



UNIVERSITY OF
SAN FRANCISCO

School of Management
China Business Studies Initiative

旧金山大学商学院 中国企业管理研究所



KCBSI 2020



Dear CBSI Friends and Colleagues,

Wherever you are in the world at the moment, we at CBSI sincerely hope you and your loved ones are staying safe and healthy during this pandemic crisis. We also take comfort in seeing the light at the end of the tunnel with the arrival of vaccines.



CBSI has not stopped serving its community since the outbreak of the Covid-19 in the US. In fact, CBSI has rapidly adapted its programs and activities to the virtual format and continued to conduct annual academic global immersion programs, public forums, and board meetings as of March of this year. Moreover, we have launched the new virtual internship program for the International Student Ambassador Program. In addition, we have been busy fundraising and have secured significant financial contributions as well as an invaluable donation of 8,000 face masks from its loyal member and supporter to the university. Despite the challenges and limitations that this pandemic has imposed on all of us, CBSI has managed to not only maintain the current level of programming and global outreach but also expanded it while gearing up for a busy year in 2021!

We are grateful to you for standing with us during this difficult time. We would not have achieved all of this without you! The CBSI members and staff look forward to your continuing support as our organization is set for significant growth in 2021.

May the new year bring you and your loved ones good health and success!
Happy Holidays!

Yang Xiaohua

Director, China Business Studies Initiative
Professor of International Business

Vision: CBSI will be the San Francisco/Silicon Valley-based thought leader, knowledge hub, and relationship builder for China business and its global connections, bridging Asia, and the rest of the world.

Mission: CBSI leverages its unique position in San Francisco and Silicon Valley to build connections among business leaders, policy makers, and academic communities. It creates and shares knowledge about China business and its global connections. It informs current leaders and equips future leaders with the expertise and skills to engage with China-related business in Asia, North America and the rest of the globe.

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China Town Hall: The Tech Economy

November 17, 2020

Tech Experts, China Business Studies Initiative (CBSI) members, students, and people interested in technology gathered virtually to share their thoughts and get a deep understanding of the US and China's tech economy. On November 17, 2020, the China Business Studies Initiative (CBSI) at the University of San Francisco with the Bay Area Council hosted a two-part China Town Hall webinar: China Town Hall: The Tech Economy. The panel was held in conjunction with the CHINA Town Hall, organized by the National Committee on US-China Relations. During the webinar, our moderator was Peter Lorentzen, the board member of the China Business Studies Initiative (CBSI) and Academic Director of MS in Applied Economics. The webinar Panelists were tech investor and podcaster Rui Ma, Sean Randolph of the Bay Area Council Economic Institute., and internet executive and Alibaba alumnus Brian A. Wong.

CBSI Virtual Panel Series II: Saving Lives and Livelihoods: Silicon Valley in the Post COVID-19 World

April 30, 2020

The Experts and thought leaders gathered on the Silicon Valley (SV) panel to reflect on the world's #1 entrepreneurial ecosystem's evolution and transformation amid the global pandemic and economic upheaval the global economy is now facing. The event panelists were Brett Bonthron, the VP Office of Innovation in Salesforce, Gery Gutnik, the Product Lead in Facebook, and MORE Health Inc's, CEO/Co-Founder Hope Lewis. The panel organizer and moderator were Prof. Gleb Nikitenko. In this virtual panel, Silicon Valley (SV) experts and thought leaders reflected on the world's #1 entrepreneurial ecosystem's evolution and transformation amid the global pandemic and economic upheaval the global economy is now facing: What SV businesses have done to fight the spread of the pandemic COVID-19 virus? Can the Valley maintain and even strengthen its leadership position?



CBSI Virtual Panel Series I: Saving Lives and Livelihoods: What the US Can Learn from Other Nations?

April 15, 2020

The China Business Studies Initiative (CBSI) at the University of San Francisco hosted its first virtual panel: "Saving Lives and Livelihoods: What can the US Learn From Other Nations?" This webinar took up the interconnected medical and economic aspects of the COVID-19 crisis as it has unfolded across the globe, focusing on containing the virus while avoiding wholesale economic collapse. In particular, the event highlighted how US deficiencies in coordinating the public health response and implementing international collaboration could be compared to the successes in East Asia and other nations. The evening's highlight was the informative speech delivered by Jeremy Howard, an entrepreneur, business strategist, developer, and Senior Researcher in the USF program in informatics.

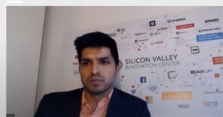
The Economy and the Common Good in Times of Pandemics: International Perspectives

April 8, 2020

The Center of Teaching Excellence and the Office of International Initiatives co-hosted a panel discussion on "The Economy and the Common Good in Times of Pandemics: International Perspectives." CBSI executive board members Stephen Roddy, Professor and Chair of Modern & Classical Languages in the College of Arts and Sciences, and Xiaohua Yang, Professor of International Business were part of this panel on COVID-19, along with CBSI faculty member Marco Tavanti, Professor of Non-profit Administration, and Sweta Chaturvedi Thota, Associate Professor of Marketing, hosted by Center of Teaching Excellence and Office of International Initiatives.



Protect Your Core Business While Innovating Interview with Roger Chen



SVIC Interviewed Professor Chen to Discuss Corporate Innovation.

Prof. Roger Chen is a faculty member at the school of management at the University of San Francisco. He is the founding executive board member of CBSI. Professor Chen is an expert in the fields of corporate innovation and growth strategy. In the video, Silicon Valley Innovation Center interviewed professor Chen to discuss corporate innovation. Prof. Chen discussed various challenges faced by many companies while engaging in innovation and growth. He also explained different solutions and the best practices to help companies innovate and grow.

Professor Yang Speaking at ECUST Forum "Where is the Path for Firm Globalization Post-Pandemic Crisis?"

杨教授受邀出席演讲【商院云讲堂】风雨之后，企业国际化路在何方？

December 8, 2020

Professor Xiaohua Yang, CBSI Director, was an invited speaker at the panel "Where is the path for firm globalization post-pandemic crisis?" hosted by the School of Business, East China University of Science and Technology in partnership with the Chinese Marketing Association of Universities on December 8, 2020, with an onsite and online format. Professor Yang discussed the challenges facing multinational firms and new trends for international business stemmed from Covid-19.





Professor Yang was a Panel Speaker on Innovation in Education Technology (教育科技的创新) at F50 Global Investment Summit October 22, 2020

Professor Xiaohua Yang, CBSI Director and Professor of International Business spoke on the panel “Innovation in Education Technology (教育科技的创新)” at F50 Global Investment Summit on October 22, 2020. She addressed the impact of Covid-19 on education and online education in particular. She believed education was one of the most impacted sectors by the pandemic outbreak, which exposed the global education system's vulnerability, especially the lack of investment in education supply chains and innovation. This panel was part of the F50's Annual Investment Summit.

Professor Yang Spoke at InvestSV Channel: How Did the Pandemic Crisis Disrupt Global Supply Chain: Efficiency vs. Resilience 新冠病毒疫情对全球供应链的影响：效益与韧性的应对策略

August 21, 2020

Professor Xiaohua Yang, CBSI Director and Professor of International Business, spoke on Silicon Valley Investment Channel: How did the pandemic crisis disrupt global supply chain: Efficiency vs resilience on August 21, 2020, hosted by David Cao, Found and CEO, F50: https://youtu.be/6X-YjKD_BDE. During the program, she discussed how a connected global market was abruptly shattered by Covid-19 and how the pandemic crisis disrupted global supply chains that multinational firms had been building the last few decades. Dr. Yang made recommendations to firms on how to build resilience in global supply chains. Thousands of people watched Professor Yang's speech on social media.



How Did Being Nimble and Proactive Save China AGI?

The CBSI's China AGI course led by professors Roger Chen and Liang Wang had original plan to take students to visit Shenzhen, China during the spring break March 9-15, 2020. Everything was set to go. In facing the coronavirus outbreak in China in January, the faculty, in a very short time, managed to design a completely new local China-Silicon Valley immersion experience for students, both academically sound and practically exciting to students. Everything was set to go again at the beginning of March when the coronavirus outbreak occurred in the US. The faculty again managed to change the entire visit into an online mode, and ISAP students partnered in the change process. This course's adaption is an excellent example of how USF and CBSI put students' safety first while ensuring the quality of learning. Throughout the process, the CBSI faculty received excellent support from both the university and the school leadership. The students enjoyed virtual visits to many Silicon Valley companies, including Symbio, MoreHealth, We-Work, and One Piece among others and they also took in some excellent lectures from USF and industry experts.



CBSI Supporter Donated 8000 Face Masks to USF

CBSI's long-time friend and donor, Kelly Goa, co-Founder of Bohong, Inc., recently donated 8000 FDA-approved face masks to USF. We want to thank Kelly for her generosity, sincerely. This donation will help keep our USF campus safe for our students and the rest of the community. Kelly, our honorary advisory board member, has been supporting CBSI since 2017.

Her donation has helped CBSI grow its flagship student program, International Student Ambassador Program, and has also helped establish our executive seminar programs. She is not only a successful entrepreneur but also a community builder. She established the Hebei Chamber of Commerce in California USF in 2016 to build bridges in business relationships between the US and China. Thank you, Kelly!



Kelly Gao (高翔)

CEO of Bohong Inc. in USA,
President of Youmyou Inc. in USA,

*Thank
you!*

A major tech Chairman in China, at one of the largest screen testing companies, has pledged to support CBSI with a large gift to help fund the China Business Studies Initiative. We are grateful to supporters that invest in CBSI and believe in its mission of enhancing US-China Relations.

Achievements of Our Members



Dr. Liang Wang Awarded SSHRC Insight Development Grant!

Dr. Wang. Dr. Liang Wang's research project "Exploring Meta-organization and Collective Action for Sustainable Development," with Professor Wan Li at the University of New Brunswick, has been awarded the Insight Development Grants in the amount of CAD\$51,958 by the Social Sciences and Humanities Research Council of Canada (SSHRC). SSHRC is a Canadian federal research-funding agency that promotes and supports post-secondary research and training in the humanities and social sciences.



Professor June Lee Won Women in the Academy of International Business Emerging Scholar Award

June Y. Lee is the recipient of the 2020 Women in the Academy of International Business (AIB) Emerging Scholar Award. This award recognizes one female AIB junior scholar recognizing her potential and high-quality research in international business and gender. Her recent paper on female transnational entrepreneurs, Nominated by other AIB members, analyzes how female immigrant entrepreneurs recombine resources and networks in their home and host countries from a gendered perspective. She has been an active AIB member serving as a reviewer, session chair, presenter, panelist, paper development workshops, and consortia participant. Professor Lee is a CBSI faculty member.



Congratulations on CBSI Faculty Member Professor Zifei Fay Chen Winning the 2020 The Innovation in Teaching with Technology Awards

CBSI Faculty Member Professor Zifei Fay Chen is the 2020 recipient of The Innovation in Teaching with Technology Awards at the University of San Francisco. The Innovation in Teaching with Technology Awards is granted to two faculty members each year for their outstanding technology use in the classroom or online. Chen's research focuses on corporate social responsibility, social media strategies, startup and entrepreneurial public relations, and crisis communication and management. Her work has been published in leading refereed journals, including Journal of Public Relations Research, Public Relations Review, Internet Research, and Journal of Product and Brand Management. She is co-author of the upcoming book Strategic Communication for Startups and Entrepreneurs in China (Routledge Taylor & Francis). She received her Ph.D., Communication from the University of Miami.



Congratulations to Professor Stephen Roddy on Being Awarded the Prestigious One-year Research Fellow

CBSI Senior Executive Board Member Professor Stephen Roddy has been awarded a one-year research fellowship by the International Research Center for Japanese Studies (国際日本文化研究センター) for his project titled "Lyrical Ethnography: The Power of Affect in Late-Premodern East Asia." The Center (known colloquially as Nichibunken) was established in 1987 in the Arashiyama district of Kyoto, where it has become one of the preeminent institutions promoting international research in multiple disciplines of Japanese Studies. He joined the advisory board of the Center for Gary Snyder Studies at Shanghai University of Finance and Economics, where he plans to participate in various environmental projects and initiatives in the coming years. Congratulations on achieving these significant honors, Professor Roddy!



Congratulations Professor Roger Chen to His Published Articles

Professor Roger Chen successfully published three articles on the Strategy and innovation of Chinese companies. Most importantly, these articles collaborate with his colleagues at CBSI, including Professor Xiaohua Yang and Prof. Liang Wang. He also successfully co-organized a China study trip, pivoted from a real to a virtual study trip due to Covid-19 Pandemic. Professor Roger Chen collaborated with colleagues to finish a Chinese company innovation case and have submitted it to Tsinghua University Case competition. He made virtual presentations to a U.S. multinational corporation (i.e., Diversy) and Chinese business executives on business growth via data and analytics experiments.

International Student Ambassador Program (ISAP) Activities



ISAP New Student Orientation

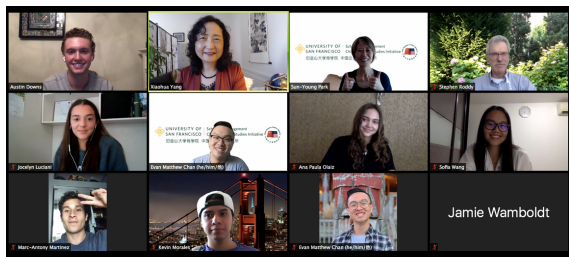
November 13, 2020

The International Student Ambassador Program (ISAP) hosted 2020 new member induction ceremony on November 13. ISAP president, Austin Down, and Vice President, Si Pham, organized this important event with ISAP Faculty Chair Professor Sun-Young Park and Faculty advisers Professor Steve Roddy and Professor Gleb Nikitenko. ISAP is designed to provide future leaders with opportunities to develop business and cultural capabilities of and immersion experience in Asia. The ISAP was commenced in 2016 by CBSI to nurture the University of San Francisco students in their professional and personal development related to China/Asia and U.S. business relations.

Fall ISAP 2020 Webinar: Challenges and Opportunities For International Students and Professionals in Today's Market

October 13, 2020

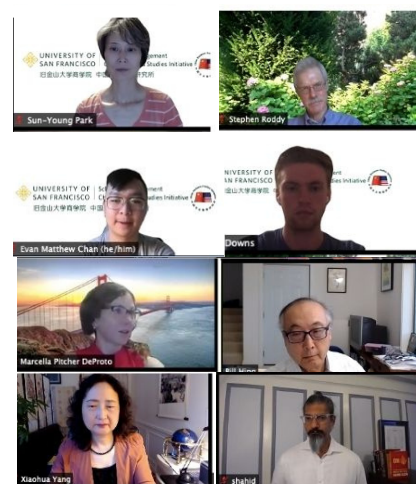
The international business expert panel shared thoughts and insights on the current and future job market prospects for university graduates and how the upcoming graduates should prepare themselves for the post-COVID-19 global business environment and job markets. The expert panel consisted of three CBSI advisory board members: Mr. Kishan Bulusu (Founder and CEO, Trealth), Dr. Mary Teagarden (Professor of Global Strategy, Thunderbird School of Global Management), and Mr. Jeff Wu (Chief Executive Officer, Symbio). Acknowledging the harsh reality of the pandemic effects, the panel advised students to make conscious efforts to keep developing themselves, map their skill sets and learn about industry sectors that they can explore after graduating, including those that they might not have considered before this pandemic.



ISAP's Fall Open House

September 4, 2020

For students interested in learning about doing business with innovative companies in Asia, the International Student Ambassador Program (ISAP) held their Fall Open House Friday, September 4, 3:30-4:30 PM PT on zoom. ISAP is a student program designed to provide future leaders opportunities to develop business and cultural capabilities combined with an immersion experience in Asia. The ISAP was started in 2016 by USF's China Business Studies Initiative (CBSI) to nurture USF students in their professional and personal development related to China and U.S. business, representing the endeavors of the CBSI.



Insights on the Job Market for University Graduates

April 24, 2020

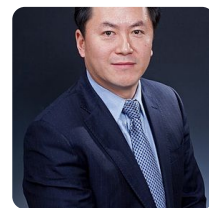
On April 24, 2020, CBSI hosted an "Insights on the job market for university graduates" webinar. The international business expert panel shared thoughts and insights on the current and future job market prospects for university graduates and how the upcoming graduates should prepare themselves for the post-COVID-19 global business environment and job markets. Mr. Kishan Bulusu, founder, and CEO of Trealth, Dr. Mary Teagarden, Professor of Global Strategy, Thunderbird School of Global Management, and Mr. Jeff Wu, Chief Executive Officer from Symbio, joined us to share their experience and knowledge about the job market.



MR. KISHAN BULUSU
Founder and CEO,
Trealth



DR. MARY TEAGARDEN
Professor of Global Strategy,
Thunderbird School of Global
Management



MR. JEFF WU
Chief Executive Officer,
Symbio

ISAP Faculty Chair



Sun-Young Park
Associate Professor

ISAP Faculty Advisers



Stephen Roddy
Professor



Gleb Nikitenko
Program Director
Assistant Professor

ISAP Members

Kenneth Cacacho
Evan Chan
Lyu Jian (William) Chen
Austin Downs
Patricia Graham
Martina Granieri

Yijun Han
Ari Heinemann
Qingyue Huang
Leo Huang
David Licea
Jocelyn Luciani

Marc-Antony Martinez
Kevin Morales
Natalie Orteza-Arevalo
Joseph Palmer
Si Pham
Kate Skardon

Ruben Wibo Stuiver
Sofia Wang
Nathan Wang
Ada Wu
Adeline Yuan
Anqi Zhou

CBSI Advisory Board Meetings

December 4, 2020

CBSI advisory board meetings were moved to Zoom on December 4, and May 1, 2020. The upside to the online meetings was that more board members from different time zones were able to attend the meetings. We are separate, but we are together virtually. With a strong advisory board, CBSI is poised to take off in the coming year.



Special Welcome to New CBSI Executive and Advisory Board Members



*Peter Lorentzen
Associate Professor*



*Ms. Nora Wu
Former Vice Chairwoman and Global Human Capital
Leader Pricewaterhouse Coopers International Ltd*

Congratulations to Our Advisory Board Members for Their New Roles



*Dr. Marshall Meyer
Chair, CBSI Advisory Board
Tsai Wan-Tsai Professor Emeritus
Wharton School of the University of Pennsylvania*



*Ms. Vivien Wang
Chair Emeritus, CBSI Advisory Board
Partner, Deloitte Tax LLP*

Executive Board Members



*Xiaohua Yang
Director, Professor*



*Liang Wang
Associate Professor*



*Roger Chen
Professor*



*Peter Lorentzen
Associate Professor*



*Gleb Nikitenko
Program Director
Assistant Professor*



*Sun-Young Park
Associate Professor*



*Stephen Roddy
Professor*

Advisory Board Members



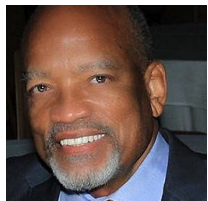
*Chair
Dr. Marshall Meyer*



Dr. Yufu Cheng



Dr. Richard Huang



Dr. Charles T. Moses



Ms. Vivien Wang

Mr. Sibo Feng



Mr. Kishan Bulusu



Ms. Darlene Chiu-Bryant



Dr. Margret Jung-Jin Kim



Dr. N. Bruce Pickering



Mr. Wayne Wang



Ms. Nora Wu



Mr. David Chen



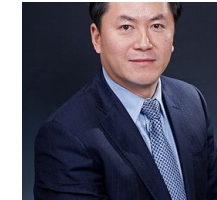
Mr. Del Christensen



Mr. Tim Kochis



Dr. Mary Teagarden



Mr. Jeff Wu

Mr. Robert E. Jones

Executive producer: Professor Gleb Nikitenko
Editor/Designer: Gulnar Rzayeva and Maple Zhu

KCBSI is a publication of the China Business Studies Initiative. Regrets for any errors or omission.