

2024 – 2025

School of Economics and Management  
Tsinghua University



SEM  
TSINGHUA UNIVERSITY  
清华经管学院

清华大学经济管理学院  
School of Economics and Management, Tsinghua University

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Developing socialism with Chinese characteristics requires a large number of professionals who are versed in the fundamental principles and rules of market economy, and who are familiar with real opportunities and challenges faced by Chinese enterprises. Tsinghua University School of Economics and Management should boldly learn from the curricula, methodologies, and teaching tools used by the world's top institutions, and tailor them to China's context, in order to establish a world-class school of economics and management. I look forward to working with all my colleagues to reach this goal.



**ZHU Rongji**

Founding Dean  
(1984-2001)

Since its establishment in 1984, Tsinghua University School of Economics and Management (Tsinghua SEM) has made remarkable achievements under the leadership of successive deans, through the efforts of all faculty and students, as well as the help of alumni and friends.

As China enters a new era, the School needs to make a new effort. Since economic reform and opening started 40 years ago, China has achieved remarkable success in economic development, but the economic and management research community in China has yet to be very successful in telling the “China story” academically. It is our responsibility to be more courageous and innovative, and at the same time adhere to high academic standards, in creating academic results inspired by the practices in China that can significantly impact the fields of economics and management studies, and effectively combine such results with existing knowledge to improve the quality of education. Our School is willing to work together with other colleagues in the profession to advance this cause, contributing to the advancement of human knowledge and to the development of China and the World.



**BAI Chong-En**

Dean  
(2018-)

Tsinghua Overview

Founded — Schools — Departments

1911 22 59

Faculty and Staff — Faculty

16,835 3,860

Members of the Chinese Academy of Sciences — Members of the Chinese Academy of Engineering

56 36

Registered Students \* — International Students \* — Hong Kong, Macao and Taiwan Students \*

60,919 2,822 1,052

Undergraduate Students \* — Master's Students \* — Doctoral Students \*

16,291 22,657 21,971

Undergraduate Majors — Undergraduate Minors — Doctoral and Master's Programs \*

91 41 68

Library Collection (thousand volume) — Campus Area

5,529.2 482.84

Not including Tsinghua Shenzhen International Graduate School and Tsinghua University's Hospital

\* Including data from Peking Union Medical College, Tsinghua University

1. Data as of December 31, 2023.

2. Data source: Tsinghua University official website.



## Tsinghua SEM Overview

Founded ————— Departments ————— Regional Campus —————

1984

7

1

Full-Time Faculty —————

146

Postdoctor (SEM) —————

83

Postdoctor (Jointly Trained  
by SEM and Enterprises)

45

Staff (Beijing Campus) —————

406

Staff (Shenzhen Campus)

23

## Student Enrollment

Undergraduates —————

958

Joint Undergraduate Programs  
with other Schools —————

117

Undergraduates  
Second Degree

222

Doctoral —————

377

Master's —————

565

MBA —————

1,420

EMBA —————

1,254

TIEMBA —————

128

## Alumni

Degree Programs —————

43,313

Collaborative Degree  
Programs —————

4,422

Non-Degree Programs —————

122,504

1. Date as of September 30, 2024.

2. Data source: Tsinghua SEM Fact Sheet.

# Organizational Structure

## Departments and Campus

Accounting

Economics

Finance

Innovation, Entrepreneurship and Strategy

Leadership and Organization Management

Management Science and Engineering

Marketing

Shenzhen Campus(Tsinghua University Shenzhen Institute of Economics and Management; Institute of Innovation Management at Tsinghua Shenzhen International Graduate School)

## Program Offices and Administrative Offices

### Academic Affairs Office

- Online Education Office

### Master's Programs Office

### MBA Programs

### EMBA Programs

### Executive Education

### Tsinghua x-lab

### Tsinghua SEM China Business Case Center

### Entrepreneur Fellows Program and Resource Development Office

- Entrepreneur Fellows Program Office

- Resource Development Office

### Dean's Office

- International Office

- Alumni Center

- Logistic Office

- Facilities Planning and Construction Office

### CPC Committee Office

- Student Affairs Office

### Development and Planning and Research Affairs Office

- Development and Planning Office

- Research Affairs Office

- Library

- *China Journal of Economics* Editorial Office

### Faculty Development Office

### Career Development Center

### Marketing and Communications Office

- *Tsinghua Business Review* Editorial Office

### Staff Human Resources Office

### Accounting Office

### IT/IS Office

## Research Centers

### University-Level

Research Center for Contemporary Management, Tsinghua University

Research Center for Technological Innovation, Tsinghua University

National Research Center for Economic Research, Tsinghua University

National Institute for Fiscal Studies, Tsinghua University  
Tsinghua China Data Center

Research Center for Enterprise Growth and National Economic Security, Tsinghua University

Research Center for Green Economy and Sustainable Development, Tsinghua University

Institute for Industrial Innovation and Finance, Tsinghua University

Institute for Internet Industry, Tsinghua University

Institute for Global Development, Tsinghua University

Entrepreneurship Research Center on G20 Economies, Tsinghua University

Institute for Global Private Equity, Tsinghua University

Chinese University of Hong Kong-Tsinghua University Joint Research Center for Chinese Economy

Institute for Cultural Economy, Tsinghua University

Tsinghua NBS Data Research Center

Institute for State-Owned Enterprises, Tsinghua University

Tsinghua University-University of Chicago Joint Research Center for Economics and Finance

Institute for Global Securities Market, Tsinghua University

Tsinghua University-Rice University Joint Research Center for Human Capital and Sustainable Innovation

Institute for State-owned Assets Management, Tsinghua University

Research Center for Global Trade and Industrial Competitiveness, Tsinghua University

Tsinghua University (School of Economics and Management) –Nissan (China) Investment Co., Ltd Joint Research Center for Automotive Industrial Sustainable

### School-Level

Research Center for China Business, School of Economics and Management, Tsinghua University

Research Center for National Entrepreneurship, School of Economics and Management, Tsinghua University

China Research Center for Financial Research, School of Economics and Management, Tsinghua University

Research Center for China Retail, School of Economics and Management, Tsinghua University

China Research Center for Insurance and Risk Management, School of Economics and Management, Tsinghua University

Research Center for Leadership Development and Research, School of Economics and Management, Tsinghua University

Research Center for Healthcare Management, School of Economics and Management, Tsinghua University

Research Center for Corporate Governance, School of Economics and Management, Tsinghua University

Research Center for International Economic Research, School of Economics and Management, Tsinghua University

Research Center for China-Latin America Management Studies, School of Economics and Management, Tsinghua University

Research Center for China's Industrial Development, School of Economics and Management, Tsinghua University

Research Center for Globalization of Chinese Enterprises, School of Economics and Management, Tsinghua University

Research Center for Internet Development and Governance, School of Economics and Management, Tsinghua University

China Research Center for Enterprise M&A and Development, School of Economics and Management, Tsinghua University

Research Center for Non-performing Assets, School of Economics and Management, Tsinghua University

Research Center for Block-Chain Finance Research, School of Economics and Management, Tsinghua University

Research Center for Business Model Innovation Research, School of Economics and Management, Tsinghua University

Research Center for Digital Financial Assets, School of Economics and Management, Tsinghua University

Research Center for Competitive Dynamics and Innovation Strategy, School of Economics and Management, Tsinghua University

Research Center for AI-enabled Management, School of Economics and Management, Tsinghua University

Research Center for Interactive Technology Industry, School of Economics and Management, Tsinghua University

Research Center for Asset Management, School of Economics and Management, Tsinghua University

Research Center for Smart Audit, School of Economics and Management, Tsinghua University

# Milestones

- 1926** The Department of Economics is established with ZHU Binyuan as Chair.
- 1928** CHEN Daisun is appointed as Chair of the Department of Economics.
- 1952** The Department of Economics merges into other universities under nationwide university restructuring.
- 1979** The Department of Economics and Management Engineering is established with DONG Xinbao as Chair and FU Jiaji as Vice Chair. The Master in Management Engineering program begins.
- 1980** Tsinghua SEM begins to enroll undergraduate students in its first major, Economic Management Mathematics and Computer Applied Technology. The major is renamed to Management Information System in 1984 and renamed again to Information Management and Information System in 1997.
- 1981** The executive education program for high-level corporate executives begins.
- 1982** Tsinghua SEM starts to enroll undergraduate students majoring in National Economic Management. The enrollment lasts for three years.
- 1983** Business Administration, Tsinghua SEM's second degree program, opens for undergraduate enrollment.
- 1984** Tsinghua University School of Economics and Management (Tsinghua SEM) is established with ZHU Rongji as founding dean.
- 1986** Tsinghua SEM is accredited to grant doctoral degrees in Systems Engineering and Technical Economics. Old SEM Building is completed and put into use.
- 1991** The MBA program is launched.
- 1992** Tsinghua SEM begins to accept students who transfer their majors from other schools and departments to Finance.
- 1993** Tsinghua SEM starts to enroll undergraduate students in Finance.
- 1994** Tsinghua SEM celebrates its 10th anniversary, and Dean ZHU Rongji remarks: "If each of you runs an enterprise successfully, there will be a great hope for China's economy". Tsinghua SEM starts to enroll undergraduate students in Accounting.
- 1997** Tsinghua SEM is relocated to new facilities in the Weilun Building, donated by Mr. and Mrs. Quo-Wei Lee. The international MBA program in collaboration with MIT Sloan School of Management is launched. Tsinghua SEM starts to enroll undergraduate students in Economics.
- 1998** Tsinghua SEM is accredited to grant doctoral degrees in Econometrics and Enterprise Management.
- 1999** Business Administration, the second degree program for undergraduate students, ends enrollment.
- 2000** The Advisory Board is established with ZHU Rongji as Honorary Chairman. Tsinghua SEM is accredited to grant doctoral degree in Business Administration.

- 2001** ZHAO Chunjun becomes the second dean of Tsinghua SEM. Management Science and Engineering, Technical Economics and Management, and Econometrics are named National Priority Disciplines. Tsinghua SEM partners with Harvard Business School to launch the Tsinghua-Harvard executive education program.
- 2002** The EMBA program is launched. Shunde Building, funded by a contribution from Mr. S.T. Wu, is completed and put into use. The Special-Term Professorship program is launched.
- 2003** Tsinghua SEM is accredited to grant doctoral degrees in Political Economy.
- 2004** Tsinghua SEM celebrates its 20th anniversary. The Department of Enterprise Management is divided into the Department of Human Resources, the Department of the Marketing and the Department of Business Strategy and Policy.
- 2005** Tsinghua University Executive Vice-President HE Jiankun becomes the third dean of Tsinghua SEM.
- 2006** QIAN Yingyi becomes the fourth dean of Tsinghua SEM. Tsinghua SEM is accredited to grant doctoral degrees in Theoretical Economics and Applied Economics. The double major program in Economics starts to enroll undergraduates.
- 2007** Tsinghua SEM obtains AACSB accreditation in business. Management Science and Engineering, Business Administration, and Econometrics are named National Priority Disciplines. The Tsinghua-INSEAD dual-degree EMBA program begins. The undergraduate programs in Finance and Economics merge. The three majors open to undergraduate students are Accounting; Information Management and Information System; and Economics and Finance.
- 2008** Tsinghua SEM is accredited under EQUIS. Tsinghua SEM obtains AACSB accreditation in accounting.
- 2009** The new undergraduate curriculum is launched. The new MBA curriculum is launched.
- 2010** The MBA admissions reform is initiated. The Master's programs reform is initiated. The Master of Professional Accounting program is launched.
- 2011** *Tsinghua Business Review* is launched. Founding Dean ZHU Rongji returns to Tsinghua SEM upon Tsinghua University's centennial celebration. The Master in Management (MiM) program is initiated as the first of its kind in China. The Master of Finance (MoF) program begins. The doctoral programs are restructured with admissions by department.
- 2012** Tsinghua SEM maintains its AACSB accreditation. The faculty tenure-track system is implemented. All new EMBA curriculum is launched.

- 2013** The Department of Innovation, Entrepreneurship and Strategy is established. Tsinghua x-lab is launched. The second degree undergraduate program in Management is resumed. The MBA+X dual-degree program is launched. The Tsinghua SEM Entrepreneur Fellows Program is launched.
- 2014** The undergraduate admissions reform experiment is initiated. *China Journal of Economics* is launched. Tsinghua SEM celebrates its 30th anniversary. Tsinghua SEM Alumni Association is founded. The Tsinghua-MIT Global MBA program in collaboration with MIT Sloan School of Management is launched. The undergraduate education reform wins the first China National Education Achievement Award. The MBA education reform wins the first Chinese Society of Academic Degrees and Graduate Education Achievement Award.
- 2015** The Tsinghua-Columbia Dual Master's Degree Program in Business Analytics is launched. Tsinghua SEM X-elerator is launched. The Tsinghua-INSEAD dual-degree EMBA program ranks first globally in the *Financial Times* EMBA ranking, first time for a mainland Chinese business school.
- 2016** A celebration is held for the 90th anniversary of the Department of Economics. The exhibition on Professor CHEN Daisun opens. The exhibition on Professor ZHAO Jiahe opens. A new course "ZHU Rongji Economic and Management Theory and Practice" is launched. Executive Management Training (EMT) is launched.
- 2017** Tsinghua SEM maintains AACSB Business Accreditation. Management Science and Engineering, Business Administration, Accounting and Finance, Economics and Econometrics are included on the national list of developing world-class disciplines. The Tsinghua-Tencent Future-Tech Entrepreneur Program is launched. The first China Job Market for Economists is held.
- 2018** Mansfield Chair Professor BAI Chong-En is appointed as the fifth dean of Tsinghua SEM. Tsinghua University-Singapore Management University MCFO & MPAcc Dual Degree Program is launched. The Entrepreneur Management Development Program (EMD) is launched and renamed the "New-era Entrepreneur Development Program (NEED)". Tsinghua University-University of Chicago Joint Research Center for Economics and Finance is jointly established with University of Chicago's Becker Friedman Institute for Economics. Tsinghua SEM is awarded CEMS School of the Year 2017-2018. The Tsinghua-ENPC-ENAC Future Tech Future Thinking EMBA Program is launched.
- 2019** Tsinghua-Alibaba New Business Xuetang Program is launched. The Financial Technology EMBA Program is launched cooperatively with China Capital Market Institute. The Capital Market Leaders Program is launched cooperatively with China Capital Market Institute.

- Tsinghua University approves the establishment of Tsinghua Institute for Economics and Management in Shenzhen and Tsinghua SEM Shenzhen Campus. The Master Program in Advanced Financial Management and Big Data is launched. Tsinghua SEM holds the 2019 CEMS Strategic Board Meeting. Tsinghua SEM holds the 2019 Global Forum of Economics and Business School Deans and C9+ Business Schools Alliance founding conference. Tsinghua SEM celebrates its 35th anniversary and launched five scholarships under the names of late faculty. Tsinghua SEM celebrates the 40th anniversary of the Department of Management Engineering. The Dual Master's Degree Program with London Business School in Financial Analysis is launched.
- 2020** Tsinghua SEM Research Impact Enhancement Grant is established. Double Bachelor's Degree in Computer Science and Finance begins enrollment of the first cohort. Tsinghua SEM signs contract with the Government of Futian District of Shenzhen on the joint establishment of Shenzhen Institute of Economics and Management, Tsinghua University. The 20th anniversary of the Advisory Board and the board meeting is held online and offline for the first time.
- 2021** The SEM New Buildings are completed. Shanghai Alumni Center of Tsinghua SEM is launched. The Institute of Innovation Management of Tsinghua Shenzhen International Graduate School is established. The Shenzhen Institute of Economics and Management, Tsinghua University is established. Tsinghua University-The Chinese University of Hong Kong Dual Undergraduate Degree Program in Economics (English) is launched. SEM Eco-Explorer Program is launched.
- 2022** The SEM New Buildings are put into use. Tsinghua SEM maintains AACSB Business Accreditation. Tsinghua Technology Innovation MBA Program is launched cooperatively with Shenzhen International Graduate School of Tsinghua University. The Tsinghua Xuetang Economics Program is launched. Tsinghua SEM jointly launches the Chief Digital Officer (CDO) Program with School of Software and School of Law. The Tsinghua SEM Thought Leadership Book Series is launched.
- 2023** Tsinghua Industrial Innovation MBA program launched. Tsinghua SEM ZhiXing · Future Tech Class 1 commenced.
- 2024** Tsinghua SEM released its 2023 Carbon Footprint Accounting Report in March, 2024. Tsinghua SEM celebrated its 40th anniversary. The international journal of Risk Sciences launched. Tsinghua SEM contributed to the establishment of Xiuzhong College (of Sustainability), Tsinghua University.

# The Advisory Board

The Advisory Board of Tsinghua University School of Economics and Management was founded in October 2000.

## Founding Honorary Chairman

### ZHU Rongji

Founding Dean, School of Economics and Management, Tsinghua University (1984-2001)  
Premier, State Council, People's Republic of China (1998-2003)

## Honorary Chairman

### WANG Qishan

Former Vice-President, People's Republic of China

## Honorary Members

### The Lord Browne of Madingley

Chairman, BeyondNetZero  
Former Group Chief Executive, bp p.l.c.

### HO Ching

Chairman, Temasek Trust

### Henry M. Paulson, Jr.

Founder and Chairman, Paulson Institute Executive Chairman, TPG Rise Climate  
Former U.S. Secretary of the Treasury  
Former Chairman and CEO, The Goldman Sachs Group, Inc.

### H. Lee Scott, Jr.

Former President and CEO, Wal-Mart Stores, Inc.

## Chairman

### Tim Cook

CEO, Apple Inc.

## Vice Chairmen

### LI Luming

President, Tsinghua University

### QIAN Yingyi

Professor and Dean (2006-2018), School of Economics and Management, Tsinghua University  
Distinguished Professor of Arts, Humanities and Social Sciences, Tsinghua University  
Chairman, Board of Trustees, Westlake University

## Members

### Murray Auchincloss

Chief executive officer, bp

### Mary T. Barra

Chair and Chief Executive Officer, General Motors Company

### Jim Breyer

Founder and CEO, Breyer Capital

### Thomas Buberl

Chief Executive Officer, AXA

### Roland Busch

President and Chief Executive Officer, Siemens AG

### Natarajan Chandrasekaran

Chairman, Tata Sons

### Raymond T. Dalio

Founder, CIO Mentor, and Member of the Bridgewater Board, Bridgewater Associates, LP

### Srikant M. Datar

George F. Baker Professor of Administration Dean, Harvard Business School

### Michael Dell

Chairman of the Board and Chief Executive Officer, Dell Technologies

### Peter M. DeMarzo

Philip H. Knight Professor and Dean (interim), Stanford Graduate School of Business

### Jamie Dimon

Chairman of the Board and Chief Executive Officer, JPMorganChase

### Michel Doukeris

Global Chief Executive Officer, AB InBev

### Laurence D. Fink

Chairman and Chief Executive Officer, BlackRock, Inc.

### William E. Ford

Chairman and Chief Executive Officer, General Atlantic

### Jane Fraser

Chief Executive Officer, Citi

### Laurent Freixe

Chief Executive Officer, Nestlé S.A.

### Victor K. Fung

Group Chairman, Fung Investments

### Christopher B. Galvin

Co-Founder and Chairman, Gore Creek Asset Management LLC  
Former Chairman and Co-Founder, Harrison Street Real Estate Capital  
Former Chairman and CEO, Motorola Inc.

### Terry Gou

Founder, Foxconn Technology Group

### Evan G. Greenberg

Chairman and Chief Executive Officer, Chubb Limited and Chubb Group

### Maurice R. Greenberg

Chairman and Chief Executive Officer, Starr Insurance Companies

### GU Binglin

Director, Institute for Advanced Study, Tsinghua University  
Former President, Tsinghua University

### Elliott Hill

President & CEO, NIKE, Inc.

### Erika H. James

Dean, The Wharton School of the University of Pennsylvania

### Ola Källenius

Chairman of the Board of Management, Mercedes-Benz Group AG

### Christian Klein

CEO and Member of the Executive Board, SAP SE

### Ramon Laguarta

Chairman and Chief Executive Officer, PepsiCo

### Jonathan D. Levin

President, Stanford University

### Richard C. Levin

Former CEO, Coursera  
President Emeritus, Yale University

### Richard Li

Founder and Chairman, Pacific Century Group

### Robin Li

Co-founder, Chairman and CEO, Baidu, Inc.

### Andrónico Luksic

Chairman, Luksic Group

### Jack Ma

Founder, Jack Ma Foundation  
Partner, Alibaba Group

### Pony Ma

Core Founder, Chairman of the Board and CEO, Tencent

### Óscar García Maceiras

Chief Executive Officer, Inditex Group

### Sir Andrew Mackenzie

Chair of the Board, Shell plc

### Eric S. Maskin

Adams University Professor and Professor of Economics and Mathematics, Harvard University  
2007 Nobel Laureate in Economics

### Doug McMillon

President and CEO, Walmart Inc.

### Khaldoon Khalifa Al Mubarak

Managing Director and Group Chief Executive Officer, Mubadala Investment Company

### Elon Musk

CEO, Tesla, Inc.  
Co-founder and CEO, Space Exploration Technologies (Space X)

### Satya Nadella

Chairman and Chief Executive Officer, Microsoft

### Georgia Perakis

John C Head III Dean (Interim), MIT Sloan School of Management

### James Quincey

Chairman and Chief Executive Officer, The Coca-Cola Company

### Brian L. Roberts

Chairman and Chief Executive Officer, Comcast Corporation

### David M. Rubenstein

Co-Founder and Co-Chairman, The Carlyle Group

### Dilhan Pillay SANDRASEGARA

Executive Director and Chief Executive Officer, Temasek Holdings (Private) Limited and Temasek International Pte. Ltd

### Stephen A. Schwarzman

Chairman, CEO and Co-Founder, Blackstone

### David M. Solomon

Chairman and Chief Executive Officer, The Goldman Sachs Group, Inc.

### Masayoshi Son

Representative Director, Corporate Officer, Chairman and CEO, SoftBank Group Corp.

### A. Michael Spence

Philip H. Knight Professor Emeritus of Management, Stanford University  
2001 Nobel Laureate in Economics

### Bob Sternfels

Global Managing Partner, McKinsey & Company

### John L. Thornton

Chairman, Redbird Capital Partners  
Co-Chair of the Board, Asia Society

### Jacob Wallenberg

Chair of the Board, Investor AB

### WANG Dazhong

Former President, Tsinghua University

### Marjorie Yang

Chairman, Esquel Group

### ZHAO Chunjun

Dean (2001-2005), School of Economics and Management, Tsinghua University

### Oliver Zipse

Chairman of the Board of Management, BMW AG

### Mark Zuckerberg

Founder and CEO, Meta

Up to September 30, 2024, Tsinghua SEM has 140 full-time faculty members and six dual-appointed faculty of Tsinghua Shenzhen International Graduate School (Innovation Management Area) and Tsinghua SEM (Shenzhen Campus). Among full-time and six dual-appointed faculty, 144 have Ph.D. degrees; thirteen are recipients of the China National Science Foundation's Distinguished Young Scholars Fund; twelve recipients of National Natural Science Foundation of China's Excellent Young Scientists Fund; seven fellows of international academic institutes; nine professors supported by the "Program for New Century Excellent Talents" of the Ministry of Education. Tsinghua SEM also invites Honorary Professors, Adjunct Professors, Visiting Professors, and Management Practice of Visiting Professors.

## Department of Accounting



**LUO Mei**  
Associate Professor

Bachelor, 1998, Tsinghua University  
Ph.D., 2004, University of California, Berkeley

**Research Areas**  
Blockchain and Cryptocurrency,  
Financial Accounting and Capital Market



**CHEN Wuzhao**  
Associate Professor

Bachelor, 1992, Zhongnan University of Finance and Economics  
Master, 1995, Research Institute for Fiscal Science, Ministry of Finance  
Ph.D., 2004, Tsinghua University

**Research Areas**  
Accounting and Capital Market, Corporate Governance, Auditing, Corporate Internal Control and Risk Management, Financial Statement Analysis



**LUO Ting**  
Professor, Vice Chair

Bachelor, 1997, Peking University  
Ph.D., 2007, University of Wisconsin-Madison

**Research Areas**  
Management Motivation, Information Disclosure, Financial Report, Operation Strategy



**CHEN Xiao**  
Professor

Bachelor, 1983, Wuhan Institute of Chemical Engineering  
Master, 1989, University of Science and Technology of China  
Ph.D., 1996, Tulane University

**Research Areas**  
Accounting and Capital Market, Corporate Governance, International Taxation, Taxation and Business Strategy, Business Valuation



**QIAN Ping**  
Associate Professor

Bachelor, 1992, Sichuan University  
Master, 1995, Sichuan University  
Ph.D., 1998, Peking University

**Research Areas**  
Financial Information and Capital Market, Financial Information and Management Control, Corporate Governance, Taxation



**JIA Ning**  
Associate Professor

Bachelor, 2002, University of Minnesota  
Master, 2004, Stanford University  
Ph.D., 2007, Stanford University

**Research Areas**  
Financial Accounting, Corporate Governance, IPOs and Auditing



**WANG Kun**  
Associate Professor

Bachelor, 1998, Nankai University  
Ph.D., 2003, Hong Kong University of Science and Technology

**Research Areas**  
Corporate Governance, Financial Accounting, Audit Quality



**LI Dan**  
Associate Professor, Chair,  
Secretary of CPC Branch

Bachelor, 2001, Beijing Institute of Technology  
Ph.D., 2007, Georgia Institute of Technology

**Research Areas**  
Financial Accounting, Corporate Governance, IPOs and Auditing



**XIAO Xing**  
Professor

Bachelor, 1994, Tsinghua University  
Master, 1997, Tsinghua University  
Ph.D., 2004, Tsinghua University

**Research Areas**  
Corporate Finance, Corporate Governance, Financial Statement Analysis, Financial Accounting



**XIE Deren**  
Professor

Bachelor, 1993, Xiamen University  
Ph.D., 1998, Xiamen University  
**Research Areas**  
Accounting and Interdisciplinary Study on Accounting, New Institutional Economics and the Theory of the Firm, Accounting Standards, Corporate Governance and Executive Incentive, Free Cash Flow Productivity



**ZHOU Li**  
Research Fellow

Bachelor, 1988, Southeast University  
Master, 1991, Southeast University  
Ph.D., 2002, Tsinghua University  
**Research Areas**  
Accounting, Public Policy, Research Policy



**DONG Feng**  
Associate Professor

Bachelor, 2006, Renmin University of China  
Master, 2009, Peking University  
Ph.D., 2014, Washington University in St. Louis  
**Research Areas**  
Chinese Economy, Macroeconomics, Asset Bubbles, Green Transition, Systematic Risks



**LIU Qing**  
Associate Professor, Deputy Secretary of CPC Committee

Bachelor, 1996, Xinjiang University of Finance and Economics  
Master, 1999, Zhejiang University  
Master, 2002, University of British Columbia  
Ph.D., 2008, University of Toronto  
**Research Areas**  
International Macroeconomics, Monetary Economics, Chinese Economy



**XU Da**  
Assistant Professor

Bachelor, 2016, Xiamen University  
Ph.D., 2022, Tulane University  
**Research Areas**  
Voluntary Disclosure, Product Market Competition, Emerging Markets

## Department of Economics



**FENG Yingjie**  
Associate Professor

Bachelor, 2011, Peking University  
Master, 2014, Peking University  
Ph.D., 2019, University of Michigan, Ann Arbor  
**Research Areas**  
Theoretical and Applied Econometrics, Mathematical Statistics, Data Science



**LIU Xiao**  
Associate Professor

Bachelor, 2006, Renmin University of China  
Master, 2010, University of Michigan  
Ph.D., 2012, University of Michigan  
**Research Areas**  
Experimental and Behavioral Economics, Game Theory, Mechanism Design



**XUE Jian**  
Professor, Secretary of CPC Committee

Bachelor, 1998, Tsinghua University  
Master, 2000, Tsinghua University  
Ph.D., 2006, Carnegie Mellon University  
**Research Areas**  
Financial Information and Capital Market, Corporate Governance



**BAI Chong-En**  
Tsinghua University Distinguished Professor of Arts, Humanities and Social Sciences  
Dean

Bachelor, 1983, University of Science and Technology of China  
Ph.D., 1988, University of California, San Diego  
Ph.D., 1993, Harvard University  
**Research Areas**  
Institutional Economics, Economic Growth and Development, Public Economics, Finance, Corporate Governance and Chinese Economy



**JIN Sainan**  
Chair Professor

Bachelor, 1996, Peking University  
Master, 1999, Peking University  
Ph.D., 2004, Yale University  
**Research Areas**  
Econometric Theory, Panel Data Models



**LU Yi**  
CITIC Chair Professor, Chair

Bachelor, 1999, Fudan University  
Master, 2003, Fudan University  
Ph.D., 2007, The University of Hong Kong  
**Research Areas**  
Chinese Economy, Public Finance, International Trade



**YIN Cheng**  
Assistant Professor

Bachelor, 2012, Southwestern University of Finance and Economics  
Ph.D., 2018, Rutgers, The State University of New Jersey  
**Research Areas**  
Accounting Information Systems, Financial Accounting



**CAO Jing**  
Associate Professor

Bachelor, 1998, Peking University  
Master, 2001, Peking University  
Ph.D., 2007, Harvard University  
**Research Areas**  
Energy and Environmental Economics, Economics of Climate Change, Public Economics



**LI Mingzhi**  
Associate Professor

Bachelor, 1987, Nankai University  
Master, 1990, Shanghai Jiaotong University  
Ph.D., 1999, the University of Texas at Austin  
**Research Areas**  
Industrial Organization



**LUO Wenlan**  
Associate Professor

Bachelor, 2011, Tsinghua University  
Ph.D., 2017, Georgetown University  
**Research Areas**  
Macroeconomics, Monetary Economics, Computational Methods



**ZHANG Haiyan**  
Associate Professor

Bachelor, 1994, Tsinghua University  
Master, 1997, Tsinghua University  
Ph.D., 2005, Hong Kong University of Science and Technology  
**Research Areas**  
Accounting Information and Corporate Governance, Managerial Accounting, Auditing



**CHEN Tuo**  
Assistant Professor

Bachelor, 2008, Fudan University  
Master, 2011, Ecole Polytechnique, France  
Master, 2012, ENSAE-ParisTech, France  
Ph.D., 2018, Columbia University  
**Research Areas**  
Macroeconomics, Productivity, Inequality



**LIU Chenyuan**  
Assistant Professor

Bachelor, 2015, The University of Hong Kong  
Ph.D., 2020, University of Wisconsin-Madison  
**Research Areas**  
Applied Microeconomics, Health Economics, Industrial Organization, Insurance Markets



**MA Hong**  
Professor, Vice Chair

Bachelor, 2002, Fudan University  
Master, 2004, University of California, Davis  
Ph.D., 2009, University of California, Davis  
**Research Areas**  
International Trade, Development Economics, International Price Comparison



**MU Tianshi**  
Assistant Professor

Bachelor, 2015, Peking University  
Master, 2018, Peking University  
Ph.D., 2024, Georgetown University

**Research Areas**  
Empirical Industrial Organization,  
Environmental and Energy Economics



**SU Liangjun**  
C.V. Starr Chair Professor

Bachelor, 1994, Xi'an Jiaotong University  
Master, 1997, Tongji University  
Master, 1999, University of California, Riverside  
Ph.D., 2004, University of California, San Diego

**Research Areas**  
Econometric Theory, Nonparametric  
Econometrics, Panel Data Models, big data  
analysis and machine learning, Model Selection  
and Model Averaging, Financial Econometrics,  
Spatial Econometrics



**ZHONG Xiaohan**  
Professor

Bachelor, 1994, Tsinghua University  
Master, 1999, Tsinghua University  
Ph.D., 1999, Tsinghua University

**Research Areas**  
Microeconomic Theory (Matching), Economics  
of Education, Labor Economics



**GAO Feng**  
Associate Professor, Deputy  
Secretary of CPC Committee

Bachelor, 1999, Tsinghua University  
Ph.D., 2006, Tsinghua University

**Research Areas**  
Financial Econometrics, Asset Pricing, Risk  
Management and Insurance, Green Finance,  
Fintech



**OUYANG Min**  
Associate Professor

Bachelor, 2000, Peking University  
Master, 2003, University of Maryland  
Ph.D., 2005, University of Maryland

**Research Areas**  
Macroeconomics, Finance, Applied  
Econometrics, Industrial Organization, Labor  
Economics



**WU Binzhen**  
Associate Professor, Vice Chair

Bachelor, 1998, Xi'an Jiaotong University  
Master, 2001, Peking University  
Ph.D., 2006, University of Wisconsin-Madison

**Research Areas**  
Public Economics, Applied Micro, Economics  
of Education



**ZHOU Junjie**  
Richard Li Chair Professor

Bachelor, 2007, University of Science and  
Technology of China  
Ph.D., 2012, University of California, Berkeley

**Research Areas**  
Social and Economic Networks, Digital  
Economics, Industrial Organization, Game  
Theory



**HE Ping**  
Professor, Associate Dean

Bachelor, 1997, Tsinghua University  
Master, 2002, University of Pennsylvania  
Ph.D., 2004, University of Pennsylvania

**Research Areas**  
Financial Institutions, Monetary Economics,  
Macro-Finance



**PAN Wenqing**  
Professor

Bachelor, 1987, Northwest Normal University  
Master, 1993, Lanzhou University  
Ph.D., 1999, Renmin University of China

**Research Areas**  
Input-Output Analysis, Quantitative Economics,  
Regional Economics, International Economics



**WU Xingye**  
Assistant Professor

Bachelor, 2012, Tsinghua University  
Master, 2014, Columbia University  
Ph.D., 2018, Columbia University

**Research Areas**  
Microeconomic Theory, Mechanism Design,  
Matching Theory

## Department of Finance



**HUANG Zhangkai**  
Associate Professor

Bachelor, 1998, Guangdong University of  
Foreign Studies  
Master, 1999, University of Essex  
Ph.D., 2003, University of Oxford

**Research Areas**  
Corporate Finance, New Political Economy,  
Economic History



**QI Liangshu**  
Associate Professor

Bachelor, 1993, Nankai University  
Master, 1996, Peking University  
Ph.D., 1999, Peking University

**Research Areas**  
Development Economics, Political  
Economy



**WU Kangping**  
Professor, Secretary of CPC Branch

Bachelor, 1982, Northwest University  
Master, 1985, Northwest University  
Ph.D., 1989, Chinese Academy of Sciences

**Research Areas**  
Theoretical Research on Microeconomics and  
Macroeconomics, Mathematical Economics,  
Money and Banking



**CHEN Taotao**  
Professor

Bachelor, 1988, Tsinghua University  
Master, 1991, Research Institute for Fiscal  
Science, Ministry of Finance  
Ph.D., 2003, Tsinghua University

**Research Areas**  
Chinese Company Investing Abroad,  
International Business, Openness and  
Development for Developing Countries,  
FDI Spillover, Corporate Finance, Business  
Valuation & Valuation of Intangibles



**LI Daokui**  
Professor

Bachelor, 1985, Tsinghua University  
Ph.D., 1992, Harvard University

**Research Areas**  
Government and Economics, Economic History,  
and the Chinese Economy



**QIAN Yingyi**  
Tsinghua University  
Distinguished Professor of Arts,  
Humanities and Social Sciences  
Dean (2006-2018)

Bachelor, 1982, Tsinghua University  
Master, 1982, Columbia University  
Master, 1984, Yale University  
Ph.D., 1990, Harvard University

**Research Areas**  
Comparative Economics, Institutional  
Economics, Economics of Transition, Chinese  
Economy



**YAO Wen**  
Associate Professor

Bachelor, 2006, Fudan University  
Bachelor, 2006, University of Birmingham  
Ph.D., 2011, University of Pennsylvania

**Research Areas**  
Macroeconomics, International Finance,  
Quantitative Methods, Chinese Economy



**FENG Runhuan**  
Chair Professor

Bachelor, 2003, Nankai University  
Master, 2005, Concordia University  
Ph.D., 2008, University of Waterloo

**Research Areas**  
Actuarial Science, Quantitative Finance,  
Insurance and Financial Technology



**LI Jinliang**  
Professor

Bachelor, 1997, Tsinghua University  
Ph.D., 2001, Syracuse University

**Research Areas**  
Financial Markets, Entrepreneurial Finance,  
Investments



**LIU Chun**  
Associate Professor, Vice Chair

Bachelor, 1999, Tsinghua University  
Master, 2001, Tsinghua University  
Ph.D., 2007, University of Toronto  
**Research Areas**  
Financial Econometrics, Financial Market, Risk Management



**SHEN Tao**  
Associate Professor, Vice Chair

Bachelor, 2006, Nankai University  
Master, 2008, Georgia Institute of Technology  
Ph.D., 2013, University of Minnesota  
**Research Areas**  
Corporate Investment, Credit Risks, Corporate Merger and Acquisition



**YANG Zhishu**  
Professor

Bachelor, 1988, Harbin Institute of Technology  
Master, 1995, Tsinghua University  
Ph.D., 2001, Tsinghua University  
**Research Areas**  
Financial Market Microstructure, Behavioral Finance, Corporate Finance, Banking and Financial Institutions, Econometrics of Financial Markets



**ZHU Wuxiang**  
Professor

Bachelor, 1987, Tsinghua University  
Master, 1989, Tsinghua University  
Ph.D., 2002, Tsinghua University  
**Research Areas**  
Corporate Finance, Industry Finance, Business Model, Government Finance



**LIU Shuo**  
Assistant Professor

Bachelor, 2012, Nankai University  
Master, 2013, Columbia University  
Master, 2016, University of California, Los Angeles  
Ph.D., 2020, University of California, Los Angeles  
**Research Areas**  
Over-The-Counter Market, Fixed Income Securities, Asset Pricing, Financial Intermediation



**WANG Hao**  
Associate Professor

Bachelor, 1995, Shenyang University of Technology  
MBA, 2000, Eastern Illinois University  
Ph.D., 2007, McGill University  
**Research Areas**  
Fixed Income Securities, Credit Risk, Asset Pricing



**YIN Xiang**  
Assistant Professor

Bachelor, 2014, Renmin University of China  
Master, 2016, Toulouse School of Economics  
Ph.D., 2022, London School of Economics  
**Research Areas**  
Entrepreneurial Economics, Venture Capital & Private Equity, Public Spending & Finance, Big Data in Government



**ZHU Yingzi**  
Professor, Chair

Bachelor, 1991, University of Science and Technology of China  
Master, 1993, New York University  
Ph.D., 1997, New York University  
MBA, 2002, New York University  
**Research Areas**  
Asset Pricing and Machine Learning, Investment, Risk Management



**LU Yao**  
Professor

Bachelor, 2000, Central University of Finance and Economics  
Master, 2003, New York University  
Ph.D., 2009, University of Michigan  
**Research Areas**  
Corporate Finance, Corporate Governance, Law and Finance, Labor and Finance, Technological Changes and Capital Markets



**WANG Jun**  
Associate Professor

Bachelor, 1995, Northern Jiaotong University  
Master, 1998, Peking University  
Ph.D., 2008, Tsinghua University  
**Research Areas**  
Insurance Economics, Risk Management, Corporate Finance



**ZHANG Lihong**  
Professor, Vice Chair,  
Secretary of CPC Branch

Bachelor, 1988, Nankai University  
Master, 1991, Nankai University  
Ph.D., 1999, Chinese Academy of Sciences  
**Research Areas**  
Theory of Asset Pricing, Portfolio Management, Stochastic Calculus, Risk Theory and Risk Management



**ZHU Yujie**  
Professor

Bachelor, 1992, Tsinghua University  
Master, 1994, Tsinghua University  
Ph.D., 2005, Tsinghua University  
**Research Areas**  
Asset Pricing, Investment, Asset Allocation and Investment Strategy



**PANG Jiaren**  
Associate Professor

Bachelor, 2000, Peking University  
Master, 2004, Vanderbilt University  
Ph.D., 2007, Washington University in St. Louis  
**Research Areas**  
Corporate Finance, Corporate Governance, Mergers and Acquisitions, Capital Markets



**WANG Tianyu**  
Associate Professor

Bachelor, 2010, Zhejiang University  
Master, 2012, Tilburg University  
Ph.D., 2018, Imperial College London  
**Research Areas**  
Empirical Asset Pricing, Financial Intermediation, International Finance



**ZHAO Dongqing**  
Associate Professor

Bachelor, 1994, Tsinghua University  
Master, 1997, Tsinghua University  
Ph.D., 2006, Tsinghua University  
**Research Areas**  
Corporate Finance

**Department of Innovation,  
Entrepreneurship  
and Strategy**



**Michael R. Powers**  
Zurich Insurance Group Chair  
Professor

Bachelor, 1982, Yale University  
Master, 1982, Yale University  
Ph.D., 1987, Harvard University  
**Research Areas**  
Government Regulation and Public Policy, Applications of Game Theory in Risk and Insurance, Mathematical Models in Enterprise Risk Management, Tax Treatment of Risk Transfers



**WANG Yintian**  
Associate Professor

Bachelor, 1998, Xi'an Jiaotong University  
Master, 2000, Queen's University  
Ph.D., 2006, McGill University  
**Research Areas**  
Asset Pricing, Financial Derivatives, Risk Management



**ZHU Wu**  
Assistant Professor

Bachelor, 2009, University of Science and Technology Beijing  
Master, 2016, Peking University  
Master, 2021, University of Pennsylvania  
Ph.D., 2021, University of Pennsylvania  
**Research Areas**  
Finance, Machine Learning, Macroeconomics, and Network Economics



**CHEN Jin**  
Apple Inc. Chair Professor

Bachelor, 1989, Zhejiang University  
Ph.D., 1994, Zhejiang University  
**Research Areas**  
Managing Technological Innovation, Business Administration



**CHENG Yuan**  
Professor, Chair

Bachelor, 1991, Huazhong University of Science and Technology  
Master, 1996, Huazhong University of Science and Technology  
Ph.D., 2000, Tsinghua University  
**Research Areas**  
Information Technology Management, Service Management, Institution and Entrepreneurial Strategy, Digital Economy, Technology Economics



**JIAO Jie**  
Professor

Bachelor, 1996, Tsinghua University  
MBA, 2002, Tsinghua University  
Ph.D., 2006, The George Washington University  
**Research Areas**  
Strategic Management and Strategic Restructuring, Global Strategy, Regional Development Strategy



**NING Xiangdong**  
Professor

Bachelor, 1988, Tsinghua University  
Master, 1990, Tsinghua University  
Ph.D., 2003, Tsinghua University  
**Research Areas**  
Corporate Governance, Strategic Management, the Theory of Firm, Transition Economy of China



**ZHANG Huiyan**  
Assistant Professor

Bachelor, 2009, Peking University  
Master, 2012, Tsinghua University  
Ph.D., 2023, Carnegie Mellon University  
**Research Areas**  
Innovation Management, Intellectual Property Rights, Firm Strategy, Digital Economy



**GAO Jian**  
Professor

Bachelor, 1984, Chongqing Institute of Architecture Engineering  
Master, 1987, Chongqing Institute of Architecture Engineering  
Ph.D., 1996, Tsinghua University  
**Research Areas**  
Entrepreneurial and Strategic Management, Venture Capital, Corporation Transformation, Tech Ventures and Sustainable Entrepreneurship



**JIN Yongjun**  
Associate Professor

Bachelor, 1990, East China Normal University  
Master, 1996, Peking University  
**Research Areas**  
M&A Related Intellectual Property Law, Law of Corporation, Contracts and Chinese Tax Issue, Judicial Case Reviews, and General Management Case Study



**WANG Yi**  
Associate Professor,  
Secretary of CPC Branch

Bachelor, 1993, Beijing University of Astronautics and Aeronautics  
Master, 1996, Tianjin University  
Ph.D., 2000, Zhejiang University  
**Research Areas**  
Management of Technological Innovation, Corporation Competence, the Analysis on Industrial Innovation



**ZHANG Wei**  
Associate Professor, Vice Chair

Bachelor, 1995, Tsinghua University  
Master, 1998, Tsinghua University  
Ph.D., 2002, Tsinghua University  
**Research Areas**  
Venture Capital, Entrepreneurship, Development and Dynamics of Emerging Industries



**GAO Xudong**  
Professor

Bachelor, 1988, Harbin Institute of Technology  
Master, 1991, Renmin University of China  
Ph.D., 2003, Massachusetts Institute of Technology  
**Research Areas**  
Competitive Strategy, Technology Strategy, Management of Technological Innovation



**LI Donghong**  
Professor

Bachelor, 1993, Lanzhou University  
Master, 1996, Lanzhou University  
Ph.D., 1999, Renmin University of China  
**Research Areas**  
Strategic Management, Internationalization, Industry Upgrading



**XIE Wei**  
Professor

Bachelor, 1989, PLA Transportation Engineering College  
Master, 1993, Southeast University  
Ph.D., 1999, Tsinghua University  
**Research Areas**  
Strategic Leadership, Managerial Innovation, Industry Ecosystems



**ZHU Hengyuan**  
Professor

Bachelor, 1991, Tsinghua University  
Master, 1998, Tsinghua University  
Master, 2000, Rensselaer Polytechnic Institute  
Ph.D., 2006, Tsinghua University  
**Research Areas**  
Strategy Rhythm, Strategy in Dynamic Environment, Industry Innovation Analysis



**GUO Yidi**  
Associate Professor

Bachelor, 2005, Tsinghua University  
Master, 2008, Tsinghua University  
Ph.D., 2017, INSEAD  
**Research Areas**  
Strategic Management, Organization Theory



**LI Jizhen**  
Professor, Associate Dean

Bachelor, 1997, Tsinghua University  
Master, 2002, Tsinghua University  
Ph.D., 2002, Tsinghua University  
**Research Areas**  
Digital Transformation, Management of Technological Innovation and Entrepreneurship, Project Management



**XU Mingtao**  
Associate Professor

Bachelor, 2011, University of International Business and Economics  
Master, 2013, Georgia Institute of Technology  
Master, 2015, Emory University  
Ph.D., 2020, Purdue University  
**Research Areas**  
Strategy, Innovation, Entrepreneurship, Property Rights, Artificial Intelligence

**Department of Leadership and Organization Management**



**HAO Jie**  
Associate Professor

Bachelor, 2003, Monash University  
Master, 2004, University of Sydney  
Ph.D., 2013, University of Sydney  
**Research Areas**  
Entrepreneurship Education, International Management, Gender, Family Business



**LI Xibao**  
Associate Professor, Vice Chair

Bachelor, 1993, Shanghai Jiaotong University  
Master, 1998, Tsinghua University  
Master, 2001, The Ohio State University  
Ph.D., 2003, The Ohio State University  
**Research Areas**  
Innovation Management, Entrepreneurial Management, Knowledge Management



**YANG Delin**  
Professor

Bachelor, 1982, Huazhong Normal University  
Master, 1991, Chinese Academy of Sciences  
Ph.D., 1997, Chinese Academy of Social Sciences  
**Research Areas**  
Technological Innovation Management, Technological Entrepreneurship Incubation



**CHEN Guoquan**  
Mr. Henry R. Kravis Chair Professor,  
Vice Chair

Bachelor, 1990, Tsinghua University  
Master, 1991, Tsinghua University  
Ph.D., 1994, Tsinghua University  
**Research Areas**  
Time-Space Theory of Leadership and Management, Time-Space Theory of Organizational Learning, Time-Space Leadership, Organizational Learning and Learning Organization, Team Learning and Learning Team, Individual Learning and Learning Leader, Team Management



**CHI Wei**  
Professor, Assistant Dean

Bachelor, 1998, Renmin University of China  
Ph.D., 2003, University of Minnesota

**Research Areas**  
Compensation and Incentives, Job Market and Employment, Talent Management, CEO and TMT, and Human Resources in New Economy



**LI Ning**  
Flextronics Chair Professor, Chair

Bachelor, 2005, Shanghai Jiaotong University  
Ph.D., 2012, Texas A&M University

**Research Areas**  
Team Collaboration, Organizational Network Analysis, Individual and Team Innovation Mechanism, Leadership, Big Data in Organizational Research, and Chinese Management Concepts



**WU Zhiming**  
Associate Professor

Bachelor, 1989, Hangzhou University  
Master, 1996, Beijing Normal University  
Ph.D., 1999, Beijing Normal University

**Research Areas**  
Organization and Human Resource Management, Leadership, Cross-cultural Management, Employee Psychology and Behavior in the Era of Digital Intelligence, Employee Recruitment and Selection



**ZHANG Jin**  
Associate Professor

Bachelor, 1986, Peking University  
Master, 1989, Peking University  
Master, 2002, University of Southern California  
Ph.D., 2004, University of Southern California

**Research Areas**  
Positive Organizational Behavior, Science of Happiness, Cultural Values and Organizational Behavior (Based on Big Data Approach), Cross-Cultural Communication and Negotiation



**GAO Xiangyu**  
Assistant Professor

Bachelor, 2001, Xi'an Jiaotong University  
Master, 2005, Xi'an Jiaotong University  
Ph.D., 2015, National University of Singapore

**Research Areas**  
Interpersonal Trust, Proactive Personality and Behavior, Work Safety and Error Management



**LU Shuye**  
Associate Professor

Bachelor, 2008, Renmin University of China  
Master, 2013, Tsinghua University  
Master, 2014, Columbia University  
Ph.D., 2019, University of Maryland

**Research Areas**  
Leadership and Teams, Social Network, Creativity and Innovation



**YAN Liuxin**  
Assistant Professor

Bachelor, 2020, University of Maryland, College Park  
Ph.D., 2024, National University of Singapore

**Research Areas**  
Dark Side of Organization, Impression Management, Social Class



**ZHANG Mian**  
Associate Professor

Bachelor, 1993, Xi'an Jiaotong University  
Ph.D., 2002, Xi'an Jiaotong University

**Research Areas**  
Work-Family Balance, Organization-Employee Relationship, Corporate Culture, Human Resource Management



**HU Jia**  
Citi Chair Professor

Bachelor, 2005, Central University of Finance and Economics  
Master, 2007, Renmin University of China  
Ph.D., 2012, University of Illinois at Chicago

**Research Areas**  
Prosocial Leadership, Team Effectiveness, Remote Work, Use of Digital Technology and Employee Wellbeing



**QU Qing**  
Associate Professor, Secretary of CPC Branch

Bachelor, 1993, Tsinghua University  
Master, 1997, Tsinghua University  
Ph.D., 2007, Tsinghua University

**Research Areas**  
Organizational Culture, Leadership, Human Resource Management, Values, Person-Organization Fit, Managerial Thinking



**YANG Bin**  
Professor

Bachelor, 1992, Tsinghua University  
Master, 2000, Tsinghua University  
Ph.D., 2000, Tsinghua University

**Research Areas**  
Business and Society, Leadership Theory and Practice, Nonmarket Strategy, Business Ethics, Crisis Management



**ZHENG Xiaoming**  
Professor

Ph.D., 1998, Chinese Academy of Sciences

**Research Areas**  
Leadership, Work-Life Balance, Employee Well-being, Team Effectiveness, Organizational Culture, and Strategic Human Resources Management



**HUANG Yi**  
Assistant Professor

Bachelor, 2018, Sun Yat-Sen University  
Ph.D., 2024, Nanyang Technological University

**Research Areas**  
Team Dynamics, Team Diversity, the Psychology of Entrepreneurship



**WANG Xiaoye**  
Associate Professor

Bachelor, 2000, East China Normal University  
Master, 2004, East China Normal University  
Ph.D., 2010, Hong Kong University of Science and Technology

**Research Areas**  
Organization Innovation, Employee Creativity, Social Cognition and Decision-Making in Organizations



**ZHANG Chen**  
Associate Professor,  
Assistant Dean

Bachelor, 2011, Tsinghua University  
Master, 2013, Tsinghua University  
Ph.D., 2018, University of Michigan

**Research Areas**  
Work Design and Redesign, Time, Energy, and Well-being Issues at Work, Proactive Behaviors in Organizations

## Department of Management Science and Engineering



**JIANG Peng**  
Associate Professor

Bachelor, 1997, Jilin University  
Master, 2000, Jilin University  
Ph.D. in Law, 2003, China University of Political Science and Law

**Research Areas**  
Business Law, Business Ethics and Social Responsibility, Business History, Education History of Law and Management



**WANG Xueli**  
Associate Professor

Bachelor, 1993, Harbin Institute of Technology  
Master, 1996, Harbin Institute of Technology  
MBA, 1996, Macao University  
Ph.D., 2003, Tsinghua University

**Research Areas**  
Chinese-Style Management, Organizational Change, Strategic Human Resource Management, Organizational Culture



**ZHANG Jiayin**  
Associate Professor

Bachelor, 2005, Tsinghua University  
Master, 2008, Tsinghua University  
Master, 2013, Massachusetts Institute of Technology  
Ph.D., 2014, Massachusetts Institute of Technology

**Research Areas**  
Organizational Theory, Organizational Behavior, Human-Algorithm Relationship, Business Ethics, Leadership in Innovation and Entrepreneurship



**CHEN Guoqing**  
Tsinghua University  
Distinguished Professor of Arts,  
Humanities and Social Sciences

Bachelor, 1982, Renmin University of China  
MBA, 1988, Catholic University of Leuven  
Ph.D., 1992, Catholic University of Leuven

**Research Areas**  
IT Strategy and Management, Business Intelligence and e-Business, Data Modeling and Fuzzy Logic



**CHEN Jian**  
Lenovo Chair Professor

Bachelor, 1983, Tsinghua University  
Master, 1986, Tsinghua University  
Ph.D., 1989, Tsinghua University

**Research Areas**  
Systems Engineering, Supply Chain Management, e-Business, Decision Theory and Decision Systems



**LIN Zhijie**  
Associate Professor

Bachelor, 2009, South China University of Technology  
Ph.D., 2013, National University of Singapore

**Research Areas**  
Economics of Information Systems, Sharing Economy, Electronic Commerce, Social Media



**MAO Xiaojie**  
Associate Professor

Bachelor, 2016, Wuhan University  
Ph.D., 2021, Cornell University

**Research Areas**  
Data Science, Data Driven Decision Making, Causal Inference



**XU Xin**  
C.V. Starr Chair Professor,  
Associate Dean

Bachelor, 1998, Tsinghua University  
Master, 2000, Tsinghua University  
Ph.D., 2005, University of California, Irvine

**Research Areas**  
IT Business Value and IT Governance, Digital Innovation, Business Analytics



**GUO Xunhua**  
Professor, Secretary of CPC Branch

Bachelor, 2000, Tsinghua University  
Ph.D., 2005, Tsinghua University

**Research Areas**  
Information Systems, e-Business, Business Intelligence



**LIU Dengpan**  
Professor

Bachelor, 1999, University of Science and Technology of China  
Master, 2001, The University of Texas at Dallas  
Ph.D., 2006, The University of Texas at Dallas

**Research Areas**  
Economics of Information Systems, IS-OM Interface, Digital Platforms, Digital Advertising, Artificial Intelligence, Data Analytics, Online Learning, Data Privacy, Health IT, Blockchain, Fintech



**SUN Jing**  
Associate Professor

Bachelor, 1991, Tianjin University  
Master, 1994, Tianjin University  
Ph.D., 1999, Beijing University of Aeronautics and Aeronautics

**Research Areas**  
Strategy Decision and Change Management, Service Operation Management, Decision Science, Quality Engineering, Total Quality Management



**YANG Liu**  
Associate Professor

Bachelor, 2003, Tsinghua University  
Master, 2004, Singapore-MIT Alliance  
Ph.D., 2010, Duke University

**Research Areas**  
Information Acquisition and Learning Issues, Incentive Issues, and Behavior Issues in Decision-making Problems under Uncertainty



**HUANG Jinghua**  
Professor

Bachelor, 1986, Tsinghua University  
Master, 1988, Tsinghua University  
Ph.D., 2005, Tsinghua University

**Research Areas**  
IT Business Value, Business Value of Social Media, Consumer Behavior in Social Media, Organizational Behavior in Social Media



**LIU Hongyan**  
Professor

Bachelor, 1991, Beijing University of Chemical Technology  
Master, 1994, Beijing University of Chemical Technology  
Ph.D., 2000, Tsinghua University

**Research Areas**  
Business Analytics, Recommender Systems, Healthcare Data Analysis, Intelligent Recruitment, Data/Text Mining, Computer Vision, Data Governance



**WANG Chun**  
Associate Professor, Vice Chair

Bachelor, 2005, Tsinghua University  
Master, 2007, University of Wisconsin  
Ph.D., 2014, Columbia University

**Research Areas**  
Stochastic Decision Models, Revenue Management, Reinforcement Learning, Financial Engineering and Risk Management



**YE Qing**  
Associate Professor

Bachelor, 1998, Tsinghua University  
Master, 2001, Tsinghua University  
Ph.D., 2006, University of Michigan

**Research Areas**  
Supply Chain Management, Capacity and Inventory Management, Information Asymmetry in Operations Management, Behavioral Operations Management



**HUANG Shuo**  
Associate Professor

Bachelor, 1997, Tsinghua University  
Ph.D., 2002, Tsinghua University

**Research Areas**  
Supply Chain Management, Operations Management, Inventory Control



**LIANG Yong**  
Associate Professor

Bachelor, 2005, Tsinghua University  
Master, 2008, Purdue University  
Ph.D., 2013, University of California, Berkeley

**Research Areas**  
Data Driven Supply Chain and Operations Management



**WEI Qiang**  
Professor, Chair

Bachelor, 1997, Tsinghua University  
Master, 1999, Tsinghua University  
Ph.D., 2003, Tsinghua University

**Research Areas**  
Management Information Systems, Big Data Analytics, AI-Enabled Management, Business Intelligence and Data Mining, Uncertainty Techniques



**YI Cheng**  
Associate Professor

Bachelor, 2006, National University of Singapore  
Ph.D., 2011, National University of Singapore

**Research Areas**  
Electronic Commerce, Human-Computer Interaction, Online Consumer Behavior, Digital Learning



**LI Bo**  
Associate Professor

Bachelor, 2002, Peking University  
Ph.D., 2006, University of California, Berkeley

**Research Areas**  
AI and Economics/Management



**MAO Bo**  
Associate Professor

Bachelor, 1987, Tsinghua University  
Master, 1989, Tsinghua University

**Research Areas**  
Chinese Enterprises' Information System and Management, Knowledge Management, Data Analysis & Business Model



**XIAO Yongbo**  
Professor

Bachelor, 2000, Tsinghua University  
Master, 2006, Tsinghua University  
Ph.D., 2006, Tsinghua University

**Research Areas**  
Revenue and Pricing Management, Service Systems and Service Management, Supply Chain Management



**ZHU Yan**  
Professor

Bachelor, 1994, Tsinghua University  
Master, 1998, Tsinghua University  
Ph.D., 1998, Tsinghua University

**Research Areas**  
Digital Transformation, Digital Economy, Digital Production Relations, Industrial Blockchain, Industrial Internet, Industry Digital Finance

## Department of Marketing



**LIU Wenjing**  
Associate Professor

Bachelor, 2000, University of International Business and Economics  
Master, 2004, National University of Singapore  
Ph.D., 2010, University of Toronto

**Research Areas**  
Consumer Behaviors, Decision Science, Consumer Experience, and Pricing



**XIE Zan**  
Assistant Professor

Bachelor, 1985, Peking University  
Master, 1991, Tsinghua University  
Ph.D., 2005, Tsinghua University

**Research Areas**  
Marketing Strategy, Consumer Behavior, Marketing Research, Product Quality Measurement, Customer Satisfaction



**LIN Jianwu**  
Associate Professor

Bachelor, 1996, Tsinghua University  
Master, 1998, Tsinghua University  
Ph.D., 2004, University of Pennsylvania

**Research Areas**  
Financial Engineering, Financial Technology, Quantitative Investment, Behavioral Finance, Supply Chain Finance



**CHEN Rong**  
Associate Professor

Bachelor, 1998, Xi'an Jiaotong University  
Master, 2000, Xi'an Jiaotong University  
Ph.D., 2004, The Chinese University of Hong Kong

**Research Areas**  
Consumer Decision Making, Service and Customer Relationship Management, Sustainable and Green Marketing, Brand Management, Communication and Promotion



**LIU Xi**  
Associate Professor

Bachelor, 1995, Peking University  
Ph.D., 2002, University of Iowa

**Research Areas**  
New Ordinary Consumption, Aesthetic Consumption, Consumption Culture



**YU Chunling**  
Associate Professor

Bachelor, 1993, Tianjin University  
Master, 1996, Tianjin University  
Ph.D., 2004, Tsinghua University

**Research Areas**  
Strategic Brand Management, Valuation of Brand Asset, Globalization of Brand from Emerging Market



**LIU Yan**  
Chair Professor, Vice Dean of Institute of Innovation Management of Tsinghua Shenzhen International Graduate School and Shenzhen Campus of Tsinghua University School of Economics and Management

Bachelor, 2006, Tsinghua University  
Master, 2008, University of Minnesota, Twin Cities  
Ph.D., 2014, Duke University

**Research Areas**  
Asset Pricing, Financial Econometrics, Macro Finance, Hedge Funds, Mutual Funds, Financial Reporting, Financial Institutions, Corporate Events, and Machine Learning



**CHEN Yubo**  
Coca-Cola Chair Professor

Bachelor, 1997, Southeast University  
Master, 2000, Southeast University  
Ph.D., 2004, University of Florida

**Research Areas**  
Digital Economy, Digital Transformation of Chinese Economy, Big Data and Business Innovation in the Networked World, Market Transformation and Business Analytics in the Mobile Internet Era, Climate Change and Sustainability Strategy



**LIANG Yitian**  
Associate Professor

Bachelor, 2008, Jinan University  
Master, 2009, City University of Hong Kong  
Master, 2011, University of British Columbia  
Ph.D., 2017, University of British Columbia

**Research Areas**  
Marketing Strategy, Digital Marketing, Big Data Marketing, Business Analytics, Pricing Strategy



**ZHENG Yuhuang**  
Associate Professor

Bachelor, 1998, Tsinghua University  
MBA, 2000, Tsinghua-MIT Sloan International MBA Program  
Master, 2002, Columbia University  
Ph.D., 2006, Columbia University

**Research Areas**  
Consumer Behavior, Consumer Judgment and Decision Making, Consumer Self-Control, Marketing Strategies for Hedonic vs. Utilitarian Products, Pricing and Promotion Strategies, Customer Relationship Management, Entrepreneurship, Internet Marketing, Global Marketing, Cultural Differences



**WANG Zigan**  
Associate Professor

Bachelor, 2009, Tsinghua University  
Ph.D., 2015, Columbia University

**Research Areas**  
International Economics, International Finance, Corporate Finance, Fin-Tech, Environmental Economics



**HUANG Liang**  
Associate Professor

Bachelor, 2015, Tsinghua University  
Ph.D., 2021, University of Arizona

**Research Areas**  
Judgment and Decision Making, Innovations in Financial Services, Financial Decision Making, Consumer Interaction with Technology



**SONG Xuebao**  
Associate Professor, Secretary of CPC Branch

Bachelor, 1986, Huazhong Agriculture University  
Master, 1989, Renmin University of China  
Ph.D., 1992, Renmin University of China

**Research Areas**  
Strategic Marketing, Entrepreneurial Marketing, Value-based Marketing, Green Marketing, City Marketing

Dual-appointed Faculty of Tsinghua Shenzhen International Graduate School Innovation Management Area and Tsinghua SEM Shenzhen Campus



**YOU Haifeng**  
Chair Professor, Chair of Department of Accounting

Bachelor, 2001, Peking University  
Master, 2003, The Ohio State University  
Ph.D., 2007, University of California, Berkeley

**Research Areas**  
Accounting Information, Capital Markets and Real Economy, Artificial Intelligence and Quantitative Investment



**HU Zuohao**  
Professor

Bachelor, 1985, Huazhong University of Science and Technology  
Master, 1988, Zhejiang University  
Ph.D., 2000, Kyoto University

**Research Areas**  
Marketing Strategy in Digital Era, Omni-Channel Management, Brand Management and Sustainable Competitive Advantage, International Marketing Strategies of Chinese MNEs, Marketing Financial Services



**SUN Yacheng**  
Professor, Chair

Bachelor, 2001, Huazhong University of Science and Technology  
Master, 2002, Indiana University  
Ph.D., 2008, Indiana University

**Research Areas**  
Platform Marketing, Pricing, Customer Relationship Management, Content Marketing



**FENG Juan**  
Hon Hai Chair Professor, Vice Chair of Department of Management Science and Engineering

Bachelor, 1998, Renmin University of China  
Ph.D., 2003, Pennsylvania State University

**Research Areas**  
Challenges that IT Brings to Traditional Business Models and Traditional Business Behaviors



**ZHANG Xiaoquan**  
Irwin and Joan Jacobs Chair Professor

Bachelor, 1996, Tsinghua University  
Master, 1999, Tsinghua University  
Ph.D., 2006, Massachusetts Institute of Technology

**Research Areas**  
Digital Transformation, Fin-Tech, Digital Marketing, Social Networking and Social Media

## Research Track Faculty



### LI Yan

Assistant Researcher

Bachelor, 2011, Xiangtan University  
Master, 2014, Xiangtan University  
Ph.D., 2018, Tsinghua University

**Research Areas**

Fiscal and Tax Policies, Industrial Economics



### LIU Yunhui

Researcher

Bachelor, 2002, Xi'an Jiaotong University  
Ph.D., 2007, Tsinghua University

**Research Areas**

Operations Management and Supply Chain Management in Digitization and Intellectualization Era, Clean and Low Carbon Energy Strategy



### WU Tian

Associate Researcher

Bachelor, 2011, Tsinghua University  
Ph.D., 2016, Tsinghua University

**Research Areas**

Industrial Organization Theory, Corporate Finance, Energy Economics



### ZHU Ziqin

Assistant Researcher

Bachelor, 2013, Zhejiang University  
Ph.D., 2018, Zhejiang University

**Research Areas**

Science and Technology Management, Innovation Policy, Science and Technology Security, Systems Engineering, Future Industry

## Honorary Professors

### Daniel L. Ritchie

President, Temple Hoyne Buell Foundation

16th Chancellor, University of Denver (1989-2005)

### David C. Schmittlein

Dean, Sloan School of Management, Massachusetts Institute of Technology (2007-2024)

### Edmund S. Phelps

McVickar Professor of Political Economy, Columbia University

Nobel Laureate in Economics, 2006

### Eric S. Maskin

Adams University Professor, Department of Economics, Harvard University

Nobel Laureate in Economics, 2007

### Lars Peter Hansen

David Rockefeller Distinguished Service Professor, University of Chicago

Nobel Laureate in Economics, 2013

### Lawrence J. Lau

Vice-Chancellor, the Chinese University of Hong Kong (2004-2010)

### Maha Chakri Sirindhorn

Princess Maha Chakri Sirindhorn, Thailand

### MUN Kin Chok

Former Dean, Faculty of Business Administration, the Chinese University of Hong Kong (1981-1984, 1987-1993)

### Robert J. Barro

Paul M. Warburg Professor of Economics, Harvard University

### SEBASTIÁN PIÑERA ECHENIQUE

Former President of Chile, Economist, Entrepreneur



The School has around 5,000 students in the undergraduate, doctoral, master's, MBA, and EMBA programs. In addition, the School offers collaborative degree programs and executive education programs.

Tsinghua SEM's strong international reputation, commitment to academic excellence, and global orientation attract students across the globe. The School currently enrolls over 500 international students and students from Hong Kong, Macao, and Taiwan. The School offers student exchange programs with 113 leading universities and business schools around the world.

# Undergraduate Programs

## About the Undergraduate Program

The undergraduate program's mission is "to create an environment that helps students to achieve success and grow into a virtuous and citizen" through general and individualized education. General education follows a three-pronged approach that combines the shaping of values, the cultivating of skills and the imparting of knowledge, and which emphasizes curiosity, imagination and critical thinking ability. The program gives each student different opportunities and a free and creative environment.

### Accomplishments:

- National Teaching Achievement in Higher Education, First Prize, 2014

This award is presented every four years. The SEM Undergraduate Program won it for *Combining General Education and Individualized Passage-Undergraduate Education Reform for Economics and Management*.

- Tsinghua University Teaching Achievement, First Prize, 2021
- Beijing Teaching Achievement in Higher Education, Second Prize, 2021

SEM Undergraduate Program won these awards for *Facing New Challenges, Cultivating Economic and Management Bachelors with Global Competence and Cross-Lateral Creativity*.

## Admissions for Economics, Finance and Management

### Economics and Finance Major

Students will develop a systematic understanding of analytical methods and theories of economics and finance, skills to solve real-world economic and financial problems, a global view of economics and finance and a good understanding of the Chinese economy.

### Information Management and Information Systems Major

Students will identify the trends of business activity in the digital era and develop and utilize digital technologies and mathematical approaches to enhance management, improve performance, and lead innovation.

## Tsinghua Academy Economics Program

The Tsinghua Academy Economics Program was established on the 111th anniversary of the founding of Tsinghua University by Professor QIAN Yingyi, a renowned economist and educator, and one of the first Distinguished Professors of Arts, Humanities and Social Sciences at the university, who connected it with the abundant educational resources and academic achievements of Tsinghua University's School of Economics and Management and School of Social Sciences.

## Dual Degree Bachelor Programs

### Economics and Finance + Computer Science and Technology

In 2020, the Department of Computer Science and Technology and the School of Economics and Management started the Computer Science and Finance dual degree program to strengthen cross-subject collaboration and cultivate innovative students able to adapt to a changing society. This program focuses on computer science, financial engineering, management science, and their intersection. It aims to develop students with professional management and research skills in the fields of finance and IT. In addition to general education, this program offers professional education with both foundational courses and professional courses that emphasize students' understanding of fundamental theories, foundational knowledge, core professional skills, good virtues, and innovative ability.

### Tsinghua-CUHK Dual Economics Degree Bachelor Program

The program is a four-year international English program, with two years at Tsinghua University and two years at CUHK. Students will be able to network in two different markets and experience different cultures and school lives. They will finish with a strong foundational knowledge and more course options to explore their own interests and career possibilities. (Degree: Bachelor of Economics from Tsinghua University, Bachelor of Economics and Social Sciences from CUHK)

### Physical Education + Business Administration

Starting from 2024, the School of Economics and Management at Tsinghua University (Tsinghua SEM), in partnership with the Department of Physical Education, will offer a dual-degree program in Physical Education and

Business Administration. This interdisciplinary program combines physical education, business administration, and the sports industry, aiming to develop innovative, versatile professionals capable of excelling in both fields. By integrating the academic strengths of both Tsinghua SEM and the Department of Physical Education-known for their distinguished faculty, high research standards, and comprehensive disciplinary development-along with Tsinghua University's multidisciplinary resources, the program offers a robust and well-rounded curriculum. Support from departments, such as the Academy of Education, Department of Mathematics, and Language Center, further enhances the quality of the courses. Students will gain foundational knowledge and practical skills in both physical education and business administration, preparing them for careers in physical education, business management, and the broader sports industry.

The undergraduate program spans four years, with a five-year curriculum plan that allows flexibility in duration of study under a credit-based system. Students may extend their studies by up to two years beyond the standard program length if needed.

Degrees Awarded: Bachelor of Education, Bachelor of Management

## Minors

Minors for non-SEM students: Accounting, Economics and Finance, Information Management and Information Systems.

# Doctoral Programs

## Objectives

Employ studies in multiple subjects to develop students into top researchers of economics and management.

## Program Highlights

### Specialty Admission

The PhD program requires students to apply to one of seven focuses. The thesis instruction group will be selected by both parties after the Doctoral Candidacy Examination.

### Major

Accounting

Economic Theory and Applied Economics

Finance

Innovation, Entrepreneurship, and Strategy

Leadership and Organizational Management

Management Science and Engineering

Marketing

## Focus on academics and emphasize quality

The school is built on three foundational subject platforms: economics and finance, business administration, management science and engineering. Each platform has its own required courses.

### Economics and Finance:

Advanced Micro Economics,  
Advanced Quantitative Economics,  
Advanced Macro Economics, etc.

### Business Administration:

Research Methods on Management,  
Macro Management Theory,  
Micro Management Theory, etc.

### Management Science and Engineering:

Advanced Operations Research,  
Decision Theory,  
Advanced Information System, etc.

The school offers a major and minor course catalog for different majors, including graduation requirements and an expanded course catalog. The primary task for first and second-year PhD students is taking classes to explore and expand their academic knowledge.

Sophomore students attend a "Topic Research" course offered by the departments to display their sophomore thesis. The students receive professional instruction and discoveries and discussion research results. The doctoral thesis will be evaluated anonymously.

### Enhanced Program Management

Each department has a PhD Program Committee. The committee is fully responsible for coordinating and setting a PhD student's graduation requirements and course of study.

### Academic Career Guidance

Each department has its own academic career coordinator, who provides PhD students with career guidance. The school provides resources to help students with career planning, and arranges students to assist in teaching while in school. In addition, the school provides students with job information and helps students enter top universities and research institutions.

### Provide resources and create better learning conditions

The school established a PhD scholarship, which eases students' financial burdens, and helps students to focus on academic research. It also funds students to attend high level academic conferences around the world, and one semester or one year of study abroad at a leading research university.



## Master's Programs

### Master of Finance

#### Program Objectives

The program is designed to develop exceptional financial professionals with a strong foundation in economics and finance, a global outlook, and the ability to navigate rapidly evolving financial markets.

#### Program Features

Emphasizing a macro perspective and practical innovation, the program supports students' individual growth through three concentration areas: Global Finance, Entrepreneurship and Corporate Finance, and Investment and Insurance. The latter two concentrations are jointly offered by Tsinghua SEM and Tsinghua Shenzhen International Graduate School. Students receive training in "Financial Theory," "Financial Practice," "Management Skills," and "Economic Theory," equipping them with the expertise needed to make financial decisions in market investment, financing, and asset management. Each student is paired with an academic advisor and an industry mentor. The program also offers dual degree opportunities with HEC Paris, the Haas School of Business at the University of California, Berkeley, Columbia University, and the London Business School. Applicants for the London Business School dual degree program should be jointly selected and admitted by the two universities. The other three dual-degree and exchange programs are only open to enrolled Master of Finance (MoF) students. In the 2024 Financial Times ranking for pre-experience Master of Finance programs, Tsinghua SEM's ranked fifth place globally for the third consecutive year and remains the top program in Asia.

### Master of Financial Security

#### Program Objectives

The Master of Financial Security program is dedicated to training professionals with the strategic expertise to manage financial risks through a strong foundation in both finance and technology. Although grounded in China, the curriculum maintains a global perspective.

### Program Features

Building on the core principles of the Master of Finance program, this program is designed to develop specialists who can safeguard China's financial security. It offers two concentrations: Financial Technology and Risk Management. Courses employ a multidisciplinary approach, focusing on national strategy, economics, and technology, with an emphasis on equipping students to address national financial security challenges. Students receive in-depth training in emerging financial technologies, including machine learning, artificial intelligence, blockchain, and payment systems. It is jointly developed by Tsinghua SEM and Tsinghua Shenzhen International Graduate School. The program combined both "Tsinghua standards" and "Shenzhen characteristics." Located in Shenzhen, students are immersed in a dynamic environment that faces the world and is closely connected to financial landscape of the Guangdong-Hong Kong-Macao Greater Bay Area .

### Master in Management

#### Program Objectives

The program is designed to develop students' leadership, general management and analytical skills, preparing them for leadership roles in corporations, government, and non-profit organizations.

#### Program Features

Courses in management analytics strengthen students' practical knowledge, focusing on real-world management applications. The program is taught in both Chinese and English.

In 2011, Tsinghua SEM became the first and only school on the Chinese mainland to join CEMS – the Global Alliance in Management Education. In 2018, it was recognized as the CEMS School of the Year 2017-2018, based on student feedback about the quality of education, student services, and activities. Students enrolled in the program can apply for CEMS exchange opportunities and, upon successful completion, receive a CEMS diploma. Additionally, qualified

Master in Management (MiM) students can pursue the Tsinghua SEM-HEC MiM Dual Degree Program. Tsinghua SEM's MiM program ranked 6th globally in the 2023 Financial Times Masters in Management rankings, making it the only Asian institution to break into the Top 10 over the past decade.

### Tsinghua-Columbia Dual Master's Degree Program in Business Analytics

#### Program Objectives

This program aims to develop interdisciplinary professionals with expertise in management theory and cutting-edge information technology, emphasizing a global perspective and strong business analytics skills. It is a pioneering initiative in interdisciplinary education that integrates data science and management theory.

#### Program Features

Jointly organized by Tsinghua SEM and the Fu Foundation School of Engineering and Applied Science of Columbia University, this dual master's program is the first of its kind between Chinese and American universities. The full-time program typically takes two to three years to complete. Students spend their first year at Tsinghua University in Beijing, China and, through an expedited application process, study their second year at Columbia University in New York. The curriculum focuses on applying big data in management, enhancing students' skills in data analytics, modeling, and management. Graduates receive a master's degree in management from Tsinghua University and a Master of Science degree from Columbia University.

The program also offers an exclusive overseas alumni mentorship and overseas study scholarships, which help students connect with alumni mentors in the United States, receiving career guidance and alleviating the economic burden of studying abroad.

### Master of Professional Accounting

#### Program Objectives

This program is designed to enhance the leadership and management capabilities of financial professionals, reshaping their understanding of financial management, and equipping them with comprehensive financial knowledge.

#### Program Features

Covering key areas such as accounting, finance and management, the curriculum aims to improve financial knowledge and management skills. The part-time program spans two years. Applicants with bachelor's degree must have at least three years of work experience, while those with a master's degree need a minimum of two years.

### Master Program in Advanced Financial Management and Big Data

#### Program Objectives

The program prepares financial management professionals for the digital economy era.

#### Program Features

Jointly offered by Tsinghua SEM and the Tsinghua Shenzhen International Graduate School, it combines big data with accounting, finance, and management. It is a part-time program and expected to take two years to complete. Applicants with a bachelor's degree must have at least one year of work experience.

## MBA Programs

As one of the first MBA programs in China, Tsinghua MBA programs have been leading the development of domestic MBA programs since 1991. By utilizing the strengths and resources of the broader ecosystem of Tsinghua University, the programs aim to cultivate future leaders with comprehensive management capabilities.

Tsinghua MBA received A+ in the first national assessment of Chinese MBA programs in 2018.

Tsinghua Global MBA program ranked the 29th worldwide and No.1 in China by QS Global MBA Rankings 2025. *Manager* magazine has been conducting research and ranking of Chinese MBA programs and Tsinghua MBA has been on top of the list consecutively.

### Educational Philosophy

Tsinghua MBA programs focus on cultivating students from three aspects: Being, Knowing and Doing, and strive to help students pursue the balance of knowledge, capability and character, of academic discipline and practical relevance, and of global perspectives and China roots. These objectives are achieved through soft skill development, experiential learning, integrated learning and global experiences.

### Curriculum Structure

The core curriculum is composed of five modules: Analytical Foundations, Management Fundamentals, Ethics and Soft Skills, China and the World, and Integrative Practices. The curriculum implements the MBA educational philosophy and covers the core knowledge in key management areas, with the aim to enhance students' capabilities and shape their character through various integrated practices.

Tsinghua MBA offers approximately 100 elective courses and practice-oriented business courses so that students could achieve in-depth learning and personalized development based on their career plans and interests. To cultivate high-level management talents that meet the demand of the development stage of the new era, Tsinghua MBA programs have launched a series of courses on digital technology and China's ESG (Environmental, Social, and Governance) Practice Innovation.

### Program Features

#### International Exposure

Tsinghua MBA students can apply for overseas exchange programs, and study for one semester with tuition fees exemption at partner universities, or participate in short-term overseas exchange programs or overseas modules. Each year, over 100 overseas students from partner schools come to Tsinghua University to study, which makes the Tsinghua MBA classroom even more international.

Tsinghua MBA students can apply for a dual degree in universities including Columbia, MIT and HEC Paris.

#### Entrepreneurial Resources

With the support from Tsinghua University and Tsinghua Science Park, Tsinghua MBA offers abundant entrepreneurial courses and practical programs to students. Students can participate in entrepreneurship education courses or join in teams for Tsinghua MBA Entrepreneurship Competition. Tsinghua x-lab and Tsinghua SEM X-elerator provide resources and support for MBA students during all phases from making start-up plans, organizing teams, setting up companies to seeking investment.

#### Alumni Network

Through over 20 years of development, the Tsinghua MBA programs reach more than 10,000 alumni who are active and strongly connected across various industries, such as finance, consulting, manufacturing, science, technology and information service. The Tsinghua SEM MBA Alumni Association, with organizations across different levels, serves to improve communication and interaction among alumni themselves as well as between alumni and the alma mater to promote life-long learning, career development, and business cooperation among MBA graduates.

### Tsinghua Global MBA Program (Full-Time)

Tsinghua Global MBA Program, jointly established by Tsinghua SEM and Massachusetts Institute of Technology (MIT) Sloan School of Management, is designed to cultivate global leaders by combining Tsinghua's character and MIT's elements. With international enrollment and study, the Program is tailored for business elites who aspire to achieve career transition and global competence after concentrating on completion of studies.

#### Length of study and learning method

- 2 years full-time study
- English program with Chinese elective courses
- Courses delivered by MIT faculty, exclusive overseas modules and integrated practicum project

#### Certificates

- Degree of Master of Business Administration
- Tsinghua University Certificate of Graduation
- MIT Sloan Course Certificate

### Tsinghua MBA Program (Part-Time)

The Tsinghua Part-Time MBA program offers a wide range of optional courses to professional elites with solid management experience from various industries. It is suitable for middle and senior management backbones of various functions to step forward to become senior general managers, and also for entrepreneurs to expand their business. Weekend or concentration study mode provides different options for different student cohorts. Weekend classes are designed for management backbones to achieve balance between work and study, and centralized classes are more suitable for students outside Beijing.

#### Length of study and learning method

- 2.5 years of part-time study
- Mainly Chinese with English elective courses

#### Certificates

- Degree of Master of Business Administration
- Tsinghua University Certificate of Graduation

### Tsinghua Industrial Innovation MBA Program (Part-Time)

At present, China has specifically proposed to accelerate the modernization of the country's industrial system. Economic development should focus on the real economy and improve innovation in new and emerging industries. Tsinghua University School of Economics and Management has launched the Industrial Innovation MBA Program to support national development strategies and cultivate future leaders with "industrial innovation perspective, innovative management thinking, and product innovation capabilities".

#### Length of study and learning methods

- 2.5 years of part-time study
- Mainly Chinese with English elective courses

#### Certificates

- Degree of Master of Business Administration
- Tsinghua University Certificate of Graduation

### Tsinghua Technology Innovation MBA Program (Part-Time)

The Tsinghua Technology Innovation MBA Program (Part-Time) is initiated by Tsinghua SEM in collaboration with Tsinghua University Shenzhen International Graduate School. Based on 30 years of advanced MBA education experience at Tsinghua SEM and supported by top-tier academic and industrial resources of the Tsinghua ecosystem, the Tsinghua Technology Innovation MBA Program aims to cultivate innovative leaders with digital technology and profound insights of finance theory and practice to serve the sustainable development of Guangdong-Hong Kong-Macao Greater Bay Area.

#### Length of study and learning methods

- 2 years of part-time study
- Main campus is in Shenzhen

#### Certificates

- Degree of Master of Business Administration
- Tsinghua University Certificate of Graduation

## EMBA Programs

### EMBA Programs of the School of Economics and Management, Tsinghua University (Tsinghua SEM EMBA)

Launched in 2002, the Tsinghua SEM Executive MBA (Tsinghua SEM EMBA) is committed to cultivating industry leaders and shaping the future of enterprises and organizations. The Program combines advanced management theories and concepts with best practice in China to equip executives with strong business ethics, an innovative spirit, leadership skills, strategic decision making capability, and global competitiveness. In 2005, the Program achieved outstanding results in the first official EMBA Program evaluation by the Academic Degree Committee of the State Council. Since 2007, the Program has topped the "China's Best EMBA Program" ranking by Manager magazine for 11 consecutive years.

#### Dedicated World-Class Faculty

The faculty team is composed of highly qualified Chinese and foreign academics and professionals with world-class credentials.

#### Students of High Quality

Since its launch, Tsinghua SEM EMBA has received the applications from a great many business elites. The program currently has 9,000+ alumni. Among them, 94% are ranked at Deputy General Manager level or above, and 83% are ranked at Chairman or General Manager of their organizations. In addition, three graduates were honored with China Central Television's China Economic Figures of the Year Award. Over 40 EMBA alumni are Deputies to the National People's Congress (NPC) or members of the Chinese People's Political Consultative Conference (CPPCC), and more than 400 alumni are chairmen or founders of domestic or overseas listed companies.

#### Comprehensive and Practical Curriculum

The Program not only pays continuous attention to economic situations at home and abroad, gains insight of the needs for corporate management and draws on lessons learned by world-class universities in operation, but also designs a unique curriculum with Chinese characteristics as well as Tsinghua's uniqueness.

In 2012, the program launched a new curriculum structure which enables students to access university-wide knowledge and resources and enhances their ability to understand global megatrends, humanity and society, grasp opportunities, create favorable conditions, and achieve win-win outcomes, fully leveraging the advantages of Tsinghua SEM as a business school in a comprehensive university.

#### Upgraded Curriculum Structure

In 2022, Tsinghua SEM EMBA has further optimized its curriculum structure to better respond to the scientific and technological revolution and industrial transformation within the context of digital economy by redefining its three course tracks namely as Industrial Transformation, Technology-oriented Startup, and Digital Management. The new adjustments will place greater emphasis on systematic, forward-looking and practical course content which will provide students with a keen and forward-looking vision and deep insight into global economic dynamics, offer thought-provoking ideas relating to the strategic transformation of businesses and innovative growth in the digital era and empower the real economy.

##### Industrial Transformation

Empower industries and nurture future entrepreneurs who keep pace with the times, drive industrial change, and spearhead industrial growth.

##### Technopreneurship

Emphasize S&T innovation, foster talents with both technical and managerial skills, and develop a new generation of entrepreneurs with cross-sectoral competencies and breakthrough creativity.

##### Digital Management

Revolutionize management, empower enterprise management innovation with digital technology, reconstruct the digital economic ecosystem, and nurture contemporary entrepreneurs for the digital transformation of society.

#### Extensive & In-Depth Global Cooperation

Since its inception, the program has actively pursued international cooperation since its launch and was the first to join the EMBA Global Council. So far, it has launched overseas learning sessions in countries or regions including the East and West Coasts of the United States, France, Germany, the United Kingdom, the Middle East, Japan and others.

#### Sound Class Management

Tsinghua SEM EMBA, known for its sound, reasonable and innovative classroom management, has dedicated strong efforts to creating a favorable learning environment with the characteristics of Tsinghua University. Innovative efforts have been made to build an open, inclusive, humble, and pragmatic platform for communication via activities such as class orientations, life-themed expansion, icebreaking class meeting, and "Knowing China by Seeing", with the aim to nurture a vibrant and motivated learning atmosphere and ensure smooth operation.

#### Cohesive Alumni Network

Tsinghua SEM's EMBA has established 30 regional alumni chapters, 20 class-specific chapters in Beijing, and specialized alumni groups such as the Future Tech Future Thinking chapter, a media chapter, and an overseas alumni chapter, along with five interest clubs. This alumni network spans the entire country and beyond. The program also hosts regular events such as Homecoming Day, academic evaluations, salons, and forums, creating a lifelong platform for students.

### Tsinghua-INSEAD Dual-Degree EMBA Program (TIEMBA)

The Tsinghua-INSEAD Dual-Degree EMBA Program (TIEMBA) is jointly launched by Tsinghua SEM and INSEAD. Combining international business education with a focus on Asia, the joint Program is designed for executives and professional managers worldwide, especially for those from the Asia Pacific region.

#### Top Tier EMBA Program in the World

TIEMBA has been at the forefront of the Financial Times Global EMBA Top 100 List and QS Executive MBA joint Program ranking for many consecutive years. It ranked the second place globally by 2024 QS EMBA Ranking in the joint program category.

#### Global Perspectives & World-class Faculty

The Program is designed to offer participants the best of both institutions. The Program runs across Beijing, Shanghai, Shenzhen, Singapore, Fontainebleau and Abu Dhabi, providing unparalleled multicultural perspectives and insights into some of the most dynamic regions of the world. Bridging East and West business wisdom and expertise with rigorous study, the Program endeavors to broaden participants' strategic vision, taking professional management and entrepreneurship to greater heights at the international level. The Program upgraded its curriculum responding to the market changes. The new curriculum fully embodies the advantages of Tsinghua University as a comprehensive university and INSEAD as a world leading business school, focusing on classic business fundamentals, global management insights, in-depth understanding of the Chinese context, and modern business & technology trends, as well as leadership and business practice. As a highlight of the Program, participants also receive personal Leadership Development coaching and go through the reciprocal Executive Exchange to draw from fellow participants' management expertise.

#### Two Degrees & Lifelong Network

Upon successful completion of the Program, graduates will be awarded two separate degrees from Tsinghua and INSEAD respectively, and become alumni of both Tsinghua University and INSEAD, securing an exceptional opportunity to build a lifelong professional network spanning the continents.

### "Future Tech Future Thinking" Program

As a new highlight, the "Future Tech Future Thinking" Program is designed to cultivate strategic, tech-savvy entrepreneurs who excel in core science and technology and are poised to lead China's future development while contributing to global progress.

#### Political and Economic Wisdom + Future Technology

The program integrates "political and economic wisdom" with "future technology," analyzing management and innovation strategies of world-class companies. This approach empowers students to optimize their business strategies and adapt to emerging social and technological trends.

#### Tsinghua Wisdom & Scientific Giants

The program brings together distinguished faculty, including renowned theorists, scientists, experts in humanities and design, economists, and top entrepreneurs. It showcases cutting-edge global technologies and provides platforms for transforming scientific research into industrial applications. Aligned with Tsinghua's century-long mission, the program is committed to nurturing key talent for national and global leadership.

#### '10+1' Infinite X Alliance Initiative

Tsinghua SEM partners with various schools and departments across Tsinghua University to establish an innovative framework for cultivating high-level talent. Partnering departments include the School of Vehicle and Mobility, School of Materials Science and Engineering, Department of Electronic Engineering, Department of Electrical Engineering, School of Aerospace Engineering, School of Integrated Circuits, Department of Computer Science and Technology, Office of Technology Transfer, Academy of Arts and Design, Department of Energy and Power Engineering, School of Software, Tsinghua Shenzhen International Graduate School, School of Life Sciences, School of Medicine, Department of Automation, among others.

#### Tsinghua SEM Future Technology Strategy Committee

Founded in April 2023, the Tsinghua SEM Future Technology Strategy Committee aims to promote the industrialization of cutting-edge technological innovations across various fields. Acting as a bridge between Tsinghua's frontier technology innovations and high-level management talents, the committee seeks to foster cross-disciplinary collaboration, identify new opportunities for talent development, and support research on industrial policies and technological trends. By encouraging entrepreneurship and aligning with China's essential needs, the committee contributes to China's modernization efforts.

# Executive Education Programs

The Executive Education program is a non-degree initiative designed by the academy to meet the learning needs of senior managers. It brings together top global academic resources and practical expertise to deliver high-level, specialized, and international management education. The program promotes development for enterprises and continuous personal growth, offering a lifelong learning platform that unites knowledge with action entrepreneurs and senior managers both in China and abroad. By building a diverse, multi-dimensional, and sustainable education system, the program caters to organizations at different stages of development and managers with various capacity-building needs.

## Program Overview

The Executive Education Center was established in late 2001 with the support of the Tsinghua SEM Advisory Board. The center consolidates various previous non-degree and non-academic education programs into a comprehensive system of open-enrollment courses, divided into seven categories: Ministries' Entrusted Programs, Flagship Programs, Digital Capability Programs, Industry Programs, Online Programs, Regional Development Programs, and International Programs. Additionally, the Center offers custom-designed programs that provide tailored professional management training solutions for specific organizations and enterprises.

## Curriculum System

The Executive Education Center integrates the world's advanced global management theories and teaching methods while leveraging the strong faculty expertise in teaching and research. By combining Chinese management philosophy with practical business experience, the center has developed a distinctive management education system.

To date, the center has trained more than 100,000 senior management professionals. It serves as vital bridge between the school and business community, connecting professors with entrepreneurs and acting as a platform for applied research and teaching.

The Executive Education Center has been entrusted with training responsibilities for (central) SOEs leaders and officers of central departments and local ministries, including the Organization Department of the CPC Central Committee, the State-owned Assets Supervision and Administration Commission of the State Council, the United Front Work Department, the All-China Federation of Industry and Commerce, the Organization Department of the CPC Beijing Municipal Committee, among others. Since 2016, the Executive Management Training Program for Central State-Owned Enterprise Leaders (EMT) has been held eight times; Since 2018, the New Era Entrepreneurs Development Program (NEED) has been organized five times. Additionally, the Business and Management Training Program for Leaders of Beijing Municipal Enterprises has been conducted three times since 2021.

With over 20 years of experience, the Executive Education Center has developed a series of flagship programs, including the

Leading CEOs Program, the Young Entrepreneurs Program-Young, Elite, Sharing (YES), and the Excellent Managers Development Program. In 2021, the center introduced the inaugural "China Eco-Explorer" program. This initiative capitalizes on Tsinghua's strengths in industry-academia-research cooperation and the transformation of academic achievements. The program brings together entrepreneurs who are socially responsible, forward-thinking, and visionary, to explore new systems, pathways, industries, technologies, and business models focused on low-carbon sustainable development. To date, three cohorts of the "China Eco-Explorer" program have been completed.

In November 2024, the Executive Education Center will introduce the "China Smart Manufacturing Entrepreneurs Program," based on Tsinghua University's research achievements in industry and innovation. This initiative will leverage the strengths of key enterprise clusters within major national strategic industrial chains, aiming to develop a lifelong learning model for entrepreneurs. The program will focus on integrating industry and education while fostering interconnections among industries.

The Executive Education Center, in collaboration with leading enterprises in the digital economy, has taken great steps to promote cross-faculty cooperation and develop digital transformation programs. These include the Future-Tech Entrepreneurs Program, New Business Xuetang, Digital Transformation Leadership Program, and Digital Intelligent Future Leading CVOs (Chief Value Officers) Program. In 2023, Tsinghua SEM, together with the School of Software and School of Law, launched the Leading CDOs Program, the first domestic program designed for tech executives focused on digital transformation and enterprise strategy. In May 2024, the school introduced Tsinghua University's first open enrollment program in the field of data assets-Advanced Training Program on Data Asset Management (Inaugural Cohort)-with a second cohort to begin soon.

The Executive Education Center brings together academics, politicians and entrepreneurs at Tsinghua to ignite business ideas and stimulate emerging industries. By deeply integrating resources of industry, academia and research, the center offers specialized programs tailored to different industry sectors. These include the Energy Internet Industry Leaders Program, PE Industry Investment Leaders Program, Advanced Management Program in Automotive Industry, and Talents Training Program for leaders of the Securities, Fund, and Futures Industries.

Building on the core curriculum of Tsinghua SEM's business administration program, the Executive Education Center actively explores online continuing education models. The center offers live and recorded classes, bringing together prominent industry leaders for interactive teaching, and creating a structured and professional immersive learning experience. A key offering is the Tsinghua SEM Professional Management Program, an online general management course designed for senior executives, developed with the collective expertise of Tsinghua SEM. The program has produced four cohorts to date.

The center is committed to supporting national strategies and fostering regional economic growth. Leveraging its unique strengths, the center has been offering executive courses in key regions like Shanghai and Shenzhen for an extended period. It also launched the Capital Market Leaders Program to further advance China's capital market. In 2023, the center introduced the Specialized and Innovative Leading Talent Training Program on its Shenzhen campus, aimed at the executive education market in

the Guangdong- Hong Kong-Macao Greater Bay Area. Additionally, in collaboration with Shenzhen's Futian District, the center launched the 2024 Futian District Senior Business Management Talent Training-Artificial Intelligence Specialized Training Course. The Entrepreneur Development Program in Henan Province has been organized six times by Tsinghua SEM in collaboration with the United Front Work Department of Henan Province, Henan Federation of Industry and Commerce, and Henan Department of Finance.

The Executive Education Center has consistently pursued "a global strategy and an international vision" in developing its curricula. In 2022, it launched its first English-taught open-enrollment program, the Global Executive Program in China (GEPIC), designed to provide global executives and business leaders with insights into effectively leading and managing businesses in China's rapidly evolving business landscape. So far, three cohorts have completed the program. In May 2024, the center introduced the Global Navigator Program (Inaugural Cohort), focusing on the international expansion of Chinese enterprises. This program aims to cultivate pioneering entrepreneurs with a global outlook, digital literacy, and the companies needed to navigate both domestic and global markets.

The center carefully curates a wide range of alumni activities, including the Tsinghua University Carbon Neutrality Economic Forum, the "Wen Dao" public course, and the Executive Education Center's Alumni Lifelong Learning Program. Additionally, the "Infinity co+" Forum offers alumni opportunities for insightful and ongoing learning while fostering a strong, exclusive alumni network. In May 2024, the center launched the inaugural "Well-Being Women Program," its first executive education program focused on women in family businesses, supporting "her growth" with Tsinghua's century-long legacy.

The center's custom programs are designed to spark innovation and deepen insight. By integrating cutting-edge concepts, leadership strategies, and innovative knowledge grounded in China's management practices, the center delivers tailored, comprehensive, and sustainable solutions for knowledge enhancement. These programs are customized to meet the needs of organizations at different stages of development and managers with diverse goals. To date, the center has established partnerships with over 100 government organizations and large enterprises.

Executive Education Programs			
Ministries' Entrusted Programs	Executive Management Training Program for Central State-owned Enterprise Leaders (EMT)	New Era Entrepreneurs Development Program (NEED)	Business and Management Training Program for Leaders of Beijing Municipal Enterprises
Flagship Programs	China Smart Manufacturing Entrepreneurs Program	China Eco-explorer Program	Young Entrepreneurs Program-Young, Elite, Sharing (YES) Leading CEOs Program
Digital Capability Programs	Future-Tech Entrepreneurs Program	New Business Xuetang	Digital Transformation Leadership Program
	Leading CDOs Program	Digital Intelligent Future Leading CVOs Program	Beijing Scientists Entrepreneurial CEO Training Program
Industry Programs	Advanced Management Program in Automotive Industry	Energy Internet Industry Leaders Program	PE Industry Investment Leaders Program
Comprehensive Management Programs	State-owned Enterprise Executive Management Program (EMP)	Excellent Managers Development Programs for Central and State-owned enterprises	Excellent Managers Development Program
Alumni Programs	Global Navigator Program	Well-Being Women Program (WELL-BEING)	Chinese Classical Studies and Life Wisdom
Regional Development Programs	Capital Market Leaders Program	Specialized and Innovative Leading Talent Training Program in the Guangdong-Hong Kong-Macao Greater Bay Area	Entrepreneur Development Program in Henan Province
	Tsinghua Shanghai Elites Management Program (TSE)	Tsinghua Shenzhen Executive Management Program	Talent Training Program in Futian, Shenzhen
Online Programs	Professional Management Program	School of Economics & Management Elite Certificate Program (SEME)	Carbon Asset Trading and Management Program
International Programs	Global Executive Program in China-Opportunity in Diversity: Decoding the Dynamic Chinese Economy		
Custom Programs	Each company possesses its unique culture and core capabilities. Successful companies excel at promoting and reshaping their culture through continuous organizational learning, while also enhancing and revamping their core competencies. Tsinghua SEM Executive Education Center is committed to forging strong partnerships with enterprises in management education, delivering custom programs that provide innovative solutions and integrate resources for organizational learning. These specialized programs are tailored to the specific characteristics of each enterprise. To date, the center has served more than 100 companies including the Industrial and Commercial Bank of China, CITIC Group, Beijing Energy Holding Co, Ltd, Xiaomi Corporation, Anta Group, Goldman Sachs, BMW, Shell, SAP, and INDITEX, cultivating a diverse pool of management talents at various levels.		

# Tsinghua x-lab

Tsinghua x-lab is an educational platform fostering creativity, innovation, and entrepreneurship since April 25, 2013. Rooted in the Tsinghua University School of Economics and Management (Tsinghua SEM), Tsinghua x-lab is the joint project of Tsinghua SEM and 16 schools and departments of Tsinghua University, including Environment, Mechanical Engineering, Architecture, Materials Science and Engineering, Information Science and Technology, Aerospace Engineering, Law, Arts & Design, Public Policy & Management, Engineering Physics, Electrical Engineering, Medicine, Journalism and Communication, Natural Sciences, Chemical Engineering and Education.

Tsinghua x-lab is a non-profit open educational platform, servicing students, faculty and alumni entrepreneurs across Tsinghua University. The platform, with three core dimensions: education, cultivation and eco-construction, is committed to developing a feasible and structured supporting system covering the whole innovation process from creating ideas and making prototypes to commercialization.

## Mission and Value Proposition

The "x" in "x-lab" refers to exploration of the unknown and cross-disciplinary collaboration, and the "lab" denotes learning from experiences and teamwork.

Tsinghua x-lab's value can be demonstrated in the following aspects. The platform takes advantage of Tsinghua SEM's rich resources to help cultivate innovative and entrepreneurial talents for the country and strengthening collaboration between start-up teams and commercial organizations. The platform is aimed at enabling Tsinghua University to enhance the efficiency and effectiveness of its technological innovation endeavors. It is dedicated to cultivating innovative and entrepreneurial talents for the country and advancing the nation's strategy of development through innovation.

## Education

Tsinghua x-lab aims to establish a feasible education system based on creativity, innovation, and entrepreneurship, and to cultivate innovators and entrepreneurs. It mainly serves Tsinghua's incumbent students and courses co-developed by school faculty and industry experts.

Tsinghua x-lab offers the Tsinghua Innovation and Entrepreneurship Certificate Program under the direction of Tsinghua Graduate School. It offers 35 courses in three modules: identifying the opportunity, finding resolutions, and setting up an enterprise. It also focuses on improving the student's ability and helping them become a good team player.

Meanwhile, Tsinghua x-lab is dedicated to experiential learning and has cooperated with many Chinese and foreign top enterprises such as Facebook, New Oriental, Nestle, BMW, BASF, and Meituan to offer courses and hold contests. It has hosted a series of activities such as Innovate (48), a 48-hour entrepreneurship competition; the innovation accelerator camp; and the Sustainable Development Goals (SDG) Open Hackathon. Such activities have helped students enhance their skills and abilities in innovation and entrepreneurship.

Tsinghua x-lab has formed strategic partnerships with 24 top international organizations and universities such as the United Nations Institute for Training and Research (UNITAR), the Technical University of Munich, the National University of Singapore, Imperial College London, the University of Geneva. It has worked with its partners to develop summer camps, start-up exchange programs for international innovative and entrepreneurial teams, and Global Challenge Lab, among many other activities. Such activities have fostered a global vision and innovative abilities in students. In addition, Tsinghua x-lab keeps creating opportunities for students to participate in international forums, summits and contests and encourages them to turn into international leaders from participants.

## Training and Consultation

Tsinghua x-lab aims to help an entrepreneurial team to grasp the theory of creativity, innovation, and entrepreneurship and know the way to put it into practice. By collaborating with enterprises to offer courses and lectures and organize contests and training camps, it hopes to revolutionize the conventional way of teaching knowledge. It wants to help the entrepreneurial team grow up fast and uses experts to help them solve problems in the process of commercialization.

### Tsinghua x-lab's training and consultation services are as follows:

- Managing projects. Tsinghua x-lab assists Tsinghua's schools and departments in attracting entrepreneurial projects from across Tsinghua, tracks the development of such projects, and offers solutions to their problems.
- Enhancing experiential learning. With the help of forums, lectures, workshops, accelerator camps and fundraising roadshows, Tsinghua x-lab hopes to help an entrepreneurial team to turn their concepts into products and enhance their abilities to discover their weaknesses and solve problems. It aims to help the entrepreneurial projects to raise their standards and develop competitive products.
- Offering various consultation services. By offering one-to-one or one-to-many consultation services and consultation from private advisory boards, Tsinghua x-lab hopes to help the projects get timely industry information and boost their development. In addition, it teams up with well-known Chinese and foreign enterprises and alumni-founded companies to provide the entrepreneurial teams with opportunities to test their skills in real-life scenarios.

Now, Tsinghua x-lab has developed more than ten practice courses and hired more than 40 Resident-Entrepreneurs and Resident-Angel investors. It has brought in eight Professional Residential Organizations, formed cooperative relations with more than 200 Chinese and foreign famous enterprises, and keeps in contact with more than 1,000 foundations. It organizes the Tsinghua Presidential Cup Challenge, which offers teachers, students and alumni a stage to compete

with each other and demonstrates Tsinghua's creative, innovative and entrepreneurial force.

## Building a Business Ecosystem

Tsinghua x-lab follows the public welfare principle to build a business ecosystem. It tries to round up high-quality resources from within and out of Tsinghua University, establish rules for cooperating with regional governments and commercial organizations, and find a new way for enterprises to escape the "death valley" in the process of commodification and industrialization. It aims to help entrepreneurial teams to get subsidies from regional governments, seize business opportunities, recruit potential partners and business consultants, and get in touch with local industry investment funds. By doing these, it hopes to make the teams overcome their weaknesses and put their projects on a fast-growing track.

The business ecosystem building department has established cooperative relationships with various government agencies such as the Investment Promotion Agency of the Ministry of Commerce, and close ties with National Economic and Technical Development Zones across China and economically advanced regions such as Guangzhou, Suzhou. It has set up a constantly updating potential partner pool which can provide entrepreneurial teams with partners and consultants. It has gathered information from about 100 Tsinghua alumni and tries to help entrepreneurial teams grow by offering free consultation services provided by experts and established entrepreneurs.

## Brand and Recognition

Tsinghua x-lab has become an information, education and communication platform for fostering creativity, innovation and entrepreneurship, and is highly regarded by the government and society.

It was recognized as the first university-based "Maker Space" by the Beijing Municipal Government. In 2019, it received an Advanced Collective Award from Tsinghua University.

## Research Overview

Academic research plays a vital role in Tsinghua SEM. The school has been continuing to construct its disciplines in economics and management in the past four decades. It integrates its teaching and research tasks with the need of China's economic development and proactively studies the subjects relating to Chinese government and enterprises. Excellent research capability has made Tsinghua SEM one of the leading schools of economics and management in China.

### On the List of Developing First-Class Disciplines in China's Double First-Class Initiative

Management Science and Engineering

Business Administration

Economics

### Research Projects

As of September 2024

505 projects

Research projects funded by National Natural Science Foundation of China

4 projects

Major Programs/ Major Research Plan Programs, National Natural Science Foundation of China

17 projects

Key Programs/ International (Regional) Cooperation and Exchange Programs, National Natural Science Foundation of China

3 projects

Science Fund for Creative Research Groups, National Natural Science Foundation of China

15 projects

National Science Fund for Distinguished Young Scholars, National Natural Science Foundation of China

12 projects

Excellent Young Scientists Fund, National Natural Science Foundation of China

42 projects

Research projects funded by National Social Science Fund of China

16 projects

Major Programs/ Key Programs, National Social Science Fund of China

500 projects

Other projects funded by a variety of government ministries and commissions

### Publications

### Papers

Over 400 per year

### Books

Over 30 per year

Key Research Institute of Humanities and Social Sciences in Universities (Ministry of Education)

Research Center for Contemporary Management

Research Center for Technological Innovation

## Major Research Projects in Past 10 Years (Selected)

Principal Investigator	Project Title	Source of Funding	Starting Year
XU Xin	Data and Intelligence-Empowered Management Information Systems	Science Fund for Creative Research Groups, National Natural Science Foundation of China	2025
MA Hong	International Trade	National Science Fund for Distinguished Young Scholars, National Natural Science Foundation of China	2025
YI Cheng	Human-Computer Symbiosis and Interaction in the Smart Economy	National Science Fund for Distinguished Young Scholars, National Natural Science Foundation of China	2025
LIANG Yong	Supply Chain and Operations Management	National Science Fund for Distinguished Young Scholars, National Natural Science Foundation of China	2024
LIN Zhijie	Data Element and Platform Ecosystem Empowermen	National Science Fund for Distinguished Young Scholars, National Natural Science Foundation of China	2024
MAO Xiaojie	Data-Driven Decision-Making Methods	Excellent Young Scientists Fund, National Natural Science Foundation of China	2024
WANG Tianyu	Asset Pricing	Excellent Young Scientists Fund, National Natural Science Foundation of China	2024
LIU Xiao	The Decision Pattern of Economic Agents From the Perspective of Behavioral Science: Theory and Experiment	Special Fund, National Natural Science Foundation of China	2024
MA Hong	Risk Evaluation on Restructuring Industry and Supply Chain in Essential Areas Under Big Power Competition and Responding Strategies	Major Program, National Social Science Fund of China	2023
CHEN Jin	Research on Goals, Main Directions and Countermeasures for Achieving Breakthroughs in Core Technologies in Key Fields	Major Program, National Social Science Fund of China	2023
LI Jizhen	Research on Boosting the Overall Performance of the China's Innovation System in the New Era	Major Program, National Social Science Fund of China	2023
DONG Feng	Research on Deepening Financial System Reform, and Preventing and Resolving Systemic Risks through the Development of a Modern Central Banking System	Key Program, National Social Science Fund of China	2023
CHEN Jin	Technology R&D and Application of Science and Technology Service Platform for Future Industrial Ecology	National Key Research and Development Program, Ministry of Science and Technology of the People's Republic of China	2023
SUN Yacheng	Marketing Models	National Science Fund for Distinguished Young Scholars, National Natural Science Foundation of China	2023
LIANG Yitian	Marketing Decision Models	Excellent Young Scientists Fund, National Natural Science Foundation of China	2023
LIU Xiao	Behavioral Online Market Design	Excellent Young Scientists Fund, National Natural Science Foundation of China	2023
XIAO Yongbo	Behavioral Decision Theory and Method for Supply Chain Resilience and Security	Major Program, National Natural Science Foundation of China	2023
CHEN Jin	Research on the Mode and Mechanism of Chinese Enterprise's Integrated Development of Innovation Chain and Industrial Chain	Key Program, National Natural Science Foundation of China	2023
BAI Chong-En	Measuring China's Industrial Policies and Evaluating Their Effects in a Unified Quantitative Framework	NSFC/RGC Collaborative Research Scheme, National Natural Science Foundation of China	2023

Principal Investigator	Project Title	Source of Funding	Starting Year
DONG Feng	A Theory of New Production Function for Carbon Neutrality	Original Exploration Initiative Program, National Natural Science Foundation of China	2023
SU Liangjun	Machine Learning Methods of High-Dimensional Econometric Models and Their Applications in Economics and Management	Key Program, National Natural Science Foundation of China	2022
LU Yi	The Effect Evaluation and Policy Optimization of Large Scale Tax and Fee Reduction	Major Program, National Social Science Fund of China	2020
LEI Jiasu	Research on National Economic Security System	Key Program, National Social Science Fund of China	2020
CHEN Yubo	Service Operations and Risk Management of Sharing Economy Platforms	Key Program, National Natural Science Foundation of China	2020
CHEN Guoqing	Steering Experts Research and Exchange of Study on Big Data Driven Management and Decision	Major Research Plan Program, National Natural Science Foundation of China	2019
LI Daokui	A Study of Global Economic Structural Change of the 21 <sup>st</sup> Century	Major Research Program, National Social Science Fund of China	2018
XU Xianchun	Research on Statistical Monitoring and Evaluation of New Economy and New Driving Force in China under the Background of Big Data	Major Program, National Social Science Fund of China	2018
CHEN Jin	Setting Up Research on Strategy Comparison and Realization Path of Global Technological Powerful Countries	Major Program, National Social Science Fund of China	2017
YANG Delin	Study on Innovation Driven Development Mechanism and Related Policy of China's Manufacturing Industries in the Internet Environment	Major Program, National Social Science Fund of China	2017
BAI Chong-En	China's International Financial Integration-Impact on Financial Development and Stability	International (Regional) Cooperation and Exchange Programs, National Natural Science Foundation of China	2017
GAO Xudong	The Guangdong Economic Restructuring and Industrial Transformation and Upgrading Based on Innovation Ecosystem	Programs of Joint Funds, National Natural Science Foundation of China	2017
YANG Delin	Study on the Institution System for Promoting China's Innovative Development	Key Program, National Social Science Fund of China	2016
CHEN Yubo	User Behavior and Business Innovation in the Era of Mobile Internet	Key Program, National Natural Science Foundation of China	2016
CHEN Guoqing	Investigation and Workshop Organization Funding for Steering Experts of Study on Big-Data Driven Management and Decision	Major Research Plan Program, National Natural Science Foundation of China	2015
LI Daokui	China's Historical GDP and Economic Structure: 980-1840	Major Program, National Social Science Fund of China	2015
CHEN Jin	The Dynamics of Global Value Chain and Innovation Driven Strategy of China	Key Program, National Social Science Fund of China	2015
CHEN Jian	Research on Business Management in Big Data Era	Major Program, National Natural Science Foundation of China	2015
YAO Dawei	Data Analytics and Decisions for Healthcare	Key Program, National Natural Science Foundation of China	2015
CHEN Guoquan	Research on Business Organization Management System and Its Transformation under a Complex and Changing Environment	Science Fund for Creative Research Groups, National Natural Science Foundation of China	2015

# Selected Papers Published in International Journals in 2023

Department	Author from SEM	Title of Paper	Publication
Accounting	LI Dan	Auditor Materiality Threshold and Audit Quality—Evidence from the Revised ISA 700 in the United Kingdom	<i>Accounting Horizons</i>
	WANG Kun	The Contagion Reputational Effects of Failed Individual Audit Partners: Evidence from an Audit Client Market	<i>Auditing: A Journal of Practice &amp; Theory</i>
	JIA Ning	Strategic Reorientation of Xgimi Technology, Teaching Note	<i>Harvard Business Publishing-Education</i>
Economics	ZHOU Junjie	Optimal Selling Scheme in Social Networks: Hierarchical Signaling, Sequential Selling, and Chain Structure	<i>Production and Operations Management</i>
	CAO Jing	Mitigating Agricultural Fires with Carrot or Stick? Evidence from China	<i>Journal of Development Economics</i>
	DONG Feng	Public Disclosure and Private Information Acquisition: A Global Game Approach	<i>Journal of Economic Theory</i>
	DONG Feng	Aggregate Implications of Financial Frictions for Unemployment	<i>Review of Economic Dynamics</i>
	LU Yi	Responses of Exporters to Trade Protectionism: Inference from the U.S.-China Trade War	<i>Journal of International Economics</i>
	LU Yi	Do Housing Regulations Affect Child Development? Evidence and Mechanisms	<i>Journal of Public Economics</i>
	LU Yi, LUO Wenlan	Valuing Domestic Transport Infrastructure: A View from the Route Choice of Exporters	<i>Review of Economics and Statistics</i>
	LUO Wenlan	Uncovering the Effects of the Zero Lower Bound with an Endogenous Financial Wedge	<i>American Economic Journals</i>
	LUO Wenlan	Global DSGE Models	<i>Review of Economic Dynamics</i>
	LUO Wenlan	Optimal Income Taxation: An Urban Economics Perspective	<i>Review of Economic Dynamics</i>
	MA Hong	The Matthew Effect in Rebates: How Does VAT Rebates Allocation Affect Firm Export Performance	<i>Journal of Public Economics</i>
	SU Liangjun	Specification Tests for Time-Varying Models	<i>Journal of Econometrics</i>
	SU Liangjun	Profile GMM Estimation of Panel Data Models with Interactive Fixed Effects	<i>Journal of Econometrics</i>
	SU Liangjun	Identifying Latent Group Structures in Spatial Dynamic Panels	<i>Journal of Econometrics</i>
	SU Liangjun	Uniform Inference in Linear Panel Data Models with Two-dimensional Heterogeneity	<i>Journal of Econometrics</i>
	SU Liangjun	High-Dimensional VARs with Common Factors	<i>Journal of Econometrics</i>
	ZHOU Junjie	Multihoming and Oligopolistic Platform Competition	<i>American Economic Journals</i>
	ZHOU Junjie	Effort Discrimination and Curvature of Contest Technology in Conflict Networks	<i>Games and Economic Behavior</i>
	ZHOU Junjie	Multi-activity Influence and Intervention	<i>Games and Economic Behavior</i>
	ZHOU Junjie	Structural Interventions in Networks	<i>International Economic Review</i>

Department	Author from SEM	Title of Paper	Publication
Finance	CHEN Yunling	Bank Lines of Credit as a Source of Long-term Finance	<i>Journal of Financial and Quantitative Analysis</i>
	JIANG Lei	Bootstrap Analysis of Mutual Fund Performance	<i>Journal of Econometrics</i>
	SHEN Tao	Gate Fees: The Pervasive Effect of IPO Restrictions on Chinese Equity Markets	<i>Review of Finance</i>
	WANG Zigan	Estimation and Inference of Treatment Effects with L2-boosting in High-dimensional Settings	<i>Journal of Econometrics</i>
Innovation, Entrepreneurship and Strategy	CHEN Jin	Technological Leapfrogging and Country Strategic Patent Policy	<i>Journal of International Business Studies</i>
	XIE Zhenzhen	Cultural Diversity in Semi-virtual Teams: A Multicultural Esports Team Study	<i>Journal of International Business Studies</i>
	XIE Zhenzhen	The Acquisition of Innovation Capability by Chinese Firms: State versus Private Approaches	<i>Management and Organization Review</i>
	LI Donghong	Adisseo: Balance Between Concentration and Diversity, Teaching Note	<i>Harvard Business Publishing-Education</i>
	LI Donghong	Asia Symbol (Guangdong): Frontrunner in China's Cut-size Paper Market	<i>Harvard Business Publishing-Education</i>
LI Donghong	Trinity Earth: Big Data Creating Value for China's Film and Television Industry Chain	<i>Harvard Business Publishing-Education</i>	
Leadership and Organization Management	ZHANG Chen	Meetings and Individual Work During the Workday	<i>Journal of Applied Psychology</i>
	ZHENG Xiaoming	Consistent and Low Is the Only Way to Go: A Polynomial Regression Approach to the Effect of Abusive Supervision Inconsistency	<i>Journal of Applied Psychology</i>
	CHEN Guoquan	How Others Light the Creative Spark: Low Power Accentuates the Benefits of Diversity for Individual Inspiration and Creativity	<i>Organizational Behavior and Human Decision Processes</i>
	WANG Xueli	Dehybridization in the Face of the Party-state: A Longitudinal Case Study of a Chinese SOE's Corporate Governance Responses to Institutional Change	<i>Journal of Business Ethics</i>
	ZHANG Chen	Arrange Your Meeting Schedule to Boost Your Energy	<i>Harvard Business Review</i>
	ZHENG Xiaoming	How and When Leader Mindfulness Influences Team Member Interpersonal Behavior: Evidence from a Quasi-field Experiment and a Field Survey	<i>Human Relations</i>
	ZHENG Xiaoming	Double-Edged Effects of Creative Personality on Moral Disengagement and Unethical Behaviors: Dual Motivational Mechanisms and a Situational Contingency	<i>Journal of Business Ethics</i>
	ZHENG Xiaoming	A Mixed Blessing? State Mindfulness Change, Ego Depletion and Counterproductive Work Behaviour	<i>Journal of Occupational and Organizational Psychology</i>
	ZHENG Xiaoming	COVID-19 and Employee Job Performance Trajectories: The Moderating Effect of Different Sources of Status	<i>Journal of Vocational Behavior</i>
ZHENG Xiaoming	TCL: Seeking Strategic Growth	<i>Harvard Business Publishing-Education</i>	
Management Science and Engineering	CHEN Jian	Customer Segmentation and Ex Ante Fairness: A Queueing Perspective	<i>Production and Operations Management</i>
	GUO Xunhua, CHEN Guoqing	Voice-based AI in Call Center Customer Service: A Natural Field Experiment	<i>Production and Operations Management</i>
	HUANG Jinghua	Unifying Algorithmic and Theoretical Perspectives: Emotions in Online Reviews and Sales	<i>Management Information Systems Quarterly (MISQ)</i>
	LIANG Yong	Efficient Resource Allocation Contracts to Reduce Adverse Events	<i>Operations Research</i>
	LIN Zhijie	Estimating Assortment Size Effects on Platforms: Leveraging Imperfect Geographic Targeting for Causal Inference	<i>Production and Operations Management</i>

## Selected Papers Published in International Journals in 2023

Department	Author from SEM	Title of Paper	Publication
Management Science and Engineering	MAO Xiaojie	Stochastic Optimization Forests	<i>Management Science</i>
	WANG Chun	Robust Inventory Management: A Cycle-based Approach	<i>Manufacturing &amp; Service Operations Management</i>
	XU Xin	Enterprise System Implementation and Cash Flow Volatility	<i>Contemporary Accounting Research</i>
	YANG Liu	Follow the Crowd with Uncertain Service Capacity	<i>Manufacturing &amp; Service Operations Management</i>
	YI Cheng	Investigating the Effects of Product Popularity and Time Restriction: The Moderating Role of Consumers' Goal Specificity	<i>Production and Operations Management</i>
	ZHANG Xiaoquan	Numerological Heuristics and Credit Risk in P2P Lending	<i>Information Systems Research (ISR)</i>
	ZHANG Xiaoquan	Unintended Emotional Effects of Online Health Communities: A Text Mining-supported Empirical Study	<i>Management Information Systems Quarterly (MISQ)</i>
	CHEN Guoqing	Embedding Disentanglement in Graph Convolutional Networks for Recommendation	<i>IEEE Transactions on Knowledge and Data Engineering</i>
	CHEN Guoqing	Graph-Based Embedding Smoothing for Sequential Recommendation	<i>IEEE Transactions on Knowledge and Data Engineering</i>
	FENG Juan	Who Should Own the Data? The Impact of Data Ownership Shift from the Service Provider to Consumers	<i>Journal of Management Information Systems (JMIS)</i>
	GUO Xunhua, CHEN Guoqing	First Things First? Order Effects in Online Product Recommender Systems	<i>ACM Transactions on Computer-Human Interaction</i>
	GUO Xunhua, CHEN Guoqing	A Warning Approach to Mitigating Bandwagon Bias in Online Ratings: Theoretical Analysis and Experimental Investigations	<i>Journal of the Association for Information Systems (JAIS)</i>
	LI Bo	Distributionally Robust Learning With Stable Adversarial Training	<i>IEEE Transactions on Knowledge and Data Engineering</i>
	LI Bo	Stable Prediction With Leveraging Seed Variable	<i>IEEE Transactions on Knowledge and Data Engineering</i>
	LI Bo	Learning Decomposed Representations for Treatment Effect Estimation	<i>IEEE Transactions on Knowledge and Data Engineering</i>
YI Cheng	Ke Holdings Inc. Redefining Residential Services through Digitization, teaching note	<i>Harvard Business Publishing-Education</i>	
SUN Jing	Ningbo Motor: Developing Resilient and Sustainable Cross-border Trade	<i>Harvard Business Publishing-Education</i>	
Marketing	HUANG Liang	When Payments Go Social: The Use of Person-to-person Payment Methods Attenuates the Endowment Effect	<i>Journal of Marketing Research</i>
	LIANG Yitian	Too Time-crunched to Seek Variety: The Influence of Parenting Motivation on Consumer Variety Seeking	<i>Journal of Marketing Research</i>
	SUN Yacheng	Understanding the Sequential Interdependence of Mobile App Adoption within and across Categories	<i>International Journal of Research in Marketing</i>
	HU Zuohao	Bestore at Douyin: Racing on a New Track of Marketing	<i>Harvard Business Publishing-Education</i>

### China Journal of Economics (in Chinese)

*China Journal of Economics* (CJE) is an academic journal in the field of economics, which is under the supervision of the Ministry of Education, sponsored by Tsinghua University, managed by the School of Economics and Management of Tsinghua University and published by Tsinghua University Press. Officially launched in the first quarter of 2014, CJE is published every quarter and its domestic public periodical number is CN10-1175/F. CJE is a comprehensive publication covering all aspects of economics. It publishes original and summarized papers in Chinese and studies general and China-related economic issues with scientific methodologies.



### Tsinghua Business Review (in Chinese)

Founded on the occasion of the centennial anniversary of Tsinghua University in April 2011, *Tsinghua Business Review* is directed by the Ministry of Education and sponsored by Tsinghua University. With "thought-guided reform" as its aim of publication, the magazine is featured with "global vision, China roots, political and economic wisdom, and humanistic spirit", and committed to disseminating cutting-edge management theories and domestic enterprises' best business practice.

### China Business Case Center

China Business Case Center is dedicated to promoting the case method in business education and sharing knowledge and expertise in case writing, teaching, and learning. It houses a collection of near 1,700 teaching cases about Chinese companies with an annual addition of more than 100 cases. The collection spans a wide spectrum of industry sectors and academic disciplines. In 2013, Tsinghua SEM was the first institution in China that commercialized its case collection, which is now subscribed by more than 150 institutions in China's higher education system.

The Center has established strategic partnerships with Harvard Business Publishing, Ivey Publishing, The Case Center, and SAGE Publishing Group for the purpose of promoting China-related cases in a global setting. As of June, 2024, approximately 100 Tsinghua branded cases and innovative video materials are distributed via the platforms above. It also seeks to build a multi-source teaching material platform through partnerships with other distinguished business schools.

The Center holds high-quality case events such as workshops and forums to promote case writing and the case teaching pedagogy among business educators across the country. The annual Excellent Case Developer Competition also generates significant impact among experienced case writers, most of whom are faculty members teaching at business schools, or business researchers at other institutions.

## Research Support

### Tsinghua SEM Library

Established in 1985, Tsinghua University's School of Economics and Management (Tsinghua SEM) Library covers 800 square meters and houses a collection of more than 100,000 Chinese books and 10,000 foreign-language books, primarily focused on economics and management. The library adds approximately 3,000 new books annually and subscribes to around 600 high-quality academic journals in both Chinese and foreign languages and influential financial publications, including 130 in foreign languages.

In partnership with the main Tsinghua University Library, the SEM library subscribes to a wide range of electronic databases, such as Elsevier, EBSCO, and Blackwell, alongside financial media resources. Since 2008, it has independently or jointly nearly 50 data-driven databases, including RESSET Financial Database, RESSET High-Level, CSMAR, Wind, and international databases like S&P, Bloomberg, BVD, WRDS, and PREQIN. It has also procured text-based databases like Alttexts, RESSET Financial Textual Intelligent Analytics, and WinGo. To support ESG research, the library began acquiring databases focused on carbon and pollution emissions in 2024, such as YoujiVest and S&P's TRUCOST.

The Tsinghua SEM Library's electronic resource collection is among the most advanced in Chinese universities and has gradually developed into a digital, research-oriented, and specialized library.

### Information Technology and Services Platform

Tsinghua SEM embarked on a major IT project in 2009 that aimed to empower education with technological innovation. The project was completed in 2013. Built upon a deep understanding of the demands of the modern classroom and the needs of today's students and educators, the new information technology and services platform is intended to provide an efficient, cost-effective and user-friendly platform for communication, knowledge exchange and resource sharing.

It also seeks to facilitate admissions, teaching, research and other school activities. The School's buildings are fully equipped with wireless Internet access. Internet and teleconferencing systems enable faculty and students to engage in intellectual activities anytime and from any location. A comprehensive suite of statistical software

including SPSS, Mathematica, STATA, GAUSS and Scientific Work Place are also available on the new platform to support faculty research and teaching.

### Data Research and Development Platforms

Tsinghua China Data Center (CDC) is a university-level scientific research institution established by Tsinghua University and developed by the School of Economics and Management. It focuses on China's economic and social data with the mission of becoming a high-end, world-class research team and think tank with wide reputation focusing on utilizing and developing economic and social data.

The Tsinghua NBS Data Research Center is the first domestic pilot organization for the development and application of government statistical microdata established by the National Bureau of Statistics in Tsinghua University in June 2017. Since the microdata development and application started, the National Bureau of Statistics has opened more than 10 categories of government statistical microdata in three batches to the center. Up to now, hundreds of scholars from more than 60 first-class universities with first-class disciplines and research institutions have applied for the data, and some scholars' research results have been published in core journals at home and abroad. In order to better conduct microdata development and application, the center also actively organizes various academic activities, such as International Conference on Microdata Development and Application Thematic Forums on Microdata Development and Application, etc. The center will continuously strive to build a high-level data service platform and provide high-quality data services for building a world-class university.

CDC, in coordination with Tsinghua University School of Economics and Management (Tsinghua SEM) and the School of Social Sciences (SSS), successfully organized conferences in April 2019, November 2020 and April 2021 respectively to publish the Tsinghua China Balanced Development Index, which monitors the process of balanced development based on Chinese principal social contradictions and key development issues in the new era. CDC cooperates with Tsinghua SEM, SSS and China Institute for Development Planning to conduct quarterly analysis of China's macroeconomic situation, by producing in-depth research on major economic issues facing China and the world, and integrating macroeconomic data and high-frequency big data, with a view to building a brand with Tsinghua characteristics for macroeconomic analysis.

In 2020, in accordance with the strategic cooperation framework agreement between Tsinghua University and the Shenzhen Municipal Government, Tsinghua SEM signed a contract with the Futian District People's Government of Shenzhen to jointly establish the Shenzhen Institute of Economics and Management (SIEM), Tsinghua University. This move provides a platform for Tsinghua SEM to further develop at a higher level in the Guangdong-Hong Kong-Macao Greater Bay Area.

### Programs Offered at Shenzhen Campus

#### Master's Programs

- Master of Finance (Entrepreneurship and Corporate Finance, Financial Investment and Insurance)
- Master of Financial Security (Fintech, Risk Management)
- Master of Advanced Financial Management and Big Data

#### Doctoral Programs

- Doctoral Programs in Management Science and Engineering, Business Administration, and Applied Economics

#### MBA

- Tsinghua Technology Innovation MBA Program

#### EMBA

- Teaching Base of Tsinghua SEM EMBA and TIEMBA Programs

#### Executive Education

- Talent Development Program in Futian District
- Specialized and Emerging Industries Leadership Talent Development Program in the Guangdong-Hong Kong-Macao Greater Bay Area
- Capital Market Leadership Talent Development Program
- AI-driven Business Transformation and Management Upgrading Training Program

#### Tsinghua x-lab

- SDG Empowerment Plan for Teachers and Students in Futian District
- UNDP & Tsinghua x-lab Youth Social Entrepreneurship Curriculum Program
- Innovation and Entrepreneurship Series in the Guangdong-Hong Kong-Macao Greater Bay Area

## Research Centers

Tsinghua SIEM Greater Bay Area Digital Economy Research Center has been established. In the future, the Shenzhen Campus will continue to develop multiple research centers focusing on research directions such as fintech, digital economy, innovation and entrepreneurship, dual-area development, and national development. These efforts aim to enhance the academic research capabilities, business practice skills, and social influence of Tsinghua SEM, empower digital construction, and contribute to the integration and high-quality development of the Greater Bay Area.

## Milestones

### 2019

Tsinghua University approves the establishment of the Shenzhen Institute of Economics and Management (SIEM), Tsinghua University & Shenzhen Campus of the Tsinghua University School of Economics and Management (SEM).

Tsinghua SEM and Tsinghua SIGS jointly launch a master's program in Advanced Financial Management and Big Data, aiming at cultivating senior financial management talent and leading figures in the financial industry with a data-driven mindset for the Greater Bay Area.

### 2020

Tsinghua SEM and the Futian Government sign an agreement to jointly establish Tsinghua SIEM.

### 2021

Tsinghua SIEM is established and officially settled in Shum Yip UpperHills.

Shenzhen SDG Open Hack Workshop for Teacher is launched.

### 2022

The Talent Development Program in Futian District is initiated.

The Greater Bay Area Digital Economy Research Center and an Expert Advisory Committee are established.

Tsinghua SIEM organizes an industrial innovation summit, and launches the Specialized and Emerging Industries Leadership Talent Development Program in the Guangdong-Hong Kong-Macao Greater Bay Area.

Tsinghua Technology Innovation MBA Program is co-launched by Tsinghua SEM and Tsinghua SIGS.

### 2023

Tsinghua SIEM is authorized to have a new first-level discipline: 020200 Applied Economics.

Tsinghua SEM and Tsinghua SIGS co-launch the Master of Financial Security program.

The Shenzhen Innovation & Entrepreneurship Competition,

Technology and Innovation Forum, and the 10th Tsinghua University President's Innovation Challenge recruitment ceremony are held.

A series of Knowledge Exploration Salons are initiated.

The Futian District Technology Innovation & Entrepreneurship Empowerment Accelerator Workshop is held.

Training sessions are organized to enhance economic work capabilities for Futian District officials.

A demonstration training course for the CPC Party branch senior officials from non-public enterprises in Futian District is launched.

A high-quality development seminar on Digital Transformation: New Engines for Innovation and Growth in Futian District is held.

Tsinghua-Goldman Sachs 10,000 Women Sustainability Seminar: Unlocking Technology and Innovation Potential In China is held.

### 2024

Tsinghua SEM and Tsinghua SIGS jointly upgrade the Master of Financial Security program to Master of Technology and Finance program.

The 2024 Futian District Enterprise Senior Management Talent Development Program-Artificial Intelligence Specialized Training is launched.

The Greater Bay Area Digital Economy Forum, New Productivity Development Forum, and Talent Recruitment Fair are hosted by Tsinghua SEM.

The 2nd MBA Training Schools Excellence Case Internationalization Workshop is held.

The Tsinghua x-lab and UNDP Youth Social Entrepreneurship Mentors Forum is held.

The Futian District Innovation-Driven High-Quality Development Special Training is conducted.

Futian District Party Secretary Huang Wei and his delegation visit and hold a discussion at Tsinghua SIEM.

## Membership in International Organizations

<b>AACSB</b>	2002	Tsinghua SEM became a member of the Association to Advance Collegiate Schools of Business (AACSB)
	2007	Tsinghua SEM obtained AACSB accreditation and became the first school on the Chinese mainland with AACSB accreditation
	2012	Tsinghua SEM became the first school on the Chinese mainland to achieve AACSB maintenance of accreditation Tsinghua SEM hosted the 2012 Asia Pacific Annual Conference
	2017	Tsinghua SEM successfully maintained its AACSB Business Accreditation
<b>AAPBS</b>	2004	Tsinghua SEM participated in initiating the Association of Asia-Pacific Business Schools (AAPBS)
	2005	Tsinghua SEM hosted the First Annual Conference of AAPBS
	2024	Tsinghua SEM hosted the 20th Annual Meeting of AAPBS
<b>CEMS</b>	2006	Tsinghua SEM became an Associate Academic Member of the Community of European Management Schools (CEMS)
	2011	Tsinghua SEM joined CEMS, becoming the only school on the Chinese Mainland with CEMS membership
	2014	Tsinghua SEM hosted the annual Strategic Board meeting
	2018	Tsinghua SEM was awarded the title of CEMS School of the Year 2017-2018
	2019	Tsinghua SEM hosted the annual Strategic Board meeting
<b>EFMD</b>	2006	Tsinghua SEM became a member of the European Foundation for Management Development (EFMD)
	2008	Tsinghua SEM was awarded EQUIS accreditation by EFMD
	2011	Tsinghua SEM was re-accredited by EFMD and maintained its EQUIS label
<b>Executive MBA Council</b>	2003	Tsinghua SEM became a member of the Executive MBA Council
	2004	Tsinghua SEM hosted the Asia regional meeting
	2014	Tsinghua SEM hosted the Asia regional meeting
<b>GMAC</b>	2008	Tsinghua SEM became a member of the Graduate Management Admission Council (GMAC)
<b>PIM</b>	2005	Tsinghua SEM became a member of the Partnership in International Management (PIM)
	2013	Tsinghua SEM co-hosted the 40th Annual PIM Conference
<b>PRME</b>	2007	Tsinghua SEM participated in the Principles for Responsible Management Education (PRME) initiative
<b>UNICON</b>	2008	Tsinghua SEM became a member of the International University Consortium for Executive Education (UNICON)
	2011	Tsinghua SEM hosted the UNICON Annual Conference 2011

## In-Depth Partnerships and Collaborations with World's Top Business Schools

### Columbia University

Partnership with the Fu Foundation School of Engineering and Applied Science in launching the dual-degree program of Master in Business Analytics in 2014

### HEC Paris

Partnership with HEC Paris, including faculty exchanges, executive education programs, and MBA dual-degree programs since 1998

Partnership with HEC Paris in launching the dual-degree program for Master in International Finance in 2013

Master's in Management (MiM) dual-degree program launched in 2013

### INSEAD

Partnership with INSEAD in launching the Tsinghua-INSEAD Dual Degree EMBA Program in 2006

### London Business School

Partnership with London Business School in launching the Tsinghua & London Business School dual-degree program of Master of Finance in 2019

### MIT Sloan

Partnership with the MIT Sloan School of Management in launching the International MBA Program in 1996

Partnership with the MIT Sloan School of Management in launching the dual-degree program of Tsinghua MBA-MIT Master of Science in Management Studies (MSMS) in 2008

### Stanford GSB

Partnership with the Stanford Graduate School of Business in launching the Stanford-Tsinghua Exchange Program (STEP) for MBA students in 2005

### UC Berkeley

Partnership with the Haas School of Business of UC Berkeley in launching the dual-degree program of Master in Financial Engineering in 2012

### Wharton

Partnership with the Wharton School of the University of Pennsylvania in faculty exchanges since 1997 and student exchanges since 2010

## Extensive Overseas Student Exchange Network

As of August 31, 2024, the school has set up partnerships with 113 institutions around the globe. The school provides diverse opportunities to study abroad every year.

### North America

Babson College  
Cornell University (Johnson)  
Duke University (Fuqua)  
McGill University  
MIT (Sloan)  
Queen's University  
Stanford University  
UC Berkeley (Haas)  
UC Davis  
UNC-Chapel Hill (Kenan-Flager)  
University of British Columbia  
University of Illinois at Urbana-Champaign  
University of Michigan (Ross)  
University of Minnesota (Carlson)  
University of Pennsylvania (Wharton)  
University of Richmond (Robins)  
University of Toronto (Rotman)  
Western University  
University of Wisconsin-Madison  
Yale University

### Europe

Bocconi University  
Copenhagen Business School  
ESADE Business School  
ESSEC  
HEC Paris  
Instituto de Empresa Business School  
Katholieke Universiteit Leuven  
London Business School  
London School of Economics and Political Science  
Manchester Business School  
Norwegian School of Economics and Business Administration  
RWTH Aachen University  
St. Petersburg University  
University College London  
University of Cologne  
University of Mannheim  
University of Zurich  
Vienna University of Economics and Business

### Asia-Pacific

Indian School of Business  
Keio University  
Nanyang Technological University  
National University of Singapore  
Singapore Management University  
Thammasat Business School  
University of Auckland  
University of Melbourne  
University of Sydney  
Waseda University

### Latin America

FGV-EAESP  
Pontificia Universidad Católica de Chile

In the past 40 years, Tsinghua SEM has formed a strong alumni community. Alumni play vital roles in building positive awareness of the School and make significant contributions to help transform the School into a world-class higher education institution. The School currently has more than 43,000 alumni from its degree programs, over 4,000 alumni from collaborative degree programs, and over 120,000 alumni from non-degree programs.

The School has engaged in a number of initiatives to help alumni stay connected with each other and with the School, and it also runs an alumni website and leverages various social media tools to keep alumni informed of school news and activities.

## Structure

### Tsinghua SEM Alumni Associations

#### By Program

Undergraduate Alumni Association	Ph.D. Alumni Association	Master's Alumni Association
MBA Alumni Association	EMBA Alumni Association	Executive Education Alumni Association

#### By Region

Shanghai Alumni Association	Shenzhen Alumni Association	Sichuan Alumni Association
Yunnan Alumni Association	Chongqing Alumni Association	Hubei Alumni Association
Liaoning Alumni Association	Hong Kong Alumni Association	

Singapore Alumni Association	East US Alumni Association	European Alumni Alliance
Japan Alumni Association	West US Alumni Association	UK Alumni Association
Korea Alumni Association	East Canada Alumni Association	
	West Canada Alumni Association	

#### By Specialty

Alumni also organize various kinds of activities based on their interests in different fields such as finance, real estate, entrepreneurship, internet, reading, photography, outdoor, football, table tennis, etc., offering opportunities to socialize and cooperate with each other.

To promote the development of educational cause of Tsinghua SEM, improve educational quality and academic level, strengthen the relation between the school and society, the school accepts the voluntary donations from domestic and foreign enterprises, social organizations and individuals. The supported areas are classified as follows:

<b>Chair Professorship</b>	<b>International Collaboration Projects/Academic Meetings</b>
<b>Faculty Development</b>	<b>Students /Alumni Events and Activities</b>
<b>Research Centers/Programs</b>	<b>In-kind Donations</b>
<b>Infrastructure and Facilities</b>	<b>Specific Projects</b>
<b>Scholarship</b>	<b>Others</b>

## Donors of Chair Professorships

### Endowed Chairs

Alibaba Foundation  
Apple Inc.  
China Construction Bank  
Margaret Liu Collins  
Freeman Foundation  
Houghton Freeman  
General Atlantic LLC  
Terry Gou  
Hon Hai Technology Group  
Irwin Mark Jacobs  
Henry R. Kravis  
Richard Li  
PepsiCo Inc.  
David M. Rubenstein  
Stephen A. Schwarzman  
Starr International Foundation  
Stephen A. Schwarzman Education Foundation  
The Starr Foundation  
Zurich Insurance Group

### Term Chairs

AXA Group  
CITIC Securities Company Limited  
Flex  
Lenovo  
Richard Li  
The Coca-Cola Company

## Special Contribution

Maurice R. Greenberg  
Goldman Sachs Foundation  
AXA Group

# School of Economics and Management Tsinghua University

## Mission

To Advance Knowledge and Cultivate Leaders for China and the World.

## Aspiration

To Be a World-Class School of Economics and Management.

## Core Values

Integrity Dedication Respect

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For more information,  
scan the code and visit the  
Tsinghua SEM official WeChat account.