NYU Shanghai
Center for Business Education and Research (CBER)
2019-2020 Annual Report
During the academic year of 2019-2020, CBER has continued its success in fulfilling its mission with varieties of activities conducted by the center and the achievements made by its members. This is especially remarkable given the disruption caused by the Covid-19 pandemic. I am very grateful for the university’s support that made the success of CBER possible. In particular, I would like to give special thanks to all the members of CBER for the year-long commitment and hard work!

As an education and research center constituted by faculty, staff, and industry advisors in and out of NYU Shanghai, we find it rewarding to acclimatize ourselves to continuously create resources and offering supports in the time of uncertainty, as detailed in the sections below. The center was established with the objective to keep NYU Shanghai Business at the frontier of the dynamic developments in business education, business research and business practices. Now, after experiencing and overcoming the challenges in the past months, we come out with more confidence and preparation in managing changes with uncertainty and contribute to the wellbeing of our students, our faculty and staff, our university and communities in Shanghai and beyond.

Yuxin Chen
Director, CBER
This year, things cannot be fully described without mentioning the impact incurred by the Covid-19 pandemic. As NYU Shanghai entered to remote instructions and then mix-mode of classroom teaching and digital-learning, although CBER members were apart from each other for the most of Spring 2020, we are committed to collaborating and overcoming the inconveniences.

With the aim of alleviating disruption and offering insights as well as resources to help the community and the public manage the tough situation, we put efforts in:

Introducing a donation of surgical masks to the NYU Shanghai community. The donor, Mr. Feng Zhang is an industry contact of CBER. Mr. Zhang also donated a platform along with its database that aggregates Chinese media sources, to NYU and NYU Shanghai libraries last year;

Building an index of open online learning resources not only with information on e-learning providers and platforms but linking two free online courses for each of the business courses in Spring 2020 in order to support business faculty’s digital teaching endeavor;

Offering research-backed insights to the public; Professor Dengfeng Yan was on Knews by Shanghai Media Group to comment on how the pandemic affects consumer patterns and the major changes in our daily buying behavior;
organizing virtual event to address the real business of online learning in lockdown; Mr. Jiang, Bu, Chairman of Xiaoheiban which is a front runner of online education platforms in China, introduced by Professor Jing Chen, discussed (via Zoom) the abrupt opportunities and challenges that he and the industry had to face;

measuring the financial impact of the coronavirus on markets and industries through articles and Op-Eds; Professor David Yu’s recent work with this concern has been published in the Nikkel Asian Review, the Financial Times, South China Morning Post, Forbes, and Australian Broadcasting Corporation.

Other activities that are worth highlighting as new achievement are as follows:

Director Yuxin Chen is collaborating with the university’s chief scientist Prof. Zhong-Lin Lu, Prof. Jeffrey Erlich, and Prof. Xuan Li on an initiative in applying cutting-edge research methodologies and findings to poverty alleviation for children. CBER wrote a report to introduce the facts and vibrant organizations under the domain of child poverty relief in China.

Video Finding Common Ground Through Effective Negotiation by Professor David Hunsaker is released as a component of this year’s CBER video series. The specialty of Professor Hunsaker’s video resides in his self-designed content and its relevance for the times we live in.

A business model with cost and revenue analysis is designed for professional lectures towards executives.
A pillar of CBER’s mission is to promote innovative research and to inspire collaboration in and out of academia. We are building the center as a hub for discussion, resource, and collaboration to robustly facilitate business research. Other than helping link our faculty to data that are unstudied and held by industry or public sector, we also provide a platform for young scholars citywide to present their research in front of distinguished scholars and invite academicians worldwide to come and discuss their state-of-art research work in NYU Shanghai.

A selection of the output by CBER in research related activities includes:

- The 3rd Marketing Science Salon of Shanghai Universities was co-organized by CBER, the Center for Date-driven Managerial Decision Making, Fudan University, and ShanghaiTech University. Speakers and audiences are from 6 universities in Shanghai including Shanghai Jiao Tong University, ShanghaiTech University, Donghua University, CEIBS, SAIF, and NYU Shanghai;

- 8 research seminars were delivered by established external professors. Oliver Linton (Professor of Political Economy, Cambridge University), Jianfeng Yu (Jianshu Chair Professor of Finance, Tsinghua University) and Hong Zhang (Phoenix Chair Professor of Finance, Tsinghua University) are among the speakers invited to the seminar series this year;

- supporting business faculty’s teaching in term of providing relevant tools and database. Professor Theresa Loo’s course, Global Marketing Strategy, is using H&T database donated through CBER and Prof. Tao Jiao’s course, Financial Reporting & Disclosure, provides students subscription to the Financial Accounting Standards Board (FASB) Accounting Standards Codification”;

- linking faculty to big data that are up-to-date, unstudied and held by business organizations like UnionPay Advisors and HSBC. Faculty who are granted access to the database are not limited to the members under Business. CBER also extended the access to faculty and scholars in Economics and Volatility Institute upon their requests. Meanwhile, we’re deepening the relationship with data owners by renewing agreement to better support faculty authors with their working papers;

- We’re working to evaluate the possibility of future collaboration with Shanghai Advanced Institute of Finance and ShanghaiTech University whilst actively maintaining our relationship with Fudan University and China Europe International Business School (CEIBS) by co-organizing research events and sharing access to each other’s research activities including seminars, conference, symposium, case-study contest, etc.
The other pillar of CBER is continuously providing original content, resources, and events in relation to education with social impact. Over the years since our establishment, we have been organizing a diverse range of co-curricular activities, producing new mediums for members to communicate their ideas, connecting center’s activities with the business world, and serving as a liaison between the members and industry executives.

Nine Rounds of Fundraising: My Love and Hate for Venture Capital Investors, a practitioner talk by Jiang Bu, co-founder of Xiaoxin Technology.

For the frontier talk series, guest speakers were invited across industries and different business stages. For example, we had Mrs. Joanna Lu, an influential marketing leader and the VP Marketing of the Coca-Cola Company Greater China & Korea, led the students to ponder how Coca-Cola’s growth vision and strategy were shaped and evolved in the current time of consumerism, disruption, and data. Meanwhile, among the speakers were also serial entrepreneurs from Silicon Valley and Shanghai. They enthusiastically shared their invaluable personal experience and furthermore guest lectured in graduate-level course of the Data Analytics and Business Computing Masters Program.

Marketing in the Digital Era, a practitioner talk by Joanna Lu, VP Marketing of the Coca-Cola Company Greater China & Korea.
“It was really fascinating to hear his firsthand story of this historical moment in education. Hopefully there can be a follow-up conversation as the story continues!” said a participant in CBER’s online event Fighting the Pandemic, an online education platform’s opportunity and challenge in the time of lockdown due to the Covid-19 pandemic. It featured Xiaohai’s unique story. As the major social media provider on online education in Shanghai, Xiaohai confronted an unprecedented moment of finding a delicate balance between business and social responsibility.

Besides Professor David Hunsaker’s well-received video Finding Common Ground Through Effective Negotiation, other faculty members of CBRE tested new genres and invited industry leaders to this year’s CBRE video series: Professor Theresa Loo co-produced video Augmented Humanity and Digital Trends with Jean Lin, Global CEO of Isobar and Dentsu Aegis Network Creative; Professor Bruno Abraham hosted Reinaldo Normand, a serial entrepreneur in Silicon Valley, in his video Silicon Valley, AI and the Future of Technology. We are keen for this project to feed faculty member’s accumulated insights and research findings back into the ecosystem around NYU Shanghai, especially the students.

Professor Theresa Loo and Jean Lin, Global CEO of Isobar and Dentsu Aegis Network Creative in video Augmented Humanity and Digital Trends.

CBER also joined the NYU-ECNU Institute of Brain and Cognitive Science at NYU Shanghai led by Chief Scientist, Prof. Zhong-Lin Lu on developing a research grant proposal to help poor children develop their potentials so to ultimately improve their lives. This interdisciplinary project has attracted NYU Shanghai faculty members in Neural Science, Psychology and Business. It aims to be impactful to the care and well-being of our society.

CBER took initiative steps on executive education in AY19-20 and designed a business model for professional lectures with streamlined cost and revenue analysis. We have received some business inquiry from large MNCs’ Shanghai branches.
Research Seminars

May 20, 2020
Boosted Credit Ratings in China: The Effects of Credit Enhancement on Bond Pricing by Jingyuan Mo, PhD Candidate, Stern School of Business, New York University

December 13, 2019
The Complementarity Between CSR Disclosures and The Use of CSR-based Performance Measures in CEO Annual Incentive Contracts by Yang Lu, Assistant Professor of Accounting, Monash University

November 21, 2019
A ReMeDi for Microstructure Noise by Oliver Linton, Professor of Political Economy, Cambridge University

November 19, 2019
Cues and Stock Preferences: Winning an IPO Lottery Breeds Lottery-Type Investment by Jianfeng Yu, Jianshu Chair Professor of Finance, Tsinghua University

October 25, 2019
Catering through Globalization: Cross-border Expansion and Misallocation in the Global Mutual Fund Industry by Hong Zhang, Phoenix Chair Professor of Finance, Tsinghua University

October 24, 2019
Mergers and Acquisitions and the Reallocation of Labor by Ernst Maug, Professor of Corporate Finance, University of Mannheim Business School

October 18, 2019
Dual Ownership and Risk-taking Incentives in Managerial Compensation by Qifei Zhu, Assistant Professor of Banking and Finance, Nanyang Technological University

September 27, 2019
Impact of Demand Shocks on Stock Prices: Evidence from Chinese IPOs by Jie Li, Assistant Professor of Finance, Shanghai Advanced Institute of Finance

Practitioner Talks

April 23, 2020
Fighting the Pandemic: An Online Education Leader’s Aspiration and Challenge by Jiang Bu, co-founder of Xiaoxin Technology

November 18, 2019
How Silicon Valley Best Practices Can Make You a Better Entrepreneur by Reinaldo Normand, CEO and co-founder at InnovaLab

November 14, 2019
Nine Rounds of Fundraising: My Love and Hate for Venture Capital Investors by Jiang Bu, co-founder of Xiaoxin Technology

November 06, 2019
Marketing in the Digital Era by Joanna Lu, VP Marketing of the Coca-Cola Company Greater China & Korea

November 05, 2019
Art and Value by Svetlana Kharchenko, Assistant Professor of Sociology at Leiden University, Jianping Mei, Professor of Finance at CKGSB, Olav Velthuis, Professor of Sociology at University of Amsterdam, and Kejia Wu, Faculty at Sotheby’s Institute of Art in New York (this event was co-hosted by ICA, CBER and A&S)

September 17, 2019
H&T Platform and Its Database by Feng Zhang, General Manager of H&T Information Service Co. Ltd. (co-hosted with Library)
**Video Series**

Silicon Valley, AI and the Future of Technology by Bruno Abrahao, Assistant Professor of Information Systems and Business Analytics, and Reinaldo Normand, CEO and co-founder at InnovaLab

The Worst Time of Accounting and the Best Time of Accounting by Jing Dai, Visiting Assistant Professor of Accounting

Finding Common Ground Through Effective Negotiation by David Hunsaker, Assistant Professor of Management and Organizations

Augmented Humanity and Digital Trends by Theresa Loo, Assistant Professor of Practice in Marketing and Jean Lin, Global CEO of Isobar and Dentsu Aegis Network Creative

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**Academic Salon**

*December 06, 2019*

The 3rd Marketing Science Salon of Shanghai Universities
(co-hosted with Center for Data-Driven Managerial Decision Making, School of Management, Fudan University and School of Entrepreneurship and Management, ShanghaiTech University)

- Presentation by Professor Yi Xiang, China Europe International Business School
- Presentation by Professor Fengyan Cai, Shanghai Jiao Tong University
- Presentation by Professor Shuai Yang, Donghua University
- Presentation by Professor Lifeng Yang, ShanghaiTech University
- Moderation by Professor Dengfeng Yan, NYU Shanghai
- Remarks by Professor Yuxin Chen, NYU Shanghai
- Remarks by Professor Xinlei Chen, Shanghai Advanced Institute of Finance
NYU Shanghai CBER aims to promote innovative research on China-related business and to inspire academic collaboration among industry leaders, business faculty and students through a variety of co-curricular activities.

Center for Business Education and Research
NYU Shanghai
1555 Century Avenue
Pudong, Shanghai

cber.admin@nyu.edu

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