



CGG

18th Annual China goes Global™ Conference

China and Globalization:
Navigating the Nexus of Conflict and Cooperation

Paris, France
November 12th – 13th, 2024

Hosts



Organizing Institutions



Shanghai Jiao Tong University
Center for International Business
Education and Research



Sponsors



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WELCOME LETTER OF THE CHINESE GLOBALIZATION ASSOCIATION (CGA)



Dear Guests,

We are honored to welcome you to the 18th China goes Global™ Conference here in the City of Light, sponsored by our local host, the **emlyon** business school.

Ever since the first conference in 2006, the China goes Global™ conferences have benefited and thrived from the enthusiasm, motivation and dedication of all members of the Chinese Globalization Association, the numerous scholarly presentations, as well as the commitment of all supporters involved in the organizational process.

The China goes Global™ Conferences have roots in a 2006 Rollins College conference and a subsequent foundation grant from the Alexander Von Humboldt Stiftung for a trans-Atlantic joint research project on China's outward investment activity. What began as a small cooperative initiative has grown into an internationally recognized endeavor that examines one of the world's most pressing issues of our time. The rise of China as a global economic power and the increasing awareness of its impact on international trading regimes have engendered a new dialogue about intercontinental business matters. The Association Board is steadfast in its belief that academic exchanges to deepen our understanding of contemporary globalization issues remain a vibrant contribution to the larger academic community.

The Chinese Globalization Association since 2012 has been the formal organization behind the conferences with the intent of not only supporting and encouraging academic research on the phenomenon of the contemporary globalization of China, but also to advance public awareness of relevant issues.

This year's conference follows on the themes of the Bologna meeting last year to present academic and company perspectives on responses to the current global uncertainties that surround us. We are positive that this year's conference will deepen these insights and we are looking forward to inspiring discussions.

We wish you a great conference, an enjoyable stay here in Paris, and look forward to meeting each one of you individually.

Thank you very much!

The Board of the Chinese Globalization Association and Conference Organizing Committee

Julian Chang
Christoph Lattemann
John R. McIntyre
Francesca Spigarelli
William Hua Wang
Wenxian Zhang



WELCOME LETTER OF EMLYON BUSINESS SCHOOL

em
lyon
business
school

Dear China Goes Global 2024 Participants,

We are delighted to welcome you to the 18th China Goes Global™ Conference at **emlyon** business school. This year, our focus is on “China and Globalization: Navigating the Nexus of Conflict and Cooperation.” China’s expanding influence on global markets continues to shape international trade, politics, and culture. The implications of China’s outward investments, technological advancements, and environmental initiatives are sparking new dialogues about how various regions and industries adapt and respond. Your presence at this esteemed academic event is both timely and essential.

At **emlyon** business school, we have a longstanding tradition of fostering entrepreneurial spirit and global leadership. This conference aligns seamlessly with our mission to cultivate knowledge that drives progress in an increasingly interconnected world. We hope you will find not only academic inspiration here but also a unique cultural experience in Paris, a vibrant city celebrated for its rich history, innovation, and culinary excellence.

As we come together to explore the profound implications of China’s globalization, we encourage you to engage with your fellow attendees, share your insights, and participate in the many discussions that will unfold over the next few days. The work we do here will deepen our understanding of global issues and foster meaningful collaborations that transcend borders.

Thank you for being part of this journey. We wish you a stimulating conference and a wonderful stay in beautiful Paris.

Sincerely,

Dr. Professor Wiliam Hua WANG
Associate Dean of **emlyon** business school
Dean of **emlyon** business school Asia





Dr. Julian Chang

Dr. Julian Chang received his Ph.D. in political science from the Department of Government at Harvard University, where he also served as residential dean of Cabot House from 1993 to 1996, and worked in the University Development Office. He received his B.A. from Yale University and won a Yale-China fellowship to teach at Wuhan University, China. In 1996, Chang went west to Stanford to become assistant director of the Center for East Asian Studies. In 1997, he helped to establish the Stanford Asia/Pacific Scholars Program, a university-wide fellowship program for graduate students from Asia. He joined Stanford's Asia Pacific Research Center (A/PARC) as deputy director in the fall of 1998 and returned to Harvard in 2001. His research interests include Sino-Soviet/Russian relations, Chinese enterprise reform and globalization, and mass media in China. He has edited several books on Asia, including *Economic Reform and Cross-Strait Relations: Taiwan and China in the WTO* (2007, with Steven Goldstein), *Presidential Politics in Taiwan: The Administration of Chen Shui-bian* (2008, with Steven Goldstein), and *China Rules: Globalization and Political Transformation* (2009, with Ilan Alon, Marc Fetscherin, Christoph Lattemann, and John McIntyre).

Julian Chang, Email: jchang@chinagoesglobal.org



Prof. Christoph Lattemann

Prof. Christoph Lattemann is Professor for Business Administration and Information Management at the Constructor University (formerly known as Jacobs University Bremen). He is the director of the Jacobs Center 7CCG at ROLLINS COLLEGE for the Research on China and Globalization and Vice-Director of the Confucius Institute Bremen and director of the Chinese Globalization Association. He has published 8 books and more than 150 scientific publications. His latest articles are on the most recent top two worldwide trends: the Globalization of China (in particular Chinese OFDI to Europe) and the Digital Transformation (Design Thinking, Management Information Systems, Governance Concepts). Since 2010 he is a senior editor for the International Journal of Emerging Markets (IJoEM). He is also an international business consultant, in particular in the information industry and Design Thinking. He is member of various review boards and professional associations. He was a visiting scholar at Harvard University and Stanford University and taught courses in top MBA programs at Copenhagen Business School, Hasso Plattner Institute for Software Engineering, and Educatis University in Switzerland. Formerly he held senior positions in project management in the financial industry.

Christoph Lattemann, Constructor University (formerly known as Jacobs University Bremen), Germany.
Email: clattemann@constructor.university



Prof. John R. McIntyre

Prof. John R. McIntyre has been Director of the Georgia Tech Center for International Business Education and Research (CIBER), a national center of excellence, since 1993 and a full professor of international business management and international relations with joint appointments in the College of Management and the Sam Nunn School of International Affairs of the Georgia Institute of Technology, Atlanta, Georgia. He received his graduate education at McGill, Strasbourg and Northeastern Universities, obtaining his Ph.D. at the University of Georgia. Published in over 80 journals, reviews, and book chapters. He is author and co-editor of ten books, including *Business and Management Education in China: Transition, Pedagogy and Training* and *the Globalization of Chinese Enterprises*. Recipient of numerous competitive grants to further the internationalization of business education and research. Extensive corporate consulting experience; expert in the aluminum industry. He is member of various review boards and professional associations.

John McIntyre, Georgia Tech Center for International Business Education and Research (CIBER), Atlanta, USA
Email: john.mcintyre@scheller.gatech.edu



Prof. Francesca Spigarelli

Prof. Francesca Spigarelli is Full Professor of Applied Economics at the University of Macerata. She is Director of the China Center and member of the Board of the Confucius Institute at University of Macerata. She is Vice Rector for Entrepreneurship and Technological Transfer and the European Policy for Research. She has extensive expertise in EU-funded research projects focused on China and EU-China cooperation. She is scientific coordinator of LUCI- Laboratory for Creativity and Humanism and CreaHub – Incubator and creativity hub at the University of Macerata. She is coordinator of the Master program in Global Management for China, a joint program of 5 Italian University. Her main teaching areas are: International Business, Applied Economics, Microeconomics. Her research fields include Chinese investments and M&As.

Francesca Spigarelli, University of Macerata, Piaggia dell'Università 2, 62100 Macerata, Italy.
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Prof. William Hua Wang

Prof. William Hua Wang is Full Professor of Strategy and Innovation Management, Associate Dean of **emlyon** business school, Dean of **emlyon** business school Asia and French Dean of Asia Europe Business School. His research interests center on the innovation management, foreign direct investment, industrial clusters, globalization strategy of Chinese companies, and the automotive industry in China. He has more than 100 publications in journals, book chapters and in conference proceedings, including Management international, Asia Pacific Journal of Management. He has taught courses in leading MBA and EMBA programs. He is the Executive Board Member of China Goes Global, steering committee member of Gerpisa (international automobile industry research network), one of the 30 think tank members of 21st China Business Herald Automobile Center. He used to be referee to the Journal: Asia Pacific Journal of Management, Thunderbird International Business Review (TIBR), and International Journal of Emerging Markets. He serves as editorial board member of the International Journal of Emerging Markets, and International Journal of Automotive Technology and Management. Wang received a PhD from Université Pierre Mendès France, in France.

William Hua Wang, **emlyon** business school, France. Email: hwang@em-lyon.com



Prof. Wenxian Zhang

Prof. Wenxian Zhang has been a member of Rollins College faculty since 1995. He is a recipient of the Cornell Distinguished Faculty Service Award, Arthur Vining Davis Fellow, a member of the Asian Studies Program, and a full Professor in the College of Liberal Arts in Winter Park, Florida. In addition to many articles on information studies, historical research, and Chinese entrepreneurship and business management, his recent book publications related to China include: The Biographical Dictionary of New Chinese Entrepreneurs and Business Leaders (Edward Elgar, 2009), A Guide to the Top 100 Companies in China (World Scientific, 2010), The Entrepreneurial and Business Elites of China: The Chinese Returnees Who Have Shaped Modern China (Emerald, 2011), China Visualized by Americans 1840-1911 (Peking University Press, 2017), China Through American Eyes: Early Depictions of the Chinese People and Culture in the US Print Media (World Scientific, 2018), and China's Belt and Road Initiative: Changing the Rule of Globalization (Palgrave Macmillan, 2018).

Wenxian Zhang, Rollins College, Winter Park, Florida, USA. Email: WZhang@Rollins.edu

THE CGG CONFERENCE 2024 SCHEDULE

Day 1

TUESDAY 12th NOVEMBER, 2024

08:15–09:00 Registration Accueil
Welcome Coffee (*Invitation ONLY) Espace 48.2 & arrière espace 48.2

09:00–09:15 Welcome Speech from CGA Room 1.19

Julian CHANG

President, Chinese Globalization Association

William Hua WANG

Associate Dean, emlyon business school
Dean, emlyon business school Asia

Francesca SPIGARELLI

Professor, University of Macerata

Wenxian ZHANG

Professor, Rollins College

VIA ZOOM

John R. MCINTYRE

Director, Georgia Tech Center for international Business Education and Research (CIBER)

Christoph LATTEMAN

Professor, Business Administration and Information Management School of Business, Social & Decision Sciences
Constructor University Bremen gGmbH

09:15–10:00 Plenary Room 1.19

Globalization with Chinese Characteristics: Visions and Actions

Fei-ling WANG

Professor, Georgia Institute of Technology

Q&A

10:00–11:00 Panel 1: Global Room 1.19

Moderator: Francis ULGADO, Faculty Director, Scheller College of Business, Georgia Tech

Perspectives on China's Rise

John GIVENS

Associate Professor, Spelman College

Demystifying AI Policy across the US, China and the EU: The Future of the AI Global Governance Landscape

Anshu ARORA (Presenter)

Professor, University of the District of Columbia

Amit ARORA

Associate Professor, University of the District of Columbia

John R. MCINTYRE

Director, Georgia Tech Center for international Business Education and Research (CIBER)

Arlene MARSHALL

New Manufacturing Strategy and Industrial Systems: Inspirations from Chinese manufacturing evolutions

Yongjiang SHI

Associate Professor, Cambridge University

THE CGG CONFERENCE 2024 SCHEDULE

Day 1

TUESDAY 12th NOVEMBER, 2024

11:15–12:00	Plenary	Room 1.19
	Overseas Ports and the BRI Jean-Marc F. BLANCHARD Founding Executive Director, Mr. & Mrs. S.H. Wong Center for the Study of Multinational Corporations Q&A	
12:00–13:00	Panel 2: One Belt & One Road	Room 1.19
	<i>Moderator: Wenxian ZHANG, Professor, Rolins College</i> Reluctant concessions: China's SEZs and Treaty Port Cities Hanchao LU Professor, Georgia Tech Chinese Digital Platforms in the China-US Tech War Andrei PANIBRATOV Distinguished Professor, Shanghai International Studies University	
13:00–14:00	Lunch	Espace 48.2 & arrière espace 48.2
	*invitation ONLY	
14:00	Plenary: Enterprise Dialogue	Auditorium
	<i>Moderator: William Hua WANG, Associate Dean, emlyon business school, Dean, emlyon business school Asia</i>	
14:00–14:20	AI and Management: Theories and Practices when China Goes Global Yeming GONG Professor, Management Science Director of Business Intelligence Center, emlyon business school GDBA Advisor, emlyon business school	
14:20–14:40	The Opportunities and Challenges Faced by Chinese Enterprises Expanding into the French Market Jincheng NI Economist at SNCF, Expert senior chez FRANCE STRATEGIE (FRENCH COMMISSARIAT GENERAL A LA STRATEGIE ET A LA PROSPECTIVE)	
14:40–15:00	The Era of Cognitive LLMs: Exploration of Educational Innovation and Practical Application Pingping REN Vice President, iFLYTEK	
15:00–15:20	NIO: From China to the World Hui ZHANG Vice President, NIO Group Managing Director, NIO GmbH Managing Director, NIO Performance Engineering	

THE CGG CONFERENCE 2024 SCHEDULE

Day 1

TUESDAY 12th NOVEMBER, 2024

14:00	Plenary: Enterprise Dialogue	Auditorium
15:20-15:40	Adisseo: Lessons from Global Governance and Multiculture Management to Navigatethe new B.A.N.I. World Fabien SIGUIER Executive Vice-President Human Richness, Ethics & Transformation, Adisseo	
15:40-16:00	Exporting to China: a company perspective Dang TIET Global sales director, CAMECA	
16:00-16:20	Q&A	
16:20-16:35	Tea Break	Espace 48.2 & arrière espace 48.2
	*invitation ONLY	
16:35-17:20	Roundtable Discussion <i>Moderator: Peter BUCKLEY, Professor of International Business at Alliance Manchester Business School</i> Panelists: Peter BUCKLEY, Jincheng NI, Hui ZHANG, Fabien SIGUIER, Dang TIET	Auditorium
17:20-17:30	emlyon Visiting Professor Appointment Ceremony	Auditorium
18:00	DINNER	L'européen
	*invitation ONLY	

Day 2

WEDNESDAY 13th NOVEMBER, 2024

08:15-09:00	Registration Welcome Coffee (*Invitation ONLY)	Accueil Espace 48.2 & arrière espace 48.2
09:00-09:15	Welcome Speech from CGA Julian CHANG President, Chinese Globalization Association William Hua WANG Associate Dean, emlyon business school Dean, emlyon business school Asia	Room 1.19
09:15 - 10:00	Plenary China and the Global South: the Growing Role of Geopolitics Mary-Françoise RENARD Professor of CERDI Clermont Auvergne University CNRS Q&A	Room 1.19

THE CGG CONFERENCE 2024 SCHEDULE

Day 2

WEDNESDAY 13th NOVEMBER, 2024

10:00–11:00 Panel 3: Regions

Room 1.19

Moderator: Francis ULGADO, Faculty Director, Georgia Tech Center for International Business Education and Research (CIBER)

China's Engagement with Latin America in Times of Energy Transition and Geopolitical Competition

Adolfo CHIRI

President, Cambridge Insight, LLC

China Goes Global. Connections between Africa and China. An Analysis through Case Studies

Antonio FRISOLI

Professor of Engineering Mechanics and Robotics, Scuola Superiore Sant'Anna

Marco BONAGLIA (Presenter)

Executive Director, the Galileo Galilei Italian Institute Chongqing

Lorenzo RICCARDI

Chairman, the China-Italy Chamber of Commerce

11:15–12:15 Panel 4: Sectoral Impact

Room 1.19

Moderator: Jean-Marc F. BLANCHARD, Founding Executive Director, Mr. & Mrs. S.H. Wong Center for the Study of Multinational Corporations

Adaptive Leadership and Employee Resilience in Times of Uncertainty: Evidence from China

Marina LATUKHA

Professor, Léonard de Vinci Pôle Universitaire

How does Environmental, Social, Governance (ESG) impact the sustained competitive advantage when Chinese companies go global - the case of China's new electric vehicle (NEV) industry

Chuanjuan WU (Presenter)

Doctor of Business Administration, emlyon business school

Jian ZHU

Doctor of Business Administration candidate, emlyon business school

Hua WANG

Professor, Associate Dean, emlyon business school

13:00–14:00 Lunch

Espace 48.2 & arrière espace 48.2

**invitation ONLY*

THE CGG CONFERENCE 2024 SCHEDULE

Day 2

WEDNESDAY 13th NOVEMBER, 2024

14:00–14:15 **Plenary** Auditorium

Fractured Globalisation: Policies and Company Strategies

Peter BUCKLEY

Professor, International Business at Alliance Manchester Business School

Q&A

14:15–15:45 **Panel 5: Company Strategies** Room 1.19

Moderator: Francesca SPIGARELLI, Professor, University of Macerata

Time Honored Brands: the Fenjiu case

Nikola ZIVLAK

Associate Professor, emlyon business school

Latecomer (firm) development and learning-based internationalization in China

Steffen WOLFER

Research Associate, TH Köln – University of Applied Sciences

Adaptive culture and employee resilience in China: The moderator role of technological turbulence

Marina LATUKHA

Professor, Léonard de Vinci Pôle Universitaire

15:45–16:45 **Panel 6: Financing China's Rise** Room 1.19

Moderator: Francesca SPIGARELLI, Professor, University of Macerata

The Chinese Financial System: Sino-centricity and Orchestrated Control

Dominique JOLLY

Strategy Expert, Advisor on China

Impact of Capital Inflows on China's Credit Cycles

Juan ZHANG

Associate Professor, Shanghai University of international Business

16:45–17:00 **Concluding Remarks** Room 1.19

CGA Board Members

PARTICIPANTS

ARORA Amit	University of the District of Columbia, USA	PANIBRATOV Andrei	Shanghai International Studies University, PRC
ARORA Anshu	Scuola Superiore Sant'Anna, ITALY	REN Pingping	IFLYTEK, PRC
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GONG Yeming	emlyon business school, FRANCE	WOLFER Steffen	Th Köln – University Of Applied Sciences, Germany
GUO Wanting	Saint Petersburg State University, RUSSIA	WU Chuanjuan	emlyon Business School & DAYOUPi, PRC
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MCINTYRE John R.	Georgia Tech Center for International Business Education and Research (CIBER), USA		
NI Jincheng	SNCF, FRENCH COMMISSARIAT GENERAL A LA STRATEGIE ET A LA PROSPECTIVE, FRANCE		