

Annual

School of Economics and Management
Tsinghua University

2015-2016

<http://www.sem.tsinghua.edu.cn>



清华经管学院
Tsinghua SEM

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Data as of July 31, 2016.

To Advance Knowledge and Cultivate Leaders for China and the World.

SEM alumni, students, faculty, staff and friends,

In the past academic year of 2015-2016, a total of 1620 students graduated from Tsinghua SEM, including 658 undergraduate students from first degree and second degree programs and 962 graduate students from PhD, Master's, MBA and EMBA programs. The School has made remarkable progress in research, innovation and entrepreneurship education, and expanding its influence in China and abroad.

The theme for the School Annual Report this year is "Tsinghua SEM Three-Year Strategic Plan (2016-2018)". During the fall semester of 2014-2015, under the framework of the overall development and reform plan of Tsinghua University and based on the special report "Building A World-Class School: Tsinghua SEM 2025 Strategy", members of the School Council discussed the next three-year strategic plan of 2016-2018 and held consultations with faculty and staff. In March 2016, the School Council officially published the final version of the Three-Year Strategic Plan, which provided a blueprint for the development of the School from 2016 to 2018.

In alignment with the previous plan, the current Three Year Strategic Plan formulates the long-term goal of Tsinghua SEM to be a world-class school of economics and management in the areas of research, teaching, social service, etc. This plan continues to use the benchmark in six dimensions as established in the previous plan, defining the measurable bases of comparison. The Plan raises detailed requirements for all aspects of the school – from faculty and research to talent cultivation, from external relationship to internal management, and has also highlighted three priorities in the next three years – school culture, faculty development and new buildings.

The School culture comprises of three basic elements – mission, aspiration, and core values. The school mission is "To advance knowledge and cultivate leaders for China and the world." The school aspiration is "To be a world-class school of economics and management." The core values are "integrity, dedication and respect." In the Three-Year Strategic Plan, we have, for the first time, combined these three elements together, laying a foundation for our school's culture.

In this past year the School has made achievements in many areas, and I would like to highlight the following three.

First, Tsinghua-INSEAD EMBA Program is ranked No. 1 globally by *Financial Times* Executive MBA Ranking 2015, the first time for a mainland Chinese business school.

On October 19, 2015, *Financial Times* announced the results of the top 100 Executives MBA programs ranking of 2015. The Tsinghua-INSEAD Dual Degree EMBA Program, also known as TIEMBA, was ranked No.1 globally. It is the first time that a mainland Chinese business school program has been ranked top in the world. This is the fourth year that TIEMBA program participated in the *Financial Times* ranking, and was ranked No. 4 in 2012, No. 2 in 2013 and No. 3 in 2014. In June 2016, the School extended the 10-year partnership with INSEAD on the TIEMBA program for another 6 years.

Second, we have completed the reform of faculty personnel system.

Faculty development is critical to the school. Since 2010, the School has established the faculty annual salary system, chair professor system, faculty sabbatical leave system, faculty unpaid leave system, etc. In 2012, SEM became the pilot school in Tsinghua to experiment the tenure-track system. Under the overall framework of the reform of the faculty personnel system of Tsinghua University, the School's Regulations for the Reform of Faculty Personnel System was extensively discussed over a year and a half's time and was officially approved by the University Council in January 2016. The regulations laid the ground rules for the faculty personnel system in several aspects including planning and development goal, levels and standards of faculty matching these goals, faculty administration, salary schemes, etc., laying an institutionalized foundation to ensure academic standard and to build a world-class faculty.

Third, the school had invited a number of well-known entrepreneurs and scholars from China and abroad to deliver classes and lectures.

During the Advisory Board Meeting in October 2015, Elon Musk, Co-Founder, CEO and Product Architect of Tesla Motors, CEO and CTO of SpaceX, Chairman of SolarCity, had a dialogue with the Dean in the Tsinghua Management Global Forum. Mark Zuckerberg, Founder and CEO of Facebook, gave a lecture in Chinese at the School. In March 2016, Peter Thiel, American

venture capitalist, entrepreneur and author of *“Zero to One: Notes on Startups, or How to Build the Future”*, delivered a 1-credit course “Startup Thinking” in a series of 6 lectures and had a dialogue with the Dean. In May, Niall Ferguson, renowned historian, Laurence A. Tisch Professor of History at Harvard University and Distinguished Visiting Professor at Tsinghua SEM, delivered a 2-credit course “China and the World-A Historic Perspective”. On June 1, Satya Nadella, CEO of Microsoft, visited Tsinghua University and had a dialogue with the Dean. On 5 June, Jacob J. Lew, U.S. Secretary of Treasury visited Tsinghua SEM and engaged in a dialogue on U.S.-China Economic Relationship. On the SEM Commencement held in July 2016, LU Mai, Secretary General of China Development Research Foundation, delivered the commencement speech. These initiatives have attracted widespread public attention and received extensive coverage from the media, raising the School’s profile both domestically and abroad.

In addition, the School has also made achievements in new buildings and alumni development. A winning design has been selected for the architectural design of the new school building. In October 2015, solicitation and review of architectural design schemes for the new school building was concluded, involving top experts from China who provided professional advice and opinion. The “Bridge of Knowledge” by the architectural firm Gensler was selected through voting. In April 2016, the design was approved by the Infrastructure Construction and Planning Committee of Tsinghua University. In July 2016, the new building project obtained the approval by Tsinghua University.

Meanwhile, the School alumni organization has been further enhanced throughout the year. Six alumni associations have been set up by education programs, namely undergraduate, PhD, Master’s, MBA, EMBA and Executive Education. Four domestic alumni associations have been established by region in China, including Shanghai, Shenzhen, Sichuan and Shenyang. The overseas associations cover Hong Kong, Southeast Asia, North America and Europe respectively. By specialization and interest groups, SEM established the Tsinghua SEM alumni associations in entrepreneurship, in reading, in photography, in outdoor sport, in internet industry and in football respectively.

Going forward, the School will continue to fulfill its mission - “to advance knowledge and cultivate leaders for China and the world” and carrying forward the core values of “integrity, dedication, respect”, making continuous efforts to build itself into “a world-class school of economics and management”. With the strong support of our alumni, students, faculty, staff and friends, I am confident that the School will have an even better future ahead!



A handwritten signature in black ink that reads "Yingyi Qian". The signature is written in a cursive, flowing style.

QIAN Yingyi, Dean

Tsinghua University School of Economics and Management

July 31, 2016

Tsinghua SEM Offers New Tracks in the Second Degree Undergraduate Programs

Since the fall semester of 2015, SEM offers a track of Finance of the second degree undergraduate program in Economics and a track of Innovation, Entrepreneurship and Leadership of the second degree undergraduate program in Management.

Tsinghua SEM Chose Design for the New Teaching Building

In October 2015, solicitation and review of architectural design schemes for the new school building was concluded, deeply involving top experts from China who provided professional advice and opinion. The "Bridge of Knowledge" scheme as designed by the architectural firm Gensler stood out through voting.

Tsinghua-INSEAD Dual Degree EMBA Program Ranked No. 1 Globally by *Financial Times* Executive MBA Ranking 2015, First Time for a Mainland Chinese Business School

On October 19, 2015, *Financial Times* announced the result of the top 100 Executives MBA programs ranking of 2015. Tsinghua-INSEAD Dual Degree EMBA Program, also known as TIEMBA, is ranked No.1 globally. It is the first time that a mainland Chinese business school program has been ranked No. 1 globally. This is the fourth year that TIEMBA program participated in the *Financial Times* ranking, and it was ranked No. 4 in 2012, No. 2 in 2013 and No. 3 in 2014.

The 2015 Advisory Board Meeting of Tsinghua SEM Held

On the morning of October 23, 2015, the 2015 Advisory Board Meeting of Tsinghua SEM was held, with 40 Board members participating in the meeting and related activities. Since the Advisory Board's inception in 2000, this was the 16th time that the annual meeting has been convened. Dean QIAN Yingyi provided the Tsinghua SEM Update to the board from the areas of leadership renewal, Board members' visits, big data research and teaching, corporate social responsibility and ethics education and other aspects. The two main topics of the 2015 meeting were "Infrastructure Construction: The New Tsinghua SEM Buildings" and "Entrepreneurship Education: Tsinghua

x-lab".

On the afternoon of October 23, YU Zhengsheng, Chairman of the National Committee of the Chinese People's Political Consultative Conference, met with members of the Advisory Board of Tsinghua SEM in Beijing.

On the same afternoon, ZHU Rongji, the founding dean of Tsinghua SEM and the Honorary Chairman of the Advisory Board, met with members of the Advisory Board of Tsinghua SEM in Beijing.

From the 22 to 23 of October 2015, the "Tsinghua Students Dialogue with Board Members" was in full swing as part of the series of activities of Tsinghua SEM 2015 Advisory Board Meeting. 12 Board members entered 12 Tsinghua SEM classrooms to interact with students in an intimate setting.

On October 22, 2015, as part of the Advisory Board meeting of Tsinghua SEM, the 2015 Tsinghua Management Global Forum was held. Elon Musk, Tsinghua SEM Advisory Board member, Co-Founder, CEO and Product Architect of Tesla Motors, CEO and CTO of SpaceX, Chairman of SolarCity had a two-hour dialogue with Dean QIAN Yingyi on the topics of aerospace, electric vehicles, new energy, etc.

On October 24, 2015, Mark Zuckerberg, Tsinghua SEM Advisory Board member, Founder and CEO of Facebook, gave a lecture at Tsinghua SEM. During the session, Zuckerberg spoke entirely in Chinese, which thrilled the audience. Through his lecture, Zuckerberg shared three important concepts with students: mission, diligence, forward-thinking. Zuckerberg pointed out that understanding why do we do something is more important than how we do it.

Tsinghua SEM Executive Education Alumni Association Established

In October 2015, Tsinghua SEM Executive Education Alumni Association was established. In the same year, Tsinghua SEM Executive Education Alumni Association YRD Chapter was established in Shanghai. In March 2016, Tsinghua SEM Executive Education Alumni Association PRD Chapter was established in Shenzhen.

Inaugurations of Tsinghua SEM Europe Alumni Association, UK Alumni Association, Germany

Alumni Association and France Alumni Association

On November 22, 2015, the inaugural ceremony of Tsinghua SEM Europe Alumni Association and Tsinghua SEM UK Alumni Association was held in London. Following that, the Tsinghua SEM Germany Alumni Association and Tsinghua SEM France Alumni Association were established in Munich on November 25 and in Shenzhen on December 22, respectively.

Tsinghua-Sotheby's Arts Management Master's Program Inaugural Semester

On November 18, 2015, Tsinghua SEM held an inauguration for its Arts Management Master's Program, a joint project hosted by Tsinghua SEM, Academy of Arts & Design of Tsinghua University and the Sotheby's Institute of Art. Tsinghua-Sotheby's Arts Management Master's Program is currently the first and only interdisciplinary master's degree program on arts management certified by Chinese Ministry of Education and is designed to equip students with the trends and status of the Western art market, as well as comprehensive strategic thinking and business skills with global outlook. It is a two-year program. Students will study in four global art capitals: Beijing, London, Los Angeles and New York.

Tsinghua SEM Held 10th Anniversary Celebration for Stanford-Tsinghua Exchange Program

On November 22, 2015, the 10th Anniversary Celebration for the Stanford-Tsinghua Exchange Program (STEP) was held. Since its inception in 2005, STEP has already passed ten years with fruitful results. Through this decade, STEP has established an intimate bond connecting students from the two distinguished institutions for them to better know each other with the innovative and unique approach. By the end of 2015, more than 400 students had completed STEP, learning from each other and growing and advancing together through wonderful activities in the program.

Tsinghua SEM EMBA Program Topped the List as China's Best EMBA Program for the 5th Consecutive Ranking

On December 2015, *MANAGER* magazine's biennial "China's Best EMBA Rankings" was published. Tsinghua SEM EMBA

program stood apart from other outstanding business schools of China and topped the list again for the fifth consecutive ranking.

Tsinghua SEM Alumni WANG Chaoyong Made a Donation to Tsinghua University

In December 2015, Tsinghua SEM alumni WANG Chaoyong, founder and chairman of ChinaEquity Group, donated CNY 100 million to Tsinghua University, in support of its development.

Seven Tsinghua SEM Professors Received the 7th Ministry of Education Higher Education Outstanding Scientific Research Output Awards (Humanities and Social Sciences)

On December 8, 2015, the Ministry of Education announced the winners of the 7th Higher Education Outstanding Scientific Research Output Awards (Humanities and Social Sciences). Tsinghua SEM won four awards including one first prize, one second prize and two third prizes. Among these, retired Professor WU Guisheng and Professor WANG Yi from Department of Innovation, Entrepreneurship and Strategy's paper "Study on Independent Innovation Strategy and International Competitiveness" received the first prize of Paper Award.

Tsinghua SEM Reached the "30 Years, 30 Chairs" Goal

On June, 2015, Tsinghua SEM reached its "30 Years, 30 Chairs" goal. The 30 chair professors were composed of 21 endowed chair professors and 9 term chair professors. 25 donations were made by the members of SEM Advisory Board. 5 were from other sources.

Four Tsinghua SEM Professors Listed in Elsevier's 2016 Most Cited Chinese Researchers

On January 26, 2016, the second edition of Elsevier's annual list of Most Cited Chinese Researchers was released. Tsinghua SEM has four faculty members on the list. Professor Steven White, Department of Innovation, Entrepreneurship and Strategy, and Professor CHEN Guoquan, Department of Leadership and Organization Management, have been selected for the "Business, Management and Accounting" category. C.V. Starr Chair Professor LI Hongbin, Department of Economics, and Mansfield

Freeman Chair Professor BAI Chong-en, Chair, Department of Economics, have been selected for the "Economics, Econometrics and Finance" category.

Tsinghua SEM Alumni NI Weidong and ZHU Can Donated to Establish the Tsinghua University Industry Innovation and Financial Research Institute Fund

On January 28, 2016, Tsinghua University Industry Innovation and Financial Research Institute Fund Donation Ceremony was held. Tsinghua SEM alumni NI Weidong (EMBA 2011), Chairman of Sino Environment Engineering Development Co., Ltd., and Tsinghua SEM alumni ZHU Can (Entrepreneur Fellows Program), chairman of SINVO Capital Holdings Co., Ltd., and XU Shanglong, chairman of Nanjing 21st Century Investment Group Co., Ltd., XIAO Yansong, Chief Secretary of Shenzhen O-film Tech Co. Ltd., jointly donated to establish the Tsinghua University Industry Innovation and Financial Research Institute Fund to promote Tsinghua University and Tsinghua SEM's talent and innovative development.

Peter Thiel, U.S. Venture Capitalist, Entrepreneur and Author of "Zero to One", Delivered a 1-Credit Course on "Startup Thinking" at Tsinghua SEM

From 14 to 25 March, 2016, Peter Thiel, U.S. venture capitalist, entrepreneur and author of *"Zero to One: Notes on Startups, or How to Build the Future"*, delivered a 1-credit course "Startup Thinking" in a series of 6 lectures at Tsinghua SEM. On March 14, it was followed by an appointment ceremony where Thiel was presented a certificate of appointment as Distinguished Guest Professor of Management Practice of Tsinghua SEM by Dean QIAN. JIA Ning, Associate Professor of Accounting, Director of Centre for Globalization of Chinese Enterprises, was the faculty coordinator for the course. Thiel's Tsinghua course was composed of six themes: Zero to One, How Monopoly Works, Anti-Management, The Tyranny of Chance, How to Invest, and Futures. He shared his views and insights on successful companies, investment methodology and perspectives on the future of technology and human society development. On March 25, after the final lecture of the course, Peter Thiel had a one-hour dialogue with Professor QIAN Yingyi, Dean of Tsinghua SEM.

Tsinghua SEM Reached New Heights in the Project Performance Measurement by National Natural Science Foundation of China

On March 2016, National Natural Science Foundation of China (NSFC) released the results of performance measurement on projects approved in 2010. Among the 14 Tsinghua SEM projects, 1 was awarded "Distinction" and 11 were "Outstanding". Professor XU Xin's project "Web2.0 Social Media's Influence on Capital Market Information Transparency" was awarded "Distinction". Projects by Professor XIAO Yongbo, ZHANG lihong, WANG Yihua, WU Guisheng, TONG Yunhuan, ZHU Yan, WEI Qiang, HUANG Shuo, XIE Wei, JIA Ning, WU Shali and others were awarded "Outstanding".

In 2015, Tsinghua SEM had 14 projects assessed by NSFC. One project was awarded "Distinction" and 10 projects were "Outstanding".

The Economics Department of Tsinghua SEM Celebrated its 90th Anniversary

On April 24, 2016, Tsinghua SEM celebrated the 90th anniversary of the Economics Department. Dean QIAN Yingyi reviewed the 90-year history of the Economics Department and the life of Professor CHEN Daisun, the renowned economist and the second chair of the department, and his outstanding contribution to the department's development. Three chairs of the department since the establishment of Tsinghua SEM in 1984, including Professor DONG Xinbao (1984-1990), Professor LI Zinai (1990-2005) and Professor BAI Chong-en (2005-), were invited to share their stories as chairs and views on the development of the department. Besides, four alumni, JIN Luo (Bachelor 1987/PhD 1998), SONG Changcheng (Bachelor 2002), WANG Jiwu (Bachelor 1988/MBA 1997) and ZHANG Qiong (Bachelor 2005/PhD 2007) shared how their teachers and friends in the department helped their academic and personal development.

XU Xin and Xiao Yongbo Entitled Cheung Kong Scholars in 2015

On April 20, 2016, the Chinese Ministry of Education announced the 2015 Cheung Kong Scholars list. XU Xin, Associate Dean and Professor of the Department of Management Science and Engineering, was entitled the Cheung Kong Distinguished

Professor XIAO Yongbo, Associate Professor of the Department of Management Science and Engineering, was entitled the Cheung Kong Young Scholar.

Renowned Historian Niall Ferguson Delivered a 2-Credit Course “China and the World: A Historic Perspective” at Tsinghua SEM

From 5 to 15 May, 2016, Niall Ferguson, a renowned historian, Laurence A. Tisch Professor of History at Harvard University and Distinguished Visiting Professor at Tsinghua SEM, delivered a 2-credit course “China and the World-A Historic Perspective” at Tsinghua SEM.

Professor Ferguson’s course was composed of 8 themes, namely The Great Divergence; Contact: Fernão Peres de Andrade and the Zhengde Emperor, 1517; Chinese Jesus: The Taiping Rebellion; “The Chinese Must Go!”: California, 1882; The Wilsonian Moment; The Korean War: MacArthur and China; Nixon in China; and “Chimerica”: China, the United States and the Financial Crisis.

On May 15, after the final lecture of the course, Professor HE Ping from Finance Department had an hour-long dialogue with Professor Ferguson on a wide range of pertinent questions, from the historical patterns of wealth creation and accumulation, and family wealth inheritance to recent happenings such as the TPP.

“Yi Miao Shen Zhou” Team Won the Gold Cup of the 3rd Tsinghua University “President Cup” Innovation Challenge

On May 28, 2016, Tsinghua x-lab held the 3rd “President Cup” Innovation Challenge Finals. This year’s competition involved a total of 134 participating teams constituting Tsinghua students, alumni and teachers. Ultimately, “Yi Miao Shen Zhou” team won the gold cup. This group was established by HE Ting, a PhD student from Tsinghua University School of Life Sciences. This team joined Tsinghua x-lab on January 2015 and its core product is CAR-T technology, which is the latest generation technology of immunotherapy and has revolutionary treatment for many kinds of cancer.

QIAN Xiaojun and WEI Jie Honored with the 15th Tsinghua University Mentor and Friend Teacher Award

On May 31, 2016, the winners list of 15th Tsinghua University Mentor and Friend Teacher Award was announced. QIAN Xiaojun, Professor of Department of Leadership and Organization Management, Associate Dean of Tsinghua SEM and WEI Jie, Tsinghua TongFang Chair Professor of Department of Innovation, Entrepreneurship and Strategy, were the recipients of the award.

Dean QIAN Yingyi Held Dialogue with Satya Nadella, Tsinghua SEM Advisory Board Member, CEO of Microsoft

On June 1, 2016, Satya Nadella, Tsinghua SEM Advisory Board member, CEO of Microsoft, visited Tsinghua University. During his visit, Satya Nadella and Dean QIAN Yingyi, held a dialogue in Tsinghua University auditorium. Dean QIAN hosted the dialogue around Microsoft’s latest technological innovation, China’s “Internet+” strategy, industrial upgrading, innovation and entrepreneurship and other hot topics for Nadella’s insights. Nadella shared his experience working as CEO of Microsoft and as a technology innovator and how Tsinghua’s teachers and students should maintain a momentum of innovation. Nadella emphasized the importance of having a “growth mindset”, including curiosity, courage to change, not being afraid of taking risk, learning through one’s failures, and exploring in the process of growth.

U.S. Secretary of Treasury Jacob J. Lew Discussed U.S.-China Economic Relationship at Tsinghua SEM

On June 5, 2016, U.S. Secretary of Treasury Jacob J. Lew visited Tsinghua SEM, and engaged in a dialogue on U.S.-China Economic Relationship. During the dialogue, Secretary Lew provided his views on range of issues including the U.S.-China Strategic and Economic Dialogue, macroeconomic policy and excess capacity, G20 and WTO as well as other hot topics. Students from Tsinghua SEM asked questions regarding U.S. fiscal policy, bilateral investment treaties, the role of bilateral cooperation during the negotiation of global climate agreement, the development of internet finance, as well as other questions, all of which Secretary Lew answered.

Tsinghua SEM Held Several High-level Academic Activities

On January 6, 2016, Miles Young, Global Chairman and CEO of Ogilvy Group, visited Tsinghua SEM and delivered a speech on the globalization of Chinese brands under the “One Belt, One Road, One Brand” environment.

On January 14, 2016, Bill McDermott, CEO of SAP, gave a keynote speech on “Winners Dream” in Tsinghua Eminent Entrepreneur Lectures at Tsinghua SEM.

On March 18, 2016, “The Role of the State in Economic Growth in East Asia” roundtable conference was held in Tsinghua SEM. The event was joined by many outstanding scholars, experts, business and political leaders from China and the world, including three Nobel Prize laureates in Economics. Speakers shared their research results on China’s economic growth policies and strategies, and expressed their views on the effects of China’s economic transformation on global and regional economies.

On April 8, 2016, Adair Turner, chairman of the Institute for New Economic Thinking (US) and former chairman of the Financial Service Authority (UK), gave a lecture on “Debt, Stability and Development” at the Tsinghua Distinguished Speaker Forum on Finance in Tsinghua SEM.

On April 23, 2016, to celebrate the 105th anniversary of Tsinghua University, Tsinghua SEM held the Tsinghua Eminent Entrepreneur Lectures and inauguration of Tsinghua University Industry Innovation and Finance Research Institute. ZONG Qinghou, founder of Hangzhou Wahaha Group Co., Ltd. and CHEN Dongsheng, founder of Taikang Life Insurance Co., Ltd. delivered keynote speeches on the topic of “industry innovation and development of finance in the new normal era”. Tsinghua University Industry Innovation and Finance Research Institute was jointly established by School of Economics and Management, School of Materials Science and Engineering, School of Software, Department of Thermal Engineering and Department of Electrical Engineering at Tsinghua University.

On June 15, 2016, the first academic dialogue of International Finance Forum (IFF) and the Tsinghua Distinguished Speaker Forum on Finance was held in Tsinghua SEM. The topic focused on enlightenment of the American pension system for China. Dr. Marsha Vande Berg, academic member of the executive committee of IFF and the former chief executive of Pacific Pension Institute was invited and made the keynote speech.

On June 16, 2016, CHEN Lvsheng, Vice Director of China National Museum, delivered a lecture on the topic of “glamor of museums” at Tsinghua SEM.

From 17 to 19 June, 2016, Tsinghua Macroeconomics Workshop 2016 was held in Tsinghua SEM. Professor Samuel Kortum from Yale University and Professor Randall Wright from University of Wisconsin delivered keynote addresses. Nearly 60 economists from well-known universities in China and the world attended the workshop and discussed topics on trade friction, economic cycle, international trade, search matching, etc.

Memorandum of Understanding between Tsinghua x-lab and UnternehmerTUM Signed at the Chinese and German Premier Attended 8th German-Chinese Forum for Economic and Technological Collaboration

On June 13, 2016, as part of the German-Chinese collaboration framework, Premier Li Keqiang and German Chancellor Angela Merkel attended at the 8th German-Chinese Forum for Economic and Technological Collaboration. Professor QIAN Yingyi, Dean of Tsinghua SEM and Dr. Helmut Schönenberger, CEO of UnternehmerTUM, Center for Innovation and Business Creation at Technische Universität München signed a joint Memorandum of Understanding on collaboration between Tsinghua x-lab and UnternehmerTUM, which was one of the important collaboration projects between the two countries.

Tsinghua SEM Extended the 10-year Partnership with INSEAD on the TIEMBA Program for another 6 Years

On June 14, 2016, the Tsinghua-INSEAD Dual Degree Executive MBA Program (TIEMBA) Class of 2018 Commencement was held in Tsinghua SEM. On the ceremony, Tsinghua SEM signed the agreement with INSEAD to extend the partnership on the TIEMBA program for another 6 years.

LU Mai, Secretary General of China Development Research Foundation, Delivered Commencement Address at Tsinghua SEM Commencement 2016

On July 3, 2016, Tsinghua SEM held its 2016 Commencement

in the Gymnasium of Tsinghua University. Nearly 4,000 people, including the graduates, their families and friends, and the faculty and staff of the School participated in the Commencement. Dean QIAN Yingyi hosted the ceremony. LU Mai, Secretary General of China Development Research Foundation, delivered the commencement address. In his address, Mr. LU shared personal stories and his insights on China's modernization. As well as the foundation's research and social experiments in poverty reduction and child development.

Seven graduate representatives delivered valedictory addresses at the Commencement. They are LIU Guannan from the PhD

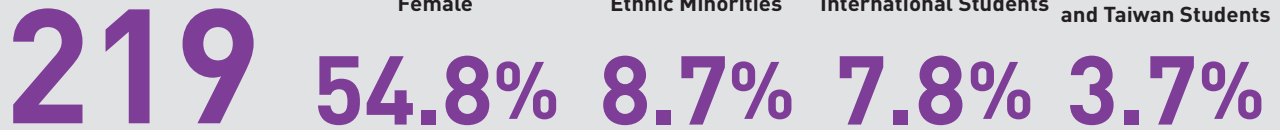
program, FENG Menglu from the Master's program, LIU Tiancheng from the MBA program, LI Zhaoqiang from the EMBA program, LIN Zhibin from the second degree undergraduate program, LI Linjia from the undergraduate program, and XU Yejia from the undergraduate program.

A total of 1620 students, including 658 undergraduate students and 962 graduate students, graduated from Tsinghua SEM in the academic year of 2015-2016.



2015 Tsinghua SEM Undergraduate Students Admissions Status

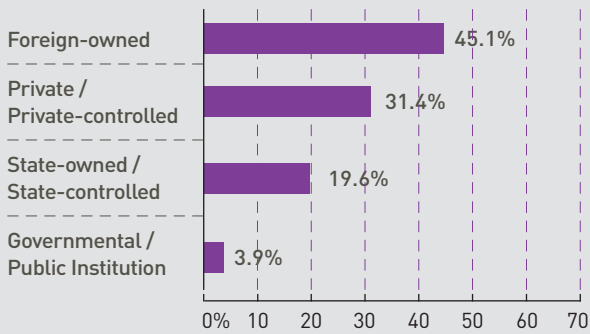
Total Enrollment



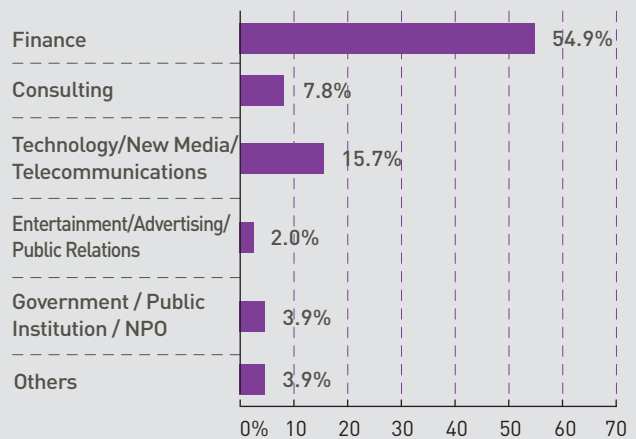
2015 Summer Tsinghua SEM Undergraduate Programs Employment Status



Properties



Industry



The First Degree Undergraduate Programs

In December of 2015, the course Corporate Finance lectured by Professor WANG Hao from Department of Finance was awarded as the Excellent Course of Tsinghua University.

From May, 2016, Niall Ferguson, renowned historian, Distinguished Visiting Professor of Tsinghua SEM, Laurence A. Tisch Professor of History at Harvard University, taught a 2-credit course "China and the World-A Historic Perspective" at Tsinghua SEM.

The Second Degree Undergraduate Programs in Economics

The second degree undergraduate programs in Economics offer a track of Finance from the fall semester of 2015. The curriculum balances economic and finance theories with practical knowledge, and offers both a global perspective and a special focus on China's economic and financial issues. The curriculum offers 22-credit courses including Accounting, Corporate Finance and Investment.

The Second Undergraduate Degree Programs in Management

The second degree undergraduate programs in Management offer a track of Innovation, Entrepreneurship and Leadership from the fall semester of 2015. It aims to cultivate interdisciplinary talents who are capable to establish, manage and develop innovative enterprises and social organizations with global perspective. The curriculum offers courses including Leadership of Entrepreneurs, Technical Innovation, Business Model Innovation of Internet Enterprises, and Decision Making Simulation of Start-ups, etc.

2015 Tsinghua SEM Ph.D Students Admissions Status

Total Applicants

916

Total Enrollment

68

Admission Rate

7.4%

Female

58.8%

Ethnic Minorities

5.9%

International Students
Hong Kong, Macao and Taiwan Students

1.5%

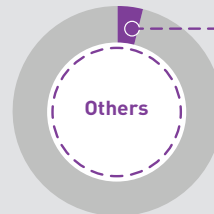
2015 Summer Tsinghua SEM Doctoral Programs Employment Status



89.3%

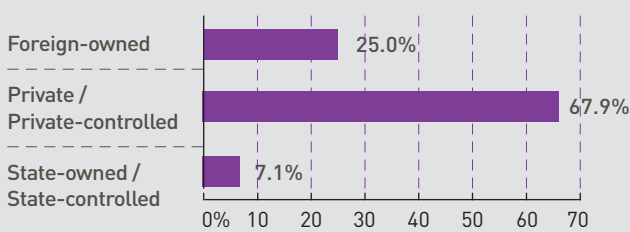


7.1%

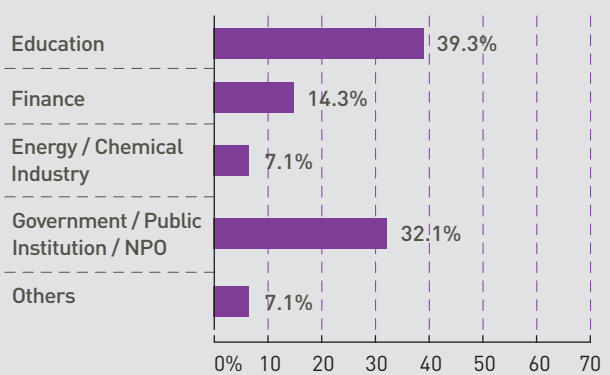


3.6%

Properties



Industry



2015 Tsinghua SEM Master of Science Programs Admission Status

Total Applicants

493

Total Enrollment

24

Admission Rate

4.9%

Female

37.5%

Ethnic Minorities

8.3%

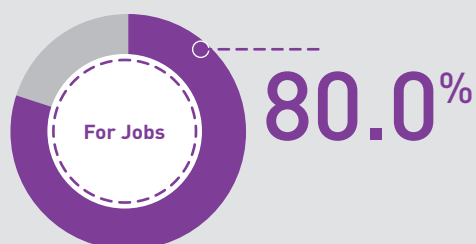
International Students

4.2%

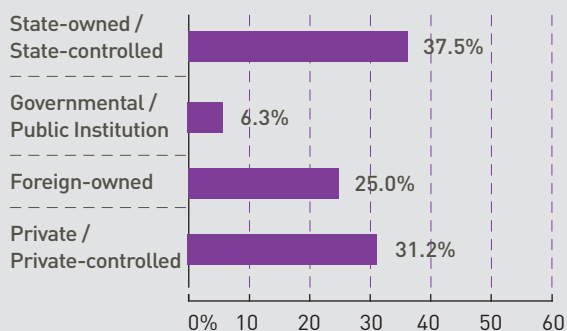
Hong Kong, Macao
and Taiwan Students

4.2%

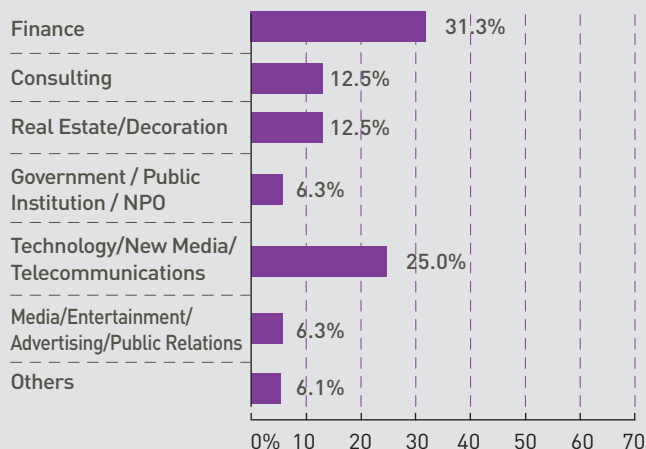
2015 Summer Tsinghua SEM Master of Science Programs Employment Status



Properties



Industry



Tsinghua SEM held two Education Council meetings in the fall semester of 2015 and spring semester of 2016 respectively to discuss issues related to the qualification exams, scholarship and fellowship, and career development of doctoral students.

In May 2016, Tsinghua SEM doctoral student in Economics LI Lei won the first prize at the 2nd Tsinghua and Peking University (Two Schools and Six Departments) Academic Paper Contest.

In July 2016, Tsinghua SEM doctoral student in Finance LIU Zehao Won the 2nd Sun Yefang Financial Innovation Paper Award for his joint paper "The Financial Stratification of Chinese Goods and the Driving Mechanism of Inflation" which was published on *Economics Research* in January 2014.

2015 Tsinghua SEM Master's Programs Admissions Status

Total Applicants

1,759

Total Enrollment

223

Admission Rate

12.7%

Female

44.8%

Ethnic Minorities

6.7%

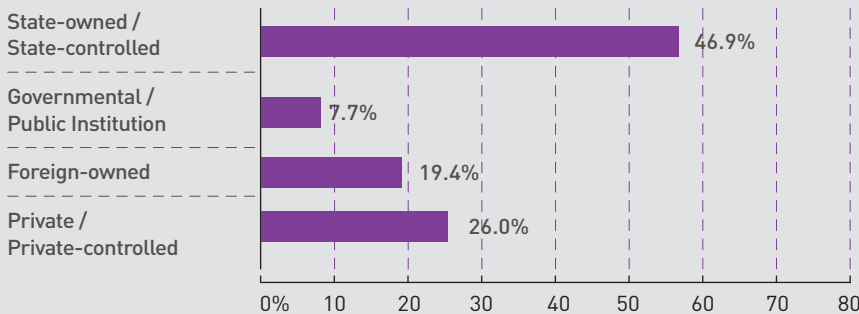
International Students
Hong Kong, Macao and Taiwan Students

8.1%

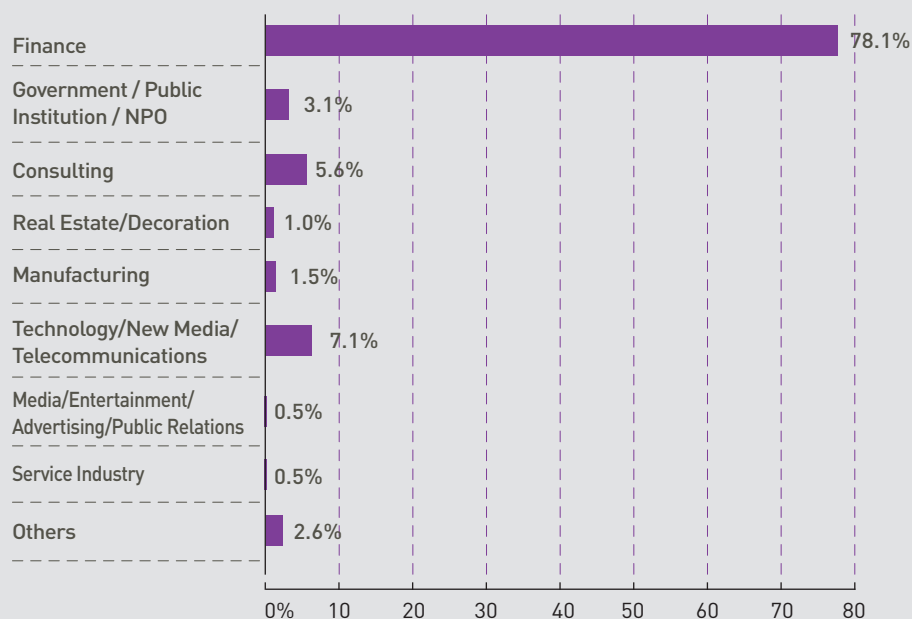
2015 Summer Tsinghua SEM Master's Programs Employment Status



Properties



Industry



Master of Finance

The Master of Finance Program offers the course “China Finance’s Practice II: Seller Agency and Frontiers in Finance” from the spring semester of 2016. The course was developed by Professor LIU Chun, Department of Finance, Academic Director of Master of Finance Program, Professor SHEN Tao, Department of Finance and FANG Fang, Tsinghua SEM Alumni. Lecturers were composed of 9 SEM alumni from the finance industry. The course is open to all graduate students at Tsinghua University.

On May 8, 2016, Master of Finance hosted its first program briefing in Shanghai to attract qualified students of Southeast part of China to apply.

Master in Management (MiM-CEMS)

As the only academic member program affiliated with CEMS in mainland China, MiM-CEMS sends students to overseas CEMS schools in the exchange program. During the 2015-2016 academic year, there were 19 outgoing students in total, most of whom studied in CEMS schools in two different countries. During the same period, the program received 38 CEMS incoming students from overseas CEMS schools.

Master of Professional Accounting

During the 2015-2016 academic year, two students were sent to RWTH Aachen University and NEOMA for exchange study.

Tsinghua-Columbia Dual Degree Master's Program in Business Analytics

In 2015, six students from Master of Finance, Master of Accounting and GMBA programs went to Columbia University to study this dual degree master’s program.

In September 2016, 14 students were enrolled in this program and will go to Columbia University in 2017.

2015 Tsinghua SEM MBA Students Admissions Status

Total Applicants

3,553

Total Enrollment

469

Admission Rate

13.2%

2015 Tsinghua SEM MBA Part-time Students Admissions Status

Female

39.9%

Overseas, Hong Kong,
Macao and Taiwan
Students

0.8%

Average Age

32

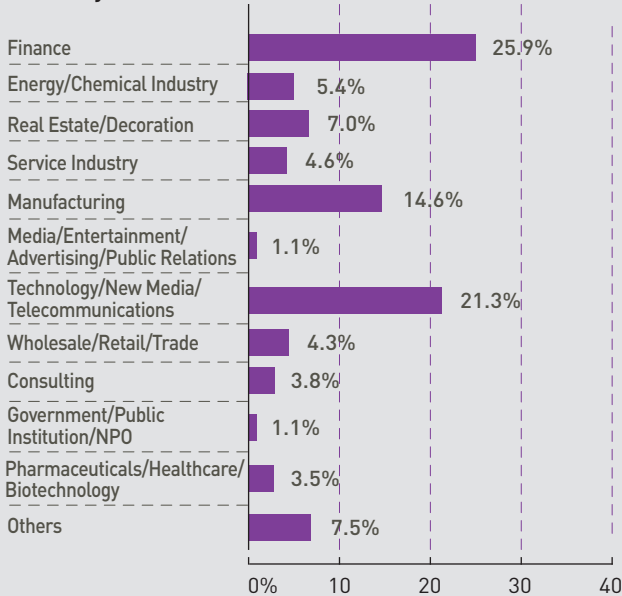
Average Years of
Working Experience

10

Master's and Ph.D
Students

20.5%

Industry



Functions



Tsinghua-MIT Dual Degree MBA Program

2015 Tsinghua SEM Global MBA Students Admissions Status

Female

26.5%

Overseas, Hong Kong,
Macao and Taiwan
Students

41.9%

Average Age

29

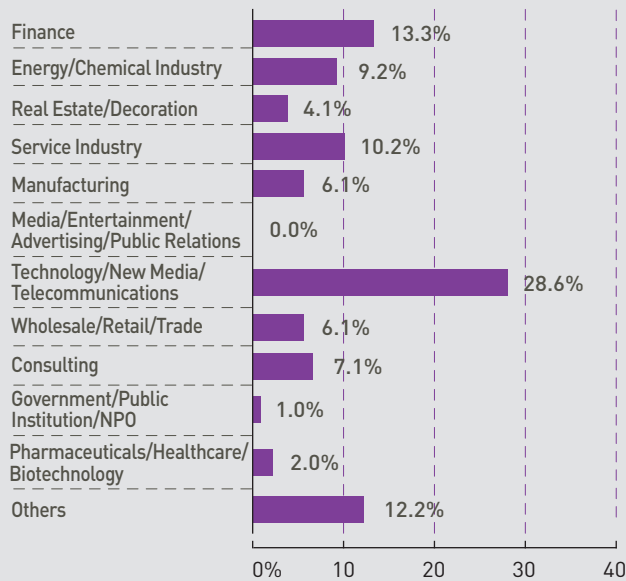
Average Years of
Working Experience

7

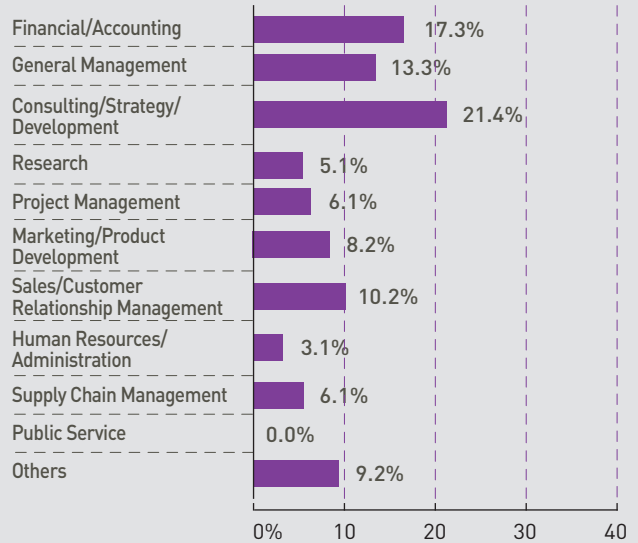
Master's and Ph.D
Students

25.5%

Industry



Functions



In the autumn semester of 2015, Tsinghua MBA launched a series of courses in industrial analysis of China, covering hot topics of internet, finance, high-end equipment manufacturing, bio-pharmaceutical, culture creativity, ecology, automobile and chemical industries. The newly launched modules including Coca-Cola 21st Century Marketing, Leadership, Innovation & Entrepreneurship, Global Management Summer School of University College London, International Entrepreneurship of Germany Aachen, have enriched the global experiences of Tsinghua MBA students.

In terms of program promotion, Tsinghua MBA established various new channels by means of internet platform and new media, like online promotion sessions and online admission consulting sessions. In 2015, the number of admission promotion sessions reached 11, in which 2 were held online.

Also in 2015, in order to support the freshmen of Tsinghua MBA and Tsinghua-MIT Global MBA Program, Tsinghua MBA set up a freshman scholarship, the total sum of which reached 5 million yuan. At the same time, for the convenience of Tsinghua MBA students outside Beijing, the Tsinghua MBA Program upgraded its HSR Scholarship to Outside-Beijing Scholarship, which covered the expense of HSR travels from and to Beijing as well as the accommodation cost in campus.

In 2015, Tsinghua MBA held the first Tsinghua MBA Entrepreneurship Competition; and the second one was held in April 2016. The competition aims to cultivate the spirit of innovation and entrepreneurship through practical learning and provide the platform and resources for students' start-ups. From the project docking conference to the finals, it lasted more than four months, covering entrepreneurship courses, entrepreneurship training, road shows and other various types of supporting activities, which have attracted the participation of students, 500 alumni and 76 project teams.

2015 Fall Tsinghua SEM EMBA Students Admissions Status

Total Applicants

444

Total Enrollment

218

Admission Rate

49.1%

Female

26.6%

Ethnic Minorities

4.6%

Overseas, Hong Kong,
Macao and Taiwan
Students

2.8%

Average Age

40

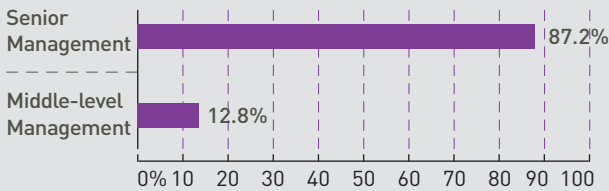
Average Years of
Working Experience

17

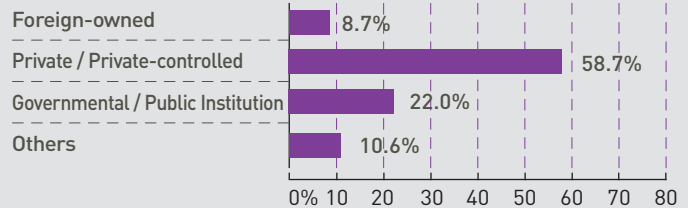
Average Years
of Management
Experience

12

Management Experiences



Properties



2016 Spring Tsinghua SEM EMBA Students Admissions Status

Total Applicants

324

Total Enrollment

213

Admission Rate

65.0%

Female

23.4%

Ethnic Minorities

6.5%

Overseas, Hong Kong,
Macao and Taiwan
Students

1.9%

Average Age

39

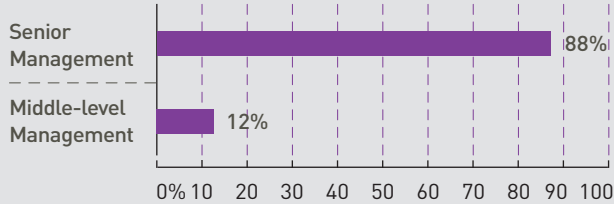
Average Years of
Working Experience

16

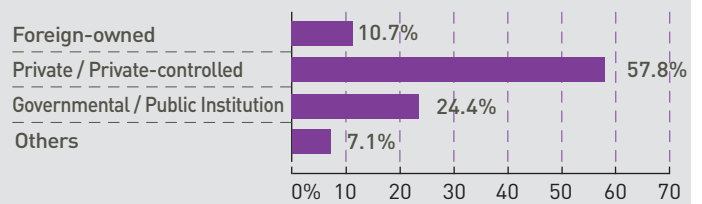
Average Years
of Management
Experience

12

Management Experiences



Properties



Tsinghua-INSEAD Dual Degree EMBA Program (TIEMBA)

2016 Spring Tsinghua SEM TIEMBA Students Admissions Status

Total Applicants

78

Total Enrollment

48

Admission Rate

61.5%

Female

27%

Overseas, Hong Kong,
Macao and Taiwan
Students

69%

Average Age

36

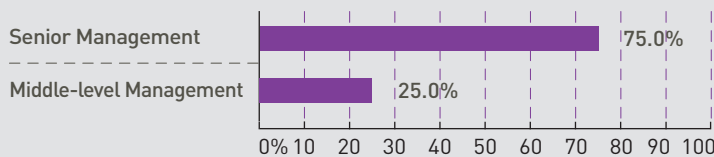
Average Years
of Working
Experience

13

Average Years
of Management
Experience

6

Management Experiences



On October 19, 2015, *Financial Times* announced the result of the top 100 Executives MBA programs rankings of 2015. The Tsinghua-INSEAD Dual Degree EMBA Program, also known as TIEMBA, is ranked No.1 globally. It marks the first time that a program that includes a mainland Chinese business school has occupied the top position. This is the fourth year that TIEMBA program participated in the *Financial Times* ranking, and it was ranked No. 4 in 2012, No. 2 in 2013 and No. 3 in 2014.

In December 2015, *Manager* ranked Tsinghua EMBA Program No.1 in its list of "China's Best EMBA Programs" consecutively five times since 2007.

On June 14, 2016, Tsinghua SEM and INSEAD inks new agreement for the TIEMBA program and celebrate an enduring partnership.

Number of Participants x Time, Class Hours of 2015 Tsinghua SEM Executive Education Programs

Number of Participants x Time

6,604

Faculty Teaching Hours

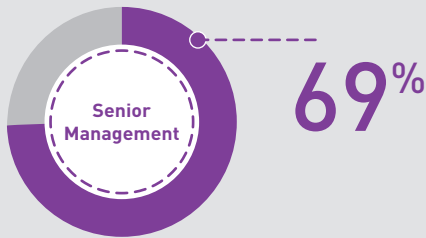
3,940

2015 Participants Distribution

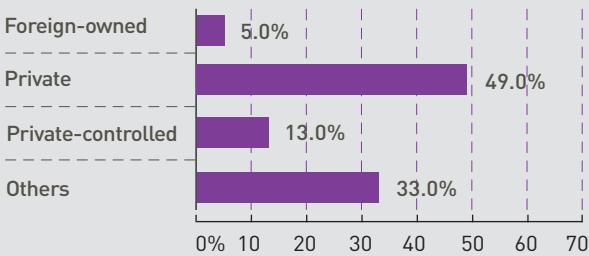
Custom Programs **56.3%**

Open Enrollment Programs **44.7%**

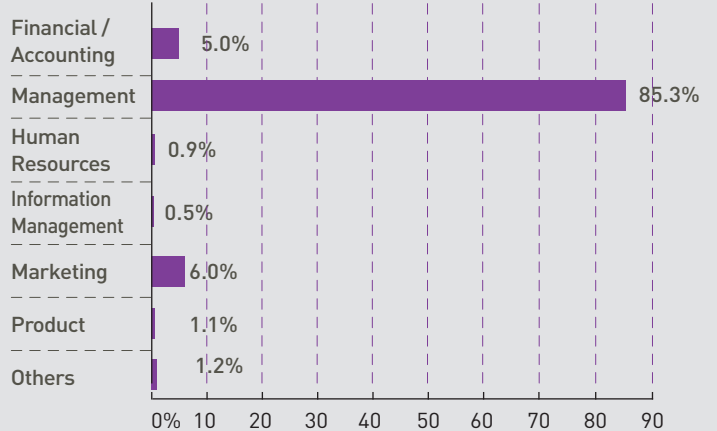
Management Experience



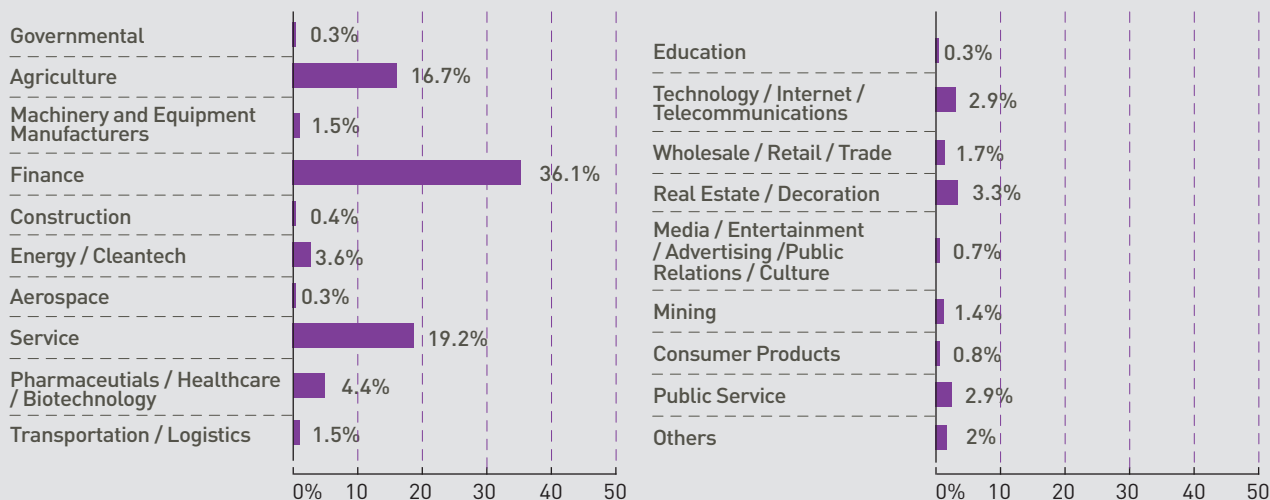
Properties



Functions



Industry



In 2015, a total of 143 training programs of all types with improved quality and more innovation have been established, winning acknowledgment from both students and cooperative enterprises.

During the year, Executive Education (EE) proactively expanded the market and started cooperation with over 30 new valuable customers, including China Export & Credit Insurance Corporation, China National Nuclear Corporation, China Merchants Group, etc. Several challenging high-level programs were conducted successfully, including the directors training program for the State-owned Assets Supervision and Administration Commission of the State Council, the Executive Development Program (EDP) for China Investment Corporation's young employees, the training program for senior managers of provincial-level subsidiaries of China Mobile Communications Corporation (CMCC), the strategy symposium of international talents of China National Nuclear Corporation, as well as the workshop of general managers of Beijing SOEs. EE also provided customized training courses for such global corporations, large-sized transnational ones in particular, as BMW, Citibank, etc. Progresses are gained not only in course R&D, but in resource integration capability and teaching organizational competence.

In 2015, EE integrated and upgraded the existing courses and restructured the product mix. The comprehensive management courses aiming at enhancing the comprehensive management capabilities of enterprises' leaders were rearranged into courses focusing on financial & accounting, industrial features and course for dual degrees that are more adapt to market needs. A series of financial courses were designated for entrepreneurs in special, purporting to improve their skills in capital operation, mergers & acquisitions and wealth management. With regard to the industrial transitional development, EE introduced professional courses targeting at auto executives, fashion management, aviation management and art investment, all of which have been fruitful. Besides, the degree program of art investment jointly launched by Sotheby and the Academy of Arts & Design of Tsinghua University, the aviation management master's and EMBA program initiated with French National Civil Aviation School, and the MCFO program introduced in partner with Singapore Institute of Management have all made remarkable breakthroughs. The global authoritative educational program evaluation website, Eduniversal Best Masters (www.best-masters.com), announced its 2015-2016 global ranking for luxury management (specialized on fashion) programs. Within this list, Tsinghua SEM's Advanced Management Program in Fashion and Luxury program ranked No. 1 in China (including Hong Kong, Macau and Taiwan) and No. 6 globally.

In October, 2015, the Academic Council composed of disciplinary academic leaders was established, which is expected to provide strong academic support for the course development and teaching innovation. In light of the requirements of customers for customized courses and the characteristics of students of public programs, throughout the year, EE made new attempts in both cooperation modes and teaching methods and received satisfactory innovation results. "Excellent Manager Program" and "Training Courses for Middle-ranking Officials of the China Export & Credit Insurance Corporation (Five Sessions)" were awarded the second prize of "Tsinghua University Outstanding Education & Training Program of the Year 2015".

In 2016, EE launched the YES Program (Young Elite Sharing).

Journal Articles Published

In 2015, SEM faculty published 388 journal articles and 27 books. Among them, 75 were published in international journals, 84 were published in Chinese core journals, 66 can be retrieved from SCI/SSCI journals and 3 papers can be retrieved from ABI. 7 cases in the SEM China Business Administration and Management Case Database were collected by the case database system of Harvard Business School.

Selected Papers Published in International Journals in 2015

Department	Author	Title of Paper	Publication
Department of Accounting	Ling Lei Lisic; Sabatino Silveri; Yanheng Song; WANG Kun	Accounting Fraud, Auditing, and The Role of Government Sanctions in China	<i>Journal of Business Research</i>
Department of Accounting	LUO Ting	Selective Disclosure Associated with Institutional Investors: Evidence Based on Chinese Stock Market	<i>Annals of Economics and Finance</i>
Department of Economics	Albert Park; SHI Xinzheng; Chang-tai Hsieh; Xuehui An	Magnet High Schools and Academic Performance in China: A Regression Discontinuity Design	<i>Journal of Comparative Economics</i>
Department of Economics	Felix Groba; CAO Jing	Chinese Renewable Energy Technology Exports: The Role of Policy, Innovation and Markets	<i>Environmental & Resource Economics</i>
Department of Economics	He W.; Liu C.; Lu J.; CAO Jing	Impacts of ISO14001 on Firm Performance: Evidence from China	<i>China Economic Review</i>
Department of Economics	Hidemichi Fujii; CAO Jing; Shunsuke Managi	Decomposition of Productivity Considering Multi-Environmental Pollutants in Chinese Industrial Sector	<i>Review of Development Economics</i>
Department of Economics	Jaimie Wei-Hung Lien; Yuan, Jia	Selling to Biased Believers: Strategies of Online Lottery Ticket Vendors	<i>Economic Inquiry</i>
Department of Economics	Jaimie Wei-Hung Lien	The Cross-sectional ‘Gambler’ s Fallacy’ : Set Representativeness in Lottery Number Choices	<i>Journal of Economic Behavior and Organization</i>
Department of Economics	Jaimie Wei-Hung Lien; ZHENG Jie	Deciding When to Quit: Reference-Dependence over Slot Machine Outcomes	<i>American Economic Review</i>
Department of Economics	Qingyuan Du; LIU Qing	Labor Market Flexibility and The Real Exchange Rate	<i>Economics Letters</i>

Department	Author	Title of Paper	Publication
Department of Economics	LI Hongbin; MA Hong; XU Yuan	How do Exchange Rate Movements Affect Chinese Exports: A Firm-Level Investigation	<i>Journal of International Economics</i>
Department of Economics	LI Hongbin; SHI Xinzheng; WU Binzhen	The Retirement Consumption Puzzle in China	<i>American Economic Review: Papers and Proceedings</i>
Department of Economics	LI Mingzhi; Wei, JC,McKiernan, P	Thematic Editors' Editorial for The CMS Issue on Innovation: Pursuit of Originality	<i>Chin. Manag. Stud.</i>
Department of Economics	LI Mingzhi; Kai Reimers	Innovation in China's Information and Communications Technology Industry: Bottom Up or Top Down?	<i>Chinese Management Studies</i>
Department of Economics	MA Hong; QIAO Xue; XU Yuan	Job Creation and Job Destruction in China during 1998-2007	<i>Journal of Comparative Economics</i>
Department of Economics	MA Hong; Wang Zhi; Zhu Kunfu	Domestic Value-Added in China's Exports and Its Distribution by Firm Ownership	<i>Journal of Comparative Economics</i>
Department of Economics	QI Liangshu; Xiao-yuan Dong	Unpaid Care Work's Interference with Paid Work and the Gender Earnings Gap in China	<i>Feminist Economics</i>
Department of Economics	XU Yuan	Robustness to Model Uncertainty and the Nominal Term Premium Puzzle	<i>Journal of Macroeconomics</i>
Department of Finance	Guofu Zhou; ZHU Yingzi	Macroeconomic Volatilities and Long-run Risks of Asset Prices	<i>Management Science</i>

Selected Papers Published in International Journals in 2015

Department	Author	Title of Paper	Publication
Department of Finance	ZHANG Lihong	How Does The Internet Affect The Financial Market? An Equilibrium Model of Internet-Facilitated Feedback Trading	<i>Management Information Systems Quarterly (MISQ)</i>
Department of Finance	Jun "QJ" Qian; Philip E. Strahan; YANG Zhishu	The Impact of Incentives and Communication Costs on Information Production: Evidence from Bank Lending	<i>Journal of Finance</i>
Department of Finance	LU Yao; E. Han Kim; Vikramaditya Khanna	CEO Connectedness and Corporate Fraud	<i>Journal of Finance</i>
Department of Finance	YANG Zhishu; Darren Duxbury; Robert Hudson; Kevin Keasey; Songyao Yao	Do the Disposition and House Money Effects Coexist? A Reconciliation of Two Behavioral Biases Using Individual Investor-Level Data	<i>Journal of International Financial Markets, Institutions and Money</i>
Department of Innovation, Entrepreneurship and Strategy	CHEN Jin; Xiaoting Zhao; Yuandi Wang	A New Measurement of Intellectual Capital and Its Impact on Innovation Performance in An Open Innovation Paradigm	<i>International Journal of Technology Management</i>
Department of Innovation, Entrepreneurship and Strategy	Cui Tingru; Jonathan Ye; Teo Hock Hai; LI Jizhen	Information Technology and Open Innovation: A Strategic Alignment Perspective	<i>Information & Management</i>
Department of Innovation, Entrepreneurship and Strategy	Elaine Walsh; Caroline Hargreaves; Ulrike Hillemann-Delaney; LI Jizhen	Doctoral Researchers and Entrepreneurship: "A Responsibility to Improve The Future" or A "Dirty Word"?	<i>Studies in Higher Education</i>
Department of Innovation, Entrepreneurship and Strategy	Hao Jiao; Koo Chun Kwong; Yu Cui; CHEN Jin	Who are More Sensitive to Procedural Fairness? The Impact of an Innovation Implementation Approach, Employees' Status Concerns and Need for Control	<i>Technological Analysis & Strategic Management</i>
Department of Innovation, Entrepreneurship and Strategy	Huang S; CHEN Jin; Wang Y; Ning L; Dylan S	External Heterogeneity and Its Impact on Open Innovation Performance	<i>Technology Analysis & Strategic Management</i>
Department of Innovation, Entrepreneurship and Strategy	Roger A. Layton; DUAN Zhirong	Diversity in Marketing System Assortments	<i>Journal of Macromarketing</i>

Department	Author	Title of Paper	Publication
Department of Innovation, Entrepreneurship and Strategy	Xiaodan Yu; Giovanni Dosi; LEI Jiasu; Alessandro Nuvolari	Institutional Change and Productivity Growth in China's Manufacturing: The Microeconomics of Knowledge Accumulation and Creative Restructuring	<i>Industrial and Corporate Change</i>
Department of Innovation, Entrepreneurship and Strategy	Yuandi Wang; Xin Pan; Lutao Ning; Jian Li; CHEN Jin	Technology Exchange Patterns in China: An Analysis of Regional Data	<i>Journal of Technology Transfer</i>
Department of Innovation, Entrepreneurship and Strategy	Yimei Hu; Zhang Si; LI Jizhen; Olav Sørensen	Gaining Relational Competitive Advantages: A Conceptual Framework on Rents Generation and Appropriation	<i>European Journal of International Management</i>
Department of Innovation, Entrepreneurship and Strategy	CHEN Jin	Critical Review of: On Competition, Updated and Expanded Edition, Michael E. Porter Harvard Business Press, Cambridge, Boston, MA (2008)	<i>Technological Forecasting and Social Change</i>
Department of Innovation, Entrepreneurship and Strategy	LI Xibao	Specialization Institutions and Innovation within China's Regional Innovation Systems	<i>Technological Forecasting & Social Change</i>
Department of Innovation, Entrepreneurship and Strategy	XIE Zhenzhen; Li Jiatao	Demand Heterogeneity, Learning Diversity and Product Innovation in an Emerging Economy	<i>Journal of International Management</i>
Department of Leadership and Organization Management	Chen Lu; YANG Baiyin; Jing Runtian	CEO Paternalistic Leadership and TMT Decision Effectiveness: The Mediating Role of Team Conflicts	<i>Management and Organization Review</i>
Department of Leadership and Organization Management	Jiang Jing; YANG Baiyin	Roles of Creative Process Engagement and Leader-Member Exchange in Critical Thinking and Employee Creativity	<i>Social Behavior and Personality</i>
Department of Leadership and Organization Management	ZHENG Xiaoming; Zhu W. C.; Zhao H. X.; Zhang C.	Employee Well-Being in Organizations: Theoretical Model, Scale Development, and Cross-Cultural Validation	<i>Journal of Organizational Behavior</i>
Department of Management Science and Engineering	Wei Qi; LIANG Yong; Z-J Max Shen	Joint Planning of Energy Storage and Transmission for Wind Energy Generation	<i>Operations Research</i>
Department of Management Science and Engineering	Li Naichen; GUO Xunhua; CHEN Guoqing; Luo Nianlong	Reading Behavior on Intra-organizational Blogging Systems: A Group-level Analysis through the Lens of Social Capital Theory	<i>Information & Management</i>

Selected Papers Published in International Journals in 2015

Department	Author	Title of Paper	Publication
Department of Management Science and Engineering	Yi Cheng; Zhenhui Jiang; Izak Benbasat	Enticing and Engaging Consumers via Online Product Presentations: The Effects of Restricted Interaction Design	<i>Journal of Management Information Systems (JMIS)</i>
Department of Management Science and Engineering	Karahanna E.; XU Xin; Zhang N.	Psychological Ownership Motivation and Use of Social Media	<i>Journal of Marketing Theory and Practice</i>
Department of Management Science and Engineering	Nan Zhang; Qingguo Meng; GUO Xunhua; Cong Yin; Han Luo	Key E-Government Issues in China: an Empirical Study Based on the Orientation-Maturity Framework	<i>Electronic Commerce Research</i>
Department of Management Science and Engineering	Tian F.; XU Xin	How Do Enterprise Resource Planning Systems Affect Firm Risk? Post-Implementation Impact	<i>Management Information Systems Quarterly (MISQ)</i>
Department of Management Science and Engineering	Chen Jinxiao; CHEN Jian	Overall Performance Evaluation: New Bounded DEA Models Against Unreachability of Efficiency	<i>Journal of the Operational Research Society</i>
Department of Management Science and Engineering	Barney Tan; Yi Cheng; Chan Hock Chuan	Deliberation without Attention: The Latent Benefits of Distracting Website Features for Online Purchase Decisions	<i>Information Systems Research (ISR)</i>
Department of Management Science and Engineering	CHEN Guoqing; Yannan Zhao; Nan Zhang; Fang Wang; GUO Xunhua	Task-Technology Fit in Workplaces: Theoretical Framework and Empirical Analysis in the Context of Mobile Government	<i>International Journal of Mobile Communications</i>
Department of Management Science and Engineering	Luo Nianlong; GUO Xunhua; Zhang Jin; CHEN Guoqing; Zhang Nan	Understanding the Continued Use of Intra-organizational Blogs: An Adaptive Habituation Model	<i>Computers in Human Behavior</i>

Department	Author	Title of Paper	Publication
Department of Marketing	LIU Xia; Tridib Mazumdar; LI Bo	Counterfactual Decomposition of Movie Star Effects with Star Selection	<i>Management Science</i>
Department of Marketing	Xiaoning Xu; Feng He; CHEN Rong; Qingzhi Zhang	Solving Non-Linear Portfolio Optimization Problems with Interval Analysis	<i>Journal of the Operational Research Society</i>
Department of Marketing	Lisa Qixun Siebers; Ken Kamoche; LI Fei	Transferring Management Practices to China: A Bourdieusian Critique of Ethnocentricity	<i>International Journal of Human Resource Management</i>
Department of Marketing	Longzhu Liu; CHEN Rong; Feng He	How to Promote Purchase of Carbon Offset Products: Labeling vs. Calculation?	<i>Journal of Business Research</i>
Department of Marketing	Qing Yao; CHEN Rong; Xiaobing Xu	Consistency between Consumer Personality and Brand Personality Influences Brand Attachment	<i>Social Behavior and Personality</i>
Department of Marketing	LIU Wenjing; Keh Hean Tat	Consumer Delight and Outrage: Scale Development and Validation	<i>Journal of Service Theory and Practice</i>
Department of Marketing	Jurui Zhang; Yong Liu; CHEN Yubo	Social Learning in Networks of Friends versus Strangers	<i>Marketing Science</i>

Alumni statistics

Degree Programs

27,418

Cooperative Degree Programs

2,613

Non-degree Programs

70,000+

Anniversary Celebration Day

During the 2016 Tsinghua University Anniversary Celebration from April 23 to 24, the School held the Distinguished Alumni of the Year Award Ceremony. WANG Chaoyong won the Distinguished Alumni Award. LI Huahui, FANG Xinghai and SI Zefu won the Honorary Alumni Awards. Tsinghua SEM Global Alumni Forum was held where outstanding alumni from different fields were invited to share their insights with the audience. Alumni were also invited to career symposiums to advise undergraduate students. Tsinghua SEM Ph.D. Alumni Association held a Professors' Symposium. The Internet Club held a forum session focusing on Sharing Economics.

Tsinghua SEM Alumni Day

To strengthen the ties between the School and alumni and facilitate the integration and influence of regional alumni networks, the School has regularly held Alumni Day activities in the regions with a concentration of alumni since 2010. During the activities, the School administration reports the latest news of the School and discusses popular topics with guest alumni. The Alumni Day has been held in Shanghai, Beijing, Shenzhen, Hangzhou and Hong Kong, and Southeast Asia. More than 2700 alumni have participated in Alumni Day activities.

Alumni Associations

The School emphasizes its mutual development with alumni and devotes its efforts to improve the alumni community. Degree-oriented alumni associations have been established such as the MBA (2000), EMBA (2002), Ph.D. (December 2013), Undergraduate (March 2014), Master's Alumni Association (September 2014). Executive Education Alumni Association was established in October 2015. In April 2014, the Tsinghua Alumni Association SEM Chapter (Tsinghua SEM Alumni Association) was established. Regional alumni chapters have been created in Shanghai, Shenzhen, Sichuan, Shenyang, as well as oversea chapters including Hong Kong (May 2013), Southeast Asia (November 2014), North America (April 2015), and Europe (November 2015). The School also encourages the creation of interest-oriented alumni clubs and since 2014 has founded several clubs such as the Entrepreneurship Union (September 2014), Reading Club (2015), Outdoor Sport Club (2015), Photography Club (2015), Internet Club (July 2015), and Football Club (November 2015). Under the coordination of the School's Alumni Association, alumni organizations provide networking opportunities and enables all alumni's to share experiences and reconnect with each other.

MBA Alumni Activities

The 9th Tsinghua MBA Alumni Mentorship Program (AMP) was launched on Oct 24, 2015. 91 alumni mentors were divided into 6 groups and provided guidance and consultation for Class of 2017. During the past 9 years, 1100 alumni and over 3200 students participated in the AMP, which played a significant role in students' study and career development. On October 31, 2015, Tsinghua SEM MBA Alumni Association launched the QI DI Lecture Series which were designed to be a platform of communication between MBA students and alumni. On January 11, 2016, Dr. Steven Chu, Former U.S. Secretary of Energy and Nobel Prize Laureate in physics, gave a lecture on "Applications of New Nano Materials in Biology, Bio-pharmaceuticals and Air Purification Industry". On December 12, 2015, Zhong De Securities and Chengzhi Shareholding Co., Ltd jointly established the development fund of Tsinghua SEM MBA Alumni Association. The first donation was one million (CNY). On December 19, 2015, Tsinghua SEM MBA Shanxi Alumni Association held the Tsinghua Entrepreneurship Lectures with TiPark (Taiyuan) Co., Ltd. During the 105th anniversary of Tsinghua University in 2016, 585 alumni came back to campus and made annual donations. As one of the signature activities, the award ceremony of "Tsinghua in My Hearts", the first MBA Kid Paintings and Calligraphy Invitational Tournament, was held on April 23, 2016. Faculty and staff from Academy of Arts & Design and Art & Education Center reviewed the works and exchanged ideas on children's art education with their parents. In the morning of April 24, 2016, 41 alumni from class of 1992 to 2010 formed Tsinghua SEM MBA alumni matrix and took part in the opening ceremony of the 59th "Ma Yuehan Cup" Track & Field Competition.

Tsinghua SEM MBA Alumni Association organized several public welfare activities including donation to poor areas in China, etc. Tsinghua SEM MBA Alumni Association also focuses on ethical and art education. A series of activities, such as "Meet you in Tsinghua" party, "Life Wisdom" salon and "Arts & Life" salon, provided various services to alumni.

EMBA Alumni Activities

In September, 2015, the "Tsinghua E Reader's Club" was held in Hong Bo Museum. In April, 2016, the 11th Tsinghua SEM EMBA Alumni Homecoming Day was held at the School. In November, 2015, the 3rd General Assembly of Tsinghua SEM EMBA Xinjiang Alumni Association was held in Urumqi. In December 2015, Tsinghua SEM EMBA Alumni Association 2016 Annual General Assembly was held in Xiamen, joined by 160 EMBA alumni. In March, 2016, the 4th Board of Directors Meeting of Tsinghua SEM EMBA Hunan Alumni Association was held in Changsha. In April, 2016, the Board of Directors Meeting of Tsinghua SEM EMBA Alumni Association in Southwest of China was held in Chongqing. In May, 2016, the Board of Directors Meeting of Tsinghua SEM EMBA Alumni Association in North China was held in Taiyuan. In June, 2016, the Board of Directors Meeting of Tsinghua SEM EMBA Alumni Association in East China was held in Hefei. In May, 2016, Tsinghua SEM EMBA Alumni Association had a study trip to Tel Aviv University and the Hebrew University, joined by 32 EMBA alumni.

Executive Education Alumni Activities

In October 2015, Tsinghua SEM Executive Education Alumni Association was established. In the same year, Tsinghua SEM Executive Education Alumni Association YRD Chapter was established in Shanghai. In March 2016, Tsinghua SEM Executive Education Alumni Association PRD Chapter was established in Shenzhen.

MISSION

To Advance Knowledge and Cultivate Leaders for China and the World.

ASPIRATION

To Be a World-Class School of Economics and Management.

CORE VALUES

Integrity Dedication Respect

School of Economics and Management

Tsinghua University

Beijing, China 100084

Tel: 86 -10 - 6278 5515

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