

Theme	Company/Industry	Focus of Study
Digital Innovation & Transformation	Metaverse	What are its concepts and features? What opportunities will the shift from Web 2.0 to Web 3.0 bring to the enterprises?
	STEPN	STEPN is one of the most popular Move-to-Earn games right now. How can its Web 3.0 business model and growth experience enlighten our exploration of NFT opportunities?
	Walled Garden	This case resorts to The Trade Desk, an internationally renowned programmatic platform for ads buying, for researches on brand communication overseas, focusing on the "open network" digital advertising resources corresponding to "walled gardens" such as Google and Facebook.
	Hexagon	This case presents a panoramic view of Hexagon, a Swedish world-class intelligent manufacturer, and explores the cutting-edge viewpoints in the era of digital transformation and intelligent manufacturing. Meanwhile, it observes its development driven by M&As.
	Huazhu Hotels Group	Huazhu Hotels Group worked with Lark for its digital transformation to have enhanced the "self-driving force" of more than 100,000 employees. This case, by interviewing the CIO of Huazhu Hotels Group, explores the best practices of Huazhu Hotels Group's overall digital transformation.
	JAKA Cobot	Five episodes of short videos (about 3 minutes) are available to introduce JAKA Cobot's strategy, products, supply chain, R&D and development.
	Alibaba vs JD	After nearly 20 years of development, what are the similarities and differences between these two e-commerce models?
Social Innovation	Ji'an Mode	The "Executives in Jingtangshan" program embodies the new idea of "social innovation" advocated by CKGSB for integrating cross-border resources and seeking solutions to major social problems. What are the replicable experiences of "Ji'an Mode"?
	Business for Good and Social Innovation from the Perspective of the Philanthropy History (serialized articles)	Under the goal of promoting common prosperity, can the third distribution benefit others as well as the donors themselves? Bearing such a goal in mind, we sorted out the history of Chinese philanthropy and wrote these serialized articles, hoping to provide theoretical support and practical guidelines for today's enterprises in their journey to business for good and social innovation.
Globalization & RCEP	Yili	Yili Group has set a vision to be "the world's most trusted healthy food provider" by 2030, and has taken solid steps in the past few years in terms of overseas R&D, acquisition of raw material origins and entry into new markets. This case aims to analyze Yili's globalization strategy and tactics, to provide references for Chinese companies' going global.
	Fuda Group	This case is to analyze the competitive advantages of Chinese enterprises in the RCEP region, with the expansion of Fuda Group in Southeast Asia as an example.
	ByteDance	ByteDance has soared from a start-up to the world's largest unicorn company. As Zhang Yiming firmly promotes the globalization of the company, what opportunities and challenges have he encountered in the process? Where is it oriented to in the future?
Marketing Management	Freda Mode	As a world-class enterprise in the hyaluronic acid industry, Freda has made the shifts from ToB to ToC, from a raw material provider to an industrial chain, and from individual brands to multi-brands. These extensions and development are concluded as "Freda Mode". This case probes into Freda's best practices in brand building and consumer communication.
	Kuka Home	By cooperating with a huge number of engines, Kuka Home attracts customers into the stores through Tik Tok live streaming, and promotes the adoption of live streaming to its dealer management system across China. This case provides a detailed analysis of the causes and consequences of this best practice.
	Botanee - Winona	Botanee (SZ: 300957) is known as the first A-share in the sector of dermatological skin care. What are the highlights of the Botanee's Winona brand building, marketing and channel operations? This case is to probe into Botanee's successes and challenges through first-hand interviews.
	Lily & Beauty	Under the operation of Lily & Beauty, skincare and beauty brands, such as Freeplus, René Furterer and Whoop, have achieved amazing performance growth. What marketing methods are worth exploring behind these successful brand operations?
Strategic Management	Tencent Industrial Internet	For Tencent's business transformation from ToC to ToB, the possible situations of its future development is analyzed by adopting the second curve theory and the business model of "insight into endgame - strategic positioning - path design".
	Tencent Industrial Internet	For the new problems arising from several years' development of Tencent Industrial Internet, the why and how questions are discussed by introducing the resource - process - value model and the theoretical model of disruptive innovation. For example: What organizational form should Tencent take to develop its industrial Internet business? Why?
	Lehe	Lehe is a fast-growing B2B food supply service company. The company is expected to earn a revenue of RMB 6 billion yuan in 2021, making it a leader in the industry. What conditions does Lehe benefit from for its rapid development? What is the function of the three characteristics of its business management, that is, partnership system, digital support, and capitalized operation?
Family Heritage	M&G Stationery	With the entrepreneurial history of the Chen family of M&G Stationery as the background information, this case adopts the three-ring model and related theories to analyze and design important issues of family inheritance.
	Liby Group	From the theoretical perspective of family inheritance, this is to develop a teaching case with Liby Group as the subject. The text of the case provides relevant structured background information, and the teaching manual raises several key questions to guide students to analyze and solve problems through theoretical and background information.
Financial Innovation	MYBank	This case aims to study the innovative practice of MYBank in the supply chain financial model. How does MYBank innovate the supply chain financial model, and what is the logic behind? Can this innovation truly solve the century-old problems of difficult and expensive financing for small, medium and micro enterprises?
New Retail	Fresh Hema	Under the banner of "New Retail Benchmark", Fresh Hema has explored various new models and business types, but still faces revenue dilemma. After the crazy expansion, how can Hema's new retail model sustain?
Macroeconomics	"Homebuyers are boycotting mortgage payments": subprime mortgage crisis and moral hazard	Recently, many places are reported to have the phenomenon of boycotting mortgage payments, mainly due to the developer's capital chain constraints and incapability of on-time delivery. Despite many differences between the economies of China and the United States, the current Chinese economy shows many similarities with the subprime mortgage crisis in the United States. How should we interpret today's problem, and where is the way out?
	Is China Concepts Stock no longer necessary?	In the recent year, China Concepts Stock plunged again and again, causing heavy losses to investors. A viewpoint in China now holds that since China is no longer weak, China Concepts Stock is no longer needed, and China could be unhooked from the overseas capital markets. This viewpoint is paradoxical and fundamentally wrong.
	Tsingshan Group's derivatives crisis	In March 2022, the price of nickel on the London Metal Exchange suddenly soared, tripping up "big short" Tsingshan Group with huge floating losses. Why does an industrial company hold so many futures contracts? Is it a hedge or speculation? How should we interpret this?
	Russia-Ukraine conflict and Chinese interests	The Russia-Ukraine conflict is apparently an armed conflict between the two countries, but behind Ukraine is NATO, which means that many countries have been involved in this conflict, posing a considerable threat to globalization.
"China's Business Conditions Index" Report	Monthly BCI survey and report	An index report that reflects the operations of private enterprises

## Recommended Works 2018-2021 of the Case Center

Research area	Title	Faculty Advisor	Researcher
Strategic Management	From "Domestic Substitution" to "International Substitution" -How Linglong Tire "Crosses the Price Zone"	Teng Binsheng	Wang Xiaolong
	Values Are the Core Algorithm - Analyzing the Growth Kernel of Genki Forest	Teng Binsheng	Wang Xiaolong
	Three Key Choices - OATLY's Entry and Exit in China	Teng Binsheng	Wang Xiaolong
Autonomous Driving/ Electric Vehicle	Towards Openning: Can BYD Rewrite a Legend?	Li Wei	Zhu Yunhai
	NIO: To Create a "NIO" Era?	Li Wei	Zhu Yunhai
	Leader of New Energy Vehicles - Why Tesla?		Zhu Yunhai
Digital Innovation & Transformation	JAKA Cobot: A Startup of Client Thinking	Li Wei	Li Chao
	A Critical Moment for ByteDance	Teng Binsheng	Yan Min, He Mingqin
	Warm up AI and Infuse Fashion to Algorithms: Implications from Stitch Fix	Mei Jianping	Chen Jian, Qiao Yiyuan
	"Longtermism" and "Overwhelming Fastness" - Implications of Cross-border e-Commerce SHEIN	Zhu Yang	Wang Xiaolong
	Meeting the Challenge of "Hog Cycle"! How Yihao Foodstuff Achieves the "Dream-like Success" of the Breeding Industry Through "Connection"	Zhu Yang	Wang Xiaolong
	Pinduoduo: The Rise and Future of the Social e-Commerce Leader	Jing Bing	Mei Xinlei
	Red Dragonfly - The Forced "Online" Transformation	Wang Yijiang	Zhu Yunhai
Financial Innovation	Fintech Drives Micro Financing - The Practice of Ant Group	Song Zhongzhi	Chen Jian
	BridgeBio: Add "Financial" Wings to "Pharmaceuticals"	Mei Jianping	Chen Jian, He Mingqin
Social Innovation	"Frustrated Hero" - Zhang Jian	Li Wei	Zhu Yunhai
	Alxa SEE Foundation: Entrepreneurship in Public Welfare	Zhu Rui	Li Mengjun
	"Ant Small Loan": Social Value of Inclusive Financing	Chen Long	Yang Yan
	Poverty Alleviation and Revitalization of Xinxi County, Henan Province	Fan Xinyu	Yan Min