

## Ming-Jer Chen and the Global Chinese Business Initiative at Wharton: 1997-2000 Activities

### THE PUBLIC ARENA

#### Executive Forums

- *East-West.Com Series: The eRevolution in Greater China.* The high-profile *East-West.Com Series* presented three executive forums at Wharton and in New York in 2000, including an April 2000 event that marked the largest convergence of Greater China Dot-Com players ever convened in the U.S. Corporate partners included Korn/Ferry International, McKinsey & Company, The Starr Foundation, and the *Asian Wall Street Journal*
- GCBI Speaker Series: Business and academic leaders, including the Hong Kong Commissioner to the U.S., presented issues related to Chinese business to Wharton faculty and students

#### Publications for Executives

- *Inside Chinese Business: A Guide for Managers Worldwide*, (Harvard Business School Press, Spring 2001)

#### Speeches and Symposia

- Three keynote addresses in Asia, including the World Economic Forum's China Business Summit 2000, Beijing, PRC
- A dozen high-level executive speeches and workshops throughout Asia and the U.S. (including Morgan Stanley Dean Witter, PRC's State Economic and Trade Commission, and Wharton's Executive Education Advisory Board, Taiwan's Institute for Information Industry, and Hong Kong's Executive Talent Association)

#### Media Interviews and Coverage

- Sixty newspaper articles and interviews in major media in the U.S. and Greater China, including, *The Wall Street Journal*, *USA Today*, and *Voice of America*, as well as almost all of the leading newspapers and magazines in China (including the *Economic Daily*, *People's Daily*), Taiwan (including *China Times* and *Commercial Times*), and Hong Kong (including the *Asian Wall Street Journal* and *Yazhou Zhoukan—the Chinese edition of Asian Week*). Interviews with the Central China TV Station were broadcast throughout China.

### THE ACADEMIC ARENA

#### Research and Publications

- Ranked among the Top 5 internationally for number of publications in premiere management journals (1990-1999)
- Best Paper Award, *Academy of Management Review*, 1997
- Elected Division Chair (1999-2001) and Program Chair (1997-99) of the Business Policy and Strategy Division, Academy of Management

#### Academic Relationships

- Introduced the Chinese University of Hong Kong to Wharton and laid the groundwork for collaboration between the two schools
- Raised \$300,000 to host six highly-regarded PRC professors at Wharton for one year
- Conducted a workshop for management professors from all 52 MBA programs at the invitation of the PRC's National MBA Advisory Board
- Conducted workshops for management professors from all 40 business schools in Taiwan at the invitation of the National Science Council
- Senior Fellow and Management Board Member, Asian-Pacific Institute of Business, Chinese University of Hong Kong
- Academic Advisor, the Chinese Management Centre, University of Hong Kong and the Han Lung Center for Organizational Research, Hong Kong University of Science and Technology
- External Examiner, National University of Singapore

#### Wharton Course Development

- Two highly-rated courses on global Chinese business and managing East-West enterprise for MBA and undergraduate students.