

Global Academy Summer Camp					
Global Best Practices of Business Management in an Unpredictable Situation-SBA SWUFE, 03-16 July 2022					
Agenda					
Date		Afternoon		Evening	
		Time (GMT+08:00)	Programme	Time (GMT+08:00)	Programme
03 July	Sun	16:00-17:00	Testing Online Platform (not required)	Free Time	
04 July	Mon	14:00-14:15	Welcome Speech Dean of SBA, SWUFE	19:00-21:00	1. Chinese Culture Survival Chinese Ms. Qianlin Hu, SWUFE
		14:15-15:15	Icebreaking ISA Volunteers, SWUFE		
		15:30-17:00	Opening Ceremony Office of International Exchange and Cooperation, SWUFE		
05 July	Tue	14:00-16:00	2. Academic Lecture Intellectual Property Governance in Cyberspace Professor Can Huang, Zhejiang University	Free Time	
		16:15-18:15	3. Virtual Tour Hello SWUFE ISA Volunteers, SWUFE		
06 July	Wed	14:00-16:00	4. Academic Lecture Restart the engine: How Chinese Companies Reactivate Business and Adapt to a Post-Pandemic World Associate Professor Xiaoyan Liu, SWUFE	Free Time	
		16:15-18:15	5. Academic Lecture Managing Diversity in Europe Professor Sébastien Point, Université de Strasbourg		
07 July	Thu	14:00-16:00	6. Company Lecture Best Business Management Practices of European Companies in China Ms. Sally Huang, European Chamber Southwest China Chapter	19:00-21:00	7. Chinese Culture Chinese Paper Cutting Ms. Ling Long
08 July	Fri	14:00-16:00	8. Academic Lecture ESG Investment in China Professor Bohui Zhang, The Chinese University of Hong Kong, Shenzhen	Free Time	
09 July	Sat	Free Time			
10 July	Sun	Free Time			
11 July	Mon	14:00-15:00	9. Academic Lecture China's Digital Economy: Development Status, National Macro Policy and Governance Model Professor Zheng Liang, Tsinghua University	19:00-21:00	11. Chinese Culture An Insight into Shu Culture Associate Professor Lei Wang, Chengdu University of Traditional Chinese Medicine
		15:15-16:15	10. Academic Lecture Technological Innovations in a Post-Pandemic World: Which Technologies Came to Stay Professor Alexander Brem, University of Stuttgart		
12 July	Tue	15:00-16:00	12. Company Lecture How the Pandemic and Other Resent Developments Have Impacted the Business Environment - from Supply Chain to Customers? A Business Insights & Analytics View Mr. Robin Niethammer, Bayer Pharma	Free Time	
		16:15-18:15	13. Academic Lecture Crisis and Entrepreneurship Professor Nick Williams, University of Leeds		
13 July	Wed	14:00-16:00	14. Academic Lecture Strategic Thinking on Brand Value Upgrading and Sustainable Development Growth in Digital Economy Era Professor Hong Zhao, University of Chinese Academy of Sciences	Free Time	
		16:15-18:15	15. Company Lecture Post Pandemic Workforce Shaping Ms. Yuan Xue, Intel		
14 July	Thu	14:00-16:00	16. Academic Lecture Enterprise Risk Management Professor Bernard Wong-On-Wing, Washington State University	Free Time	
		16:15-18:15	17. Virtual Tour Hello SWUFE ISA Volunteers, SWUFE		
15 July	Fri	14:00-15:30	Student Presentations	Free Time	
		15:45-17:15	Student Presentations		
		17:15-17:30	Closing		
16 July	Sat	End of Summer Camp			

Note: This schedule is subject to change.

Chinese Culture Lecture
Academic Lecture

Company Lecture
Virtual Tour