To Advance Knowledge and Cultivate Leaders for China and the World.
Building socialism with Chinese characteristics requires many talented people in economics and management who understand both the general rules of the market economy and the particular circumstances of Chinese enterprises.

Tsinghua University School of Economics and Management should learn from all the great schools of economics and management around the world and adopt their teaching contents, methods and tools and apply them to the Chinese situation. Let us work together toward the goal of building a world-class school of economics and management.

For over twenty years Tsinghua University School of Economics and Management has been growing fast along with the reform, opening-up and development of the Chinese economy. Today we continue to strive for building a world-class school of economics and management. The School benefits from the synergy of bringing two academic disciplines of economics and management into one institution. The School is committed to the excellence of both research and teaching for the purpose of advancing knowledge and cultivating leaders. The School cherishes ideas and theories, and at the same time values practical solutions and actions. The School combines China roots with global reach, and works to contribute to the development of China’s economy and society as well as to make an impact in the world.
Tsinghua Overview

A premier higher-education institution in China, Tsinghua University is located in the northwestern part of Beijing.

The University was established in 1911. With the motto of “Self-Discipline and Social Commitment” and the spirit of “Patriotic Contribution, In Search of Excellence”, Tsinghua University has been dedicated to the well-being of both China and the world over the past century.

Till now, more than 190,000 students have graduated from Tsinghua, many of whom became academic masters, state leaders, outstanding business people and top talents in a variety of areas. The profound academic legacy and outstanding capabilities of the University have ensured significant achievements in theoretical and applied researches.

Tsinghua University has established sound relations with a large number of world-famous universities. More and more overseas scholars and students come to work and study at Tsinghua. Many important international conventions are held here. The University also welcomes a number of renowned figures from various countries as visitors and speakers, including state and international organization heads, university presidents, Nobel Prize winners, prominent scholars, and CEOs of multinational corporations.

+ Including data from Peking Union Medical College, Tsinghua University
About Tsinghua SEM

Milestones of Tsinghua SEM

1926 - Department of Economics established.
1928 - CHEN Daisun appointed as head of Department of Economics.
1952 - Department of Economics merged into other universities under a nationwide academic restructuring regime.
1979 - Department of Economics and Management Engineering established and begins enrolling graduate students.
1980 - Department of Economics begins enrolling students for its pilot MBA program, one of the first in the nation.
1981 - Executive education program for high-level managers of state-owned enterprises begins.
1984 - Tsinghua University School of Economics and Management (Tsinghua SEM) established with ZHU Rongji as Founding Dean.
1986 - Tsinghua SEM accredited to grant doctoral degrees in Systems Engineering and Technical Economics. "Old SEM Building" completed and put into use.
1991 - Tsinghua SEM begins enrolling students for its pilot MBA program.
1997 - Tsinghua SEM relocates to new facilities in the Weilian Building, donated by Mr. and Mrs. Quo-Wei Lee.
1998 - Tsinghua SEM begins enrolling students for its International MBA Program in partnership with RIT Sloan School of Management.
1999 - Tsinghua SEM accredited to grant doctoral degrees in Econometrics and Enterprise Management.
2000 - The Advisory Board established with ZHU Rongji as Honorary Chairman. Tsinghua SEM accredited to grant doctoral degrees in Business Administration.
2002 - Tsinghua SEM officially accredited to offer EMBA Program. Shunde Building, funded by a contribution from Mr. S.T. Wu, is completed and put into use.
2003 - Tsinghua SEM accredited to grant doctoral degrees in Political Economy.
2004 - Tsinghua SEM celebrates its 20th anniversary. Department of Enterprise Management divided into Department of Human Resources, Department of Marketing and Department of Business Strategy and Policy.
2005 - Tsinghua University Executive Vice-President HE Jiankun becomes the third Dean of Tsinghua SEM.
2006 - Professor QIAN Yingyi becomes the fourth Dean of Tsinghua SEM. Tsinghua SEM accredited to grant doctoral degrees in Theoretical Economics and Applied Economics. Second Degree Program in Economics begins enrollment.
2007 - Tsinghua SEM becomes the first school on the Chinese mainland to earn maintenance of accreditation from AACSB. "MBA+X" dual-degree program launched. "2012 Plan of Innovative Development for Tsinghua EMBA Program" launched with the all new EMBA curriculum as the core. The Tsinghua-INSEAD Dual Degree Executive MBA Program ranked fourth globally and first among EMBA programs in mainland China in the Financial Times EMBA Ranking. The third phase of the new IT project completed.
2008 - Tsinghua SEM accredited under EQUIS, becoming the first business school on the Chinese mainland with both AACSB and EQUIS accreditation.
2010 - MBA admissions reform initiated. Masters in Finance program launched. Tsinghua SEM completes the first phase of a new IT project.
2011 - Tsinghua Business Review launched. Founding Dean ZHU Rongji returns to SEM upon Tsinghua centennial celebration. Celebration held for the 85th anniversary of the Department of Economics. Eight doctoral degree programs, each affiliated to a department of the School, launched. Tsinghua SEM reaccredited by EQUIS. Tsinghua SEM completes the second phase of a new IT project.
2012 - Tsinghua SEM becomes the first school on the Chinese mainland to earn maintenance of accreditation from AACSB. "2012 Plan of Innovative Development for Tsinghua EMBA Program" launched with the all new EMBA curriculum as the core. The Tsinghua-INSEAD Dual Degree Executive MBA Program ranked fourth globally and first among EMBA programs in mainland China in the Financial Times EMBA Ranking. The third phase of the new IT project completed.
Organizational Structure

**Departments**
- Accounting
- Economics
- Finance
- Innovation, Entrepreneurship and Strategy
- Leadership and Organization Management
- Management Science and Engineering
- Marketing

**Program Offices**
- Academic Affairs Office
- Masters in Finance Programs
- MBA Programs
- EMBA Programs
- Executive Education

**Research Centers**
- National Center for Economic Research
- Research Center for Technological Innovation
- Research Center for Contemporary Management
- China Business Research Center
- China Business Case Center
- National Entrepreneurship Research Center
- China Center for Financial Research
- Center for China in the World Economy
- China Retail Research Center
- Research Base for Contemporary Management and Technological Innovation
- Research Center for Public Assets
- National Institute for Fiscal Studies
- China Research Center for Insurance and Risk Management
- Center for Leadership Development and Research
- Tsinghua-CDB Research Institute
- Research Center for Healthcare Management
- China Data Center
- Center for Corporate Governance
- Center for Green Leap Research
- Center for Enterprise Growth and National Economic Security Research
- Center for China-Latin America Management Studies
- Research Center for China’s Industrial Development
- Center for International Economic Research

**Library and Laboratories**
- Library
- Financial Engineering Laboratory
- E-Business Laboratory
- Management Information Systems Laboratory
- Enterprise Resources Planning (ERP) Laboratory
- Behavior and Communication Laboratory
- Advanced ICT Laboratory

**Administrative Offices**
- Dean’s Office
- Faculty Development Office
- Research Affairs Office
- Staff Human Resources Office
- Accounting Office
- Information Technology Office
- Logistics Office
- Student Affairs Office
- Career Development Center
- Alumni Office
- Resource Development Office
- International Office
- Planning and Quality Assurance Office
- Office of Communications and Marketing

**CPC Offices**
- CPC Committee Office
- Undergraduate Student Affairs Office
- Graduate Student Affairs Office
The Advisory Board

Initiated by SEM's Founding Dean Zhijun Rongji, the Advisory Board of Tsinghua SEM was established in October 2000. Since its establishment, the Advisory Board has met annually to offer advice on the development of Tsinghua SEM.

The Advisory Board has provided tremendous help in the following initiatives:

- Contributing ideas and formulating strategies to make Tsinghua SEM a world-class school
- Promoting faculty development at Tsinghua SEM
- Supporting the establishment of research centers
- Funding research projects

Honorary Chairman
ZHOU Rongji
Founding Dean, School of Economics and Management, Tsinghua University (1994-2001)

Honorary Members
Lord Browne of Madingley
Partner and Managing Director, Riverstone Holdings LLC

Henry M. Paulson, Jr.
Former U.S. Secretary of the Treasury
Former Chairman and CEO, the Goldman Sachs Group, Inc.

H. Lee Scott, Jr.
Chairman, the Carlyle Group

WANG Qishan
Former President and CEO, Wal-Mart Stores, Inc.
Chairman, AXA Group

Current Members
Daniel F. Akerson
Chairman and CEO, General Motors

Dominic Barton
Global Managing Director, McKinsey & Company

Lloyd C. Blankfein
Chairman and CEO, the Goldman Sachs Group, Inc.

Sir John Bond
Chairman, Katvna PLC
Former Chairman, Walgreen Group PLC
Former Group Chairman, HSBC Holdings PLC

David Brennan
Former CEO, AdreanZeca

Henri de Castries
Chairman and CEO, Axa Group

CHANG Zhenming
Chairman, CITIC Group

CHEN Jining
Vice Chairman, Tsinghua SEM Advisory Board
President, Tsinghua University

CHEN Yuan
Vice-chairperson, the 12th National Committee of the Chinese People's Political Consultative Conference (CPPCC)
Former Chairman, China Development Bank

Jamie Dimon
Chairman and CEO, J.P. Morgan Chase & Co.

Robert Dudley
Group Chief Executive, BP PLC

Michael T. Duke
President and CEO, Wal-Mart Stores, Inc.

William E. Ford
CEO, General Atlantic LLC

Victor K. Fung
Honorary Chairman, Li & Fung Limited
Group Chairman, Fung Group

Christopher B. Galvin
Chairman, CEO and Co-Founder, Harrisen Street Capital LLC

Carlos Ghosn
Chairman and CEO, Renault-Nissan Alliance

Terry Gou
Founder and President, Foxconn Technology Group

Maurice R. Greenberg
Chairman and CEO, C. V. Starr & Co., Inc.

Robert Greifeld
CEO, the NASDAQ OMX Group, Inc.

GUO Shuqing
Governor, Shandong Province, the People's Republic of China
Former Chairman, China Securities Regulatory Commission

HONG Ching
CEO, Temasek

Nobuyuki Idei
Founder, CEO and Representative Director, Quantum Leap Corporation
Former Chairman and Group CEO, Sony Corporation

Irwin Mark Jacobs
Founding Chairman and CEO Emeritus, Qualcomm Inc.

Henry R. Kravis
Co-Chairman and Co-CEO, KKR

Richard C. Levin
President, Yale University

Richard Li
Chairman, PCCW Limited

Vikram Pandit
Former Chairman and Group CEO, Citigroup

Wang Qishan
Former President, Tsinghua University
Science and Technology
Chairman, Beijing Association for Discipline Inspection
Former Vice Premier, State Council, the People's Republic of China

Liu Mingkang
Former Chairman, China Banking Regulatory Commission

MA Kai
Member, the Political Bureau of the CPC Central Committee
Vice Premier, State Council, the People's Republic of China

Michael McNamara
CEO, Fastenics

Alan Mulally
President and CEO, Ford Motor Company

Nitin Nohria
Dean, Harvard Business School

Indra K. Nooyi
Chairman and CEO, PepsiCo

Jorma Ollila
Chairman, Nokia Corporation

Vikram Pandit
Former Chairman and Group CEO, Citigroup

Thomas S. Robertson
Dean, the Wharton School of the University of Pennsylvania

Irwin Mark Jacobs
Chairman, ESquel Group

ZHAO Chunjun
Chairman, Esquel Group

David M. Rubenstein
Co-Chairman and Co-CEO, KKR

Carlos Ghosn
Chairman and CEO, Renault-Nissan Alliance

Terry Gou
Founder and President, Foxconn Technology Group

Maurice R. Greenberg
Chairman and CEO, C. V. Starr & Co., Inc.

Robert Greifeld
CEO, the NASDAQ OMX Group, Inc.

GUO Shuqing
Governor, Shandong Province, the People's Republic of China
Former Chairman, China Securities Regulatory Commission

HONG Ching
CEO, Temasek

Nobuyuki Idei
Founder, CEO and Representative Director, Quantum Leap Corporation
Former Chairman and Group CEO, Sony Corporation

Irwin Mark Jacobs
Founding Chairman and CEO Emeritus, Qualcomm Inc.

Michael McNamara
CEO, Fastenics

Alan Mulally
President and CEO, Ford Motor Company

Nitin Nohria
Dean, Harvard Business School

Indra K. Nooyi
Chairman and CEO, PepsiCo

Jorma Ollila
Chairman, Nokia Corporation

Vikram Pandit
Former Chairman and Group CEO, Citigroup

Thomas S. Robertson
Dean, the Wharton School of the University of Pennsylvania

Irwin Mark Jacobs
Chairman, ESquel Group

ZHAO Chunjun
Chairman, Esquel Group

David M. Rubenstein
Co-Chairman and Co-CEO, KKR

Garth Saloner
Dean, Stanford Graduate School of Business

David Schmittlein
John C. Head III Dean, MIT Sloan School of Management

Stephen A. Schwarzman
Chairman, CEO, and Co-Founder, Blackstone

Martin Senn
CEO, Zurich Financial Services

Risto K. Siilasmaa
Chairman, Nokia Corporation

Sir Howard Stringer
Chairman, Board of Sony Corporation

John L. Thornton
Chairman, Tsinghua SEM Advisory Board
Chairman, Board of Trustees, Brookings Institution
Co-Chairman, Baxiin Gold Corporation

Joseph M. Tucci
Chairman, President and CEO, EMC Corporation

WANG Dazhong
Former President, Tsinghua University

Sir Andrew Witty
CEO, GlaxoSmithKline PLC

Marjorie Yang
Chairman, Exqul Group

ZHAN Chunjun
Former Dean, School of Economics and Management, Tsinghua University

ZHOU Xiaochuan
Vice-chairperson, the 12th National Committee of the Chinese People's Political Consultative Conference (CPPCC)
Former Chairman, the People's Bank of China
Full-Time Faculty

As of January 2013, Tsinghua SEM has 157 full-time faculty members. 147 faculty members have Ph.D. degrees from top Chinese or international universities. Four are “Thousand Talents Program” Professors, seven hold Cheung Kong Scholar Professorships, and eight are recipients of the China National Science Foundation for Distinguished Young Scholars.
Jaimie Wei-Hung Lien
Assistant Professor
- Bachelor, 2001, Wellesley College
- Master, 2003, University of California, San Diego
- Ph.D., 2010, University of Minnesota

Research Areas
Applied Microeconomics, Behavioral Economics, Consumer Behavior and Public Policy

LU Lin
Assistant Professor
- Bachelor, 2002, Wuhan University
- Ph.D., 2013, University of Minnesota

Research Areas
International Economics, Macroeconomics, Economic Growth and Development

LIU Lingling
Professor
- Bachelor, 1985, Harbin Normal University
- Master, 1989, Harbin Normal University
- Ph.D., 1993, Renmin University of China

Research Areas

LIU Qing
Assistant Professor
- Bachelor, 1996, Xinjiang University of Finance and Economics
- Master, 1999, Zhejiang University
- Master, 2002, University of British Columbia
- Ph.D., 2008, University of Toronto

Research Areas
Intermediate Macroeconomics, Monetary Economics and Macroeconomics

MENG Lingsheng
Assistant Professor
- Bachelor, 2002, Peking University
- Master, 2004, Chinese University of Hong Kong
- Ph.D., 2010, University of Maryland

Research Areas
International Trade, Industrial Economics, Applied Microeconomics, Measurement in Economics

LIU Xiao
Assistant Professor
- Bachelor, 2002, Wuhan University
- Ph.D., 2010, University of Minnesota

Research Areas
Experimental and Behavioral Economics, Game Theory, Mechanism Design

OUYANG Min
Assistant Professor
- Bachelor, 2006, Renmin University of China
- Master, 2009, University of Michigan
- Ph.D., 2012, University of Michigan

Research Areas
Macroeconomics, Industrial Organization, Labor Economics

PAN Wenging
Associate Professor
- Bachelor, 1987, Northwest Normal University
- Master, 1989, Ludong University
- Ph.D., 1999, Renmin University of China

Research Areas
Quantitative Economics, Macroeconomics, International Economics

SHI Xinzeng
Associate Professor
- Bachelor, 2000, Peking University
- Ph.D., 2009, University of Michigan

Research Areas
Development/Transition Economics, Public Economics, Applied Econometrics, Chinese Economy

QIAN Yingyi
Professor, Dean
- Bachelor, 1982, Tsinghua University
- Master, 1982, Columbia University
- Master, 1984, Yale University
- Ph.D., 1990, Harvard University

Research Areas
Comparative Economics, Institutional Economics, Economics of Transition, Chinese Economy

QI Liangshu
Associate Professor
- Bachelor, 1993, Nankai University
- Master, 1996, Peking University
- Ph.D., 1999, Peking University

Research Areas
Health Economics, Development Economics

QIAO Xue
Assistant Professor
- Bachelor, 1998, Peking University
- Ph.D., 2007, University of Michigan

Research Areas
Macroeconomics, Contract Theory, Unemployment Insurance

Alexander C. White
Assistant Professor
- Bachelor, 2009, Toulouse School of Economics
- Master, 2011, Wharton School of Economics

Research Areas
Industrial Organization, Microeconomics, Theory Economics of the Internet
Tsinghua SEM 2012 - 2013

Faculty

WU Binzhen  
Assistant Professor  
- Bachelor, 1998, Xi’an Jiaotong University  
- Master, 2001, Peiking University  
Research Areas  
Public Economics, Economics of Education, Applied Microeconomics

YAO Wen  
Assistant Professor  
- Bachelor, 2000, Fudan University  
- Master, 2001, University of Birmingham  
Research Areas  
International Finance, Macroeconomics, Computational Economics

ZHAN Zhaoguo  
Assistant Professor  
- Bachelor, 2001, Renmin University of China  
- Master, 2007, Brown University  
Research Areas  
Economics, Applied Econometrics

YANG Siqun  
Associate Professor  
- Bachelor, 1986, Renmin University of China  
- Master, 1989, Chinese Academy of Social Sciences  
Research Areas  
Economic Analysis of Investment and Consumption, Theory of Security Investment

ZHONG Xiaohan  
Associate Professor, Vice Chair  
- Bachelor, 1984, Tsinghua University  
- Master/Ph.D., 1990, Tsinghua University  
Research Areas  
Development Economics, Chinese Economy

CHEN Taotao  
Professor  
- Bachelor, 1985, Tsinghua University  
Research Areas  

WU Kangping  
Professor  
- Bachelor, 1982, Northwest University  
- Master, 1985, Northwest University  
Research Areas  
Macroeconomics, Macroeconomics, Economic Growth

ZHENG Jie  
Assistant Professor  
- Bachelor, 1999, Tsinghua University  
- Master, 2006, Tsinghua University  
Research Areas  
Microeconomic Theory, Industrial Organization, Mathematical Economics, Financial Economics, Experimental Economics

ZHOU Lin  
Assistant Professor  
- Bachelor, 2004, University of Science and Technology of China  
- Master, 2006, Indiana University, Bloomington  
Research Areas  
Set Inference for Partially Identified Models, Semiparametric/Nonparametric Estimation and Testing of Econometric Models, Time Series Econometrics, Financial Economics

CHEN Bingzheng  
Professor  
- Bachelor, 1982, University of Science and Technology of China  
- Master, 1985, Chinese Academy of Sciences  
Research Areas  
Risk Management and Insurance, Enterprises Risk Management, Pension, Insurance-linked Securitization

GAO Feng  
Assistant Professor  
- Bachelor, 1999, Tsinghua University  
Research Areas  
Financial Econometrics, Asset Pricing, Risk Management

CHEN Yunling  
Assistant Professor  
- Bachelor, 2002, Fudan University  
- Master, 2010, Hong Kong University of Science and Technology  
Research Areas  
Capital Structure, Financial Market, Corporate Governance

HE Ping  
Associate Professor, Vice Chair  
- Bachelor, 1987, Tsinghua University  
Research Areas  
Financial Institutions, Monetary Economics, Corporate Governance

CHEN Taotao  
Professor  
- Bachelor, 1985, Tsinghua University  
- Master/Ph.D., 1990, Tsinghua University  
Research Areas  

CHEN Bingzheng  
Professor  
- Bachelor, 1982, University of Science and Technology of China  
- Master, 1985, Chinese Academy of Sciences  
Research Areas  
Risk Management and Insurance, Enterprises Risk Management, Pension, Insurance-linked Securitization

DENG Yinglu  
Assistant Professor  
- Bachelor, 1999, Tsinghua University  
Research Areas  
Asset Pricing, Quantitative Finance, Risk Management, Insurance and Financial Innovation

GAO Feng  
Assistant Professor  
- Bachelor, 1999, Tsinghua University  
Research Areas  
Financial Econometrics, Asset Pricing, Risk Management

ZHOU Lin  
Assistant Professor  
- Bachelor, 2004, University of Science and Technology of China  
- Master, 2006, Indiana University, Bloomington  
Research Areas  
Set Inference for Partially Identified Models, Semiparametric/Nonparametric Estimation and Testing of Econometric Models, Time Series Econometrics, Financial Economics

WU Binzhen  
Assistant Professor  
- Bachelor, 1998, Xi’an Jiaotong University  
- Master, 2001, Peiking University  
Research Areas  
Public Economics, Economics of Education, Applied Microeconomics

YAO Wen  
Assistant Professor  
- Bachelor, 2000, Fudan University  
- Master, 2001, University of Birmingham  
Research Areas  
International Finance, Macroeconomics, Computational Economics

ZHAN Zhaoguo  
Assistant Professor  
- Bachelor, 2001, Renmin University of China  
- Master, 2007, Brown University  
Research Areas  
Economics, Applied Econometrics

YANG Siqun  
Associate Professor  
- Bachelor, 1986, Renmin University of China  
- Master, 1989, Chinese Academy of Social Sciences  
Research Areas  
Economic Analysis of Investment and Consumption, Theory of Security Investment

ZHONG Xiaohan  
Associate Professor, Vice Chair  
- Bachelor, 1984, Tsinghua University  
- Master/Ph.D., 1990, Tsinghua University  
Research Areas  
Development Economics, Lake Economics, Political Economy, Applied Microeconomics, Chinese Economy

CHEN Taotao  
Professor  
- Bachelor, 1985, Tsinghua University  
- Master/Ph.D., 1990, Tsinghua University  
Research Areas  
Huang Zhangkai
Assistant Professor
- Bachelor, 1988, Guangdong University of Foreign Studies
- Master, 1996, University of Essex
- Ph.D., 2003, University of Oxford

Research Areas
Corporate Finance

Li Minwen
Assistant Professor
- Bachelor, 1997, Peking University
- Master, 1999, Tsinghua University
- Ph.D., 2010, University of Maryland

Research Areas
Corporate Finance, Financial Development, Corporate Governance, Board Composition, CEO Turnover and Compensation

Michael R. Powers
Professor, Interim Chair
- Bachelor, 1982, Yale University
- Master, 1989, Harvard University

Research Areas

Jiang Lei
Assistant Professor
- Bachelor, 1999, Tsinghua University
- Master, 2002, Tsinghua University
- Ph.D., 2011, Emory University

Research Areas
Empirical Asset Pricing, Stock Market Microstructure

Jiang Gaofei
Associate Professor
- Bachelor, 2001, Central University of Finance and Economics
- Master, 2003, New York University
- Ph.D., 2009, Michigan State University

Research Areas
Empirical Asset Pricing, Stock Market Microstructure

Liu Chun
Associate Professor
- Bachelor, 1994, Tsinghua University
- Master, 1997, University of Toronto

Research Areas

Wang Guqin
Associate Professor
- Bachelor, 1994, Tsinghua University
- Master, 1999, Tsinghua University

Research Areas
Strategic Corporate Communicating, Strategic Management, Measuring Internal Communication, Negotiations, Financial Service Marketing

Wang Guodong
Assistant Professor
- Bachelor, 1999, Tsinghua University
- Master, 2002, Tsinghua University

Research Areas
Market Structure and Control, Investment Behavior and Strategy, Risk Management

Pang Jiafen
Assistant Professor
- Bachelor, 1999, Peking University
- Master, 2002, Vanderbilt University
- Ph.D., 2008, Washington University at St. Louis

Research Areas
Corporate Governance, Financial Markets and Institutions and Macroeconomics

Wang Jun
Associate Professor, Assistant Dean
- Bachelor, 1999, Tsinghua University
- Master, 2002, Tsinghua University
- Ph.D., 2008, Tsinghua University

Research Areas
Insurance Economics, Risk Management and Insurance, Life and health insurance, Corporate Finance

Wang Hong
Associate Professor
- Bachelor, 1988, Tsinghua University
- Master, 1993, Tsinghua University

Research Areas

Wang Yintian
Associate Professor
- Bachelor, 1988, Tsinghua University
- Master, 2000, George University
- Ph.D., 2005, McGill University

Research Areas
Option Pricing, Credit Derivatives, Econometric Modeling, Risk Management

Yang Zhishu
Professor
- Bachelor, 1986, Harbin Institute of Technology
- Master, 1989, Tsinghua University

Research Areas

Zhang Lihong
Associate Professor
- Bachelor, 1995, Tsinghua University
- Master, 1997, University of Wisconsin

Research Areas
Financial Market Microstructure, Behavioral Finance, Corporate Finance, Banking and Financial Institutions, Econometrics of Financial Markets

Wang Hong
Associate Professor
- Bachelor, 1988, Tsinghua University
- Master, 1993, Tsinghua University

Research Areas
Department of Innovation, Entrepreneurship and Strategy

ZHANG Taowei
Associate Professor
- Bachelor, 1984, Tsinghua University
- Master, 1987, Tsinghua University

Research Areas

ZHOU Dongqing
Associate Professor
- Bachelor, 1994, Tsinghua University
- Master, 1997, Tsinghua University

Research Areas
- Corporate Finance

ZHOU Shiwu
Associate Professor
- Bachelor, 1993, Henan Normal University
- Master, 1997, Tsinghua University
- Ph.D., 2002, Tsinghua University

Research Areas
- Fixed Income, Risk Management, Financial Database, Financial Computation and Modeling

ZHOU Wuxiang
Professor
- Bachelor, 1984, Tsinghua University
- Master, 1988, Tsinghua University

Research Areas
- Corporate Finance, Capital Market

ZHU Yingzi
Associate Professor
- Bachelor, 1981, University of Science and Technology of China
- Master, 1983, New York University
- Ph.D., 1987, New York University

Research Areas

ZHU Yujie
Professor
- Bachelor, 1982, Tsinghua University
- Master, 1984, Tsinghua University

Research Areas
- Corporate Finance, International Trade, Foreign Direct Investment, Globalization Strategy

CHENG Yuan
Associate Professor
- Bachelor, 1991, Harbin Institute of Science and Technology
- Master, 1994, Harbin Institute of Science and Technology
- Ph.D., 2002, Tsinghua University

Research Areas
- Management of Innovation, Technology Development, New Business Development, Entrepreneurship

JIAO Jie
Associate Professor, Associate Dean
- Bachelor, 1995, Tsinghua University
- MBA, 2000, Tsinghua University

Research Areas
- International Trade, Applied Microeconomics

GAO Jian
Associate Professor
- Bachelor, 1984, Chongqing Institute of Architectural Engineering
- Master, 1987, Chongqing Institute of Architectural Engineering
- Ph.D., 1990, Tsinghua University

Research Areas
- Real Estate, Entrepreneurial Finance, Entrepreneurship and Technology Commercialization

JIN Yongjun
Associate Professor
- Bachelor, 1993, East China Normal University

Research Areas
- Intellectual Property Law, Law of Corporation, Contract and Related Judicial Case Comment

GAO Xudong
Associate Professor
- Bachelor, 1984, Tianjin Institute of Technology
- Master, 1987, Qiaoqiao University
- Ph.D., 1990, Tsinghua University

Research Areas
- Competitive Strategy, Technology Strategy, Management of Technological Innovation
LEI Jiasu
Professor
- Bachelor, 1982, Xi'an University of Finance and Economics
- Master, 1987, Northwestern University
- Ph.D., 1993, Tsinghua University

Research Areas
Entrepreneurship, Corporate Growth, Theory of National Economic Security

NING Xiangdong
Professor
- Bachelor, 1984, Tsinghua University
- Master, 1986, Tsinghua University
- Ph.D., 1992, Tsinghua University

Research Areas
Corporate Governance, Strategic Management, the Theory of Firm, Transition Economy of China

WANG Yi
Associate Professor
- Bachelor, 1995, Beijing University of Aeronautics and Astronautics
- Master, 1998, Tsinghua University
- Ph.D., 2002, Tsinghua University

Research Areas
Management of Technological Innovation, Strategic Management, Knowledge Management, Corporation Competence

LI Xibao
Associate Professor
- Bachelor, 1994, Beijing University of Aeronautics and Astronautics
- Master, 1996, Tsinghua University
- Master, 2002, The Ohio State University

Research Areas
Innovation Management, Entrepreneurial Management, Knowledge Management

TONG Yunhuan
Professor
- Bachelor, 1983, Harbin Institute of Technology
- Master, 1986, Tsinghua University
- Ph.D., 2003, The Ohio State University

Research Areas
Management of Technology Innovation, Project Management, Theory and Methods of Evaluation/Assessment, Sustainable Development

LI Donghong
Associate Professor, Vice Chair
- Bachelor, 1982, Lanzhou University
- Master, 1986, Lanzhou University
- Ph.D., 1989, Beijing University of China

Research Areas
Strategy and Organizational Change for Firms Sustained Growth, Enterprise Resources and Competence Theory, Strategic Analysis, International Strategy

LI Jizhen
Associate Professor
- Bachelor, 1984, Tsinghua University
- Master, 1986, Tsinghua University

Research Areas
Law of Corporation, Contracts and Related Judicial Case Comments

LI Chunyan
Associate Professor
- Bachelor, 1984, Tsinghua University
- Master, 1986, Tsinghua University

Research Areas
Internationalization and Strategy, International Business Management, Corporate Governance and Governance, International Trade

WXI Linwei
Associate Professor
- Bachelor, 1980, Northeast Heavy Machinery Institute
- Master, 1983, Tsinghua University

Research Areas
Project Management and Evaluation, IT Project Management, Infrastructure Investment and Regional Economy, Value Assessment and Management, Quantity Management for Smaller

LI Xibao
Associate Professor
- Bachelor, 1996, Shanghai Jiaotong University
- Master, 1998, Tsinghua University

Research Areas
Innovation Management, Entrepreneurial Management, Knowledge Management

Steven White
Associate Professor
- Bachelor, 1992, Duke University
- Master, 1995, International University of Japan
- Ph.D., 2000, University of Southern California

Research Areas
Internationalization, Innovation, Strategy, Strategy Execution, M&A, Alliances

WU Rui
Assistant Professor
- Bachelor, 2001, Peking University
- Master, 2003, University of California, Los Angeles

Research Areas
Strategic Alliances, Interfirm Relationships, Transaction Cost Theory, Resource-based Theory, Organizational Learning

XUE Lei
Assistant Professor
- Bachelor, 1982, Tsinghua University
- Master, 1986, Tsinghua University
- Ph.D., 1990, Tsinghua University

Research Areas
Strategic Management, Innovation Management, Business Model, Strategic Alliance

TONG Yunhuan
Professor
- Bachelor, 1983, Harbin Institute of Technology
- Master, 1986, Tsinghua University
- Ph.D., 2003, The Ohio State University

Research Areas
Management of Technology Innovation, Project Management, Theory and Methods of Evaluation/Assessment, Sustainable Development

WEI Jie
Professor, Vice Chair
- Bachelor, 1985, Tsinghua University
- Master, 1988, Beijing University of China

Research Areas
Corporate Institutional Management, Corporate Strategic Choices, Corporate-Culture Collaboration, Corporate External Selecting Mechanism, Macroeconomic Policy Analysis, Macroeconomic Flow of Funds Analysis, Market Economy Research

YANG Delin
Professor
- Bachelor, 1982, Tsinghua University
- Master, 1989, Tsinghua University
- Ph.D., 2007, Tsinghua University

Research Areas
Strategic Management, Innovation Management, Business Model, Strategic Alliance

LU Chunyan
Associate Professor
- Bachelor, 1984, Tsinghua University
- Master, 1986, Tsinghua University

Research Areas
Internationalization and Strategy, International Business Management, Corporate Governance and Governance, International Trade

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- Bachelor, 1982, Harbin Institute of Technology
- Master, 1985, Chinese Academy of Sciences
- Ph.D., 1997, Chinese Academy of Social Sciences

Research Areas
Management of Technological Innovation, Entrepreneurial Management, Management of Intellectual Property Rights, University and Industry Relations

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Associate Professor
- Bachelor, 1984, Tsinghua University
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Research Areas
Management of Technological Innovation, Strategic Management, Knowledge Management, Corporation Competence

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Associate Professor
- Bachelor, 1982, Lanzhou University
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- Ph.D., 1989, Beijing University of China

Research Areas
Strategy and Organizational Change for Firms Sustained Growth, Enterprise Resources and Competence Theory, Strategic Analysis, International Strategy

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- Bachelor, 1984, Tsinghua University
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Research Areas
Law of Corporation, Contracts and Related Judicial Case Comments

LI Xibao
Associate Professor
- Bachelor, 1994, Shanghai Jiaotong University
- Master, 1996, Tsinghua University
- Master, 2002, The Ohio State University

Research Areas
Innovation Management, Entrepreneurial Management, Knowledge Management

WANG Yi
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Corporate Institutional Management, Corporate Strategic Choices, Corporate-Culture Collaboration, Corporate External Selecting Mechanism, Macroeconomic Policy Analysis, Macroeconomic Flow of Funds Analysis, Market Economy Research

YANG Delin
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Research Areas
Management of Technological Innovation, Entrepreneurial Management, Management of Intellectual Property Rights, University and Industry Relations

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Strategy and Organizational Change for Firms Sustained Growth, Enterprise Resources and Competence Theory, Strategic Analysis, International Strategy

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Research Areas
Law of Corporation, Contracts and Related Judicial Case Comments

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- Master, 2002, The Ohio State University

Research Areas
Innovation Management, Entrepreneurial Management, Knowledge Management

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Research Areas
Corporate Institutional Management, Corporate Strategic Choices, Corporate-Culture Collaboration, Corporate External Selecting Mechanism, Macroeconomic Policy Analysis, Macroeconomic Flow of Funds Analysis, Market Economy Research

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Management of Technological Innovation, Entrepreneurial Management, Management of Intellectual Property Rights, University and Industry Relations

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Research Areas
Law of Corporation, Contracts and Related Judicial Case Comments

LI Xibao
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Research Areas
Innovation Management, Entrepreneurial Management, Knowledge Management

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- Ph.D., 2003, The Ohio State University

Research Areas
Management of Technology Innovation, Project Management, Theory and Methods of Evaluation/Assessment, Sustainable Development
Department of Leadership and Organization Management

ZHU Hengyuan
Associate Professor
- Bachelor, 1991, Tsinghua University
- Master, 1994, Tsinghua University
- Doctor of Philosophy, University of Toronto

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Professor, Vice Chair
- Bachelor, 1989, Hangzhou University
- Master, 1991, Tsinghua University
- Doctor of Philosophy, University of Macao
Research Areas: Organizational Learning, Learning Organization, Team Learning, Learning Teams, Individual Learning, Leadership, Team Management

CHEN Xiao
Assistant Professor
- Bachelor, 2001, Beijing Foreign Studies University
- Master, 2002, Beijing Foreign Studies University
Research Areas: Managerial Communication, Leadership Development (Coaching)

CHEN Hao
Assistant Professor
- Bachelor, 2003, Jilin University
- Master, 2006, University of Miami
- Doctor of Philosophy, University of Texas at Dallas
Research Areas: Supervisory Subordinate Relationship, Influence of Relationship in Organization, Work Ethics and Employee Network Behavior (ego: Organizational Citizenship Behavior and Deviant Behavior), Entrepreneurial Leadership, Entrepreneurial Team Process and Cross-cultural Comparisons in the Field above

JIANG Peng
Assistant Professor
- Bachelor, 1997, Jilin University
- Doctor of Jurisprudence, China University of Political Science and Law

WANG Xiaoye
Assistant Professor
- Bachelor, 2000, East China Normal University
- Master, 2003, East China Normal University
- Doctor of Philosophy, University of Hong Kong, Hong Kong University of Science and Technology
Research Areas: Performance Evaluation, Goal Setting, Social Cognition and Decision Making

WANG Xuelei
Associate Professor
- Bachelor, 1995, Harbin Institute of Technology
- Master, 1998, Harbin Institute of Technology
Research Areas: Chinese-style Management, Organizational Change, Strategic Human Resource Management, Organizational Culture

CHEN Xuefen
Lecturer
- Bachelor, 1999, Beijing Foreign Studies University
- Master, 2002, Beijing Foreign Studies University
Research Areas: Managerial Communication, Leadership Development (Coaching)

QIAN Xiaojun
Professor
- Bachelor, 1989, Tsinghua University
- Doctor of Judicial Science, China University of Political Science and Law
Research Areas: Managerial Communication, Corporate Communication and Cross-cultural Communication, Ethics and Corporate Social Responsibilities, Management Education, Business School Accreditation

QU Qing
Associate Professor
- Bachelor, 1993, Tsinghua University
- Master, 1996, Harbin Institute of Technology
Research Areas: Human Resource Management, Organizational Culture, Leadership

WU Zhiming
Professor
- Bachelor, 1983, Northeastern University of Technology
- Doctor of Philosophy, University of Hong Kong
Research Areas: Strategy, Management, Competition and Game Theory, Leadership, Value-Based Leadership, EQ and Leadership, Sunny Mood, Harmless Leadership

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- Bachelor, 1995, Harbin Institute of Technology
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Associate Professor
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Research Areas: Strategy, Management, Competition and Game Theory, Leadership, Value-Based Leadership, EQ and Leadership, Sunny Mood, Harmless Leadership
YANG Baiyin  
COSCO Chair Professor, Chair  
- Bachelor, 1983, Nanjing University  
- Master, 1985, University of Saskatchewan  
- Ph.D., 1990, University of Georgia

Research Areas:  
- Creativity and Innovation in Organizations,  
- Adult and Organizational Learning,  
- Leadership and Management Development,  
- Power Influence Tactics, Cross-cultural Management,  
- Theory-building Methodology, and Quantitative research Methods

YANG Bin  
Professor, Senior Associate Dean  
- Bachelor, 1989, Tsinghua University  
- Master, 1994, University of Southern California  
- Ph.D., 2002, Stanford University

Research Areas:  
- Business and Society, Leadership Theory and Practice, Business Ethics, Cross Management,  
- Management Education, Nonmarket Strategy

YANG Ling  
Assistant Professor  
- Bachelor, 2005, Tsinghua University  
- Master, 2007, Stanford University  
- Ph.D., 2012, Stanford University

Research Areas:  
- Economic Sociology, Entrepreneurship

ZHANG Mian  
Associate Professor  
- Bachelor, 1999, Xian Jiaotong University  
- Ph.D., 2004, Xian Jiaotong University

Research Areas:  
- Organizational Attachment, Employee Motivation,  
- Behavioral Decision Making and Organizational Culture

ZHENG Xiaoming  
Associate Professor  
- Ph.D., 2002, Chinese Academy of Sciences

Research Areas:  
- Leadership, Positive Organizational Behavior, Competency Model, Performance Management, Organizational Culture, Employee Subjective Well-being and Strategic Human Resources Management

CHEN Jian  
Lenovo Chair Professor, Chair  
- Bachelor, 1983, Tonghua University  
- Master, 1986, Tsinghua University  
- Ph.D., 1989, Tsinghua University

Research Areas:  
- Supply Chain Management, e-Business, Business Intelligence and Decision Analysis, Optimization and Forecasting Techniques

GUO Xunhua  
Associate Professor  
- Bachelor, 1989, Tsinghua University  
- Master, 1994, Tsinghua University  
- Ph.D., 2004, Tsinghua University

Research Areas:  
- Information Systems, e-Business, Business Intelligence

LI Bo  
Assistant Professor  
- Bachelor, 2004, Peking University  
- Master, 2006, University of California, Berkeley

Research Areas:  
- Econometrics and Non-parametric Statistics, High-Dimensional Data Analysis, Applied Statistics and Econometrics in Economics and Business

LIN Lihui  
Assistant Professor  
- Bachelor, 1988, Tsinghua University  
- Master, 1993, Tsinghua University  
- Master, 1996, University of Texas at Austin  
- Ph.D., 2002, University of Texas at Austin

Research Areas:  
- Knowledge Management, Innovation Management, Licensing of Intellectual Property, IT Investment, IT Contracts, Business Analytics, Open Source, Electronic Markets

ZHANG Jin  
Associate Professor  
- Bachelor, 1989, Peking University  
- Master, 1993, Peking University  
- Ph.D., 2000, Tsinghua University

Research Areas:  

CHEN Guoqing  
EMC Chair Professor  
- Bachelor, 1997, Tsinghua University of Chemical Technology  
- Master, 1999, Tsinghua University of Chemical Technology  
- Ph.D., 2002, Tsinghua University

Research Areas:  
- IT Strategy and Management, Business Intelligence and e-Business, Data Modeling and Fuzzy Logic

HUANG Jinghua  
Professor, Vice Chair  
- Bachelor, 1990, Tsinghua University  
- Master, 1994, Tsinghua University  
- Ph.D., 2000, Tsinghua University

Research Areas:  
- Information Systems and Electronic Business

HUANG Shuo  
Associate Professor  
- Bachelor, 1997, Tsinghua University  
- Master, 2000, Tsinghua University  
- Ph.D., 2002, Tsinghua University

Research Areas:  
- Supply Chain Management, Operations Management, Inventory Control

LIU Hongyan  
Professor  
- Bachelor, 1989, Peking University of Chemical Technology  
- Master, 1994, Peking University of Chemical Technology  
- Ph.D., 2000, Tsinghua University

Research Areas:  
- Data Mining, Text Mining, Business Intelligence, Data Warehousing, Databases, Data Mining and Data Modeling, and Data Management

Research Areas:  
- Data Mining, Business Intelligence, and Data Modeling

Research Areas:  
- Data Mining, Business Intelligence, and Data Modeling
LIU Liwen  
Associate Professor  
- Bachelor, 1986, Northern Jiaotong University  
- Master, 1989, Tsinghua University  
Research Areas  
Production and Operations Management,  
Supply Chain Management, Service Management,  
IT and User Production, Industrial Engineering, Logistics Management

WEI Qiang  
Associate Professor  
- Bachelor, 1997, Tonghua University  
- Master, 2000, Tonghua University  
Research Areas  
Information Systems and Management,  
Software Intelligence and Data Mining,  
Fuzzy Logic, Database Theory and Application,  
Business Intelligence, Information Technology

XU Xin  
Professor  
- Bachelor, 1986, Tonghua University  
- Master, 1990, Tonghua University  
Research Areas  
IT and Supply Chain Management,  
Technology Diffusion, Corporal Governance and IT Returns,  
Customer Relationship Management Systems, ERP and Corporate Information Systems

MAO Bo  
Associate Professor  
- Bachelor, 1986, Tsinghua University  
- Master, 1989, Tsinghua University  
Research Areas  

WEN Zhong  
Assistant Professor  
- Bachelor, 1999, Tonghua University  
- Master, 2000, Tonghua University  
Research Areas  
Electronic Commerce, Pricing Information Goods,  
Information Economics

CHEN Yubo  
Assistant Professor  
- Bachelor, 2000, Tsinghua University  
- Master, 2001, Tsinghua University  
Research Areas  
Consumer Behavior, Consumer Satisfaction and Regret,  
Consumer Behavior, Services Marketing

Mao Bo  
Associate Professor  
- Bachelor, 1986, Tsinghua University  
- Master, 1989, Tsinghua University  
Research Areas  
Production and Operations Management and Strategy in China

David J. Robb  
Associate Professor  
- Bachelor, 1985, University of Auckland  
- Master, 1986, University of Calgary  
- Ph.D., 1992, University of Calgary  
Research Areas  
Production and Operations Management, Service Management, Supply Chain Management

XIAO Yongbo  
Assistant Professor  
- Bachelor, 2000, Tsinghua University  
- Master, 2003, Tsinghua University  
Research Areas  
Reverse and Pricing Management, Service Systems and Service Management, Supply Chain Management

YE Qing  
Assistant Professor  
- Bachelor, 1999, Tonghua University  
- Master, 2001, Tsinghua University  
Research Areas  
Supply Chain Management, Procurement and Outsourcing Management,  
Information Inventory in Operations Management, Capacity and Inventory Management

SUN Jing  
Associate Professor  
- Bachelor, 1994, Tonghua University  
- Master, 1997, Tsinghua University  
Research Areas  
Strategy, Decision and Change Management, Service Service Management, Decision Science, Statistical Data Mining and Knowledge Discovery,  
Supply Chain, Quality Engineering, Logistics Management

ZHU Yan  
Professor, Associate Dean  
- Bachelor, 1994, Tsinghua University  
Research Areas  

CHEN Rong  
Associate Professor  
- Bachelor, 1986, Xi’an Jiaotong University  
- Master, 2000, Xi’an Jiaotong University  
Research Areas  
Consumer Behavior, Services Marketing, Consumer Satisfaction and Regret,  
Customer Relationship Management, Pricing Strategy

CHEN Yubo  
Professor, Vice Chair  
- Bachelor, 1987, Tsinghua University  
- Master, 2000, Tsinghua University  
Research Areas  
Social Media and Network Economy, Business Innovation in the Numarked World, China and Global Markets, Climate Change and Sustainability

YE Qing  
Assistant Professor  
- Bachelor, 1999, Tonghua University  
- Master, 2001, Tsinghua University  
Research Areas  
Information Systems, Human-computer Interaction, Online Consumer Behavior, Social Computing, Internet Marketing

XIE Bin  
Associate Professor  
- Bachelor, 1994, Tsinghua University  
- Master, 1997, Tsinghua University  
Research Areas  
Product-Driven Management, Service-Driven Management, Pharmaceutical Supply Chain, Consumer-oriented Corporate Governance

XIE Bin  
Assistant Professor  
- Bachelor, 1994, Tsinghua University  
- Master, 1997, Tsinghua University  
Research Areas  
Information Systems and Management,  
Business Intelligence and Data Mining,  
Fuzzy Logic, Database Theory and Application,  
Business Intelligence, Information Technology
**XIE Zan**  
**Assistant Professor**  
- Bachelor, 1985, Peking University  
- Master, 1991, Tsinghua University  
- Ph.D., 2001, Tsinghua University  
**Research Areas**  
Marketing Strategy, Consumer Behavior, Marketing Research, Product Quality Measurement, Customer Satisfaction  

**LIU Xi**  
**Associate Professor**  
- Bachelor, 1986, Huazhong University of Science and Technology  
- Master, 1990, Zhengzhou University  
- Ph.D., 2002, University of Texas  
**Research Areas**  
Corporate Social Responsibility (CSR), Crime Management, Qualitative Research Methods  

**LIU Wenjing**  
**Assistant Professor**  
- Bachelor, 2000, University of International Business and Economics  
- Master, 2004, National University of Singapore  
- Ph.D., 2010, University of Toronto  
**Research Areas**  
Consumer Behavior and Decision-Making, Interpersonal Interaction, Time Perception, Intertemporal Choice, Pricing  

**LIU Xia**  
**Assistant Professor**  
- Bachelor, 1986, Beijing Normal University  
- Master, 2002, Beijing Normal University  
- Master, 2006, Syracuse University  
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**Research Areas**  
Quantitative Marketing Models, New Product Diffusion, Entertainment Marketing, Brand Management, Advertising and Marketing Finance Interface  

**SONG Xuebao**  
**Associate Professor**  
- Bachelor, 1986, Huazhong Agriculture University  
- Master, 1988, Beijing University of China  
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**Research Areas**  
Strategic Marketing, Entrepreneurial Marketing, Industrial Marketing, Green Marketing, City Marketing  

**WU Shali**  
**Assistant Professor**  
- Bachelor, 1990, Beijing Normal University  
- MBA, 2000, Tsinghua-MIT Sloan International MBA Program  
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**Research Areas**  
Cross-Cultural Judgment and Decision Making  

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Consumer Behavior, Consumer Judgment and Decision Making, Consumer Sentiments, Marketing Strategies for Health-related Products, Pricing and Promotion Strategies, Customer Relationship Management, Entrepreneurship, Internet Marketing, Global Marketing, Cultural Differences  

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- Bachelor, 1993, Tianjin University  
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**Research Areas**  
Creation, Management and Valuation of Brand Asset  

**ZHANG Zhen**  
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- Bachelor, 1986, Huazhong University of Science and Technology  
- Master, 1990, Xiangtan University  
- Ph.D., 2002, Boston University  
**Research Areas**  
Consumer Behavior, Consumer Judgment and Decision Making, Qualitative Research Methods, Nordic Culture, Sustainability  

**ZHAO Ping**  
**Professor, Chair**  
- Bachelor, 1982, Jilin University  
- Master, 1985, Tianjin University  
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**Research Areas**  

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- Bachelor, 1983, Beijing Institute of Business and Technology  
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**Research Areas**  
Marketing Positioning Decisions, Retailing Strategy, Chinese-style Marketing and Luxury Marketing  

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**Research Areas**  

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Marketing Strategy, Consumer Behavior, Marketing Research, Product Quality Measurement, Customer Satisfaction  

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- Ph.D., 2005, Tsinghua University  
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Corporate Social Responsibility (CSR), Crime Management, Qualitative Research Methods  

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- Master, 2004, Syracuse University  
- Master, 2008, Syracuse University  
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**Research Areas**  
Quantitative Marketing Models, New Product Diffusion, Entertainment Marketing, Brand Management, Advertising and Marketing Finance Interface  

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- Bachelor, 1986, Huazhong Agriculture University  
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Strategic Marketing, Entrepreneurial Marketing, Industrial Marketing, Green Marketing, City Marketing  

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- Bachelor, 2000, Beijing Normal University  
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**Research Areas**  
Cross-Cultural Judgment and Decision Making  

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- Master, 2002, Columbia University  
**Research Areas**  
Consumer Behavior, Consumer Judgment and Decision Making, Consumer Sentiments, Marketing Strategies for Health-related Products, Pricing and Promotion Strategies, Customer Relationship Management, Entrepreneurship, Internet Marketing, Global Marketing, Cultural Differences
Honorary Professors
Robert J. Barro
Lawrence J. Lau
Eric S. Maskin
MUN Kin Chok
Edmund S. Phelps
Daniel L. Ritchie
Oliver E. Williamson
YUAN Baohua

Special-Term Professors

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Professor, Columbia University
- Bachelor: 1982, Nanjing University
- Master: 1988, Pennsylvania State University
- Ph.D.: 1991, University of California at Berkeley
Research Areas:
- Econometric Time Series Analysis
- Empirical Finance

CAO Quanwei
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- Master: 1985, Nankai University
- Ph.D.: 1991, University of Chicago
Research Areas:
- Derivative Markets, Risk Management, Market Microstructure, Mutual Funds

DAI Jiangang
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- Master: 1992, Nanjing University
- Ph.D.: 1996, Stanford University
Research Areas:

LI Qi
Special Term Professor, Department of Economics
Professor, Texas A&M University
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- Master: 1988, Nanjing University
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Research Areas:
- Nonparametric Econometrics, Panel Data Econometrics

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- Bachelor: 1984, Fudan University
- Master: 1986, Pennsylvania State University
- Ph.D.: 1990, University of California at Berkeley
Research Areas:
- International Finance, International Trade, Macroeconomics, Development Economics

XIE Jinhong
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Professor, University of Florida
- Bachelor: 1982, Tsinghua University
- Master: 1986, The Second Academy of the Ministry of Aeronautics
Research Areas:

XU Chenggang
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Professor, University of Hong Kong
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- Ph.D.: 1991, Harvard University
Research Areas:
- Law and Finance, Contract Theory, Economics of Taxation

Distinguished Visiting Professors

CHEN Qi
Distinguished Visiting Professor, Department of Accounting
Professor, Duke University
- Bachelor: 1993, Wuhu University
- Master: 1995, University of Maryland
- MBA & D. 2001, University of Chicago
Research Areas:
- Role of Information in Financial Markets, Corporate Finance, Corporate Governance and Incentives, Mechanism, Mutual Funds Behavior, Financial Analyst Behavior

CHENG Qiang
Distinguished Visiting Professor, Department of Accounting
Professor, Singapore Management University
- Bachelor: 1984, Tsinghua University
- Master: 1993, Tsinghua University
- Ph.D.: 2000, University of Wisconsin Madison
Research Areas:
- Voluntary Disclosures, Family Ownership, Earnings Management/Restatement, Corporate Governance, CEO Voluntary Disclosure, Family Ownership, Earnings Management/Restatement, Corporate Governance

Peter Robinson
Distinguished Visiting Professor, Department of Economics
Professor, London School of Economics
- Bachelor: 1986, London University (University College London)
- Master: 1989, London University (London School of Economics)
- Ph.D.: 1973, Australian National University
Research Areas:
- Econometrics, Time Series Analysis, Spatial Analysis, Nonparametric Inference, Semi-parametric Inference

ZHOU Jing
Distinguished Visiting Chair Professor
Chair Professor, Department of Management
Professor, University of Chicago
- Bachelor: 1981, Wuhan University
Research Areas:

Adjunct Professors

CHEN Yuan
MA Jiantang
GUO Shuqing
MA Weihua
LI Jiangang
QIN Xiao
LI Rongrong
SHEN Liangtao
LI Yizhong
WU Jinglian
LIU Shiyu
WU Xiaoling
LOU Jiwei
XU Chenggang
XIE Jinhong

Guest Professors

Stuart L. Hart
F. Warren McFarlan
John L. Thornton

Non-parametric Econometrics, Panel Data Econometrics
Tsinghua SEM has been placing education at the core of its task. The School emphasizes on quality of education. As of September 2012, the School has a student body of 4,255, including 1,026 undergraduate students, 546 master’s students, 315 doctoral students, 1,279 MBA and 1,089 EMBA students. In addition, the School also attracts 765 undergraduates from other schools of the university for the Second Degree Program in Economics.

The outstanding academic environment and international perspectives of the School attract students from all over the world. There are currently 266 international students enrolled at Tsinghua SEM, including 45 in the Undergraduate Programs, 53 in the Master’s and Doctoral Programs, 84 in the MBA Programs and 84 in the EMBA Programs. Tsinghua SEM also runs student exchange programs with 110 leading universities and business schools around the world. Each year, over 350 students of Tsinghua SEM participate in these overseas exchange programs.
Program Objectives

The Undergraduate Programs of Tsinghua SEM aim to make each student a fully developed modern person, while also providing an environment that promotes top talents.

Program Features

The Undergraduate Programs attract the most promising students. Approximately half of the students enrolled during the past few years have scored among the top ten on China’s College Entrance Exam in their provinces.

In the fall of 2009, SEM launched a new undergraduate curriculum, which highlights both general education and individual development. General education integrates value formation, skills development and attainment of core knowledge of human civilizations, stressing the importance of nurturing curiosity, imagination and critical thinking. Individual development refers to not only personality upbringing but also individualized education plans, such as the “honors programs” that offer three tracks of learning in academics, entrepreneurship and leadership for students in their junior and senior years. The new curriculum is geared to global needs of the future. It builds on the legacy of Tsinghua University, draws experience from top universities worldwide, and places the development of students at the center of the design.

The School makes every effort to internationalize its undergraduate education. More than 50% of undergraduate courses are taught in English, and during the fall semester of their junior year over half of the students get opportunities to go abroad as exchange students and study at world leading universities. Over half of all graduates choose to further study in China or abroad, among whom some start to pursue Ph.D. degrees at top overseas universities immediately after graduating from our undergraduate programs. Those who choose to enter the professional arena can count on an average of more than two offers from prestigious financial services institutions, consulting firms, multinational companies, state-owned enterprises or government organizations.

Majors

The four-year Undergraduate Programs are open to high school graduates in both science and humanities tracks. Students begin their studies with mainly general education courses in the first two years and then in more specialized areas in the following two years. Students may apply for one of the three majors:

• Economics and Finance (including an insurance track)
  It gives students a systematic understanding of the theories and methodologies of finance and economics with an international perspective and a grasp of China’s situation. Graduates are capable of tackling practical issues in the economics and financial sector. This major prepares creative thinkers for careers in research, teaching, or economic analysis and management at financial institutions, enterprises or government organizations.

• Accounting
  It produces top accounting professionals fully in touch with international standards. Graduates are well prepared to apply their knowledge of accounting to real-world issues in enterprise management and the capital market.

• Information Management and Information Systems
  It trains multi-skilled management professionals with an international perspective and an innovative mindset. This major prepares students for information management and analysis positions in both the corporate and government sectors.

The Second Degree Program in Economics

The Second Degree Program in Economics is a rigorous economics program offered to students from other schools of Tsinghua University. It aims to contribute to the economic and technological development of China by graduating multi-facet talents with solid knowledge in both economics and their own specialized areas. Since its inception in 2006, it has attracted many talented students at Tsinghua University. Some of the graduates continue to pursue master’s and doctoral degrees in the fields of economics and finance.
From 2011, the doctoral Program applicants no longer need to choose their supervisors in the application process. Decisions of supervisors are made after students have passed the comprehensive qualification exams. Students shall instead apply to seven doctoral degree programs, each affiliated to a department of the School:

- Accounting
- Economics
- Finance
- Innovation, Entrepreneurship and Strategy
- Leadership and Organization Management
- Marketing
- Management Science and Engineering

Program Objectives

The Doctoral Program aims to train highly competent academic research talents for universities, the government and other research institutions.

Program Features

The School fully builds on its multi-disciplinary advantage to nurture top academic talents in economics and management. From 2009 on, reforms have been implemented in different aspects of the program: doctoral candidates are required to present their research papers in seminars; year limit has been set for students to pass the doctoral comprehensive exams; anonymous review to doctoral thesis is implemented; students are required to choose three faculty members to form an improved thesis advisory committee after passing the comprehensive exams; the School also provides opportunity for doctoral students to go on international exchanges in world famous research universities for a semester or a year. All of the above changes have been conducive to ensuring quality of the School’s doctoral education.
### Master’s Programs

#### The Academic Master’s Programs

**Masters in Economics**

- **Program Objectives**: These programs aim to educate talents for academic research.

- **Program Features**: The academic programs have a curriculum that is in line with the Ph.D. curriculum in respective disciplines. Graduates can go on for doctoral studies in China or abroad. They can also work as researchers in academic institutes.

**Masters in Management Science and Engineering**

- **Program Objectives**: These programs aim to educate talents for academic research.

- **Program Features**: The academic programs have a curriculum that is in line with the Ph.D. curriculum in respective disciplines. Graduates can go on for doctoral studies in China or abroad. They can also work as researchers in academic institutes.

#### The Specialized Master’s Programs

**Masters in Finance**

- **Program Objectives**: This program aims to train high-level specialized experts with applied knowledge in economics and finance, equipping them with international perspective and the ability to adapt to rapid changes in financial markets, preparing them for positions in domestic and international financial corporations, consulting companies as well as government regulatory institutions.

- **Program Features**: This specialized program fosters students’ vision and innovative skills, encouraging their individual development with affluent academic and social resources. The School adopts a dual-mentor system, assigning each student with two mentors: a SEM graduate, along with SEM faculty to ensure that each student be guided and tutored both in academia and in career. This program collaborates with HEC Paris and University of California Berkeley Hass School of Business to offer a dual-degree.

**Masters in Accounting**

- **Program Objectives**: This program aims to train specialized experts with applied knowledge in accounting, a full awareness of international accounting standards and accounting development trend, a good understanding of domestic and international economies and capital operations as well as knowledge of modern management. Graduates mainly go to domestic and international financial corporations, consulting companies as well as government regulatory institutions.

- **Program Features**: The program is applied knowledge-oriented, nurturing both practical abilities and theoretical foundations of the students. The program invites senior professionals in accounting practice field to jointly teach specialized courses. For example, the current partners of the world leading accounting firms are invited to teach auditing, taxation and other courses. The program also launched an Accounting Practice course, inviting outstanding professionals to teach practical application in various fields. It also provides opportunities for students to meet and talk in person with accounting directors and partners of renowned accounting firms and corporations. The School also assigns students with career mentors and academic mentors.

**The General Master’s Program**

**Masters in Management (MiM)**

- **Program Objectives**: This program recruits pre-experience undergraduate graduates. It aims to nurture students’ analytical, general management and leadership skills, preparing them for managerial and leadership positions in corporations, government and non-profit organizations.

- **Program Features**: Tsinghua SEM’s Masters in Management (MiM) Program is the first MiM program in China. Integrated on the basis of four preceding master’s programs in Business Strategy and Policy, Human Resources and Organizational Behavior, Marketing, as well as Innovation and Entrepreneurship, MiM is a general Master’s program with bilingual (Chinese and English) instructions.

MiM students are expected to attain a systematic knowledge structure through a set of advanced economics and management courses. They learn in every aspect of economics and management, including applied economics, macro and micro finance, management fundamentals, leadership, ethics and communications. The curriculum demands profound analytical skills, highlighting intensified hands-on practice.

In 2011, Tsinghua SEM joined the Global Alliance in Management Education (CEMS), becoming the first and the only Chinese business school with full CEMS membership.
MBA Programs

Program Objectives
The Tsinghua MBA Programs aim to educate future leaders with general management capabilities.

Program Overview
Tsinghua MBA Programs consist of an International MBA Program (taught in English, full-time), a full-time MBA Program and a part-time MBA Program.

Tsinghua MBA Programs have adopted a new curriculum since fall 2009. An admissions reform in line with the new curriculum was also initiated in July 2010. The revised curriculum not only attaches great importance to a solid foundation in knowledge, but also stresses general management capabilities, morality and professional ethics. The framework of the new curriculum consists of a redesigned core curriculum and enriched extra-curricular activities. Tsinghua MBA students are able to build up a comprehensive knowledge, build capabilities and strengthen integrity through learning and practice.

Together, they constitute a new core curriculum that allows students to excel in “being”, “knowing”, and “doing”.

Tsinghua MBA programs offer close to 100 elective courses in 9 areas so as to cater to the students’ individualized needs based on their career plans and interests. Tsinghua MBA also closely cooperates with the business community by developing practice oriented courses, e.g., the World Automobile Industry from the Perspective of BMW course jointly offered with BMW and the Global Leadership course that has gathered senior executives of the world’s leading companies, in collaboration with McKinsey.

Program Features

• Innovative Concept

There are five required modules in the new core curriculum of Tsinghua MBA: “Ethics and Soft Skills”, “Analytical Foundations”, “Management Fundamentals”, “China and the World” and “Integrative Practice”. These modules are designed to help students acquire knowledge, build capabilities and strengthen integrity through learning and practice.

• Admissions Reform

Compatible with the curriculum reform, major changes were made in terms of MBA admissions standards and procedures. The Programs now evaluate prospective students mainly on the basis of their comprehensive capabilities as well as potentials. The admissions officers will carefully examine the applicants’ documents and conduct face-to-face interviews, thereby considering each in a more holistic way.

Meanwhile, in light of the admissions procedure, application review and interviews will take place before the traditional written test. The admissions committee will grant conditional admissions when the applicants attain passing scores in the national MBA Entrance Exam required by all MBA applicants in China.

• Integration with the University

Relying on the University’s extensive discipline coverage and history of over 100 years, the School is committed to improving the integration of the Tsinghua MBA Programs and the University. In May 2012, the School has initiated the “MBA+X” dual degree program which is aimed at exploring the training route of interdisciplinary talents. A student can get both the MBA and the master’s degree in another major of Tsinghua University. In April 2012, the first Tsinghua Entrepreneurship Annual Meeting was held and the interschool platform “Tsinghua Entrepreneurial Network” was inaugurated, which would offer systematic, open and sustained support to the faculty, students and alumni, especially the MBA students and alumni, as well as improve entrepreneurship activities. Moreover, the School launched a new course “Exploring New Technology Frontiers” in order to provide Tsinghua MBA students with a new access to industry trends and cutting-edge technology.

• International Experience

Tsinghua MBA Programs provide students with plenty of international learning opportunities. The School has built up student exchanges with 110 overseas business schools, and over 100 Tsinghua MBA students choose to study abroad. Besides, they also have access to international experience through dual degree programs and short-term overseas courses.

• Dynamic Alumni Network

After over 20 years, Tsinghua MBA Programs have graduated over 8,000 Tsinghua MBA alumni, working in various fields such as finance, consultation, manufacturing, technology and information service etc. Taking “openness, sharing, cooperation, win-win” as its motto, the Tsinghua MBA Alumni Association organizes many activities, launches the alumni mentorship program, builds up multi-dimensional alumni organizations so as to promote the communication among alumni and between the alumni and the University, as well as provide constant support for career development and future cooperation.
EMBA Programs

Program Objectives
Tsinghua Executive MBA Programs are committed to training business leaders who will shape the future of China’s corporations. Designed to integrate cutting-edge international management theory with conditions in China, the EMBA Programs aim to train innovative executives who are competitive in the global arena.

Program Features
Breaking free from the traditional mode of EMBA education, the EMBA Programs integrate state-of-the-art international management theory with conditions in China. A curriculum heavy on business case analysis, simulations, teamwork and field study boosts students’ overall management skills. The unique “mobile campus” takes participants to local enterprises, where EMBA candidates apply their own on-the-job experience along with the cutting-edge theoretical knowledge of the classroom to formulate strategies in real-world settings.

Since its inception in 2002, the EMBA Programs have enrolled over 4,000 students, making it one of the largest in China. It draws most of the student body from executives at leading enterprises, domestic private businesses, multinational corporations and governmental organizations. 84% of EMBA students are at or above the assistant general managers level and 58% are presidents or general managers. Most work in enterprises worth over RMB 1 billion.

Since 2003, EMBA students have been traveling to learn from the world’s top management gurus at leading international schools such as MIT Sloan and London Business School. The Programs also receive regular visits from international EMBA students at London Business School, HEC Paris and other top schools. Under the Global Leadership Program set up by former Goldman Sachs President John L. Thornton, business and political leaders from China and abroad are invited into the classroom as guest lecturers. This adds a new dimension to the Program’s international vision.

In 2005, the Program achieved outstanding results in the first official evaluation of EMBA programs by the Academic Degree Committee of the State Council. Managers magazine ranked Tsinghua EMBA Program No.1 in its list of “China’s Best EMBA Programs” consecutively in 2007, 2009 and 2011.

On May 19, 2012, the School held a grand ten-year anniversary celebration of the Tsinghua EMBA program and reviewed gains and achievements over the past decade. In the fall of 2012, the School launched “2012 Plan of Innovative Development for Tsinghua EMBA Program”. The Plan includes six parts: admission, curriculum, teaching method, alumni activities, post-EMBA program and international program. The core of the plan lies in the all new EMBA Curriculum, which consists of four major modules such as “Corporate Environment”, “Management Functions”, “Leadership and People” and “Inter-connection and Integration”. For example, a new course “Tsinghua Exploration” is introduced, opening a window for students to learn about Tsinghua history and its other schools; regarding technology-enabled teaching, every new EMBA student gets an innovative “iEMBA”, an iPad tool exclusive to Tsinghua EMBA, through which online teaching is executed.

Alumni Network
Alumni are an important resource for the EMBA Programs. In addition to maintaining connections between classmates, student associations constitute a significant added value in today’s knowledge economy, allowing EMBA students to communicate and continue learning long after they leave the Tsinghua campus. By June 2012, 28 local EMBA student associations had taken shape across China. Alumni also have the opportunity to study and connect through the Program’s continued learning platform “Seminars on Chinese Culture”.

Tsinghua-INSEAD Dual Degree Executive MBA
Tsinghua-INSEAD Dual Degree Executive MBA Program, taught exclusively in English, was jointly launched by Tsinghua SEM and INSEAD in 2007, aiming to build a truly international EMBA Program. It combines international business education with a focus on Asia and exposure to China. With years of successful operation, the Program has in total enrolled 243 participants from 35 countries.

The Program enjoys a pioneering equal partnership that integrates the local advantages of Tsinghua and the diversified perspectives of INSEAD, as well as a joint faculty from top Chinese and international business schools that combines western and eastern management wisdoms. It places leadership development as the highlight throughout the Program, with intensive personalized coaching to meet individual needs. By becoming alumni of both esteemed schools, graduates secure an exceptional opportunity to build a lifelong professional network of high achievers spanning the continents.

On October 15, 2012, Tsinghua-INSEAD Dual Degree Executive MBA Program was ranked fourth out of 100 global EMBA programs, and first among all the mainland Chinese business schools by Financial Times. It was the first time the program was eligible to participate in the rankings.
Executive Education

Program Objectives

Committed to high standards, professionalism and an international perspective, the Program provided non-degree executive education to senior managers in corporations and the government sector.

Program Overview

With support from the Advisory Board, Tsinghua SEM established its Executive Education Center in late 2001. The Program integrated the non-degree and certificate programs, incorporating them into the School’s overall curriculum to create open enrollment programs as well as custom programs.

Executive Education builds on management theories and education methods on a global scale, as well as Chinese business practices, establishing a system with striking features. Up to now, Executive Education has offered approximately 900 programs, among which “Leadership Development”, “Learning-oriented Organization Development”, “Crisis Communications” are warmly welcomed by the participants. At the same time, “The Mini MBA Courses”, “The Entrepreneurs Program” and “The CEO Program” have become classic programs in the field of domestic management training. On such basis, to meet the higher demand of Chinese economic and social development, Executive Education has further put forward some high-end custom programs suitable for the individual orientation of enterprises, and made contributions to raising the management level and international competitiveness of Chinese enterprises. In the past decade, approximately 50,000 alumni have finished their study at Tsinghua SEM Executive Education and started to contribute to reform and economic development in China and throughout the world.

Tsinghua SEM has partnered with Harvard Business School, Yale University, Stanford University, HEC Paris, Institut Français de la Mode and ENAC on a number of international programs. Executive Education is becoming a platform where Chinese and international business leaders gather to learn and connect with their peers.
Research

Research Overview

Research is vital to the School, keeping both the faculty and students at the cutting edge of knowledge development. Throughout our history of over twenty years, Tsinghua SEM has been working to build stronger scholarship. Research is conducted in two broad disciplines, economics and management. Based on its academic and economic priorities, as well as teaching and research, the School has also actively pursued applied research in areas relevant to the government and corporate sectors. Excellent research capability has made SEM one of the leading business schools in the nation.

During the past few years:

National Natural Science Foundation:
Average over 20 projects per year
National Social Science Fund:
Average 2 projects per year
National Strategic and Soft Sciences Projects:
Average 5 projects per year

National Research Centers

National Philosophy and Social Sciences Innovation Base
- Research Base for Contemporary Management and Technological Innovation
  Key Research Institute of Humanities and Social Sciences at Universities
- Research Center for Contemporary Management
- Research Center for Technological Innovation

Publications

Papers: Average over 300 per year
Books: Average over 40 per year

Major Research Projects

<table>
<thead>
<tr>
<th>Principle Investigator</th>
<th>Project Title</th>
<th>Project Type</th>
<th>Starting Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Xu, Xin</td>
<td>Firm-Level Information Management – Applications and Implications of Information Technology in Enterprise Management</td>
<td>Projects under National Science Fund for Distinguished Young Scholars and National Natural Science Foundation of China</td>
<td>2013-01-01</td>
</tr>
<tr>
<td>MAO, Yongbo</td>
<td>Demand/Management Strategy</td>
<td>Projects under National Science Fund for Distinguished Young Scholars Fund</td>
<td>2013-01-01</td>
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<tr>
<td>CHENG, Dan</td>
<td>Theory and Methodology of Supply-Chain Modeling, Optimization and Discussion in the Last-Carbon Era</td>
<td>Projects under National Science Fund for Distinguished Young Scholars and National Natural Science Foundation of China</td>
<td>2013-01-01</td>
</tr>
<tr>
<td>LEI, Xian</td>
<td>Research and Strategic Research Based on Scientific Study on Self-Innovation in Technology</td>
<td>Projects under National Social Science Foundation of China</td>
<td>2012-09-01</td>
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<tr>
<td>CHENG, Guoping</td>
<td>Research on Business Organization Management System and its Transformation under a Complex and Changing Environment</td>
<td>Science Foundation for Creative Research Groups under National Natural Science Foundation of China</td>
<td>2012-01-01</td>
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<tr>
<td>CHENG, Guoping</td>
<td>The Impact of Technology and Key Factors for SMBs on Emerging e-Business Platform</td>
<td>Major International Joint Research Project under National Natural Science Foundation of China</td>
<td>2010-01-01</td>
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<tr>
<td>LI, Wenhui</td>
<td>Economic Analysis and Policy Study on the Gender Ratio Initiative</td>
<td>Projects under National Science Fund for Distinguished Young Scholars and National Natural Science Foundation of China</td>
<td>2011-01-01</td>
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<tr>
<td>BAI, Qinghu</td>
<td>Chinese Science and Technology Development Model and Platform Scheme during the Twelfth Five-Year Plan</td>
<td>Major Projects under National Social Science Foundation</td>
<td>2010-11-20</td>
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<tr>
<td>CHENG, Guoping</td>
<td>Research on Major Fundamental and Technological Issues in Emerging E-Business</td>
<td>Major Projects under National Natural Science Foundation of China</td>
<td>2009-01-01</td>
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<tr>
<td>HUANG, Jingu</td>
<td>Research on the Information Systems Adoption, Diffusion and Business Value</td>
<td>Key Projects under National Natural Science Foundation of China</td>
<td>2009-01-01</td>
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<tr>
<td>LI, Xia</td>
<td>The Study about the Methodology Foundation of Economic Models</td>
<td>Projects under National Social Science Foundation of China</td>
<td>2008-06-30</td>
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<tr>
<td>WANG, Guoping</td>
<td>A Multidisciplinary Study of the Impact of Organizational Culture on Employer Creativity and Organizational Innovation</td>
<td>Projects under National Social Science Fund of Distinguished Young Scholars and National Natural Science Foundation of China</td>
<td>2008-01-01</td>
</tr>
<tr>
<td>TONG, Yuchuan</td>
<td>Study on SOI Methodology and Business Innovation Models</td>
<td>Major International Projects under National Natural Science Foundation of China</td>
<td>2008-01-01</td>
</tr>
<tr>
<td>BAI, Qinghu</td>
<td>A Study on Consumer’s Financial Education</td>
<td>Projects under National Science Fund for Distinguished Young Scholars and National Natural Science Foundation of China</td>
<td>2007-01-01</td>
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<tr>
<td>CHENG, Guoping</td>
<td>The Study on the Theory and Practice of Leadership - Feedback in Leading, Team Learning and Organizational Development</td>
<td>Projects under National Science Fund for Distinguished Young Scholars and National Natural Science Foundation of China</td>
<td>2007-01-01</td>
</tr>
<tr>
<td>ZHAO, Ping</td>
<td>Research on Chinese Brand Development and Innovation</td>
<td>Key Projects under National Natural Science Foundation of China</td>
<td>2007-01-01</td>
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<tr>
<td>ZHAO, Changdong</td>
<td>Research on Theory and Practice of Chinese Enterprises Management</td>
<td>Special Projects of the State Council</td>
<td>2006-01-01</td>
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<tr>
<td>LI, Qing</td>
<td>Logistics Service Models and Operation Strategies</td>
<td>Key Projects under National Natural Science Foundation of China</td>
<td>2006-01-01</td>
</tr>
</tbody>
</table>
## Selected Papers Published in International Journals in 2011

<table>
<thead>
<tr>
<th>Department</th>
<th>Authors</th>
<th>Paper Title</th>
<th>Journal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Accounting</td>
<td>Guh, Beng Wee; Li, Dan</td>
<td>Internal Controls and Conditional Conservatism</td>
<td>The Accounting Review</td>
</tr>
<tr>
<td>Department of Leadership and Organization Management</td>
<td>WANG, Kun; XIAO, Xing</td>
<td>Controlling Shareholders’ Tunneling and Executive Compensation: Evidence from China</td>
<td>Journal of Accounting and Public Policy</td>
</tr>
<tr>
<td>Department of Management Science and Engineering</td>
<td>JIN, Ye; LI, Hongbin; WU, Binzhun</td>
<td>Income Inequality, Consumption, and Social-Status Seeking</td>
<td>INFORMS Journal on Computing</td>
</tr>
<tr>
<td>Department of Finance</td>
<td>LI, Jinkang</td>
<td>Cash Trading and Index Futures Price Volatility</td>
<td>Journal of Futures Markets</td>
</tr>
<tr>
<td>Department of Innovation, Entrepreneurship and Strategy</td>
<td>WANG, Yao</td>
<td>Managerial Entrenchment, Equity Payout and Capital Structure</td>
<td>Journal of Banking &amp; Finance</td>
</tr>
<tr>
<td>Department of Accounting</td>
<td>GAO, Xuexong</td>
<td>Effective Strategies to Catch Up in the Era of Globalization: Experiences of Local Chinese Telecom Equipment Firms</td>
<td>Research Technology Management</td>
</tr>
<tr>
<td>Department of Leadership and Organization Management</td>
<td>WEI, Jun; ZHENG, Wei; ZHANG, Mian</td>
<td>Social Capital and Knowledge Transfer: A Multi-level Analysis</td>
<td>Human Relations</td>
</tr>
<tr>
<td>Department of Management Science and Engineering</td>
<td>CHEN, Jian; GUO, Yid; HUANG, Shuo; ZHU, Hengyuan</td>
<td>The Determinants of the Choice of Innovation Source for Chinese Firms</td>
<td>International Journal of Technology Management</td>
</tr>
<tr>
<td>Department of Finance</td>
<td>HO, Joanna L. Y.; WU, Anne; XU, Sean Xin</td>
<td>Corporate Governance and Returns on Information Technology Investment: Evidence from an Emerging Market</td>
<td>Strategic Management Journal</td>
</tr>
<tr>
<td>Department of Marketing</td>
<td>DONG, Songping; DINQ, Min; Grewal; Rajdeep; ZHAO, Ping</td>
<td>Functional Forms of the Satisfaction-Loyalty Relationship</td>
<td>International Journal of Research in Marketing</td>
</tr>
</tbody>
</table>
Tsinghua Business Review

Tsinghua Business Review, a bi-monthly magazine in Chinese, published by Tsinghua SEM under the administration of Tsinghua University and the Ministry of Education, aims to guide transformation with innovative ideas, as well as to disseminate management wisdoms and practical knowledge of specialists in different areas of business administration. Tsinghua SEM Dean QIAN Yingyi serves as the Chief Editor of the magazine.

The launching ceremony of Tsinghua Business Review was held upon Tsinghua Centennial Celebration in April, 2011.

China Business Case Center

Tsinghua SEM is China’s first school adopting business case education. Aiming at gathering management wisdoms and promoting academic innovation, China Business Case Center (CBCC) of SEM is a specialized research and academic service institution on business case research and development, and database construction.

In the previous decade, over 400 cases had been collected by CBCC, ranging from a variety of areas, such as innovation and entrepreneurship, accounting and control, finance, informatization and manufacturing management, human resources, project management, marketing, general management, etc. Every year, over 40 business schools apply Tsinghua’s cases into their teachings with over 10,000 copies of subscriptions annually.

In 2009, Professor F. Warren McFarlan, Former Senior Associate Dean of Harvard Business School, began to serve as the Co-Director of CBCC. In 2011, the Center launched a strategic partnership with Harvard Business School Publishing (HBSP) and European Case Clearing House (ECCH) respectively to promote Chinese business cases worldwide. Tsinghua SEM is the first business school on the Chinese mainland that has reached a cooperative agreement with HBSP and has its cases released online through HBSP’s website. Up to now, HBSP has included 22 cases submitted by CBCC, which marks a significant step for the internationalization of Tsinghua business cases.

Research Support

Information Technology and Services Platform

The School initiated an IT strategy at the end of 2009. After 3 years’ implementation, the objective has been reached and started to play its role. World-renowned software packages have been chosen as the technical solution and a professional team was built for implementation. The new IT system aims to provide a user-friendly platform of knowledge exchange, resource sharing and effective communication, and provide a reliable and effective platform for admission, teaching, scientific research, and management services.

The application has provided necessary support for the development of the School: the two buildings of the School are now fully equipped with wifi internet access.

The Information Technology and Services Platform provides efficient, cost-effective technology to support teaching, research, administration and communication at Tsinghua SEM. Many students and teachers communicate outside the classroom via online discussion boards, and a teleconferencing system offers students more opportunities to connect directly with international scholars. The School also provide authorized software support for teaching and research with programs such as SPSS, SAS, Mathematica, STATA, GAUSS.

Library

Established in 1985, the School’s library has a floor area of 900 square meters and a collection of over 100,000 Chinese-language books on economics and business administration, along with more than 10,000 foreign-language titles. Approximately 6,000 new books are added to the collection annually. In addition, the School invests heavily each year in subscriptions to leading Chinese and international journals as well as influential newspapers and magazines in the financial and economic sectors. The library currently subscribes to 600 periodicals, 160 of them in foreign languages. In recognition of the growing trend towards digitalization, the University library has attained access to top level databases of economics and management: Blackwell, EBSCO, Elsevier, JSTOR, OCLC, Springer and SAGE. The School library has also joined the university library in purchasing PROQUEST, EMERALD and others. In the summer of 2009, two databases, WIND and CSMAR, were bought by the School. In 2010, SEM joined the University library in purchasing EPS, RESET, BVD and others. In 2011, MacroChina Industries Database was also bought by the School.

Laboratories

Financial Engineering Laboratory

E-Business Laboratory

Management Information Systems Laboratory

Enterprise Resource Planning (ERP) Laboratory

Behavior and Communication Laboratory

Advanced ICT Laboratory
### International Collaborations

#### Participation in Major International Associations

<table>
<thead>
<tr>
<th>Association</th>
<th>Year(s)</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AACSB</strong></td>
<td>2002</td>
<td>Tsinghua SEM obtains membership of the Association to Advance Collegiate Schools of Business (AACSB)</td>
</tr>
<tr>
<td></td>
<td>2007</td>
<td>Tsinghua SEM achieves AACSB accreditation, becoming the first School on the Chinese mainland with AACSB accreditation</td>
</tr>
<tr>
<td></td>
<td>2008</td>
<td>Dean QIAN Yingyi serves on the Board of Directors of AACSB</td>
</tr>
<tr>
<td></td>
<td>2010</td>
<td>Dean QIAN Yingyi serves on AACSB Blue Ribbon Committee on Accreditation</td>
</tr>
<tr>
<td></td>
<td>2011</td>
<td>Dean QIAN Yingyi serves as Chair of the Asia-Pacific Advisory Council of AACSB</td>
</tr>
<tr>
<td></td>
<td>2012</td>
<td>Tsinghua SEM becomes the first school on the Chinese mainland to earn maintenance of accreditation from AACSB; Tsinghua SEM hosts 2012 Asia Pacific Annual Conference of AACSB, Dean QIAN Yingyi serves as the chair of the conference</td>
</tr>
<tr>
<td><strong>AAPBS</strong></td>
<td>2004</td>
<td>Tsinghua SEM participates in initiating the Association of Asia-Pacific Business Schools (AAPBS)</td>
</tr>
<tr>
<td></td>
<td>2005</td>
<td>Tsinghua SEM hosts the first annual conference of AAPBS</td>
</tr>
<tr>
<td></td>
<td>2008</td>
<td>Dean QIAN Yingyi serves as President of AAPBS</td>
</tr>
<tr>
<td><strong>CEMS</strong></td>
<td>2006</td>
<td>Tsinghua SEM becomes an Associate Academic Member of the Community of European Management Schools (CEMS)</td>
</tr>
<tr>
<td></td>
<td>2011</td>
<td>Tsinghua SEM joins CEMS, becoming the only Chinese school with CEMS membership</td>
</tr>
<tr>
<td><strong>EFMD</strong></td>
<td>2006</td>
<td>Tsinghua SEM obtains the membership of the European Foundation for Management Development (EFMD)</td>
</tr>
<tr>
<td></td>
<td>2008</td>
<td>Tsinghua SEM is awarded EQUIS accreditation by EFMD, becoming the first School on the Chinese mainland with EQUIS accreditation</td>
</tr>
<tr>
<td></td>
<td>2009</td>
<td>Dean QIAN Yingyi serves on the EQUIS accreditation committee</td>
</tr>
<tr>
<td></td>
<td>2011</td>
<td>Reaccredited by EQUIS</td>
</tr>
<tr>
<td><strong>GMAC</strong></td>
<td>2008</td>
<td>Tsinghua SEM obtains the membership of the Graduate Management Admission Council (GMAC)</td>
</tr>
<tr>
<td><strong>PIM</strong></td>
<td>2005</td>
<td>Tsinghua SEM becomes a formal member of the Partnership in International Management (PIM)</td>
</tr>
<tr>
<td></td>
<td>2010</td>
<td>Professor CHEN Guoqing serves as PIM Asia &amp; Asia Pacific Chair</td>
</tr>
<tr>
<td><strong>HBS</strong></td>
<td>2001</td>
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</tr>
<tr>
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</tr>
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<td><strong>MIT Sloan</strong></td>
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</tr>
<tr>
<td><strong>Stanford GSB</strong></td>
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#### In-depth Cooperation with World’s Leading Business Schools

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Extensive International Student Exchange

Students of Tsinghua SEM have abundant opportunities to expand their international horizons through extensive student exchange network that Tsinghua SEM has established with a number of leading overseas institutions. As of 2011, Tsinghua SEM has signed agreements on student exchange with 110 overseas institutions. The exchange studies are tuition-free with mutual-recognition on credits. In 2011, the School provided more than 350 study-abroad opportunities and received more than 400 exchange students from overseas universities.

A Partial List of the Institutions that Signed Agreements on Exchange Programs with Tsinghua SEM

**North America**
- Babson School of Business
- Columbia University
- Cornell University (Johnson)
- Duke University (Fuqua)
- MIT (Sloan)
- New York University (Stern)
- Northwestern University (Kellogg)
- Queen’s University
- Stanford University
- UC Berkeley (Haas)
- UCLA (Anderson)
- University of Michigan (Ross)
- UNSC-Chapel Hill (Kenan-Flagler)
- University of Pennsylvania (Wharton)
- University of Toronto (Rotman)
- University of Western Ontario (Ivey)
- Yale University

**Europe**
- Bocconi University
- Copenhagen Business School
- ESSEC
- ESCP Paris
- Helsinki School of Economics
- Instituto de Empresa Business School
- Katholieke Universiteit Leuven
- ESADE Business School
- St. Petersburg University
- Norwegian School of Economics and Business Administration
- University of Coimbra
- University of Zurich
- Vienna University of Economics and Business Administration

**Asia-Pacific**
- Chinese University of Hong Kong
- Hong Kong University of Science and Technology
- Indian Institute of Management Bangalore
- Indian School of Business
- Kats University
- Nanyang Technological University
- National Taiwan University
- National University of Singapore
- Saud National University
- Thammasat Business School
- University of Auckland
- University of Melbourne
- University of Sydney
- Waseda University

**Latin America**
- FGV-EAESP
- Pontificia Universidad Católica de Chile

**Africa**
- University of the Witwatersrand
During the past three decades, Tsinghua SEM has graduated about 20,000 students in its degree programs, and also provided more than 50,000 participants with non-degree courses. Tsinghua SEM alumni have made exceptional contributions to the development of the School, to their specialized industries, and to the economic growth in China and the world.

Supported by the online alumni interface and database, the School organizes class reunions, forums, lectures, seminars, and also establishes alumni associations and clubs. In such ways, Tsinghua SEM has created opportunities for its graduates to expand knowledge and network, build partnerships and further careers.

Tsinghua SEM alumni associations are formed all over China, including in Shanghai, Shenzhen, Shenyang and other cities; as well as in Sichuan, Shandong and other provinces. More than 30 alumni clubs in areas such as finance, real estate, automobile and entrepreneurship have been hosting regular events.

Upon the annual Advisory Board Meeting of Tsinghua SEM held in each October, the School invites distinguished SEM alumni to have lunch together with the Advisory Board members, making the event one of the highlights among various SEM alumni activities.

Tsinghua SEM also hosts regular regional alumni days. For example, from October 2010 to February 2011, three alumni day events for Beijing, the Yangtze River Delta and the Pearl River Delta were held respectively. Present at the events were all the members of the Deans’ Executive Committee of the School, SEM alumni and other guests. On Nov. 26, 2011, one more event was held. Dean QIAN Yingyi reported on the development of the School. Alumni guests participated in panel discussions on different topics. The School will continue to host regional Alumni Day events on a regular basis.