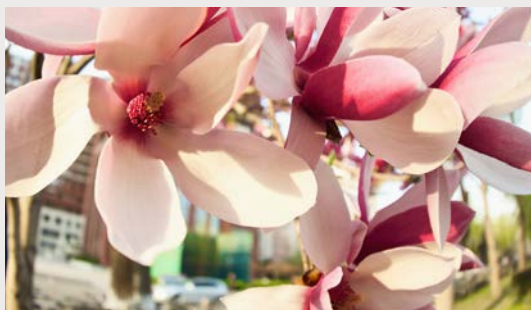


# 2016-2017 SCHOOL OF BUSINESS RENMIN UNIVERSITY OF CHINA



To be one of the most respected business schools in the world







Mission: China Root, Global Reach

We create management knowledge,  
educate leadership talents, and shape  
business practices locally and globally, to  
advance social progress.

Vision: To be one of the most respected business  
schools in the world











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A Prestigious Institution for  
Educational Excellence



# Deans' Message

Welcome to the School of Business at Renmin University of China (RBS)! As one of China's premier business schools, RBS boasts the longest history of management education in China, dating back to 1950. Our school's strengths are grounded in the rich accumulation of intellectual assets of our parent university in the humanities and social sciences, a long standing tradition of close integration between theory and practice, close engagement with enterprises and governments, and a large alumni base. The school is a leader with global perspective and insightful understanding in Chinese management. We cultivate future leaders with global perspectives and a strong sense of corporate social responsibility and business ethics. To achieve this goal, we have developed highly innovative education programs, emphasizing case-based teaching, experiential learning, reflective learning, and action learning. "China root, global reach" encapsulates our Chinese history and global future. Our research features indigenous management practices in China and adherence to the rigor of international standards.

In recent years, our school has rapidly raised its level of internationalization in its research, education programs, faculty and student composition, and school governance. It is among the first batch of Chinese business schools that have been accredited by EQUIS and AACSB, the internationally acknowledged accreditation system for management education; and is also one of the founding members of Global Network for Advanced Management (GNAM) initiated by Yale School of Management.

Our faculty and staff are devoted to research and teaching excellence, innovation, and continuous enhancement. This is a learning community filled with ambition, passion, and generosity of spirit. Through knowledge creation and dissemination, service and public welfare activities, we contribute to society while achieving self-realization. We always welcome new faculty and staff with ideals and passion, and students with a dream to excel in the world of business to join us at the forefront of management education.



Jiye Mao  
Dean and Professor  
School of Business  
Renmin University of China





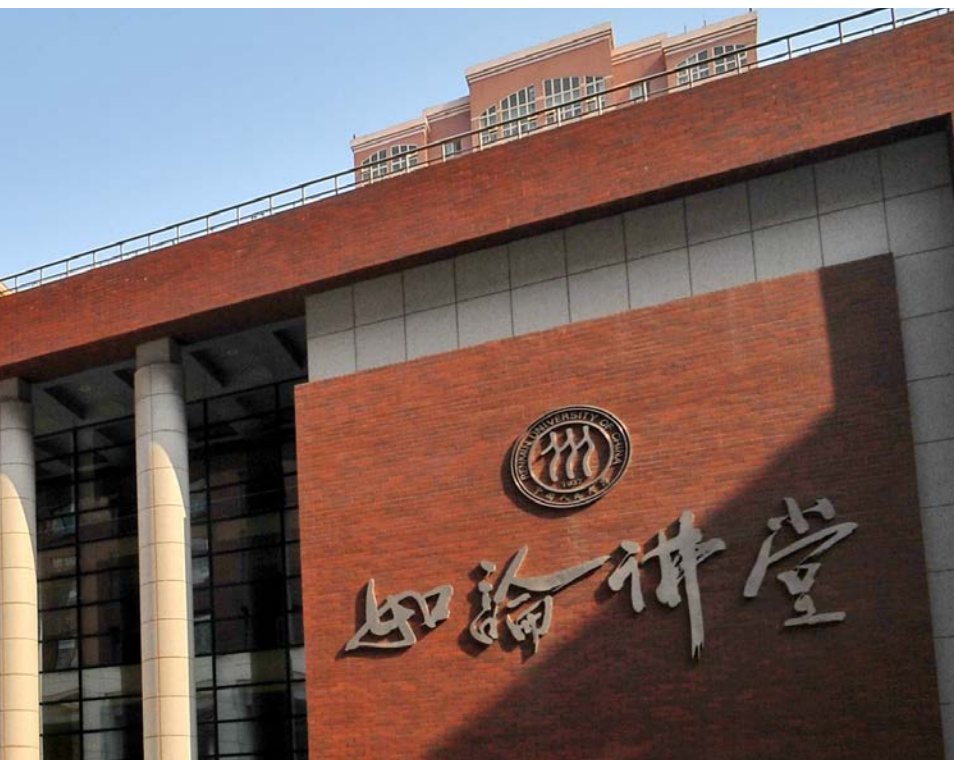
## School Overview

The School of Business, Renmin University (RBS) emerged from the Department of Factory Management, the Department of Trade, and the Finance and Bookkeeping Department established in 1950. It was the first academic institute in China to provide a number of management education programs and has consistently been at the forefront of New China's business administration education. Over the past 60 years, the School of Business has pioneered China's management education by training large numbers of top economic management talents for the business world and government departments, preparing numerous qualified teachers for China's higher education institutions, establishing many new education programs, developing a range of new research fields, compiling large quantities of textbooks widely-used by China's universities as well as having an impact on government decision-making processes and enterprise development. RBS currently has seven departments: the Department

of Finance, Department of Management Science and Engineering, Department of Accounting, Department of Trade Economics, Department of Enterprise Management, Department of Marketing, and the Department of Organization and Human Resources. The School's well-structured faculty has excellent teaching and research capabilities. It hosts 147 full-time members, over 42 of whom obtained their PhD degrees in top overseas universities, for example, MIT, Princeton, Carnegie Mellon, etc.

In the national assessments of academic disciplines by the Ministry of Education, the School of Business hosts the Level I national discipline of Business Administration and three Level II disciplines: Enterprise Management, Industrial Economics and Accounting. The comprehensive strength of the School's disciplines consistently ranks it amongst the top Chinese universities. In 2012, the School's Level I discipline, Business Administration, ranked No.1 in China in the 3rd National Assessment of





Disciplines by the Ministry of Education. RBS offers a full range of degrees and training programs in business administration from undergraduate to PhD. Currently there are seven PhD programs, nine MSc programs, five professional master programs and seven bachelor programs, with a number of special streams, such as the CMPM (Chinese Masters in Practical Management) stream of the EMBA program or the English Stream of the Bachelor in Business Administration.

In recent years, internationalization has become a cornerstone for the School. It has been accredited by EQUIS and AACSB in 2010 and in 2013 respectively, becoming one of the first business schools in mainland China accredited by the top two global authorities for management education quality improvement. In 2014 and 2016, MBA program, EE program, and EMBA program entered the top 50 of Financial Times, ranked 43rd, 49th, and 43rd respectively.

RBS has established long-term partnerships with over 70 prestigious universities in the US, Canada, UK, Denmark, Ireland, Finland, France, Japan,

Korea, Australia, Belgium, the Netherlands, Hong Kong and Taiwan. These partnerships involve faculty visits, student exchange programs and research collaboration. The School was one of the founding members of Global Network for Advanced Management (GNAM) initiated by Yale School of Management in 2012.

As part of Renmin University of China, the School supports the University's principles of "The people's university, a spirit of humanism and a focus on humanities and social sciences". The University's motto "seeking truth from the facts" informs the School's approach to teaching and research. RBS' mission is to "create management knowledge, educate leadership talents, and shape business practices locally and globally, to advance social progress." The School provides management expertise that supports China's development and produces global leaders. By fulfilling its mission, RBS aims to achieve its vision: "To be one of the most respected business schools in the world".



# Milestones

**1950**

Dept. of Factory Management, Dept. of Trade, and the Financial and Bookkeeping Program were established - the first unit of the Soviet-type management education in the PRC.

**1984**

Became one of the first business schools authorized to offer a doctoral program in Industrial Economics.

**1986**

Became one of the first business schools authorized to offer doctoral programs in General Management and Accounting.

**1988**

1) The first school in China with General Management designated as a National Key Subject.  
2) Restructured as the School of Business Administration.

**1991**

Became one of the first nine business schools in the country to offer China's own MBA program.

**1998**

The first school to deliver a Sino-foreign joint EMBA program (with the State University of New York, Buffalo).

**2000**

Authorized to offer a doctoral program in Technological Economics and Management.

**2001**

Restructured as the School of Business, Renmin University (RBS)





**2002**

- 1) President Jiang Zemin called for RUC to develop itself into a world-class university in social sciences, humanities, and business
- 2) Authorized to offer a doctoral program in Logistics Economics, Marketing Management, and Financial Management
- 3) Became one of the first few business schools authorized to offer China's own EMBA program

**2009**

- 1) First to offer a variant of the IMPM program in China (known as CMPM) jointly with McGill University, INSEAD, Lancaster University, and the East and West Center of Singapore.
- 2) Launched the international MBA in English

**2013**

AACSB accreditation

**2004**

Became one of the first few business schools in the country to offer an MPAcc program.

**2010**

- 1) EQUIS accreditation
- 2) 60th anniversary
- 3) Launched Bachelor in Business Administration in English
- 4) Curriculum revisions for most programs, establishment of an Assurance of Learning curriculum management system

**2014**

- 1) Reaccredited by EQUIS for five years
- 2) EMBA program and EE program entered the top 50 of Financial Times, ranked 43rd and 49th respectively.

**2006**

The current seven new departments were established after internal restructuring

**2011**

- 1) Launched Master of International Business and Master of Valuation
- 2) Joined the Global Network for Advanced Management

**2016**

MBA program placed 43rd on Financial Times rankings.

**2007**

The Business Administration discipline ranked 3rd in the national assessment of academic subject development conducted by MOE<sup>1</sup>

**2012**

RBS' Level I National Key Subject, Business Administration, is ranked No. 1 by the MOE

<sup>1</sup>The MOE classifies major academic subjects as Level I (e.g., Business Administration) and their subareas as Level II (e.g., accounting, and HR). A university must have a particular subject designated as Level I base in order to be able to grant a doctoral degree in that area, and Level II to qualify for admitting Master's students. A small number of elite schools' Level I or II subjects are designated as National Key Subjects for their better quality, which qualifies them for additional financial support from the government. In addition, the MOE periodically ranks all the designated Level I or Level II subjects nationwide.

# Members of the International Advisory Committee School of Business, Renmin University of China

## Honorary Chairman

YUAN Baohua

Former Director, National Economic Commission; Former President, Renmin University of China;  
Founding Director National MBA Teaching Steering Committee, China

## Chairman

FU Chengyu

Former Chairman and Secretary of CPC Leadership Group, China Petroleum and Chemical Corp (Sinopec)

## Members(in alphabetic order)

CAI Rang	Chairman of the Board, China Iron and Steel Research Institute Group; Chairman, Advanced Technology & Materials Co., Ltd (AT & M), China
CHEN Dongsheng	Chairman and CEO, Taikang Life Insurance Co., Ltd., China
CHENG Hong	Vice Mayor, Beijing Municipal Government, China
CUI Dianguo	Chairman of the Board, China Railway Rolling Stock Corporation (CRRC Corporation Limited)
DING Yi	Chairwoman, Huaneng Capital Corporation Limited; Chairwoman, China Great Wall Securities Corporation Limited
DING Yuhua	Chairman and Secretary-General of CPC Leadership Group, Triangle Group; Chairman and President, Triangle Tire Co., Ltd., China
Yoon-Dae EUH	Former President, Korea University, South Korea
FENG Zhenglin	Vice Minister and Deputy Secretary of CPC Leadership Group, Ministry of Transport of P. R. C.; Director and Secretary of CPC Leadership Group, Civil Aviation Administration of China
HAO Quan	Vice Chairman, Beijing Institute of Certified Public Accountants; Non-executive Independent Director and Audit Committee Chair, Legend Holdings Ltd; Former Partner and Senior Consultant, KPMG China
HONG Qi	Chairman and President, China Minsheng Banking Corp., Ltd.
Nicholas Charles Hope Am	Director, Stanford Center for International Development (SCID), Stanford University, U.S.A
HU Jinglin	Vice Minister, Ministry of Finance of P. R. C.
JU Weimin	Vice President, China Investment Corporation
K. Ravi Kumar	Dean, College of Business, Nanyang Technological University, Singapore
LI Minji	President and Secretary of CPC Leadership Group, Beijing International Trust Co., Ltd.
LING Wen	General Manager and Member of the CPC Leadership Group, Shenhua Group Corporation Limited; Executive Director and Vice Chairman, China Shenhua Energy Company Limited
LIU Yonghao	Chairman of the Board, New Hope Group Co., Ltd.
Arnoud De Meyer	President, Singapore Management University, Singapore
Santiago Iniguez de Ozono	Dean, IE Business School, Spain
SUN Qian	Deputy Chief Procurator, the Supreme People's Procuratorate, P.R.C.
TIAN Suning	Chairman, China Broadband Capital Partners
WANG Jianxi	Chairman, Beijing Dali Charity Foundation; Director, National Council for Social Security Fund of P. R. C.; Former Deputy General Manager and Chief Risk Officer, China Investment Corporation; Former Non-executive Chairman, Shenyin Wanguo Securities Co., China;
WANG Yongli	Senior Vice President, LeTV Holdings Co. Ltd.; President, Online Financing Service, LeTV
WANG Yusuo	Chairman of the Board, ENN Group Co., Ltd.
WU Qidi	Director, Department of Management Science, National Natural Science Foundation of China; Member, National Education Advisory Committee; Director, the Fifth National MBA Education Steering Committee; Former President, Tongji University Former Vice Minister, Ministry of Education of P. R. C.
YI Zhihong	Vice President, Renmin University of China
YIN Yuanping	Executive Vice Chairman, China Enterprise Confederation/China Enterprise Directors Association
ZENG Jin	Deputy Secretary of CPC Leadership Group and Director, Beijing North Star Industrial Group Company; General Manager, Beijing North Star Company Limited
ZHANG Lijun	Vice Chairman of the Board, Secretary of CPC Leadership Group and President, China CYTS Tours Holding Co., Ltd.
ZHANG Xiaogang	President, the International Organization for Standardization (ISO)
ZHEN Caiji	Chairman, Datang Telecom Technology & Industry Group; Vice Chairman, China Enterprise Confederation/China Enterprise Directors Association



## Picture: RBS Management Team (from left to right)



Dean  
Professor Jiye Mao



Senior Dean  
Associate Professor  
Jiangming Huang



Associate Dean  
Professor Xiaomei Liu



Associate Dean  
Professor Hua Song



Associate Dean  
Professor Xiaoqiang Zhi



Associate Dean  
Professor Kanliang Wang



Associate Dean  
Associate Professor  
Jinlan Zhao



Associate Dean  
Associate Professor  
Kangtao Ye

## Organizational Structure

### Programs

Bachelors | Masters | PhD | MBA(IMBA) | EMBA | EE | MPAcc | MIB | MV

### Administration and Services

General Office | HR Office | Media and PR Office | Teaching Affairs Office |  
CCP Committee, Youth League Committee and Student Affairs Office | Computer and Lab Center |  
International Relations Office | Career Development Center | Alumni Affairs Office |  
Research and Academic Discipline Development Office

# Department of Professional

## 7 Bachelor Programs

- Business Administration
- Marketing
- Accounting
- Financial Management
- Trade Economics
- Trade Economics (International Business track)
- Management Science

## 7 PhD Programs

- General Management
- Industrial Economics
- Accounting
- Technology Economics and Management
- Finance
- Marketing Management
- Business Economics

## 5 Professional Master Programs

- Master of Business Administration (MBA)
- Executive Master of Business Administration (EMBA)
- Master of Professional Accounting (MPAcc)
- Master of International Business (MIB)
- Master of Valuation (MV)

## Nationally Designated Key Disciplines:

- Business Administration (Level I)
- Enterprise Management (Level II)
- Accounting (Level II)
- Industrial Economics (Level II)

## 9 MSc Programs

- General Management
- Management Science
- Accounting
- Technology Economics and Management
- International Trade
- Industrial Economics
- Business Economics
- Marketing Management
- Finance

## Research Institutes and Centers (14 in total):

- Research Institute of Finance and Accounting
- Hillhouse Academy
- Research Institute of Industrial Economics and Management Science
- Research Centre for Case Development & Teaching Innovation
- Research Center for Gross National Happiness (Lifestyle and Industrial Economy)
- Research Center for Grain Industry
- Research Center for Corporate Innovation & Competitiveness
- Market Survey Institute
- Research Center for Policy Science
- Center for Strategic Supply Chain Management
- Marketing Research Center
- Center for Chinese Private Enterprise Governance and Development, RUC
- Center for Microfinance Initiatives & Networks, RUC
- Research Center for SMEs Development







High-Quality Elite Education  
Programs





# Bachelors, Masters, PhDs

RBS offers a variety of degree programs in business administration at different levels including bachelors, masters and PhDs, boasting a first-class program of business administration and a reputation as the only business school in China to host three national key disciplines of enterprise management, industrial economics and accounting in one place.

## Bachelors

RBS pursues continuous innovation in its bachelor programs with a focus on student development, drawing upon its distinctive teaching practices such as extensive offerings of core courses, small classes, practice-oriented teaching and tutors for bachelor candidates. The School is active in promoting major and minor degree programs and has taken full advantage of the existing excellent educational resources to launch several programs including BBA(Law), BBA(English) and International Summer School Classes, aiming to improve students' learning environment and knowledge structure and educate talents with multidisciplinary backgrounds and international perspectives. In addition, the School encourages students to compete in various corporate management challenges and start-up design contests at home and abroad to enhance their perceptual and cognitive abilities as well as sense of participation; the School also provides many opportunities for students to apply to overseas exchange programs with the aim of developing their international perspectives. RBS has ranked first amongst all the schools at RUC in bachelor graduates' employment rates for several years.

## Masters and PhDs

RBS offers a combined master and PhD program that meets international standards with a focus on fostering excellent research-oriented academics. During their training, students benefit from a large proportion of research methodology and literature review courses which enhance their research capabilities and disciplinary knowledge. The School has recruited more than 10 overseas senior academics who, as guest professors or visiting professors, have contributed to the development of core masters' courses offered at RBS and in the joint programs between RBS and their home universities. Students master cutting-edge knowledge and the latest research in their discipline through academic lectures and seminars.

RBS attaches great importance to the development of academic norms and institutions in advancing quality education, and therefore fosters a robust understanding of academic integrity in its students. The School also pursues government-sponsored funding for participation in overseas masters' courses and takes a leading position in the number of students sent to study abroad on government-sponsored programs amongst the university-affiliated business schools in China.





## MBA

In 1990 RBS became the first business school in China to offer an MBA program. Since then, RBS has produced more than 7000 MBA graduates, and is one of the most important centers in China for MBA education. Over the past 25 years, RBS has been continuously innovating and improving its MBA program and has created an inclusive and comprehensive MBA curriculum. The MBA program at the RBS has fostered a large population of excellent management talents making a fundamental contribution to China's business administration education.

In 2009, RBS launched the SAIL curriculum for its MBA program. SAIL stands for Spiritual reconstruction, Action orientation, International Perspective and Learning through self-construction. It is designed to improve graduates' soft skills such as communication, teamwork and leadership. With its rich experience in MBA education, RBS aims to nurture world-class management talents with substantial knowledge of China's business practice, profound humanistic concerns, international perspectives and innovative ideas.



mbaadmissions@rbs.ruc.edu.cn



86-10-82509166 86-10-62510212

# IMBA

To achieve its mission of “educating world-class management talents”, RBS launched its International MBA (IMBA) program in 2009. The program recruits students from both inside and outside China, with all courses taught in English by renowned professors from RBS and leading overseas business schools. Teaching materials are chosen from popular textbooks and cases used in American and European business schools as well as Chinese cases. The IMBA program offers Chinese language classes at primary, intermediate and advanced levels to help international students adapt themselves to the Chinese language and Chinese culture. The IMBA students are provided with application for international students scholarship and international exchange fund. Meanwhile, they will enjoy exclusive advantage in exchange program, MAM dual degree program, GNAM open week, GNAM online courses, and international competitions, etc.



imba@rbs.ruc.edu.cn



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# EMBA

## Experience plus Internationalization

In 1998, RBS launched a joint EMBA program with the State University of New York at Buffalo. This program was the first of its kind in China, and was evaluated as the best Sino-foreign EMBA program by the Chinese Ministry of Education. In 2002, RBS became one of the first schools in China to run its own EMBA program with the approval of the State Council's Committee for Academic Degrees. The EMBA program is aimed at educating outstanding managers eager to improve themselves and contribute to society. The curriculum with a focus on resource integration and decision-making, emphasizes a practical and international orientation. The program has drawn considerably from the best practices of successful overseas EMBA programs. It also provides students with systematic, innovative and practical knowledge and skills in business administration that suit the current Chinese situation directed towards solving problems in domestic enterprise management.

 [emba@rbs.ruc.edu.cn](mailto:emba@rbs.ruc.edu.cn)

 86-10-62511885

## SOAR: RBS's Innovative EMBA Plan

EMBA courses have traditionally emphasized students' acquisition of complete knowledge systems, and therefore have often suffered from a lack of openness and flexibility in addressing management dilemmas faced by business leaders. To address this, RBS decided to reform its EMBA courses based on international perspectives and business practices. In 2010, RBS launched the SOAR Plan, a curriculum reform developed by RBS' EMBA Center that focused on fostering the thinking patterns of managers. SOAR is short for 4 types of knowledge: Science, Organization, Arts, and Reflection. The plan aims to educate business leaders to adapt quickly to rapidly changing circumstances, by helping students to understand the essential aspects of an issue, construct knowledge systems and learn how to integrate international resources.

## CMPM

The Chinese Masters in Practicing Management (CMPM) program was launched by RBS in 2009. It is a variant of Professor Henry Mintzberg's International Masters in Practicing Management (IMPM) program. The CMPM program takes a different approach from traditional management education through self-reflective and team-based methods. With an emphasis on current conditions in China, the CMPM program endeavors to educate business leaders in innovative thinking by incorporating western and eastern management philosophies and emphasizing management practice.

The CMPM program combines an understanding of local Chinese management practices and culture with cutting-edge management skills, so that students develop a solid theoretical base while also sharing their own management experience. The program also aims to improve learning by linking students' knowledge and experience through multiple teaching methods with a unique role for the director of each module.

Carefully designed by a group of senior professors at RBS, the CMPM program has received acclaims from students and society for its innovative teaching philosophy, course content, teaching methods and management, and has helped advance management education at RBS to a higher level.



cmpm@rbs.ruc.edu.cn



86-10-62511513





## Executive Education (EE)

The EE Center at RBS is a special unit that provides executive development and training, focused on solving Chinese enterprise management problems. It is a leader in executive training in China.

The EE program provides open courses and customized courses for senior and middle managers. The program draws on the university's strength and distinction in the humanities and social sciences and the strong faculty of the School to teach cutting-edge management theories from around the world with a particular focus on China's new practices. Teaching modes and course content are adapted as the business environment changes.

High-end clients include: China Mobile, China Guodian Corporation, State Grid, China Development Bank, SINOPEC, Lenovo Group, COFCO, China Coal, China Huarong Asset Management Corporation, CYTS, Hebei Natural Gas Company, SINOSTEEL, Aokang Shoes, Huawei, Samsung Electronics, Hongyuan Securities, Shanghai GM, Organization Department of Jiangsu Provincial CPC Committee, Organization Department of Beijing Provincial CPC Committee,,etc.

## Open Courses

- China Business Leaders Training
- MBA Training Course for Senior Managers
- Financial Investment Course for Entrepreneurs
- Advanced Management Course for CHOs
- Advanced Management Course for CFOs
- Marketing Management Course



lanyanan@rbs.ruc.edu.cn



86-10-82509158

## In-House Customized Courses

Tailored to meet the demands of companies, government agencies and public institutions, these courses provide management training adapted to clients' strategic and organizational development needs. The teaching content, methods and faculty are chosen to meet the particular demands of a client. The Center excels by providing master-level teaching faculty, professional program management and services, innovative educational concepts and teaching modes, and practice-oriented interactive learning methods.



sunpengchao@rbs.ruc.edu.cn



86-10-62516265

## Part-time Master Degree Courses

- Part-time Enterprise Management Courses for a Master Degree
- Part-time Accounting Courses for a Master Degree



lidan@rbs.ruc.edu.cn



86-10-82501015







# MPAcc

At the end of 2003, RBS was approved to be one of the first business schools in China to pilot MPAcc education by the State Council's Committee for Academic Degrees and the Ministry of Education. The Secretariat for the National MPAcc Teaching Steering Committee is based at RBS.

The accounting discipline at RBS boasts a rich academic heritage, robust educational experience, and a strong teaching faculty. As the birthplace of China's modern accounting management education, the accounting discipline has a 60-year history at RBS. The MPAcc faculty is known for its exceptional research productivity and abundant experience in business practice, ensuring the high quality of MPAcc education at the School.

The MPAcc program explores the unique characteristics of the accounting profession at the master's level, combining academic education with professional training, emphasizing class interaction and case-based teaching, and working with major enterprises to develop courses. It also invites accounting professionals with rich practical experience and theoretical knowledge to give lectures on featured issues. Practitioners are also engaged as adjunct faculty and in other roles to train MPAcc students. The MPAcc program aims to produce high-level, high-quality and practice-oriented accounting professionals who have not only mastered knowledge and skills in modern accounting, auditing, financial management and related areas, but also have the ability to apply theories to practice, strong problem-solving capabilities and potential for leadership.

In addition to strengthening their overall competency in accounting, the MPAcc program also assists students to obtain professional and technical qualifications such as CPA, Senior Accountant Certificate, and CPV designations. Graduation from the MPAcc program provides the right of exemptions from exams by the ACCA, CIMA, HKICPA, CPA Australia and CPA Australia, thus further increasing the program's international influence and enhancing students' international perspectives and competitiveness.

RBS' MPAcc program has a strong brand with graduates well-received by industry thanks to its comprehensive, innovating and practical educational system. In April 2015, Renmin University of China, on the review meeting of National MPAcc Teaching Steering Committee, was granted the membership of the first Level A institutes with accredited MPAcc teaching qualification. Based on excellent job placement results, the program has achieved its primary goal of educating high-quality accounting professionals for China and is now expanding its goal to include educating high-level and practice-oriented accounting professionals with international perspectives.



mpacc@rbs.ruc.edu.cn



86-10-62516871 86-10-82509175



<http://weibo.com/rbsmpacc>



# Master of International Business (MIB) Program

RBS launched the Master of International Business (MIB) program with the approval of the Ministry of Education in 2010. It is thus one of the earliest business schools to provide a professional degree program in international business in China.

Aiming to foster professional talents with a global vision adapted to the Chinese economy and globalization, the MIB program features advanced pedagogical approaches including team learning, case studies, field research and simulation training. Stressing the integration of academic and vocational development, the MIB program provides two supervisors for each student, one of which, from the RBS faculty, is responsible for a student's academic progress and the other, from the corporate world or government agencies, is responsible for exposing a student to real business practices. Experienced scholars and experts in international business from China and

abroad are invited to teach in the program to assure the relevance and viability of MIB teaching.

The objective of the MIB program is to develop top business talents with proficiency in foreign languages and reliable cross-cultural communication skills that are more and more necessary as economic globalization deepens. MIB graduates are expected to master basic theories in modern economics and international business and acquire strong analytical and decision-making skills, thus demonstrating their capacity for working in a modern international business environment.

Graduates will have opportunities to work in international business operations of Chinese companies and in management at foreign enterprises, government agencies, international organizations, and other social organizations.



mib@rbs.ruc.edu.cn



86-10-82509451





## Master of Valuation (MV) Program


RBS launched the Master of Valuation (MV) program with the approval of the Ministry of Education in 2010, one of the earliest business schools to provide a professional degree program in valuation in China.

RBS has a strong advantage in accounting and boasts outstanding faculty in finance, accounting and valuation. In contrast to more academically-oriented programs, the MV program offers a combination of academic and vocational approaches based on case-based teaching and field work.

The MV program aims to foster valuation professionals with valuation-specific knowledge and skills, a full understanding of valuation practice, strong problem-solving capabilities and a robust understanding of the ethical aspects of the profession.

Graduates will have opportunities to work in valuation offices, accounting firms, securities companies, financial and asset divisions at large enterprises, investment banks, commercial banks, and credit rating firms in positions related to asset evaluation and management.

 [mv@rbs.ruc.edu.cn](mailto:mv@rbs.ruc.edu.cn)

 86-10-82509451

[http://www.rbs.org.cn/jxxm\\_mv](http://www.rbs.org.cn/jxxm_mv)



# Computer Labs

The Computer and Laboratory Center is dedicated to providing a world-class lab-based learning platform by introducing state-of-the-art IT techniques, aiming to promote comprehensive development of students' knowledge, capabilities and competence.

## Introduction

The Center has cooperated with top international companies to build experimental learning platforms and research laboratories.

- In 2006, the Center joined with Microsoft China to set up the first-ever Microsoft ERP (Enterprise Resource Planning) laboratory among Chinese universities.
- In 2007, the Microsoft CRM (customer relationship management) laboratory was established.
- In 2008, two business decision-making simulation modules, Global Challenge and Simbrand designed by CESIM, Finland, were introduced into the strategic management and marketing courses.
- In 2012, the Laboratory on Leadership and Communication Behaviors was launched to support teaching and research of courses such as leadership, organizational behavior, management communication, public relations and customer behavior.

## Business Decision-Making Simulation Contests

The Center organizes business decision-making simulation contests of three levels for its undergraduate and graduate students, university-wide, national and global, aiming to provide a scenario-based platform featuring experiential learning where students are able to exchange and learn across majors, disciplines, universities, and even countries.

## Honors

The Center is a major constituent of the Center for Experience-based Learning in Economics and Management of Renmin University of China, which is a national model center for experience-based learning in economics and management.

In 2013, RUC's Virtual Simulation Experimental Learning Center (VLab) was certified as a national level virtual simulation experimental learning centers. RBS' lab-based courses such as strategic management, marketing simulation, ERP application and computerized accounting were included in the VLab's core course list of economics and management.







# Research

RBS's high academic standing and reputation is widely recognized in China's management research circles. In 2012, RBS was ranked first in the National Assessment of Disciplines by the Ministry of Education. As an important driver in RBS' quest to become a world-renowned business school, the School attaches equal importance to both theoretical scholarship and management practice. By developing cutting-edge research theories, RBS, with profound understanding of Chinese management, seeks to advance national progress and the process of reform and opening-up in China to provide businesses and enterprises with strong conceptual support and practical guidance.

RBS advocates case-based and qualitative research paradigm to analyze Chinese management problems. RBS, together with several academic institutes, has been holding annual forum on case-based and qualitative research in business administration in China since 2007. It now becomes the most acknowledged and influential forum in this area, greatly promoting the application of this research paradigm. In recent years, RBS faculty members and students have numerous researches published on top academic journals home and abroad. In addition, RBS engages with the global academic community in a number of ways. RBS regularly hosts large-scale national and international academic conferences, including the 2011 Asia-Pacific Conference of the Association for Consumer Research, the 5th International Conference on Operations and Supply Chain Management, and the 6th Biennial IACMR Conference. These conferences are dedicated to furthering the development of high-quality management research at international standards and enhancing academic exchanges both at home and abroad.

RBS is active in promoting research that supports government decision-making and corporate management, and has built an effective mechanism to transfer research output into practice. The faculty members of the School are committed to advancing the corporate development in China by closely studying China's business practices and examining problems and experiences from the process of enterprise reform and development. Major projects, such as the Huawei Model Study, Haier Model Study, Shenhua Model Study, Sino-steel Model Study, Petro China Treasurer System Study, TBEA Development Strategy Study, Youngor Group Development Strategy and Organizational Culture Study and the Study on SMEs Financing in the Financial Crisis, are all excellent examples of the kind of in-depth research based on China's business practices typically undertaken by RBS, and also demonstrate the contribution RBS makes to advance organizational progress in Chinese enterprises.

## Publications

125

Around 125 papers published in core domestic journals per year

50

Around 50 papers published in international journals per year

49

Around 49 papers published in SSCI-, SCI- and EI-indexed international journals per year

## Competitive Research Grants

13

Around 13 projects funded by National Natural Science Foundation of China per year

3

Around 3 projects funded by National Social Science Foundation of China per year

6

Around 6 projects funded by other sources (including the Humanities and Social Science Foundation of the Ministry of Education, and the Philosophy and Social Sciences Foundation of the Beijing Municipal Government)

## Research Awards

4

4 research projects received the Higher Education Outstanding Scientific Research Output Awards (Humanities and Social Science) from the Ministry of Education

5

5 research projects received the Outstanding Research Output Awards (Philosophy and Social Science) from the Beijing Municipal Government

10

10 other awards

(Source: statistics from 2010 to 2015)



# International Collaborations

RBS has multiple international partnerships and collaborative relationships. In 2010, RBS was officially awarded European Quality Improvement System (EQUIS) Accreditation by the European Foundation for Management Development (EFMD) and accredited by the Association for the Advancement of Collegiate Schools of Business (AACSB) in 2013. In 2014 and 2016, MBA program, EE program, and EMBA program entered the Financial Times (FT) top 50, ranked 43rd, 49th, and 43rd respectively.

In March 2010, RBS established an International Advisory Board. With more than 33 distinguished scholars, business leaders and government officials from home and abroad on the Board, the committee offer advice and suggestions to improve governance mechanisms, enhance internationalization, and ensure the long-term sustainable development of the School.

RBS has established collaborative ties with a number of renowned business schools around the world, which has enhanced the School's ability to make world-class educational and research resources available to faculty and students. With membership in the Global Network for Advanced Management (initiated by the Yale School of Management), RBS has demonstrated its dedication to building tight strategic partnerships with 27 top business schools from developed countries and emerging economies.

RBS has a number of joint programs with over 70 overseas partners that help advance its internationalization process and boost its international recognition. In 2009, RBS teamed up with the Mintzberg Research Center, McGill University, INSEAD, Lancaster University, and the East & West Center of Singapore to launch the Chinese Masters in Practicing Management (CMPM) program. Since 2004, RBS and the School of Business Administration at Hong Kong Polytechnic University have jointly offered a Doctor

of Management program, attracting senior managers from large transnational companies such as China Mobile, China Netcom, Motorola and Alcatel.

RBS offers two programs taught in English, the Bachelor of Business Administration English (BBA English) and the International MBA. Currently, RBS has student exchange agreements with close to 70 business schools in more than 20 countries and regions across the globe. RBS enrolls over 100 international students every year, and sends out more than 180 students on exchange study tours to the Harvard Business School, Yale School of Management, School of Industrial and Labor Relations, Cornell University and other top universities in western countries as well as regions such as Hong Kong and Taiwan. RBS established cooperative programs with Yale School of Management since 2012, sending excellent Chinese students to join MAM program at Yale in their second year. RBS is also active in supporting faculty members in visiting overseas business schools or in attending academic conferences and training courses abroad, aiming to enhance their research skills, international perspectives and the administrative abilities of the faculty. Postgraduate students also have opportunities to study abroad as part of their PhD studies by taking advantage of scholarship funds from the China Scholarship Council and Beijing Municipal Education Commission.

RBS hosts many EMBA/MBA short-term study delegations from overseas institutions. RBS typically arranges activities such as lectures, symposiums, site visits to companies and cultural experiences during a one-week visit. RBS also organizes opportunities for MBA, EMBA and EE students to visit prestigious overseas institutions, which avails students of international perspectives and cutting-edge management strategies through first-hand exposure to international business practices and face-to-face discussions with well-known entrepreneurs abroad.







# Alumni and Education Development Fund

RBS alumni constitute the most important part of the RBS family. Over the past 60 years of development, RBS has produced more than 50,000 alumni across the country and around the world.

In 2006, the Alumni Office was opened to manage all work related to RBS alumni.

The RBS Alumni Association was founded in 2008, with the purpose of “connecting the alumni, serving the alumni, sharing resources and contributing to society”. Each program center, including the MBA, EMBA, and EE program centers, has also established its own fellow-students association (namely, the MBA Alumni Association, EMBA Alumni Association, EE Alumni Association, Same-Academic -Capability Alumni Association) which supports strong connections between alumni and between alumni and RBS. The RBS Alumni Association serves as a communication platform for alumni members to share experiences and knowledge, build cooperative relationships, and help each other in career development by organizing activities such as forums, lectures, seminars, homecoming parties and other fellowship activities.

## **The RBS Alumni Association features the following activities:**

- RBS Alumni Day - On the second Saturday of each July, all clubs hosted by the RBS Alumni Association invite alumni and their families to join in diverse activities
- RBS Outstanding Contribution Award - Since 2012, the RBS Alumni Association has presented this annual award to individuals and organizations for their outstanding contributions to the School, as a way of expressing thanks to the alumni for their help and support
- RBS Homecoming Parties - The RBS Alumni Association organizes annual homecoming parties for alumni grouped by class or year to visit the School and experience changes.

### **To contact the RBS Office of Alumni**



<http://alumni.rbs.ruc.edu.cn>



<http://weibo.com/1596644295>



[alumni@rbs.ruc.edu.cn](mailto:alumni@rbs.ruc.edu.cn)



alumni1027



Room 708, Mingde Business Building, Renmin University of China



86-010-82509183 86-010-82503316

### **To contact the RBS Education Development Fund**



86-010-82503576



# Student Activities

To enhance students' all-around development and their sense of social responsibility, RBS supports a number of student activities that fall into three categories: extracurricular activities for academic and skills development, volunteer services, and cultural and sporting activities.



## **“Two Contests” – Discipline-Based Extracurricular Activities for Academic and Skills Development**

Since 2006, RBS has been hosting the Start-up Business Plan Competition and the Extra-curricular Academic Research Paper Contest on a yearly basis, stressing the importance of combining in-class learning with real practice.

In 2014, the “two contests” attracted 550 students in total from many of the university schools including the School of Business, School of Finance and the School of Economics, the largest number so far. More than one thousand students have participated in these contests over the years. The “two contests” develop analytical, research, problem-solving and communication skills and lay a solid foundation for students to compete in the RUC “Innovation Cup” Competition of Scientific Research Output.

## **“Sing with the Wind” – Diversified Cultural & Sporting Activities on Campus**

Launched in 1991, the “Sing with the Wind” Original Music Contest for College Students is one of the trademark events hosted by the RBS. Over the past 24 years, the contest has exerted greater and greater influence inside RUC and other universities in China by produced a great deal of original music and allowing students a chance to pursue their dreams.

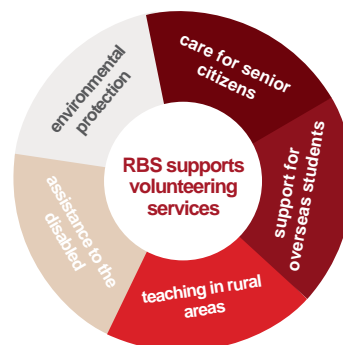
The 23rd “Sing with the Wind” Original Music Contest, also known as the 2014 International Original Music Contest for College Students, was held in May 2014. The contest took place over nearly 7 months from the earlier preparations (collection of original works, promotional activities inside and outside RUC, and other momentum-building activities) to the finals. Dozens of students from Peking University, Nanjing University, Beijing University of Science and Technology and Wuhan University amongst others actively participated in the contest. There were 242 original copyright works submitted and spread by thousands of Tencent Weibo users, indicating the increasing influence of the contest. The “Sing with Wind” Contest gives full play to the appeal and talent of aspiring and passionate music-loving students.



## “Teaching in Rural Areas” – Volunteer Services, Social Contributions

The summer-holiday volunteer teaching service known as “Spreading Knowledge, Sharing Love” is a trademark event hosted by the RBS Youth Volunteer Association. Each session is 7 days long, and students help improve the unfavorable conditions of primary schools in the countryside (i.e. limited access to information, shortage of excellent textbooks, and reading difficulties). Over 20 students have been placed at the Xia Man Yu Primary School in Luoyang City of Henan Province. They support local educational efforts and create a favorable environment for pupils to acquire knowledge, broaden their horizons and form good reading habits.

The Principal of the Xia Man Yu Primary School wrote in appreciation of the program: “Our students were deeply touched by the warmth from the society because the RBS students brought them physical support as well as spiritual encouragement. The selfless help from RBS will serve as an inexhaustible source of spiritual food for our students for their whole lives.”





# Career Development

Established in June 2006, the Career Development Center (CDC) is dedicated to student career development and counseling.

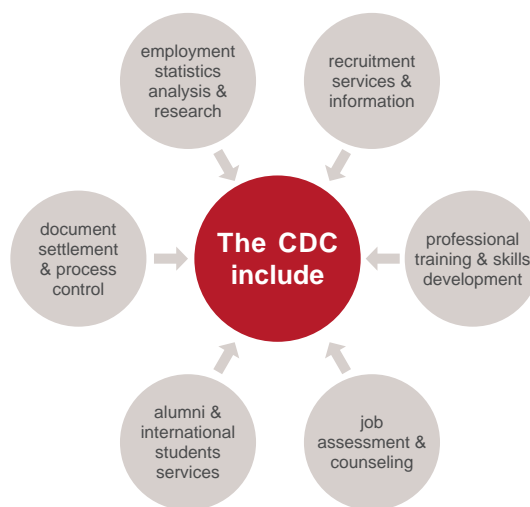
The CDC categorizes students' career development into four phases: 1) know the self and the society properly, 2) sketch the development direction, 3) try it in practice and 4) develop phased career objectives. The CDC also assists RBS graduates in changing jobs by drawing upon the RBS alumni network.

## Career development services are as follows:

- Career development training courses, dealing with five major topics – career planning and self-perception, job market analysis, professional qualities, employment guidance, and how to start a business;
- One-on-one career consultations;
- Career assessment;
- Information on jobs & internships;
- Paperwork and clerical duties concerning job placement and internship.

The CDC maintains long-term collaborative relationships with employers and provides flexible and efficient services in recruiting and promotion for employers.

The CDC also holds a number of activities that allow employers to mentor students in terms of how to improve professional qualities and skills as well as to expose students to the excitement of the business world.



## The major responsibilities of the CDC include

### The CDC has developed a number of opportunities for employers and students to interact, including:

- ☒ The RBS job fair
- ☒ On-campus recruitment briefings and interviews
- ☒ Release of job information via multiple channels
- ☒ Recruitment of interns
- ☒ Recommendations for graduates
- ☒ Establishment of internship bases at companies, etc.

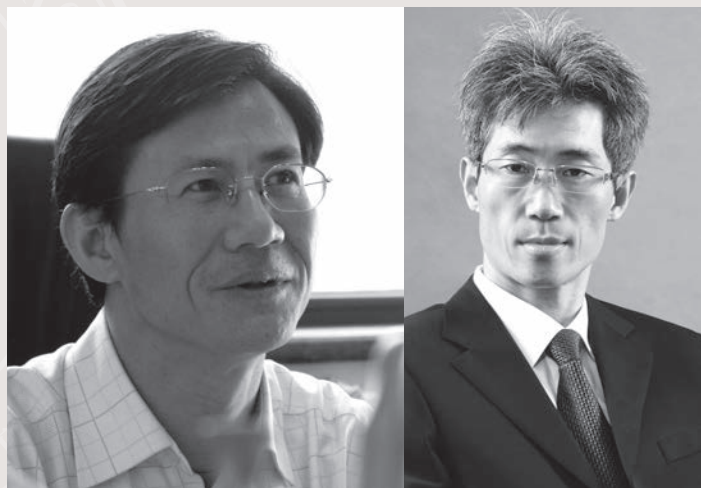


## Quality Faculty for Research Excellence

- Department of Finance
- Department of Management Science and Engineering
- Department of Accounting
- Department of Trade Economics
- Department of General Management
- Department of Marketing
- Department of Organization and Human Resources



## Department of Finance



The Department of Finance was established in 2006. Currently, the academic focus of the department falls into two major areas- finance and real estate. Research in the field of finance is concentrated mainly on financial management, capital markets and securities, while research in the field of real estate addresses the management of real estate companies and the finance and valuation of real estate. The department boasts strong research competencies in corporate finance and real estate economy. In recent years, department faculty have had a number of academic papers published in domestic first-class journals and undertake 3-4 national-level research projects each year. More than ten financial management textbooks authored by the Department of Finance are influential throughout China.

The expertise of the department's faculty is varied, includes financial management, capital market and asset valuation, real estate management and finance, managerial accounting, auditing and financial information, which lays the foundation for the development of unique interdisciplinary courses. The faculty is diverse with an increasing proportion of international faculty members that are either overseas passport holders or have obtained their PhD overseas (the co-director of finance department is hired from university abroad), paving the way for internationalization in research and teaching.

All students in the Department of Finance also have access to high-quality teaching and opportunities to study abroad. Graduates from the department are highly qualified for employment and sought after by employers such as national top universities, academic and research institutes, the finance departments of national ministries and commissions, the China Securities Regulatory Commission, major commercial banks, major securities agencies, insurance companies, certified accounting firms, and other large companies.

The department aims to consolidate and promote its reputation in local academic circles for its expertise in financial management and real estate management, strengthen research in capital market and securities investment, enhance its global academic influence , and reputation in capital market and asset valuation. The ultimate goal is to develop itself into a research-oriented talents base with a first-class academic team in China and abroad.



## Senior faculty members:

### Professor Fuxiu Jiang

PhD, PhD Supervisor

Major Areas of Research:  
Corporate Finance, Corporate  
Governance, Behavioral Finance

### Professor Yan Li

PhD, PhD Supervisor, Director of CMIN  
(Center for Microfinance Initiatives &  
Networks) of RBS

Major Areas of Research:  
Corporate Finance, Market  
Microstructure, Microfinance, Internet  
Finance

### Professor Weida Kuang

PhD, PhD Supervisor

Major Areas of Research:  
Real Estate Economics (housing price  
fluctuations and bubbles, real estate  
development and macro-economy),  
Real Estate Finance (housing credit  
risk, real estate capital markets), Urban  
Economy (housing and land)

### Professor Chang Song

PhD, PhD Supervisor, Vice-president of  
the Institute for China Audit Education

Major Areas of Research:  
Finance Theory and Policy, Auditing  
and Accounting Theory and Practice

### Professor Maozhu Sun

PhD Supervisor

Major Areas of Research:  
Management Accounting, Cost  
Management, Financial Management

### Professor Huacheng Wang

PhD, PhD Supervisor, Secretary  
General of the National Steering  
Committee of MPAcc Education

“Yangtze River Scholar” Distinguished  
Professor

Major Areas of Research:  
Corporate Finance Theory, Managerial  
Accounting

### Professor Nianhang Xu

PhD, PhD Supervisor, Awarded First  
Batch of Top Talent Youth by ODCC  
(Organization Department of Central  
Committee of CPC), Awarded National  
Top 100 Doctoral Dissertations

Major Areas of Research:  
Corporate Finance, Corporate  
Governance, Politicial Connection, Risk  
of Share Price Collapse, Stock Price  
Synchronicity, Behavior of Analysts

### Professor Xuemin Yan

PhD, Co-director of Department  
of Finance, Tenure professor of  
Department of Finance, School of  
Business, University of Missouri  
Major Areas of Research:

Fund Investment, Asset Valuation

### Professor Zhihong Yi

PhD, PhD Supervisor, Vice president of  
RUC, Former Dean of RBS

Major Areas of Research:  
Corporate Finance, Capital Market,  
Consumer Economics

### Professor Ruijun Zhang

PhD, PhD Supervisor

Major Areas of Research:  
Financial Management of “Internet+”  
Enterprises, Corporate Management  
of Financial Resource and Risks, Risk  
Investment

### Professor Xiaoqiang Zhi

PhD, PhD Supervisor, Associate Dean,  
Director of the Department of Finance  
Major Areas of Research:

Accounting Standards, Corporate  
Finance, Incentives and Performance  
Evaluation



## Department of Management Science and Engineering



Department of Management Science and Engineering was established upon the Management Science and Engineering Division and the Technology Economics and Management Division under the former Department of Industrial Economics. The department supports the integration of western theories and methods of management science with the best practices of Chinese enterprises, and concentrates on solving major management problems arising from the modernization and internationalization of Chinese enterprises.

The department's research strengths are focused on information management and information systems, decision-making science, industry analysis and investment and entrepreneurial management. Its faculty members are well-recognized in Chinese academic and business circles, and boast high levels of research excellence, internationalization and cooperation. The department is also home to multiple national research projects supported by the National Natural Science Foundation of China, the National Science Fund for Distinguished Young Scholars, and the National Social Science Foundation of China.

The department hosts one doctoral program, two master programs and one bachelor program and offers advanced lab-based teaching facilities including the RUC-Microsoft ERP laboratory.

The department is continuing to develop an energetic and high-level faculty team professionally trained in information management and information systems, decision-making science, innovation and start-up enterprise management, and e-commerce. Thus, the department is strengthening its capabilities for delivering high-quality courses and conducting influential research in these areas, providing robust support for RBS in building the best business administration discipline in China.



## Senior faculty members:

### **Professor Jiye Mao**

PhD, PhD Supervisor, Dean of RBS

Major Areas of Research:  
Management Information Systems,  
Management of IT Outsourcing,  
E-Commerce

### **Professor Ping Li**

PhD, PhD Supervisor

Major Areas of Research:  
Industrial Analysis and Investment,  
Innovation Management

### **Professor Guoshan Liu**

PhD, PhD Supervisor

Major Areas of Research:  
Project Management, Logistics  
Management, Risk Management

### **Professor Kanliang Wang**

PhD, PhD Supervisor, Associate  
Dean of RBS

Major Areas of Research:  
Information System, E-commerce

### **Professor Baolin Wang**

PhD, PhD Supervisor, Director of  
the Department of Management  
Science and Engineering

Major Areas of Research:  
Industrial Analysis, Corporate  
Innovation Management

### **Professor Jianghua Wu**

PhD, PhD Supervisor, Deputy  
Director of Department of  
Management Science and  
Engineering

Major Areas of Research:  
Production/Operation  
Management, Information-based  
Supply Chain Management,  
Stochastic Inventory Control,  
Revenue Management, Marketing  
and Operation Management



## Department of Accounting



The Department of Accounting, started in the 1950s, is the origin of modern accounting education in China and boasts a 60-year history. Its contribution to accounting theory and practice has earned national acknowledgement.

The department offers a variety of academic degree programs including a Bachelor of Accounting, Master of Accounting, MPAcc, MAud, and PhD of Accounting. It also houses a center for post-doctoral studies in accounting.

The department is prominent in the fields of accounting theory, accounting standards, management accounting, accounting for government and not-for-profit organizations, auditing and taxation. A number of faculty members serve or have served as vice-presidents or deputy directors of the Accounting Society of China, as members of the Accounting Standards Committee of the Ministry of Finance, or in other consulting or professional roles. Certain young scholars from the department have been selected by the Ministry of Finance for inclusion in their accounting talent bank.

The department aims to nurture talents of senior accounting management and education who have both international perspectives and profound understanding of current situation in China. Research will continue to focus on the real problems of Chinese accounting with a greater emphasis on adopting international research methods and academic standards. As well, the department takes an active role in developing accounting laws and regulations including accounting criterion and accounting information disclosure systems and endeavors to promote the evolution of accounting practice by enhancing communication and interaction between higher education institutions and enterprises.



## Senior faculty members:

### **Professor Wei Cao**

PhD, PhD Supervisor

Major Areas of Research:

Accounting Theory and Standards,  
International Accounting and  
Standard Accounting Practice

### **Professor Deming Dai**

PhD, Post-doctoral Research

Fellow, PhD Supervisor

Major Areas of Research:

Accounting Theory, International  
Accounting

### **Professor Jianxin Geng**

PhD, PhD Supervisor

Major Areas of Research:

Accounting of Listed Companies,  
Accounting of Environmental  
Protection, Audit Theory and  
Practice

### **Professor Xin Jing**

PhD, PhD Supervisor

Major Areas of Research:

Accounting Theory and Standards,  
Financial Theory and Models,  
Government and NGO Accounting

### **Professor Jianbo Song**

PhD, PhD Supervisor, Director of  
Bachelor Program

Major Areas of Research:

Accounting Standards, Listed  
Companies Information  
Disclosure, Internal Control and  
Risk Management

### **Professor Jingchang Xu**

PhD, PhD Supervisor, Director of  
the Department of Accounting

Major Areas of Research:

Accounting Theories and Methods,  
M&A Accounting, Accounting  
Regulation in Security Markets

### **Professor Xibo Zhao**

PhD, PhD Supervisor

Major Areas of Research:

Accounting Standards,  
Consolidated Government  
Financial Statement



## Department of Trade Economics



The Department of Trade Economics was set up in 1950 as one of the first 8 departments of Renmin University of China.

The department offers two undergraduate programs (Trade Economics and International Business), three master's programs (Industry Economics, Business Economics and International Trade), and two doctoral programs (Industry Economics and Business Economics) and hosts the MIB program.

The department has always focused on promoting the development and integration of the disciplines of trade economics and international trade, and on strengthening and consolidating the discipline foundation of industrial economics. The department undertakes a number of basic and applied research projects in areas of major national strategic needs and key scientific issues. The faculty of the department has published high-quality journal articles in prominent journals both at home and abroad including Chinese Social Science, Economic Research and International Business Review. The department provides policy advice and other services to the leaders of the State Council, the Ministry of Commerce, and other industrial government departments and enterprises. As well, it is engaged in international exchanges with universities and organizations in the USA, Germany, Britain, Korea and Japan, including the World Trade Organization and the World Bank.

The department will continue to advance its discipline construction to enhance talent training, scientific research and social services in the disciplines of industrial economics, business economics and international trade. It will enhance the integration and interaction of all these disciplines, retain its strength in business economics and create new advantages in the disciplines of international trade and industry economics, maintain its leading position and focus on achieving international recognition in certain research areas.



## Senior faculty members:

### **Professor Yongjun Chen**

PhD, PhD Supervisor

Major Areas of Research:

Reform and Development of Chinese Economy, Market and Industrial Development, Urbanization and Regional Development

### **Professor Kejian Gu**

PhD, PhD Supervisor, Member of RUC Academic Committee, Director of RBS Academic Committee

Major Areas of Research:

Fundamental Theories of International Economics, Mathematical and Quantitative Analysis of International Economy, International Business

### **Professor Xiangdong Liu**

PhD, PhD Supervisor

Major Areas of Research:

Economics of Distribution, Trade Economics, Channel and Retail Management

### **Professor Xiaodong Wang**

PhD, PhD Supervisor, Director of the Department of Trade Economics

Major Areas of Research:

Commodity Circulation Theory, Reform of Market and Distribution System

### **Professor Yaxing Wang**

PhD, PhD Supervisor

Major Areas of Research:

Foreign Trade and Industrial Internationalization, WTO and Industrial Policy

### **Professor Jiabin Xu**

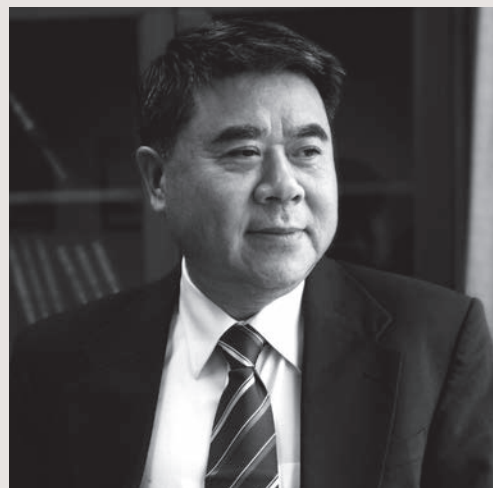
PhD, PhD Supervisor

Major Areas of Research:

Industrial Structure and Innovation, Industrial Chain and Global Industrial Division of Labor



## Department of General Management



The Department of General Management confers PhD degrees in business administration, master degrees in general management and bachelor degrees in general management. The department also houses Renmin University's Supply Chain Strategic Management Research Center.

The 18 faculty members of the Department of General Management all hold PhD degrees from well-known domestic and overseas universities.. The department has set up complementary and interrelated research teams in six main research areas: strategic management and corporate culture, supply chain logistics and information management, quality management and standardization, corporate governance structure, entrepreneurship and innovation management, and international management. The department regularly conducts exchanges with well-known domestic and international universities, and also invites renowned scholars to teach and lecture at the school so as to disseminate cutting-edge management knowledge.

The department aims to become a leading national and world-renowned research base in corporate strategy and management. Its development strategy is to highlight strong disciplines, promote research, form complementary and distinguished research teams, and rely on its rich academic heritage to train first-class management talents with both theoretical knowledge and practical abilities. Its approach to discipline construction is conceived of as 'combinations', namely: combination of Chinese background and international development trends, combination of theoretical study and corporate practice, combination of research and teaching, and combination of empirical research and case studies. In this way, the department has made itself a cutting-edge theoretical and practical platform to study China's enterprise development issues.



## Senior faculty members:

### **Professor Dong Cheng**

PhD, PhD Supervisor  
Major Areas of Research:  
E-Commerce, Customer  
Relationship Management

### **Professor Jingsheng Lv**

PhD, PhD Supervisor  
Major Areas of Research:  
Corporate Governance, Corporate  
Legal Practices, Internal Control,  
Risk Management

### **Professor Gang Liu**

PhD, PhD Supervisor, Director  
of the Department of General  
Management  
Major Areas of Research:  
Corporate Strategy and Culture,  
Traditional Management Thought

### **Professor Hua Song**

PhD, Post-doctoral Research  
Fellow, PhD Supervisor, Associate  
Dean of RBS  
Major Areas of Research:  
Logistics and Supply Chain  
Management, Service Supply  
Chain, Supply Chain Finance,  
especially the Study on Bilateral  
Relations and Flexibility of the  
Supply Chain

### **Professor Yuanfang Song**

PhD, PhD Supervisor, Associate  
Dean of Graduate School  
Major Areas of Research:  
Logistics Management and Supply  
Chain Management, Business  
Strategy and Information

### **Professor Fengbin Wang**

PhD, PhD Supervisor  
Major Areas of Research:  
Organizational Theory,  
Management of Group,  
Modularization and Network of  
Organization, Innovation and  
Overseas Investment

### **Professor Erming Xu**

PhD, PhD Supervisor, Vice  
Chair of the China Enterprise  
Management Research Board  
Major Areas of Research:  
Strategic Management, Innovation  
and Entrepreneurial Management

### **Professor Jianming Yao**

PhD, PhD Supervisor  
Major Areas of Research:  
Supply Chain Management,  
Strategic Management,  
Operation Management, Logistics  
Management

### **Professor Jing Zhao**

PhD, PhD Supervisor, Associate  
Director of Center for Governance  
and Development of Private  
Enterprise  
Major Areas of Research:  
Corporate Strategies and  
Governance



## Department of Marketing



Department of Marketing offers multiple degree programs from the undergraduate level to the master and PhD levels, and also set up numerous core or elective courses for MBA, IMBA, or MIB programs. It plays an important guide for undergrad and graduate projects. In recent years, the department has made significant advances in research and teaching in the areas of marketing theory, consumer behavior, brand management, advertising and marketing communications, customer relation management, and international marketing.

The department boasts a talent base of 20 full-time faculty members and 2 overseas part-time professors. Many of them obtained doctoral degrees in prestigious overseas universities or have long term experience of overseas academic life. A lot of influential papers have been published on top academic journals home and abroad, for instance, Journal of Marketing, Journal of Consumer Research, Management Science, Management World, China Soft Science, Acta Psychologica Sinica, etc. They have also provided marketing consultations or training services to hundreds of large and medium-sized enterprises.

The Department of Marketing is focusing on combining internationalization with localization to advance innovations in marketing theory by drawing upon Chinese business practice and enhancing international academic collaborations. It aims to build top-tier research areas in consumer behavior, cross-cultural marketing and Chinese corporate marketing. Its goal is to become the training base for innovative marketing talents in China with a global reach.



## Senior faculty members:

### Professor Guan Chen

Professor appointed by Peking University Center for Economic Research and National Development Research Institute  
Major Areas of Research:  
Branding Strategy and Marketing, Creative Cultural Industries, Public Welfare

### Professor Guoqing Guo

PhD, PhD Supervisor  
Major Areas of Research:  
Government Marketing and Service Management, Not-for-profit Organization Marketing, History of Marketing Thought, Global Marketing

### Professor Fengjun Liu

PhD, PhD Supervisor  
Major Areas of Research:  
Marketing Theory and Practice, Strategic Brand Management

### Professor Xianguo Li

PhD, PhD Supervisor  
Major Areas of Research:  
Marketing Theory, Marketing Strategy, Channel and Sales Management, Circulation Economy

### Professor Xiaomei Liu

PhD, PhD Supervisor, Associate Dean of RBS  
Major Areas of Research:  
Macroeconomic Theory and Policies, Marketing Management



## Department of Organization and Human Resources



The Department of Organization and Human Resources is the backbone of Business Administration, RBS' Level 1 National Key Subject. The main area of research covers management theory and Chinese management, leadership theory and organizational behavior, corporate culture, human resource management, organizational theory, etc. The educational programs the department currently contributes to include the Bachelor of Business Administration (English), the Business-Law Joint Degree, and masters' and doctoral programs in business.

The Department of Organization and Human Resources has 15 full-time faculty members, including 6 professors, 7 associate professors and 2 assistant professors, of whom 8 are PhD supervisors). Eight have obtained their doctoral degrees overseas. All department faculty members have experience studying at overseas research-oriented universities either for their PhD degrees or as visiting scholars. The department maintains close and frequent cooperation with universities and institutes in the United States, Canada, Denmark, Australia, Japan, South Korea, etc. as well as Hong Kong and Taiwan.

Faculty members are not only actively engaged in advanced international researches, but also enjoyed good academic reputation home and abroad, holding a large amount of research projects supported by national and provincial fund. Younger faculty members in particular have strong international publication records, and their teaching and research have won provincial- and national-level awards. Innovation of fundamental theories and theoretical and empirical study rooted in Chinese management practice are also the major feature of the department.

For its future development, the department will focus on team building, enhance its advantages and competitiveness, and promote discipline development and research innovation. It will coordinate the development of teaching, research and consultation, and maintain its leading edge in terms of faculty development, research, and industry consultation. It will reinforce its competitiveness in strong disciplines and key academic areas, establish an internationally recognized school of management theory, and produce theoretical innovations to build itself into a national leading and world-renowned base for scientific research and talent training.



## Senior faculty members:

### **Professor Jun Liu**

Director of Master and PhD Programs, Executive Director of Research Center for Corporate Innovation and Competitiveness  
Major Areas of Research: Organizational Behavior, Human Resource Management, Management Research Methods

### **Professor Zhihua Qin**

PhD, PhD Supervisor  
Major Areas of Research: Strategic Human Resource Management, Innovation and Entrepreneurship Management, Organizational Change Management

### **Professor Liping Wang**

PhD, PhD Supervisor  
Major Areas of Research: Principles of Organizational Management, Management with Chinese Characteristics, Enterprise Strategic Management.


### **Professor Du Yang**

PhD, PhD Supervisor  
Major Areas of Research: Enterprise Growth Theories, Knowledge Management, Corporate Culture, Enterprise Ethics

### **Professor Kai Zhang**

PhD, PhD Supervisor, Director of the Department of Organization and Human Resources  
Major Areas of Research: Leadership Theory and Organizational Behavior, Corporate Culture, Strategic Management of Human Resource



A serene winter scene featuring snow-laden trees and bushes. In the background, a person in a red jacket stands on a snow-covered path. The foreground is filled with snow-covered rocks and foliage. The overall atmosphere is peaceful and cold.

To study in the RBS is a privilege of the few.  
Nonetheless, you are most welcome to come  
and feel the distinctiveness of RBS.









Mingde Business Building

No.59, Zhongguancun Street, Haidian District, Beijing P.R.China

Post Code:100872

Tel:86-10-82509170 Fax:86-10-82509169

<http://www.rbs.ruc.edu.cn>