

Theme	Company/Industry	Focus of Study
Digital Innovation & Transformation	Alibaba vs JD.COM	What are the similarities and differences between the two different e-commerce models after nearly 20 years of development?
	STEPN	Here comes the Metaverse. STEPN is a Move to Earn NFT game. How can its growth experience be learned by Chinese companies to explore NFT, GameFi, SocialFi and other business opportunities?
	Huazhu Group	Huazhu Group cooperated with Lark to digitalize its organization and improve the "self-driving force" of more than 100,000 employees. This case plans to interview the CIO of Huazhu Group, explore the thinking of this process, and the best practices of the overall digital transformation of Huazhu Group.
	JAKA Cobot (video case)	Try to present the strategy, products, supply chain, R&D and development of JAKA Cobot in 5 micro-video cases (about 3 min. each).
Social Innovation	Ji'an Model	The "Pilot Jingang" project is a very good example of the new idea of "social innovation" advocated by CKGSB to integrate resources across different entities and seek solutions to major social problems. What are the experiences of "Ji'an Model" that can be copied and used for reference?
Globalization & RCEP	ByteDance(II)	Zhang Yiming has taken a different path outside of the "copy to China" rut, and ByteDance has grown from a startup to the world's largest unicorn company. What are the opportunities and challenges in its globalization journey? What is its future direction?
	Yili	Yili Group is determined to become "the world's most trusted healthy food provider" by 2030 and has made solid strides in overseas R&D, raw material acquisition and new market entry in the past few years. This case study aims to analyze Yili's internationalization process in both strategic and tactical terms, and to provide a reference for other companies interested in exploiting overseas market.
	Development of ASEAN Market	ASEAN is an important bridgehead for Chinese companies to develop overseas market. What problems will Chinese companies encounter in the process of entering ASEAN markets, and how do they make their own decisions?
Marketing	Lily&Beauty	Lily & Beauty is an online cosmetics service retailer. Thanks to its operation, sales of Freeplus, Rene Furterer and Whoo have also seen phenomenal growth. What are the marketing methods for the operation agency of those successful brands that are worth exploring and analysis?
	Botanee - Winona	Botanee (SZ:300957) is known as the first A-shares dermatological grade skin care product. What are the highlights of Winona brand building, marketing and channel operations? This case study will explore Botanee's successful experience and challenges through first-hand interviews.
Strategic Management	Tencent's Industrial Internet	With regard to Tencent's business transformation from TOC to TOB, we will analyze the possible future development of Tencent by applying the second curve theory and the business model of "insight into the endgame - strategic positioning - path design".
	Tencent's Industrial Internet	As for the new issues of Tencent's Industrial Internet after several years of development, we will introduce the resource-process-value model and the disruptive innovation theory model to discuss WHY and HOW. For example, what kind of organizational form should Tencent take to develop Industrial Internet business? Why?
	LEHE	LEHE is a fast-growing B2B food supply service company. It is expected to complete 6 billion yuan in revenue by 2021, making it a leader in the industry. What are the conditions that have contributed to LEHE's rapid growth? What role does the three characteristics play in enterprise management: partnership system, digital support, and capitalization operation?
Family Businesses	M&G	We will analyze and design the important issues of family inheritance using the three-ring model and related theories and based on the background information on the entrepreneurial history of the Chen family, the founders of M&G.
	Liby	Based on the theoretical perspective of family inheritance, we have developed a teaching case with Liby as the target. The case provides relevant structured background information and the teaching manual raises several key questions to guide students to analyze and solve the problem through theoretical and background information.
Economics & Finance	Russia-Ukraine Conflict and China's Interests	The Russia-Ukraine conflict is ostensibly an armed conflict between two countries, but Ukraine is backed by NATO, meaning that more than two countries have been involved in this conflict, which poses a considerable threat to globalization. As a big winner of globalization, China is expected to maintain the current global order. From this point of view, China should take necessary measures to ease the Russian-Ukrainian conflict.
	Do We No Longer Need China Concept Stocks?	For nearly a year, China Concept Stocks have been dropping, which has caused heavy losses to investors. There is now a perception in China that China is no longer as weak as it used to be, thus China Concept Stocks have less value and China can separate itself from overseas capital markets. This perception is a paradox and is fundamentally wrong.
	TSINGSHAN Derivatives Crisis	In March 2022, the price of nickel on the London Metal Exchange suddenly rose sharply, resulting in a huge floating loss of TSINGSHAN, a big short seller in the market. Why does an industrial corporation hold so many futures contracts? Is it hedging or speculating? How should we look at this issue?
"China's Business Conditions Index" Report	Monthly BCI Survey & Report	Compile and index to assess the operating conditions of private enterprises.

Selected Cases 2018-2021

Research area	Title	Faculty Advisor	Researcher
Strategic Management	From "domestic substitution" to "international substitution" - how Linglong Tire "crosses the price zone"	Teng Binsheng	Wang Xiaolong
	Values are the Core Algorithm - Analyzing the Growth Core of Genki Forest	Teng Binsheng	Wang Xiaolong
	Three Key Choices - Oatly Oat Milk's Entry into and Getting Well Known in China	Teng Binsheng	Wang Xiaolong
	The survival way of traditional breeding enterprises - taking Tecon Biology as an example	Li Wei	Zhu Yunhai
Autonomous Driving/ Electric Vehicle	Towards Openness: Can BYD Create the Legend Again?	Li Wei	Zhu Yunhai
	NIO: Can it create its own "Blue Sky Coming" era?	Li Wei	Zhu Yunhai
	New Energy Vehicle Leader - Why Can Tesla Be ?		Zhu Yunhai
Digital Innovation & Transformation	JAKA Cobot: A sample startup with a user-end mindset	Li Wei	Li Chao
	The Key Moment of ByteDance	Teng Binsheng	Yan Min, He Mingqin
	Make AI Smarter and Combine Algorithm with Fashion: The Growth Inspiration of Stitch Fix	Mei Jianping	Chen Jian, Qiao Yiyuan
	Long-termism and speed defining the winner - inspiration from cross-border e-commerce SHEIN	Zhu Yang	Wang Xiaolong
	Fighting "the Pig Cycle"! How Yihao Foodstuff is "connecting" to fulfill the breeding industry's "once-in-a-millennium dream"	Zhu Yang	Wang Xiaolong
	PDD: The Rise and Future of the Leading Social E-Commerce Company	Jing Bing	Mei Xinlei
	Red Dragonfly - Forced Transformation to "Online" Model	Wang Yijiang	Zhu Yunhai
Financial Innovation	Fintech helps micro finance - practice of Ant Group	Song Zhongzhi	Chen Jian
	BridgeBio: Give "pharmaceutical" the "financial"wing	Mei Jianping	Chen Jian, He Mingqin
Social Innovation	"Frustrated hero" - Zhang Jian	Li Wei	Zhu Yunhai
	SEE Foundation: Do Public Service with Entrepreneurial Spirit	Zhu Rui	Li Mengjun
	"Ant Microcredit": The Social Value of Inclusive Finance	Chen Long	Yang Yan
	Poverty Alleviation and Revitalization in Xinxian County of Henan	Fan Xinyu	Yan Min
	Ant Forest: Internet Practice of Environmental Protection and Public Welfare	Huang Chunyan, Song Zhongzhi	Zhu Yunhai, Mei Xinlei