SCHOOL OF MANAGEMENT
ZHEJIANG UNIVERSITY 2013
Globalization · Innovation · Entrepreneurship · Responsibility

CULTIVATING THE HEALTHY POWER LEADING THE FUTURE OF CHINA
UNIVERSITY MOTTO
FAITH OF TRUTH
校训

竺可桢老校长
（1936—1949任校长）

CHU Keochen (1890–1974),
president of National Chekiang University (now Zhejiang University)
(1936–1949), a prominent meteorologist,
geologist and educator.
国际视野 · 创新能力 · 创业精神 · 社会责任
GLOBALIZATION · INNOVATION · ENTREPRENEURSHIP · RESPONSIBILITY
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2013年管理学院大事记
OUR MOTTO
学院院训
培养引领中国未来发展的健康力量
Cultivating the healthy power leading the future of China

OUR MISSION
学院使命
创造能够促进社会福祉和管理学科发展的新理论、新方法，培养具有国际视野、创新能力、创业精神和社会责任的高级管理专业人才与未来领导者。
Our mission is to advance management theories and methods with insights from the Chinese context that contribute to social welfare and cultivate professionals and leaders with global perspective, innovative capability, entrepreneurial spirit and social responsibility.
秉承“求是、创新”的浙大校训，浙江大学管理学院三十余年来风雨兼程，伴随着中国崛起的步伐，融创新、创业于管理理论和管理实践的开拓，已经发展成为一所学科特色鲜明、走在市场经济前沿、精英荟萃、人才辈出的现代商学院。而当今世界的新变局，今日中国的新发展，对管理理论与实践无疑提出了更新、更高的要求。全球视野、创新能力、创业精神与社会责任正迅速地成为新时代管理理论研究和人才培养的主题。

我们相信——来自竞争的繁荣！
我们奋斗——为中华民族的伟大复兴！
我们开放——面向全球环境与全人类的和谐与可持续发展！
受益于前辈们的奋斗，我们有今日之成就；有赖于同仁们的共同努力
和社会各界的鼎力相助，我们必将跻身世界一流！

DEAN'S MESSAGE
院长寄语
Following the University’s motto of ‘Faith of Truth and Innovativeness’, the School of Management of Zhejiang University has devoted itself in the past thirty years to the advancement of management theories and practices. The School focuses on innovation and entrepreneurship in management research and practices; it is a modern business school in the forefront of market economy with distinct disciplinary features, and a pool of talented faculty and students. Today, changing global scenarios and the country’s new development strategies have placed higher requirements for management theories and practices. In answering to those requirements, four themes — globalization, innovation, entrepreneurship and responsibility — have emerged as the School’s guiding principles for research and education.
We do believe: prosperity comes from competition.
We are striving: for the great renaissance of China.
We stay open: for the global harmony and sustainability of the human and the environments.
The efforts of our ancestors have made the School of Management glory today. Following their footsteps, and with supports and helps from all spheres, we are confident in our endeavors for global excellence.
THE UNIVERSITY

学校概况

浙江大学是教育部直属、省部共建的普通高等学校，是首批进入国家“211工程”和“985工程”建设的若干所重点大学之一，也是C9联盟成员。浙江大学前身求是书院成立于1897年，为中国人自己最早创办的新式高等学府之一。经过一百多年的建设与发展，学校已成为一所基础坚实、实力雄厚、特色鲜明，居于国内一流水平，在国际上有较大影响的研究型、综合型大学。

学校始终以“求是、创新”为校训，以严谨的求是学风培养了大批优秀人才，以执着的创新精神创造出丰硕成果，蜚声海内外，曾被英国著名学者李约瑟誉为“东方剑桥”。

学校位于中国历史文化名城、世界著名的风景游览胜地——浙江省杭州市，设紫金港、玉泉、西溪、华家池、之江等5个校区，占地面积4.50平方公里。

Founded in 1897 and initially known as Qiushi Academy, Zhejiang University is one of the China's oldest and most prestigious institutions of higher education, and is also one of the nine members of the C9 League (Consortium of 9 Research Universities in China). In its over-one-hundred-year history, the university has developed as a comprehensive research university with distinctive features and a rational as well as international impact.

Reputed as “Cambridge of the East” by Joseph Needham in China’s modern history of higher education, Zhejiang University has been consistently ranked as among top 3 in the nation. Following the university’s motto of “Faith of Truth and Innovation”, the university is making substantial contributions to China's economic, social and technological development and is striving relentlessly for global excellence.

Zhejiang University currently has five campuses (Zijingang, Yuquan, Xixi, Huajianxi, and Zhijiang), located in the garden city of Hangzhou. It occupies a total area of 450.5 hectares.
1927  The Department of Agricultural Sociology was founded.

1950  The Institute of Teaching and Research in Engineering Economics was founded.

1979  The Department of Sciences and Management at the former Zhejiang University was founded. It was the first department of the same kind in China. The department produced the first generation of postgraduates of management majors after China’s opening-up.

1986  The doctoral program of Management Science and Engineering at the former Zhejiang University was launched. This program was the first of the same kind in China.

1990  The School of Business Administration was founded at the former Zhejiang University. The former Hangzhou University launched China’s first master’s program in Tourism Economics. The former Zhejiang Agricultural University offered a doctoral program in Agricultural Economics and Management.

1994  The school launched its MBA program.
1998 浙江大学、杭州大学、浙江农业大学、浙江医科大学四校合并组建成新的浙江大学，相关院、系、所合并组建成新的浙江大学管理学院，高尚全任院长。
Upon the amalgamation of four universities, a new School of Management came into being. Professor GAO Shangquan, Chair of the Chinese Society for Economic System Restructuring, became the first Dean of the school.

2000 获批“农林经济管理”一级学科博士学位授予权。
The school was authorized to offer doctoral programs in Agricultural and Forestry Economics and Management.

2001 获批“工商管理”一级学科博士学位授予权。
The school was authorized to offer doctoral programs in Business Administration.

2002 成为国内首批招收EMBA的院校之一。
The school became one of the few Chinese universities with an EMBA program.

2006 MBA/EMBA专业国内首家通过AMBA国际认证；
国内首家获批“创业管理”博士学位授予权。
The school was the first one to be accredited by AMBA in mainland China. In the same year the school launched China's first doctoral program in Entrepreneurship Management.

2007 许庆瑞教授当选中国工程院院士。
Professor XU Qingrui was elected as a fellow of the Chinese Academy of Engineering.

2011 管理学院新大楼奠基。
The school held the Foundation Ceremony for the school's new building.

2012 在中国大陆率先通过AMBA第二期国际认证。
The school was the first in mainland China to obtain the AMBA second cycle Accreditation.

2012 成功通过EQUIS（欧洲质量发展认证体系）国际认证。
The school was awarded accreditation by EQUIS.

2013 教育部学位与研究生教育发展中心发布2012年全国学科评估结果，浙江大学管理学院农林经济管理和管理科学与工程两个一级学科排名分获全国第一、第二。
China Academic Degrees and Graduate Education Development Center issued China Discipline Ranking 2012. The discipline of management of agricultural economy of the school of management, Zhejiang University ranked No.1 and the discipline of Management Science and Engineering ranked No.2.

2014 浙江大学管理学院国际顾问委员会第一次会议在杭州举行。
The school held the first meeting of International Advisory Board in Hangzhou.
SCHOOL LEADERSHIP

学院领导
ORGANIZATION

组织架构
### Departments

**Management Science and Engineering**
Department of Management Science and Engineering

**Business Administration**
Department of Business Administration

**Accounting and Finance**
Department of Accounting and Finance

**Tourism Management**
Department of Tourism Management

**Agricultural Economics and Management**
Department of Agricultural Economics and Management

### Main Research Centers

- **Zhejiang University Global Entrepreneurship Research Center**
- **Academy of Global Zhejiang Entrepreneurs**
- **Zhejiang University - Lund University Joint Center of Innovation and Entrepreneurship**
- **Zhejiang University & Cambridge University Joint Research Center for Global Manufacturing and Innovation Management**
- **International Institute of Operations Research and Management Science, School of Management, Zhejiang University**
- **ZJU-LEEDS Center for Business Research (ZJU-LEEDS CBR)**
- **International Center for Maritime and Logistics Management**

### Program Offices

- **Academic Affairs Office**
- **MBA Program Office**
- **EMBA Program Office**
- **EDP Office**
- **Zhejiang University - The Hong Kong Polytechnic University International Executive Development Center**

### Administrative Offices

- **Administration Office**
- **Human Resources Office**
- **Research Affairs Office**
- **International Affairs Office**
- **Student Affairs Office**
- **Alumni and Career Development Office**
- **Library and Information Center**
- **Accreditation and Quality Assurance Office**
- **Case Center**
- **Public Relations Office**
DISTINGUISHED PROFESSORS
杰出教授

学院现有教师140人，除中国工程院院士之外，还拥有浙江大学文科资深教授、浙江省特级专家、浙江大学求是特聘教授、浙江大学文科领军人才、浙江省“干人计划”入选者、浙江大学光华讲座教授、浙江大学求是讲座教授、浙江大学包玉刚讲座教授、恒逸讲座教授等具有一定国际影响、并在其研究领域处于国内领先水平的杰出专家。

There are 140 faculty members in the School of Management, including outstanding scholars globally recognized and leading in their research areas nationwide.
FELLOW OF THE CHINESE ACADEMY OF ENGINEERING

许庆瑞
浙江大学教授
XU Qingrui
Professor
ZHEJIANG UNIVERSITY

主要研究领域:
技术创新与创新管理、企业管理、战略管理

RESEARCH AREAS:
Technological Innovation and Innovation Management/
Business Administration/ Strategic Management
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>University</th>
<th>Research Areas</th>
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<tbody>
<tr>
<td>华中生</td>
<td>浙江大学教授</td>
<td>ZHEJIANG UNIVERSITY</td>
<td>供应链管理</td>
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<td>RESEARCH AREAS: Supply Chain Management</td>
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<tr>
<td>王重鸣</td>
<td>浙江大学教授</td>
<td>ZHEJIANG UNIVERSITY</td>
<td>人力资源管理、组织行为学、创业管理</td>
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<td></td>
<td>RESEARCH AREAS: Human Resource Management/Organizational Behavior/Entrepreneurship</td>
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<td>黄祖辉</td>
<td>浙江大学教授</td>
<td>ZHEJIANG UNIVERSITY</td>
<td>农业与农村经济发展、产业组织与制度、土地经济管理</td>
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<td>RESEARCH AREAS: Development Strategy for Agriculture and Rural Economy/Industrial Organization and Market Institution/Land Economy and Management</td>
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<td>吴晓波</td>
<td>浙江大学教授</td>
<td>ZHEJIANG UNIVERSITY</td>
<td>战略管理、技术创新与竞争战略、信息技术与管理变革、全球化制造战略</td>
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<td>RESEARCH AREAS: Strategic Management/Technological Innovation and Competitive Strategy/Information Technology and Change Management/Global Manufacturing Strategy</td>
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<td>李春利</td>
<td>LEE CHUNLI Professor</td>
<td>Innovation Management and Technical/Operations Management</td>
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<td>何达纳</td>
<td>Francis J.A.M. GREIDANUS Former Head of Research and Chief Technology Officer Asia, Senior Vice President, Royal Dutch Philips Electronics Ltd.</td>
<td>Innovation and R &amp; D Management</td>
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<tr>
<td>李海洋</td>
<td>LI Haiyang Tenured Associate Professor RICE UNIVERSITY</td>
<td>Innovation and Strategic Alliances/Entrepreneurship and New Ventures Strategies in Transition Economies</td>
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<td>李平</td>
<td>Peter Ping Li Professor COPENHAGEN BUSINESS SCHOOL</td>
<td>Chinese Business Studies</td>
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<td>Jean-Pierre JEANNET</td>
<td>Jean-Pierre JEANNET Professor BASON COLLEGE</td>
<td>Global Business &amp; Global Marketing</td>
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<td>周荫强</td>
<td>CHAU YAMKEUNG Professor THE UNIVERSITY OF HONGKONG</td>
<td>Information Systems</td>
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</table>
光彪讲座教授
KUANG-PIU GUEST PROFESSORS

石涌江
英国剑桥大学教授
SHI Yongjiang
Professor
THE UNIVERSITY OF CAMBRIDGE

主要研究领域：
全球化制造、虚拟网络、技术转移跨国经营、全球化战略
RESEARCH AREAS:
Global Manufacturing Virtual Network/ Technology Transfer and Manufacturing Mobility/ Global Supply Chain and Value Network

西蒙・科林斯
英国伯明翰大学商学院教授
SIMON C.COLLINSON
Professor
WARWICK BUSINESS SCHOOL, THE UNIVERSITY OF WARWICK

主要研究领域：
跨国公司组织比较研究、全球研发组织、知识与技术管理、国际创业
RESEARCH AREAS:
Comparative Organization Studies in Multinational Firms/ the Global Organization of R&D/ Knowledge and Technology Management/ International Entrepreneurship

张晓波
国际食品安全政策研究所高级研究员
ZHANG Xiaobo
SENIOR RESEARCH FELLOW
THE INTERNATIONAL FOOD POLICY RESEARCH INSTITUTE

主要研究领域：
收入分配、反贫困、城乡与地区差距
RESEARCH AREAS:
Income Distribution/ Anti-poverty/ Rural-Urban and Regional Inequality

叶萌宇
美国斯坦福大学教授
YE Yinyu
Professor
STANFORD UNIVERSITY

主要研究领域：
系统工程、运筹学
RESEARCH AREAS:
System Engineering/ Operations Research
包玉刚讲座教授
PAO YU-KONG CHAIR PROFESSOR

蔡济铭
加拿大卡尔加里大学教授
JESS H. CHUA
Professor
UNIVERSITY OF CALGARY

主要研究领域：
财务管理、家族企业治理、创业投融资
RESEARCH AREAS:
Financial Management/ Family business Governance/
New Venture Financing

浙江大学文科领军人才
LEADING EXPERT IN LIBERAL ARTS, ZHEJIANG UNIVERSITY

霍宝锋
浙江大学教授
HUO Baofeng
Professor
ZHEJIANG UNIVERSITY

主要研究领域：
物流与供应链管理、企业间关系管理、运营管理、跨文化管理
RESEARCH AREAS:
Logistics and Supply Chain Management/ Enterprise
Relationship Management/ Operations Management/
Cross-cultural Management

浙江省千人计划入选者
THE RECRUITMENT PROGRAM OF GLOBAL EXPERTS, ZHEJIANG PROVINCE

周宏庚
浙江大学教授
ZHOU Honggang
Professor
ZHEJIANG UNIVERSITY

主要研究领域：
供应链与运营管理
RESEARCH AREAS:
Supply Chain and Operations Management

傅道格
浙江大学教授
DOUGLAS BRAIN FULLER
Professor
ZHEJIANG UNIVERSITY

主要研究领域：
国际商务
RESEARCH AREAS:
International Business
TALENTS CULTIVATION
人才培养

UNDERGRADUATE PROGRAM
本科项目

PhD PROGRAM
博士项目

EMBA PROGRAM
EMBA项目

INTERNATIONAL EMBA PROGRAM
国际EMBA项目

MBA PROGRAM
MBA项目

GLOBAL MBA PROGRAM
全球MBA项目

EDP PROGRAM
EDP项目
GOAL
The undergraduate program aims to provide students with global perspectives, solid theoretical foundations, methods of theory application, in-depth understandings of business situations in China, and the capability of implementing management practices and carrying out academic enquiries in their related fields of business.

MAJORS
The undergraduate program is a four-year full-time one with eight majors. The focus of the first year is on general education, after which students are entitled to choose one of the majors.

- Information Management and Information Systems
- Marketing
- Accounting
- Financial Management
- Human Resource Management
- Agricultural and Forestry Economics & Management
- Logistics Management
- Tourism Management
PhD PROGRAM
博士项目

培养目标

浙江大学管理学院博士教育的目标是培养具有国际化学术视野和深厚理论功底，把握学科发展前沿，具有学术创新能力，能够胜任高水平教学和研究需要的国际型学术人才。直博士项目是一个与国际接轨的IPhD项目，旨在培养与国际接轨的管理学科的研究型高端人才，项目学制5年，基本采用全英文教学，并为学生提供海外学习和交流的机会。

专业方向

浙江大学管理学院博士项目学制3.5年，共有9个专业。

· 管理科学与工程 · 技术与创新管理
· 会计学 · 企业管理
· 旅游管理 · 技术经济及管理
· 创业管理 · 农业经济管理
· 林业经济管理

GOAL

The PhD program aims to cultivate researchers of management sciences with global perspectives, innovative capacities, solid methodological foundations and the knowledge of the latest developments in management theories. Internationalized PhD (IPhD) program is a five-year PhD program targeting at outstanding undergraduates, with most of the courses delivered in English and more international exposure.

MAJORS

The PhD program is a three-and-a-half-year full-time one. There are a total of nine majors in the program.

· Management Science and Engineering
· Technology & Innovation Management
· Accounting
· Enterprise Management
· Tourism Management
· Technological Economics & Management
· Entrepreneurship Management
· Agricultural Economics & Management
· Forestry Economics & Management
项目简介

浙江大学EMBA植根于民营经济最发达的浙江省，既是浙商的大本营，也是新时期浙商的黄埔军校。对“浙商”群体的成长与发展既是见证者也是推动者。浙江大学EMBA聚集了上千名浙商，他们敢想敢做，极具创造力和想象力，善于学习、注重抱团。改革开放30多年以来，在企业的经营探索和“走出去”方面，浙江民企都起到了先锋军的作用，也为我们的EMBA教育提供了大量的现实案例。

2013年与一汽大众·奥迪形成战略合作伙伴关系，双方将学科优势及跨国企业管理经验相结合，开创培养未来民营企业领军者新模式。

OVERVIEW

Rooted in Zhejiang Province, which is home to the most vigorous and dynamic private enterprises in China, the ZJU EMBA program is proud to have witnessed and promoted the growth and development of Zheshang—the entrepreneurs from Zhejiang Province. Today, the program has become not only an educational base for Zheshang, but also the so-called “West Point” for Zheshang in the new era, and has attracted thousands of Zheshang who are courageous, creative, diligent, and solidary. Since China’s economic reform and open-door policy thirty years ago, Zhejiang’s private enterprises have played a vanguard and exemplary role in exploring the best practices in terms of corporate governance, management and “going out”, which have provided a number of great case studies for our EMBA education.

In 2013, the School of Management and FAW-Volkswagen Audi officially announced to become strategic partners. Taking the School's executive education as the cornerstone and drawing on Audi’s successful experience in multinational corporate management, the School has been exploring various new methods of cultivating and educating entrepreneurs.
GOAL

The EMBA program aims to cultivate global, innovative, entrepreneurial and responsible business leaders. The outstanding executives and business owners who participate in the ZJU EMBA program hail from a wide range of industries and sectors, including enterprises, government agencies, NGOs and other organizations, and they have very strong educational backgrounds and extensive managerial experiences.
浙江大学——巴黎HEC商学院双学位国际EMBA项目

ZJU-HEC DUAL DEGREE EMBA PROGRAM

项目特色

浙江大学——巴黎HEC商学院双学位国际EMBA项目以其独特的课程设置为来自世界各地的资深经理与高级管理人员，提供自主选择专业方向和世界五大授课地点的难得学习机会。浙大商学院—HEC EMBA项目在巴黎、北京、上海、圣彼得堡和多哈五大城市同时授课，使得学员既可在国内完成课程，也可选择在全球其他授课城市完成部分课程。

浙江大学——巴黎HEC商学院双学位国际EMBA项目由三大关键部分组成：核心课程、专业方向和课程研究项目，其中有8个专业方向可供选择：全球商业前景、服务、创业与创新、航空航天、能源、奢侈品、电信与数字业务以及新兴市场商业革新。
FEATURES

The ZJU-HEC Jointly Executive MBA is uniquely positioned to offer senior managers and executives from all around the world the opportunity to select from a number of majors and to take classes in five different locations worldwide. Run in Paris, Beijing, Shanghai, St Petersburg and Doha, the Executive MBA allows you either to remain in your home track throughout the program, or to take the option of international mobility.

The ZJU-HEC Executive MBA degree is made up of three key components: core courses, Majors and capstone project. There are eight majors you can choose: Global Business Perspectives, Services, Entrepreneurship & Innovation, Aerospace & Aviation, Energy, Luxury, Digital & Telecom Businesses and Reinventing Business for Emerging Markets.

培训目标

通过本项目为期16个月的密集学习，您将获得最先进的管理知识和最新的工具与方法。我们的目标不仅是提升未来全球领导者的专业技能与领导能力，更可以让您“敢于”在企业中和在复杂情况下将创新想法和解决方案付诸实践。

GOAL

During the 16 months of the program, you will be exposed to state-of-the-art management knowledge and to the latest tools and techniques through an engaging series of learning activities. Our goal is not only to strengthen the technical expertise and leadership skills of future global leaders, but also to enable you to "dare" to implement innovative ideas and solutions in your companies and in complex professional situations.
项目简介

浙江大学MBA项目始于1994年。2006年，浙江大学MBA项目成为国内首家通过AMBA国际认证的MBA项目，并于2012年率先通过AMBA第二期国际认证，成为大中华区首个获此殊荣的MBA项目。2012年浙江大学管理学院通过了EQUIS国际认证，作为学院重要的教学项目，国际管理教育权威机构对浙江大学管理学院的MBA项目也表示了高度认可。

OVERVIEW

Zhejiang University MBA Program was launched in 1994. The program was accredited by Association of MBAs (AMBA) in 2006 as the first one in mainland China and obtained the AMBA second cycle accreditation in 2012. The School of Management was awarded accreditation by EQUIS in 2012, which indicates the MBA Program has been in line with international standards.

培养目标

浙江大学管理学院MBA项目始终坚持“求是”校训，以把握时代脉搏，培养具有高度社会责任感和职业素养的管理精英为己任，为中国经济建设与发展培养具有国际化视野、系统的管理理念、创新创业精神和卓越领导力的中高级管理人才。

GOAL

Following the University’s motto of ‘Faith of Truth’, Zhejiang University MBA Program aims to cultivate innovative elites with social responsibility, global perspective, entrepreneurial spirit and excellent leadership.
GLOBAL MBA PROGRAM
全球MBA项目

GLOBAL ENTREPRENEURSHIP PROGRAM, GEP

项目特色

- 浙江大学、美国普渡大学、法国里昂商学院
  - 三大名校聚焦创业管理
- 课堂横跨亚洲、北美、欧洲三大洲
- 三个国家三个全球咨询项目
- 与来自20余个国家的同学深度互动，激发创业灵感
- 丰富多彩的课外实践活动

Highlights

- Three world-class institutes focusing on entrepreneurship education
- Across three continents: Asia, North America and Europe
- Three global consulting projects in three countries
- Deep interaction with students from more than 20 countries, stimulating entrepreneurial inspiration
- A variety of extracurricular activities
全球制造与供应链管理硕士项目
MASTER IN GLOBAL MANUFACTURING AND SUPPLY CHAIN MANAGEMENT, GMSCM

项目特色
- 50%的课程由加拿大麦吉尔大学的教授来杭授课
- 集中式在职学习
- 加拿大暑期海外游学
- 双硕士学位项目
- 全球顶尖制造与物流行业实习机会
- 融入精英荟萃的校友网络

Highlights
- 50% courses are delivered in Hangzhou by professors from McGill University
- Intensive part-time study
- Overseas summer school in McGill campus
- Double-degree program
- Abundant internship opportunities in world leading manufacturing and logistics industry
- World-wide alumni network
EDP PROGRAM

EDP项目

浙江大学管理学院EDP中心是管理学院唯一执行高层管理者非学历教育的专门机构。中心自2004年成立以来，建立了由国内外最优秀的专家组成的一流教师队伍，开发设计了许多极具针对性的高级工商管理培训项目，并致力于品牌化、高端化、国际化的发展方向，助推企业实现跨越式发展。中心在全体同仁的尽心努力下，在不断的探索实践中，迅速成长为同行业翘楚，获得社会各界广泛好评。

EDP is the one and only Center for non-degree education in the school of management, Zhejiang University, specialized in executive education. Since its establishment in 2004, a top and internationalized professional team was formed as to design and develop programs which focused on advanced business administration training. It is dedicated to build up a high-end and an internationalized brand image, and help enterprises to achieve a leapfrogging development. With the support of all staff, while keeping exploring and growing, EDP has now becoming one of the top centers in executive education, and received a sound reputation from all walks of life.

**GOAL**

With the rich resources of faculty and international network in the school of management, EDP is dedicated to cultivating global, innovative, entrepreneurial and responsible leaders who better the world.

** FEATURES **

- EDP, Zhejiang University is named as the most authoritative and the best teaching quality center
- “First Prize in continuing education” for four consecutive years
- “Top exemplary organization in Zhejiang Province by Zhejiang Economic and Information Commission” for two consecutive years
- One of the founding members of EDP Union China; chairman of EDPU

**培养目标**

依托浙江大学管理学院丰富的教学和人脉资源，整合全国高校优势资源，组建一流教师队伍，致力于培养具有国际视野、创新能力、创业精神和社会责任的高级管理专业人才与未来领导者。

**GOAL**

With the rich resources of faculty and international network in the school of management, EDP is dedicated to cultivating global, innovative, entrepreneurial and responsible leaders who better the world.
ACADEMIC RESEARCH

PRIMARY DISCIPLINES WITH PhD PROGRAMS
一级学科博士学位授予点

Management Science and Engineering
管理科学与工程

Business Administration
工商管理

Agricultural and Forestry Economics and Management
农林经济管理

NATIONAL KEY DISCIPLINES OF THE FIRST ORDER
国家重点学科

Management Science and Engineering
管理科学与工程

NATIONAL KEY DISCIPLINE OF THE SECOND ORDER
国家重点（培育）学科

Agricultural Economics and Management
农业经济管理

PROVINCIAL LEVEL KEY DISCIPLINES
浙江省重点学科

Management Science and Engineering
管理科学与工程

Enterprise Management
企业管理

Agricultural Economics and Management
农业经济管理

PROJECT 211
“211工程”项目

PROGRAMS ENLISTED BY THE NATIONAL PROJECT 211 PHASE II
“211工程”二期建设项目：

Human Resources Management and the Development of Private Economy
人力资源管理与民营经济发展

Technological Innovation and the Development of Private Economy
技术创新与民营经济发展

Agricultural Industrialization and the Development of Private Economy
农业产业化与民营经济发展

PROGRAMS ENLISTED BY THE NATIONAL PROJECT 211 PHASE III
“211工程”三期建设项目：

Theories and Development Strategies in Entrepreneurship and Innovation Management
创业、创新的管理理论与发展策略
National Research Centers

Card

National Innovation Base for Rural Development (Center for Agricultural and Rural Development)

Director:
Prof. Huang Zuhui

The Base for Agricultural and Rural Development is a cross-disciplinary institute; it is one of China's first key research bases in social science sponsored and supervised by the Ministry of Education. The base regards agriculture, farmers and the countryside as its research objects, and thus “promoting agricultural development, prospering rural economy and benefiting farmers” as its own tasks. The base consists of ten research institutes. The base has established regular academic exchanges and cooperation with over thirty research institutes in USA, Germany, UK, Japan, Canada and so on. The base’s core discipline “Agricultural and Forestry Economics and Management” was elected the first place in the overall assessment of the national disciplines by China Academic Degrees & Graduate Education Development Center in 2003, 2007 and 2012. In 2013, in the light of the “Opinion about the Implementation of Promoting Innovation Ability of High Education” issued by the Ministry of Education, Zhejiang University, Central China Normal University, and Rural Development Institute Chinese Academy of Social Science jointly established the Collaborative Innovation Center for Rural Reform and development.
NIIM

As an important research institute in the field of innovation management, NIIM consists of six research sub-institutes for Global Manufacturing and Innovation, Service Innovation and Development Strategy, Intellectual Property Right and Management, Social Innovation and Inclusive Development, Technology Innovation Management and Policy, and Technology Entrepreneurship.

It has also established joint research centers with University of Cambridge, Haier, CIMC and so on.

NIIM primarily focuses on the research frontiers of innovation and sustainable competitiveness and the industrial and social reality in China’s economic development. It aims to be a top-tier training base for senior talents and an internationalized comprehensive open think tank.
浙江大学全球创业研究中心
ZHEJIANG UNIVERSITY GLOBAL ENTREPRENEURSHIP RESEARCH CENTER

浙江大学全球创业研究中心（ZJU-GERC）实施“零距离”创业研究策略，由浙江大学管理学院王重鸣教授与斯坦福大学W.米勒教授担任联合主任。中心整合全球多学科优势研究力量，依托国家重大学科发展计划，与哈佛大学商学院、斯坦福大学商学院、百森商学院、伊利诺大学商学院、牛津大学赛德商学院、哥德堡大学法商学院和欧洲商学院等著名院校紧密合作，与多家科技园区和创业型企业共建平台，开展创业人才开发、创业组织变革、投融资策略、创业企业转型升级研究和全球创业项目合作。中心拥有创业管理实验室、移动学习平台和与中国人民科学研究院合作“人力资源技术与标准化研究中心”，承担国家级重点项目和国际级创业人才开发项目。

The Zhejiang University Global Entrepreneurship Research Center (ZJU-GERC) has adopted the “zero-distance” strategy for entrepreneurship research. It is co-directed by both Professor WANG Zhongming at School of Management, Zhejiang University, and Professor William Miller from Stanford Graduate School of Business. Under the support of National Key Discipline Development Program, the GERC integrates global multi-disciplinary research teams and establishes close collaborations with renowned institutions such as Harvard Business School, Stanford Graduate School of Business, Babson College, College of Business at University of Illinois, Said Business School at University of Oxford, School of Business and Law at Gothenburg University, and European Business School.

It cooperates with local science parks and entrepreneurial companies in developing programs for entrepreneurial talents, promoting research in entrepreneurship, organizational change, financing strategies and industrial upgrading, and offering global entrepreneurship programs. The ZJU-GERC consists of an entrepreneurship research laboratory, an action learning platform, and a Center for Human Resource Techniques and Standardization (with joint sponsorship from China Academy of Personnel Science under the Ministry of HR and Social Security). It undertakes national key research projects and provides international training programs for entrepreneurs.
Academy of Global Zhejiang Entrepreneurs researches on the Zhejiang entrepreneurs, who are the outstanding representatives of Chinese private enterprises. The origin, development and internationalization of the Chinese private firms are interesting topics for both academic and general readers. The Academy will conduct researches and organize symposium, training and consulting activities with active participation and contribution from business circle and government. It will make full use of comprehensive and multi-discipline research strength and academic advantage of Zhejiang University. The Academy includes several research teams on entrepreneurship and business history, global strategy and operation, innovation and business models, SMEs and industrial cluster, capital and listed company, case study and index study of Zhejiang entrepreneurs. The Academy publishes the book series of “Global Zhejiang Entrepreneur Studies” and organizes “Global Zhejiang Entrepreneur Forum” each year.

The Academy was established in 2011. Mr. Jin Deshui, the former Vice-Governor of Zhejiang Province and President of Zhejiang University, acts as Chairman of Board of Directors; Mr. Zhang Xi, the President of Development Committee, Zhejiang University is the Honorary President of the Academy. Mr. Wu Xiaobo is the President of the Academy. Many famous Chinese and foreign scholars have accepted the invitation to join the Academic Committee.
POSTDOCTORAL PROGRAM
博士后流动站

浙江大学管理学院现有管理科学与工程、工商管理和农林经济管理三个博士后科研流动站，流动站涵盖了管理学院所有学科和理学院部分学科，现有在站博士后20人。

招收博士后的方向有：管理科学与工程、企业管理、技术经济及管理、旅游管理、会计学、农业经济管理、林业经济管理和基础心理学。

The School of Management has the Postdoctoral Program in three disciplines, namely Management Science and Engineering, Business Administration, and Agricultural and Forestry Economics and Management, which covers all disciplines in the School of Management and some disciplines in Faculty of Science. At present there are 20 postdoctoral fellows in the school.

为了推进浙江大学与隆德大学之间在创新与创业领域的战略合作，双方共同成立了“创新与创业”联合中心。联合中心本着促进相互学习、知识共享与创造、深化战略合作、增强传统友谊等合作目标，坚持多学科、多方法、多视角的合作原则；中心专注于开办联合教育项目，推进学生、学者互换交流，促进大学与企业、科技园区的合作，支持联合孵化企业，增进杭州与隆德两市之间的交流与合作，以及联合承办国际性学术研讨会等工作；学术合作主要涉及创新系统、创新政策、创新管理、创业管理、商业模式、产业升级与国际化等领域。

The ZJU-LU Joint Center for Innovation and Entrepreneurship (JCIE) was established as a multidisciplinary platform which supports collaboration within the areas of research, education, industry and governance between Zhejiang University, Lund University, the cities of Hangzhou and Lund. With the aim to exploit the complementary expertise and synergies between these parties, JCIE promotes educational collaborations for students and scholars exchange, industry-university collaborations, research projects and joint international workshops. The research collaborations focus on innovation system, innovation policies, innovation management, entrepreneurship management, business model, industrial upgrading and internationalization.
浙江大学—剑桥大学“全球化制造与创新管理”联合研究中心
ZHEJIANG UNIVERSITY & CAMBRIDGE UNIVERSITY JOINT RESEARCH CENTER FOR GLOBAL MANUFACTURING AND INNOVATION MANAGEMENT

浙江大学—剑桥大学“全球化制造与创新管理”联合研究中心由浙江大学“创新管理与持续竞争力研究”国家哲学社会科学创新基地与剑桥大学制造学院（IFM）联手创建，主要围绕全球化制造与创新管理领域中的全球化制造演进、全球化制造与可持续发展、FDI与技术转移、跨国公司与中国制造、产业创新与战略等主题展开科学研究，同时以双方合作科学研究带动人才培养与科技服务，旨在成为有效探索与开拓全球化制造与创新管理研究领域的国际级创新平台。

作为双方紧密合作的结晶与载体，联合研究中心致力于：推动双方合作申请并承担重大研究课题；推动双方学术互访、为双方研究活动提供支持；推动双方交换研究信息、报告、相关论文与资料；推动双方硕士、博士研究生交换交流；承办学术会议；帮助中英产业界建立联系，并举办面向产业的相关培训项目等。联合研究中心将与时俱进，努力为推进全球化制造与创新管理研究与实践做出更大的贡献，在开放化与国际化发展中成为世界一流的学术机构。

The Joint Research Center for Global Manufacturing and Innovation Management was co–founded by National Institute for Innovation Management of Zhejiang University and the Institute for Manufacturing (IFM) of Cambridge University. The Center mainly focuses on researches in the field of global manufacturing and innovation management, including the evolution and sustainable development of global manufacturing, FDI and technology transfer, transnational corporations and made—in–China, industrial innovation and strategy, etc. The Joint Research Center also makes contributions to cultivation of academic talents and technological service through cooperative research between both sides, with the vision to become one of the leading platforms in the field of global manufacturing and innovation management.

As the result of close cooperation between Zhejiang University and Cambrige University, the joint center dedicates to promoting cooperation for major projects, mutual academic exchange, the exchange between master and doctoral students, organizing international academic conferences that both are interested in, building the connections between Chinese and British industries and providing related training programs. The Joint Research Center will make great efforts to contribute further to the research and practice of global manufacturing and innovation management, and try to become a worldwide top academic institute in the coming future.
浙江大学管理学院国际运筹与管理科学研究中心
INTERNATIONAL INSTITUTE OF OPERATIONS RESEARCH AND MANAGEMENT SCIENCE,
SCHOOL OF MANAGEMENT, ZHEJIANG UNIVERSITY

浙江大学管理学院国际运筹与管理科学研究中心是浙江大学运筹与管理科学方向的国际合作平台，旨在促进海外知名学者与管理学院师生的协作，提升浙大管院运筹与管理学科的研究水平，并对管理学院的其他学科形成有效支撑。中心的研究重点包括以下几个方面：

- 运筹管理应用型研究：运作管理、供应链管理、供应链金融等
- 运筹管理基础型研究：计算算法、数据挖掘等
- 交叉研究：物联网、创新、神经管理、营销等

The international institute of Operations Research and Management Science, School of management, Zhejiang University aims to advance the research of operations research and management science, facilitate research collaboration with overseas scholars, and support other disciplines in school of management. The researches of the institute focus on:

- Applied research of Operations Research: operations management, supply chain management, supply chain finance, etc.
- Basic research of Operations Research: computational algorithms, data mining, etc.
- Interdisciplinary research: Internet of things, innovation, neural management, marketing, etc.
浙江大学—利兹大学管理研究联合中心
ZJU-LEEDS CENTER FOR BUSINESS RESEARCH (ZJU-LEEDS CBR)

“浙江大学—利兹大学管理研究联合中心”于2014年2月14日在英国利兹大学举行启动大会，浙江大学副校长宋永华教授和管理学院院长吴晓波教授出席联合中心揭牌仪式。该联合中心是在浙江大学和利兹大学大力支持下，由浙江大学管理学院和利兹大学商学院联合创立的合作研究机构。联合中心的研究重点是探讨和分析不同国家和制度背景下的企业的商业创新、能力构建和组织治理等问题，旨在推进双方在全球化背景下创新、创业以及战略等相关管理研究领域的强强合作。两所学院不仅在创新创业管理与国际商务管理研究方面具有雄厚实力，并且与当地企业与政府保持着紧密的产学研合作关系，双方通过联合中心这个开放的国际经济交流与研究平台，将全面促进在科研、教学乃至商业实践、政策研究等诸多领域的深入合作。联合中心致力于成为中国国际商务领域最重要的独立研究机构并逐渐形成其全球影响力。

The ZJU-LEEDS Center for Business Research (ZJU-LEEDS CBR) is a joint research institution between the School of Management, Zhejiang University and Leeds University Business School which conducts interdisciplinary research on entrepreneurship, innovation and international business in global economies. Established in 2014, it is dedicated to the understanding of how business innovation, capabilities and structures vary and change within and across different countries and institutional contexts, with special emphasis on Chinese firms. Both schools enjoy strong academic credentials in international business, innovation, and entrepreneurship and close relationships with local businesses and government. Bringing together their expertise and know-how will open exciting opportunities for research, teaching, and impact. The Center will strengthen this link academically and aspires to support the commercial link between both regions through its research. This Center aims to be one of the leading centers for social science research on international business in China, and gain a growing global reputation.
浙江大学—香港理工大学航运及物流管理国际研究中心
INTERNATIONAL CENTER FOR MARITIME AND LOGISTICS MANAGEMENT (ICMLM)

浙江大学—香港理工大学航运及物流管理国际研究中心 (International Center for Maritime and Logistics Management, 简称ICMLM) 结合浙江大学（管理学院、海运学院）与香港理工大学（物流及航运学系）的办学优势，旨在推动两校在航运及物流学术研究、学生发展等方面的合作与交流，架起学术研究与现实应用之间的桥梁。

ICMLM combines the running–school advantages of two universities consisting of three parties: School of Management and Ocean College, Zhejiang University, and the Department of Logistics and Maritime Studies, Hong Kong Polytechnic University. ICMLM aims to promote academic research and student development in maritime and logistics, and to build a bridge between research and practice.
## Research Centers

<table>
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<tr>
<th>Center Name</th>
<th>Description</th>
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<tbody>
<tr>
<td>浙江大学 - 杭州市服务业发展研究中心</td>
<td>Zhejiang University &amp; Hangzhou Municipal Government Joint Research Center for Service Innovation and Development</td>
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<tr>
<td>信息技术与新兴产业研究中心</td>
<td>Center for Information Technology and Emerging Industries</td>
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<tr>
<td>人力资源与战略发展研究中心</td>
<td>Center for Human Resources and Strategic Development</td>
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<tr>
<td>创新与发展研究中心</td>
<td>Research Center for Innovation and Development</td>
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<tr>
<td>房地产研究中心</td>
<td>Center for Real Estate Study</td>
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<tr>
<td>资本市场与会计研究中心</td>
<td>Center for Capital Market &amp; Accounting</td>
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<td>浙江大学神经管理实验室</td>
<td>Zhejiang University Neuromanagement Laboratory</td>
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<tr>
<td>浙江大学信息技术与经济社会系统研究中心</td>
<td>Center of Information Technology &amp; Social and Economical Systems, Zhejiang University</td>
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<tr>
<td>浙江大学质量管理研究中心</td>
<td>Center for Quality Management Research</td>
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<td>Research Institutes</td>
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<td>研究所</td>
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<td>管理科学与信息系统研究所</td>
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<td>Institute of Management Science and Information Systems</td>
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<td>管理工程研究所</td>
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<td>Institute of Management Engineering</td>
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<td>营销管理研究所</td>
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<tr>
<td>Institute of Marketing Management</td>
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<tr>
<td>企业投资研究所</td>
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<tr>
<td>Institute of Enterprise Investment</td>
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<tr>
<td>企业组织与战略研究所</td>
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<tr>
<td>Institute of Organizational Study and Strategy Research</td>
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<td>财务与会计研究所</td>
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<tr>
<td>Institute of Finance and Accounting</td>
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<tr>
<td>旅游研究所</td>
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<td>Institute of Tourism Management</td>
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《管理工程学报》
Journal of Industrial Engineering and Engineering Management

《管理工程学报》创刊于1987年，是我国管理学界最早的学术刊物之一，由教育部（管理工程教学指导委员会）委托浙江大学主办，编委会由全国管理学界的学者及海外著名专家组成。《管理工程学报》一直以来是国家自然科学基金管理局认定的A类重要刊物，为《中国科学引文数据库》（CSCD）、《中文社会科学引文索引》(CSSCI)、《中文核心期刊要目总览》的来源刊物。2013年、2014年连续入选“中国最具国际影响力学术期刊”。

Established in 1987, ‘Journal of Industrial Engineering and Engineering Management’ is one of academic journals with long history in China. It was sponsored by Chinese Ministry of Education and edited by Zhejiang University. The editorial board consists of management scholars both at home and abroad. ‘Journal of Industrial Engineering and Engineering Management’ is evaluated as the A-level academic journal by National Natural Science Foundation of China, and it is indexed in Chinese Science Citation Database (CSCD), Chinese Social Sciences Citation Index (CSSCI), Guide to Chinese Core Journals. It win the honour of "academic journal with most international competitiveness in China" for year 2012 and 2013.
INTERNATIONAL COLLABORATION
国际合作

在国际化战略下，管理学院在合作研究项目、合作培养项目、教师互访项目、学生交流项目、海外机构短期学习交流、师资培训项目及高级管理人员培训项目等领域的合作与交流。学院每年组织教师出国出境参加学术交流，并有大批同学参加国际交流交换项目、联合培养项目、暑期项目和国际竞赛等活动。同时，学院在MBA、EMBA和EDP学员的课程中都设置了海外访学模块。

GXP项目是学院国际化战略的重要实践。在2009年学院与著名的美国百森商学院、法国里昂商学院启动的中美法三校联合培养全球创业管理硕士项目（GEP）的基础上，GLBM、GMSCM、MGIM等全球合作项目陆续启动。这些项目与交流提高了学院的国际声誉和影响力，拓展了学生和教师的全球视野。

2006年学院成功获得AMBA认证，成为中国大陆首家获得国际权威认证的商学院。2012年学院在中国大陆率先通过AMBA第二期国际认证。2012年4月，学院成功通过EQUIS国际认证。近几年，学院已成为AMBA、AACSB、EFMD、AAPBS、GBSN等组织的成员，其国际地位不断提升。

Under the globalization strategy, the School of Management has been collaborating with top business schools worldwide in the areas of joint research, joint academic programs, faculty and students exchange, faculty training and executive training. The faculty members actively participate in academic exchange overseas, many students join in the international exchange programs, joint supervision, international summer schools, and MBA/EMBA/EDP students take part in the overseas study tour.

GXP is the most important in the school's internationalization strategy. Based on the Global Entrepreneurship Program (GEP), which was jointly launched by Zhejiang University's School of Management (China, Asia) and its partner institutions, Babson College's F.W. Olin Graduate School of Business (USA, North America), and EMLYON Business School (France, Europe) in 2008, the school constantly established a series of global joint programs such as GLBM, GMSCM and MGIM. All these programs have highly promoted the school's international impact.

The School of Management was the first in mainland China to be granted the AMBA accreditation by the Association of MBAs in 2006. In 2012, the school was the first in mainland China to obtain the AMBA second cycle accreditation. The school was also awarded accreditation by EQUIS in April, 2012. Currently, the school has gained the membership of AMBAs, AACSB, EFMD, AAPBS and GBSN.
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Management College has always been committed to promoting international cooperation and exchanges, building a multi-dimensional platform, and打造学术品牌盛会。每年举办的国际学术会议有：GMC（全球化制造与中国国际研讨会）、ISMOT（技术与创新管理国际研讨会）、SHRE（战略人力资源与管理国际研讨会）、南南合作与发展国际会议、创业与家族企业研讨会、神经经济学国际研讨会等；此外，2012年，学院还承办了GLOBELICS（全球创新学术网络国际会议），并作为创始组织参加了2012、2013世界创业论坛（World Entrepreneurship Forum）。

Every year the school hosts a series of international academic conferences in order to enhance the impact on the international academic community, such as Global Manufacturing and China (GMC), International Symposium on Management of Technology (ISMOT), International Conference of Strategic Human Resources and Entrepreneurship, International Forum on South-South Cooperation and Development, International Symposium on Entrepreneurship and Family Business Growth, International Conference on Neuromangement and Neuroeconomics.
GMC国际会议从2005年开始，每年轮流在浙江大学和剑桥大学举办，至今已连续举办九届，是制造管理领域的国际盛会。

GMC started from 2005 and initiated by National Institute for Innovation Management (NIIM) of Zhejiang University and Institute for Manufacturing (IfM) of University of Cambridge. It is a grand international conference on global manufacturing which is held in Zhejiang University and Cambridge University in turn every year. So far, it has already been held for 9 years.

ISMOT国际学术会议从1999年开始，每两年在浙江大学举办一次，至今已连续成功举办七届，是创新管理领域的国际盛会，现已成为我国技术创新与技术管理领域中最具规模和水平，并在国际上较有影响的重要国际性学术盛会之一。

ISMOT started from 1999 and was jointly hosted by National Institute for Innovation Management (NIIM) and Research Center for Innovation and Development (RCID) every two years for seven consecutive years. Now it has become one of world influential international academic conferences on technology innovation and technology management,
战略人力资源与创业管理国际研讨会（SHRE）
INTERNATIONAL CONFERENCE OF STRATEGIC HUMAN RESOURCES AND ENTREPRENEURSHIP

战略人力资源与创业管理国际学术会议是由浙江大学人力资源与战略发展研究中心与浙江大学全球创业研究中心共同主办的年度学术会议，自2003年举办以来，在人力资源与创业研究与应用领域具有很强的国际影响力。

The International Conference of Strategic Human Resources and Entrepreneurship (SHRE) is an annual meeting hosted by both Center for Human Resources and Strategic Development and Global Entrepreneurship Research Center at Zhejiang University. Since 2003, SHRE has made a significant global impact on research areas and applications of Human Resource management and Entrepreneurship.

南南合作与发展国际会议
INTERNATIONAL FORUM ON SOUTH–SOUTH COOPERATION AND DEVELOPMENT

“南南合作与发展国际会议”由浙江大学农业现代化与农村发展研究中心联合国粮农政策研究所（IFPRI）、英国国际发展署（DIFD）和对外经济贸易大学共同主办，2009年开始举办首届会议，已经成功举办两届，在减少贫困与推进南南合作、农业与农村发展研究领域展开研讨与合作。

Jointly sponsored by International Food Policy Research Institute (IFPRI), UK Department for International Development (DIFD), University of International Business and Economics and Zhejiang University since 2009, the International Forum on South–South Cooperation and Development was an important conference in the area of agricultural cooperation and development between China and Africa.
神经管理学和神经经济学国际研讨会
INTERNATIONAL CONFERENCE ON NEUROMANAGEMENT AND NEUROECONOMICS

神经管理学和神经经济学国际研讨会由浙江大学管理学院神经管理实验室主办，是神经管理学和神经经济学领域的重要学术活动，自2008年以来每两年在浙江大学举行一次。
International Conference on Neuromanagement and Neuroeconomics was initiated by the Neuromanagement Lab of Zhejiang University since 2008. It is an important academic event in the area of neuromanagement and neuroeconomics and held every two years in Zhejiang University.

创业与家族企业国际研讨会
INTERNATIONAL SYMPOSIUM ON ENTREPRENEURSHIP AND FAMILY BUSINESS GROWTH

由浙江大学和伙伴单位合作举办的创业与家族企业国际研讨会，从2005年开始已连续举办九届，是家族企业领域的重要学术活动，有效促进创业、家族企业和民营经济的中外学术交流，也加深了经济学、管理学、社会学、历史学等学科的跨学科合作。每届年会上，浙江大学方太家族企业研究基金提供十万元人民币奖励优秀论文和著作。
International Symposium on Entrepreneurship and Family Business Growth started from 2005. It is an important academic event in the area of family business and held every year in Zhejiang University with partner institutions. This symposium improves the scholarly worldwide communication on the entrepreneurship, family business and private economy. Also the symposium leads to the fruitful inter-disciplinary researches cross economics, management, sociology and history. Fotile Family Business Research Foundation of Zhejiang University rewards 100,000 RMB for the best paper and books every year.
2012年11月9-12日，浙江大学管理学院承办第十届“全球创新学术网络（Globelics）”国际会议。Globelics每年举办一次，是全球创新学术网络组织的全球创新学术研究领域最重要的国际性学术会议。

From November 9th to 12th 2012, School of management of Zhejiang University hosted the tenth "Globelics" international conference. Globelics is held every year, which is one of the most important international academic conferences of global academic innovation network.
会议由浙江大学与科斯基金会共同主办，浙江大学中国农村发展研究院承办，会议邀请国内外经济学、法学、政治学、社会学、管理学、政策学等领域的知名学者，采用“主旨演讲”、“学术报告”与“实践探索”等方式开展研讨，是中国制度研究的理论工作者、改革实践者、政策制定者相互交流、沟通与合作的一个重要平台。

“Zhejiang University – Coase Foundation International Symposium on Institution and Development” was co-sponsored by Zhejiang University and Coase Foundation and organized by China Academy of Rural Development. It was held in Hangzhou, China on June 25–26, 2011. Famous scholars from both China and overseas in economics, law, politics, sociology, management, and policy sciences were invited to give keynote speeches, academic discussions, and practical explorations. The Symposium provided an important platform for scholars, practitioners, and policy makers to communicate and discuss, from both China and overseas to engage in in-depth dialogues on land institution and economic development.

The school is the member of the following international organizations:
One theme of the school's mission focuses on social responsibility in management education, so the school has engaged itself in and encourages faculty and students to involve in all kinds of activities for fulfilling social responsibility to contribute to the social welfare and management discipline development.

- Providing educational assistance to the underdeveloped areas in Western China.
- Donating disaster relief funds to the disaster-stricken and underdeveloped regions.
- Highlighting social responsibility in management education and promoting entrepreneurs’ mindset of social responsibility.
- Organizing international joint training seminars and research projects on antipoverty, women entrepreneur’s development and inclusive development, etc.
Sponsored by the Ministry of Commerce, the school has organized and hosted the International Seminars on Antipoverty for six successive years, which have served as a good media through which China’s antipoverty experiences can be shared by the rest of the world.

In collaboration with Oxford University, the Global Entrepreneurship Research Center launched the Chinese Women Entrepreneurs Development Program in the Goldman Sachs 10,000 Women Initiative, providing the potential women entrepreneurs with systematic management training and intellectual support in order to promote entrepreneurship among the female population and enhance general management skills.

The School of Management participated in the “MBA Faculty Development Program in Western China”, which aims to help the western Chinese universities for improving MBA faculty qualification so as to promote the regional economic development.

The EMBA Real Estate Club—the “Bee Club” worked together with a number of social celebrities such as DENG Fei and ZHANG Quanqing, and initiated a rural welfare project—insurance for children with serious illness in rural area. Fundraising was conducted among EMBA students during the celebration of the tenth anniversary of EMBA program of Zhejiang University. In 2013, the “Bee Club” continued to support this project and conducted a number of return visits.
2012年，学院联合社会机构和11家企业，共同发起建立了浙江省内首家低碳企业联盟——绿足迹企业同盟。

In 2012, jointly with eleven companies and other institutions, the School established the Green Footprint Alliance, the first alliance of low carbon companies in Zhejiang Province.

浙大EMBA女性企业家团体玫瑰会与桐庐旧县贫困学生结对，定期举行联谊活动，在2013年成立“玫瑰书苑”，为孩子们提供各类书籍，丰富她们的课余学习生活。

The EMBA elite club for women entrepreneurs—the "Rose Club"—has established relationships with a group of kids living in poverty in Jiu County of Tonglu—a county in Zhejiang Province. Regular networking events are held. In 2013, “Rose Library” was established and the EMBA students donated a variety of books for the kids there.
浙大MBA组织‘关注西部学生‘爱心营养餐’’
大型募捐公益活动。
The ZJU MBA Association organized fund-raising charity for the Love Meal for pupils in Western China.

学院学生在四川昭觉支教。
Students from the school taught as volunteers in a Primary school in Zhaque, Sichuan Province.

2007年，校友企业西子联合控股有限公司公开发布企业社会责任报告，成为国内第一家全面、科学、系统地实施企业社会责任的民营企业。
In 2007, collaborating with the school, Xizi UHC, the Chairman of which is the school’s alumnus, released the first ever corporate social responsibility report as a private business of China, summarizing the fulfillment status of its social responsibility in the past twenty-five years.

学院食品安全管理研究团队与加拿大专家开展中加食品生态系统及安全供给调研和学术交流。
The school’s food safety management research team had academic exchanges and research collaboration with Canadian experts concerning Sino–Canadian food ecosystem and safe food supply.
校友

学院现有各类校友四万多名，校友遍布世界各地。以“凝聚校友力量、搭建合作平台、促进资源整合、谋求共同发展”为宗旨，学院成立了浙江大学管理学院校友分会、浙江大学管理学院（杭州）校友联谊会、浙江大学管理学院（温州）校友联谊会、浙江大学管理学院（北京）校友联谊会、浙江大学管理学院（深圳）校友联谊会、浙江大学EMBA俱乐部、浙江大学MBA俱乐部等校友组织。

学院设有校友办公室，建立完善的校友数据库，发行校友电子简讯《紫金家书》，出版校友刊物《校友通讯》，并通过邮件群发系统、网站和微博等平台保持与校友的交流与沟通。

学院积极为校友和校友企业提供校友合作、校友返校、终身学习、学生招聘、人才培养、管理咨询、品牌推广等各类服务，每年定期召开校友企业专场招聘会，并邀请校友参与学院发展战略制定、课程教学、论文指导、企业导师、实习基地、国际认证等工作。

学院对校友的关怀和服务得到了校友的真诚回馈。众多校友捐资支持学院的人才培养、科学研究、人才引进、国际交流、校友工作、职业发展、社团活动、困难资助、优秀奖励、基础设施建设等，推进学院的建设和发展。如：广宇集团董事长王如平校友一家捐资人民币3500万元，现代联合集团董事长祝贺剑校友捐资人民币1亿元，用以支持学院新大楼建设。

每年的5月21日是浙江大学校庆日，也是浙江大学管理学院的校友返校日。学院诚邀广大校友在鲜花盛开的五月，共聚紫金港畔，共度欢乐盛会，共叙师生友情，共谋发展大计，共谱精彩华章！
Currently, the school has a total number of forty thousand alumni. To offer our alumni a good platform for communication, cooperation and resource integration, the school has sponsored a variety of organizations, including the ZJU Management School Alumni Association (with four sub-branches in Hangzhou, Wenzhou, Beijing, and Shenzhen), the ZJU EMBA Club and the ZJU MBA Club. The Alumni Office at the school developed the alumni database. They issue the e-newsletter of “the Letter from Home at Zijin” and the alumni newsletter to exchange information with alumni. The school maintains a constant connection with the alumni through e-mails, website, and microblog system.

The school has been making efforts to provide the alumni and their companies with all kinds of services, such as cooperation and reunions of alumni, lifelong learning, recruitment, training, consulting, and brand promotion. Every year the school holds a special job fair of alumni’s companies. The alumni are also invited to get engaged in the school’s activities such as making development strategies, teaching, thesis supervision, company mentor, internship base and international accreditation.

The alumni have donated various funds for the development of the school in the areas of talent cultivation, academic research, talent introduction, international exchange, alumni services, career development, student associations, financial aid, rewarding, and infrastructure construction. For example, Mr. WANG Hen, Chairman of COSMOS Group, donated 35 million RMB, and Mr. ZHANG Pengfei, Chairman of Modern United, donated 100 million RMB for the construction of the school’s new buildings on Zijingang Campus.

May 21st is the Anniversary Day of Zhejiang University and the Homecoming Day for the school’s alumni. On this day each year, the school invites and arranges all its alumni to get together on campus to enjoy the festive events.
MAJOR EVENTS IN 2013
年度重要活動

对话西班牙、以色列
DIALOGUE WITH SPAIN & ISRAEL

2013年6月，浙江大学管理学院代表团率中国知名企业家出访西班牙、以色列，并联合西班牙IESE商学院、以色列特拉维夫大学等共同举办了“两个民族的对话”和“国际玫瑰领袖对话”等高峰活动。
In June, 2013, a high-end study and investment trip was organized under the collaboration and sponsorship of the School of Management, IESE Business School (Spain) and the University of Tel Aviv (Israel). This event brought together SOM-ZJU EMBA students with entrepreneurs in Spain and Israel. A series of conferences were held, including “Two Nations’ Dialogues” and “International Rose Dialogue”.

与一汽-大众奥迪签约合作
STRATEGIC COOPERATION WITH FAW-VW AUDI

2013年8月30日，浙江大学管理学院与一汽-大众奥迪在紫金港校区签约，开展战略合作。浙大校长林建华出席签约仪式并为“浙江大学管理学院·奥迪EMBA学位班”揭幕。在未来三年，学院将与一汽-大众奥迪共同开设“浙江大学管理学院·奥迪EMBA学位班”，并围绕专案课程研发、企业案例研究、交流平台搭建等方面展开全方位探索。
The School of Management and FAW-VW Audi China announced their strategic cooperation at Zhejiang University in Hangzhou on August 30, 2013. Both parties signed an agreement to launch the NexGen EMBA Program as part of a three-year plan to “facilitate the growth of emerging Zhejiang Entrepreneurs”. This cooperation will cover several areas including developing an Audi-exclusive curriculum, developing case studies and establishing a platform for Zhejiang Entrepreneurs.
2013 World Entrepreneurship Forum

2013年10月31日，作为五个创始组织之一的浙江大学管理学院率领由22名企业家及4名学生代表组成的代表团，前往新加坡，与来自世界各地的创业者一起，共同参与“2013世界创业论坛（World Entrepreneurship Forum）”，并围绕“企业家：驾驭变化促进可持续发展”与世界展开对话。

On October 31, 2013, as one of the five founding organizations, the School of Management of Zhejiang University, sent a delegation of 22 entrepreneurs and 4 student representatives participating in the “World Entrepreneurship Forum” held in Singapore. Entrepreneurs from around the world gathered together and discussed issues related to managing climate change for sustainable development.

2013 China Healthy Power Business Forum

2013年5月，由浙江大学管理学院主办的“2013中国企业健康力量论坛”在北京举行。论坛围绕“竞争、合作、共荣，汇聚健康力量”的主题，进一步探讨了中国企业的现状、健康的企业家精神、健康的企业行为和健康的商业环境，共同为中企的健康发展出谋划策。论坛上，还举行了由浙江大学出版社出版的《2013中国企业健康指数报告》发布仪式和浙江大学管理学院-巴黎HEC商学院EMBA项目启动仪式。

In May 2013, the School of Management at ZJU held the 2013 China Healthy Power Business Forum in Beijing. The theme of the forum was focused on "competition, cooperation, common prosperity and integrating the healthy power". A lot of topics had been deeply discussed including health status of Chinese enterprises, healthy entrepreneurial spirit, healthy corporate behavior, healthy business environment, and the ideas and solutions to the healthy development of Chinese enterprises in the future. The 2013 Index for Healthy China Business published by Zhejiang University Press was released, and the ZJUSOM-HEC degree program was officially launched.
2013.1  教育部学位与研究生教育发展中心发布2012年全国学科评估结果，浙江大学管理学院农林经济管理和管理科学与工程两个一级学科排名分获全国第一、第二。
China Academic Degrees and Graduate Education Development Center issued China Discipline Ranking 2012. The discipline of management of agricultural economy and the school of management, Zhejiang University ranked No.1 and the discipline of Management Science and Engineering ranked No.2.

2013.3  浙江大学管理学院在北京校友联谊会成立。
School of Management Zhejiang University Alumni Association of Beijing is founded.

2013.4  世界青年企业家论坛（JWEF）在浙江大学举行。
Junior World Entrepreneurship Forum (JWEF) was held successfully in Zhejiang University.

2013.5  “2013中国企业健康力量论坛”在北京举办，论坛发布《2013中国企业健康指数报告》。
2013 China Healthy Power Business Forum was held in Beijing, and the 2013 Index for Healthy China Business was also released.

2013.6  浙江大学管理学院深圳校友联谊会成立。
School of Management Zhejiang University Alumni Association of Shenzhen is founded.

浙江大学管理学院率领浙商代表团出访西班牙、以色列。
The School led a delegation of representatives from Zhejiang to participate in a high-end study and investment trip to Spain and Israel.

浙江大学管理学院EMBA学生对话诺贝尔经济学奖获得者罗伯特·恩格尔。
The EMBA students of the School of Management had a dialogue with Robert Engle, the laureate of Nobel Prize in Economics.

第二届“中国创业”国际夏令营举行。
The second international summer school of “Entrepreneurship in China” was held in the school.
2013.8 浙江大学管理学院与一汽-大众奥迪正式宣布成为战略合作伙伴，浙江大学校长林建华出席签约仪式。
The School and FAW-Volkswagen Audi officially announced to become strategic partners, and Prof. LIN Jianhua—the President of Zhejiang University attended the ceremony.

2013.9 浙江大学管理学院-巴黎HEC商学院EMBA双学位项目开班。
The first cohort of ZJU-HEC IEMBA program enrolled.

浙江大学管理学院全球制造与供应链管理（GMSCM）首届开学典礼暨高端论坛举办。
The Opening Ceremony and Seminar of Global Manufacturing and Supply Chain Management program was held successfully.

浙江大学与剑桥大学联合主办的第九届“全球化制造与中国”国际会议（GMC’13）年会在浙江大学举行。
Global Manufacturing and China 2013(GMC’13), jointly organized by ZJU School of Management and University of Cambridge, was held in ZJU.

2013.10 “2013全球浙商高端论坛”在浙江大学举行。
2013 Global Zhejiang Entrepreneur Forum was held in Zhejiang University.

浙江大学管理学院新一届领导班子调整到位。
The new leadership of ZJUSOM takes shape.

2013.11 由浙江大学管理学院与国际工商管理硕士协会（AssociationofMBA）共同举办的2013 AMBA亚太地区商学院领导人会议在杭举行。
Asia-Pacific Conference for Deans and Directors was hosted by Zhejiang University and Association of MBA, and held successfully in Zhejiang University.

作为创始成员，浙江大学管理学院派旅游代表团出席在新加坡举行的2013世界创业论坛（WEF）。
The school sent a Zhejiang entrepreneur delegation to attend the "2013 World Entrepreneurship Forum"(WEF) held in Singapore as a founding member.

2013.12 国际战略领导力大师，斯坦福商学院罗伯特·伯格曼教授为浙江大学管理学院学生授课。
Professor Robert Burgelmann, the renowned researcher on strategic leadership from the Business School of Stanford University, offered lectures to the EMBA students.
Hangzhou: Paradise City

- Established 2,200 years ago
- The Capital City of China (1129–1276) 800 years ago
- Ranking No.1 in Forbes China List of Best Places for Business City for 5 consecutive years
- Ranking No.1 as the Best Investment Environment City (2006–2010) by the World Bank
- Won the UN Habitat Scroll of Honor Award (2002) and Happiest City in China
- West Lake Cultural Landscape of Hangzhou was inscribed on UNESCO World Heritage List on June 24, 2011
- The Beijing–Hangzhou Grand Canal was inscribed on UNESCO World Heritage List on June 24, 2014
SCHOOL OF MANAGEMENT
ZHEJIANG UNIVERSITY
CULTIVATING THE HEALTHY POWER
LEADING THE FUTURE OF CHINA