

Center for International Business Case

Center for International Business Case (CIBC) was founded in October 2010, is an institute for research and teaching service in such areas as Chinese business case study, teaching case and case base development. As a knowledge center focusing on growth of Chinese firms, CIBC has its mission of contributing to firms' growth and pushing forward research and teaching in management. CIBC devotes itself to exploiting high-quality cases of China business at international level, striving to develop top-ranking business case base, supporting research and teaching in business schools and entrepreneurial education. Accesses to abundant resource in UIBE Business School and good cooperation with well-known domestic and international universities, excellent scholars and specialists, together with firms and media in China and abroad, are great helpful for CIBC's development.

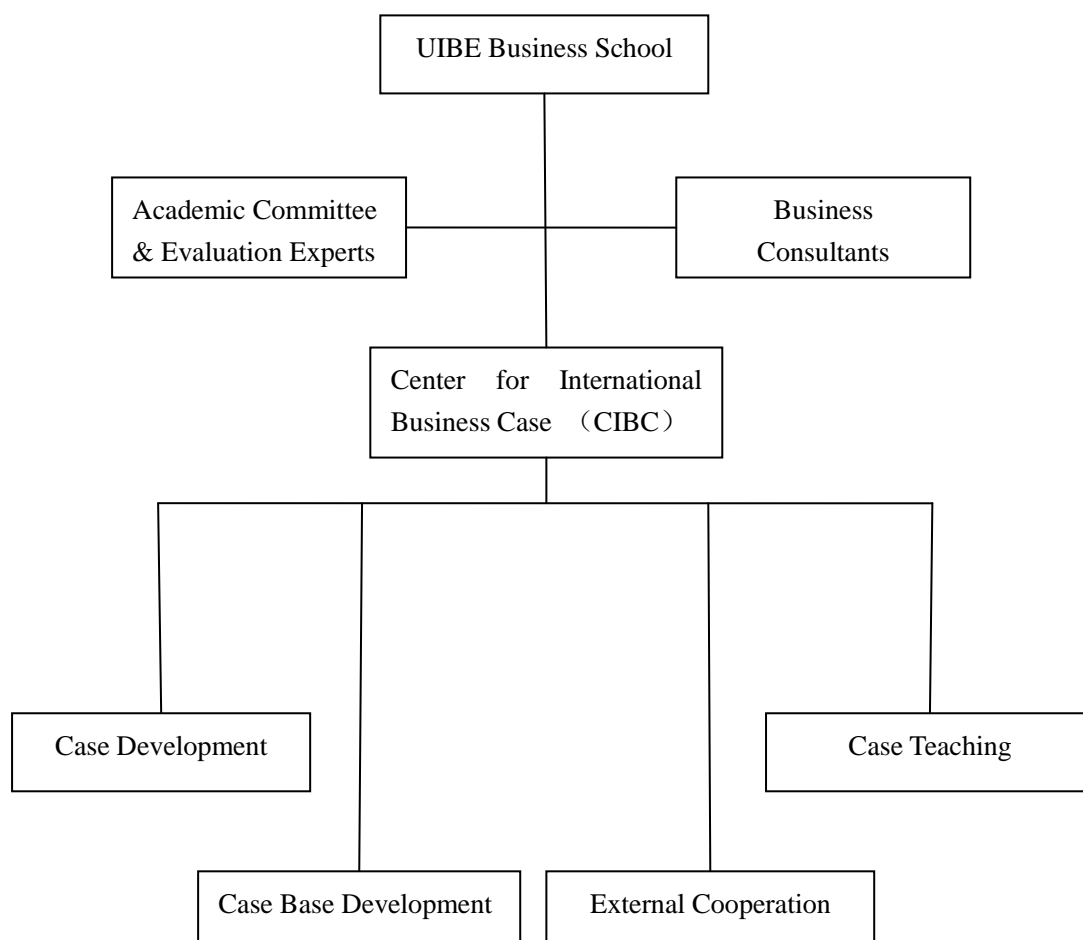
Last few decades have seen great growth of Chinese economy, which simultaneously calls for better business administration education. We foresee that this trend will certainly create a great demand for case teaching methods and material, especially for domestic cases. However, we are trapped in an awkward situation, where on the one hand, more and more novel business models and management styles are created by practitioners in different industries; on the other hand, Chinese business cases that can be applied in higher education institutes and extensively recognized by practitioners and business school students are scarcely available. Universities are using business cases from Harvard Business School and Ivey Business School, despite great demand for Chinese business cases. To further improve business administration education in China and help Chinese students deepen understanding of development and operational modes of domestic firms, it is urgent to establish a well-rounded and high-quality business case base that is closely connected to China reality. And we are happy to see many respected business schools in China have set up specialized institution for case development. UIBE Business School, as one of the leading business schools in China and the earliest academic institute recognized in the USA, it's our responsibility to do some contributions to Chinese business cases exploitation. So, CIBC was founded.

Since foundation of CIBC, we have completed 41 case developing projects through public solicitation, projects bids and cooperative researches, including 4 projects work awarded as "National 100 Excellent Cases". In cooperation with China Industrial Economics Journal, we have successfully hosted three consecutive Frontier Forums on Chinese Management Innovation Case Study which has become a significant platform for domestic scholars to discuss management innovations and theorizing. And the 5th International Conference on Operations and Supply Chain Management (ICOSCM) was also successfully held by us.

CIBC is vigorously carrying out international cooperation with leading business

school around the world. In 2012, we have signed a cooperation agreement with Ivey Business School, University of Western Ontario in Canada. The agreement offers teachers in our business school access to genuine case and relative teaching supports from Ivey Business School. Besides, we also try to push internationalization of our domestic business cases through cooperation with Ivey. Since 2014, CIBC has conducted 5 China domestic case developing projects with them, which will be included in Ivey case base later.

Persistent in providing social service, we are striving to provide excellent domestic business cases for Chinese administrative education and good service for Chinese firms through high-level and professional operations. CIBC devotes itself to bridge teachers and firms. During the process of case developing, we can not only meet the need to convert business practice into useful teaching resource, but also discover problems and solutions in management practice during interview and investigation. We have already cooperated with many state-owned enterprises, foreign companies and private enterprises, such as Nestlé (China), COFCO, Haier Group, Huawei Technologies, TCL Group and Lee Kum Kee (China) Sale Limited Corp.



OUR ACTIVITIES

● Forums

	Name	Theme	Time
1	The 3 rd Frontier Forum on Chinese Management Innovation Case Study	Management Innovation under Uncertainty	October 21 st -22 nd 2013
2	The 2 nd Frontier Forum on Chinese Management Innovation Case Study	Management Innovation in Economic Transition	September 24 th -25 th 2012
3	The 1 st Frontier Forum on Chinese Management Innovation Case Study	Study on Chinese Domestic Cases of Management Innovation	December 2 nd -4 th 2011
4	The 5 th International Conference on Operations and Supply Chain Management (ICOSCM)	Service Dominated Supply Chain Management	July 17 th -22 nd 2011

● Processing Case Developing Projects

	Project Name
1	Zhongxing Telecom Equipment (ZTE) : Internationalization performance evaluation under global supply chain management.
2	Andes Petroleum Company: Challenge for human resource management
3	Internationalization of Hisense
4	National Nature Reserve Shandong Kunyu Mountain: Leadership of JiangZhantai
5	Market exploration of Haier Group in Japan
6	Nestlé's Localization in China: A case study
7	Capability evolution path of COFCO: A case study
8	Zhongzhou Construction Company: Market exploration in African
9	A study of Huayi Brother's financial innovation and growth Dilemma
10	Autonomous operation units' Beyond Budget of Haier Group: A case study
11	Lee Kum Kee: Condiments return to China mainland from abroad
12	International R&D platform building of ZTE and Huawei: A case study
13	Entry strategy of Trina Solar to USA market
14	Case study of Gree's multinational operational strategy
15	Case study of Kuaidaxun Information Technology Co. , Ltd's business model innovation
16	Sustaining the war by means of war: Human resource development of China International Water & Electric Corp's project contracts in Africa
17	Technological catch-up strategy of China National Material Group during

	internationalization process
18	Privatization of Chinese overseas listed companies: A case study of Shanda Interactive and Alibaba
19	Capability center building of Huawei : Organization design with global competitive advantage responding to technology upgrading
20	Research on cross-border M&A of Chinese enterprises: A case study of China National Offshore Oil Corporation's acquisition of Nexen company
21	Knowledge transfer in cross-border M&A: A case study of Shenyang Machine Tool's acquisition of German company SCHIESSAG
22	POS made by PAX: International marketing path of Chinese private high-tech company
23	Internationalization dilemma of Lining company
24	GRG Banking's internationalization process and marketing strategy choose
25	High-quality acquisition contributes to globalization: A case study of Beijing Automotive Industry Corp's internationalization
26	Sany's acquisition of Portsmouth
27	Global supply chain layout and resource integration of TCL Multimedia
28	Overseas resource acquisition and diversification of CHALCO
29	Liangli Shoes company's internationalization
30	Dance with shark: Chinese companies' venture investment and value co-creation
31	Herborist: Going to the world
32	Brand strategy of Shanghai Jahwa
33	Smile above millions meters: Flight attendants' emotional labor in Air China
34	Beijing No.1 Machine acquiring Waldrich Coburg: Based on 3L analysis paradigm
35	Weichai Power Group: Chain-connect competition facilitates internationalization
36	Heath management mode of Shengli Oil Field's sanatorium in Yantai
37	Siwei-Johnson: Pioneer in Chinese Armor Cash Carrier industry

● Lectures

	Topic	Lecturer	Affiliation	Time
1	How to develop and write a teaching case	Changhui Zhou	Peking University	2011.6
2	Experience sharing of National 100 Excellent Cases Developing	Xuguang Hao	University of International Business and Economics	2013.5
3	How to write and publish a Ivey business case	Jiao Li	Ivey Business School	2013.12

4	Why can't I improve my grade after dancing: Mediating factor in case study	Xipeng Lu	National Taiwan University of Science and technology	2013.10
5	Case discovering and case refining: Killing three birds with one store	Taohua Ouyang	Beijing University of Aeronautics and Astronautics	2013.10
6	Chinese case study : Experience and development of SPS	Shanlin Pan	National University of Singapore	2013.10
7	Case Development in China: A 30 Year Perspective	Paul Beamish	Ivey Business School	2013.10
8	Management Theorizing based on multi-case study	Jiye Mao	Renmin University of China	2012.9
9	How to measure circles: Inspiration for quantitative measurement from case study	Jiade Luo	Tsinghua University	2012.9
10	Financial innovation in economic transitions	Ning Tang	CreditEase Corp	2012.9
11	Joys and sorrows in case study: Taking Case study of introduction of EVA to state-owned companies for example	Guliang Tang	University of International Business and Economics	2012.9
12	Theorizing in searching and tryout	Fengbing Wang	Renmin University of China	2011.12
13	Static structure of circle: A case study of intra-organizational and inter-organizational circles	Jiade Luo	Tsinghua University	2011.12