



中国·廊坊国际经济贸易洽谈会  
CHINA(LANGFANG)INTERNATIONAL ECONOMIC & TRADE FAIR

## 硅谷创新一走进京津冀

China Innovation and  
Global Integration:  
From Silicon Valley to  
Beijing-Tianjin-Hebei

主办单位 Hosts:

旧金山大学商学院  
University of San Francisco  
School of Management  
北京大学产业技术研究院  
Peking University  
School of Innovation and Entrepreneurship

支持单位 Co-Host:

廊坊市归国华侨联合会  
Returned Overseas Chinese Federation  
Langfang City

承办单位 Local Host:

世界华侨华人社团联合会  
World Federation of Overseas Chinese  
Associations



协办单位 Supporting Organizations:

全球创新中心  
Global Innovation Center  
华东理工大学商学院  
East China University of Science and Technology  
School of Business  
美国加州河北商会  
Hebei Chamber of Commerce in California USA  
新道科技股份有限公司  
Seentao Technology Co. Ltd.

日期: 2017年5月17-19日

地点: 中国·廊坊

Date: May 17-19, 2017

Location: Langfang, China

<http://www.cbsiconference.com>

<http://www.518.gov.cn/en/>



硅谷创新—走进京津冀  
China Innovation and Global Integration:  
From Silicon Valley to Beijing–Tianjin–Hebei

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And

第二届中国企业管理研究所国际会议  
2nd CBSI International Conference

主办单位 Hosts:

美国旧金山大学商学院  
University of San Francisco School of Management  
中国北京大学产业技术研究院  
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Seentao Technology Co. Ltd.

2017年5月17–19日

中国·廊坊  
May 17–19, 2017  
Langfang, China

# Program Overview

## 会议议程一览

Wednesday, May 17

周三, 5月17日

Venue: One Hundred Theatre

会场: 廊坊壹佰文创大厦

8:00—8:10 AM

**Introductions and Welcome**

开幕

Venue: One Hundred Theatre, Ground Floor, Banquet Hall 2

会场: 壹佰文创大厦负一层宴禧厅厅二

8:10—8:40 AM

**Keynote Speech by Paul Beamish, Ph.D.**

(Sponsored by East China University of Science and Technology)

**主题演讲: 中国与西方创新的发展历程与前景比较**

鲍明鑫教授, 加拿大韦仕敦大学毅伟商学院冠名教授

(本论坛由华东理工大学商学院赞助提供)

Venue: One Hundred Theatre, Ground Floor, Banquet Hall 2

会场: 壹佰文创大厦负一层宴禧厅厅二

8:40—9:50 AM

**Key Panel: Globalization and Integration of China's Businesses**

(Sponsored by Deloitte)

**主题论坛: 中国企业的全球化和一体化** (本论坛由德勤赞助提供)

Venue: One Hundred Theatre, Ground Floor, Banquet Hall 2

会场: 壹佰文创大厦负一层宴禧厅厅二

9:50—11:00 AM

**Key Panel: China's Innovation Challenges and Opportunities**

(Sponsored by Seentao Technology Co., Ltd.)

**主题论坛: 中国创新创业的挑战和机遇**

(本次论坛由新道科技股份有限公司赞助提供)

Venue: One Hundred Theatre, Ground Floor, Banquet Hall 2

会场: 壹佰文创大厦负一层宴禧厅厅二

11:00 AM—12:10 PM **Regular Panel 1**

**Chinese Firms in the Foreign Market: Integration and Collaboration**

**并行论坛 1: 中资企业在海外: 整合与合作**

Venue: One Hundred Theatre, 8th Floor, Golden Eagle Hall

会场: 壹佰文创大厦 8 楼金鹰厅

**11:00 AM—12:10 PM A Conversation with Education Leaders: Entrepreneurship and Innovation education: What lessons can Universities learn from Silicon Valley?**

(Sponsored by Seentao Technology Co., Ltd.)

**与教育领袖对话：硅谷创新创业对大学教育的启示**

(本次论坛由新道科技股份有限公司赞助提供)

Venue: One Hundred Theatre, Ground Floor, Banquet Hall 2

会场：壹佰文创大厦负一层宴禧厅厅二

**12:10—1:00 PM Luncheon**  
午餐

**1:30—2:30 PM Regular Panel 2**  
**China's "Mass Entrepreneurship and Innovation" Strategy**  
**并行论坛 2：中国大众创新万众创业战略**

Venue: One Hundred Theatre, 8th Floor, Golden Eagle Hall

会场：壹佰文创大厦 8 楼金鹰厅

**1:30—2:30 PM Special Session: Entrepreneurship and innovation Curriculum design and Instructional Practices: An American Perspective**

(Sponsored by Seentao Technology Co., Ltd.)

**特邀论坛：创业与创新教育的课程设计与授课方法**

(本次论坛由新道科技股份有限公司赞助提供)

Venue: One Hundred Theatre, Ground Floor, Banquet Hall 2

会场：壹佰文创大厦负一层宴禧厅厅二

**2:30—3:30 PM Special Case Panel (Sponsored by Thompson Rivers University)**  
**案例特邀论坛 (本次论坛由汤姆逊大学赞助提供)**

Venue: One Hundred Theatre, Ground Floor, Banquet Hall 2

会场：壹佰文创大厦负一层宴禧厅厅二

**2:30—3:30 PM Regular Panel 3**  
**Corporate Social Responsibility and Sustainability Practices**  
**并行论坛 3：企业社会责任与可持续发展**

Venue: One Hundred Theatre, 8th Floor, Golden Eagle Hall

会场：壹佰文创大厦 8 楼金鹰厅

**3:30—4:30 PM Regular Panel 4**  
**Cross-Cultural Differences**  
**并行论坛 4：跨文化差异管理**

Venue: One Hundred Theatre, 8th Floor, Golden Eagle Hall

会场：壹佰文创大厦 8 楼金鹰厅

**3:30—4:30 PM Regular Panel 5**  
**Innovative Business Models and Systems**  
**并行论坛 5：创新商业模式与系统**

Venue: One Hundred Theatre, Ground Floor, Banquet Hall 2

会场：壹佰文创大厦负一层宴禧厅厅二



4:30—5:30 PM      **Regular Panel 6**  
**Leveraging Human and Organizational Competence**  
**并行论坛 6：人力资源与组织能力**

Venue: One Hundred Theatre, 8th Floor, Golden Eagle Hall  
会场：壹佰文创大厦 8 楼金鹰厅

4:30—5:30 PM      **Regular Panel 7**  
**Venture Capital and Foreign Direct Investment**  
**并行论坛 7：风险资本与跨境投资**

Venue: One Hundred Theatre, Ground Floor, Banquet Hall 2  
会场：壹佰文创大厦负一层宴禧厅厅二

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## **Special Executive Forum and B2B Project Presentations** **硅谷创新—走进京津冀高端论坛项目发布专场**

**Wednesday, May 17**

**周三, 5 月 17 日**

**Venue: Tian Du Hotel**

**会场：廊坊天都酒店**

2:10—2:30 PM      **Private Meeting with Government Officials (By Invitation Only)**  
**省市领导与企业家会晤专场（限于受邀嘉宾）**

2:30—2:40 PM      **Welcome from Government Officials**  
**省市领导致辞**

2:40—2:50 PM      **Remarks from the Conference Organizers**  
**会议主办方致辞**

2:50—3:50 PM      **New Technology Frontier in Silicon Valley**  
(Sponsored by Sina–Newchange New Energy Technology Corp., Ltd.)  
**专题论坛：硅谷高科技前沿的探讨**  
(本次论坛由上海众联能创新能源科技股份有限公司赞助提供)

3:50—4:50 PM      **Jingjinji Xiong An’s Synergistic Development and Prospects of**  
**China–U.S. Business Relationships**  
**专题论坛：京津冀雄安协同发展下中美商贸关系展望**

4:50—6:00 PM      **B2B Project Presentations and B2B Match Making**  
(Supported by CBSI Student Ambassadors)  
**高科技项目对接发布会（由 CBSI 学生大使提供协助）**

6:30—8:30 PM      **Conference Dinner**  
**会议晚宴**

## Thursday, May 18

周四, 5月18日

Venue: One Hundred Theatre, 8th Floor, Heima Hall

会场: 廊坊壹佰文创大厦八层黑马厅

- 8:30—12:00 PM Official Opening Ceremony and Trade Exhibition (Separate Venue TBA)  
5.18 正式开幕式 & 贸易展览 (场地待定)
- 12:10—1:00 PM Luncheon  
午餐
- 1:00—2:00 PM Chinese Companies' Globalization and Branding in Global Market  
专题论坛: 中国企业海外投资以及在全球市场的品牌化
- 2:00—3:00 PM VC & Angel Investment from and to China  
专题论坛: 源于和面向中国的风险投资 / 天使投资
- 3:00—4:00 PM Key Panel: China's Belt and Road Initiative and Beijing-Tianjin-Hebei Synergies: Prospects for Future Development  
专题论坛: 中国一带一路倡议与京津冀协同发展的展望与未来
- 4:00—6:00 PM Activity TBA  
活动待定
- 6:30—8:30 PM Conference Dinner  
会议晚宴

## Friday, May 19

周五, 5月19日

Venue: Langfang International Hotel

会场: 廊坊国际饭店

- 9:00—11:30 AM Bank of China B2B Event (By Invitation Only)  
Co-hosted with Bank of China and supported by CBSI Student Ambassadors  
中国银行项目对接洽谈会 (限于受邀企业)  
由中国银行联合主办, CBSI 学生大使提供协助

## Saturday, May 20

周六, 5月20日

Venue: Langfang Conference and Exhibition Center, Hall A, 2nd Floor, West Hall

会场: 廊坊国际会展中心 A 馆 2 楼西厅会议室

- 9:00—11:20 AM Company B2B Activities  
Co-hosted with Hebei Chamber of Commerce in California USA and supported by CBSI Student Ambassadors  
B2B 对接洽谈  
由美国加州河北商会联合主办, CBSI 学生大使提供协助

# Conference Venue

## 会议场地

### Main Conference Accommodation 首选会议住宿 Holiday Inn Express Langfang Park View 廊坊远景智选假日酒店

Address 地址	Phone 电话
Holiday Inn Express Langfang Park View No.195 Jinguang West Rd, Anci District, Langfang 廊坊远景智选假日酒店 廊坊市安次区金光西路 195 号 065000	+86 316 766 6999

### Tian Du Hotel, May 17 (Afternoon) 廊坊天都酒店, 5 月 17 日 (下午)

Address 地址	Phone 电话
Tian Du Hotel, Langfang No. 188 Guangyang Road, Guangyang District, Langfang 廊坊天都大酒店 广阳区广阳道 188 号 065000	+86 316 233 9998

### One Hundred Theatre, May 17 – 18 廊坊壹佰文创大厦, 5 月 17 – 18 日

Address 地址	Phone 电话
Langfang One Hundred Theatre No. 196 Guangming West Road, Anci District, Langfang 廊坊壹佰文创大厦 廊坊市安次区光明西道 196 号 065000	+86 13910103845

### Langfang International Hotel, May 19 廊坊国际饭店, 5 月 19 日

Address 地址	Phone 电话
Langfang International Hotel No. 81A Heping Rd, Guangyang District, Langfang 廊坊国际饭店 廊坊市广阳区和平路 81 号甲 065000	+86 316 217 3456

### Langfang Conference and Exhibition Center, May 20 廊坊国际会展中心, 5 月 20 日

Address 地址	Phone 电话
Langfang Conference and Exhibition Center Youyi Rd, Guangyang District, Langfang 廊坊国际会展中心 廊坊市广阳区友谊路中段	+86 316 217 3456

# 旧金山大学商学院院长 伊丽莎白·戴维斯 寄语



首先，我谨代表旧金山大学（USF）向诸位致以热烈的欢迎。我们大学非常自豪地推出第二届 CBSI 中国企业管理研究所国际会议：《硅谷创新走进京津冀》。这是一个与北京大学主办和海外华人协会世界联合会承办的联合盛会，将于 2017 年 5 月 17 至 18 日在中国廊坊举行，将召集众多学者，企业高管和政策制定者共聚一堂，针对中国的大众创业，万众创新，对外投资及一带一路等国策展开交流讨论，特别会重点探讨河北省雄安的发展前景。这次会议还会给我们旧金山大学的学生们提供一个独特的机会以学生大使的身份直接参与中国企业管理研究所的学术及企业对企业间的交流活动。

一百六十多年来，旧金山大学通过渊源的历史及大学自身全球的网络与中国发展建立了多层次的联系。我们有许多引以为傲的中国的著名校友，包括华润集团副总裁及华润置地董事长王印。目前，我们有 1000 多位中国学生在旧金山大学校园里学习。我们渴望创立一个充满活力的平台，让更多学者、投资者、企业高管、政策制定者前来共同进行真诚的对话，针对中国在进一步融入全球经济一体化时所面临的内外挑战，探寻解决之道。

我邀请您参加这些令人激动的大辩论，就您至关重要的议题，例如廊坊、雄安、河北、中国，乃至世界未来可持续发展发表宏论。祝您在中国和开会期间渡过美好时光。鸡年愉快！

A handwritten signature in cursive script that reads "Elizabeth B. Davis".

**伊丽莎白 B. 戴维斯 博士**  
旧金山大学管理学教授  
麦克拉伦及玛萨贡管理学院院长



# 世界华侨华人社团联合会秘书长 汪伟 寄语



尊敬的各位领导和各位来宾：

欢迎来到由国家商务部、河北省人民政府共同主办的“2017年第34届中国·廊坊国际经贸洽谈会”。这次峰会的举办是为了配合京津冀协同发展、雄安新区建设和廊坊地区对于科技创新、大健康、大教育、能源环保技术的需要。在河北省和廊坊市政府大办支持下，世侨会这次与美国旧金山大学商学院、旧金山大学中国企业管理研究所、美国加州河北商会、北京大学产业技术研究院、和华东理工大学商学院，联合主办中美创新和整合会议。我谨代表世界华侨华人社团联合会向会议的成功表示热烈的祝贺！

34年在历史的长河中只是一瞬间，但对遍布世界各地的华侨华人却是极不平凡的历程。世侨会以“新战略、新机遇、新发展”为主题，团结广大海外华人，通过不同方式参与祖国建设，在科技经贸方面强化项目和产销衔接，努力打造国际化、专业化、市场化的投资贸易和产能合作促进平台。自成立以来世侨会邀请组织了100多个国家的4万余人次侨胞回国参观、考察、投资，并多次参加廊坊国际经贸洽谈会。在过去几年里，世侨会为廊坊引进了美、加、德、法、荷兰、奥地利等近10个国家的66名高端科学家携带的62个高新科技项目，为京津冀的发展，中国科技的进步，和“中国制造”的概念作出贡献。

今年的焦点话题是就特朗普执政下中美经贸关系前景，以及中国企业在全球市场的品牌化等专题进行讨论。峰会还将举办硅谷专场活动，邀请前来参会的十几家美国硅谷高科技公司，对接他们的科技项目成果在河北转化落地。通过我们过去的努力，我们成功的建立了海外华人和中国科技机构的交流合作，涌现了越来越多的应用新技术的初创企业。我相信，通过这次峰会，这些交流合作会更一步促进新的想法，企业，和技术的发展。

预祝本次大会圆满成功！

谢谢大家！

**汪伟**  
世界华侨华人社团联合会秘书长

# 硅谷创新走进京津冀峰会 大会主席 寄语

在中国杭州举行的 B20 和 G20 峰会，标志着通过科技创新实现全球合作，创造一个更具包容性的互利共赢世界经济已经成为了中国新的战略核心。今年四月一宣布的建立雄安新区进一步明确了中国政府通过更为深远的全球合作，在经济增长模式，增长渠道及商业模式领域通过可持续创新拉动经济增长的决心。基于上述精神，为促进中美两国的企业学习和发扬硅谷的创新精神，交流科技创新经验和成果，不断提高各自的劳动生产率水平和为社会服务的能力，引导中美企业走出国门，实现全球化的生产和运营，同时，通过参加此次会议，为旧金山大学的学生提供一个理解全球企业环境的场所，美国旧金山大学中国企业管理研究所携手北京大学产业技术研究院和世界华侨华人联合会共同举办此次重要国际会议并成为河北廊坊 5.18 国际经贸洽谈会重要的一部分。

具体而言，这一会议旨在于促进关于以下几个热点议题的讨论：创业创新在经济发展中所扮演的角色及其如何成为世界经济发展合作的引擎；雄安新区发展的机遇与挑战，一带一路倡议如何刺激地区和全球的经贸合作；中国应该怎样建立一个更为有序的法治社会，为更加开放互信的跨国经济合作及更加有益的投资环境打下良好基础，降低外资企业在华运营的风险，促进中外企业之间的合作；中国对于科技创新和绿色科技的重视将如何与旧金山湾区的高新及绿色科技企业对接；中国创新和全球合作将如何改变中国及整个世界；海内外华人及企业机构将面临何种机遇和挑战；各国政府，企业和全球各类机构将如何通力合作，为我们的下一代创造一个更加美好的中国，更加美好的世界。

正如习近平主席在 B20 峰会上所强调的，我们共享一个世界，同呼吸共命运。中国希望与世界各国和平相处，并为其他国家的繁荣昌盛贡献力量。会议将探讨如何通过各方人士的精诚合作，使我们生活的世界变成一个更加美好的地方。

我们代表组委会成员诚挚欢迎各位参加这次盛会！

**杨小华博士**  
大会主席

**陈东敏博士，黄学琪博士，阎海峰博士**  
大会联合主席

# 会议议程

周三，5月17日

会场：廊坊壹佰文创大厦

8:00—8:10 AM 大会主席致开幕辞

杨小华博士  
旧金山大学商学院教授  
中国企业管理研究所所长

伊丽莎白·戴维斯博士  
旧金山大学商学院院长

8:10—8:40 AM 主题演讲：中国与西方创新的发展历程与前景比较  
鲍明鑫教授，加拿大韦仕敦大学毅伟商学院冠名教授  
(本论坛由华东理工大学商学院赞助提供)

8:40—9:50 AM 主题论坛：中国企业的全球化和一体化 (本论坛由德勤赞助提供)

主持人：  
武常岐博士  
北大光华管理学院教授

演讲嘉宾：

鲍明鑫博士  
加拿大韦仕敦大学毅伟商学院冠名教授  
邓平博士  
克里夫兰州立大学商学院冠名教授  
陆亚东博士  
迈阿密大学商学院冠名教授

马歇尔·迈耶博士  
宾夕法尼亚大学沃顿商学院冠名教授  
罗莎莉·董博士  
西蒙弗雷泽大学商学院冠名教授

9:50—11:00 AM 主题论坛：中国创新创业的挑战和机遇  
(本次论坛由新道科技股份有限公司赞助提供)

主持人：  
陈荣鑫博士  
旧金山大学商学院创新战略教授

演讲嘉宾：

陈东敏博士  
北京大学创新创业学院筹建组组长，  
千人专家教授  
赵刚博士  
中国科技部战略研究院研究员，  
全球创新中心主任

布鲁斯·麦克恩博士  
悉尼理工大学商学院教授

罗莎莉·董博士  
西蒙弗雷泽大学商学院冠名教授

陆亚东博士  
迈阿密大学商学院冠名教授

王永贵博士  
对外经济贸易大学商学院院长

11 AM—12:10 PM

并行论坛 1  
中国企业在海外市场：一体化与合作

主持人：  
凡妮莎·哈塞博士  
旧金山大学

标题	作者
是什么决定中国企业进入国外市场的结果？中国对外直接投资对企业特征和企业距离之间的影响	Shuo Zhang, 中央财经大学国际贸易与经济硕士
新兴市场公司的全球价值链参与和升级：资源依赖之逻辑  **最佳论文奖候选人	Ziliang Deng, 中国人民大学商学院副教授 Ziyan Zhu, 中国人民大学商学院博士生 Xufei Ma, 香港中文大学, 中国香港中文大学中大商学院副教授
中国跨国公司执行技术能力的创造和表现	Feng Zhang, 美国德克萨斯州圣玛丽大学国际商务副教授 Guohua Jiang, 宾夕法尼亚州西切斯特大学管理学助理教授

11 AM—12:10 PM

与教育领袖对话：硅谷创新创业对大学教育的启示  
(本次论坛由新道科技股份有限公司赞助提供)

主持人：  
巴里·多伊尔博士  
旧金山大学商学院副院长

演讲嘉宾：

周前进先生  
新道科技股份有限公司高级副总裁

伊丽莎白·戴维斯博士  
旧金山大学商学院院长

Shalendra Sharma 博士  
岭南大学副校长

阎海峰博士  
华东理工大学商学院院长

向玉乔博士  
湖南师范大学文化道德学院院长

迈克·亨利博士  
汤姆逊大学商学院院长

12:10—1:00 PM

午餐

1:30—2:30 PM

并行论坛 2  
中国大众创新万众创业战略

主持人：  
Marc Idelson 博士  
中国诺丁汉大学商学院

标题	作者
设计服务质量：对中国和美国新企业生存的影响	Y. Lisa Zhao, 西雅图大学 Albers 商学与经济学院创业教授

标题	作者
新兴经济体在非正式竞争中的创新战略	Jorge Antonio Heredia Pérez, 秘鲁利马太平洋大学教授 Alejandro Flores, 秘鲁利马太平洋大学教授

1:30—2:30 PM

**特别论坛：创业与创新教育的课程设计与授课方法**  
(本次论坛由新道科技股份有限公司赞助提供)

主持人：

**格列布·尼基坚科博士**

旧金山大学商学院全球创业硕士项目主任教授

演讲嘉宾：

**薛凡博士**

黄淮学院创新创业学院院长

**莫妮卡·哈德森博士**

旧金山大学商学院 Gellert 家族企业中心  
主任，副教授

**苏珊·斯特赖克博士**

旧金山大学商学院创新创业教授

**魏小军博士**

麦科文大学商学院副院长教授

2:30—3:30 PM

**案例特邀论坛** (本次论坛由汤姆逊大学赞助提供)

主持人：

**魏小军博士**

麦科文大学商学院副院长教授

主讲人：

**玛丽莲·泰勒博士**

密苏里大学堪萨斯城分校冠名教授

标题	作者
健康：成功的企业公民	Yuan Denghua, 广东外语外贸大学
中国 Comac 追求世界大型商用飞机市场的创新与融合	Alanna Krolkowski, 阿尔伯塔大学中国研究所 魏小军, 麦科文大学商学院 陈德志, 上海交通大学
ClickDishes: 一个初创公司在前进	魏小军, 麦科文大学商学院 Matthew Mardres, 麦科文大学商学院
中国对英国核工业的投资：决定因素，挑战，前景和政策影响	Pi-Chi Chen, 格林威治大学国际商业与经济系, 英国伦敦 Young-Chan Kim, 格林威治大学国际商业与经济系, 英国伦敦

2:30—3:30 PM

**并行论坛 3**  
**企业的社会责任与可持续发展的措施**

主持人：

**Yang Yang 博士**

北京工商大学

标题	作者
碳的定价对中国和加拿大能源部门的影响	Rohit Jindal, 麦科文大学商学院 魏小军, 麦科文大学商学院



标题	作者
中国空气污染是否会影响企业价值？	<b>Mengmeng Guo</b> , 中国成都西南财经大学经济与管理研究所 <b>Tao Yang</b> , 中国成都西南财经大学经济与管理研究所 <b>丁小雅</b> , 美国加利福尼亚州旧金山大学管理学院 <b>Ligang Zhong</b> , 加拿大安大略省,温莎, 温莎大学Odette商学院
可持续创业 – 中国可以从德国的创业场景中中学到什么？	<b>Anika Lotter</b> , 德国科隆商学院MBA学生 (高级可持续管理中心) <b>Marina A. Schmitz</b> , 德国科隆商学院 (高级可持续管理中心) 博士生
理想与实际：中国家族企业主和经理人评估逆向选择因素	<b>Monika L. Hudson</b> , 旧金山大学 <b>Hailan Helan Yang</b> , 山东江苏大学

3:30—4:30 PM

#### 并行论坛 4 跨文化差异管理

主持人：  
**罗莎莉·董博士**  
西蒙弗雷泽大学

标题	作者
首席执行官的心态和企业合作行为：制度监管和市场环境的调节作用  **最佳论文奖候选人	<b>郑伟</b> , 北京大学 <b>钟伟国</b> , 北京大学副教授 <b>路江永</b> , 北京大学教授
文化差异对外国子公司绩效表现所做出的反应	<b>Vanessa C. Hasse</b> , 旧金山大学助理教授
企业规划与研究资金作为知识交流实践 – 通过安排中西哲学了解创新者	<b>Marc Idelson</b> , 中国浙江宁波诺丁汉大学商学院创业与创新副教授
西方消费者对中国品牌看法：中国品牌宣传特色对品牌资产的影响	<b>孙捷</b> , 锡耶纳大学商学院营销助理教授

3:30—4:30 PM

#### 并行论坛 5 创新商业模式与系统

主持人：  
**布鲁斯·麦克恩博士**  
悉尼理工大学商学院

标题	作者
通过简单规则建立商业模式	<b>Sunny Li Sun</b> , 美国密苏里-堪萨斯大学 <b>Jianqiang Xiao</b> , 中国人民大学 <b>Yanli Zhang</b> , 蒙特克莱尔州立大学
亚洲和拉丁美洲关联企业在美国跨国公司研发国际化战略中的作用	<b>Celio Hiratuka</b> , 巴西州立大学SP,坎皮纳斯州立大学经济研究所副教授
中巴双边经济关系：特征与近期演变	<b>Celio Hiratuka</b> , 巴西州立大学 SP,坎皮纳斯州立大学经济研究所副教授
中国的创新与全球一体化 – 大学技术转移中不安全感理论框架	<b>Clovia Hamilton</b> , 诺克斯维尔汉密尔顿大学

4:30—5:30 PM

**并行论坛 6**  
**利用人力和组织能力**

主持人：  
**Xufei Ma 博士**  
香港中文大学

标题	作者
关系能力与局部同构性：高级经济学中 EMNEs 的战略选择	王亮, 旧金山大学助理教授 Hongjuan Zhang, 中国天津大学副教授 杨小华, 美国旧金山大学教授
优质资助者创始人交流机构 (FFX)：探索岗位资金关系	Yuzhen Zhou, 美国俄亥俄州辛辛那提, 辛辛那提大学博士候选人 Charles H Matthews, 美国俄亥俄州辛辛那提, 辛辛那提大学教授
在中国全球化和创新环境下, 缩小受过高等教育的女性的工资差距	Peng Ye, 香港大学 Gu Guolin, 香港大学
人力资源管理应用, 满足企业的差异化和创新要求: 人才管理	Muhammad Imran Hanif, 助理教授, Musaffa Meryem, Zara Naeem, Tariq Malik, 研究学者, 马耳他大学 Bahauddin Zakariya 大学银行和金融研究所

4:30—5:30 PM

**并行论坛 7**  
**风险投资和外商直接投资**

主持人：  
**约翰·冈萨雷斯博士**  
旧金山大学

标题	作者
通过南南合作, 解决中国对外直接投资拉美地方企业创新绩效的新模式	Jorge Antonio Heredia Pérez, 秘鲁利马太平洋大学战略管理教授 Alejandro Flores, 秘鲁利马太平洋大学行政管理教授
探索中国国家主导的拉丁美洲 FDI 模式: 从采掘业得出的证据	Daniel Shapiro, 加拿大西蒙弗雷泽大学教授 Carlos Vecino, 哥伦比亚 Bucaramanga, Universidad Industrial de Santander 大学教授 Jing Li, 加拿大西蒙弗雷泽大学副教授
探索中国国家主导的拉丁美洲 FDI 模式: 从采掘业得出的证据	Mark Vincent Cannice, 旧金山大学教授 Gleb Nikitenko, 旧金山大学助理教授 杨小华, 旧金山大学教授
2010–2016 年美国对中国企业的投资	John Gonzales, 旧金山大学助理教授

## 硅谷创新—走进京津冀高端论坛项目发布专场

周三, 5月17日  
地点: 廊坊天都酒店

2:10—2:30 PM 省市领导与企业家会晤专场 (限于受邀嘉宾)

2:30—2:40 PM 省市领导致辞

2:40—2:50 PM 会议主办方致辞

2:50—3:50 PM 专题论坛: 硅谷高科技前沿的探讨

主持人:  
靳继刚博士  
佩特塞斯有限公司总裁兼创始人

演讲嘉宾:

沈丽琴博士  
国际商务机器公司 (IBM) 中国研发中心  
总监

李博谟先生  
全球智慧城市大会主席

托尔雅各布·拉姆瑟先生  
阿伦多数据分析有限公司总裁兼创始人

Chia-Lin Simmons 女士  
LookyLoo 有限公司总裁兼创始人

范卫国博士  
弗吉尼亚理工大学教授

3:50—4:50 PM 专题论坛: 京津冀雄安协同发展下中美商贸关系展望

主持人:  
王一楠博士  
北京德恒律师事务所合伙人, 企业家论坛联合主席

演讲嘉宾:

戴翔先生  
恩力能源总裁

徐登峰先生  
中国北方工业公司高级投资主管

李忠博士  
北京德恒律师事务所

王海明先生  
北京亦庄国际产业投资管理有限公司  
副总经理

4:50—6:00 PM 高科技项目发布会 (由 CBSI 学生大使提供协助)

6:30—8:30 PM 会议晚宴

周四, 5月18日

会场: 廊坊壹佰文创大厦八层黑马厅

8:30—12:00 PM 5.18 正式开幕式 & 贸易展览 (场地待定)

12:10—1:00 PM 午餐

1:00—2:00 PM 专题论坛: 中国企业海外投资以及在全球市场的品牌化

主持人:  
吴建先生  
锐开科技首席运营官

演讲嘉宾：

**薛伟先生**  
海尔集团首席运营官  
**李占国博士**  
圣玛丽大学商学院院长  
**Dolly Wu 女士**  
浪潮集团美国总经理

**大卫·斯特雷洛先生**  
华为全球市场副总裁  
**王薇薇女士**  
德勤国际税务合伙人

2:00—3:00 PM 专题论坛：源于和面向中国的风险投资 / 天使投资

主持人：  
**约翰·冈萨雷斯博士**  
旧金山大学金融学教授

演讲嘉宾：  
**Qi Lu 女士**  
Tsing Capital 战略与研发总监  
**吴建先生**  
锐开科技首席运营官

**李文悌先生**  
华夏商贾信息技术研究院院长

3:00—4:00 PM 专题论坛：中国一带一路倡议与京津冀协同发展的展望与未来

主持人：  
**李平博士**  
西交利物浦大学商学院教授

**斯定文博士**  
旧金山大学东亚文化研究学教授

演讲嘉宾：  
**卢德南博士**  
旧金山大学兼职教授  
**陈甬军博士**  
人民大学商学院教授  
**薛虹博士**  
北京师范大学法学院教授

**Shalendra Sharma 博士**  
岭南大学副校长  
**康荣平博士**  
中国与全球化智库世界华商研究所所长

4:00—6:00 PM 活动待定

6:30—8:30 PM 会议晚宴

**周五，5月19日**

会场：廊坊国际饭店

9:00—11:30 AM 中国银行项目对接洽谈会（限于受邀企业）  
由中国银行联合主办，CBSI 学生大使提供协助

**周六，5月20日**

会场：廊坊国际会展中心 A 馆 2 楼西厅会议室

9:00—11:20 AM B2B 对接洽谈  
由美国加州河北商会联合主办，CBSI 学生大使提供协助

# 组委会成员

## 大会主席



杨小华博士  
旧金山大学商学院

## 大会联合主席



陈东敏博士  
北京大学创新创业学院



阎海峰博士  
华东理工大学



黄学琪博士  
世界华侨华人社团联合会

## 学术论坛主席



王亮博士  
旧金山大学商学院



马特·莫诺博士  
旧金山大学商学院



武长岐博士  
北京大学光华商学院

## 企业家论坛主席



陈荣鑫博士  
旧金山大学商学院



王一楠博士  
德恒律师事务所（中国）



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华东理工大学

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黄学琪博士  
世界华侨华人社团联合会

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北京大学光华商学院

## 企业家论坛主席

陈荣鑫博士  
旧金山大学商学院

王一楠博士  
德恒律师事务所（中国）

## 特邀论坛负责人

斯定文博士  
旧金山大学商学院

卢德南博士  
伦敦国际法律中心

魏小军博士  
麦科文大学商学院（加拿大项目）

## 最佳论文评选委员会主席

凡妮莎·哈塞博士  
旧金山大学

## 组委会其他成员

邹德浩  
高级记者

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人民日报

邓平博士  
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聂影影  
世界华侨华人社团联合会

格列布·尼基坚科博士  
旧金山大学

宋世杰  
世界华侨华人社团联合会

玛丽·蒂加登博士  
亚利桑那州立大学

吴冰博士  
华东理工大学

许可博士  
北京大学

叶佩  
卧客国际旅行社（北京）有限公司

褚郑昌  
旧金山大学

# 演讲嘉宾



**鲍明鑫博士**  
加拿大西安大略大学毅伟商学院冠名教授

鲍明鑫是加拿大艾维商务学校国际管理专业研究主席。他是超过 55 本书籍和 125 篇文章的作者或合著者。他的出版物涉及到国际管理,战略管理,合资企业和联盟等多个领域。他的文章曾发表于《管理学会期刊》、《管理学会评论》、《战略管理杂志》、《国际商业研究 (JIBS)》等地方。他在 1993 至 97 年曾担任《国际商业研究》的主编,也担任过其他很多编辑委员会的成员。他也是加拿大亚太基金会的研究员。鲍明鑫教授指导过 32 篇博士论文,其中很多是有关国际合资和联盟的。



**戴翔先生**  
恩力能源总裁

恩力能源科技有限公司创始人, 董事长兼CEO。清华储能技术产业研究院副理事长。在新材料、新能源、储能技术研发及产品产业化领域耕耘廿余年, 其中14年在美国高科技公司负责产品创新和产业化, 7年创业公司高管经验。曾在美国惠普、Evergreen Solar等公司任事业部总工程师、研发总监、首席技术官。清华大学, 物理学士、固体物理硕士; 美国德州大学奥斯汀分校, 材料科学及工程博士 (师从“国际锂电之父”John Goodenough教授)。



**陈东敏博士**  
北京大学创新创业学院筹建组组长, 千人专家教授

陈东敏博士是北京大学千人引进学者, 先进交叉学科研究院和大数据研究院讲席教授, 负责北京大学创新创业教育与研究机构的组建; 2012-2016出任北京大学产业技术研究院院长, 科技开发部部长, 主持北京大学的产学研工作, 同时参与管理与北京大学孵化器合作的种子基金, 天使基金和风险投资基金。陈东敏教授是联合国知识产权组织创新指数研究中心的国际顾问; 曾是美国哈佛大学Rowland研究院所长顾问委员会成员, 任量子器件物理研究室主任十五年; 之后担任过中国科学院物理所 / 北京凝聚态物理国家实验室主任, 苏州技术研究院的创始人和执行院长。



**伊丽莎白·戴维斯博士**  
旧金山大学商学院院长

伊丽莎白·戴维斯博士是管理学院历史上的首位女院长, 她是战略管理, 组织动态, 可持续性和商业政策的专家。她曾任康乃迪克州纽黑文大学商学院院长, 乔治华盛顿大学妇女领导研究所所长, 国家疾病研究交流中心首席执行官兼首席运营官。该研究所是一家生物医学研究与技术公司, 总部设在费城。戴维斯博士拥有哥伦比亚巴纳德学院社会学学士学位及宾夕法尼亚大学沃顿商学院社会系统科学系的博士学位。



**陈荣鑫**  
旧金山大学商学院创新战略教授

陈荣鑫是美国旧金山大学的终身教授, 并在2015年被浙江大学聘为客座教授。他是“亚洲商业研究”(Journal of Asia Business Studies) 杂志的联合创始人并任中国招商集团博士后研究站外籍指导教授。陈教授曾长期被位于硅谷的研究咨询公司SBF (Silicon Valley Business Forum) Consulting 聘为咨询副总裁。陈教授的研究主要集中在企业竞争战略, 企业创新及业务成长。他在世界一流的学术刊物 (如Academy of Management Journal、Management International Review等) 及其它杂志上发表了大量的论文并应邀接受新闻媒体的采访。他经常为各大公司经理人员进行管理培训, 包括中国的联想, 李宁, 中信集团, 海航集团, 以及世界著名公司包括Intel, 大众汽车, 泰克电子, 米其林, 日本的东芝(Toshiba)等一些知名企业和机构。陈教授还被曾被韩国KAIST大学邀请为讲座教授, 并在长江商学院, 上海交大, 西安交大及等著名的大学讲学。



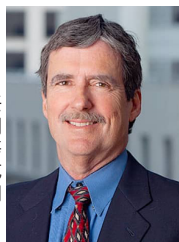
**邓平博士**  
克里夫兰州立大学商学院冠名教授

邓教授1990年取得中国人民大学法律学士学位, 并在1998年在奥多明尼昂大学取得国际商务研究与战略博士学位。邓教授曾在美国多所著名大学任教。在克里夫兰州立大学, 邓教授主要教授研究生国际贸易, 国际战略和新兴市场跨国公司等课程。邓教授在克里夫兰州立大学被授予讲座教授为最高荣誉学术职位来表彰邓教授所做的贡献。作为讲座教授, 邓教授负责全球商务方面的课程, 为提高学院和大学的声誉发挥了积极睿智的领导作用。



**陈甬军博士**  
人民大学商学院教授

陈甬军, 男, 1954年11月出生。现为中国人民大学商学院教授、博士生导师、国家重点学科产业经济学学科带头人, 兼任中国人民大学校务委员会委员、中国经济改革与发展研究院副院长, 享受国务院政府特殊津贴。曾获中国图书奖、国家高等教育优秀教学成果一等奖、全国高等学校人文社会科学优秀成果一等奖、吴玉章人文社会科学优秀成果等多项奖励。长期研究市场经济理论与改革、产业与区域发展理论和企业战略管理实践等。2000年美国斯坦福大学胡佛研究院高级访问学者, 2004-05年美国福布赖特高级研究学者 (约翰斯·霍布金斯大学)。



**巴里·多伊尔博士**  
旧金山大学商学院副院长

主管学务的副院长巴里·W. 多伊尔教授自1984年起就在管理学院里工作了, 他历任大学本科, MBA和行政MBA课程的教师。通过与世界各地的大学合作, Doyle教授帮助协调和评估学术课程, 并担任CBSI的联席主任。在这之前的年月里, 他担任中国华润控股公司和广州企业高管MBA远程学习课程教授主任, 负责监督课程并教授基础和高级的企业财务课。

他最近出版的文章屡屡出现在《多国业务评论》, 《运营与供应链管理: 国际期刊》及《质量管理杂志》上。



**范卫国博士**  
弗吉尼亚理工大学教授

范卫国博士在2002年在安娜堡密歇根大学罗斯商学院工商管理学院获博士学位。1997年他在新加坡国立大学获得计算机科学硕士学位。1995年他在中国西安交通大学信息与控制工程学院中国大学获得工程学士学位。他的研究兴趣集中在新型信息技术的设计和开发 - 信息检索, 数据挖掘, 文本分析, 社交媒体分析, 商业智能技术等方面, 以支持更好的商务信息管理和决策。他的研究成果已经在许多主要的 IT / IS / OM 期刊中刊登, 并得到了大量的资助。



**康荣平博士**  
中国与全球化智库世界华商研究所所长

康荣平现任中国与全球化智库世界华商研究所所长, 中国工程院创新研究室特聘研究员, 全球温州商人研究中心学术总监。他是曾任中国社会科学院世界经济与政治研究所前研究主任, 北京市人民政府专家顾问, 中华人民共和国商务部《对外投资合作国别指南》特聘专家。康主任曾任日本亚洲经济研究所客座教授, 国学院大学客座教授, 都在东京和韩国首尔国立大学客座教授。



**约翰·冈萨雷斯博士**  
旧金山大学金融学教授

约翰·冈萨雷斯博士从威斯康星大学麦迪逊分校的经济学院获得他的经济学博士学位。他在私营和公共的部门方面都有丰富的经验。他是“医疗自主”有限公司的协同创始人。除了担任首席经济学家和财务总监, 约翰还在旧金山大学任教经济学与金融学。他还积极参与硅谷的风险投资和创业生态系统运作, 并对美国向中国的投资进行研究。



**李博谏先生**  
全球智慧城市大会主席

李博谏先生是全球智能城市论坛的创始人兼总裁 (2016年至今), JPL金融投资公司总裁 (2009年至今), 美国IPO市场顾问 (2004年至今)。他也是硅谷中国技术与商务协会总裁 (2015-2016), 美国合伙人, 微信 (中国), 高级顾问 (2010年至今)。



**迈克·亨利博士**  
汤姆逊大学商学院院长

迈克·亨利博士是汤姆逊大学商学院院长。他的职业生涯涵盖了私人, 公共和非营利部门, 包括精神卫生, 家庭服务, 监管和公共事务。他的研究兴趣是家族企业。他是加拿大艾伯特省的前省级政治家。1993年至1997年, 他担任阿尔伯特省立法委员会成员。



**卢德南博士**  
旧金山大学兼职教授

卢德南是旧金山大学管理学院的兼职教授。他也是公共国际法咨询小组的专家在巴黎。他曾任斯坦福大学法学院客座副教授, 香港大学法学院副教授, 哈佛法学院访问学者, 中国富布莱特法律教授。在香港的时候, 他曾担任世界贸易组织亚太区域贸易政策课程的第一个学术协调员, 微软亚太信息通信技术研究网络总监, 美国伟凯律师事务所顾问, 亚太经社会在泰国曼谷的顾问。



**莫妮卡·哈德森博士**  
旧金山大学商学院 Gellert 家族企业中心主任, 副教授

莫妮卡·哈德森博士是旧金山大学的副教授, 在研究生和本科阶段教授创业, 组织行为和公共行政。她指导USF的Gellert 家庭商业中心, 该中心促进和支持湾区的家族企业。哈德森博士的研究兴趣包括企业家精神, 身份和行为以及私人, 公共和非营利部门的战略实施。

哈德森博士从西北部获得本科学位; 她是旧金山大学工商管理硕士学位; 以及俄亥俄州西北大学医学院的管理医师。她最近在哥伦比亚卡利获得了2017-18富布莱特研究奖学金。



**李忠博士**  
北京德恒律师事务所

在加入德恒之前, 李忠律师曾就职于威立雅能源亚洲区 (达尔凯亚洲公司), 威立雅水务华中区、北京观韬律师事务所、北京金杜律师事务所、英国阿特肯大律师事务所、英国司力达律师事务所伦敦及香港办公室。



**靳继刚博士**  
佩特塞斯有限公司总裁兼创始人

靳继刚是一名企业家, 一名软件工程师, 也是一位经验丰富的美国专利律师。他在明尼苏达大学法学院获得了法学博士学位, 也曾在美国多家著名的律师事务所担任过专利律师。近来, 他创立了金和方律师事务所 (Jin & Fang LLP), 并与硅谷的一些创业公司以及中国的公司进行了广泛的合作。在法学院进修之前, 他曾在华尔街一些大型的保险公司和银行担任软件工程师, 为这些公司设计开发分布式和基于网络的软件系统。他本科毕业于西安交通大学获得了计算机科学与工程学士学位, 后来他就读于纽约州立大学获得了计算机科学硕士学位。



**李平博士**  
西交利物浦大学商学院教授

李平博士是西交利物浦大学国际企业管理终身正教授。他也是丹麦哥本哈根商学院中国企业管理领域终身正教授, 以及美国加州州立大学国际企业管理终身正教授。他的研究主题包括“发展中国家跨国公司崛起战略”及“中国传统思想在现代管理领域的应用”, 并在该两大领域中位居全球领军地位。





**李文悌先生**  
华夏商贾信息技术研究院院长

李文悌先生拥有20年咨询管理、企业家教育，15年传统企业互联网化课题研究经验。中国十大策划名师（2010年）。师从著名经济学家，华夏智库研究院院长赵林如博士（原国务院发展研究中心企业部部长）及中国民营经济及区域经济发展研究著名专家学者周德文教授（温州大学经济系教研室原主任，现民进中央经济委员会副主任，中国商帮研究院首席经济学家，浙江省人大代表）。

李文悌先生主要对中国产业发展及中小企业转型升级战略思维课题进行研究。咨询企业超过1000家，服务企业400余家，在中国产业流通领域屡创经典案例。主要思维架构就是为上游供应链提供战略规划，商业模式改良，传统企业互联网化，经销商渠道建设等提供一揽子解决方案。



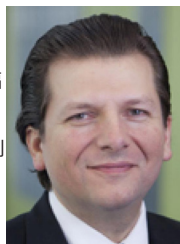
**马歇尔·迈耶博士**  
宾夕法尼亚大学沃顿商学院冠名教授

马歇尔·迈耶是宾夕法尼亚大学沃顿商学院的蔡湾仔管理和社会学名誉教授，当代中国研究中心成员，东亚研究中心协会会员。他也是耶鲁行政领导学院的学者和在香港科技大学商学院任副教授。迈耶在沃顿商学院曾担任过Anheuser-Busch和Richard A. Sapp的教授职位。迈耶曾在哈佛大学、康奈尔大学、加州大学河滨分校、加利福尼亚大学欧文分校及加利福尼亚大学洛杉矶分校教书，也是耶鲁管理学院的客座教授，并是中国香港大学工商管理学院、清华大学经济管理学院和香港科技大学商学院的教职工。迈耶也是罗素塞奇基金会在1993年至1994年的访问学者。



**李占国博士**  
圣玛丽大学商学院院长

李占国教授是《亚洲商业研究期刊》创始人之一，也是加利福尼亚圣玛丽学院商学院院长。在他领导下的商学院在本科和研究生课程拥有历史上最高的入学率。其杂志执行MBA已经被CEO杂志和美国新闻与世界报告列为全国和全球的顶尖计划之一。他曾在旧金山大学，加州大学伯克利分校，波士顿大学，北京大学任教，并为跨国公司咨询。他的研究主要发表在主要的学术期刊和实用期刊上。



**格列布·尼基斯科博士**  
旧金山大学商学院全球创业硕士项目主任教授

格列布·尼基斯科博士在创业与创新，国际商业和公共政策等领域有近20年的课程开发，评估和教学/培训经验。尼基斯科博士目前担任创新创业中心（NVC）主任和全球创业管理硕士（MGEM）和创业与创新大师（MSEI）主任，他充分发挥了他在研究生和本科课程研发，学生专业导师及创业创新战略中的优势。他的专业背景包括创业学习和评估课程的工作，国际组织（联合国国际原子能机构）以及他在母国乌克兰的创业公司。



**Qi Lu 女士**  
Tsing Capital 战略与研发总监

Qi Lu 女士是 Tsing Capital 公司策略与研究合作伙伴。她在能源，环保和可持续发展领域工作了七年以上。她的兴趣领域包括可再生能源，能源互联网，电动汽车，能源效率，电力储存，物联网等。在任职 Tsing Capital 公司之前，她曾在碳信托和 Azure 国际公司这两个领先的环保和低碳咨询公司以及彭博新能源金融工作。卢女士持有美国哥伦比亚大学运营研究科学硕士和清华大学工业工程系工程学士学位。



**托尔雅各布·拉姆瑟先生**  
阿伦多数据分析有限公司总裁兼创始人

托尔雅各布·拉姆瑟是阿兰多数据分析公司的首席执行官和创始人。他曾是麦肯锡公司商业技术办公室（BTO）的高级合伙人。托尔雅各布·拉姆瑟曾负责管理麦肯锡的全球能源实践技术服务产业以及欧洲、中东和非洲地区（EMEA）的大数据/高级分析服务项目。他也曾管理麦肯锡（挪威）和在新加坡的那维亚（Scandinavia）的麦肯锡公司商业技术办公室（BTO）。在加入麦肯锡公司之前，托尔雅各布曾是埃森哲的合伙人，获得过麻省理工斯隆学院（MIT Sloan School）和麻省理工学院技术战略学院（MIT School of Engineering）的联合硕士学位。他还拥有挪威管理学院（BI）的经济学学士学位。



**陆亚东博士**  
迈阿密大学商学院冠名教授

陆教授是迈克尔大学杰米里恩·杰克斯利杰出教授和管理教授。他还是国际商务学院（AIB）的选举研究员，并获得了二十个研究，教学和服务奖。他于2009年在迈阿密大学获得教授参赞杰出学者奖，这是该大学给予本校教师的最高荣誉。自90年代中期以来，陆教授已成为世界顶尖的国际管理研究学者。他在管理和国际业务的主要评审期刊上发表了170多篇文章，其中包括AMJ, ASQ, AMR, SMJ, JIBS, JAP, Org. 科学等。他还创作了十几本书，还有大约一百本出版物。他的研究兴趣包括全球企业战略，全球公司治理，国际合资企业和新兴经济体的管理等。陆教授的研究方向与对象包括国际商务合作，企业与政府关系，跨文化合作战略，新兴市场跨国企业，新兴市场企业国际扩张等重要及及时性主题。



**斯定文博士**  
旧金山大学东亚文化研究学教授

斯定文教授是美国普林斯顿大学东亚系博士，对于中国、日本、韩国等的古典文学素有研究，长期执教于旧金山大学，现为该校现代与古典语言系教授。近年来获得了布莱特法案基金资助金、汉学研究中心的资助金在首尔、台北等地进行文学和思想史方面的研究。



**布鲁斯·麦克恩博士**  
悉尼理工大学商学院教授

麦克恩教授作为斯坦福大学胡佛研究所的客座研究员，他致力于研究中外公司和新兴经济体的跨国公司在中国的创新改革。在回归斯坦福大学之前，麦克恩教授一直在位于上海的中欧国际商学院任教。

在2001到2007年间，麦克恩教授担任斯坦福大学斯隆硕士项目的主管，该项目为职业中期的企业管理者提供一年的硕士课程。2001-2010年间，他还在斯坦福大学的MBA课程中教授国际商务。在2008年到2011年，麦克恩教授在悉尼大学的美国研究中心指导默克公司的创新研究项目。他创立并主导了硅谷大学的行政工商管理硕士课程，并且在为硅谷的中国企业管理者主持课程教导。



**沈丽琴博士**  
国际商务机器公司（IBM）中国研发中心总监

上海交通大学自动控制系、信息与控制工程系及图象处理与模式识别研究所分别获得学士、硕士及博士学位。1995年加入IBM中国研究中心，从事语音识别技术的研究。她领导的小组于1997年成功研制了第一个连续语音中文听写系统。她在该领域申请了十几项专利，其中大部分已在美国、台湾、韩国发表，发表了二十几篇论文。由于她的突出贡献，荣获了原总裁郭仕纳签发的IBM杰出技术成果奖。之后在语音、文本分析、自然语言理解等人工智能领域长期从事研究和产品化工作，其成果已成为IBM核心技术库，用于各产品和解决方案中。2004年6月，被《中国计算机报》及《中国妇女报》评选为“中国十大IT科研女性”。



**Chia-Lin Simmons 女士**  
LookyLoo 有限公司总裁兼创始人

Chia-Lin Simmons 是 LookyLoo 的首席执行官兼创始人。LookyLoo 是一家技术零售和大数据/机器学习的初创公司，汇集了时尚社交网络，大数据和机器学习的图像识别及其他数据，从而帮助搜寻合适的衣着，发现好的衣服设计，变换风格，增加客户信心，从而降低服装零售业的退货率。Chia-Lin 在汽车和运输技术领域也十分活跃，在多家公司担任顾问和委员会成员。她在汽车技术领域的兴趣和专长源于她曾经作为哈曼国际（现在的三星）营销与内容副总裁时的经历。Chia-Lin 曾担任谷歌数字商务 Google Play 音乐和 Google Play 商店全球合作伙伴营销总监，北美 Playphone 总经理及市场部副总裁，以及 Audible 战略联盟亚马逊公司副总裁。



**王维薇女士**  
德勤国际税务合伙人

王维薇女士在国际税务方面有长达19年的服务经验，主要为入境投资和对外投资的跨国企业提供税务申报和商业咨询服务。她的专业经验包括进驻新兴市场战略筹划，跨境并购，以及上市企业的企业重组。是德勤美国境内投资服务组美国西部地区的领导人，王维薇女士在外国公司在美国市场的入境投资项目方面具有丰富的经验，包括进驻美国市场的策略，投资和财务架构筹划，海外无形资产控股架构设计，以及整体实际税率筹划。王维薇女士参与及主导多项知名跨国上市或下市税务重组项目。王维薇女士为很多不同行业的客户提供过服务，包括高科技，生化科技，新能源，物流，风险投资和私募股权等。



**大卫·斯特雷洛先生**  
华为全球市场部副总裁

大卫·斯特雷洛是华为数字家庭产品线营销副总裁。斯特雷洛先生长期以来一直是在线媒体解决方案的领导者。于过去的二十多年中，他在第一个推动互动电视和媒体测试，互联网视频流，视频内容传送网络以及将高清视频技术推向市场中，均扮演了主要的角色，使 IPTV, OTT 和混合多屏幕服务获得了今天的成功。斯特雷洛先生深深地全面地参与了全球扩展 IPTV 和数字家庭业务，并在把中国科技公司扩展成跨国公司方面经常发表宏论，是一个众所周知的专家。斯特雷洛先生是卡内基梅隆大学的毕业生。



**王永贵博士**  
对外经济贸易大学商学院院长

王永贵（香港城市大学博士）的研究集中在服务管理，共同创造价值，客户关系管理以及客户创新。他在《市场营销》、《运营管理》、《管理》、《产品创新管理》、《国际市场营销》、《商业研究》、《决策支持系统》、《信息和管理》等报刊发表过文章。

王教授曾在 2014 和 2015 年被评为研究被引用次数最多的中国学者，他领导了中国的“一万人计划”，是中国国家自然科学基金项目的关键（主要）项目的负责人，国务院特殊津贴专家，以及国家有突出贡献的中青年专家。他还被授予国家项目“百千万人才”，中国大学的新世纪优秀人才项目，霍英东教育基金会项目，及北京城市的知名教师奖。他也是美国西北大学富布莱特凯洛格管理学院的高级客座教授。



**苏珊·斯特赖克博士**  
旧金山大学商学院创新创业教授

苏珊·斯特赖克博士在加利福尼亚州旧金山市旧金山大学创业创新与战略系担任管理兼职教授。她曾在加州大学伯克利分校能源与环境部的劳伦斯伯克利实验室担任职员科学家和项目负责人。然后，她被转派到英国伦敦，在决策支持系统应用中为软件咨询公司管理企业支配工作。其客户包括巴克莱银行，NCR，苏格兰皇家银行，加拿大皇家银行，塞恩斯伯里银行，道亨银行和农业信贷银行。她拥有加州大学伯克利分校的理学学士和科学硕士学位，以及旧金山大学组织与领导系的博士学位。



**魏小军博士**  
麦科文大学商学院副院长教授

魏小军 (William Xiaojun Wei) 教授现任加拿大阿尔伯塔省公立麦科文大学 (MacEwan University, Alberta) 商学院副院长 (主管国际交流与科研)，《亚太与全球化评论》期刊主编，并在多家国际学术团体及大学担任要职：如国际能源监管学会董事，香港加拿大商会董事，中国与全球化智库研究员，上海对外经贸大学、广东外语外贸大学及中国石油大学客座教授及联合博士生导师。主要研究领域为对外直接投资、跨文化管理、能源经济等，迄今已发表和出版学术论文、专著、商业案例 100 余篇(部)，并于 2012 年被全球商业促进研究院 (Academy For Global Business Advancement) 授予杰出学者。



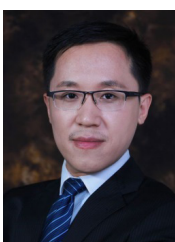
**罗莎莉·董博士**  
西蒙弗雷泽大学商学院冠名教授

罗莎莉·董是加拿大西蒙弗雷泽大学的国际贸易专业教授。她拥有明 & 斯特拉·王首席教授席位。通过一个世界范围内超过 13000 位和她同专业全球管理从业者和教授参加的选举，董教授于 2000-2001 年度被选举为一个管理学会的副主席，任期五年，并发展成为 2003-2004 年度的主席，以及 2004-2005 年度前任主席。作为管理学院和国际商务学院的一员，她还被选为加拿大皇家学会的成员。她被评为 1998 年温哥华女青年会在管理、职业和贸易方面的年度女性人物。1997 年她获得了英属哥伦比亚大学工商管理学博士学位。她曾在威斯康星大学系统工商管理学担任威斯康星特聘教授。她还是威斯康星-密尔沃基大学的国际商务中心主任。她就职于宾夕法尼亚大学沃顿商学院、俄勒冈大学，她同时也担任哈佛大学、加州大学洛杉矶分校、英格兰曼彻斯特大学科学和技术研究所、丹麦哥本哈根商学院、香港中文大学、北京大学、上海中欧国际工商学院的客座教授。



**武常岐博士**  
北大光华管理学院教授

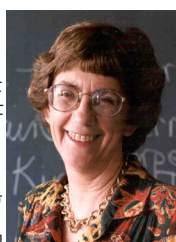
武教授是国家高新技术产业开发区战略研究所所长，国际商务管理研究所所长，北京大学光华-思科领导研究所所长。加入北大前，武教授曾在香港科技大学商学院任职十多年。武教授曾于 1997 年任西北大学凯洛格管理研究生院访问学者，于 1998 年任鲁汶天主教大学客座教授，以及于 2012-2015 年任香港大学客座教授。武教授在 1982 年荣获中国山东大学经济学学士学位。他于 1986 年获得工商管理荣誉硕士学位，于 1990 年获得比利时鲁汶天主教大学应用经济学博士学位。武教授也是欧洲工业经济研究协会 1991 年“青年经济学人论文竞赛”奖的获得者。他专攻工业经济，管理战略和国际业务。目前，他是中国国家自然科学基金资助的重点科研项目“中国企业对外直接投资与跨境并购”的首席调查员。武教授是国家战略分析研究小组负责人，该小组负责第五代通讯系统的经济工业战略分析。武教授曾任负责起草中国国家重大科技攻关项目“十二五”，“十三五”计划的委员会专家。



**王一楠博士**  
北京德恒律师事务所合伙人，企业家论坛联合主席

美国明尼苏达 (University of Minnesota) 大学法学院 法学博士 (J.D.) (Cum Laude 优等成绩荣誉)，东北财经大学法学学士

王律师持有中国和美国纽约州的律师执业资格。在加入德恒之前，王律师曾就职于美国贝克·麦坚时 (Baker & McKenzie) 国际律师事务所、北京金杜律师事务所和美国纽约某律师事务所。王律师在跨境投资、争议解决、金融等领域有丰富经验，曾经向多家跨国集团及大型国营企业提供多方领域的法律咨询服务。包括能源、医药、通信、零售、银行业、保险、汽车、金融 (互联网) 等。



**玛丽莲·泰勒博士**  
密苏里大学堪萨斯城分校冠名教授

玛丽莲·泰勒博士，工商管理硕士，经济管理博士。慕尼黑大学战略管理专员 Gottlieb / Missouri 主席。担任各种大学领导职务。现任玛丽莲·泰勒博士病例授予竞赛计划的协调员。研究兴趣集中在慈善领域企业家的经验。她出版过十多本书和超过 100 篇文章和案例研究，包括在 2017 年爱德华·埃尔加即将出版的《揭开案例研究的奥秘》中，以及 2014 年爱德华·埃尔加的《企业家向善善转型研究手册》，也是 2016 年法新社 Skystone 合作伙伴研究奖获得者。她的研究，服务，和领导力均在当地，区域和国家内获得认可。哈佛商学院工商管理硕士，经济管理博士。南佛罗里达大学荣誉本科。





**Dolly Wu 女士**  
浪潮集团美国总经理

Dolly Wu是浪潮云数据中心美国分部的总经理。多莉在高科技行业有超过 20 年的经验。Dolly 开设了自己的公司 Inergy 国际公司，并成功运行了三年，将思科网络产品，惠普/富士通服务器和笔记本电脑转售到了非洲和拉丁美洲。Dolly 还为 Supermicro 工作了六年多，担任 Supermicro 的顶尖销售和销售团队负责人，专注于美国的 HPC，大数据，存储和云计算市场。Dolly 拥有加州大学伯克利分校哈斯商学院的工商管理学位。



**薛虹博士**  
北京师范大学法学院教授

薛虹博士是北京师范大学法律教授，互联网政策法律研究所所长，联合国国际贸易法委员会（UNCITRAL）和北京师范大学联合主任（BNU）国际电子商务法。她是中国商务部任命的国家电子商务专家，是中国全国人大任命的起草中国电子商务法的主要法律专家之一。她是联合国亚太无纸化贸易专家网络（UNNEXT）咨询委员会专家，中国国际经济贸易仲裁委员会仲裁员。



**吴建先生**  
锐开科技首席运营官

吴建先生于2015年卸任文思海辉集团执行副总裁兼首席营销官，首席全球管。在文思的12年间潜心推动全球投资和全球业务发展战略，开拓了集团在美国、欧洲和亚太的市场，助力文思在2007年成为纽交所上市公司（NYSE:VIT），及至卸任时全球达两万五千人规模，中国IT服务领域排名第一，IAOP 2014年全球排名第8的文思海辉集团。

吴建现任总部位于美国硅谷的 ScaleFlux 公司首席运营官，带领团队开发业界最先进的高性能存储和计算产品，开拓中美两国的存储及大数据应用市场。由于其在业界的影响力，吴建还跨界被聘为美国旧金山大学中国商务研究所，以及TCM生化医疗公司等的顾问董事。



**薛伟先生**  
海尔集团首席运营官

现任海尔集团COO。作为 CMU访问学者、全球知名开源领域专家、工信部云存储专委会首席专家、清华大数据中心特聘专家、北大AVS2视频编解码标准互联网应用技术组组长，在金融服务、制造零售分销、互联网与云计算创新领域拥有丰富的产业实践，先后服务于天大天财、GE Capital、VancelInfo 等海内外知名IPO企业，历任乐视网高级总监、115.com CTO、Redhat中国首席架构师等；熟悉我国金融、制造、软件服务外包与互联网产业经济发展，对战略性新兴产业及主流技术经济发展如新金融、新制造、新零售产业创新与TMT、云计算、物联网及人工智能等领域有深入研究，先后发表多篇关于物联网、智能建筑、云计算文章。



**王玉乔博士**  
湖南师范大学文化道德学院院长

王玉乔博士是湖南师范大学道德文化研究院副院长、教授、博士生导师；英国威尔士大学和美国斯坦福大学研究学者、美国乔治城大学富布赖特项目研究学者；主要研究西方伦理思想史、政治伦理学和经济伦理学；著有《分配正义》、《美国伦理思想史》等著作。



**赵刚博士**  
中国科技部战略研究院研究员，全球创新中心主任

赵刚博士，清华大学博士后，中国科学技术发展战略研究院研究员，全球创新中心主任。世界能源论坛“能源政策奖”2016年获得者。斯坦福大学国际安全和合作中心访问教授，美国国务院国际访问学者，亚洲基金会田长霖访问学者。历任科技部软科学组织处处长。兼任科技部、国家发改委可再生能源和新能源国际科技合作计划办公室副主任；中国软科学研究会常务理事、副秘书长；中国数量经济与技术经济研究会理事；北京技术经济研究会监事长。现在主要负责科技部和国家发展改革委的“可再生能源和新能源国际合作计划”，主持中美创新对话、中国能源战略研究、中国可再生能源和新能源国际合作战略研究，组织中美新能源论坛、中国欧盟创新论坛、中国奥地利创新论坛、中日韩新能源论坛等。



**徐登峰先生**  
中国北方工业公司高级投资主管

徐登峰，管理学博士，中国北方工业公司高级投资主管兼公司投资评审委员会委员，中国人民大学最受学生欢迎的MBA企业导师之一。商务部中国国际经济合作学会学术委员，中国国际工程咨询协会专家。



**周前进先生**  
新道科技股份有限公司高级副总裁

周前进是现任新道科技股份有限公司（833694）合伙人、高级副总裁，新道创新创业学院院长、教育新道校长联席会副理事长。专注研究院校人才培养的就业质量和创业素养，终生致力“教育复兴中国”的人生使命。



**薛凡博士**  
黄淮学院创新创业学院院长

薛凡，武汉大学博士研究生，现任黄淮学院创新创业学院院长、大学生创新创业中心主任、校资产运营公司总经理，教育部高校规划建设发展中心特聘专家，河南省高校众创空间建设指导委员会主任。负责运维的黄淮学院大学生创新创业园是国家级科技企业孵化器、国家级众创空间、全国大学生创新创业产学研合作示范基地。

# 学生大使项目



丁小雅教授  
金融系



斯定文教授  
中国文学系



苏珊·斯特赖克教授  
创业系  
教授指导团队负责人

## 领导团队

Nikolaus Jacobs  
Alyse Andre  
Stephen Chen  
Ying Pan  
Abeygail Panganiban  
Brittany Tam

## 学生团队

Fares Al Muhtaseb  
Julia Aziz  
Priscilla Campos  
Angel Duan  
Taylor Foster  
Byron Han  
Sameriah Johns  
Tatum Kassel  
Weida Lin  
Shangyang Liu  
Chelsea Mathews  
Nico Narduzzi  
Nikita Patel  
Abrielle Peltier  
Kanika Priyadarshi  
Stefano Rakigjija  
David Salazar  
Cinthia Segovia-Sosa  
Dana Su

Crystal Sun  
Zane Witherspoon  
Shanshan Yang  
Yiru Zheng  
Susu Zhu

# 主办单位简介

## 旧金山大学

旧金山大学成立于 1855 年，地处旧金山市，校园位置得天独厚，矗立在全市七座山峰之一的孤山山顶，远眺整个风景优美的旧金山湾和金门大桥。旧金山大学一万多名学生来自美国本土和世界各地 57 个国家。

本校的商学院被《华尔街日报》评为全美最好的商学院之一，其中的创业创新专业素来享有盛誉，培养出了诸如 Intel 公司总裁、Adobe 创始人等众多知名企业家，并被誉为华人董事长的摇篮，中国校友包括新浪董事陈立武、华润置地董事长王印。

旧金山大学中国企业管理研究所成立于 2014 年。作为中国企业全球化的知识创新中心植根於旧金山大学与中国长期的历史渊源，立足于充满活力的旧金山硅谷创新创业生态区，致力于促进针对中国和美国贸易投资关系和中国企业全球化的研究和发展。研究所通过卓有影响的研究，丰厚的资源以及它广阔的全球网络搭建起连结学者，企业高管，政策制定者，学生和校友的独特平台，共同创造並分享中国企业全球化的知识。研究所近年来举办了多次有影响力的高端国际会议与论坛，探讨中国企业国际化中的问题和解决方法，2015 年在旧金山举办的第一届国际会议《攻克美国市场：中国跨国公司的机遇与危险》吸引了 200 多位来自美国和世界各国的企业家，专家学者，政府官员，深得各界人士的赞誉与媒体的关注。

## 北京大学

北京大学 (Peking University) 简称「北大」，诞生于 1898 年，初名京师大学堂，是中国近代第一所国立大学，也是第一个以「大学」之名创办的学校，其成立标志着中国近代高等教育的开端。北大是中国近代以来唯一以国家最高学府身份创立的学校，最初也是国家最高教育行政机关，行使教育部职能，统管全国教育。北大催生了中国最早的现代学制，开创了中国最早的文科、理科、社科、农科、医科等大学学科，是近代以来中国高等教育的奠基者。

1912 年 5 月 3 日，京师大学堂改称北京大学校，严复为首任校长。1916 年，蔡元培出任校长，「循思想自由原则、取兼容并包之义」，把北大办成全国的学术和思想中心，使北大成为新文化运动的中心、五四运动的策源地。1937 年抗日战争爆发，北京大学与清华大学南开大学南迁长沙，组成国立长沙临时大学。不久迁往昆明，改称国立西南联合大学。1946 年 10 月在北平复学。1952 年院系调整，校园从内城沙滩红楼迁至西北郊燕园。

北京大学校徽由鲁迅先生于 1917 年 8 月设计完成。「北大」两个篆字的上下排列，其中「北字」构成背对背的两个侧立的人像，而「大字」构成了一个正面站立的人像。校徽突出的理念在于，要「以人为本」；校徽的象征意义在于，北大当肩负开启民智的重大使命。北京大学校徽突出一个办学理念，即大学要「以人为本」。大学，因大师而大，更因大学生而大。也有人说，上面的是学生，下面的是老师，教师就是要甘为人梯；学生站在巨人的肩膀上，就是要青出于蓝胜于蓝。

# 承办单位简介

## 世界华侨华人社团联合会

世界华侨华人社团联合会（简称世侨会），以团结华侨华人爱国、爱乡、爱中华为宗旨，海内外相关团体自愿组成的世界性、非盈利性的社会侨团组织。

世侨会于2009年在香港注册正式成立。它的成立，标志着在国内架起了全球华侨华人与祖国民间交往的桥梁。世侨会以高举爱国主义旗帜，团结推动全球华侨华人弘扬中华民族伟大精神，传播中华民族优秀文化，维护中华民族崇高尊严，为实现中华民族伟大复兴的中国梦贡献力量。世侨会的成立，得到了党和国家领导人的关注和支持。先后有六位国家领导人领导人出任世侨会顾问，有十余位国家领导人为世侨会题词。

世侨会创会17年来，逐步形成了“以高举爱国主义伟大旗帜为先导，以文化交流为纽带，以服务华侨华人和开展慈善公益为核心，以推动中华民族的伟大复兴为宗旨，把世侨会建设成适应国家改革发展的高素质社团组织”的基本工作思路，坚持非盈利性，积极为国家服务的共同价值理念，开创了世侨会工作蓬勃发展的新局面，邀请组织了100多个国家的3万余人次侨胞回国参观、考察、投资。协助国内招商团组在海外及港澳台地区开展招商合作，累计对接项目380余个，签定意向合同资金达千亿元。

世侨会的建设发展，实现了从初建到探索实践，从民间活动到走上践行中国特色社会主义民主政治道路，从创造社团效应到追求国家利益做为最高利益，从社团单体化向着与党同心、与人民同向、与社会同行、与侨胞同德的飞跃，共同为人类创造一个和平和谐的社会。



# 协办单位简介

## 全球创新中心

全球创新中心建设是响应习总书记号召，「创新、协调、绿色、开放、共享」，积极融入全球创新网络，创新是第一动力等要求，由来自中美和其他国家的近百名诺贝尔奖获得者、科学家、企业家、金融家、政要和年轻的创业者发起成立。2015年9月30日在美国硅谷，全球创新中心举行启动仪式。为落实习近平主席和奥巴马总统达成的推进中美新型大国关系的共识，共同应对气候变化、生命健康、环境、能源、粮食等全球性重大问题的挑战，由中美两国的政产学研金等机构发起，斯坦福大学、加州大学伯克利分校、加州政府、旧金山市政府、创新科技国际联盟、中美国际技术转移中心、中美能源国际技术转移平台等联合以色列、英国、德国、日本、韩国等共同建立全球创新中心，拟在中国、美国、欧洲等地，通过设立研发基地、孵化器、加速器、科技园等建立全球创新网络。据悉，近年来，在中美人文交流、中美创新对话和中美科技合作联委会等机制下，中美两国科技创新合作取得了重要进展。全球创新中心的启动，标志着两国互利共赢的新型科技创新关系又取得新的成果。

## 华东理工大学

华东理工大学原名华东化工学院，始建于1952年，1956年被定为全国首批招收研究生的学校之一，1960年起被中共中央确定为教育部直属的全国重点大学，1996年进入国家《211工程》重点建设行列，2008年获准建设《985优势学科创新平台》。学校现有徐汇校区、奉贤校区和金山科技园区三部分。

学校设有化工学院、理学院、商学院等15个专业学院。有67个本科专业；147个硕士学位授权点；81个博士学位授权二级学科点；拥有工商管理（MBA、EMBA）硕士专业学位授予权。学校现有在校全日制学生近2.45万人，其中在校全日制研究生8778人（其中博士生1541人），全日制本科生15385人，来自80余个国家的留学生551人。现有教职员工3129人。学校位于世界最具影响力的大学排行榜前500强：泰晤士高等教育（THE）2015-2016世界大学排行榜列国内高校第9位，排在401-500名；《2016-2017年QS世界大学排名》我校排名第476位，位列中国大陆第21名。学校于2011年通过英国工商管理硕士协会AMBA（The Association of MBAs）认证，2014年通过中国高质量MBA教育认证（CAMEA），目前正式进入国际精英商学院协会AACSB预认证审查阶段。

## 美国加州河北商会

美国加州河北商会是在中国驻美国旧金山总领馆指导下，在河北省工商联等部门支持下，由在美国加州从事商务活动的与河北有关的各界人士自愿发起组成，以促进加州与河北两地商务合作为宗旨的非营利性工商经济社会团体。美国加州河北商会成立于2016年3月26日，注册地位于美国加州硅谷的圣塔克拉拉，是美国的高科技企业聚集之地，美国经济最具活力的地区之一。

美国加州河北商会致力于为中美两国、河北加州两地的经贸活动服务，为两地的交流合作构建平台和桥梁。为了更加有效地调动多方力量，我们与浙江商会、美国加州江苏商会签订了《三会联动战略合作协议》，资源共享，相互配合，协调联动。

# 协办单位简介

## 新道科技股份有限公司

新道科技股份有限公司（以下简称“新道科技”，证券代码833694）是亚太本土最大企业管理软件、企业互联网服务提供商——用友集团的重要成员企业，基于内涵建设、依托信息技术，面向本科院校、职业院校提供创新创业教育与商科实践教学解决方案，倡导“产教融合、教育发展新十年”，践行“把企业搬进校园，打造职业梦想社区”，服务中国教育事业，服务中国产业发展。

新道科技为院校提供创新创业教育与商科实践教学解决方案，与院校共同建设创新创业教育体系与商科实践教学体系。针对创新创业、经管跨专业实习、财会专业、营销专业及开发专业有不同解决方案支撑，将企业的真实业务流程、业务场景搬进校园，让学生在学校中能够仿真不同组织、不同岗位的工作内容和流程，实现“上学即上班”，“校内实训=校外实习”；利用前沿IT技术打造“智慧教育”，将信息化与实践教学深度融合，塑造学生探究式的学习环境。新道科技自2011年成立以来，得到了教育主管部门及行业学会的高度关注和认可，并成为中国职业技术教育学会理事单位，中国职业技术教育学会国际化专业委员会理事单位、中国职教学会创业教育专业委员会副主任单位、中国职业技术教育学会商科专业委员会副主任单位、中国高等教育学会高等财经教育分会副理事长单位、中国高校创新创业教育联盟理事单位、全国高校创新创业投资服务联盟秘书长单位、全国财经院校创新创业协作组理事单位、教育部校企一体化联盟秘书长单位、大学与企业继续教育联盟副理事长单位。

# Greetings from the Dean, University of San Francisco School of Management, Elizabeth B. Davis



First of all, I wish to extend to you a warm welcome from the University of San Francisco (USF). Our university is proud to present the China Business Studies Initiative's (CBSI) 2nd international conference – “China Innovation and Global Integration: From Silicon Valley Jingjinji”. This hybrid conference in partnership with Beijing University and World Federation of Overseas Chinese Associations, to be held in Langfang, China on May 17–18, 2017, will bring together scholars, business executives, and policy makers to address various topics related to China's national policies of mass entrepreneurship, innovation, foreign investment, and the One Belt, One Road initiative. A special focus will be on the development prospects in Xiong An, Hebei Province. The conference will also provide a unique opportunity for our University of San Francisco students to participate directly in CBSI's scholarly and B2B networking activities, as Student Ambassadors.

Over its 160-plus years of history, USF has developed multifaceted connections with China through its Jesuit traditions and global Jesuit networks. We are very proud to have many well-known alumni from China, including Yin Wang, Vice Chairman of China Resources Holding and Chairman and CEO of Pacific Alliance Group. Currently, we have over 1000 Chinese students studying at our USF campus, who have brought cultural diversity and richness that our university cherishes. We aspire to create a vibrant platform for scholars, investors, business executives, and policy makers to come together to have open and honest dialogue and seek solutions to challenges that face Chinese businesses both internally and externally as they become ever more integrated into the global economy.

I invite you to participate in these exciting debates on issues of importance to you, Langfang, Xiong An, Hebei, China and the World. Enjoy your time at the conference and in China. Happy Year of the Rooster!

A handwritten signature in cursive script that reads "Elizabeth B. Davis".

**Elizabeth B. Davis, PhD.**  
Dean, McLaren & Masagung School of Management  
Professor, of Management  
University of San Francisco

# Greetings from the Secretary General, World Federation of Overseas Chinese Association, Wei Wang



Welcome to China's 34th Langfang International Economic and Trade Fair, otherwise known as 5.18, co-sponsored by the Ministry of Commerce and the People's Government of Hebei Province. This summit is to promote the development of the Beijing-Tianjin-Hebei Region and Xiong'an District, meet the needs of science and technology innovation, public health, education, as well as energy and environmental protection technology in Langfang area. With the support from the Hebei Province and Langfang Municipal Government, the World Federation of Overseas Association in cooperation with the University of San Francisco's School of Management, China Business Studies Initiative; Hebei Chamber of Commerce in California USA, Peking University's School of Innovation and Entrepreneurship, and East China University of Science and Technology School of Business, is to host the US-China Conference regarding innovation and integration. On behalf of the World Federation of Overseas Association I want to congratulate you on your success for a great conference!

34 years may be a short period of time, but for the overseas Chinese living all around the world, it holds a meaning. In order to assist their efforts to the development of China, we had invited more than 40,000 Chinese people from more than 100 countries to study, invest, and participate in several of the 5.18 Trade Show. Our vision is focused on "New strategy, New Opportunities, and New development" through uniting the Chinese to participate in the rebranding of China by building a more internationalized, specialized, and marketed platform for investment trade and capacity cooperation in the science and technology sector. Over the years, the World Federation of Overseas Association's efforts in science and technology introduced Langfang to at least 62 high-tech projects and 66 high-end scientists from more than 10 countries, contributing to the development of Beijing-Tianjin-Hebei, scientific development, and the "Made in China" concept.

This year, the focus is on the prospects US-China economic and trade relations during the presidency of Donald Trump and how it affects Chinese enterprises branding in the global market. This conference summit will also host a special event, inviting more than a dozen of high-tech companies from the United States' Silicon Valley, to introduce their projects to the Hebei Province. From our past involvement, we have organized successful exchanges between western Chinese and Chinese science and technology organizations along with experts that resulted in a growth of new business startups utilizing these new skills. With this conference, we are positive that these opportunities for exchanges will contribute to the growth of new ideas, start-ups, and advanced technology skills.

Congratulations and wish you the very best!

**Wei Wang**  
Secretary General  
World Federation of Overseas Association



# Greetings from the Conference Chairs

B20 and G20 summits in Hangzhou, China mark China's new focus on global cooperation and integration through innovation of science and technology to create a more inclusive win-win global economy. The recent announcement of Xiong An, Hebei as the newest epic center in China's economic development further reinforces the Chinese government's determination to drive economic development through sustainable innovation in comprehensive fields including economic growth model, growth avenues, business models through broader and deeper international cooperation than ever before. Our 2017 CBSI International Conference "China innovation, global integration: From Silicon Valley to Beijing-Tianjin-Hebei (硅谷创新走进京津冀)" to be held from May 17th to 19th in 2017 in Langfang, Hebei, jointly hosted by University of San Francisco's China Business Studies Initiative (CBSI), Beijing University's School of Innovation and Entrepreneurship and World Federation of Overseas Chinese Associations, will gather leading world experts, scholars, policy makers and business leaders for lively and open discussions and exchange of ideas and proposals related to China's new economic focus and core strategies as part of the annual 5.18 convention and Trade Fair. The students in the CBSI's Student Ambassador Program will for the first time participate in B2B networking activities and academic programs as ambassadors.

Specifically, this conference is designed to stimulate discussions on the role of innovation and entrepreneurship in the economic growth and how it can become the engine for global economic growth and cooperation; What opportunities and challenges Xiong An development zone may face; how OBOR initiative could be a stimulant for regional and global cooperation in trade and investment; what China needs to do to become a rule-based society, governed by laws and regulations to pave way for more open and trusting economic relations with other countries and a more conducive investment environment to reduce risks for foreign companies operating in China as well as better partnership between Chinese firms and foreign firms; how China's new Focus on innovation in science and technology and green development can benefit San Francisco Silicon Valley high tech and green tech companies; how Chinese innovation and global integration will change China and the world; what opportunities and threats there are for organizations and individuals, both inside and outside China; how governments, corporations, and global institutions should work together in order to make China and the rest of the world a better place for the next generation. As President Xi Jinping emphasized at B20 Summit there is only one world for all of us and we are all interconnected, China wants harmony with and prosperity for all countries. This conference will discuss what all of us can do together to make the world better for all.

On behalf of the conference organizing committee, we welcome you to the conference and wish you all a most productive and pleasant time at the conference and at 5.18 Convention and Trade Fair!

**Dr. Xiaohua Yang**  
Conference Chair

**Dr. Dongmin Chen, Dr. Richard Huang and Dr. Haifeng Yan**  
Conference Co-Chairs

# Program Agenda

**Wednesday, May 17**

Venue: One Hundred Theatre

**8:00—8:10 AM**

**Opening Speech**

**Xiaohua Yang, Ph.D.**

Professor, University of San Francisco School of Management  
Director, China Business Studies Initiative

**Elizabeth Davis, Ph.D.**

Dean, University of San Francisco School of Management

**8:10—8:40 AM**

**Keynote Speech by Paul Beamish, Ph.D.**

Professor of General Management & International Business and  
Canadian Research Chair in International Management at Western University  
(Sponsored by East China University of Science and Technology)

**8:40—9:50 AM**

**Key Panel: Globalization and Integration of China's Businesses**  
(Sponsored by Deloitte)

Moderator:

**Changqi Wu, Ph.D.**

Professor of Strategic Management at Peking University

Speakers:

**Paul Beamish, Ph.D.**

Professor of General Management & International Business and  
Canadian Research Chair in International Management at  
Western University

**Ping Deng, Ph.D.**

Professor & Monte Ahuja Endowed Chair of Global Business at  
Cleveland State University

**Yadong Luo, Ph.D.**

Professor of Management and Emery M. Findley Distinguished Chair at  
University of Miami

**Marshall Meyer, Ph.D.**

Tsai Wan-Tsai Professor of Management and Sociology Emeritus at  
University of Pennsylvania

**Rosalie Tung, Ph.D.**

Ming and Stella Wong Professor of International Business at  
Simon Fraser University

9:50—11:00 AM

**Key Panel: China's Innovation Challenges and Opportunities**  
(Sponsored by Seentao Technology Co., Ltd.)

Moderator:

**Roger Chen, Ph.D.**

Professor of Strategy & Innovation at University of San Francisco

Speakers:

**Dongmin Chen, Ph.D.**

Dean of School of Innovation and Entrepreneurship at Peking University

**Gang Zhao, Ph.D.**

Ministry of Science and Technology

**Yadong Luo, Ph.D.**

Professor of Management and Emery M. Findley Distinguished Chair at University of Miami

**Bruce McKern, Ph.D.**

Professor at the University of Technology Sydney Business School

**Yonggui Wang, Ph.D.**

Professor of Marketing and Strategy at University of International Business and Economics (UIBE) and Dean of UIBE Business School

11 AM—12:10 PM

**Regular Panel 1**

**Chinese Firms in the Foreign Market: Integration and Collaboration**

Moderator:

**Vanessa Hasse, Ph.D.**

University of San Francisco

Title	Author(s)
What determine the outcome of Chinese firms' foreign market entry attempts? The influence of firm characteristics and institutional distance in the case of Chinese outward foreign direct investment	<b>Shuo Zhang</b> , School of International Trade and Economics, Central University of Finance and Economics, China
Global Value Chain Participation and Upgrading of Emerging Market Firms: A Resource Dependence Logic	<b>Ziliang Deng</b> , Associate Professor, School of Business, Renmin University of China, China <b>Ziyan Zhu</b> , PhD candidate, School of Business, Renmin University of China, China <b>Xufei Ma</b> , Associate Professor, CUHK Business School, Chinese University of Hong Kong, HKSAR
Technological Competence Creation of Chinese MNCs and Performance	<b>Feng Zhang</b> , Associate Professor of International Business, St. Mary's University, TX, USA <b>Guohua Jiang</b> , Assistant Professor of Management, West Chester University, PA, USA

**11 AM—12:10 PM**    **A Conversation with Education Leaders: Entrepreneurship and Innovation education: What lessons can Universities learn from Silicon Valley?**  
(Sponsored by Seentao Technology Co., Ltd.)

Moderator:  
**Barry Doyle, Ph.D.**  
Associate Dean, School of Management, University of San Francisco

Speakers:  
**Qianjin Zhou**  
Executive Vice President, Seentao, Inc.

**Elizabeth Davis, Ph.D.**  
Dean, University of San Francisco School of Management

**Haifeng Yan, Ph.D.**  
Dean of School of Business, East China University of Sciences and Technology

**Yuqiao Xiang, Ph.D.**  
Dean, School of Ethics and Sustainable Development, Hunan Normal University

**Mike Henry, D.B.A**  
Dean of School of Business, Thompson Rivers University

**12:10—1:00 PM**    **Luncheon**

**1:30—2:30 PM**    **Regular Panel 2**  
**China’s “Mass Entrepreneurship and Innovation” Strategy**

Moderator:  
**Marc Idelson, Ph.D.**  
Nottingham University Business School China

<b>Title</b>	<b>Author(s)</b>
Designing Service Quality: Impact on China and US New Firm Survival	<b>Y. Lisa Zhao</b> , Professor of Entrepreneurship, Albers School of Business and Economics, Seattle University
Innovation Strategy in Emerging Economies in the Presence of Informal Competition	<b>Jorge Antonio Heredia Pérez</b> , Professor, Universidad del Pacífico, Lima, Perú <b>Alejandro Flores</b> , Full Professor, Universidad del Pacífico, Lima, Perú

**Special Session: Entrepreneurship and innovation Curriculum design and Instructional Practices: An American Perspective**  
(Sponsored by Seentao Technology Co., Ltd.)

Moderator:  
**Gleb Nikitenko, Ed.D.**  
Assistant Professor, Director of New Venture Center, Master of Science in Entrepreneurship and Innovation and Master of Global Entrepreneurship Management, University of San Francisco



School of Management

Speakers:

**Fan Xue, Ph.D.**

Dean, School of Innovation and Entrepreneurship at Peking University

**Monika Hudson, Ed.D.**

Associate Professor, Director of the Gellert Family Business Resource Center, University of San Francisco School of Management

**Susan R. Stryker, Ed.D.**

Adjunct Professor of Entrepreneurship and Innovation, University of San Francisco School of Management

**William X. Wei, Ph.D.**

Professor and Associate Dean, MacEwan University School of Business

2:30—3:30 PM

### Special Case Panel

Moderator:

**William X. Wei, Ph.D.**

Professor and Associate Dean, MacEwan University School of Business

Case Session Keynote Speaker:

**Marilyn Taylor**

Arvin Gottlieb/Missouri Chair of Strategic Management, University of Missouri at Kansas City

Title	Author(s)
BY-HEALTH: A Successful Corporate Citizen	<b>Yuan Denghua</b> , Guangdong University of Foreign Studies
China's Comac Pursues Innovation and Integration in the Global Large Commercial Aircraft Market	<b>Alanna Krolkowski</b> , China Institute, University of Alberta <b>William Wei</b> , MacEwan University Business School <b>Chen Dezhi</b> , Shanghai Jiao Tong University
ClickDishes: A Startup Moving forward	<b>William Wei</b> , <b>Etayankara Muralidharan</b> and <b>Matthew Mardres</b> , MacEwan University Business School
China's investment in UK's nuclear industry: determinants, challenges, prospects and policy implications	<b>Pi-Chi Chen</b> , Department of International Business and Economics, University of Greenwich <b>Young-Chan Kim</b> , Department of International Business and Economics, University of Greenwich

2:30—3:30 PM

### Regular Panel 3

#### Corporate Social Responsibility and Sustainability Practices

Moderator:

**Yang Yang, Ph.D.**

Beijing Technology and Business University

Title	Author(s)
Impact of Pricing Carbon on Energy Sector in China and Canada	<b>Rohit Jindal</b> , MacEwan University Business School <b>William X. Wei</b> , MacEwan University Business School
Can Air Pollution in China Affect Firm Value?  **Best Paper Award Finalist	<b>Mengmeng Guo</b> , Research Institute of Economics and Management, Southwestern University of Finance and Economics, Chengdu, China <b>Tao Yang</b> , Research Institute of Economics and Management, Southwestern University of Finance and Economics, Chengdu, China <b>Xiaoya Ding</b> , School of Management, University of San Francisco, CA, USA <b>Ligang Zhong</b> , Odette School of Business, University of Windsor, Windsor, Ontario, Canada
Sustainable Entrepreneurship – what can China learn from the German startup scene?	<b>Anika Lotter</b> , MBA student, Cologne Business School (Center for Advanced Sustainable Management), Germany <b>Marina A. Schmitz</b> , PhD student, Cologne Business School (Center for Advanced Sustainable Management), Germany
Ideal versus actual: China-based family business owners and managers evaluate adverse selection factors	<b>Monika L. Hudson</b> , University of San Francisco <b>Hailan Helan Yang</b> , Shandong Jianzhu University

3:30—4:30 PM

**Regular Panel 4**  
**Cross-Cultural Differences**

Moderator:  
**Rosalie Tung, Ph.D.**  
Simon Fraser University

Title	Author(s)
CEO Mindset and Firm Cooperation Behaviors: The Moderating Roles of Institutional and Market Environments  **Best Paper Award Finalist	<b>Wei Zheng</b> , PhD, Peking University <b>Weiguo Zhong</b> , Associate Professor, Peking University <b>Jiangyong Lu</b> , Professor, Peking University
Cultural differences in terms of responses to subpar performance in foreign subsidiaries	<b>Vanessa C. Hasse</b> , Assistant Professor, University of San Francisco
Business plans and research grants as knowledge exchange practice —understanding innovators by marshalling Chinese and Western philosophy of knowledge	<b>Marc Idelson</b> , Assistant Professor of Entrepreneurship and Innovation, Nottingham University Business School China, Ningbo, Zhejiang, China

Title	Author(s)
Western Consumers' Perception of Chinese Brand: the Impact of Chinese Brand Spokes-Characters on Brand Equity	<b>Jie Sun</b> , Assistant Professor of Marketing, School of Business, Siena College

3:30—4:30 PM

**Regular Panel 5**  
**Innovative Business Models and Systems**

Moderator:

**Bruce McKern, Ph.D.**

University of Technology Sydney Business School

Title	Author(s)
Building Business Model Through Simple Rules	<b>Sunny Li Sun</b> , University of Missouri – Kansas City <b>Jianqiang Xiao</b> , Renmin University of China <b>Yanli Zhang</b> , Montclair State University
The Role of Asian and Latin American Affiliates in the R&D Internationalization Strategie of US Transnational Corporations	<b>Celio Hiratuka</b> , Associate Professor, Institute of Economics, State University of Campinas, SP, Brazil
Bilateral economic relations between China and Brazil: characteristics and recent evolution	<b>Celio Hiratuka</b> , Associate Professor, Institute of Economics, State University of Campinas, SP, Brazil
Chinese Innovation and Global Integration – Theoretical Framework of Perceived Insecurities in University Technology Transfer	<b>Clovia Hamilton</b> , University of Tennessee Knoxville

4:30—5:30 PM

**Regular Panels**

**Regular Panel 6**  
**Leveraging Human and Organizational Competence**

Moderator:

**Xufei Ma, Ph.D.**

Chinese University of Hong Kong

Title	Author(s)
Relational Competence vs. Local Isomorphism: Strategic Choices of EMNEs in Advanced Economies	<b>Liang Wang</b> , Assistant Professor, University of San Francisco, San Francisco, CA, USA <b>Hongjuan Zhang</b> , Associate Professor, Tianjin University, Tianjin China <b>Xiaohua Yang</b> , Professor, University of San Francisco, San Francisco, CA, USA

Title	Author(s)
Quality funder–founder exchange (FFX): exploring the post funding relationships	<b>Yuzhen Zhou</b> , Doctoral Candidate, University of Cincinnati, Cincinnati, OH, USA <b>Charles H Matthews</b> , Full Professor, University of Cincinnati, Cincinnati, OH, USA
Narrowing the gender wage gap for highly educated women in China in light of globalisation and innovation	<b>Peng Ye</b> , The University of Hong Kong, Hong Kong, China <b>Gu Guolin</b> , The University of Hong Kong, Hong Kong, China
An application in human resources management for meeting differentiation and innovativeness requirements of business: talent management	<b>Muhammad Imran Hanif</b> , Assistant Professor, <b>Musaffa Meryem</b> , <b>Zara Naeem</b> , <b>Tariq Malik</b> , Research Scholars, Institute of Banking and Finance, Bahauddin Zakariya University Multan

4:30—5:30 PM

**Regular Panel 7**  
**Venture Capital and Foreign Direct Investment**

Moderator:

**John Gonzales, Ph.D.**  
University of San Francisco

Title	Author(s)
A new model to approach the impact of Chinese FDI on the innovative performance of Latin American local firms through South–South cooperation	<b>Jorge Antonio Heredia Pérez</b> , Ph.D, Professor in Strategy Management, Universidad del Pacífico <b>Alejandro Flores</b> , Ph.D, Full professor in administration, Universidad del Pacífico
Exploring China’s State–led FDI Model in Latin America: Evidence from the Extractive Sector	<b>Daniel Shapiro</b> , Professor, Simon Fraser University, Burnaby, BC, Canada <b>Carlos Vecino</b> , Professor, Universidad Industrial de Santander, Bucaramanga, Colombia <b>Jing Li</b> , Associate Professor, Simon Fraser University, Burnaby, BC, Canada
Toward a Framework of Outbound Venture Capital Investment by Emerging Economies: Evidence from China’s International Venture Capital Activity	<b>Mark Vincent Cannice</b> , Professor, University of San Francisco, CA, USA <b>Gleb Nikitenko</b> , Assistant Professor, University of San Francisco, CA, USA <b>Xiaohua Yang</b> , Professor, University of San Francisco, CA, USA
Chinese Venture Investments in the U.S., 2010–2016	<b>John Gonzales</b> , Assistant Professor, University of San Francisco, San Francisco, CA, USA



## Special Executive Forum and B2B Project Presentations

Wednesday, May 17  
Venue: Tian Du Hotel

2:10—2:30 PM Private Meeting with Government Officials (By Invitation Only)

2:30—2:40 PM Welcome from Government Officials

2:40—2:50 PM Remarks from the Conference Organizers

2:50—3:50 PM New Technology Frontier in Silicon Valley

Moderator:

**Jigang Jin**

CEO and Founder, Patensys, Inc.

Speakers:

**Katherine Shen, Ph.D.**

Head of Strategy and Research, IBM China

**Tor Jakob Ramsoy**

CEO and Founder, Arundo Analytics, Inc.

**Weiguo Fan, Ph.D.**

Full Professor of Accounting and Information Systems/Computer Science,  
Virginia Polytechnic Institute and State University

**John Lee**

Chairman, Global Smart City Conference

**Chia-Lin Simmons**

CEO and Founder, LookyLoo

3:50—4:50 PM **Jingjinji Xiong An's Synergistic Development and Prospects of China-U.S. Business Relationships**

Moderator:

**Ian Wang**

Partner, Deheng Law Offices

Speakers:

**Sam Dai, Ph.D.**

CEO, Enpower

**Dengfeng Xu**

Senior Investment Manager, China North Industries Corp.

**Frank Li**

Managing Partner, DeHeng Law Offices

**Haiming Wang**

Vice General Manager, Beijing E-Town International Industrial  
Investment Management Co., Ltd.

4:50—6:00 PM      **B2B Project Presentations and B2B Match Making  
(Supported by CBSI Student Ambassadors)**

6:30—8:30 PM      **Conference Dinner**

## **Thursday, May 18**

Venue: One Hundred Theatre, 8th Floor, Heima Hall.

8:30—12:00 PM      **Official Opening Ceremony and Trade Exhibition (Separate Venue TBA)**

12:10—1:00 PM      **Luncheon**

1:00—2:00 PM      **Chinese Companies' Globalization and Branding in Global Market**

Moderator:

**Jeff Wu**

COO, ScaleFlux, Inc.

Speakers:

**Wayne Xue**

COO, Haier Group

**Zhan Li, Ph.D.**

Dean of School of Business, Saint Mary's College of California

**Dolly Wu**

General Manager, Inspur Cloud Datacenter USA Division

**David Strehlow**

VP of Marketing, Huawei Digital Home Product

**Vivien Wang**

Partner, Deloitte Tax LLP

2:00—3:00 PM      **VC & Angel Investment from and to China**

Moderator:

**John Gonzales, Ph.D.**

Professor of Finance, University of San Francisco

Speakers:

**Qi Lu**

Head of Strategy and Research, Tsing Capital

**Jeff Wu**

COO, Scaleflux, Inc.

**Wenti Li**

Dean, China Merchant Institute of Information Technology

3:00—4:00 PM      **Key Panel: China's Belt and Road Initiative and  
Beijing-Tianjin-Hebei Synergies: Prospects for Future Development**

Moderator:  
**Peter Li, Ph.D.**  
School of Business, Liverpool–Suzhou University

**Stephen Roddy, Ph.D.**  
Professor of Modern Japan and China, University of San Francisco

Speakers:  
**Donald Lewis, J.D.**  
School of Management, University of San Francisco

**Yongjun Chen, Ph.D.**  
Professor, Renmin University School of Business

**Xue Hong, Ph.D.**  
Professor of Law and Director of the Institute of the Internet Policy & Law, Beijing Normal University

**Kang Rongping, Ph.D.**  
Director, Institute of World China Business, Center for China and Globalization

4:00—6:00 PM      **Activity TBA**

6:30—8:30 PM      **Conference Dinner**

## **Friday, May 19**

Venue: Langfang International Hotel

9:00—11:30 AM      **Bank of China B2B Event (By Invitation Only)**  
Co-hosted with Bank of China and supported by CBSI Student Ambassadors

## **Saturday, May 20**

Venue: Langfang Conference and Exhibition Center, Hall A, 2nd Floor, West Hall

9:00—11:20 AM      **Company B2B Activities**  
Co-hosted with Hebei Chamber of Commerce in California USA and supported by CBSI Student Ambassadors

# Organizers

## Conference Chair



**Xiaohua Yang, Ph.D.**  
USF School of Management

## Conference Co-Chairs



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PKU School of Innovation  
and Entrepreneurship



**Haifeng Yan, Ph.D.**  
East China University of  
Science and Technology



**Richard Huang, Ph.D.**  
World Federation for Overseas  
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**Matt Monnot, Ph.D.**  
USF School of Management



**Changqi Wu, Ph.D.**  
PKU Guanghua  
School of Management

## Practitioner Program Chairs



**Roger Chen, Ph.D.**  
USF School of Management



**Ian Wang, J.D.**  
DeHeng Law Offices, China

# Organizers

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University of San Francisco School  
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London International Law Center  
(OBOR)

**William Wei, Ph.D.**  
MacEwan University School of  
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**Ke Xu, Ph.D.**  
Peking University

**Pei Ye**  
Wokee International travel  
agency (Beijing) LLC.

**Zephyr Zhu**  
University of San Francisco



# Speakers



**Paul Beamish, Ph.D.**  
Professor, General Management & International Business

Paul Beamish is an author, professor, and founder of The 39 Country Initiative. He is currently the Fellow of the Royal Society of Canada, Dean of the Fellows of the Academy of International Business, Director of the International Business Institute, and the Canada Research Chair in International Management. He has written case studies and/or conducted research involving numerous countries in Asia. Additionally, he has served as a consultant to The World Bank on technology transfer to China, provided training programs in Asia for Foreign Affairs and International Trade Canada, and co-edited a series of casebooks published in Chinese by Tsinghua University Press.



**Sam Dai, Ph.D.**  
CEO, Enpower

Dai's many years of industrial R&D experience in functional materials, battery storage and renewable energy field include 14 years leading technology and product innovation and commercialization at major U.S. companies, and 7 years of executive experience leading startup teams. He has worked at Hewlett-Packard (Expert/Master Engineer/Scientist, and R&D Manager), and Evergreen Solar (Senior Director of R&D, Chief Technology Officer). He holds a B.Sc. & M.Sc. in Physics, from Tsinghua University, and a Ph.D. in Materials Science and Engineering from the University of Texas at Austin.



**Dongmin Chen, Ph.D.**  
Chair Professor at the Institute of Big Data Science and Interdisciplinary Sciences at Peking University

Dongmin Chen is a chair professor at the Institute of Big Data Science and Interdisciplinary Sciences and former Director of the Office of Science and Technology Development at Peking University. He also was a former Sr. Rowland Fellow at Harvard University for 15 years and a serial entrepreneur and co-founder of two Silicon Valley companies. Prof. Chen is the International Adviser of WIPO Global Innovation Index and the Honorary Advisor of Chinese American Semiconductor Professional Association. He co-authored more than 70 scientific publications and 150 US and international patents.



**Elizabeth Davis, Ph.D.**  
Dean, School of Management University of San Francisco

Dr. Elizabeth Davis, the first female Dean in the School of Management's history, is an expert in strategic management, organizational dynamics, sustainability, and business policy. She has served as Dean of the College of Business at the University of New Haven in Connecticut, as Director of the Women's Leadership Institute at George Washington University, and CEO and COO of the National Disease Research Interchange, a biomedical research and technology firm based in Philadelphia. Dr. Davis holds a BA in Sociology from Barnard College, Columbia, and a Ph.D. in Social Systems Sciences from The Wharton School, University of Pennsylvania.



**Roger Chen, Ph.D.**  
Professor, University of San Francisco

Roger Chen is a tenured full professor at University of San Francisco. He co-founded the Journal of Asia Business Studies (JABS) and was a longtime consulting vice president of Silicon Valley Business Forum (SBF). Professor Chen currently serves as a foreign expert advisor at the post-doctor research group of China Merchant Group. He has published at top academic journals and has been invited to speak to many companies and entrepreneurs from Europe, Asia and South America. He has done extensive executive training and consulting for many companies, including Lenovo, Toshiba, Intel, Volkswagen, Li Ning, etc. Professor Chen has been invited to teach at various top universities including KAIST (Korea), HKUST (HK), Shanghai Jiao Tong University, etc.



**Ping Deng, Ph.D.**  
Professor, Monte Ahuja College of Business, Cleveland State University

Dr. Ping Deng is a tenured Professor of Management at the Monte Ahuja College of Business, Cleveland State University. He teaches international business, global strategy, and emerging market multinationals. He is also the Monte Ahuja Endowed Chair, the highest academic honor at CSU. As the Endowed Chair, his responsibilities include the development of strong educational programs especially in the area of global business and provides intellectual leadership to enhance the reputation of the College and the University. He is honored as Eastern Scholar, Chair Professor of Special Appointment at Shanghai Institutions of Higher Learning, and the honorary dean of the School of Business at Mianyang Normal University.



**Yongjun Chen, Ph.D.**  
Professor, Renmin University School of Business

Chen Yongjun is a professor of the School of Business of Renmin University, and an academic leader of industrial economics. He is also a member of Council of Renmin University of China and the vice dean of Institute of China's Economic Reform & Development. He was appointed the vice dean of International College (Suzhou Research Institute) in September 2009. Professor Chen has also served as the Chairman of Council of Suzhou Research Institute (2010-2013). Professor Chen was a funded Senior Visiting Scholar at Stanford University and the University of Southern California in 2000 and funded by Fulbright Program to visit Johns Hopkins University as Senior Research Scholar in 2004.



**Barry Doyle, Ph.D.**  
Associate Dean, School of Management, University of San Francisco

Professor Barry W. Doyle, Associate Dean for Academic Affairs, is an educator in the undergraduate, MBA, and Executive MBA programs, having been with the School of Management since 1984. Working with universities throughout the world, Professor Doyle helps coordinate and evaluate academic programs, and serves as co-director of CBSI. In prior years, he served as Faculty Director of the Executive MBA Distance Learning Program at China Resources Holding Company and Guangzhou Enterprises, overseeing the program as well as teaching basic and advanced corporate finance.



**Weiguo Fan, Ph.D.**

Full Professor of Accounting and Information Systems/ Computer Science, Virginia Polytechnic Institute and State University

Dr. Fan received his Ph.D. in Business Administration from the Ross School of Business, University of Michigan, Ann Arbor, in 2002, a M. Sc in Computer Science from the National University of Singapore in 1997, and a B. E. in Information and Control Engineering from the Xi'an Jiaotong University, P.R. China, in 1995.

His research interests focus on the design and development of novel information technologies — information retrieval, data mining, text analytics, social media analytics, business intelligence techniques — to support better business information management and decision making. His research has appeared in many premier IT/IS/OM journals and has been funded by a multitude of grants.



**Kang Rongping, Ph.D.**

Director, Institute of World China Business, Center for China and Globalization

Kang Rongping is currently the Director of the Institute of World China Business, Center for China and Globalization (CCG), Distinguished Fellow of the Innovation Research Office of the Chinese Academy of Engineering, and Academic Director of the Global Wenzhou Merchants Research Center. He is the former Research Director of the Institute of World Economics and Politics, Chinese Academy of Social Sciences, Special Adviser to the Beijing Municipal People's Government, and PRC Ministry of Commerce "Foreign Investment Cooperation Country Guide" Distinguished Expert. Director Kang has been a Visiting Professor at the Japan Asian Economic Research Institute and Kokugakuin University in Tokyo and Seoul National University in Korea.



**John Gonzales, Ph.D.**

Professor of Finance, University of San Francisco

John Gonzales is an Assistant Professor in the USF School of Management. John received a Ph.D. in Economics from the University of Wisconsin, Madison. After seven years at University of California, Santa Cruz, he moved to Paris, where he worked at the Organisation for Economic Cooperation and Development as a Principal Administrator. He then returned to the U.S. and worked in investment consulting in San Francisco for two years, after which he returned to academia. At USF John teaches economics and finance. In addition, he is a co-founder and Chief Economist for MedAutonomic, a medtech startup.



**John Lee**

Chairman, Global Smart City Conference

John is the Chairman and CEO of Global Smart City Conferences, a Smart City conference hosting company. John has led a number of conferences including the 2016 SVCTBA hosted Smart City Conference and Expo—one of the largest Smart City Conferences and Expos in Silicon Valley allied with the Santa Clara County Government. John's career has included many building blocks which prepared him to be a visionary and pioneer in the smart city technologies. He has integrated his past experiences with forward thinking as he works towards dynamically improving communities with healthy environments with Smart City Technologies.



**Mike Henry, D.B.A**

Dean of School of Business, Thompson Rivers University

Dr. Michael Henry is the Dean of School of Business, Thompson Rivers University, Canada. His career has spanned the private, public, and nonprofit sectors, including mental health, family services, regulatory and public affairs. His research interest is family business. He is a former provincial level politician from Alberta, Canada. He served as a member of the Legislative Assembly of Alberta from 1993 to 1997.



**Donald Lewis, J.D.**

School of Management, University of San Francisco

Donald Lewis is an Adjunct Professor at the School of Management, University of San Francisco. He is also an Expert with the Public International Law Advisory Group. He was previously Affiliated Faculty at Stanford Law School and an Associate Professor at The University of Hong Kong Faculty of Law. He has been a Visiting Scholar at Harvard Law School and has served as a Fulbright Law Professor in China. While in Hong Kong, he acted as the first Academic Coordinator, World Trade Organization Asia Pacific Regional Trade Policy Course, Director, Microsoft Asia Pacific ICT Research Network, Consultant, White & Case, and Advisor to UNESCAP in Bangkok, Thailand.



**Monika Hudson, Ed.D.**

Associate Professor, Director of the Gellert Family Business Resource Center, University of San Francisco School of Management

Dr. Monika Hudson is an associate professor at the University of San Francisco and teaches entrepreneurship, organizational behavior and public administration on both the graduate and undergraduate levels. She directs USF's Gellert Family Business Center, which promotes and supports family firms in the Bay Area. Dr. Hudson's research interests include entrepreneurship, identity and behavior and the strategic implementation of the same within the private, public and nonprofit sectors.



**Frank Li**

Managing Partner, DeHeng Law Offices

Frank Li is a Partner and member of the managing committee at DeHeng Law Offices. Before joining DeHeng, he had worked with Veolia Energy Asia (Dalkia Asia), Veolia Water China, Guantao law firm, King & Wood law firm, Atkin Chambers in London as well as Slaughter & May's London and Hong Kong offices.



**Jigang Jin**

CEO and Founder, Patensys, Inc.

Jin is an entrepreneur, a software engineer, and an experienced U.S. patent attorney who has helped numerous businesses and individual inventors in obtaining patent protection, enforcing their patent rights, and/or defending against infringement accusations.

With his computer science training and background, especially his exposure to big data, artificial intelligence, and machine learning technologies, Jin recognized the importance of solving legal problems, especially in patent law, by leveraging technological advances. In 2016, he co-founded Patensys, Inc., with the goal of automating patent-related legal work. Jin holds a BS from Xi'an Jiaotong University, an MS from SUNY, and a JD from the University of Minnesota.



**Peter Li, Ph.D.**

School of Business, Liverpool-Suzhou University

Peter Ping Li is Professor of International Business at Xian Jiaotong-Liverpool University, China, and also Professor of Chinese Business Studies at Copenhagen Business School, Denmark and Professor of Management at California State University. His primary research focus is on building geocentric (West-meeting-East) theories from the cultural and historical perspectives, especially applying the Chinese philosophy of wisdom to the development of holistic, dynamic and duality theories. He has been widely recognized as one of the global thought leaders in two fastest emerging research streams.





**Wenti Li**  
Dean, China Merchant Institute of Information Technology

A student of two famed economists (Zhao Linru and Zhou Bowen), Dean Li holds a BA in language education from Wenzhou Teachers College and three EMBA's: from Fudan University, USF School of Management, and Haaga-Helia University of Applied Sciences in Finland. His research interest centers on China's industrial development and the upgrading of strategic thinking in small- and medium-sized enterprises. He was selected as one of the top ten strategic planners in China in 2010.



**Marshall Meyer, Ph.D.**  
Tsai Wan-Tsai Professor of Management and Sociology Emeritus in the Wharton School of the University of Pennsylvania

In addition to Penn, Meyer has taught at a number of other prestigious universities. Meyer's research focuses on the ongoing reform of Chinese enterprises, including ownership and management reform, and management innovation. He has served as Executive Senior Editor of Management and Organization Review, and the journal of the International Association for Chinese Management Research, as well as on the editorial boards of the American Sociological Review, Social Forces, Contemporary Sociology, the Arnold and Caroline Rose Monograph Series of the American Sociological Association, Organization Studies, Social Science Quarterly, and Computational Statistics and Data Analysis.



**Zhan Li, Ph.D.**  
Dean of School of Business, Saint Mary's College of California

Professor Zhan Li is an author, the founding Editor-in-Chief for the Journal of Asia Business Studies, and Dean of School of Business at Saint Mary's College of California. He has also guided the School to its highest enrollment in the history of the College for both undergraduate and graduate programs. Its hybrid Executive MBA has been ranked among the top programs in the country and in the world by CEO Magazine and U.S. News & World Report. He has taught at University of San Francisco, University of California-Berkeley, Boston University, and Peking University as well as consulted for multinational corporations. His research has been published in leading academic journals and practical periodicals.



**Gleb Nikitenko, Ed.D.**  
Assistant Professor, Director of New Venture Center

Gleb Nikitenko has almost 20 years of program curriculum development, assessment, and teaching/training experience in the areas of entrepreneurship and innovation, international business, and public policy. In his current role as Director of the New Venture Center (NVC) and Program Director of Masters of Global Entrepreneurship Management (MGEM) and Masters of Entrepreneurship and Innovation (MSEI), Dr. Nikitenko utilizes his strengths in graduate and undergraduate program development, student professional mentorship, and entrepreneurship and innovation strategy. His professional background includes work in entrepreneurship learning and assessment programs, international organizations (the UN International Atomic Energy Agency), and entrepreneurial firms in his native Ukraine.



**Qi Lu**  
Head of Strategy and Research, Tsing Capital

Ms. Qi Lu is Strategy & Research Partner at Tsing Capital. She has over seven years working in energy, environmental protection and sustainable development sectors. Her interested areas include renewable energy, energy internet, electric vehicle, energy efficiency, power storage, IoT, etc. Prior to Tsing Capital, she worked for Carbon Trust and Azure International, two leading environmental and low carbon consulting firms, and Bloomberg New Energy Finance. Ms. Lu holds a M.S. Operations Research from Columbia University and a B.Eng. Industrial Engineering from Tsinghua University.



**Tor Jakob Ramsøy**  
CEO and Founder, Arundo Analytics, Inc.

Tor Jakob holds a dual MSc from MIT School of Engineering and MIT Sloan School of Management, and a BA from Norwegian School of Management. He was previously a senior partner in McKinsey & Company's Business Technology Office. Founded in 2015, Arundo Analytics' proprietary technology for asset-intensive industries uses big data and machine learning techniques to analyze data from your assets in order to optimize operations and to give you insights on events before they happen. Our team members are passionate about being part of a company that can solve tough problems and create innovative solutions.



**Yadong Luo, Ph.D.**  
Emery M. Findley Distinguished Chair and Professor of Management at University of Miami

Dr. Yadong Luo is the Emery M. Findley Distinguished Chair and Professor of Management at University of Miami. He is also an elected fellow of Academy of International Business (AIB) and the recipient of two dozen research, teaching and service awards. He received the Faculty Senate Distinguished Scholar Award in 2009 at the University of Miami, the university's highest recognition awarded to its faculty. His writing on the recent development of business and management in emerging markets, notably China, is particularly path-breaking and offers a wealth of understanding of this critical context and business activities that are unfolding there.



**Stephen Roddy, Ph.D.**  
Professor of Japanese and Chinese Literature and Culture, University of San Francisco

Stephen Roddy studies the literary and scholarly interests of elites in China, Japan, and Korea of the 18th through the early-20th centuries. His recent writings include articles and book chapters on literati tea (bunjincha) in Japan; the relationship of Edo Japanese fiction to Chinese narrative forms; Sino-Japanese poetic and scholarly exchanges in the mid-19th century; the Qing examination system (keju); poetry by Korean exiles and visitors in China during the late-Qing; poetry about the oasis of Khotan (Hetian); and, Japanophone writing in early-20th century Taiwan. He has been a Fulbright Senior Scholar in Korea (2015), a Research Fellow at the National Library of Taiwan (2016), and a visiting scholar at the International Chinese Studies Institute of Peking University (2017).



**Bruce McKern, Ph.D.**  
Visiting Fellow at Stanford University's Hoover Institution

Professor McKern is a Visiting Fellow at Stanford University's Hoover Institution, where he is working on innovation in China by local and foreign companies and the strategies of emerging MNCs from rapidly developing economies. Previously, he was Professor of International Business and Co-Director of the Centre on China Innovation at the China Europe International Business School, Shanghai and has also held appointments at the Stanford Graduate School, and the University of Sydney. He is the author or editor of eight books. He holds a BE in Chemical Engineering with Honours from the University of Sydney, and a Ph.D. in International Business from Harvard University.



**Katherine Shen, Ph.D.**  
Head of Strategy and Research, IBM China

Dr. Shen is the Director of Watson IOT (Internet Of Things), Watson Health & Industry Solutions Software, China Development Laboratories (CDL). She is responsible for WW Watson IOT technologies and solution development with teams across US, Europe, AP countries, and China. Dr. Shen holds 13 patents and published more than 20 papers in this area. In 2004, she was honored as one of Top 10 IT R&D Women in China by China Information World. Dr. Shen holds the BS, MS and Ph.D. from Shanghai Jiaotong University; her dissertation topic was Image Processing and Pattern Recognition.



**Chia-Lin Simmons**  
CEO and Founder, LookyLoo

Chia-Lin Simmons is the CEO / Founder of LookyLoo a retail technology and big data/machine learning startup that brings together a fashion social network, big data and machine learning (image-recognition & other data) to help identify fit in apparel, increase discovery/conversion, increase customer confidence and drive down return rates for apparel retailers. Chia-Lin is active in the automotive and transportation technology space as a consultant and advisory board member for a number of companies. Her interest and expertise in the automotive technology space stems from her role as the former VP of Marketing & Content for Harman International's (now Samsung) Connected Car business.



**Vivien Wang**  
Partner, Deloitte Tax LLP

Vivien Wang has over 16 years of public accounting and international tax experience, providing tax consulting, compliance and tax accounting assurance services to high-tech and venture capital clients. Her experience includes structuring and globally managing both U.S. inbound and outbound investments, planning and implementing of the worldwide restructurings, IPO structuring, mergers, acquisitions, dispositions, and IP migrations for medium and large sized multinationals. Vivien is also the National Tax Leader of Deloitte's US Chinese Services Group, specializing in China strategy planning for US companies.



**David Strehlow**  
VP of Marketing, Huawei Digital Home Product

David Strehlow is the Vice President of Marketing for Huawei's Digital Home Product Line. Strehlow has long been a leader in bringing media solutions online, playing major roles for more than two decades in the first interactive TV and Media trials, Internet video streaming, Video Content Delivery Networks, and bringing the HD video technologies to market that enable today's successful IPTV, OTT and hybrid multi-screen services. Strehlow is deeply involved in all aspects of expanding IPTV and the Digital Home businesses worldwide and is a frequent speaker and recognized expert in managing the expansion of Chinese technology companies into successful multinationals. Strehlow is a graduate of Carnegie Mellon University.



**Yonggui Wang, Ph.D.**  
Dean of Business School at University of International Business and Economics (UIBE), Beijing, China

Yonggui Wang (Ph.D., City University of Hong Kong)'s research focuses on service management, value co-creation, CRM, and customer innovations and he has been published in numerous journals. Prof. Wang has been ranked as one of the most cited Chinese researchers in 2014 and 2015, and listed in the State Program of "Hundred, Thousand, and Ten Thousand Talents", the Program for New Century Excellent Talents in University of China, and the program for Fok Ying-Tong Education Foundation, as well as being given Renowned Teacher award of Beijing City, China. He was also a Fulbright Senior Visiting professor at Kellogg School of Management, Northwestern University, US.



**Susan R. Stryker, Ed.D.**  
Adjunct Professor of Entrepreneurship and Innovation, University of San Francisco School of Management

Dr Susan Stryker works as an adjunct professor of management in the Department of Entrepreneurship, Innovation & Strategies at the University of San Francisco in San Francisco, CA. She previously worked as a staff scientist and project leader at the Lawrence Berkeley Laboratory, University of California—Berkeley in the Energy and Environment Division. She then moved to London, England, and managed the corporate governance for a software consulting company in the application of decision support systems. Clients included Barclays Bank, NCR, Royal Bank of Scotland, Royal Bank of Canada, Sainsbury's Bank, Dao Hen Bank, and Credit Agricole. She has a Bachelor of Science and a Masters of Science degree from the University of California—Berkeley and a doctoral degree from the Department of Organization and Leadership, University of San Francisco.



**William Wei, Ph.D.**  
Professor and Associate Dean, Research and International, MacEwan University School of Business

William X. Wei is Professor and Associate Dean, Research and International at MacEwan University's School of Business, co-supervisor of Master and PhD programs at China University of Petroleum, Yunshan Scholar at Guangdong University of Foreign Studies, research associate at the Centre for China and Globalization, and Editor-in-Chief, Asia Pacific and Globalization Review. He has over 100 publications including journal articles, books, book chapters, business cases and conference proceedings, and was awarded distinguished scholar by the Academy For Global Business Advancement in 2012. Dr. Wei holds an MBA from Berlin University of Applied Sciences, an MA from Brandenburg Technical University, a PhD from University of Limerick in Ireland.



**Rosalie Tung, Ph.D.**  
Ming & Stella Wong Professor of International Business at Simon Fraser University (Canada)

Rosalie L. Tung is Professor of International Business at Simon Fraser University. She holds the Ming and Stella Wong Chaired Professorship. She served a five-year term as Vice President-Elect, President, and Past President of the Academy of Management in 2000-2005. She has also been elected as a Fellow of the Royal Society of Canada, as a Fellow of the Academy of Management, and as a Fellow of the Academy of International Business. She received her Ph.D. in Business Administration from the University of British Columbia in 1977, and has also taught at numerous prestigious universities around the world. Prof. Tung is an author, editor, and recipient of the 1997 American Society for Advanced Global Competitiveness Research Award.



**Changqi Wu, Ph.D.**  
Professor of Strategy at Guanghua School of Management, Peking University

Professor Changqi Wu is the Director of Institute of the National High-Tech Industrial Zone Development Strategy, the Executive Director of Institute of International Business and Management and the Director of Guanghua-Cisco Leadership Institute, Peking University. Before joining Peking University, he was on the faculty of the Hong Kong University of Science and Technology for over ten years, and as a visiting scholar at the J.L. Kellogg Graduate School of Management, Northwestern University (1997) and a visiting professor at the Catholic University of Leuven (1998) and the University of Hong Kong (2012-2015). Professor Wu holds a Bachelor of Economics from Shandong University, China (1982), and both a MBA (1986) and a Ph.D. (1990) from the Catholic University of Leuven, Belgium.



**Ian Wang**  
Partner, Deheng Law Offices

Mr. Wang is licensed to practice both in China and the State of New York. Prior to joining DeHeng, Mr. Wang worked at Baker & McKenzie LLP, King & Wood Mallesons and a law firm in New York City. He has extensive experience in cross-border legal advisory matters, and has provided consultancy service to many multinational companies and major Chinese state-owned companies in various industry sectors, including energy, pharmaceutical, real estate, telecom, retail, banking, insurance, auto, e-commerce, aviation, etc.



**Marilyn Taylor, D.B.A.**  
Arvin Gottlieb/Missouri Chair of Strategic Management, University of Missouri at Kansas City

Dr. Marilyn Taylor, MBA, DBA, Gottlieb/Missouri Chair of Strategic Management and Coordinator of The Dr. Marilyn L. Taylor Case Endowed Competition Program, UMKC. Currently Research interests focus on the experiences of entrepreneur as they enter the philanthropic domain. More than ten books and over 100 articles and cases including Unraveling the Mysteries of Case Research (forthcoming Edward Elgar, 2017) and Research Handbook of Research on Entrepreneurs' Transition to Philanthropy (Edward Elgar 2014; recipient of the 2016 AFP's Skystone Partners Research Prize).





**Dolly Wu**  
General Manager, Inspur Cloud Datacenter USA Division

Dolly Wu is the General Manager of Inspur Cloud Datacenter USA Division. Dolly has over 20 years of experience in the high technology industry. Dolly opened her own company, Inergy International Inc., and ran it successfully and profitably for three years, reselling Cisco Networking products, HP/Fujitsu Servers and laptops to Africa and Latin America. Dolly also worked for Supermicro for over six years as the Top Sales and Sales Team Leader for Supermicro, focusing on HPC, Big Data, Storage and Cloud Computing market segments in the USA. Dolly holds a Business Administration Degree from the Haas School of Business at UC Berkeley.



**Xue Hong, Ph.D.**  
Professor of Law and Director of the Institute of the Internet Policy & Law, Beijing Normal University

Prof. Dr. Hong Xue is Beijing Normal University Law Professor, Director of Institute for Internet Policy & Law (IIPL) and Co-Director of the United Nations Commission on International Trade Law (UNCITRAL) and Beijing Normal University (BNU) Joint Certificate Program on International E- Commerce Law. Prof. Xue is a Top Ten Nationally Distinguished Young Jurist, a National Expert on E-Commerce appointed by the China's Ministry of Commerce, and one of the primary legal experts appointed by the Chinese National People's Congress to draft the Chinese E- Commerce Law. She is on the Editorial Board of several journals, and has taught in Australia, Hong Kong, and the US, including Yale University.



**Jeff Wu**  
COO, ScaleFlux, Inc.

Jeff Wu has leveraged his 20-plus years of product development, P&L management, globalization strategy and corporate marketing experience in large and small enterprises as the Chief Operating Officer of ScaleFlux, a Silicon Valley startup company developing cutting edge data storage and computing solutions. Previously, Jeff spent 11 years as Corporate Executive Vice President at Pactera, the largest China based global IT Services company with 25,000 resources. Jeff is a frequent speaker at international forums and the MBA/EMBA classes from renowned universities. Jeff sits on board of USF School of Management's China Studies Initiative.



**Wayne Xue**  
COO, Haier Group

Wayne Xue is the current COO of Haier Corporation. As the world's leading open source expert, the chief expert of Cloud Storage Special Committee in the Ministry of Industry and Information Technology, a distinguished expert in Tsinghua University Big Data Center, and the group leader of Peking University's AVS2 Video Code Standardized Internet Technology Application, Mr. Xue has rich experience in industrial practices in the financial services, manufacturing retail distribution, and cloud computing innovation. He has published many articles in the fields of Internet of Things, intelligent building, and cloud computing. In 2002, he founded the open source organization CJEA (China JAVA Engineers Association).



**Yuqiao Xiang, Ph.D.**  
Dean, School of Ethics and Sustainable Development, Hunan Normal University

Yuqiao Xiang, vice-director and professor of the Center for Moral Culture Studies of Hunan Normal University; research scholars of University of Wales and Stanford University, Fulbright Program Research Scholar of Georgetown University; study the history of western ethics, political ethics, and business ethics; authors of 8 treatises, including Distributive Justice and The History of American Ethical Thoughts.



**Gang Zhao, Ph.D.**  
Ministry of Science and Technology

Zhao is deputy director of the office for the Scheme of International Cooperation on Renewable Energy and New Energy Sources, Ministry of Science and Technology and National Development and Reform Commission. He is credited with creating and building up the institutional mechanisms promoting soft science research. At present, he is mainly engaged in the promotion of science and technology through international cooperation, policy research, development strategies research, and innovation cooperation, including, inter alia, participating in the Scheme of International Cooperation in Renewable Energy and New Energy Sources, the China-U.S. Innovation Dialogue, the China-EU New Energy Forum, the Sino-Australian Energy Innovation Forum, the China-Japan-South Korea Forum on New Energy Technology, and the Sino-US Photovoltaic Solar Energy Forum.



**Dengfeng Xu**  
Senior Investment Manager, China North Industries Corp.

Dengfeng Xu, PhD in management, is the senior investment executive of China North Industries Corporation and a member of NORINCO's Investment Review Board. Mr. Xu is also an academic member of China Association for International Economic Cooperation(CAIEC) under China's Ministry of Commerce, an honored expert of China Association of International Engineering Consultants(CAIEC), and one of the MBA supervisors on the staff in Renmin University of China who enjoys great popularity among his students.



**Qianjin Zhou**  
Executive Vice President, Seentao, Inc.

Jinjian Zhou is a partner and senior Vice President of Seentao Technology Co., Ltd. In addition, he is also the Dean of Seentao Innovation & Entrepreneurship School and Vice President of Seentao School Leader Joint Committee. He focuses on studying how institutions can foster individuals with quality education for job markets and with ability of entrepreneurship, and devotes himself to educating for reviving China.



**Fan Xue, Ph.D.**  
Dean, School of Innovation and Entrepreneurship at Peking University

Fan Xue is a Ph.D. Of Wuhan university, the president of Innovation and Entrepreneurship College, the director of the College Students' Innovation Center, the General Manager of the University's Assets Operating Company in HHU, the expert of the Center of Planning and Construction of Colleges and Universities of the Education Ministry, and the Committee Chairman of the Maker Space Construction for colleges and universities in Henan province. Huanghuai University has already been the national top 50 Entrepreneurship Colleges, the Model University of the National Innovation & Entrepreneurship Education Reform. The Innovation Center of HHU is the national-level science and technology business incubator, the national-level Creators' Space, the demonstration base of production-education-research cooperation for College students' innovation and start-ups.



# Student Ambassador Program



**Professor Sara Ding**  
Finance



**Professor Stephen Roddy**  
Chinese Literature



**Professor Susan Stryker**  
Entrepreneurship  
SAP Faculty Coordinator

## **Student Leadership Team**

Nikolaus Jacobs  
Alyse Andre  
Stephen Chen  
Ying Pan  
Abeygail Panganiban  
Brittany Tam

## **Student Members**

Fares Al Muhtaseb  
Julia Aziz  
Priscilla Campos  
Angel Duan  
Taylor Foster  
Byron Han  
Sameriah Johns  
Tatum Kassel  
Weida Lin  
Shangyang Liu  
Chelsea Mathews  
Nico Narduzzi  
Nikita Patel  
Abrielle Peltier  
Kanika Priyadarshi  
Stefano Rakigijja  
David Salazar  
Cinthia Segovia-Sosa  
Dana Su

Crystal Sun  
Zane Witherspoon  
Shanshan Yang  
Yiru Zheng  
Susu Zhu

# Introduction to Hosts

## University of San Francisco

The University of San Francisco is a Jesuit university located on 55 acres in San Francisco near the Golden Gate Bridge and Golden Gate Park. The main campus is located on Lone Mountain, one of the most prominent geographical features in the city.

The University of San Francisco School of Management is ranked one of the top US business schools by the Wall Street Journal and is known for innovation and entrepreneurship. Renowned USF alumni include the CEOs of Intel and Adobe in the US along with the CEOs of Sina and Huarun in China.

The University of San Francisco China Business Studies Initiative was founded in 2014. It provides a platform for collaboration with the influential China business community in San Francisco. The Initiative bridges China business leaders, public policy makers, and academics to the larger San Francisco community through high impact research, resources, and development programs.

## Peking University

Peking University is a comprehensive and national key university. The campus, known as “Yan Yuan” (the garden of Yan), is situated at Haidian District in the western suburb of Beijing, with a total area of 2,743,532 square metres (or 274 hectares). It stands near to the Yuanmingyuan Garden and the Summer Palace.

Peking University is proud of its outstanding faculty, including 53 members of the Chinese Academy of Sciences (CAS), 7 members of the Chinese Academy of Engineering (CAE), and 14 members of the Third World Academy of Sciences (TWAS).

The university has effectively combined research on important scientific subjects with the training of personnel with a high level of specialized knowledge and professional skill as demanded by the country's socialist modernization. It strives not only for improvements in teaching and research work, but also for the promotion of interaction and mutual promotion among various disciplines.

Thus Peking University has become a center for teaching and research and a university of a new type, embracing diverse branches of learning such as basic and applied sciences, social sciences and the humanities, and sciences of medicine, management, and education. Its aim is to rank among the world's best universities in the future.

# Introduction to Local Host

## World Federation of Overseas Chinese Associations

The World Federation of Overseas Chinese Associations (WFOCA), is a non-profit organization serving millions of overseas Chinese and their organizations, registered in Hong Kong in September 2000. It bridges between overseas Chinese and those in mainland. WFOCA promotes Chinese culture, supports Chinese economic development and global peace and harmony.

WFOCA, has received support from the Chinese with six high level Chinese leaders serving as the counselor of WFOCA over time and more than ten high level Chinese leaders providing inscriptions for WFOCA.

In 17 years since its establishment, WFOCA has hosted over 30 thousand overseas Chinese from more than 100 countries who returned to China for visit or seeking business and investment opportunities. WFOCA has facilitated to bring over 380 projects with investment amount more than 100 billion to China over the years, organized more than 1000 social benefit events, built more than 300 Hope Primary School, and donated more than 2 million books and materials.

The mission of WFOCA is to unify overseas Chinese to pursue economic prosperity for all, provide a platform for overseas Chinese to contribute to the economic development for China, create global peace and harmony to make the world better for future generations.

# Introduction to Supporting Organizations

## Global Innovation Center

As an active response to the president Xi Jinping's call of "innovation, harmony, green, open and sharing", proactive integration into global innovation network, "innovation is the first power" and the like, Global Innovation Center (GIC) was initiated and established by nearly one hundred nobelists, scientists, entrepreneurs, financiers, politicians, young entrepreneur from China, USA and other nations. On September 30, 2015, GIC launched start-up ceremony in Silicon Valley of USA. In order to push forward the consensus of Sino-US new type major power relationship reached by president Xi Jinping and his counterpart Barak Obama, jointly addressing major global challenges like climatic change, life health, environment, energy and food, the GIC was jointly sponsored by governmental sectors, industry, university and research institutions, financial organizations from China and USA including Stanford University, University of California, Berkeley, California Government, San Francisco City Government, International Union for Science and Technology Innovation (IUSTI), China-US International Technology Transfer Center, China-US Energy International Technology Transfer Platform, as well as relevant organizations from Israel, UK, Germany, Japan, ROK and so on. GIC currently was planning to establishing global innovation network in China, USA and Europe through setting up R&D bases, incubators, accelerators, technology parks etc. It is reported that China-US technological innovation and cooperation have made great headway in the framework of China-US people-to-people communication, Sino-US Innovation Dialogue, and Sino-US Technology Cooperation United Committee. The initiation of GIC symbolizes a new achievement of China-US new type technological innovation relationship featuring win-win and mutual benefits.

## East China University of Science and Technology

Located in the southwest of Shanghai, East China University of Science and Technology is a dynamic and prominent research-intensive university with high teaching quality. The history of education of the university can be dated back to Nanyang Public School (1896) and Université' Aurora (1903). The university was officially founded in 1952, listed as one of top 100 universities in 211 Project in 1996. ECUST is comprised of more than 1.7 million square meters on 3 campuses: Xuhui Campus, Fengxian Campus and Jinshan Campus.

Today, a wide range of programs are offered to cater to the demands of the society and to prepare the students for an ever-changing global context. It offers 67 undergraduate programs, 147 master degree programs and 81 PhD programs, including MBA and Executive MBA. The university has 15 academic schools. ECUST has established partnership with over 160 renowned universities around the world (including those in Hong Kong SAR, Macau SAR and Taiwan). Currently, there are 15,385 full time undergraduates (including 551 oversea students), 8,778 graduate students studying at ECUST. The number of faculty and staff members has reached 3,129 among whom there are about 1,000 professors and associate professors. ECUST also well-recognized by the world famous ranking. According to the latest released world university rankings, ECUST ranked 9th (THE world university rankings) and 21st(2016-2017 QS World University Rankings) in China. It passed the Association of MBAs (AMBA) accreditation in 2012, Chinese Advanced MBA Education Accreditation (CAMEA) in 2014, and is now submitting Initial Self-Evaluation Report (iSER) to AACSB.

## Hebei Chamber of Commerce in California USA

Hebei Chamber of Commerce in California USA (HCCCU) was founded voluntarily by those who are from Hebei Province and are engaged in business activities in CA of USA under the guidance of the Chinese Consulate General in San Francisco and with support of Hebei Association of Industry and Commerce in China on 3/26/2016. Its office is located at 3140 De La Cruz Blvd., Santa Clara, CA 95054. City of Santa Clara is situated in the heart of Silicon Valley with a great deal of high-tech companies, one of the most dynamic areas in US economy.

Committed to supporting and enhancing a positive Economic and trade activities between China and USA, to build exchange and cooperation platforms and bridge for both sides. We have already signed cooperation agreement – "Three Associations Strategic Cooperation Agreement" with Zhejiang Chamber of Commerce and Jiangsu Chamber of Commerce. Resource sharing, mutual cooperation, coordination and interaction.

# Introduction to Supporting Organizations

## Seentao Technology Co., Ltd.

Seentao Technology Co., Ltd. (hereinafter referred to as the “Seentao Technology”, stock code is 833694) is an important member of Yonyou Group which is the locally largest ERP software and internet service provider in Asia-Pacific region; and Seentao Technology is engaged to provide innovation & entrepreneurship education and practical teaching of business school solutions for undergraduate universities & colleges or vocational colleges on the basis of soft competitiveness improvement and information technology; Seentao Technology proposes a strategic concept of “Integration of education and industry, the new decade of educational advance”, and implements the educational philosophy “move the enterprise into the campus, and create career-oriented educational communities”; therefore serving the education sector and industry development in China.

Seentao Technology provides solutions of innovation & entrepreneurship education and practical teaching of business school, and co-creates innovation & entrepreneurship curriculums and business practical curriculums with schools. Seentao Technology provides precise solutions for different sectors such as innovation & entrepreneurship, cross-disciplinary internship, financing, marketing, and developing. Besides, Seentao Technology moves real working environment into schools, enables students to get virtual jobs of different organizations and positions, which contains the similar work content and process with the real jobs, and achieves the goal of “attending school means working ” and “practice in school equals internship out of school”. Also, Seentao Technology utilizes advanced IT to create “smart education”, integrates informatization and practical teaching closely, creates inquiry learning environment for students. Since Seentao Technology was found in 2011, it has been highly concerned and recognized by governments and educational field, and it was awarded many titles and honors such as vice director-general membership of Finance & Economics Education Branch of China Association of Higher Education; secretary-general membership of School & Enterprise Integration Alliance of the Ministry of Education; membership of the Chinese Society of Vocational and Technical Education; directorship of Competition Committee of the Chinese Society of Vocational and Technical Education; vice director-general membership of University & Enterprise Continuing Education Alliance.



# Institutional Support and Sponsors

## 赞助单位

### Hosts 主办单位



### Co-Host 支持单位

### Local Host 承办单位



### Supporting Organizations 协办单位



### Sponsors 赞助单位







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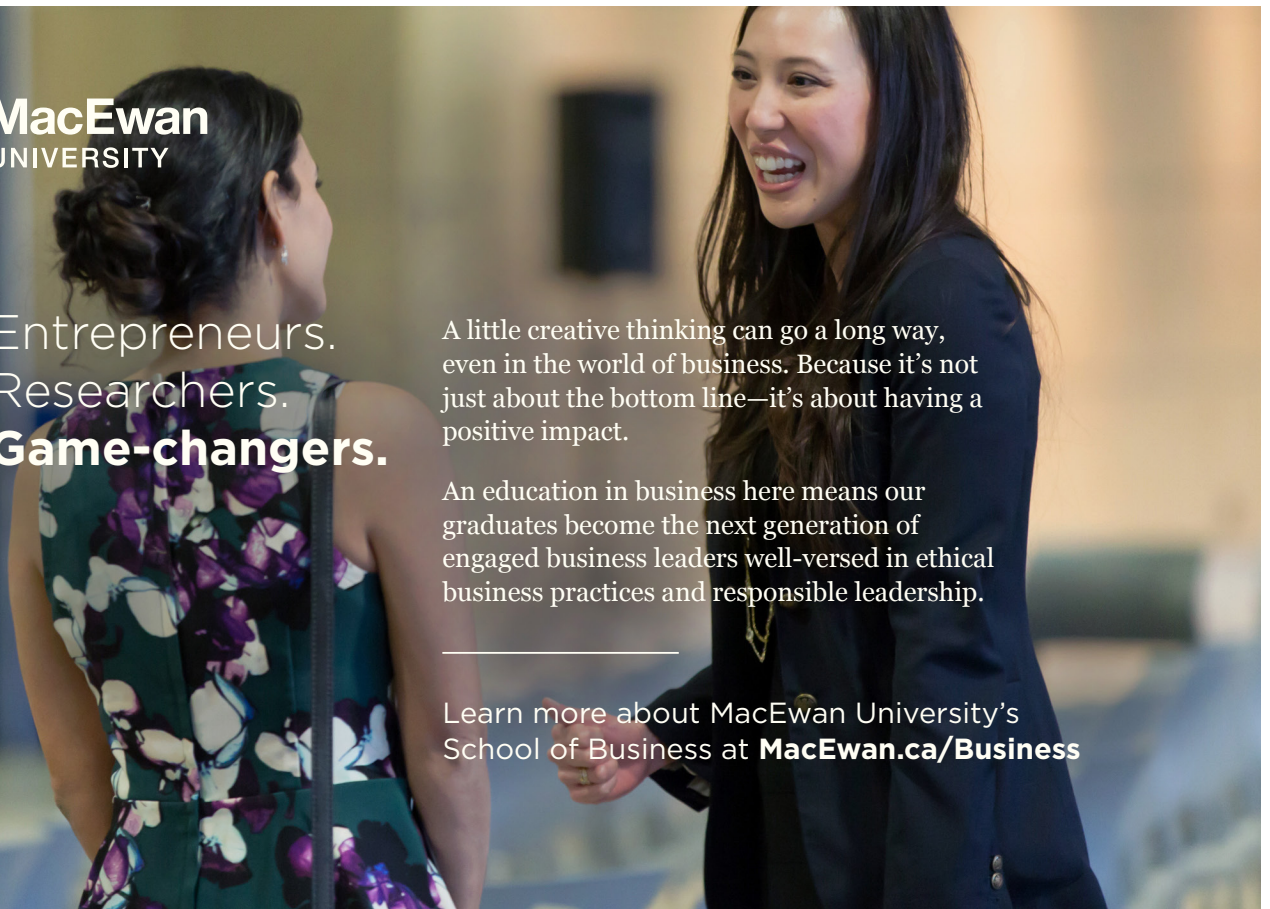
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河北省  
Hebei Province



UNIVERSITY OF  
SAN FRANCISCO

School of Management  
China Business Studies Initiative

The China Business Studies Initiative promotes research and development focused on China and the globalization of China business.

The Initiative bridges China business leaders, public policy makers, and academics to the San Francisco community and the larger world community through high impact research, resources, and development programs.

Design by Charles Siu