



## 10<sup>TH</sup> Annual Conference

# C.G.G.

china goes global<sup>TM</sup>

中国 走向 全球化

## PROGRAM

The full program is available at:  
[www.chinagoesglobal.org](http://www.chinagoesglobal.org)









**Macerata / Italy**  
26<sup>th</sup> - 28<sup>th</sup> July 2016

## WORDS OF WELCOME FROM THE CONFERENCE ORGANIZERS



July 25<sup>th</sup>, 2016

**Dear Guests,**

Ever since the first conference in 2006, the China Goes Global Conference has benefited and thrived from the enthusiasm, motivation and dedication of the members of the Chinese Globalization Association, the numerous scholarly presentations, as well as the commitment of all supporters involved in the organizational process.

Thus, we are proud that, once again, we gather a diverse group of experts here in Macerata, Italy to enable a dialogue about one of the most interesting global phenomena of our time.

The China Goes Global™ Conferences have roots in a 2005 Rollins College conference and a subsequent foundation grant from the Alexander Von Humboldt Stiftung for a trans-Atlantic joint research project on China's outward investment activity. What began as a cooperative initiative among Ilan Alon and Marc Fetscherin of Rollins College Florida, Julian Chang at Harvard University, John McIntyre from the Scheller College of Business at Georgia Tech Center for International Business Education and Research, and Professor Christoph Lattemann from Jacobs University Bremen has grown into an internationally recognized endeavor that examines one of the world's most pressing issues of our time. The rise of China as a global economic power and the increasing awareness of its impact on international trading regimes have engendered a new dialogue about intercontinental business matters.

We founded the Chinese Globalization Association in 2012 to support and encourage academic research on the phenomenon of the contemporary globalization of China, not only as an exchange of knowledge between academic and business institutions but also to advance public awareness of the issues. Each year, more than 100 scholars attend the China Goes Global™ conference, discussing over 60 presentations. Their contributions not only add to the growth of knowledge about China's modern political and economic development, global crises and changes in business and people interaction but also ensure a realistic perspective on the changes we face in the world market.

This year's conference hosted by the University of Macerata will again enhance our knowledge about China's foreign direct investment, Chinese trade relations, China's government regulations, its sustainable partnerships, and many more topics germane to the subject of China's global presence.

We are positive that this year's conference will deepen these insights and we are looking forward to inspiring discussions. We wish you a great conference, an enjoyable stay here in the Macerata region, and look forward to meeting each one of you individually.

Thank you very much!

### **Board of the Chinese Globalization Association and Conference Organizing Committee**

**Ilan Alon**

**Julian Chang**

**Christoph Lattemann**

**John R. McIntyre**

**William Wang**

**Wenxian Zhang**

**Francesca Spigarelli**

## Dear China Goes Global 2016 Participants,

From near or far, it is a great pleasure to welcome you back to this annual conference, part of a collaborative research project called China Goes Global™, a multi-year research project among the members of the Chinese Globalization Association (<http://www.chinagoesglobal.org/cga/executive-board/>). It is hosted this year by the University of Macerata, and its China Center and Confucius Institute. The University of Macerata was founded in 1290 and is one of the oldest universities in Europe.

Past years have seen this conference held in Florida (US), at Cambridge, Massachusetts (US), in Bremen, Germany, in Shanghai, China and in Atlanta, Georgia (US). It has produced a substantial and cumulative body of knowledge and publications bearing on the transformation of the Chinese economy and enterprises and of Chinese outbound direct investment.

On behalf of Prof. Luigi Lacchè, Rector of the University of Macerata, and of proff. Giorgio Trentin and Yan Chunyou, co-directors of the Confucius Institute of Macerata, welcome to Macerata and the Marche Region. Our deep appreciative thanks to the Municipality of Macerata, the Arena Sferisterio Association, and to all our Platinum, Silver, Bronze and other minor local sponsors for their support.

We are particularly proud to host this event on the occasion of the celebration of its 10th anniversary, also because of the old tradition of Chinese Studies in Macerata, linked to Matteo Ricci (利瑪竇), who was born in Macerata and died in Beijing (1552-1610).



The University has a world famous research group, developing research on China-West cultural relations and mutual influences on systems thinking and philosophy. Also, the Confucius Institute was established on October 4, 2011. It is the result of a partnership between the University of Macerata and the Beijing Normal University. The University's China Center is a multidisciplinary center developing teaching and research initiatives, with a strong link with the local business system, rich of small and medium successful firms.

We are happy to host you and look forward to your participation. We hope you can fully enjoy the high scientific quality of presentations and the program we set for this year event.

**Francesca Spigarelli**

*Director China Center  
Vice Rector for Entrepreneurship and Technological Transfer  
University of Macerata*

## Pre Conference - Monday 25<sup>th</sup> July

### 15:00-18:00 Pre-conference event

#### PHD workshop

#### *"Issues of data availability in the context of doing research on China"*

Marco Sanfilippo, University of Bari & University of Antwerp | with the support of PHD school, University of Macerata (Polo Didattico Pantaleoni, Via della Pescheria Vecchia: Green Room, III floor)

## Pre Conference - Tuesday 26<sup>th</sup> July

### 9:00-12:00 Registration at UniMC (Department of Law, Piaggia dell'Università, 2)

### 9:45-11:15 **CGG Leisure, entertainment and education:**

***Guided tour at the Sferisterio*** (leaving at 9.45 from Piazza della Libertà – under the clock tower; visit starts at 10)

#### About

Visit: [www.sferisterio.it](http://www.sferisterio.it)

The Sferisterio of Macerata stands out as one of the most prominent architectural structures of the late European Neoclassical Style. Construction began on 2 October, 1820, according to the drawings provided by Salvatore Innocenzi. The Sferisterio was inaugurated on 5 September, 1829. The very special shape of the building – which includes a playing field, a series of rooms for various purposes, a supporting wall, boxes and balconies – was carefully designed to encompass the needs of the sports activities which were popular in the first half of the Nineteenth century. The building, which is in line with the best Neoclassical taste and betrays a Palladian influence, is not only magnificent per se, but it perfectly blends with the city landscape.



**14:00 Bus departure**

(from Piazza Giuseppe Mazzini, 10 - under the arch, next to the entrance of the Sferisterio)

***Company visits***

**14:30-16:00 iGuzzini**

Visit: [www.iguzzini.com](http://www.iguzzini.com)

**iGuzzini**, established in 1959, makes indoor lighting and outdoor lighting luminaires, and is now the leading Italian company in the lighting design sector and one of the leaders in Europe. The company operates on the international market with many branches. One of the most important and influential branch is in Shanghai. China is key market for the company, especially for projects on infrastructure, arts, museums and luxury brand shops and distribution chains.

**17:00-18:30 Rainbow**

Visit: [www.rbw.it](http://www.rbw.it)

**Rainbow** was founded in 1995. Today, along with its subsidiaries, the company has become a world-leader in the kids' entertainment industry, dedicated to TV and feature film productions, along with managing business activities from concept to production to global distribution. Rainbow's successful distribution of its content in the media (TV, Theatrical, Internet), as well as in the consumer products industry, has led to the company being ranked 13th on the yearly Global Licensor List worldwide, and 1st in Europe. China is a new key market, with a branch and penetration projects already in place.

**21:30 CGG Leisure, entertainment and education:**

*Enjoy opera rehearsals at Sferisterio **Il Trovatore**,  
meet in front of the Sferisterio, at 21.15*

## 1<sup>st</sup> Day of Conference - Wednesday 27<sup>th</sup> July

### 07:00-07:30 **QiGong for all**

(Department of Political Sciences, Communication and International Relations - via Don Minzoni, 2)

### 08:00-08.45 **Registration and Welcome Coffee at Department of Law**

### 08:45-11:15 **Opening ceremony** (Department of Law – San Paolo Room)

#### **Opening speeches:**

- **Luigi Lacchè**, *University of Macerata*
- **Liu Chuansheng**, *Beijing Normal University*
- **Giorgio Trentin**, *University of Macerata*
- **Romano Carancini**, *Mayor of Macerata*
- **Ilan Alon**, **Christoph Lattemann**, **Wenxian Zhang**, **William Hua** (*Members of Chinese Globalization Association*)
- **Francesca Spigarelli**, *University of Macerata*

#### **Keynote speeches:**

- **Filippo Mignini**, **University of Macerata**, *The contemporaneity of Matteo Ricci*
- **Peter Buckley**, **University of Leeds**, *Internalisation theory and Emerging Market Multinational Enterprises*
- **Qian Jiannong**, **Global Partner of Fosun Group**, *China's growth momentum combined with global resources" to pursuit, cultivation and growth of "Unicorn"*
- **Wang Shiyu**, **Managing Partner of P&C Fund**, **Chairman of Fargo Fortune Capital Group**, *Embrace China capital, develop industrial civilization*

### 11:15-11:40 *Coffee Break*

### 11:45-13:30 **Parallel sessions** (*Polo Didattico Pantaleoni, Via della Pescheria Vecchia*)

### 13:30-14:30 *Lunch*

**14:45-16:30** Parallel sessions and discussions

**16:45-18:00** **Mega-tourism and mega-happiness sectors** (Department of Law, Aula Magna)

- **Qian Jiannong**, *Vice President of Fosun Group & President of Tourism and Commercial Group*
- **Rogério Henriques**, *Board member of Fidelidade*
- **Thierry Orsoni**, *Vice President and PR head of Club Med*
- **Chen Bo**, *Assistant President and PR&GR head of Fosun Group*

**18:30** Free time to:

**Enjoy wine tasting at local Enoteca Regionale** (with the support of Macerata Chamber of Commerce) **or Visit at Palazzo Buonaccorsi** (with the support of the City of Macerata)

**20:00-22:00** Gala dinner at *Palazzo Buonaccorsi*

## 2<sup>nd</sup> Day of Conference - Thursday 28<sup>th</sup> July

**07:00-07:30** **QiGong for all**

(Department of Political Sciences, Communication and International Relations - via Don Minzoni, 2)

**8.30-10.15** **Parallel sessions** (Polo Didattico Pantaleoni, Via della Pescheria Vecchia)

**10.15-10.45** *Coffee break*



**10:45-12:30 II Day Plenary Session** (Department of Law – San Paolo Room)

- **Jean-François Hennart, Tilburg University**, *Chinese Foreign Direct Investment and the theory of the Multinational Enterprise*
- **Li Xuecheng, President Jihua Group**, *The internationalization of a Chinese firm. Leveraging on human capital, at home and abroad*
- **Antonio Pedersoli, Pedersoli Law Firm**, *Outbounds M&A: Challenges and Keys to Success (from Jihua-CTC to ChemChina-Pirelli)*

**12:15-13:30 Chinese firms in Italy: meeting managers, understanding cases of investments**

**Marco Luppa**, AD JH CTC

**Susanna Carloni**, Benelli QJ

**Federico Bazzoni**, CITIC

**13:30-14:30 Lunch at Eat Centrale** (*Piazza della Libertà*)**14:30-16:15 Parallel sessions and discussions**

(*Polo Didattico Pantaleoni, Via della Pescheria Vecchia*)

**16:15 Bus departure from Piazza Giuseppe Mazzini, 10**

(*under the arch, next to the entrance of the Sferisterio. Bus will take to company visit and later to the wine tasting event*)

**Company visits:****JH Conceria del Chienti**

Visit: [www.conceriadelchienti.com](http://www.conceriadelchienti.com)

Conceria del Chienti, established in 1924, is one of the oldest tanneries in Italy. Born as manufacturer of goat leather and sheepskin, it has evolved over the years. The company currently specializes in the production of calfskin, young calfskin and reptile leather of the finest quality for footwear, leather goods and leather garments. After the acquisition by the Jihua Group Corporation Limited in 2014, Conceria del Chienti became JH Conceria del Chienti S.p.A. Combining traditional tanning methods, experience and technical innovation, the company is a world market leader in its sector.

**19:30-21:30 Wine tasting Cantine Sant'Isidoro** (*optional*)

[www.cantinasantisidoro.it/en](http://www.cantinasantisidoro.it/en)

# PARALLEL SESSIONS AT POLO PANTALEONI

27<sup>th</sup> Morning

## Understanding China and Chinese firms: Context, Institutions and Competitive Advantages

Session: 27 morning 1

**27M1 - Green Room** (II floor)

Track Chair: **Roberta Rabellotti**, *University of Pavia*

### **“Explaining the globalization of Chinese MNEs - A dynamic embedded, multilevel framework”**

**Christoph Lattemann**, *Jacobs University Bremen*

**Svetla Marinova**, *Aalborg University*

**Ilan Alon**, *University of Agder*

**Francesca Spigarelli**, *University of Macerata*

### **“Multiplicity of Factors Defining the Internationalization Specifics of Chinese Multinational Firms”**

**Marin Marinov**, *Aalborg University*

**Svelta Marinova**, *Aalborg University*

### **“China’s way to go global: Identifying the antecedents of early and rapid internationalization of Chinese companies”**

**Tatyana Tsukanova**, *St.Petersburg University*,

**Xiaotian Zhang**, *University of Tartu*

### **“Institutions, firm characteristics, and FDI spillovers”**

**Yi Zhang**, *Xi’an Jiaotong University*

### **“Influences of Institutional Distance on Chinese MNEs’ Ownership Strategy”**

**Yang Yang**, *University of San Francisco*

**Xiaohua Yang**, *University of San Francisco*

### **“Has China Emerged as an Emerging Market?”**

**Francesca Spigarelli**, *University of Macerata*

**Daniel Rottig**, *Florida Gulf Coast University*

Session: 27 morning 2

**27M2 - Blue Room** (ground floor)

Track Chair:

**Epaminondas Christofilopoulos**, Foundation for Research and Technology Hellas

**Ernesto Tavoletti**, University of Macerata

**“Chinese Economic Statecraft and U.S. Hegemony in Latin America: An Empirical Analysis during the Going Global period”**

*Francisco Urdinez, King's College London*

*Fernando Mouron, King's College London*

*Luis Schenonni, University of Notre Dame*

*Amancio de Oliveira, University of São Paulo*

**“Determinants of the Spatial Distribution of Chinese Direct Investments in Member Countries from the Organization for Economic Cooperation and Development (OECD)”**

*Ze Qian, University of Hull*

**“Urban Concentration and FDI: the case of China vs. India”**

*Chu-Ping Lo, National Taiwan University*

**“The Effects of a High Commitment Work System on Job Satisfaction and Commitment at a Chinese Multinational Corporation”**

*Linda Mabuza, Rhodes University*

*Mattheus Louw, Rhodes University*

**“Mixing Chinese and Western leadership styles: Swedish firms in China”**

*Hans Jansson, Linnaeus University*

*Susanne Sandberg, Linnaeus University*



## Industrial Policy issues: challenges for China and for other Emerging Countries

Session: 27 morning 3

**27M3 - Yellow Room** (I floor)

Track Chair: **William Wei**, McEwan University

### **“Hanoi between Washington and Beijing. Vietnamese industrial development through export-led growth and selective planning”**

*Marco Rodolfo Di Tommaso, University of Ferrara*

*Angelino Antonio, University of Ferrara*

### **“Manufacturing development and industrial policy. The Korean way”**

*Mattia Tassinari, University of Ferrara*

*Elisa Barbieri, University of Udine*

*Giovanni Morleo, University of Ferrara*

*Marco Rodolfo Di Tommaso, University of Ferrara*

### **“Selective Industrial Policies and Planning in China. Looking for tools to mitigate government failures”**

*Elisa Barbieri, University of Udine*

*Marco Rodolfo Di Tommaso, University of Ferrara*

*Mattia Tassinari, University of Ferrara*

*Marco Marozzi, University Ca’ Foscari of Venice*

### **“The contradictions of industrial selective policies in East Asian emerging economies. The case of Thailand automotive industry”**

*Chiara Pollio, University of Ferrara*

*Lauretta Rubini, University of Ferrara*

### **“Analysis of the consequences in the EU of granting Market Economy Status to China”**

*Louise Curran, Toulouse Business School*

*Andoni Maiza, University of the Basque Country*

### **“Patterns and Characteristics of Chinese Contracts: Empirical Study across Asia”**

*Yi Feng, Claremont Graduate University*

*Wanjuan Jiang, Peking University*

*Zhijun (Frank) Gao, Claremont Graduate University*

**“Communication: Chinese Companies Overseas:  
Challenges in Communication, Media and Public Relations**

Session 27 morning 4

**27M4 - Purple 3 Room** (1 floor)

Track Chair: **May Hongmei Gao**, Kennesaw State University, Atlanta

**“Behind Canadians’ Public Sentiments on China: A Preliminary Social Network and Sentiment Analysis of the Canadian Twittersphere”**

*Yang Ruan, University of British Columbia*

**“Comparing Chinese Companies in the U.S. and Nigeria: Opportunities, Challenges, and Communication Strategies”**

*May Hongmei Gao, Kennesaw State University*

*Ngozi Maduoma, Kennesaw State University*

**“Communicating Georgia’s Marketing Strategies Towards Chinese Tourists”**

*Celia Burns, Kennesaw State University*

**“The Role of Brand Capabilities in the Internationalization of Firms from Emerging Markets”**

*Fernando Angulo-Ruiz, MacEwan University*

*Albena Pergelova, MacEwan University*

*William Wei, MacEwan University*

**University-Industry Partnership, Cooperative Education and Entrepreneurship Education  
in China and with China - I part**

Session 27 morning 5

**27M5 – Red 2 Room** (ground floor)

Track Chair: **Elena Caprioni**, York University

**“The Discourse of a Chinese Model of the University: a critical review”**

*Qiang Zha, York University*

**“Cost or skill drive? The research on the motivation of China enterprise participate in vocational school”**

*Haisheng Pan, Tianjin University*

*Linlin Zhao, Tianjin University*

*Taotao Ran, Tianjin University*

**“Situated Learning and Vocational Education Curriculum”**

*Hongyu Wang, Tianjin University*

**“Social Enterprise in China: integration and empowerment”**

*Lei Wang, King’s College London*

**“Entrepreneurs’ intertwined education, networking with researchers, and business collaboration: Benefits for innovation in China”**

*Thomas Schøtt, University of Southern Denmark*



## 27<sup>th</sup> Afternoon

### Chinese Foreign policy and the “One Belt, One Road” project

Session 27 afternoon 1

**27A1 – Blue Room** (ground floor)

Track Chair: **Alessia Amighini**, Università Piemonte Orientale

#### **“The Great (Trade) Game – Central Asia, OBOR and the China-EU Competition”**

*Alessia Amighini, Università Piemonte Orientale*

*Andrea Goldstein, Nomisma*

#### **“China’s New Silk Road and Islam in the Quran”**

*Nadir Kemal Yilmaz, Front Sea Invest*

#### **“How Bilateral Investment treaties impact on FDI flows: the case of China”**

*Jean-Marc Blanchard, Mr. & Mrs. S.H. Wong Center for the Study of Multinational Corporations*

*Francesca Spigarelli, University of Macerata*

#### **“OBOR and Chinese M&A in Italy: a legal perspective”**

*Stefano Micheli, Bonelli Erede*

#### **“The study on the path selection for overcoming cultural barriers of Chinese medicine under ‘The Belt and Road’ initiative”**

*Shen Jun-long, Nanjing University of Chinese Medicine & Sanjiang University*

*Zhang Shi-yu, Nanjing University of Chinese Medicine*

*Zhang Yan, Nanjing University of Chinese Medicine*

*Zhou Chen-ting, Nanjing University of Chinese Medicine*

*Zhang Hai-bo, Nanjing University of Chinese Medicine*

## Financial markets, financial vehicles and financial needs

Session 27 afternoon 2

**27A2 - Red 1 Room** (ground floor)

Track Chair: **Francis Ulgado**, Georgia Tech

### **“Renminbi internationalization and financial liberalization: where do we stand?”**

*Silvia Guizzo, Intesa Sanpaolo*

### **“Financing Constraints and Firm Internationalization”**

*Yue Lu, Institute of WTO Studies, University of International Business and Economics, Beijing*

*Ka Zeng, University of Arkansas*

### **“Currency co-movements in Asia: the role of the Chinese Renminbi”**

*Daniela Marconi, Banca d'Italia*

### **“Sovereign Wealth Fund Investments In Europe as an Instrument of Chinese Energy Policy”**

*Tomasz Kaminski, University of Łódź*

Session 27 afternoon 3

**27A3 – Red2 Room** (ground floor)

Track Chair: **Lynette Louw**, Rhodes University

**“Perspectives of Chinese and Tanzanian employees on intercultural cooperation in a private Chinese organisation in Tanzania”**

*Claude-Hélène Mayer, Rhodes University*

*Christian Martin Boness, Rhodes University*

*Lynette Louw, Rhodes University*

**“Regime shocks in Africa: New opportunities for Chinese aid?”**

*Caroline Witte, Erasmus University Rotterdam*

*Bas Karreman, Erasmus University Rotterdam*

*Enrico Pennings, Erasmus University Rotterdam*

**“Employer and employee perceptions of management practices in the aviation industry – The case of a Chinese multinational corporation in Kenya”**

*Minenhle Petronella Mlotshwa, Rhodes University*

*Anelisa Mpafa, Rhodes University*

*Mattheus Louw, Rhodes University*

**“Chinese immigrant entrepreneurship within the South African business environment. Practices in operating a small business in a host community”**

*Ndoro Tinashe, Rhodes University*



**Special Panel Chetch project**  
**The healthcare industry: challenges of globalization of Chinese firms, practices and medicine**

Session 27 afternoon 4

**27A4 – Green Room** (II floor)

Track Chair:

**Kim Van der Borcht**, Vrije Universiteit Brussel

**Attilio Mucelli**, Polytechnic University of Marche, Italy

**“Treatment and management of acute migraine attack with acupuncture”**

*Federico Marmori, Fundacion European de Medicina Tradicional China*

**“A General Introduction to TCM Regulation in China”**

*Qingle Hu, Hunan University*

**“Bone regenerative medicine approaches: different culture backgrounds but similar strategies”**

*Mattioli-Belmonte Monica, Polytechnic University of Marche*

*Dicarlo Manuela, Polytechnic University of Marche*

*Orciani Monia, Polytechnic University of Marche*

*Di-Primio Roberto, Polytechnic University of Marche*

**“Chinese expansion in the international healthcare markets: the role of Chinese OFDI in Europe”**

*Francesca Spigarelli, University of Macerata*

*Ping Lv, University of Chinese Academy of Science*

**“Public funding of CAMs therapies in Italy and England: between health cost containment and protection of patients’ choice”**

*Eric longo, University of Macerata*

*Laura Vagni, University of Macerata*

**“The impact of the EU food regulation on the import of Chinese Traditional Herbal Medicinal Products”**

*Pamela Lattanzi, University of Macerata*

**“In vitro analysis of paracrine effects of BM-hMSCs on H460 lung cancer cells and effectiveness of natural compounds from TCM”**

*Giulia Sorgentoni, Miriam Caffarini, Monia Orciani, Roberto Di Primio, Polytechnic University of Marche*  
*Xiaoxia Wang, Ze-Qun Jiang, Xu Zhang, Nanjing University of Traditional Chinese Medicine*

**“The Legal Perspective on Europe-China Integration in the Healthcare Sector”**

*Federica Monti, University of Macerata*  
*Pamela Lattanzi, University of Macerata*

**“Trade and FDI: Challenges and Opportunities for China and Europe in the healthcare sector”**

*Noemi Ferracuti, University of Macerata*

**“China’s Imports of Meat Products with a Gravity Model”**

*Eva Hasiner, University of Göttingen*  
*Xiaohua Yu, University of Göttingen*

**“Brief Literature Review on Economic Evaluations in TCM”**

*Attilio Mucelli, Polytechnic University of Marche*  
*Olena Liakh, Polytechnic University of Marche*

**Special Panel ETUI**

**Chinese investment in Europe: Implications for employment relations and industrial policies**

Session 27 afternoon 5

**27A5 – Purple3 Room** (1 floor)

Track Chair: **Jan Drahokoupil**, European Trade Union Institute (ETUI)

**“Pre- and post-entry psychic distance perceptions in the context of Chinese FDI to Germany”**

*Katiuscia Vaccarini, University of Macerata & Jacobs University Bremen*  
*Christoph Lattemann, Jacobs University Bremen*  
*Francesca Spigarelli, University of Macerata*  
*Ernesto Tavoletti, University of Macerata*

**“The Dragon goes overseas – A review of the literature on the international human resource management and employment relations of Chinese multinational enterprises”**

*Tina Miedtank, King’s College London*

**“Chinese Multinationals in Europe: An Empirical Analysis of Location, Specialization and Mode of Entry”**

*Vito Amendolagine, University of Pavia*

*Alessia Amighini, Università del Piemonte Orientale*

*Roberta Rabellotti, University of Pavia*

**“Chinese FDI in Central and Eastern Europe: The case of Huawei”**

*Agnes Szunomar, Institute of World Economics, Hungarian Academy of Sciences*

*Agnieszka McCaleb, Warsaw School of Economics*

**“Chinese M&A in German Mittelstand - Integration Strategy and Communication in Post Merger Integration”**

*Xiling Zhu, Consultant for Chinese Post Merger Integration, Germany*

**“Employment relations in Chinese investments in Eastern Europe:  
The case of Great Wall in Bulgaria”**

*Jan Drahokoupil, European Trade Union Institute (ETUI)*

**“Does the rise of Chinese innovative firms herald a change in the governance structure of global value chains”**

*Shaowei He, University of Northampton*

*Zaheer Khan, University of Sheffield*

*Grahame Fallon, Brunel University*

Session 27 afternoon 6

**27A6 – Yellow Room** (1 floor)

Track Chair: **Marin Marinov**, Aalborg University

**“China, Research and Innovation Landscape 2025”**

*Epaminondas Christofilopoulos, Foundation for Research and Technology Hellas*

*Stavros Mantzanakis, CEO Phemonoe Lab*

**“Transnational networks of knowledge co-producers. Complexity and heterogeneity in China-Europe research co-operations in health sectors”**

*Lauretta Rubini, University of Ferrara*

*Chiara Pollio, University of Ferrara*

*Marco Rodolfo Di Tommaso, University of Ferrara*

**“Building an Alliance for Science & Technology between the Stars & the Dragon”**

*Andrea Degen, EUrelations AG, Switzerland*

*Marcus Cheetham, URPP “Dynamics of Healthy Aging”, University of Zurich, & Department of Internal Medicine, University Hospital Zurich, Switzerland*

*Zheng Zhang, EUrelations AG, Switzerland*

*Werner A. Wolf, Bio Innovations GmbH, Switzerland*

**“The Missing Links in Chinese Enterprises Innovation. Perspectives from an EU-China Research Partnership”**

*Claudio Petti, University of Salento*

**“China’s Journey to Being an Innovation-Driven Country”**

*Sara Medina, Sociedade Portuguesa de Inovação, SPI*

*Deng Xiaojun, Sociedade Portuguesa de Inovação, SPI*

*Pan Yen-chen, Sociedade Portuguesa de Inovação, SPI*



**Special session with local stakeholder (in Italian language) on  
“Cultural difference and business opportunities in China:  
learning from cases in the food and wine Italian sector”**

Session 27 afternoon 7

**27A7 - Room:** Aula Magna, Department of Economics and Law

Track Chair: **Enrico Toti**, Law firm NTCM

**Food & Wine: Made in Italy in the Chinese Market**

*Alessio Cavicchi, University of Macerata*

**Good intercultural practices for global entrepreneurs**

*Isabella Crespi, University of Macerata*

**Management experiences and cultural aspects in China**

*Davide Mischiatti, SKF manager*

**Sicurezza alimentare ed esportazione in Cina**

*Laura Formichella, Studio NCTM - Law firm NTCM*

**Communication strategies and Media in China**

*Emanuele Vitali, East media*

**Civica Enoteca Maceratese: hospitality and local products. A successful case**

*Lorenza Natali, Camera di Commercio di Macerata*

**Introduction to the roundtable of case Histories**

*Lorenzo Moretti, Expert on food & wine and agronomist*

**Alberto Guerrieri**, Azienda Agraria Guerrieri

**Massimo Mancini**, Pasta Mancini

**Marilena Cocci Grifoni**, Guido Cocci Grifoni & C srl

# PARALLEL SESSIONS AT POLO PANTALEONI

28<sup>th</sup> Morning

University-Industry Partnership, Cooperative Education and Entrepreneurship Education  
in China and with China - II part

Session 28 morning 1

**28M1 – Purple3 Room** (I floor)

Track Chair: **Haixia Qie**, Tianjin University

**“Mechanisms of Popularizing Secondary Vocational Education in New Communities Based on Close Community-Enterprise Partnership”**

*Zeng Maolin, Lingnan Normal University*

*Li Xiaopei, Lingnan Normal University*

*Shuijie Qu, Lingnan Normal University*

**“The Researchers’ Role Strain in University-Multinational Corporation Joint Research Institutes: The case of Chinese Flagship Research Universities”**

*Jinyuan Ma, The Southern University of Science and Technology*

**“Prospective and Current Situation of Off-campus Internships among Chinese Engineering University Students An Investigation from the Students’ Perspectives”**

*Haixia Qie, Tianjin University*

*Shibin Wang, Tianjin University*

*Jian Zhu, Tianjin University*

*Qiubo Yang, Tianjin University*

*Chao Shen, Tianjin University*

**“Student Efforts as Mediators: How Learning Conception Influences Learning Outcomes”**

*Yuan Yang, School of Education, Tianjin University*

*Xiaoyan Cai, College of Foreign Languages, Zhejiang University of Finance & Economics*

*Yidan Zhang, Higher Education Program, The University of Toledo*

**“Mass entrepreneurship in China: Increasing inclusion of women, educated and adults”**

*Ye Liu, Zhejiang sci-tech University*

**“Reflections on Cross-Cultural Values: The Training of Chinese Public Servants in Canada”**

*Elena Caprioni, York University*

**Chinese organisations in Sub Saharan Africa: New dynamics, New synergies - II part**

Session 28 morning 2

**28M2 – Red 2 Room** (ground floor)

Track Chair: **Mattheus Louw**, Rhodes University

**“South African employees’ commitment to a Chinese organization”**

*Steven Paterson, Rhodes University*

*Lynette Louw, Rhodes University*

**“The impact of Chinese competition on Africa’s industrialization”**

*Ping Hua, CERDI - Auvergne University*

**“Stakeholder Relationship Management by Chinese Mining organizations in Southern Africa”**

*Kudakwashe Chodokufa, University of South Africa*

*Lynette Louw, Rhodes University*

**“A priori framework for understanding intercultural communication effectiveness in Sino-African interactions”**

*Fungai B Chigwendere, Rhodes University*

*Lynette Louw, Rhodes University*

*Terence Jackson, Rhodes University*

**Towards a 'third generation' of empirical studies on Chinese outward FDI:  
How can we use existing data sources to better understand Chinese MNE activity?**

Session 28 morning 3

**28M3 – Blue Room** (ground floor)

Track Chair:

**Roberta Rabellotti**, University of Pavia

**Marco Sanfilippo**, University of Bari & University of Antwerp

**Dylan Sutherland**, Durham University

**“Is the shopping spree of Chinese and Indian multinationals good for their innovation output?  
An empirical analysis on acquisitions in Europe, Japan and the USA”**

*Vito Amendolagine, University of Pavia*

*Elisa Giuliani, University of Pisa*

*Arianna Martinelli, Scuola Sant’Anna Pisa*

*Roberta Rabellotti, University of Pavia*

**“Highly skilled returnees and the internationalization of EMNEs: Firm level evidence from China”**

*Xiaolan Fu, University of Oxford*

*Jun Hou, Overseas Development Institute*

*Marco Sanfilippo, University of Bari & University of Antwerp*

**“Are Chinese outward FDI location choice studies reliable? A replication approach using  
firm-level data that accounts for the geographical and volume biases found official FDI data”**

*John Anderson, University of Northern Iowa*

*Fan Zhang,*

**“How to build a Multinational database from ORBIS: The case of Chinese firms in EU15”**

*Federico Carril, University of Granada*



**“Is the Strategic Asset Seeking Orientation of Chinese Mnes Different to That of Developed Market Mnes? A Comparative Analysis of Location Choice and Orientation”**

*Dylan Sutherland, Durham University*

*John Anderson, University of Northern Iowa*

*Peter Hertenstein, Durham University Business School*

**“Struggle against climate change and for economic growth: the role of Chinese foreign investments in the solar and wind equipment EU industryW**

*Augusto Ninni, University of Parma*

*Ping Lv, University of Chinese Academy of Science*

*Francesca Spigarelli, University of Macerata*

**The Chinese culture and the role of Confucius Institutes in Chinese global expansion**

Session 28 morning 4

**28M4 – Purple1 Room** (1 floor)

Track Chair: **Eduardo Barberis**, University of Urbino

**“The Chinese dream (中国梦): retrospection (复兴) as harmonious (和) progress”**

*Selusi Ambrogio, University of Macerata*

**“The Confucius Institute as a Catalyst for engaging Colleges across the Campus in Building Long-term Business Relationships with China”**

*Kathy Johnson, Director CI St. Cloud State University*

**“The role of Confucius Institutes: assessing qualitative outcomes”**

*Daniel J. Julius, New Jersey City University*

**Special Panel Poreen project**  
**Going Green: China and Europe's Partnership for a more Sustainable World**  
**(Book presentation with Emerald)**

Session 28 morning 5

**28M5 – Green Room** (II floor)

Track Chair:

**Louise Curran**, Toulouse Business School, France

**Guido Giacconi**, In3Act

**“Liability of Foreignness of EU Environmental Protection Companies in China – Manifestations and Mitigating Strategies”**

*Louise Curran, Toulouse Business School*

**“Environmental goods trade between China and the EU: Development and influencing factors”**

*Ruxiao Qu, Beijing Normal University*

*Yanping Zeng, Beijing Normal University*

**“Chinese OFDI to Germany in the Environmental Industries: A Multiple-Case Study”**

*Katiuscia Vaccarini, University of Macerata & Jacobs University Bremen*

*Francesca Spigarelli, University of Macerata*

*Federico Salvatelli, University of Macerata*

*Christoph Lattemann, Jacobs University Bremen*

*Ernesto Tavoletti, University of Macerata*

**“Policies that Promote Environmental Industry in China”**

*Haitao Yin, Shanghai Jiao Tong University*

*Xuemei Zhang, Shanghai Jiao Tong University*

*Hui Zhou, Shanghai Jiao Tong University*

*Zhang Xuemei, Shanghai Jiao Tong University*

*Francesca Spigarelli, University of Macerata*

**“Chinese Investments in Europe:  
Comparing the Internationalization of Green and Non-Green Firms”**

*Federico Salvatelli, University of Macerata*

*Vittoria Giada Scalera, Politecnico di Milano*

*Diego D'Adda, Polytechnic University of Marche*

**“The Renewable Energy Industry in Europe: Business and Internationalization Models.  
A Focus on the Chinese Market”**

*Elena Cedrola, University of Macerata*

*Loretta Battaglia, Università Cattolica*

**“An enquiry into the spatial distribution of foreign firms in China”**

*Hongbo Cai, Beijing Normal University*

*Eleonora Cutrini, University of Macerata*

**“The Chinese environmental protection: Between national laws and governance system”**

*Federica Monti, University of Macerata*

**“Implementing Sustainable Living Solutions in a Villa destroyed by Wenchuan Earthquake.  
A Case Study from Sichuan Province”**

*Giulia Cuini, University of Macerata*

**“Social Accounting Matrix for China and multisectoral model for environmental aspects”**

*Barbara Menatta, University of Macerata*

Session 28 morning 6

**28M6 – Yellow Room** (1 floor)

Track Chair: **Marco Di Tommaso**, University of Ferrara

**“Organizational culture perceived by European employees in Chinese multinationals”**

*Shuo Wang, University of Eastern Finland*

**“Do Chinese MNEs always improve their innovation performance from internationalization?”**

*Stefano Elia, Politecnico di Milano*

*Mario Kafourous, University of Leeds*

*Lucia Piscitello, Politecnico di Milano*

*Vittoria G. Scalera, University of Amsterdam*

**“Age Matters: Generational Differences and its Impact on Employee Workplace Engagement - The Future of Management Style in China”**

*Cindy Lou Jensen, BoldMoves China*

**“Network Position of Independent Director in Cross-border Mergers and Acquisitions among Chinese listed Firms, 2006-2015”**

*Guo Chenxi, University of Chinese Academy of Science*

*Lv Ping, University of Chinese Academy of Science*

**“Disruptive Innovation and Hyperscaling of Messenger Platforms: A Comparative Study of FB Messenger and Tencent WeChat Models”**

*Vsevolod Granin, CEMS: UCD Smurfit & HEC Paris*

*Melinda Sasfi, CEMS: UCD Smurfit & NUS Singapore*



## 28<sup>th</sup> Afternoon

### Internationalization, culture and language

Session 28 afternoon 1

**28A1 – Yellow Room** (1 floor)

Track Chair: **Daniel Julius**, NJSU

**“Innovation performance of firms operating in China – Differences between foreign and domestic firms”**

*Nadine Becker, Jacobs University Bremen*

*Angela Münch, Friedrich-Schiller-University*

*Christoph Lattemann, Jacobs University Bremen*

**“Language as a site of search for common ground and power positioning in Chinese-Finnish investment facilitation”**

*Santa Stopniece, University of Jyväskylä*

**“China’s “Century Humiliation” and Its Resulting Search for ‘Wealth and Power’”**

*Stephen Thomas, University of Colorado Denver*

*Ji Chen, University of Colorado Denver*

**Local development, Chinese migrants and Chinese SMEs:  
a focus on the development of industrial districts**

Session 28 afternoon 2

**28A2 – Blue Room** (ground floor)

Track Chair:

**Mario Biggeri**, University of Florence, Italy

**Andrea Ferrannini**, Arco Lab

**“A look into Chinese communities and the Chinese immigrant second generation: Through comparison between Japan and Australia”**

*Junko Tajima, Hosei University*

**“The Chinese and the Others. Perception of Diversity and Discrimination Among Lower-Secondary School Students in Region Marche, Italy”**

*Eduardo Barberis, University of Urbino*

**“Chinese workers and entrepreneurs in Italian industrial clusters: the role of migrants’ social networks”**

*Mario Biggeri, University of Florence*

*Annalisa Caloffic, University of Padua*

*Huanhuai Zhoud, University of Technology Hangzhou, Zhejiang Province*

**“Needs and compliance of production processes by Chinese companies in Prato industrial districts: An innovative assessment model”**

*Leonardo Borsacchi, ARCO Lab, PIN – Polo Universitario Città di Prato*

*Mario Biggeri, University of Florence*

*Andrea Ferrannini, ARCO Lab, PIN – Polo Universitario Città di Prato*

**International Journal of Emerging Markets**  
**(on invitation based only)**

Session 28 afternoon 3

**28A3 – Green Room** (II floor)

Track Chair:

**Ilan Alon**

**The UK vote for Brexit - implications for EU-China trade and investment relations**  
**Interactive panel - open discussion**

Session 28 afternoon 4

**28A4 – Red 2 Room** (ground floor)

Track Chair:

**Louise Curran**, Toulouse Business School

## ORGANIZERS' BIOS



**Dr. Ilan ALON**

Is Professor of Strategy and International Marketing at the University of Agder, Norway, and visiting scholar at Georgetown University, USA. Prior to this, he was also a visiting scholar at Harvard University. Alon's teaching and consulting work spans the globe covering America, Europe, Asia and the Middle East. He has taught in top business programs globally, including Shanghai JiaoTong University (China), EM Lyon (France), Ben Gurion University (Israel), Bilkent University (Turkey), and MIB (Italy), among others. Alon research includes global franchising, political risk assessment and the globalization of Chinese enterprises. He authored numerous peer reviewed articles including ones appearing in Journal of International Marketing, Harvard Business Review and Corporate Governance: An International Review and books such as Global Marketing (McGraw-Hill, 2012), Global Franchising Operations Management: Cases in International and Emerging Markets Operations (FT Press, 2012), Franchising Globally: Innovation, Learning and Imitation (Palgrave, 2010), Service Franchising: A Global Perspective (Springer, 2005), Chinese International Investments (Palgrave, 2013), Chinese Entrepreneurs (Edward Elgar, 2009), China Rules (Palgrave, 2009), Globalization of Chinese Enterprises (Palgrave, 2008), among other books.

Alon has consulted both multinational businesses and government organizations relating to marketing and international business issues. Among his clients are USAID, World Bank, Darden, Disney, illy, and Orlando International Airport.

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**Dr. Julian CHANG**

Julian Chang (张伯赓) is Dean of the newly-established Aitia Institute at IMC/Octave. The Aitia Institute integrates research, outreach and training in the areas of family business, enterprise leadership and wellness with a focus on achieving social impact and transformation in China. Before joining IMC/Octave, he consulted with Laureate International Universities' China group based in Shanghai. Prior to that he was Associate Dean for Student Life for Schwarzman Scholars at Tsinghua University in Beijing, where he aided in the strategic oversight, development, management, administration, and implementation of the program, with a specific emphasis on, and responsibility for, programmatic elements and issues related to student life. From 2001 to early 2014, he was the Executive Director of the Rajawali Foundation Institute for Asia at the Ash Center for Democratic Governance and Innovation, Harvard Kennedy School. From 1996 to 2001 he held various teaching and managerial positions at Stanford University focusing on Asia and China. He first visited China in 1977 and returned to work there in the 1980s at Wuhan University Julian Chang.

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**Dr. Christoph LATTEMANN**

Professor for Business Administration and Information Management at the Jacobs University Bremen and Visiting Scholar at the Harvard University. His research focuses on International Business, Corporate Social Responsibility, Management Information Systems and Design Thinking. He has taught courses in top MBA programs such as Copenhagen Business School, Hasso Plattner Institute for Software Engineering, Educatis University in Switzerland and Università Cattolica del Sacro Cuore. Formerly he held senior positions in project management in the financial industry for over four years. He has published more than 130 publications in journals, books and in conference proceedings. The latest articles are about corporate governance, corporate social responsibility, and information systems. He is member of various review boards and professional associations. He is also a Design Thinking consultant, with experiences from many projects with multinational companies and many non-for-profit and non-governmental institutions. Christoph Lattemann, Jacobs University Bremen, Germany.

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**Dr. John R. MCINTYRE**

Has been Director of the Georgia Tech Center for International Business Education and Research (CIBER), a national center of excellence, since 1993 and a full professor of international business management and international relations with joint appointments in the College of Management and the Sam Nunn School of International Affairs of the Georgia Institute of Technology, Atlanta, Georgia. He received his graduate education at McGill, Strasbourg and Northeastern Universities, obtaining his Ph.D. at the University of Georgia. Published in over 80 journals, reviews, and book chapters. He is author and co-editor of ten books, including Business and Management Education in China: Transition, Pedagogy and Training and Globalization of Chinese Enterprises, Multinational Enterprises and the Challenge of Sustainable Development. Recipient of numerous competitive grants to further the internationalization of business education and research. Extensive corporate consulting experience; expert in the aluminum industry. Recipient of the Georgia Governor's International Education Award of 2009; the National Order of Merit of France; the Georgia Tech-wide 2015 Denning Faculty Globalization Award, among others. John R. McIntyre, Scheller College of Business, Georgia Tech, Technology Square, 800 West Peachtree ST NW, Atlanta, GA 30308-1149 USA.

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## ORGANIZERS' BIOS



**Dr. William Hua Wang**

Is a professor at EMLYON Business School in France, Dean of EMLYON Business School Asia. His research interests centre on the innovation management, foreign direct investment, brand strategy, globalisation strategy of Chinese companies, and the automotive industry in China. He has published more than 110 publications in journals, books, and conference proceedings. He has taught MBA and EMBA courses in leading business schools, including Manchester Business School (UK), and has delivered executives training to corporate including Bosch, SAP, Volvo, Intel. Wang received a PhD from Université Pierre Mendes France, in France. He is also the Associate Dean of EMLYON, and Dean of EMLYON Asia. He is the expert in the automobile industry. In China, he is one of the thirty think tank members of 21st China Business Herald. At the globe, he is one of the steering committee members of International Gerpisa Research network (Groupe d'Etude et de Recherche Permanent sur l'Industrie et les Salariés de l'Automobile, [gerpisa.org](http://gerpisa.org)), he is one of the editorial members of International Journal of Automotive Technology and Management (ISSN: 1470-9511). Dr. William Hua Wang, Emlyon Business School Asia, 2F, Global Education Center, 3663 Zhongshan Rd North, Shanghai 200062, P.R. China.

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**Prof. Wenxian ZHANG**

A member of Arts and Sciences faculty since 1995, Prof. Wenxian Zhang is a recipient of the Cornell Distinguished Faculty Service Award, Arthur Vining Davis Fellow, and a full professor at Rollins College in Winter Park, Florida. He also won the Patrick D. Smith Award for his academic work with Dr. Maurice O'Sullivan on *A Trip to Florida for Health and Sport* (FHS Press, 2010). In addition to many articles on information studies, historical research, and Chinese business management, his recent book publications related to China include *The Biographical Dictionary of New Chinese Entrepreneurs and Business Leaders* (Edward Elgar, 2009), *A Guide to the Top 100 Companies in China* (World Scientific, 2010), *The Entrepreneurial and Business Elites of China: The Chinese Returnees Who Have Shaped Modern China* (Emerald, 2011), and *A Winter in Sunshine* (Shanghai University Press, 2012).

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**Dr. Francesca Spigarelli** (*Conference Organizing Committee*)

Is assistant professor of Applied Economics, at the University of Macerata and Director of the China Center. She is Vice Rector for Entrepreneurship and Technological Transfer. She serves as deputy for international relation and research project of the Department of Law (University of Macerata)

She is coordinator 2 European Funded project: “PEOPLE MCSA RISE: Horizon 2020” on GRAGE - Grey and green in Europe: elderly living in urban areas and of “PEOPLE MCSA IRSES – 7 PF” on Partnering Opportunities between Europe and China in the Renewable Energies and Environmental industries. She is Scientific coordinator of LUCI- Laboratory for Creativity and Humanism, University of Macerata.

Main teaching areas: International business, Applied Economics, Microeconomics.

Main research fields: multinational enterprises from emerging countries; China; internationalization strategies of SMEs.

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## KEYNOTE SPEAKERS' BIOS



### Dr. Peter Buckley

Peter J Buckley (BA (Econ), York; MA, East Anglia; PhD Economics, Lancaster; Dr hc (Uppsala); DSc hon (Lappeenranta) is Professor of International Business and Founder Director of the Business Confucius Institute at the University of Leeds.

Founder Director of the Centre for International Business, University of Leeds, (CIBUL), UK. CIBUL was rated as the top international business research group in the world based on publications in leading journals (International Business Review) 2006. He has published 27 books in English, including one in German, and many of these have been translated into other languages. He has 19 further books. He was listed as one of the most “successful Academic Writers” in The Times Higher Education Supplement (January 2006). He has published over 190 refereed articles in European, American and Japanese journals including 21 contributions to the Journal of International Business Studies (JIBS). His work is very heavily cited – the Social Science Citation Index lists over 2000 citations, Google Scholar lists over 16.500 citations (h index 49). He was elected a Fellow of AIB in 1985 for “outstanding achievements in international business”. He is also a Fellow of the British Academy of Management (BAM), a Fellow of the Royal Society of Arts (RSA) and a Fellow of the European International Business Academy (EIBA). In December 1998 he was made an Honorary Professor at the University of International Business and Economics, Beijing, China. He is also an Honorary Member of the 48 Group Club. He was President of the Academy of International Business 2002-04 and served as Immediate Past President 2004-06. He was awarded the Viipuri Prize for his “Outstanding record in the field of International Business research” (September 2006). In August 2008 he was awarded the Academy of Management International Management Division, Booz Allen Hamilton Strategy and Business Eminent Scholar in Management Prize. He was awarded an Honorary Doctorate by the Faculty of Economics of the University of Uppsala, Sweden, 2010 and by the Faculty of Economics and Business Administration, Lappeenranta University of Technology, Finland, 2012. He is currently Chair of the European International Business Academy (2009-2012). He was awarded a Cheung Kong Scholar Chair Professor in the University of International Business and Economics (UIBE), Beijing in September 2010. He was Principal Consultant to UNCTAD’s World Investment Report 2011. He was awarded the Richard Whipp Lifetime Achievement Award by the British Academy of Management “For considerable and sustained contribution to International Business” 2011. He was appointed an Officer of the Order of the British Empire (OBE) in the Queen’s New Year Honours List 2012.





**Jean-François Hennart**

Jean-François Hennart is Emeritus Professor of International Management at the Tilburg School of Economics and Management at Tilburg University and Extramural Fellow at Tilburg University Center. His research focuses on the comparative study of international economic institutions such as multinational firms from both developed and emerging countries, born globals, joint ventures and hybrids, modes of foreign market entry, and the internationalization of family firms. His *Theory of Multinational Enterprise* (University of Michigan Press, 1982) pioneered the application of transaction cost theory to international business. He is consulting editor for the *Journal of International Business Studies*, and is a Fellow of the Academy of International Business and of the European International Business Academy. He holds an honorary doctorate from the University of Vaasa. In 2012 the International Management Division of the Academy of Management named him the Booz&Co/Strategy+Business Eminent Scholar in International Management. There has been more than 14,000 citations to his articles published in top journals such as the *Journal of International Business Studies*, the *Strategic Management Journal*, the *Global Strategy Journal*, *Management Science*, *Organization Science*, *Entrepreneurship Theory and Practice*, *Management International Review*, and the *Journal of Retailing*.



**Filippo Mignini**

Filippo Mignini obtained the *licentia docendi*, a degree in Theology, from Lateran University in Rome in 1969 and a degree in Philosophy in 1972, from La Sapienza University in Rome. From 1976 to 1986 he was a researcher in the History of Philosophy at the University of L'Aquila. Since 1987 he has been a full professor of History of Philosophy at the University of Macerata. From 1995 to 1999 he was Head of Culture of the Province of Macerata, from 2001 to 2011 he directed the Matteo Ricci Institute for relations with the East. From 2012 to 2015 he was director of the Department of Humanities at the University of Macerata.

## KEYNOTE SPEAKERS' BIOS



**Mr. Qian Jiannong**

Vice President of Fosun Group; President of Fosun Tourism & Commercial Group; Co-President of China Momentum Fund; Chairman of Club Med Holding; Chairman of Hainan Atlantis Commerce & Tourism Development Co., Ltd. Mr. Qian studied in Germany and held position in senior management in two German companies. He then joined China Nepstar (listed in U.S) as CEO in 2006 and lead this company's IPO successfully in NYSE in 2007. In 2010, Mr. Qian started to manage commercial investments for Fosun and accomplished a few famous investment cases. He successfully completed the investments of Club Med, Folli Follie, Vigor, Atlantis, Secret Recipe, Osborne, China CITIS, Thomas Cook, etc. Recently Fosun completed the privatization of Club Med and investment of Thomas cook under Mr. Qian's leadership which attracted worldwide attention. He is the first practitioner of Fosun's philosophy "Combining China's Growth Momentum with Global Resources" Mr. Qian used to be the board director of China Nepstar and Yuyuan Tourist Mart. He is now the board director of Club Med(France) , Folli Follie (Greece) and Osborne(Spain)



**Mr. Li Xuecheng**

Mr. Li Xuecheng, born in 1962, MBA of Peking University, Master's degree, Senior Economist, currently holds the position of Chairman and Vice Party Secretary of Jihua Group Corporation Limited. He started to work since July 1984 and successively served as Munitions Production Management assistant in the General Logistics Department of PLA, Deputy Director of the Department of Comprehensive Planning in CHINA XINXING CORPORATION(GROUP), then Director, staff in the Integrated Production Planning Bureau of General Logistic Department of PLA, Deputy Director of Light Industry department of XINXING CATHAY INTERNATIONAL GROUP, Vice Chairman of 3543 factory, then Chairman, Chairman and Party Secretary of Jihua 3543 Knitting Garment Co. Ltd., Vice General Manager of Jihua Light Industry Group Co. Ltd., Board Member, General Manager and Vice Party Secretary of Jihua Group Corporation Limited.



### **Mr. Wang Shiyu**

Managing Partner of P&C Fund, Chairman of Fargo Fortune Capital Group.

Mr. Wang is a renowned business leader in China. As China's first generation investment banker, he is the advocate of "Global M&A, Chinese Integration", a catchphrase that he initiated and that resonates in China's business world.

Over the past three decades of business excellence, Mr. Wang has mastered over a hundred enterprise restructurings, reorganizations, listings, merger & acquisitions, and numerous investment and financing practices.

As a senior investment banker, he advised numerous multinational companies and private equity firms on mergers & acquisitions, divestitures, joint ventures, and other related transactions. He has rich resources in China's capital market, the public sector, corporations across all industries, as well as some of China's most influential families.

As the core member of D' Long Group, once China's largest and most powerful privately held conglomerate in the early 2000s, Chairman Wang is admired and followed by many business elites across China. D' Long is widely regarded as China's first business empire in the capital market, which has inspired and influenced a generation of the most senior financiers and business leaders in China.

Mr. Wang also played leading roles in some of China's most prominent companies and institutions. He serves as General Manager of Investment Department at Vantone Group, Managing Director and co-founder of Wan Meng Investment management Co., Ltd., Managing Director and co-founder of Hainan Shun Feng Group, etc. Besides, Mr. Wang is the leading expert on China's REITs inception. He is also the mastermind behind China's rural land trust circulation scheme, which was piloted in Hunan Province and later implemented across China.

With China's growing economic and trade presence on the global stage, Mr. Wang has shifted his professional focus to overseas M&A practices in recent years. He has advised and led Chinese corporations and investment funds to outspread and invest in the more business-advanced and industrialized regions, such as Western Europe and North America.

Mr. Wang is a frequent speaker and lecturer at international events and in higher institutions. He is a best selling author of books "NASDAQ in China", "China Restructuring", "Global M&A, Chinese Integration".

Baoxin Industrial Fund Management Partners ("P&C Fund") - Level 15, NUO Centre, A2 Jiang Tai Road, Beijing, China.

## AWARDS

**BEST PAPER IN THE CONFERENCE – EMERALD BEST PAPER**

**BEST PHD STUDENT PAPER IN THE CONFERENCE – NACA BEST PHD STUDENT PAPER**

**BEST REVIEWER OF THE CONFERENCE**

### EMERALD BEST PAPER AWARD



The **International Journal of Emerging Markets** (IJoEM), published by Emerald is the official sponsor of the “China Goes Global” best paper award for 2016. The journal brings together articles that examine the emerging markets, both theoretically and empirically. Highly rigorous research, case studies, and review articles, such as meta-analytic reviews, are also encouraged. The conference’s submitted papers were narrowed down to a list of 10 finalists. The conference organizers and the Editor-in-Chief Ilan Alon further reviewed them and selected the best paper for an award.

### NACA BEST PHD STUDENT PAPER AWARD



National Association of Chinese Americans (**NACA**), which sponsored the 9th CGG in Atlanta, is pleased to offer one award prize for excellence in research. The prize awarded by NACA comports a \$500 award and a certificate. NACA is dedicated to the advancement of cordial relationships between the United States and China.



## 10<sup>TH</sup> CHINA GOES GLOBAL CONFERENCE GUIDELINES

We come from many different countries and traditions but are united in the belief that knowledge is created through a two-way exchange of ideas and experiences.

The effectiveness of the China Goes Global Conference will depend on collegial interactions among us. This will require a good deal of care to ensure that our conduct is respectful, particularly because we are working with a number of cultural norms. To avoid misunderstandings, we offer general guidelines for participants to clarify both the standards and the obligations expected during these next few days.

- It is a common international practice in an academic setting, where people are learning together and from each other, for participants to address each other, presenters, and staff by their first or given names; this is not intended to be disrespectful or discourteous.
- All members of this community are entitled to respect. All individuals are expected in their communication to demonstrate respect for each person's worth, dignity and capacity to contribute.

If each of us makes an honest effort to ensure that we treat others with professional respect and dignity, all of us will enjoy the maximum possible benefit from working and learning together.

## PRESENTERS, KEYNOTE SPEAKERS, SPONSORS, PARTICIPANTS

*(Ranked by home country)*

Kim Van Der Borgh	<i>Vrije Universiteit Brussel</i>	Belgium
Koen Byttebier	<i>Vrije Universiteit Brussel</i>	Belgium
Jan Drakoupil	<i>ETUI</i>	Brussels
Qiang Zha	<i>York University</i>	Canada
William Xiaojun Wei	<i>MacEwan University</i>	Canada
Wang Shiyu	<i>P&amp;C Fund, Fortune Capital</i>	China
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Yihui Liu	<i>Tianjin University</i>	China
Haisheng Pan	<i>Tianjin University</i>	China
Hongyu Wang	<i>Tianjin University</i>	China
Xiaochen Wu	<i>Tianjin University</i>	China
Guangfen Yan	<i>Tianjin University</i>	China
Hogbo Cai	<i>Beijing Normal University</i>	China
Yanping Zeng	<i>Beijing Normal University</i>	China
Ruxiao Qu	<i>Beijing Normal University</i>	China
Yi Zhang	<i>Xi'an Jiaotong University</i>	China
Cindy Jensen	<i>Boldmoves China</i>	China
Ze Qian	<i>University of Hull</i>	China

<b>Qun Zhang</b>	<i>Beijing Normal University</i>	<b>China</b>
<b>Jiang Wang</b>	<i>Nanjing Un. of Chinese Medicine</i>	<b>China</b>
<b>Na Chen</b>	<i>Nanjing Un. of Chinese Medicine</i>	<b>China</b>
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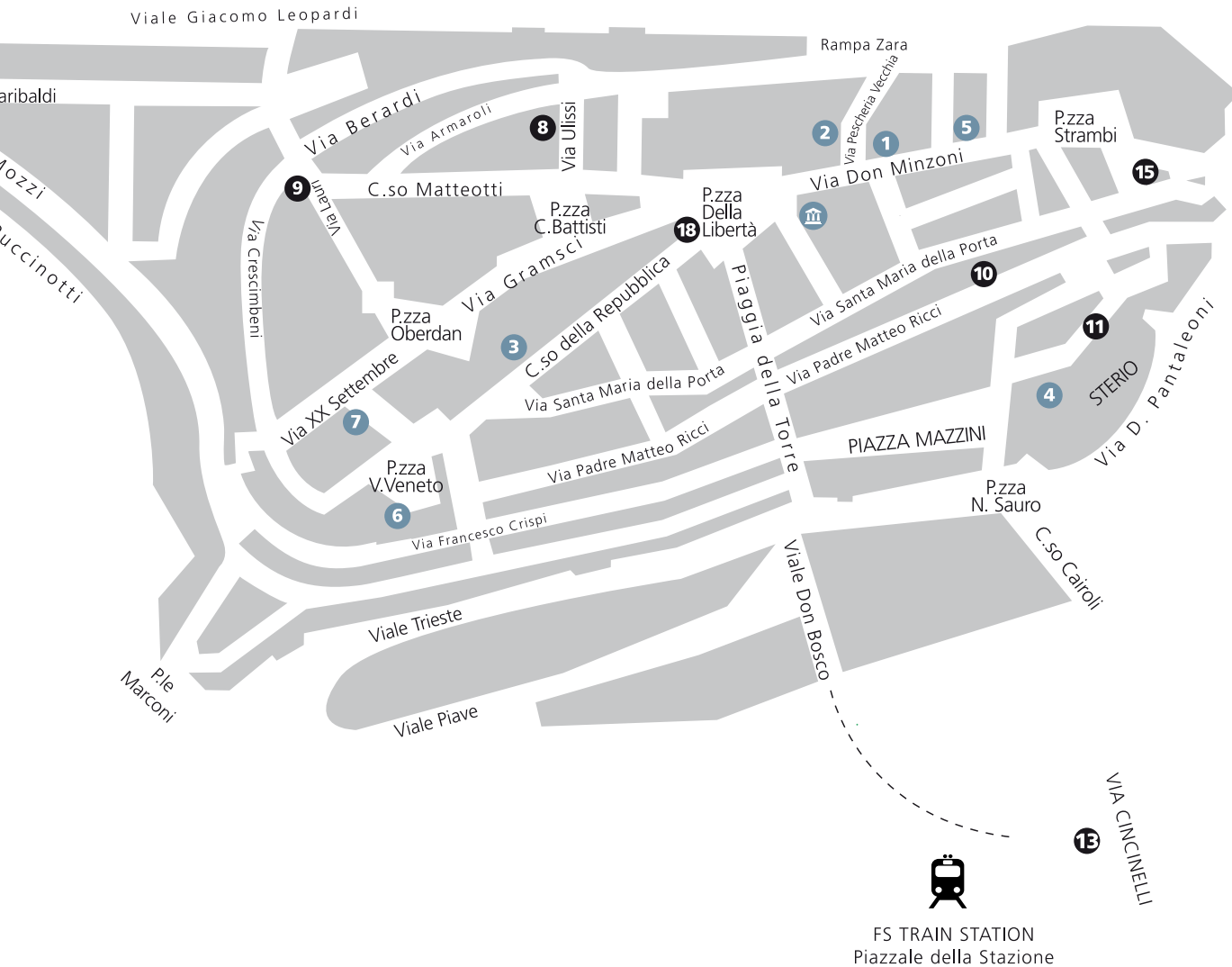
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