思想，并不断出现在国际权威学术刊物中。

2008 Selected Publications

曹辉宁 Henry Cao



"Portfolio Performance Measurement: A No Arbitrage Bounds Approach", with Dong-Hyun Ahn and Stephane Chretien, *European Financial Management*, forthcoming.

"Differences of Opinion of Public Information and Speculative Trading in Stocks and Options", with Hui Ou-Yang, *Review of Financial Studies*, 2008. (Placed third in the best paper award at CIBC 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 and Negative Reciprocity Apply? Inequitable Offers: Culture, Emotion and Reciprocity", with Chen, X., & Portnoy, R., *Journal of Experimental Social Psychology*, 45, 24-34, 2009.



陈宇新 Chen Yuxin

"A Theory of Combative Advertising", with Yogesh V. Joshi, Jagmohan S. Raju, and Z. John Zhang, *Marketing Science*, forthcoming.

"Buyer-Initiated vs. Seller-Initiated Information Revelation", with Bhardwaj, Pradeep and David Godes, *Management Science*, 54, 6, 1104-1114, 2008.

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

黄明 Huang Ming

"Stocks as Lotteries: The Implications of Probability Weighting for Security Prices", with Nicholas Barberis, *American Economic Review*, forthcoming.



荆兵 Jing Bing

"Finitely Loyal Customers, Switchers and Equilibrium Price Promotion", with Zhong Wen, *Journal of Economics and Management Strategy*, Fall 2008.



李乐德 Li Lode

"Confidentiality and Information Sharing in Supply Chain Coordination", with H. Zhang, *Management Science*, 54, No. 8, 1467-1481, 2008.

刘劲 Liu Jing

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

"On the Relation between Predictable Market Returns and Predictable Analysts' Forecast Errors", with John Hughes and Wei Su, the *Review of Accounting Studies*, 2008. (Winner of the BGI best paper award.)

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刘俊 Liu Jun

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

长江·教学

Cheung Kong GSB - Teaching

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，目标是为企业培养一批世界级的工商帅才。

自2002年11月至2008年11月，长江EMBA已招收13期共2100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80%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、广州为中心，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 EMBA Program

Cheung Kong EMBA students study four days per month over a 20-month period at campuses located in Beijing, Shanghai, and Guangzhou, and 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.

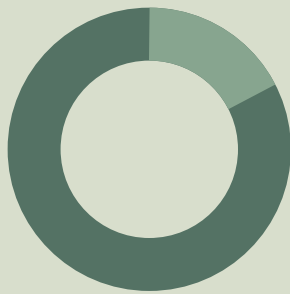
Incorporating the humanities directly into the curriculum, the Cheung Kong EMBA Program prides itself on the creation of business leaders who not only create wealth, but who also give back to society.

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 13 intakes and over 2,100 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.



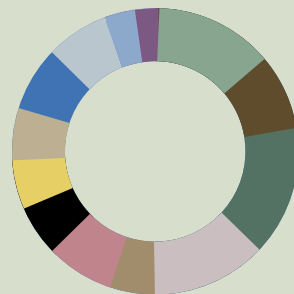
EMBA学员构成 Cheung Kong EMBA Student Profile

性别比例
By Sex



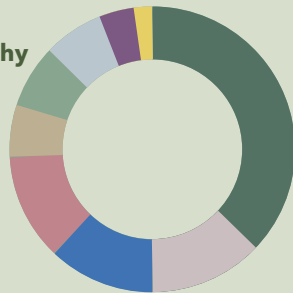
■ 女性 17% ■ 男性 83%
■ Female: 17% ■ Male: 83%

行业分布
By Industry



■ 制造业 15.8%
■ 电讯业或信息技术 13.8%
■ 房地产 12.5%
■ 金融/保险/投资 11.7%
■ 国家/党政机关 9.6%
■ 批发/零售/贸易 8.8%
■ 传媒/文化 6.8%
■ 能源/交通 5.9%
■ 医药或生物化学 5.0%
■ 其它 3.8%
■ 综合类 3.1%
■ 咨询业 1.9%
■ 教育/科研/体育 1.3%

地区分布
By Geography



■ 北京 33% ■ 上海 13% ■ 西北 5%
■ 广东及华南 16% ■ 华东 9% ■ 华中 2%
■ 华北 16% ■ 西南 5% ■ 其它 1%
■ Beijing: 33%
■ Shanghai: 13%
■ Northwest China: 5%
■ Guangdong and South China: 16%
■ East China: 9%
■ Central China: 2%
■ North China: 16%
■ Southwest China: 5%
■ Hong Kong, Macau and Overseas: 1%

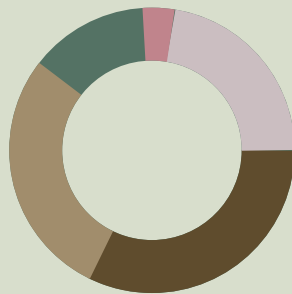
Manufacturing: 15.8%
Telecom and IT: 13.8%
Real Estate: 12.5%
Financial Service: 11.7%
Government: 9.6%
Trade: 8.8%
Media: 6.8%
Energy and Transportation: 5.9%
Medical and Pharmaceutical: 5.0%
Other: 3.8%
Diversified / Conglomerate: 3.1%
Consulting: 1.9%
Education: 1.3%

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，为万世开太平”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，敢于担当“小我”之外的责任，乐于为回馈社会奉献自己的价值。

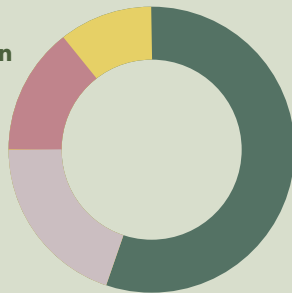
2008年长江EMBA招生人数为481人，在11月举行的毕业典礼中，316人顺利毕业。

年龄分布
By Age



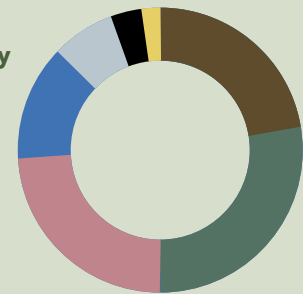
<30岁	3.4%
30-35岁	24.9%
36-40岁	33.5%
41-45岁	26.6%
>45岁	11.6%

职务类型
By Position



董事长、总经理	52.1%
副总	21.9%
总监、主管	15.3%
政府高级公务员	10.7%
Chairman / President	52.1%
Vice Chairman / President	21.9%
Director	15.3%
Senior Public Servant	10.7%

公司性质
By Company
Ownership



私营企业	30.8%
股份有限公司	21.2%
国有企业	20.1%
外商独资	11.7%
政府	10.6%
其它	3.7%
港澳台合资	1.9%
Private	30.8%
Public	21.2%
State-owned	20.1%
Foreign	11.7%
Government	10.6%
Other	3.7%
Hong Kong, Macao, or Taiwan-funded	1.9%

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.

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。

凭借一系列颠覆式创新，长江不断超越

超越中西体用之争，以全球化视野实现中国与世界的无缝对接

超越国际化与“排名”，拥有一支真正世界级的教授团队

超越传声筒与教学工厂，诞生颠覆式的原创思想

超越“优术”，关注“取势”与“明道”

超越同学，拥有更深厚的同窗情谊

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。2008年，共培训3500人次。

2008年，长江高层管理教育不断创新：

5月，长江商学院携手哥伦比亚商学院和伦敦商学院共同为中国金融领域的领袖企业家打造的“金融CEO课程”开课。

7月中旬，长江商学院“美国中西部商务考察项目”成功举办。与往年的国际商务考察相比，今年该项目首次优先向长江毕业校友开放，并致力于为长江学子创建一个终生学习的平台。

7月22日，长江商学院与陕西省政府合作“长江商学院—陕西领航人才发展计划”签约仪式在西安举行。除长江EMBA课程外，此人才发展计划中同时包括长江高层管理教育课程方面的合作。

10月15日，长江商学院“中国企业CEO课程”一至三期学员及“金融CEO课程”的部分学员代表回访韩国，并同当地政商精英进行广泛交流。此举是长江高层管理教育推出的“长江CEO”系列活动之一。

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.

Held in cooperation with Columbia University Graduate School of Business and the London Business School, the China Finance CEO Program leads entrepreneurs from the Chinese financial service sector to seek global insights on world economic development trends and financial industry-specific dynamics.

Designed for core executives at multinational corporations operating in Asia Pacific and China, including Presidents, CEOs, and General Managers, the China Country Manager Program helps students better understand both the unique characteristics of Chinese economic development as well as those typical to other emerging markets.

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.

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.

Through Customized 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

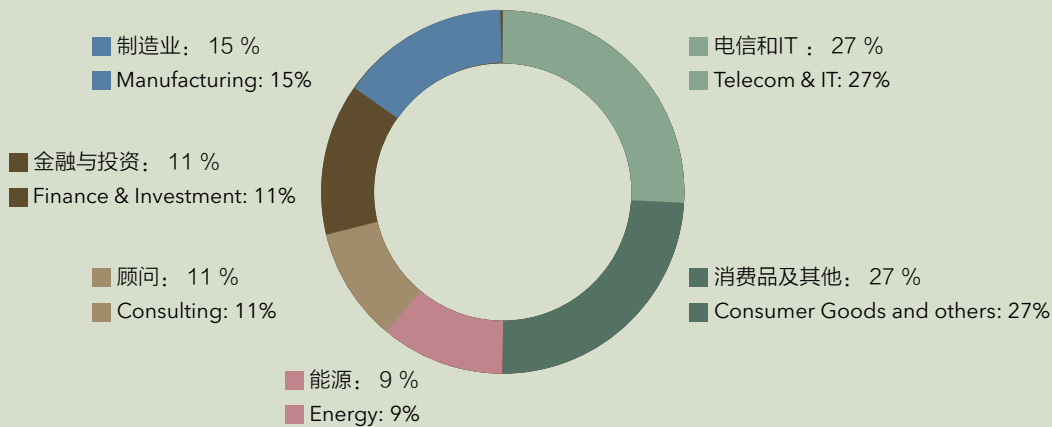


长江MBA项目

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5届、200多名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、6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。

入学前所属行业 Previous Employment



2008年MBA毕业班

学员人数: 55
平均年龄: 30岁
平均工作年限: 6年
平均GMAT得分: 685

Key MBA Statistics for 2008 Graduating Class

Number of students: 55
Average age: 30
Average years of work experience: 6
Average GMAT score: 685

Technologies, Shell (China), Novartis (China), ABB (China), Lenovo Group, Digital China, Alibaba, and Li Ning.

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

Over the course of one year, the select group of CEOs participating in the Cheung Kong GSB China 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 INSEAD and Columbia Business School, the program consists of four multi-day modules in Hong Kong, Fontainebleau, New York, 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 70 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 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 200 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, in 2009 Cheung Kong will offer a part-time MBA in Finance.



长江MBA学生的校园生活丰富多彩。除了课堂学习之外，还有拓展训练、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8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30岁，工作年限6年，GMAT成绩685分，有15%到20%来自国外。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。

国际项目

2008年，大批来自加州大学洛杉矶分校、达顿商学院和西班牙IE商学院的海外高管造访长江商学院，参加为期一周的精读课程——“China from the Inside从内部看中国”。这些在北京主办的课程为西方经理人提供了有关中国商务环境和文化的第一手洞见以及宝贵的国际学习体验。2009年，我们将继续拓展与欧美高校在EMBA和高层管理教育项目方面的合作，为更多西方经理人提供此类课程。

2008年，长江商学院推出了6个国际商务考察项目（3个美国项目、2个欧洲项目和1个日本及韩国项目），EMBA校友可以选择参加。考察过程中，长江学员可以到合作伙伴大学现场听课、访问重要公司，并聆听客座老师的讲授。同时，高层管理教育项目“中国企业CEO课程”和“金融CEO课程”学员在哥伦比亚大学、欧洲工商管理学院和伦敦商学院参加了为期一周的课程。此外，近一半的长江MBA毕业学员曾赴北美、欧洲、印度和韩国的9所合作伙伴大学进行交换学习。

同时，长江商学院在北京推出了一系列围绕商务主题的英语公开讲座，主讲人包括长江商学院教授以及伦敦经济学院董事霍华德·戴维斯、摩根大通董事总经理乌尔里希·景和《经济学家》前任主编比尔·埃莫特等广受尊敬的知名人士。

长江商学院正在探讨2009年筹建长江商学院纽约代表处的计划，代表处将作为学院与哥伦比亚大学商学院联合举办的多项商务考察活动、贵宾接待以及媒体关系的联络点。

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.

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.

International Programs

In 2008, Cheung Kong GSB hosted executive groups from UCLA, Darden, and IE Business School for week-long intensive "China from the Inside" programs. These Beijing-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 2009.

In 2008, Cheung Kong EMBA alumni had the option to participate in one of 6 international study trips (3 trips to the US, 2 trips to Europe, and 1 trip to Japan and South Korea), where executives took on-site courses at partner universities, visited key companies, and heard from guest lecturers. In addition, the flagship China CEO and China Finance CEO programs participated in week-long courses at Columbia, INSEAD, and London Business School. Also, nearly half of graduating Cheung Kong MBA students studied at one of 9 partner universities in North America, Europe, India, and Korea.

Cheung Kong GSB has re-vamped the English website to feature English language China insight generated by the faculty, and launched a series of English-language open lectures in Beijing on business topics that feature Cheung Kong professors and distinguished speakers such as London School of Economics Director Howard Davies, JP Morgan Managing Director Jing Ulrich, and former editor of The Economist Bill Emmott. The monthly e-River newsletter now delivers China business knowledge via email, and the Cheung Kong Magazine is now available every quarter in English.

Finally, discussion is in the works concerning the establishment of a Cheung Kong representative office in New York City in 2009, which would serve as a base for the multiple New York study trips held in conjunction with Columbia Business School, as well as for events, VIP hosting, and media relations.





长江商学院
CHEUNG KONG GRADUATE
SCHOOL OF BUSINESS



长江商学院
CHEUNG KONG
SCHOOL OF BUSINESS

长江·研究

Cheung Kong GSB - Research

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，是长江商学院专事案例研究与开发的部门，是长江商学院MBA、EMBA、高层管理教育等教学活动与中国民族企业与跨国公司商业实践相联系的桥梁。秉承长

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."

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 100 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 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 world



江商学院在10年之内进入世界商学院前10名的战略目标，长江商学院案例研究中心有着长江般的高远志向：开拓现代商学的理论前沿，推动中国与世界商业管理实践的进步与繁荣，成为以中国为依托的，全球最有影响力的商学案例研究智库之一。

长江商学院案例研究中心提供的中国本土原创商业案例，是长江商学院的重要特色与核心竞争力之一。长江商学院案例研究中心对内联系着学院学术委员会以及使用案例的所有教授与学员，对外联系着中国与全球各行业的代表性企业，以及中外其他商学院案例研究库，是多种宝贵商业信息资源的“信息港”与“集散地”。

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。通过专业学术期刊、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。

长江企业社会责任研究中心

长江企业社会责任研究中心负责人是李伟教授，在竞争压力加大而社会期待升高的全球一体化产业背景下，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政策的制定提供参考意见。

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 Center for Financial Research

Headed by Professor Henry Cao, 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.

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.





长|江|商|学|院

CHEUNG KONG GRADUATE
SCHOOL OF BUSINESS

长江·活动与影响

Cheung Kong GSB - Events and Impact

长江年度论坛、跨国公司圆桌论坛

长江年度论坛、跨国公司圆桌论坛于2009年1月9日至10日在三亚举行。

此次年度论坛以2009年宏观经济走势作为开篇。权威专家率先解读2009年世界与中国宏观经济领域的诸多热点内容。而在全球联手对抗自1929年以来最严重的经济危机的重要时刻，长江商学院还特别邀请学院金融学教授与国际金融机构代表共聚一堂，发问美国经济，反省全球经济一体化利弊，并分析这场金融危机背后带给人们的教训与启示，为处于重要节点的中国经济改革之路，发出自己的声音。

同时，论坛还将把视角转落到有关企业自身发展的微观语境下。旨在通过探究业务模式创新与家族企业传承等事关企业生存发展的不同维度，邀请海内外学者、企业家代表，共同分析探讨全球化下企业的生存发展之道。

长江年度论坛期间，主题为“2009：跨国公司在中国的机遇与挑战”的圆桌论坛于1月10日在三亚市举行。长江商学院“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，参加了这次会议。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。

The Cheung Kong Annual Forum and MNC Roundtable

The Cheung Kong Annual Forum held on Jan. 9-10, 2009.

This year's forum began with expert analysis of macroeconomic trends in 2009, particularly as they relate to China's macro economy. In the midst of the most serious global financial crisis since 1929, Cheung Kong finance professors joined representatives from the international financial institutions to question the U.S. economy, to reflect on the pros and cons of global economic integration, to draw lessons and hints from this financial crisis, and to voice their opinions on future directions for China's economic reforms.

The Cheung Kong Annual Forum 2009 then shifted its focus to cover micro issues related to corporate development, including business model innovation, and succession issues surrounding family businesses. Scholars from China and abroad provided joint analysis against the backdrop of globalization. Events in Sanya were capped off with a speech by Dean Xiang at our inaugural Multinational Corporations Roundtable, one further indication of Cheung Kong's advancing globalization, which is set to gain even more momentum in 2009.



长江商学院系列公开讲座

2008年，长江商学院在北京推出了一系列面向国际商务人士的英语公开讲座，主讲人包括长江商学院教授以及伦敦经济学院董事霍华德·戴维斯、摩根大通董事总经理乌尔里希·景和《经济学家》前任主编比尔·埃莫特等广受尊敬的知名人士。

长江管理前沿论坛

2008年4月至12月间，由长江商学院主办的“长江管理前沿论坛”分别在深圳、西安、南京、天津等城市成功举办，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技献策，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。

长江年度人物

长江商学院自成立之日起，便始终强调全球化视野、社会责任感和人文精神，长江同学与校友已汇集成一股强大的推动社会进步的持久力量。我们发现和表彰对于彰显长江精神、弘扬长江价值观作出贡献的个人与集体。长江人物评选开始于2007年，成为长江商学院的年度盛事。2008年评选主题为“社会责任”，评选宗旨为：

既着力推动经济， 更强调人文精神；

既着眼微观经济， 更关注社会民生；

既嘉奖商业成功， 更注重责任胸怀。

2009年1月9日，长江年度人物评选结果揭晓，并在海南三亚长江商学院年度论坛上举行颁奖礼，长江商学院的院长和教授以及海南省政府领导、知名学者、企业家为长江人物颁奖。

2007长江年度人物获奖人

北京汇源集团

朱新礼

分众传媒

江南春 虞锋 谭智

复星集团

郭广昌

美克美家集团

冯东明

中国航空工业第一集团公司

林左鸣

The Cheung Kong Open Lecture Series

In 2008, Cheung Kong launched a series of English-language open lectures for the international business community in Beijing that feature Cheung Kong professors together with distinguished speakers such as London School of Economics Director Howard Davies, JP Morgan Managing Director Jing Ulrich, and former editor of The Economist Bill Emmott.

Cheung Kong People of the Year

Since its foundation, the Cheung Kong Graduate School of Business has been advocating global vision, a sense of social responsibility, and humanistic spirit. Cheung Kong students and alumni have become a powerful force behind social development and progress. We aim to find and recognize individuals and organizations with outstanding contributions so that the Cheung Kong spirit and value are disseminated and appreciated among the general public. Initiated in 2007, the "Cheung Kong People of the Year" awards have become an important annual event. The theme for the 2008 session was "social responsibility," with the purposes of:

- **Promoting economic development, with a focus on humanistic spirit;**
- **Looking into the micro economy, with an eye on the lives of ordinary people;**
- **Recognizing business success, with a sense of responsibility.**

The list of "2008 Cheung Kong People of the Year" was unveiled on January 9, 2009. The Dean, Cheung Kong professors, high-ranking officials of the Hainan Provincial Government, prestigious scholars, and renowned entrepreneurs jointly presented the awards at a ceremony held during the Cheung Kong Annual Forum in Sanya.

List of 2007 Cheung Kong People of the Year

Beijing Huiyuan Group	Zhu Xinli
Focus Media Holdings Ltd	Jiang Nanchun Yu Feng Tan Zhi
Fosun Group	Guo Guangchang
Markor Furnishings Group	Feng Dongming
China Aviation Industry Corporation Iq	Lin Zuoming

2008长江年度人物名单



蓝新国

四川航空集团公司总裁
长江商学院中国企业CEO课程2期

Lan Xinguo

President, Sichuan Airlines
Group Corporation
2nd Intake China CEO
Program



裴春亮

卫辉市春江水泥有限公司董事长
长江商学院EMBA 12期

Pei Chunliang

Chairman, Weihui
Chunjiang Cement Co., Ltd
12th Intake EMBA Program



徐进

中共宜宾市委常委 宜宾市人民政府
常务副市长
长江商学院EMBA首期

Xu Jin

Member of Standing
Committee, China
Communist Party Yibin
Municipal Commission;
Managing Vice Mayor, Yibin
City
1st Intake EMBA Program



王汝鹏

中国红十字基金会秘书长
长江商学院EMBA 11期

Wang Rupeng

Secretary General, China
Red Cross Foundation
11th Intake EMBA Program



李学海

中共青岛市南区区委书记
长江商学院EMBA 9期

Li Xuehai

Secretary, Shinan District
Committee, China
Communist Party Qingdao
Commission
9th Intake EMBA Program

国际商学院案例挑战赛

2009年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，优胜者将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。

List of 2008 Cheung Kong People of the Year



庞陈敏

民政部救灾救济司副司长
长江商学院EMBA 7期

Pang Chenmin

Deputy Director,
Department of Disaster
Relief and Social Assistance,
Ministry of Civil Affairs

7th Intake EMBA Program



淡勃

西安蓝马克集团公司董事长
长江商学院EMBA 7期

Dan Bo

Chairman, Xi'an Landmark
Group

7th Intake EMBA Program



毛继鸿

状态服装设计有限公司 广州市例
外服饰有限公司董事长

长江商学院EMBA 10期

Mao Jihong

Chairman, Mixmind Art and
Design Co., Ltd.; Chairman,
Exception de Mixmind
Garment Co., Ltd.

10th Intake EMBA Program



闫立刚

北京奥组委物流部部长
长江商学院EMBA 10期

Yan LiGang

Director, Department of
Logistics, BOCOG

10th Intake EMBA Program



张祥青

荣程联合钢铁集团有限公司董事长
长江商学院“中国企业CEO项目”
三期

Zhang Xiangqing

Tianjin Rockcheck Steel
Group Co., Ltd.

3rd Intake China CEO
Program

International Business School Case Challenge

Microsoft sponsored Cheung Kong GSB's second annual International Business School Case Challenge held in Beijing Jan. 5-6, 2009. 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.





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

长江·责任

Cheung Kong GSB - Social Responsibility

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。几年来，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。

2008年，于中国社会而言，是不平凡的一年。这一年，在政治、经济和文化生活等诸多领域，长江学子在继续发挥他们自身影响力的同时，也积极践行着社会责任的重要承诺，并在社会公益事业等方面作出了突出贡献，2008年的中国进程，也已写上了长江人的厚重一笔。

Fulfilling our Social Responsibility

As a “new-generation business school with global vision,” Cheung Kong GSB was the first business school to call for “humanism” among entrepreneurs. The 1,000 plus Cheung Kong GSB alumni maintain this spirit and sense of social responsibility in their 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 without soul, ethics, or conscience is destined to fail. Entrepreneurs succeed only when they have a sense of mission and responsibility as well as the perseverance to stick to it. This philosophy is shared with every student at Cheung Kong GSB and reinforced from their first day of enrollment.

Cheung Kong GSB wants every one of its students to not only create material wealth but also practice the belief of “living life for others, inheriting knowledge from the past, and generating peace and prosperity for generations to come.” 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.

2008 was not an ordinary year for China. In addition to their sustained influences on the country’s economic, political, and cultural activities, Cheung Kong GSB students and alumni have been actively delivering on their commitments to social responsibilities with outstanding contributions to the public welfare, playing an important role in boosting China’s development in 2008.



广泛社会影响力

长江商学院44名学子参加2008年全国“两会”，为中国社会经济进步建言献策。

2008年3月，备受瞩目的十一届全国人大一次会议和全国政协十一届一次会议在北京相继召开。在参加全国“两会”的4000余名代表和委员中，共有44名长江学子，肩负着人民的重托，分别出席了“两会”。

附表：长江商学院学子参加第十一届全国“两会”代表名单（合计：44人）

参加第十一届全国人民代表大会一次会议的长江商学院学子名单（共计22人）

姓名	班级	所属代表团
郭广昌	中国企业CEO项目首期	上海
李东生	中国企业CEO项目首期	广东
南存辉	中国企业CEO项目首期	浙江
吴亚军（女）	中国企业CEO项目二期	重庆
王明辉	中国企业CEO项目二期	云南
向文波	高层管理教育	湖南
刘富才	EMBA首期	广东
王素毅(蒙古族)	EMBA二期	内蒙古
刘正东	EMBA五期	广西
张建恒	EMBA五期	河北
李振江	EMBA六期	河北
薛继连	EMBA九期	河北
李 强	EMBA十期	江苏
周 莉（女）	EMBA十期	江苏
范锐平	EMBA十一期	湖北
罗 平（女）	EMBA十一期	安徽
孙云飞	EMBA十一期	安徽
黄楚平	EMBA十二期	湖北
李建华	EMBA十二期	广东
李永良	EMBA十二期	广东
裴春亮	EMBA十二期	河南
王春成	EMBA十二期	辽宁

Increasing Social Influence

March 2008 saw the opening of a much-awaited annual plenary session of the 11th National People's Congress and the 11th Chinese People's Political Consultative Conference in Beijing.

Cheung Kong students and alumni accounted for 44 among the 4,000-odd participants. (Please refer to the appended lists)

Appendix: List of Cheung Kong Students and Alumni Attending the 11th Plenary Session (44 in total)

List of Cheung Kong GSB Students and Alumni Attending the 11th Annual Plenary Session of the National People's Congress (22 in total)

Name	Class	Organization
Guo Guangchang	first CEO Program	Shanghai
Li Dongsheng	first CEO Program	Guangdong
Nan Cunhui	first CEO Program	Zhejiang
Wu Yajun (Female)	second CEO Program	Chongqing
Wang Minghui	second CEO Program	Yunnan
Xiang Wenbo	Executive Education internal training course	Hunan
Liu Fucai	first EMBA Program	Guangdong
Wang Suyi (Mongolian)	second EMBA Program	Inn. Mongolia
Liu Zhengdong	fifth EMBA Program	Guangxi
Zhang Jianheng	fifth EMBA Program	Hebei
Li Zhenjiang	sixth EMBA Program	Hebei
Xue Jilian	ninth EMBA Program	Hebei
Li Qiang	10th EMBA Program	Jiangsu
Zhou Li (Female)	10th EMBA Program	Jiangsu
Fan Ruiping	11th EMBA Program	Hubei
Luo Ping (Female)	11th EMBA Program	Anhui
Sun Yunfei	11th EMBA Program	Anhui
Huang Chuping	12th EMBA Program	Hubei
Li Jianhua	12th EMBA Program	Guangdong
Li Yongliang	12th EMBA Program	Guangdong
Pei Chunliang	12th EMBA Program	Henan
Wang Chuncheng	12th EMBA Program	Liaoning

参加政协十一届全国委员会一次会议的长江商学院学子名单（共计：22人）

姓名	班级	所属团体
刘汉元	中国企业CEO项目首期	民主建国会
荣海	中国企业CEO项目首期	经济界
王均金	中国企业CEO项目首期	全国工商联
王玉锁	中国企业CEO项目首期	全国工商联
冯东明	中国企业CEO项目二期	全国工商联
任洪斌	中国企业CEO项目二期	全国青联
王伟斌	中国企业CEO项目二期	全国青联
杨铿	中国企业CEO项目二期	全国工商联
傅军	高层管理教育	全国工商联
谢伯阳	EMBA二期	全国工商联
安桂武	EMBA三期	共青团
尔肯江·吐拉洪（维族）	EMBA四期	共青团
刘金虎	EMBA四期	全国工商联
田伟	EMBA四期	全国青联
吴一坚	EMBA四期	全国工商联
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
龚立群	EMBA十期	民主建国会
孙聪	EMBA十期	科学技术界
李政文	EMBA十一期	特别邀请人士
潘碧灵（土家族）	EMBA十一期	民主促进会

List of Cheung Kong GSB Students and Alumni Attending the 11th Annual Plenary Session of the Chinese People's Political Consultative Conference (22 in total)

Name	Class	Organization
Liu Hanyuan	first CEO Program	China National Democratic Construction Association
Rong Hai	first CEO Program	Economic Sector
Wang Junjin	first CEO Program	All-China Federation of Industry and Commerce
Wang Yusuo	first CEO Program	All-China Federation of Industry and Commerce
Feng Dongming	second CEO Program	All-China Federation of Industry and Commerce
Ren Hongbin	second CEO Program	All-China Youth Federation
Wang Weibin	second CEO Program	All-China Youth Federation
Yang Keng	second CEO Program	All-China Federation of Industry and Commerce
Fu Jun	Executive Education training	All-China Federation of Industry and Commerce
Xie Boyang	second EMBA Program	All-China Federation of Industry and Commerce
An Guiwu	third EMBA Program	China Youth League
Erkenjiang · Tulahong	fourth EMBA Program	China Youth League
Liu Jinhua	fourth EMBA Program	All-China Federation of Industry and Commerce
Tian Wei	fourth EMBA Program	All-China Youth Federation
Wu Yijian	fourth EMBA Program	All-China Federation of Industry and Commerce
Yu Jianfu	sixth EMBA Program	All-China Federation of Industry and Commerce
Yu Hai	seventh EMBA Program	Culture and Art Sector
Lin Shengxiong	eighth EMBA Program	China Association for Promoting Democracy
Gong Liqun	10th EMBA Program	China National Democratic Construction Association
Sun Cong	10th EMBA Program	Science and Technologies Sector
Li Zhengwen	11th EMBA Program	Specially Invited
Pan Biling (Tujia)	11th EMBA Program	China Association for Promoting Democracy





倾心回报社会

在长江大家庭里，长江校友在超团队精神和大家庭文化的感召下，在生活上彼此关心，在学业上相互启迪，在事业上相互扶持，共同分享光荣与梦想，共同参与学院的爱心善举，共同体味作为长江人的非凡人生历程。

四川大地震：长江人在行动

2008年5月12日下午，四川汶川发生8.0级强烈地震，造成数万人死亡，直接受灾人数达1000多万。自灾害发生的那一刻起，长江商学院教授、员工及广大企业家学员第一时间做出反应，捐出善款，并用各种方式奉献爱心。截至2008年7月30日18时，长江人向四川地震灾区累计捐赠 434,829,082.40元，其中，长江商学院师生通过学院捐赠4,943,034.57元；长江校友以个人或企业的名义通过其他途径捐赠429,886,047.80元，占中国企业捐款7%（中国企业共认捐71亿4647万元。数据来源：新浪网）。

5月13日，在四川地震发生的第二天，长江商学院就联合长江校友总会在全国商学院中率先发出了“大爱无私，长江有情——救助四川地震灾区民众的倡议”，并得到了全体长江校友的踊跃响应。随后几日，长江MBA校友、EMBA校友和长江高层管理教育的校友都积极行动起来，来自全国各地乃至北美长江校友的爱心捐款不断涌来，捐款数额与日俱增，长江人的爱心再一次在危急时刻汇集起来。

在随后的近半年时间里，长江校友发起了一系列公益爱心活动，并以实际行动展开了对四川灾区的援助活动——

5月18日，在中央电视台播出的《爱的奉献》抗震救灾特别节目大型活动上，长江商学院“中国企业CEO课程”三期学员、天津荣程联合钢铁集团有限公司董事长张祥青累计捐赠1亿元，他在唐山大地震中失去了双亲，对灾区民众的苦难感同身受：“我们对5月12日发生的四川汶川特大震情非常牵挂，我们荣程集团人大多来自唐山，亲历过1976年的唐山大地震，为四川地震灾区捐款，我们义不容辞！”

Serving the Public

Inspired by the Cheung Kong "super teamwork" and the big-family culture, alumni take care of each other beyond class and support each other in their academic and career pursuits.

The Sichuan Earthquake: Cheung Kong GSB in Action

An 8.0-scale earthquake jolted Wenchuan County of Sichuan Province on May 12, 2008, leaving thousands of people dead and another 10 million seriously affected. No sooner had the disaster took place, Cheung Kong GSB professors, employees, and entrepreneur students initiated serial donation campaigns and other disaster relieving efforts. As of 18:00 July 30, 2008, monetary donations from Cheung Kong GSB for earthquake disaster-affected regions in Sichuan added up to 434,829,082.40 Yuan, which included 4,943,034.57 yuan from Cheung Kong GSB faculties and students, and 429,886,047.80 Yuan from Cheung Kong GSB alumni in the names of their own or the enterprises they operate in, accounting for 7 percent of all monetary donations from local enterprises. (Total donation from local enterprises equalled 71,464,700,000 Yuan. Data Source: Sina.com).

○ On May 13, the second day after the Sichuan Earthquake, Cheung Kong GSB joined hands with Cheung Kong GSB Federation of Alumni calling on all business schools in the country to offer their helping hands to people in the earthquake-plagued regions. The avocation under the theme of "Great Love from Cheung Kong GSB" met with prompt response from Cheung Kong GSB alumni of the MBA programs, EMBA programs, and Executive Education programs. Monetary donations kept flowing in from Cheung Kong GSB alumni across the country and even those in North America. The rising donations mirror Cheung Kong GSB people's great care for others during emergency.

In the six months thereafter, Cheung Kong GSB alumni launched a series of public welfare activities in an effort to mobilize assistance for disaster-affected regions in Sichuan.

○ Zhang Xiangqing, an alumna of the Cheung Kong GSB and Chairman of Tianjin Rongcheng United Iron and Steel Group, donated a total of 100 million Yuan during a CCTV special program for earthquake relief on May 18. No one was in a better position than Zhang, an orphan from the Tangshan Earthquake, to understand the ordeals inflicted by this powerful earthquake. "All of us are very much concerned about the situation in Wenchuan. Most employees at Rongcheng Group are survivors from the Tangshan Earthquake in 1976. We feel obliged to offer our assistance to the disaster-affected regions in Sichuan!"

○ On May 23, Cheung Kong GSB decided after consulting with the Cheung Kong GSB Federation of Alumni that all donations for disaster relief via the School would be diverted to the China Red Cross Foundation as special-purpose funds for building of educational facilities in disaster-affected regions (mainly for rebuilding schools damaged in the earthquake), while the remainders from such projects would serve as a "special purpose foundation for student assistance" designed to finance learning needs of impoverished students.

○ 5月21日，长江商学院EMBA12期开学典礼在北京举行。这是长江商学院建院以来最为特殊的一次开学典礼。在开学典礼上，全体师生共同默哀，沉痛悼念遇难同胞。活动现场，新生纷纷慷慨解囊，为四川灾区捐款。

○ 5月23日，经长江商学院和长江校友总会商议决定，所有捐至学院的救灾款通过中国红十字基金会的公益渠道用于定向援建灾区的教育项目（主要用于重建垮塌的学校），剩余部分作为“专项助学基金”，用来资助学校品学兼优、生活困难的学生。

2008年北京奥运会火炬手、长江商学院院长项兵除第一时间以个人名义向中国红十字会捐出人民币5万元外，还在5月14日将自己的奥运火炬提前进行义拍，并同时个人捐资5万元。这支意义非凡的火炬最终以305500元的高价竞拍成功。同为奥运火炬手的长江商学院EMBA学员、东方电视台著名主持人袁鸣的火炬也一同进行了义拍，并以25万元的价格拍出，火炬义拍所得资金将全部捐赠给红十字会用于汶川救灾。

○ 5月25日，由长江商学院教职工捐赠并送达的一批灾区短缺急需药品，已全部送到都江堰灾民手中。由长江商学院员工组成的这支志愿者队伍，在长江商学院副院长薛云奎教授的亲自带领下，于5月24日从北京出发，以“点对点”的对口支援方式，力争将灾区群众最急需的物品以最快的方式送到灾民安置点。这批从北京采购的四川灾区目前紧缺的药品，已全部送到都江堰紫坪铺村。紫坪铺村居民向薛云奎教授和长江志愿者表示感谢，并请他转达对长江人在这一特殊时期提供的无私援助的感谢之情。

○ 6月1日，汶川地震后第一个儿童节，上海宋庆龄基金会与长江商学院校友会上海分会联合主办了主题为“奉献爱心，传承责任，照亮生命”的义卖义拍活动。本次活动以孩子为主、家庭为单位，所有义卖义拍的全部款项，捐给上海宋庆龄基金会，用于抗震救灾的儿童专项基金，共同为灾区的儿童做一件实事。

最令人动容的场景，发生在寓意“九州大同、鼎力相助”的“中华鼎”的拍卖过程中。主持人宣布由10000元人民币起拍，几番竞价至80000元人民币成交之后，竞得这件拍品的长江校友又无私地将鼎捐出，提出重新以10000元人民币的底价再次拍卖。之后，每一位竞得“中华鼎”的长江校友都将其再次捐出，最后的局面是：拍品已由多位校友拍得，却无一人取走，拍卖所得却不断累积达到近35万元人民币。

○ 6月5日，在四川校友分会会长徐进的带领下，长江校友一行9人驱车进入都江堰灾区考察受灾学校情况。此行的目的是深入受灾一线考察备选受灾学校情况，以确保长江人向地震灾区捐献款物落在实处。

长江校友考察团首先来到“都江堰市胥家镇驾虹学校”。这是一所全日制的九年义务教育学校，在校生1200余人。学校主教学楼在本次地震中损毁情况严重，需要重建。第一站的考察结束后，考察团成员随即来到“都江堰外国语实验学校”继续了解受灾学校情况。据了解，该校规模较大且受损较严重，大部分教学楼也都需要重建。

○ 9月17日，“长江博爱中学奠基”仪式在地震重灾区四川省绵阳市安县河清镇初级中学举行。长江商学院副院长齐大庆，中国红十字基金会副理事长兼秘书长、长江EMBA 11期校友王汝鹏，中国红十字基金会项目合作部部长杨闻，长江商学院校友会四川分会副会长兼秘书长、长江EMBA二期校友余红兵及其他长江校友代表等参加了仪式。

Apart from his immediate donation of 50,000 yuan to the China Red Cross, Cheung Kong GSB Dean Xiang Bing, also a torch bearer for the Beijing Olympics 2008, held a charity auction before his Olympic torch relay on May 14, adding another 50,000 yuan of donations. The torch received a bidding of 305,500 yuan. Another Olympic torchbearer Yuan Ming, a Cheung Kong GSB EMBA student and celebrated program hostess at Oriental TV joined Xiang in the auction. Yuan's torch brought in another 250,000 yuan. All proceedings from the charity auction went to the Red Cross for disaster relief in Wenchuan.

○ On May 21, the 12th Cheung Kong GSB EMBA Program kicked off in Beijing with the most unusual opening ceremony in the history of Cheung Kong GSB, where all participants mourned for those who had perished in the earthquake, and offered generous donations for disaster relief.

○ On May 25, a batch of much needed medical supplies donated by Cheung Kong GSB employees arrived at disaster-affected regions, and were distributed to residents in Dujiangyan. Taking off from Beijing on May 24, a team of Cheung Kong GSB employee volunteers led by Deputy Dean Prof. Xue Yunkui managed in a point-to-point manner to ensure that badly needed supplies were delivered to refugee camps as soon as possible. Medical supplies procured from Beijing all arrived at Zipingpu Village of Dujiangyan. Local residents were more than thankful for Professor Xue and Cheung Kong GSB volunteers, and asked Xue to convey their appreciations for their selfless assistance from Cheung Kong GSB.

○ June 1 was the first International Children's Day in post-quake Wenchuan. Shanghai Song Qingling Foundation and Cheung Kong GSB Alumni Federation Shanghai Branch jointly hosted a charity sales and auction under the theme of "Care for others, assume responsibility, and illuminate life." Children played the leading roles at this event, and all proceedings from sales and auction were donated to Shanghai Song Qingling Foundation as a special foundation for children's assistance in earthquake-affected regions.

The most touching situation occurred when the "China Ding" (a metal cast resembling an ancient cooking vessel but symbolizing reunion of a country and aggregation of helping hands) was put up for auction. The starting quotation was 10,000 yuan but the gavel did not fall until a bidder had offered 80,000 yuan. The Cheung Kong GSB alumni who secured this article chose to donate it again for a new round of bidding starting from 10,000 yuan. Such process repeated itself for four times until the accumulated proceedings hit 350,000 yuan, but none of the bid-winning Cheung Kong GSB alumni actually claimed the "China Ding."

○ On June 5, nine members from the Cheung Kong GSB Alumni Federation Sichuan Branch led by their President Xu Jin drove to Dujiangyan to analyze the quake-demolished schools. The trip aimed to have an in-depth understanding of schools chosen for assistance, and to ensure actual and effective application of Cheung Kong GSB's donations.

The first part of the Cheung Kong GSB alumni visit was to "Dujiangyan Xujiazhen Jiahong



10月20日，“长江EMBA十一期学员援建的四川江油新安初中奠基仪式”在地震重灾区四川省江油市新安县新安初中举行。此前，长江人捐款援建的“长江博爱中学”已于9月17日在绵阳安县河清镇开工建设。

四川汶川地震发生后，长江EMBA十一期学员在上课期间积极组织班级同学筹集善款500余万元。后经班委多次接洽和考察，最终选定江油市新安初中作为定向援建的目标学校。新安初中的教学实验楼在地震中成为危房，目前全校师生都在临时搭建的活动板房中坚持上课。本次援建将首先重建教学实验楼，让孩子们早日回到宽敞明亮的教室上课。

根据长江商学院和校友总会的共同决议，长江人通过学院捐赠的善款转入中国红十字基金会账户，定向用于地震重灾区“绵阳市安县河清镇初中”的重建，并以“长江”为重建后的学校冠名。长江商学院将整合各方资源为灾区学校提供持续的支持和帮助，把学校建设成为长江人长期的爱心活动基地。

本次捐建项目除了充分体现长江人的爱心与社会责任感外，在捐建项目运作机制上也进行了创新：通过与专业NGO组织——中国红十字基金会的有效合作，以及“长江校友志愿者计划”的实施，建立一个透明化，参与度高，可持续发展，并能体现长江特色的慈善样板工程。

School,” an institute for full-time, nine-grade compulsory education with over 1,200 enrolled students. The main building at this school was seriously damaged by this earthquake, and needed rebuilding. At “Dujiangyan Experimental School of Foreign Languages,” Cheung Kong GSB alumni saw a school with even greater damages, and that most buildings therein had to be rebuilt.

○ September 17 saw the groundbreaking ceremony of “Cheung Kong GSB Bo'ai High School” at the Heqing Town Junior High School in Anxian County of Mianyang City not far from the epicenter. The ceremony was presided over by Qi Daqing, Associate Dean of Cheung Kong GSB; Wang Rupeng, Deputy Director-General of the China Red Cross Foundation and a student of the 11th Cheung Kong GSB EMBA Program; Yang Wen, Director of Project Cooperation Department, China Red Cross Foundation; Yu Hongbing, Vice President and Secretary-General of Cheung Kong GSB Alumni Federation Sichuan Branch and Alumni of the 2nd Cheung Kong EMBA Program, and other Cheung Kong GSB alumni.

○ On October 20, a groundbreaking ceremony was held for Xin'an Junior High School of Jiangyou City (also not far from the epicenter) financed by students from the 11th Cheung Kong GSB EMBA Program.

Following the tragedy in Wenchuan, students from the 11th Cheung Kong GSB EMBA Program donated a total of more than 5 million Yuan while still having classes and lectures. Thanks to liaison and fact-finding efforts by the Class Commission, Xin'an Junior High School of Jiangyou City was eventually chosen for this special-purpose assistance. The laboratory building of this school was no longer usable after the earthquake, and all its students are now having classes in emergency shelters. The laboratory building was made a high priority so that children there would be able to resume their schooling in safe and bright classrooms.

According to a resolution by Cheung Kong GSB and the Cheung Kong GSB Federation of Alumni, all donations for disaster relief via the School would be diverted to the China Red Cross Foundation as special-purpose funds for rebuilding the Heqing Town Junior High School in Anxian County of Mianyang City, and rename it after Cheung Kong GSB. Cheung Kong GSB will continue to mobilize all available resources to assist this school, and turn it into a permanent focus of assistance.

The rebuilding project financed by Cheung Kong GSB donations not only mirrors Cheung Kong GSB people's great care for others and their strong sense of social responsibility, but also reflects innovations in project operation. Through effective cooperation with China Red Cross Foundation, a professional NGO, and the implementation of the “Cheung Kong GSB Alumni Volunteer Program,” we managed to build a philanthropic project that features transparency, extensive involvement, sustainable development, and the uniqueness of Cheung Kong GSB.



2008大事记

2008 in Brief





一月

1月4日至5日，2008国际商学院案例挑战赛在北京举行。经过两天时间的角逐，华盛顿大学荣膺桂冠；由长江商学院、芝加哥商学院和弗吉尼亚大学代表组成的混编团队荣获了“最佳混编团队奖”。



1月13日，长江商学院在三亚成功举办“长江年度论坛”。海南省委书记卫留成，省委副书记、省长罗保铭，省委常委、三亚市委书记江泽林，索尼公司顾问委员会主席出井伸之，摩根士丹利亚洲区主席史蒂芬·罗奇等重量级嘉宾出席论坛。在长江年度论坛期间，长江商学院向海南省捐赠教育专项奖学金300万元，用于培训高级管理人才；此外，长江商学院EMBA、高层管理教育项目学员也分别以个人或班级的名义，向海南省捐款200万元，此项专款将用于当地10所贫困地区学校的新建和修缮。截至2008年初，据不完全统计，长江商学院学员为教育、科研、健康、扶贫、青年发展、环保等各项社会公益事业捐款已超过4亿元。

1月14日，由长江商学院中国管理研究院举办的“2007年度杰出研究奖”评选活动，在长江商学院常驻教授的大力支持和关注下，在海南三亚揭晓。长江商学院金融学教授梅建平博士荣膺本年度此项殊荣。

三月

在参加3月召开的全国“两会”的4000余名代表和委员中，共有45名长江学子。他们肩负着人民的重托，分别出席了十一届全国人大一次会议和全国政协十一届一次会议。

3月21日，在中国人民大学举办的2008年“最受尊敬的创业天使”评选活动中，长江商学院获得“最受尊敬创业天使机构奖”。

3月31日，西班牙IE商学院学生来到长江商学院进行为期一周的学习。课程围绕中国商业，包括长江教授课程、嘉宾演讲以及参观中外跨国企业等。2008年，长江商学院还接待了来自加州大学洛杉矶分校和弗吉尼亚大学的近70名EMBA学生。

四月

4月25日，由长江商学院、湖北省广视总台共同举办的“第三届中国中部投资论坛贸易博览会分论坛之东湖论坛”在武汉成功召开。近300名国内重量级企业家、经济学家、湖北省政府官员以及武汉商界代表和嘉宾参加会议。

4月25日，长江商学院推出了每月一次的系列英语公开讲座，演讲嘉宾包括亚新科工业技术有限公司董事长兼首席执行官杰克·潘考夫斯基、《经济学家》前任主编比尔·埃莫特、伦敦经济学院董事霍华德·戴维斯、摩根大通董事总经理乌尔里希·景等知名人士。



January

Jan. 5 Over 400 spectators crowded the Beijing Hyatt Grand Ballroom to see the University of Washington earn the "Best School Team" prize in the 2008 East-West MBA All-Star Case Challenge, organized by Cheung Kong GSB and Tsingtao Beer. Representatives from Cheung Kong GSB, Chicago GSB, and the University of Virginia won the "Best Mixed Team" award.

Jan. 13. Cheung Kong GSB held its annual forum, including Sanya Provincial Party Secretary Wei Liucheng, Deputy Secretary Luo Baoming, and Sanya Party Secretary Jiang Zelin, former Sony Chairman Nobuyuki Idei, and Morgan Stanley Asia Chairman Stephen Roach. During the Forum, Cheung Kong donated RMB 3 million for executive education in Hainan. Cheung Kong EMBA and Executive Education students also gave an additional RMB 2 million to build and repair 10 schools in impoverished areas of Hainan. In the period up to Jan. 2008, Cheung Kong students and alumni gave more than RMB 400 million to projects in the areas of education, research, health, youth development, and environmental protection.

Jan. 14. The Cheung Kong China Management Research Institute in conjunction with the Cheung Kong full-time faculty presented "The 2007 Award for Outstanding Research" to Cheung Kong Finance Professor Mei Jianping.

March

In March, the National People's Congress and the National Committee of the Chinese People's Political Consultative Conference, 45 of the more than 4,000 delegates were Cheung Kong alumni, chosen as representatives to attend this prestigious 11th meeting.

Mar. 21 At the "Most Respected Start-Ups" conference held at People's University in Beijing, Cheung Kong GSB won the prize of "Most Respected Start-Ups". Mar. 31 IE Business School in Madrid brought a group of executives to the Cheung Kong Campus in Beijing for a week-long course on Chinese business that included Cheung Kong professor lectures, guest speakers, and visits to Chinese and Multinational Companies operating in Beijing. During 2008, Cheung Kong also hosted Executive MBA groups of nearly 70 from UCLA and the University of Virginia.

April

Apr. 25 Cheung Kong partnered with Hubei Provincial TV to launch the Donghu Forum, as part of Central China's 3rd Annual Investment and Trade Conference in Wuhan. Over 300 executives, economists, and government officials participated.

Apr. 25 Cheung Kong GSB launched a monthly Open Lecture Series with speaker Jack Perkowski, President and CEO of ASIMCO Technologies. Other distinguished speakers throughout 2008 included Bill Emmott, former editor of the Economist, Howard Davies, director of the London School of Economics, and Jing Ulrich, managing director of JP Morgan China.

Apr. 29 The 2008 Cheung Kong Management Forum was held in Shenzhen with the theme of "New Thinking for Chinese Enterprises Facing Globalization Challenges". An audience of over 100 heard speeches from TCL CEO Li Dongsheng and leading executives from various industries.





4月29日，以“面对全球化竞争 中国企业的新思考”为主题的“长江2008年管理前沿论坛”在深圳举办。长江商学院院长项兵、教授李伟、TCL集团董事长兼总裁李东生与企业家及各界听众等数百位嘉宾，共同探讨了中国企业在全球化竞争中的胜出之道。

五月

5月5日至9日，长江商学院携手欧洲工商管理学院及美国哥伦比亚商学院倾力打造的“中国企业CEO课程”第一模块在香港成功开课。这是继2006年来“中国企业CEO课程”的第三次开办。此外，携手哥伦比亚商学院和伦敦商学院共同为中国金融领域的领袖企业家打造的“金融CEO课程”也同时开课。

5月10日，2008年长江艺术品收藏与投资论坛在北京举行。全球权威艺术品投资指数“梅-摩艺术品指数”的两位创建人——长江商学院金融学教授梅建平，纽约大学斯特恩商学院摩西教授出席论坛并作主题发言。来自学术界、拍卖行业的学者专家与行业高层，以及关注艺术行业的数百位嘉宾，共同探讨了中国艺术收藏市场的大势。

5月，长江商学院与荷兰中文报纸《中荷商报》达成合作，在《中荷商报》开设“长江观点”专栏，在更多的海外华人中传播长江教授的新观点与新思维。在5月23日出版的《中荷商报》上，项兵院长对中国铝业联合美铝成功参股英国力拓公司这一海外收购行为进行点评的《新洋务战略的一个典型案例》一文，成为“长江观点”专栏的开栏文章。

5月21日，长江商学院EMBA12期开学典礼在北京举行。和以往典礼不同，这是长江商学院建院以来最为特殊的一次开学典礼。在四川大地震发生后9天举行的这场典礼现场，长江新生在现场向灾区人民捐款。截至2008年6月30日18时，长江人向四川地震灾区累计捐赠 434,799,082.40元，其中，长江商学院师生通过学院捐赠 4,943,034.57元；长江校友以个人或企业的名义通过其他途径捐赠 429,886,047.80元人民币，占中国企业捐款的7%。（数据来源：新浪网）

May

May 5-9 Cheung Kong partnered with INSEAD and Columbia University to deliver the China CEO Program, which began with a module in Hong Kong. This marked the third year for the China CEO Program, and the inaugural year for the China Finance CEO Program together with London School of Business and Columbia University.

May 10 Cheung Kong launched a "Fine Art and Investment Forum" in Beijing, bringing together the creators of the Mei-Moses Art Index Cheung Kong Finance Professor Mei Jianping and NYU Professor Michael Moses as speakers. Participants included several hundred art scholars, collectors, and hobbyists to discuss art collection trends.

Cheung Kong reached an agreement with a leading Holland-based newspaper for overseas Chinese to launch a Cheung Kong Viewpoints column to familiarize this audience with Cheung Kong professor insight. Dean Xiang Bing published the first article on May 23 concerning Chinalco's investment in Rio Tinto.

May 21 Just 9 days following the Sichuan Earthquake, the Cheung Kong 12th EMBA intake held its opening ceremony, and actively collected relief donations. As of June 30, Cheung Kong people had donated a total of RMB 434,799,082.4. Of this total, nearly RMB 5 million was in personal donations, while nearly RMB 429 million was donated on a personal basis or through companies. According to Sina.com, this total accounts for 7% of all donations.

May 25 Cheung Kong won first place in the 3rd Annual International Xuan Zang (Tang Dynasty Buddhist Monk) Business School Extreme Challenge held in the deserts of Gansu. Given the timing of the event, all prize money was donated to Sichuan Earthquake victims.

June

Jun. 18 Cheung Kong Finance Professor Mei Jianping launched an "Art Salon" series with the first meeting held at Chang An International Club. The aim of the series is to disseminate accurate information on art investment, discuss concepts of art, and introduce new Chinese art to Cheung Kong alumni and members of the Chang An Club.

Jun. 22 Cheung Kong EMBA students and alumni began a 12 day study trip to Spain, marking the first study trip to Spain for the program. In 2008, Cheung Kong EMBA alumni had the option to participate in one of 6 international study trips (3 trips to the US, 2 trips to Europe, and 1 trip to Japan-South Korea), where executives took on-site courses at partner universities, visited key companies, and heard from guest lecturers.





5月25日，“第三届玄奘之路国际商学院挑战赈灾义赛”在甘肃敦煌圆满结束，长江商学院成功夺得本次比赛的团队冠军。由于比赛期间正值全国支援灾区的关键时刻，长江队将冠军基金全部捐赠给四川地震灾区人民。

六月

6月18日，由长江商学院金融学教授梅建平博士发起的艺术品投资沙龙“中国艺术大师系列”首场讲座在长安俱乐部开讲。本沙龙的设立旨在传播正确的艺术品投资理念，突出精品理念，介绍国内艺术精品，为长江商学院校友及长安俱乐部会员提供艺术品鉴赏与投资指导，提高幸福指数。

6月22日，长江商学院EMBA学员一行，开始了为期12天的西班牙考察项目。这也是长江商学院EMBA项目首次开展西班牙考察项目。2008年，长江EMBA校友可以在6个国际考察项目（3个美国项目，2个欧洲项目以及1个日韩项目）中选择其一，参加合作院校的课程、参观知名公司并聆听嘉宾演讲。

6月26日至7月1日，由清华大学中国金融研究中心、麻省理工学院和长江商学院共同开办的暑期高级金融师资研讨班在大连圆满落幕。近80位来自国内高校金融专业的青年教师、博士生和金融机构研究人员参加了本次培训。

七月

7月，金融学教授黄明、运作管理学教授李乐德和经济学教授王一江加入长江教授团队。

7月中旬，长江商学院“美国中西部商务考察项目”成功举办。与往年的国际商务考察相比，今年该项目首次优先向长江校友开放，并致力于为长江学子创建一个终生学习的平台。

7月2日至5日，“2008中国金融国际年会”在大连召开。本次年会由清华大学中国金融研究中心、



Jun. 26 - Jul. 1 Cheung Kong partnered with the Tsinghua China Finance Institute and MIT to launch a Finance Teachers Training Conference in Dalian, which was attended by nearly 80 finance teachers, Ph.D. students, and finance researchers from across China.

July

In July, Finance Professor Huang Ming, Operations Management Professor Li Lode, and Economics Professor Wang Yijiang joined Cheung Kong Graduate School of Business from the faculties of Cornell, Yale, and Carlson, respectively.

In Mid-July, Cheung Kong EMBA students and alumni conducted a study tour of America's West Coast. For the first time, the tour was open to both current students and alumni, creating more opportunities for Cheung Kong alumni to enjoy lifelong learning.

Jul. 2-5 Cheung Kong partnered with the Tsinghua China Finance Institute and MIT to launch the 2008 China International Finance Conference. Attended by over 400 domestic and overseas finance top-tier specialists, the event was one of China's largest international financial conferences.

Jul. 5 The Cheung Kong Alumni Association held its second organizational meeting. Following principles set out in the alumni guidelines, former Vice-President Zhao Yong was designated as the new president.

Jul. 22 Cheung Kong partnered with Shaanxi Province to launch the "Cheung Kong - Shaanxi Human Capital Development Plan" with a ceremony in Xian. Cheung Kong GSB has many alumni from Western China, including government officials and executives, and seeks to support development in Western China.





美国麻省理工学院斯隆管理学院和长江商学院共同举办。400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。

7月5日，长江商学院校友会第二届理事会特别全会在京召开。根据《长江商学院校友会章程》规定，经校友会第二届理事会会议决定，由长江EMBA8期校友、校友总会常务副会长赵勇代行会长职务。

7月22日，长江商学院与陕西省政府合作的“长江商学院—陕西领航人才发展计划”签约仪式在西安举行。长江商学院一直十分关注西部经济的发展，学员中已有不少来自陕西省的政府高级公务员及当地的知名企业家。

八月

8月6日，由国务院学位办公室、全国MBA教育指导委员会主办，长江商学院、内蒙古大学经济管理学院承办的“西部高校MBA教师培训项目”第二期精品课堂在内蒙古大学开课。来自全国各地30余所院校的40多位教师和内蒙古大学经济管理学院60位MBA学生参加了为期4天的培训。

九月

9月6日，长江商学院和台湾著名传媒集团——天下远见文化事业群《哈佛商业评论》杂志合作，在台北亚太会馆共同主办了“长江商学院领袖先修班”论坛。长江商学院金融学教授梅建平博士以“基本面看中国大陆投资机会”为题发表了主题演讲。

9月15日至27日，承继以往两年亚洲商务考察的思考与心得，2008年长江商学院EMBA韩日考察项目一行，前往一衣带水的邻邦进行了商务考察。

9月16日，2008跨国公司总经理课程为期两天的第一模块开课。此课程是长江商学院首次专为跨国企业中国区及亚太区的高层管理者设计的顶级课程。

9月中旬，由美国德克萨斯大学达拉斯分校管理学院（UTD）发布的商学院研究成果排名，再次聚焦全球范围各大商学院教授团队的研究成果。根据终身教授在顶级学术期刊发表论文的人均平均数字，长江商学院位于全球20强之列。

9月24日，“长江艺术品收藏与投资沙龙”系列讲座在长安俱乐部开讲。此次讲座的主题为“全球化背景下的中国艺术”。

August

Aug. 6 Cheung Kong partnered with the State Council Education Office, the MBA Education Committee, and Inner Mongolia Economics and Management University to launch a training conference for MBA professors in Western China in Inner Mongolia. Over 40 professors from nearly 30 universities participated in the 4-day program along with 60 MBA students.



September

Sep. 6 Cheung Kong partnered with a leading Taiwanese media company and Harvard Business Review to launch the Cheung Kong Leading Edge Forum in Taipei. At the event, Cheung Kong Finance Professor Mei Jianping spoke on "Investment Opportunities in China".

Sep. 15-27 Cheung Kong EMBA students and alumni conducted a study trip to Korea and Japan visiting companies and learning about the local business environments.

Sep. 16 The inaugural class of the Cheung Kong China Country Manager Program began the first of three 2-day English-language modules designed for the core management of multinational corporations operating in Asia Pacific and China

Mid. Sep. According to ranking criteria established by the University of Texas Dallas, Cheung Kong ranked well within the top 20 global business schools in the per capita number of publications by full-time faculty in the 24 leading journals in the field.

Sep. 24. The Cheung Kong Art Collection and Investment series continued at the Chang An International Club with a lecture on the topic of "Globalization and Chinese Art"





十月

10月15日，长江商学院“中国企业CEO课程”一至三期学员及“金融CEO课程”的部分学员代表，回访韩国并同当地政商精英进行广泛交流。此举也是长江高层管理教育推出的“长江CEO”系列活动之一。

10月25日，蓝色盛典大型晚宴在深圳隆重举行，组委会将本年度“蓝色榜样”奖项分别颁发给了9位行业精英或机构。其中，长江商学院荣膺大会颁发的惟一集体奖项“商业领导的摇篮”，长江商学院院长项兵教授代表学院领奖。

10月以来，美国次贷危机引发的全球性金融危机爆发后，长江教授或撰文，或接受媒体采访，或以出席论坛等形式，将自己的真知灼见传向外界。长江商学院教授以中西贯通的全球视野，发问美国经济，反省全球经济一体化利弊，并分析这场金融危机带给人们的教训与启示。长江商学院以一个负责任的学术教育者的身份，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。

10月27日，由长江商学院陕西校友会、陕西上市公司协会及西安交通大学EMBA同学会共同主办，陕西秦川机械发展股份有限公司承办的“资本市场机遇与陕西经济发展大型论坛”在西安隆重召开，这也是陕西省首次举办的规模性高层资本专业论坛活动。陕西省政府官员、长江商学院学者和国内部分投行专家等上百名代表参加了本次论坛。作为金融危机爆发后在陕西本地举办的第一场经济论坛，也是长江商学院西安办事处成立后举办的第一场大型活动，本次论坛吸引了陕西省政商各界人士的热切关注。

十一月

11月5日，长江商学院2008年EMBA/MBA毕业典礼暨EMBA13期/MBA2008级开学典礼在北京钓鱼台国宾馆芳菲苑隆重举行。在这个曾见证了诸多重要历史时刻的著名大厅里，当天，各界嘉宾与长江新老学员、媒体记者等数百人汇聚一堂，度过了值得珍藏的一段难忘时光。

11月12日至13日，“第六届华人企业领袖高峰论坛”在中国台北圆山大饭店举行。长江商学院院长项兵教授应邀在会上发表了题为“应对全球化：新境界、新思维与新对策”的主题演讲。

11月15日，“长江2008管理前沿论坛”在南京隆重举行，作为金融危机爆发后在江苏举办的第一场经济论坛，吸引了来自江苏、上海、浙江三地近500位政商界知名人士热情参与。

October

Oct. 15 Members of the Cheung Kong China CEO Program first, second, and third years classes along with China Finance CEO Program members visited Korea to participate in a major international conference and meet with local government officials.

Oct. 25 Cheung Kong Dean Xiang Bing traveled to Shenzhen to accept a major award presented to the school as part of the “Blue Partner” awards given at the “Lanse Shengdian Daxing Wanyan” to 9 individuals and organizations. Cheung Kong was the only organization selected in 2008.

Following the global financial crisis, Cheung Kong professors have published articles, spoken to the press, and participated in forums, sharing their views on the crisis. Bringing their unique East-West perspectives, these professors question problems apparent in the US system, openly debate the merits of globalization, and discuss lessons learned by the crisis, all in an effort to meet the call for responsible education, and to assist China in its development.

Oct. 27 Cheung Kong launched a “Capital Market Opportunities and Shaanxi Development Forum” in Xian together with Shaanxi Alumni, Xian Jiaotong Univeristy, and sponsored by Shaanxi Qinchuan Machinery Inc. This event marked Shaanxi’s first large scale high-level event to specifically discuss these issues. Over 100 attended, including local government officials, Cheung Kong alumni, and representatives from private equity. The event was Shaanxi’s first major investment forum following the global financial crisis and the establishment of the Cheung Kong Xian office.

November

Nov. 5 Cheung Kong launched graduation ceremonies and opening ceremonies for its EMBA and MBA classes at the Diaoyutai State Guesthouse. The memorable event included VIP guests and alumni, as well as representatives from the media.

Nov. 12-13 Cheung Kong Dean Xiang Bing delivered a speech on “Confronting Globalization with New Borders, New Thinking, and New Strategies” at the 6th annual conference for leading Chinese executives in Taipei.

Nov. 15 Cheung Kong launched the “2008 Management Forum” in Nanjing, which, following the global financial crisis, marked the first major economic forum in Jiangsu Province, attracting nearly 500 government officials and leading executives.





十二月

12月6日上午，围绕“取势：政企良性互动”主题的研讨会在北京成功举办。随着中国经济的稳步发展，放眼全球的同时，立足本土也早已成为中国企业家的自发选择。面对当今纷繁的企业生存与发展环境，在结合长期的教学与研究实践的基础上，长江商学院率先提出这一概念。来自政府、企业和商学院三方的嘉宾代表，围绕这一新鲜而又具有现实意义的话题，展开了3个小时的深度探讨。

12月10日，围绕人们心中的诸多疑虑，长江商学院“2009年：中国经济展望”主题演讲在北京校区举行。长江商学院经济学教授王一江博士、JP摩根董事总经理Jing Ulrich女士分别就此话题发表了自己的观点，并联合回答了与会嘉宾的提问。

12月13日，“长江2008管理前沿论坛”在天津举办，本次论坛主题为“面对全球化危机 中国企业的新思考”。

December

Dec. 6 Cheung Kong GSB hosted a 3-hour morning conference on the new topic of Synergy between Government and Enterprise in Beijing, seeking to find ways to leverage the strong stable past growth in China with an eye to globalization. This fresh topic attracted VIP representatives from government, enterprise, and business education.

Dec. 10 At the Beijing Campus, Cheung Kong launched an open lecture for senior business executives in the international community entitled “2009 China Economic Outlook” featuring the views of Cheung Kong Economics Professor Wang Yijiang and JP Morgan China Managing Director Jing Ulrich.

Dec. 13 Cheung Kong hosted a 2008 Management Forum in Tianjin under the title theme of “New Thought for Chinese Enterprises in the Face of the Globalization Crisis”

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