



conomics and Management  
iversity



TSINGHUA UNIVERSITY  
清华大学

清华大学

sity



# Contents

Deans' Messages /02

Tsinghua Overview /04

Tsinghua SEM Overview /06

Organizational Structure /08

Milestones /10

The Advisory Board /12

Faculty /14

Department of Accounting /15

Department of Economics /16

Department of Finance /19

Department of Innovation,  
Entrepreneurship and Strategy /22

Department of Leadership and  
Organization Management /24

Department of Management Science and  
Engineering /26

Department of Marketing /28

Dual-appointed Faculty of Tsinghua  
Shenzhen International Graduate  
School Innovation Management Area  
and Tsinghua SEM Shenzhen Campus /30

Research Track Faculty /31

Honorary Professors /32

Programs /33

Undergraduate Programs /34

Doctoral Programs /36

Master's Programs /38

MBA Programs /40

EMBA Programs /42

Collaborative Degree Programs /44

Executive Education Programs /46

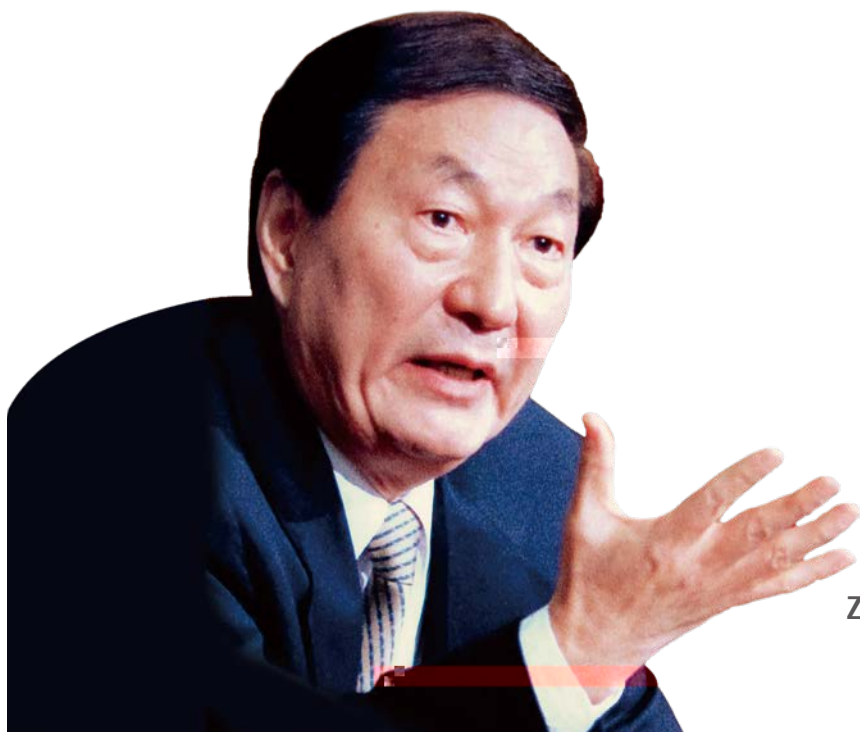
Tsinghua x-lab /48

Tsinghua SEM X-elerator /50



Building socialism with Chinese characteristics requires many talented people in economics and management who understand both the general rules of the market economy and the particular circumstances of Chinese enterprises.

Tsinghua University School of Economics and Management should learn from all the great schools of economics and management around the world and adopt their teaching contents, methods and tools and apply them to the Chinese situation. Let's work together toward the goal of building a world-class school of economics and management.



**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

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

Faculty and Staff — Faculty

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

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

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

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

Library Collection (thousand volume) — Campus Area

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, 2022.



Tsinghua SEM Overview

Founded — Departments — Regional Campus

Full-Time Faculty — Postdoctor (SEM) — Postdoctor (Jointly Trained by SEM and Enterprises)

Staff (Beijing Campus) — Staff (Shenzhen Campus)

Student Enrollment

Undergraduates — Joint Undergraduate Programs with other Schools — Undergraduates Second Degree

Doctoral — Master's — MBA

Alumni

Degree Programs — Collaborative Degree Programs — Non-Degree Programs

1. Date as of September 30, 2023. (Full-time Faculty, Postdocs Trained by SEM and Postdocs Jointly Trained by SEM and Enterprises, Data as of January 31, 2024.)  
2. Data source: Tsinghua SEM Fact Sheet.



# Organizational Structure

<div>Departments and Campus</div> <div>Accounting</div> <div>Economics</div> <div>Finance</div> <div>Innovation, Entrepreneurship and Strategy</div> <div>Leadership and Organization Management</div> <div>Management Science and Engineering</div> <div>Marketing</div> <div>University Shenzhen Institute of</div> <div>Institute of Innovation Management at Tsinghua Shenzhen International</div>		
--	--	--







# The Advisory Board

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

**ZHU Rongji**  
Founding Dean, School of Economics



Up to January 31, 2024, Tsinghua SEM has 146 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, 149 have Ph.D. degrees; eleven 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; six 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



### 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



### 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 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 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



### LUO Ting

**Associate Professor, Vice Chair**

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

#### Research Areas

Management Motivation, Information  
Disclosure, Financial Report, Operation  
Strategy



### HAO Zhenping

**Professor**

Bachelor, 1982, Tianjin University of Finance  
and Economics  
Master, 1987, Tianjin University of Finance and  
Economics  
Ph.D., 1992, Tianjin University of Finance and  
Economics

#### Research Areas

Auditing Theories and Practices, Corporate  
Governance and Internal Control, Financial  
Accounting Theories and Practices, Multi-  
National Corporations and International  
Accounting



### 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



### 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





**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



**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



**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



**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



**XUE Jian**  
Professor, Associate Dean

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**  
Distinguished Professor of  
Tsinghua University

**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



**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



**CHEN Tuo**  
Assistant Professor

Bachelor, 2008, Fudan University  
Master, 2011, École Polytechnique, France  
Master, 2012, ENSAE-Paris Tech, 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



**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 (Double-Carbon) Transition, Systemic Risks



**LIU Lingling**  
Professor

Bachelor, 1982, Harbin Normal University  
Master, 1991, Harbin Normal University  
Ph.D., 1996, Renmin University of China

**Research Areas**  
Public Finance of China, Tax Law and Tax System, Macroeconomics, Rural Economy and Fiscal Policy, Transitional Economy and Theory of Modernization, Economic Game Theory and Design of the Fiscal System



**FENG Yingjie**  
Assistant 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 Qing**  
Associate Professor

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



**JIN Sainan**  
Chair Professor

Bachelor, 1996, Peking University  
Master, 1999, Peking University  
Ph.D., 2004, Yale University

**Research Areas**  
Econometric Theory, Panel Data Models



**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



**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



**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





**LUO Wenlan**  
Associate Professor

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



**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



**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



**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



**QI Liangshu**  
Associate Professor

Bachelor, 1993, Nankai University  
Master, 1996, Peking University  
Ph.D., 1999, Peking University  
**Research Areas**  
Development Economics, Political  
Economy



**QIAN Yingyi**  
Distinguished Professor of





**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



**JIANG Lei**  
Associate Professor

Bachelor, 2003, Harbin Institute of Technology  
Master, 2005, Harbin Institute of Technology  
Master, 2006, University of Virginia  
Ph.D., 2011, Emory University  
**Research Areas**  
Empirical Asset Pricing, Stock Market Microstructure



**LI Daokui**  
Professor

Bachelor, 1985, Tsinghua University  
Ph.D., 1992, Harvard University  
**Research Areas**  
Government and Economics, Economic History, and the Chinese Economy



**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



**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



**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



**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



**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



**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 IB3 0 -3k6M28Bch Oditt of sance, Corporce, Merers





**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



**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



**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



**GAO Jian**  
Professor

Bachelor, 1984, Chongqing Institute of Architecture Engineering  
Master, 1987, Chongqing Institute of Architecture Engineering  
Ph.D., 1996, Tsinghua University

**Research Areas**  
Entrepreneurship, Company Transformation, Venture Capital and Private Equity, Sustainable Entrepreneurship



**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



**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

Department of Innovation, Entrepreneurship and Strategy



**GUO Yidi**  
Associate Professor

Bachelor, 2005, Tsinghua University  
Master, 2008, Tsinghua University  
Ph.D., 2017, INSEAD

**Research Areas**  
Strategic Management, Organization Theory



**CHEN Jin**  
Apple Inc. Chair Professor

Bachelor, 1989, Zhejiang University  
Ph.D., 1994, Zhejiang University

**Research Areas**  
Managing Technological Innovation, Business Administration



**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



**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



**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



**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



**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



**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



**LV Chunyan**  
Associate Professor

Bachelor, 1986, Peking University  
Master, 1989, Peking University

**Research Areas**  
Law of Corporation, Contracts and Related Judicial Case Comments



**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



**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, Strategic Management, Corporation Competence



**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



**XU Mingtao**  
Assistant 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,





**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



**ZHANG Huiyan**  
Assistant Professor

Bachelor's, 2009, Peking University  
Master, 2012, Tsinghua University  
PhD., 2023, Carnegie Mellon University

**Research Areas**  
Innovation Management, Intellectual Property  
Rights, Firm Strategy, Digital Economy



**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



**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 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



**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



**HU Jia**  
Visiting 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 motivation and  
climate, Remote/Hybrid work

Department of Leadership  
and Organization  
Management



**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



**LI Ning**  
Electronics 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



**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



**QIAN Xiaojun**  
Professor

Bachelor, 1982, Tsinghua University  
Master, 1988, Purdue University  
Ph.D., 1992, Purdue University

**Research Areas**  
Leadership, Business Ethics, Corporate Social  
Responsibilities and Sustainability



**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



**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



**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



**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



**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



**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



**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





**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



**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



**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



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

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

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



**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 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

Department of Management Science and Engineering



**HUANG Shuo**  
Associate Professor

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

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



**CHEN Guoqing**  
Distinguished Professor of Sciences, Tsinghua University

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



**LI Bo**  
Associate Professor

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

**Research Areas**  
AI and Economics/Management



**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



**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, Learning, Data Privacy, Health IT, Blockchain, Fintech



**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



**LIANG Yong**  
Associate Professor

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

**Research Areas**  
Supply Chain Management, Dynamic Programming and Optimal Control, Energy Policy, Economy and Planning



**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



**MAO Xiaojie**  
Assistant Professor

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

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



**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



**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



**WEI Qiang**  
Professor, Chair

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

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



**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





**XIE Bin**  
Associate Professor

Bachelor, 1986, Tsinghua University  
Master, 1989, Tsinghua University  
Ph.D., 1993, Tsinghua University  
**Research Areas**  
Pharmaceutical Ecosystem based on Mapping Code, Consumer-oriented Corporate Governance, Product Harm Management, Unavoidable Quality Control



**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



**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



**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



**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



**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



**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



**CHEN Yubo**  
Coca-Cola Chair Professor,  
Secretary of CPC Committee

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



**HUANG Liang**  
Assistant 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



**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



**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



**LIU Xi**  
Associate Professor

Bachelor, 1995, Peking University  
Ph.D., 2002, University of Iowa  
**Research Areas**  
New Ordinary Consumption, Aesthetic Consumption, Consumption Culture



**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**  
Big Data Marketing, Business Analysis, Digital Marketing, Internet Charity, Pricing, Consumption Stimulation



**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



**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



**XIE Zan**  
Assistant Professor



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



**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



**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



**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



**YOU Haifeng**  
Chair Professor,  
Professor in Residence,  
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  
Quantitative Investment



**LIU Yan**  
Chair Professor

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



**ZHANG Xiaoquan**  
Irwin and Joan Jacobs Chair  
Professor, Assistant Dean,  
Executive Vice Dean of Shenzhen  
Institute of Economics and  
Management, Tsinghua University

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



**WU Tian**  
Associate Researcher

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

**Research Areas**  
Industrial Organization Theory, Corporate  
Finance, Energy Economics



**LIU Yunhui**  
Researcher

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

**Research Areas**  
Operations Management and Supply  
Energy Strategy



**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

### Robert J. Barro

Paul M. Warburg Professor of Economics,  
Harvard University

### 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)

### Eric S. Maskin

Adams University Professor, Department of  
Economics, Harvard University  
Nobel Laureate in Economics, 2007

### MUN Kin Chok

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

### Edmund S. Phelps

McVickar Professor of Political Economy,  
Columbia University  
Nobel Laureate in Economics, 2006

### 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

## Programs

The School has over 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-point model that combines shaping values, cultivating ability, and obtaining 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

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.

## Business Administration Major (For Athletes)

Designed for student athletes who gained great achievement in global and national sport competitions. Dedicated to equip students with foundational knowledge of liberal arts and business administration. The program contains a total

four-year bachelor program.

## 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

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

### Computer Science and Finance Dual Bachelor-Degree Program

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,

intersection. It aims to develop students with professional

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.

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)

## 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:

management science and engineering. Each platform has its own required courses.

<b>Economics and Finance:</b> Advanced Micro Economics, Advanced Quantitative Economics, Advanced Macro Economics, etc.
<b>Business Administration:</b> Research Methods on Management, Macro Management Theory, Micro Management Theory, etc.
<b>Management Science and Engineering:</b> 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

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

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

professionals with comprehensive and applied knowledge in

#### Program Features

The program focuses on developing macro-vision and innovation in practical applications, contributing to students' personalized development. Four concentrations include: Global Finance, Entrepreneurship and Corporate Finance, and Investment and Insurance. The program arranges an academic advisor and an industry mentor for every student.

The program offers dual degree programs with HEC Paris, the Hass 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 programs and exchange programs are only open to enrolled MoF students.

The Master of Finance program of Tsinghua SEM was ranked 5th worldwide 1st in Asia in the Master in Finance pre-experience 2023 ranking by Financial Times.

### Master of Financial Security

#### Program Objectives

The Master of Financial Security program is committed to

curriculum is rooted in China while having an international perspective.

#### Program Features

The program builds comprehensively on the basis of the Master of Finance project, and is intended to cultivate a

security. Courses explore multiple perspectives on national strategy, economy, and technology, as well as the underlying

systems. It is jointly developed by the School of Economics and Management of Tsinghua University and Shenzhen International Graduate School. Accordingly, it has both "Tsinghua standards" and "Shenzhen characteristics." Being based in Shenzhen, students learn in an environment that faces the world and develops together with the Guangdong-Hong Kong-Macao Greater Bay Area.

### Tsinghua University-Singapore Management University MCFO & MPAcc Dual-Degree Program

#### Program Objectives

The design of the program focuses on improving the overall

global perspective.

#### Program Features

The program is a dual-degree program in cooperation with Singapore Management University. It is a part-time program and the expected length of study is two years. The

knowledge and management skills. Applicants with a

working experience, or with a master's degree should have a minimum of three years' working experience.

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

#### Program Objectives

awareness.

#### Program Features

The program is jointly established by Tsinghua SEM and Tsinghua Shenzhen International Graduate School, relying on the cultivation of Tsinghua SEM. The overall design of

and management modules. It is a part-time program and the expected length of study is two years. Applicants with a bachelor's degree should have a minimum of one year's working experience, or with a master's degree with a minimum of one year's working experience.

### Master in Management

#### Program Objectives

The program strives to develop students' leadership, general management and analytical skills, preparing them for key managerial and leadership positions in corporations,

#### Program Features

Management analytics courses enhance students' knowledge base, focusing on management practice and application. The Program is taught in Chinese and English.

In 2011, Tsinghua SEM joined CEMS - the Global Alliance

only member school in the Chinese mainland. In 2018, Tsinghua SEM was awarded the CEMS School of the Year 2017-2018 based on student feedback regarding education quality, student service and activities. Enrolled students can apply for CEMS exchange programs and will receive a CEMS diploma upon successful completion.

SEM-HEC MiM Dual Degree Program.

The Masters in Management program at Tsinghua SEM secured 6th place globally as per the 2023 Masters in Management rankings released by the Financial Times. The ranking cemented Tsinghua SEM as the only Asian institution to break into the Top 10 in the past decade.

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

#### Program Objectives

The program aims to develop interdisciplinary talents in the

technology, with an emphasis on global vision and strong business analytical skills. It is also a pioneer in developing an interdisciplinary education system that integrates data science and management theory.

#### Program Features

The program, implemented by Tsinghua SEM and the Fu Foundation School of Engineering and Applied Science of

full-time program that usually takes 2-3 years to complete. Students admitted to the dual degree program will study

and through an expedited application process, be enrolled and study at Columbia University in New York, USA, for the second year.

The program focuses on big data application in management, improving their knowledge base in data analytics and modeling and enhancing management skills. Students who have successfully completed the program will receive a diploma and a master's degree in management from Tsinghua University and a Master of Science degree from Columbia University.



# MBA Programs

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.

of Chinese MBA programs in 2018.

Tsinghua Global MBA program ranked the 28th worldwide and No.1 in China by QS Global MBA Rankings 2024. 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

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

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

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
- 
- Degree of Master of Business Administration
  - 
  -

## Tsinghua MBA Program

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
- 
- Degree of Master of Business Administration
  -

## Tsinghua Industrial Innovation MBA

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
- 
- Degree of Master of Business Administration
  -

## Tsinghua Technology Innovation MBA

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

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
- 
- Degree of Master of Business Administration
  -



# EMBA Programs

## EMBA Programmes of the School of Economics and Management, Tsinghua

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 programme 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.

Committee of the State Council. Since 2007, the programme has topped the "China's Best EMBA Programme" ranking by Manager magazine for 11 consecutive years.

### Dedicated World-Class Faculty

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 programme 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

technological revolution and industrial transformation within

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

The programme has been actively exploring international

Global Council. So far, it has launched overseas learning sessions in eight countries or regions including the East and West Coasts of the United States, France, Germany, the United Kingdom, the Middle East 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 EMBA has established 30 regional alumni chapters, 20 alumni chapters in Beijing for students of the same graduating year, one Future Tech Future Thinking alumni chapter, one Aeronautics & Aviation Management EMBA alumni chapter, one media alumni chapter and one overseas alumni chapter, as

whole country. Moreover, Tsinghua SEM EMBA often organizes Homecoming Day, academic evaluation, salons, forums and other activities to create a comprehensive lifelong platform for its students.

## Tsinghua-INSEAD Dual-Degree EMBA

The Tsinghua-INSEAD Dual-Degree EMBA Programme (TIEMBA) is jointly launched by Tsinghua SEM and INSEAD. Combining international business education with a focus on Asia, the joint programme is designed for executives and professional

region.

### Top Tier EMBA Programme in the World

TIEMBA has been at the forefront of the Financial Times Global EMBA Top 100 List and QS Executive MBA joint programme ranking for many consecutive years. It ranked the second place globally by 2023 QS EMBA Ranking in the joint program category.

### Global Perspectives & World-class Faculty

The programme is designed to offer participants the best of both institutions. The programme 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 programme endeavors to broaden participants' strategic vision, taking professional management and entrepreneurship to greater heights at the international level. The programme 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 programme, 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 programme, 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" Programme

As a new highlight by Tsinghua SEM, the "Future Tech Future Thinking" programme is designed to cultivate strategic tech-savvy entrepreneurs who master core science and technology and are able to lead China in the future and contribute to human society.

### Political and Economic Wisdom + Future Technology

It integrates "political and economic wisdom" with "future technology" in curriculum design and accurately analyzes the approaches of world-class companies' management and technological innovation. In this way, students can optimize the layout of their companies, empower themselves to seek further development in the industry and thus better cater to new trends in social and technological development.

### "10+1 Model"

The programme integrates itself into cutting-edge technological

the country by fully leveraging Tsinghua's resources. Tsinghua SEM cooperates with a number of schools and departments of Tsinghua University to create the "10+1" model exclusive to the programme through assignment of two tutors to one student, resource sharing, and application of theoretical achievements into practice. The top-tiered scholars and scientists of Tsinghua University contribute to the programme by analyzing original and

building a model for application of theoretical achievements into practice.

The programme develops a top faculty team consisting of theorists, top-tiered scientists, masters in humanities, tutors in science and technology, best professors of Tsinghua SEM and industry leaders, to facilitate iteration of knowledge and enterprise transformation by innovation of teaching methods.

### Shared Alumni Network & Ecosystem

Tsinghua SEM Future Technology Alumni Chapter is not just a platform for activities. exchange and mutual learning. It can access to the Tsinghua SEM EMBA alumni network, which boasts 9,000+ alumni, including 400+ chairmen or actual controllers of domestic or overseas listed companies, and 40+ NPC deputies and CPPCC members. They jointly form an alumni network featuring "Tsinghua Ecosystem and Technology Innovation", and create a comprehensive lifelong platform for students to learn from and communicate with each other.



# Collaborative Degree Programs

## Tsinghua University-The Chinese University of Hong Kong MBA Program in

This program was established with the objectives of management skills. With the vision of the Chinese market as well as a global perspective, this program prepares the industry.

Jointly offered by Tsinghua SEM and CUHK Business in China with a specialization in Finance. The program is reputed for its cutting-edge curriculum design. The courses introduce students to the latest frontiers and new are closely related to the reform and development of in 2000 with one class in Beijing, and subsequently, an additional class was established in Shenzhen in 2004. So far, over 2,000 professionals with strong academic performance and work experience have graduated from the program.

## Tsinghua-ENAC Advanced Master's Program in Aviation Management

Advanced Master's Program in Aviation Management is a collaborative effort between Tsinghua SEM and École Nationale de l'Aviation Civile (ENAC). This program is skilled management professionals in China's rapidly developing aviation industry. By leveraging Tsinghua's strong academic foundation and ENAC's renowned expertise in aviation management, the program offers participants professional knowledge and an international vision to excel in the aviation industry both within China and on a global scale. As a master's degree program approved by the Ministry of Education of China, it has been conducted for 9 consecutive years and has trained hundreds of interdisciplinary management talent for China's aviation sector.







# 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.

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

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

of Tsinghua Graduate School. It offers 35 courses in three

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, ABB, 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

enterprises to escape the "death valley" in the process

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 and Chongqing. It has set

est005Apr

# Tsinghua SEM X-elerator

Tsinghua SEM X-elerator is an innovative service and value empowerment platform that inherits the spirit of Tsinghua univercity and focuses on serving entrepreneurs. Adhering to the concept of "serving entrepreneurs", with the goal of "gathering entrepreneurial talents and cultivating business leaders", X-elerator is creating a service system with a global

implementing through the DNA Fund.

Since its establishment, Tsinghua SEM X-elerator has accelerated over 569 startups, and raised 5.003 billion RMB in total. Academic and entrepreneurial delegations from 61 countries and regions have visited and initiated partnerships.



## Five-Dimensional Empowerment

Tsinghua SEM X-elerator empowers entrepreneurs

international collaboration and events, boosting global vision and competitiveness.

### Mentorship Empowerment

and professional mentorship program aiming at instructing and supporting entrepreneurs on managerial skills, technical knowledge, frontier technological development, product operation and marketing.

### Industry Empowerment

Tsinghua SEM X-elerator has established several industry-focused entrepreneurial labs including "Block Chain Application Lab", "Lab of Sharing Economy and Community Economy", "Innovative Business Model Lab", "iLive Future Lab", "Medicine and Healthcare Lab" and "Technology in Cultural and Creative Action Learning Lab", accelerating the growth of startups.

The "Metaverse Science and Technology Innovation

major themes including metaverse economy, digital technology, and future application scenarios. The members came from Tsinghua University, Renmin University of China, Beijing University of Science and Technology, University of International Business and Economics , Stanford University, Washington University, Columbia University, Royal College of Art, National University of Singapore, Tel Aviv University and other well-known universities around the world. 59.3% of the members were from innovative.

### Branding Empowerment

For the purpose of giving our entrepreneurs more exposure, Tsinghua X-elerator's social media platforms have introduced "X-elerator Innovator" and "X-elerator Voice of Teams" to explore channels of promotion, attracting partners and resources.

### International Empowerment

More than 90% of startups at Tsinghua SEM X-elerator are currently composed of doctoral or master graduates from top-tier universities in the world, innovative entrepreneurs, and technological innovators. Until now, we have created an international entrepreneurial community of 300+ members, hosted and co-organized more than 80 international conferences, lectures, visits, and academic exchanges, and forged partnership with more than 45 institutions.

### Event Empowerment

The series of online and offline events from cutting-edge research with mind315.5 (r)-112 (a)-0.6 ((t)-13.2 (i)-16.9 (e)-16.7 (g 6)TJ -p)6.5s (i)-25. unravels the current industry trends, market pain points and development blockages. The events are providing



## 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.

As of September 2023, Tsinghua SEM has undertaken 481 research projects funded by the National Natural Science Foundation of China and over 500 projects for a variety of government ministries and commissions, among which are:

- 3 projects in the Major Program funded by the National Natural Science Foundation of China
- 1 project in the Major Research Plan Program funded by the

nearly 15 projects were funded by the National Natural Science Foundation

2 projects were funded by the National Social Science Fund

2 projects are National Strategic and Soft Science Projects



Major Research Projects in Past 10 Years

Principal Investigator	Project Title	Source of Funding	Starting Year
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 Y'tian	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	NSFC/RGC Collaborative Research Scheme, National Natural Science Foundation of China	2023
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

Principal Investigator	Project Title	Source of Funding	Starting Year
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
CHEN Jian	Mobile Recommender Systems in Big Data Era	Joint Research Fund for Overseas Chinese Scholars and Scholars in Hong Kong and Macao, National Natural Science Foundation of China	2014





# Selected Papers Published in International Journals in 2022

Department	Author from SEM	Title of Paper	Publication
Management Science and Engineering	XIAO Yongbo	Investing in Industry 4.0 Technologies: Empirical Impacts and Decision Framework	Production and Operations Management
	XU Xin		Information Systems Research (ISR)
	ZHANG Xiaoquan	Risk Disclosure in Crowdfunding	Information Systems Research (ISR)
	ZHANG Xiaoquan	Histogram Distortion Bias in Consumer Choices	Management Science
	CHEN Jian	Dynamic Regulation on Innovation and Adoption of Green Technology with Information Asymmetry	Naval Research Logistics
	FENG Juan	Skill Spanning in the Online Labor Market: A Double-Edged Sword?	Journal of the Association for Information Systems (JAIS)
	LI Bo	Distributionally Robust Learning with Stable Adversarial Training	IEEE Transactions on Knowledge and Data Engineering
	LI Bo	Data-driven Variable Decomposition for Treatment Effect Estimation	IEEE Transactions on Knowledge and Data Engineering
	LI Bo	Learning Decomposed Representations for Treatment Effect Estimation	IEEE Transactions on Knowledge and Data Engineering
	LI Bo	Auto IV: Counterfactual Prediction via Automatic Instrumental Variable Decomposition	ACM Transactions on Knowledge Discovery from Data
	LIN Zhijie	When More is Less: Quality and Variety Trade-off in Sharing Economy Platforms	Journal of Management Studies
	WANG Chun	Play Like the Pros? Solving the Game of Darts as a Dynamic Zero-Sum Game	INFORMS Journal on Computing
Marketing	XIAO Yongbo	Opaque Selling of Multiple Substitutable Products with Finite Inventories	Naval Research Logistics
	CHEN Yubo, LIANG Yitian	How Is Mobile User Behavior Different?-A Hidden Markov Model of Cross-Mobile Application Usage Dynamics	Information Systems Research (ISR)
	LI Fei	Managing Reference-Group Effects in Sequential Product Upgrades	Production and Operations Management
	LIU Wenjing	A Study about Return Policies in the Presence of Consumer Social Learning	Production and Operations Management
	CHEN Rong	A Good Way to Boost Sales? Effects of the Proportion of Sold-out Options on Purchase Behavior	International Journal of Research in Marketing
	LIU Wenjing	Inductive Representation Learning on Dynamic Stock Co-Movement Graphs for Stock Predictions	INFORMS Journal on Computing
	LIU Wenjing	Feeling Lucky: How Framing the Target Product as A Free Gift Enhances Purchase Intention	International Journal of Research in Marketing
	LIU Wenjing	Building Consumer Connection with New Brands Through Rituals: The Role of Mindfulness	Marketing Letters

## China Journal of Economics

China Journal 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



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

CJE is indexed by the extended edition of Chinese Social Science Citation Index (CSSCI) source journals in 2019 and CSSCI source journals in 2023.



## Tsinghua Business Reviewing

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

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, 2023, over 80 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

schools, or business researchers at other institutions.



Research Support

Library

Established in 1985, the Tsinghua SEM library has a floor area of 900 square meters and houses a collection of more than 100,000 books in Chinese and over 10,000 books in foreign languages. Approximately 6,000 new books are added to the collection each year. The School makes substantial investments to expand subscriptions to leading Chinese and international academic journals, newspapers and magazines across the broad areas of economics and management. The Tsinghua SEM library currently subscribes to 600 periodicals, including 160 in foreign languages.

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

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

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 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.

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. The center actively serves scholars to apply for data. Up to now, hundreds of scholars from more

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.

Membership in International Organizations

AACSB	2002	Tsinghua SEM became a member of the Association to Advance Collegiate Schools of Business (AACSB)
	2007	school on the Chinese mainland with AACSB accreditation
	2012	achieve AACSB maintenance of accreditation
AAPBS	2017	Tsinghua SEM successfully maintained its AACSB Business Accreditation
	2022	Tsinghua SEM successfully maintained its AACSB Business Accreditation
CEMS	2004	Tsinghua SEM participated in initiating the Association of Asia-
	2005	Tsinghua SEM hosted the First Annual Conference of AAPBS
EFMD	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
Executive MBA Council	2019	Tsinghua SEM hosted the annual Strategic Board meeting
	2006	Tsinghua SEM became a member of the European Foundation for Management Development (EFMD)
	2008	Tsinghua SEM was awarded EQUIS accreditation by EFMD
GMAC	2011	Tsinghua SEM was re-accredited by EFMD and maintained its EQUIS label
	2003	Tsinghua SEM became a member of the Executive MBA Council
PIM	2004	Tsinghua SEM hosted the Asia regional meeting
	2014	Tsinghua SEM hosted the Asia regional meeting
PRME	2008	Tsinghua SEM became a member of the Graduate Management Admission Council (GMAC)
	2005	Tsinghua SEM became a member of the Partnership in International Management (PIM)
UNICON	2013	Tsinghua SEM co-hosted the 40th Annual PIM Conference
	2007	Tsinghua SEM participated in the Principles for Responsible Management Education (PRME) initiative
	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

# Extensive Overseas Student Exchange Network

## 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

## Stanford GSB

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

## 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

## London Business School

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

## Wharton

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

## INSEAD

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

## 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

## 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

As of August 31, 2023, 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

- 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
- Chile



Tsinghua SEM is fortunate to have a strong alumni community. Alumni play vital roles in

the School into a world-class higher education institution. The School currently has more than 41,000 alumni from its degree programs, over 4,000 alumni from collaborative degree programs, and over 100,000 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 e-newsletter and leverages various social media tools to keep alumni informed of school news and activities.

## Structure

### Tsinghua SEM Alumni Associations

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

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

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

Donors of Chair Professorships	Special Contribution
<b>Endowed Chairs</b> 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 Tsinghua SEM MBA Alumni Association Tsinghua SEM Undergraduate Alumni Association Zurich Insurance Group	<b>Term Chairs</b> AXA Group CITIC Securities Company Limited Flex Lenovo Richard Li The Coca-Cola Company  <b>Term Chairs (Completed)</b> China Ocean Shipping (Group) Company (COSCO) EMC Computer Systems (China) Co., Ltd. Esquel Group Goldman Sachs Charitable Gift Fund (UK) Merrill Lynch & Co. Tsinghua Tongfang Co., Ltd.  Maurice R. Greenberg Goldman Sachs Foundation AXA Group

