

## 前言

长江商学院致力于在十年内打造成为世界一流的研究型商学院。自2002年创办至今，在李嘉诚基金会的鼎力支持下，长江商学院以学术研究为驱动力，为学院的学术研究和教学创新提供了良好的氛围，这也吸引着越来越多的教授和学者加盟到长江商学院中来。

长江商学院立足中国企业的现状，锁定中国企业面临的各种机遇与挑战，致力于研究全球化视野下中国企业的制胜之道。教授们把相关研究理论生动地融入到课堂教学，通过中国企业战略管理、中国金融市场及领导者伦理等一系列课程，使得参与课程的企业家和管理者能从中国本土的商业案例中得到启发。

目前，长江商学院的学术研究水平在新兴市场国家商学院中处于领先地位。我们正在与世界顶尖学校合作来扩大我们的研究，合作范围覆盖亚洲，包括韩国、日本、东南亚和俄罗斯等国家并辐射全球。

在长江商学院，教授学者们致力于高质量、高影响力的学术研究，这些以原创、深刻、创新为本的学术研究使我们名列于世界一流商学院的行伍中。我们教授的研究成果经常被发表在世界一流的学术期刊上，涵盖了所有商业领域的分支学科。严谨的学术研究为学院教学提供了强有力的支持——拓展理论研究能保证教授们将前沿的学术观点融入课堂教学，并运用于解决复杂多变的商业问题。

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长江商学院简介

## 长江商学院教授



长江商学院正是凭借“教授治校”的独特理念和体制，在与世界顶尖商学院争夺管理学教授这批世界稀缺资源的竞争中，取得了不平凡的成就，汇聚了一批重量级的研究型学者。

在“为中国打造世界级商学院”和“为中国培养世界级企业家”的这一使命的感召下，一批海外知名华人管理学教授，纷纷抛下美、欧、亚著名商学院优越环境和待遇，加盟长江，常驻中国。

这样顶级的商学院教授阵容在整个亚太地区无疑是最强而且最有国际学术影响力的。

目前长江拥有的 30 多位常驻教授学者，曾执教于芝加哥大学、斯坦福大学、宾夕法尼亚大学、加州大学伯克利分校、加州大学洛杉矶分校、哥伦比亚大学、康奈尔大学、卡内基梅隆大学、西北大学、加州大学圣迭亚哥分校、耶鲁大学、麻省理工学院、纽约大学、达顿商学院、德州大学奥斯汀分校、北卡教堂山分校、罗彻斯特大学、华盛顿大学、普林斯顿大学、明尼苏达大学、欧洲工商管理学院等欧、美和亚洲的世界著名商学院。长江商学院部分教授是在各自研究领域里世界级的讲座教授和学术领路人，在国际上最前沿的学术杂志上担任主编或副主编等重要职务。不仅通晓西方管理理论，在学术研究方面思路开阔，观点新颖，建立了一系列经典的普适性的商业理论框架并给予充分的实践论证，得到国际学术界的广泛认同和引用，而且通透了解中国及大中华地区的管理实践，积极进行前瞻性、原创性、实用性的课题研究，逐步形成对中国管理实践行之有效的新视野、新思路和新对策。长江商学院的教授阵容，其整体实力在整个亚太地区商学院的学术研究中独占鳌头。



# 长期教授

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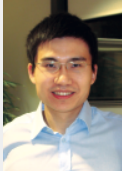
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### 教授简介

曹辉宁博士分别于 1991 年和 1995 年取得耶鲁大学博士学位和加州大学洛杉矶分校博士学位。曹辉宁博士现为长江商学院金融学教授，金融 MBA 学术主任，美国财务学会会员，曾任教于加州大学伯克利分校、北卡罗来纳大学教堂山分校。曹博士在国际著名期刊 *Journal of Finance*、*Review of Financial Studies* 和 *Journal of Financial Economics* 等发表多篇论文，并被大量引用；曾两次获得 *Journal of Finance* 的最佳论文提名（1998 年和 2000 年）；曾获 Northern Finance Association 评选的新兴市场领域最佳论文奖；曾获 Western Finance Association 评选的最有投资价值的最佳论文奖；在 2004 中国金融国际年会上获得最佳论文三等奖；任 *Annals of Economics and Finance* 的编委会成员及 *International Financial Review* 和 *China Financial Review* 的主编。

### 主要研究领域

投资组合管理、期权定价、资产定价、市场微观结构、国际财务等。

### 主要学术成果

1. "Taking The Road Less Traveled By: Does Conversation Eradicate Pernicious Cascades?" with Hirshleifer, D., *Journal of Economic Theory*, Vol.146, July 2011.
2. "Fear of The Unknown: The Effects of Familiarity on Financial Decisions", with Han, B., Hirshleifer, D. and Zhang, H. H., *Review of Finance*, 2011.
3. "Differences of Opinion of Public Information and Speculative Trading in Stocks and Options", with Ou-Yang, H., *Review of Financial Studies*, vol. 22(1), 2009. (Placed third in the best paper award at CIBC in 2004 and judged best paper in the "most relevant to practitioners" category at WFA in 2005.)
4. "Inventory Information", with Evans, M. and Lyons, R., *Journal of Business*, vol. 79, 2006.
5. "Model Uncertainty, Limited Market Participation and Asset Prices", with Wang, T. and Zhang, H. H., *Review of Financial Studies*, 2005.
6. "The Dynamics of International Equity Market Expectations", with Brennan, M. J., Strong, N. and Xu, X., *Journal of Financial Economics*, 2005.
7. "Product Strategy for Innovators in Markets with Network Effects", with Sun, B. and Xie, J., *Marketing Science*, 2004.
8. "Sideline Investors, Trading-Generated News, and Security Returns", with Coval, J. and Hirshleifer, D., *Review of Financial Studies*, vol. 15, 2002.
9. "Imperfect Competition Among Informed Traders", with Back, K. and Willard, G., *Journal of Finance*, vol. 5, 2000. (Nominated for Smith-Breeden Prize.)
10. "The Effect of Derivative Assets on Endogenous Information Acquisition and Price Behavior in a Rational Expectations Equilibrium", *Review of Financial Studies*, vol. 12, 1999.
11. "International Portfolio Investment Flows", with Michael J. Brennan, *Journal of Finance*, vol.52, 1997, 1851-1880. (Nominated for Smith-Breeden Prize. Best paper award in emerging market research at NFA. Reprinted in *International Library of Critical Writings in Financial Economics*, Edited by Richard Roll.)
12. "Information, Trade, and Derivative Securities", with Michael J. Brennan, *Review of Financial Studies*, vol.9, 1996, 163-208.



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### 教授简介

加拿大多伦多大学金融学博士，加入长江以前执教于美国华盛顿大学奥林商学院。学术上长期从事股票和债券市场的资产定价，回报预测，和价格波动的研究；大量研究成果发表在世界顶级的金融学杂志上；是所有顶级金融杂志的审稿人和多家金融杂志的编委；2011 年被选为北京五星金融论坛主席（是包括北京大学，清华大学，人民大学，中央财经大学，和长江商学院的最高金融学术交流论坛）。在长江商学院给 CEO 班、EMBA、金融 MBA 和 MBA 教授过股票投资、债券投资和资产定价等课程。曾经荣获密歇根州立大学商学院“2003 年度优秀教师奖”。曾担任职业期货操作手；现为国外大型对冲基金的投资顾问。

### 主要研究领域

资产定价和投资、流动性风险、信用风险、企业融资。

### 主要学术成果

- 1."Dividend Smoothing and Predictability", with Zhi Da and Richard Priestley, *Management Science*, forthcoming.
- 2."Do Time-Varying Risk Premiums Explain Labor Market Performance?", with Zhang, L., *Journal of Financial Economics*, vol.99, 2011.
- 3."Are Financial Constraints Priced? Evidence from Firm Fundamentals and Stock Returns", with Campello, M., *Journal of Money, Credit, and Banking*, vol.42, 2010.
- 4."Return Decomposition", with Zhao, X., *Review of Financial Studies*, vol. 22, 2009.
- 5."On the Reversal of Dividend and Return Predictability: A Tale of Two Periods", *Journal of Financial Economics*, vol. 92(1), 2009.
- 6."On the Relation between the Credit Spread Puzzle and the Equity Premium Puzzle", with Collin-Dufresne, P. & Goldstein, R., *Journal of Financial Economics*, vol.22, 2009.
- 7."Expected Returns, Yield Spreads, and Asset Pricing Tests", with Campello, M. & Zhang, L., *Review of Financial Studies*, vol. 21(3), 2008.
- 8."The Expected Value Premium", with Petkova, R. & Zhang, L., *Journal of Financial Economics*, vol. 87, 2008.
- 9."Corporate Yield Spreads and Bond Liquidity", with Lesmond, D. & Wei, J., *Journal of Finance*, vol. 62, 2007.



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甘洁,麻省理工学院博士,现任长江商学院金融学教授。在加入长江商学院之前,她曾任麻省理工研究员,执教于哥伦比亚大学商学院和香港科技大学。甘博士长期从事公司金融及中国资本市场的研究,在这些领域有突出贡献。她的研究成果发表在国际顶级学术期刊,如金融经济学期刊(Journal of Financial Economics)以及金融研究评论(Review of Financial Studies),金融与数量分析(Journal of Financial and Quantitative Analysis)。她是多家国际顶级学术期刊及学术会议的审稿人。除了在学术研究上取得的成就之外,甘洁博士还有着广泛的行业经验。她曾任职于CRA国际(CRA International),美国最大的金融和经济咨询公司之一,为期两年。在香港,甘洁博士为多家银行提供咨询关于房地产及资本市场。她现任Rega Capital Management的董事及投资顾问。甘博士的教学得到了MBA学生和EMBA学生的高度赞誉,她的课程也获得了多项教学奖。此外,《金融时报》(Financial Times)曾专栏报道了她的研究和教学。

### 主要研究领域

银行业、资本市场

### 主要学术成果

- 1."Housing Wealth and Consumption Growth: Evidence from a Large Panel of Households", *Review of Financial Studies*, vol.23, 2010.
- 2."Transparency, Price Informativeness, and Stock Return Synchronicity: Theory and Evidence", with Dasgupta, S. and Gao, N., *Journal of Financial and Quantitative Analysis*, vol.45, 2010.
- 3."A Nationwide Survey of Privatized Firms in China", with Guo, Y. and Xu, C., *Seoul Journal of Economics*, vol. 21, 2008.
- 4."Monopoly and Information Advantage in the Market for Residential Mortgages", with Riddiough, T., *Review of Financial Studies*, vol. 21, 2008.
- 5."Collateral, Debt Capacity, and Corporate Investment: Evidence from a Natural Experiment", *Journal of Financial Economics*, vol. 85, 2007.
- 6."The Real Effects of Asset Market Bubbles: Loan- and Firm-Level Evidence of a Lending Channel", *Review of Financial Studies*, vol. 20, 2007.
- 7."Banking Market Structure and Financial Stability: Evidence from the Texas Real Estate Crisis in the 1980s", *Journal of Financial Economics*, vol. 73, 2004.





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黄春燕博士现任长江商学院金融学教授，2003 年获得麻省理工大学斯隆管理学院金融学博士学位。曾在麻省理工大学数学系、麻省理工大学斯隆管理学院以及德克萨斯大学奥斯汀分校讲授包括 MBA 及博士学位课程。她在资产流动性、均衡资产定价等多个金融课题领域具有丰富的学术研究经验。

### 主要研究领域

共同基金、资产流动性、赋税研究以及均衡资产定价。

### 主要学术成果

1. "Risk Shifting and Mutual Fund Performance", with Sialm, C. and Zhang, H., *Review of Financial Studies*, vol.24, March, 2011.
2. "Market Liquidity, Asset Prices, and Welfare", with Wang, J., *Journal of Financial Economics*, vol. 95(1), 2010. (received the best paper award for DeGroot/IIROC 3rd Annual Conference on Market Structure and Market Integrity)
3. "Liquidity and Market Crashes", with Wang, J., *Review of Financial Studies*, vol. 22(7), 2009. (received NYSE Award for the best paper on equity trading at 2007 WFA and 2007 Morgan Stanley Equity Market Microstructure Research Grant)
4. "Taxable and Tax-Deferred Investing: A Tax-Arbitrage Approach", *Review of Financial Studies*, vol. 21(5), 2008.
5. "Participation Costs and the Sensitivity of Fund Flows to Past Performance", with Wei, K. D. and Yan, H., *Journal of Finance*, vol. 62(3), 2007.
6. "The Tradeoff between Mortgage Prepayments and Tax-Deferred Retirement Savings", with Amromin, G. and Sialm, C., *Journal of Public Economics*, vol. 91, 2007.
7. "Are Stocks Desirable in Tax-Deferred Accounts?" with Garlappi, L., *Journal of Public Economics*, vol. 90(12), 2006.
8. "Market Structure, Security Prices and Informational Efficiency", with Wang, J., *Macroeconomic Dynamics*, vol. 1, 1997.



## 荆兵

长江商学院市场营销副教授  
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### 教授简介

荆兵博士 2001 年毕业于罗切斯特大学并获得商业管理博士学位，他还在美国先后获得了两个研究生学位，曾执教于纽约大学斯特恩商学院。荆兵博士在包括 Marketing Science, Quantitative Marketing and Economics, Journal of Economics and Management Strategy 等一流学术期刊上发表过多篇论文，并任 Marketing Science 编委会成员。

### 主要研究领域

产品差异化、产品线设计与定价、个性化定制、价格促销、电子商务等。

### 主要学术成果

- 1."Seller Honesty and Product Line Pricing", *Quantitative Marketing and Economics*, June, 2011.
- 2."Social Learning and Dynamic Pricing of Durable Goods", *Marketing Science*, June, 2011.
- 3."Exogenous Learning, Seller-Induced Learning, and Marketing of Durable Goods", *Management Science*, June, 2011.
- 4."Pricing Experience Goods: The Effects of Customer Recognition and Commitment", *Journal of Economics and Management Strategy*, vol.20, 2011.
- 5."Product Line Competition and Price Promotions", with Zhang, Z. J., *Quantitative Marketing and Economics*, vol.9, 2011
- 6."Putting One-to-One Marketing to Work: Personalization, Customization and Choice, Marketing Letters", with Arora, Neeraj, et al., *Marketing Letters*, vol. 19(3), 2008.
- 7."Finitely Loyal Customers, Switchers and Equilibrium Price Promotion", with Zhong, W., *Journal of Economics and Management Strategy*, fall 2008.
- 8."Product Differentiation under Imperfect Information: When does Offering a Lower Quality Pay?" *Quantitative Marketing and Economics*, March 2007.
- 9."On the Profitability of Firms in a Differentiated Industry", *Marketing Science*, May-June 2006.
- 10."Product Customization and Price Competition on the Internet", with Dewan, R. & Seidmann, A., *Management Science*, August 2003.



## 李乐德

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### 教授简介

长江商学院运作管理学教授，1984年在美国西北大学获得博士学位，自1985年起在国际一流期刊多次发表研究成果，曾任教于耶鲁大学、麻省理工学院、美国西北大学、香港科技大学，是国内外享有盛誉的生产管理专家。李博士为美国管理科学研究所、美国生产管理研究所及美国会计教授协会会员，任 *Management Science* 和 *Operations Research* 的编委。

### 主要研究领域

生产管理与战略、工业组织、博弈论、随机程序与控制、供应链管理、服务运作、国际制造网络的管理等。

### 主要学术成果

- 1."Confidentiality and Information Sharing in Supply Chain Coordination", with Zhang, H., *Management Science*, vol. 54(8), 2008.
- 2."Price and Delivery Logistics Competition in a Supply Chain", with Ha, A. & Ng, S. M., *Management Science*, vol. 49(9), 2003.
- 3."Information Sharing in a Supply Chain with Horizontal Competition", *Management Science*, vol. 48(9), 2002.
- 4."Optimal Operating Policies for Multi-Plant Stochastic Manufacturing Systems in a Changing Environment", with Porteus, E. L. & Zhang, H., *Management Science*, vol. 47(11), 2001.
- 5."The Multi-Stage Service Facility Startup and Capacity Model", with Zhang, H., *Operations Research*, vol. 48(3), 2000.
- 6."Optimal Operating Policies in the Presence of Exchange Rate Variability", with Dasu, S., *Management Science*, vol. 43(5), 1997.
- 7."Pricing, Production, Scheduling and Delivery-Time Competition", with Lederer, P. J., *Operations Research*, vol. 45(3), 1997.
- 8."The Service Facility Startup and Capacity Model and Its Application to the National Cranberry Case", with Wang, X., *Operations Research*, vol. 44(1), 1996.
- 9."Pricing and Delivery-Time Performance in a Competitive Environment", with Lee, Y. S., *Management Science*, vol. 40(5), 1994.
- 10."The Role of Inventory in Delivery-Time Competition", *Management Science*, vol. 38, 1992.
- 11."Subcontracting, Coordination, Flexibility, and Production Smoothing in Aggregate Planning," with Kamien, M., *Management Science*, vol.36, No.11, 1991, 1353-1363.
- 12."Bertrand Competition with Subcontracting," with Kamien, M. and S. Samet, *Rand Journal of Economics*, vol.20, No.4, 1989, 553-567.
- 13."On the Allocation of Fixed and Variable Cost From Service Departments," with Balachandran, B. and R. Magee, *Contemporary Accounting Research*, vol.4, No. 1, 1987, 164-185.
- 14."Optimal Research for Cournot Oligopolists," Li, L., D. Mckelvey and T. Page, *Journal of Economic Theory*, vol.42, No.1, 1987, 140-166.
- 15."Cournot Oligopoly with Information Sharing," *Rand Journal of Economics*, vol.16, No. 4, 1985, 521-536.



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### 教授简介

李伟博士现为长江商学院经济学教授、长江案例中心主任、长江企业社会责任研究中心主任。在加入长江商学院之前，李伟博士为美国弗吉尼亚大学达顿商学院教授，并享有终身教职。在1994年至2000年期间，李伟博士在美国杜克大学福库商学院任教，先后担任助理教授和副教授。李教授在国际一流期刊发表多篇论文，是研究中国经济和企业问题的专家。此外，李博士编写了 *Investing in Emerging Markets*，并由CFA协会出版。除了从事学术研究外，李伟博士也多次为跨国企业、金融机构和世界银行提供咨询服务。《外交》、《纽约时报》、《洛杉矶时报》，CNN Money 网站和彭博电视台等国际媒体曾专题介绍李伟博士的研究成果和观点。

### 主要研究领域

中国经济、公共财务学、新兴市场金融学、应用经济、企业社会责任、公司治理等。

### 主要学术成果

1. "Provincial and Local Governments in China: Fiscal Institutions and Government Behavior", with Roger H. Gordon, in *Capitalizing China*, National Bureau of Economic Research and University of Chicago Press, forthcoming.
2. "Tax Structures in Developing Countries: Puzzles and Possible Explanations", with Gordon, R. H., *Journal of Public Economics*, vol. 93, August 2009.
3. "Trade, Technology, and China's Rising Skill Demand," with Bin Xu, *Economics of Transition*, 16:59-84, January 2008.
4. "Regulatory Reforms in the Telecommunications Sector in Developing Countries: The Role of Democracy and Private Interests", with Christine Qian and Lixin Colin Xu, *World Economy*, vol.33, 2005.
5. "The Great Leap Forward: Anatomy of a Central Planning Disaster", with Yang, D.T., *Journal of Political Economy*, vol. 113, August 2005.
6. "The Impact of Privatization and Competition in the Telecommunications Sector Around the World", with Xu, L. C., *Journal of Law & Economics*, vol. 47, October 2004.
7. "Government as a Discriminating Monopolist in the Financial Market: The Case of China," with Gordon, R.H., *Journal of Public Economics*, vol. 87, 2003.
8. "The Political Economy of Privatization and Competition: Cross-Country Evidence from the Telecommunications Sector," with Lixin Colin Xu, *Journal of Comparative Economics*, 30:1-25, September 2002.
9. "Tax Rights in Transition Economies: A Tragedy of the Commons?," with Berkowitz, D., *Journal of Public Economics*, vol. 76, June 2000.
10. "A Tale of Two Reforms", *The Rand Journal of Economics*, vol. 30, spring 1999.
11. "The Impact of Economic Reforms on the Performance of Chinese State-Owned Enterprises", *Journal of Political Economy*, vol. 105, October 1997.
12. "The Change in Productivity of Chinese State Enterprises, 1983-1987," with Roger H. Gordon, *Journal of Productivity Analysis*, 6:5-26, April 1995.
13. "Chinese Enterprise Behavior under the Reforms", with Gordon, R. H., *American Economic Review (Papers and Proceedings)*, vol. 81, 199



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## 主要学术成果

1. "Subsidiary Divestiture and Acquisition in a Financial Crisis", with Zhou, M. and Svejnar, J., *Journal of Corporate Finance*, 2011.
2. "Managerial Autonomy, Incentive, and Firm Performance: Evidence from Investment Climate Survey in China"
3. "Productivity, Restructuring, and the Gains from Takeover".
4. "Workers, Unions, and the Takeovers".
5. "Career Concerns and the Busy Life of Young CEOs", with Low, A. and Makhija, A.

## 教授简介

李晓阳博士现任长江商学院金融学与经济学助理教授，毕业论文曾获 2010 年 Kauffman 基金会全美博士论文奖，曾任世界银行发展研究部顾问。李博士的多篇论文被 American Economics Association meetings, European Finance Association meetings, the International Industrial Organization Conference, the Financial Management Association meetings 等会议收录。

## 主要研究领域

收购与兼并、公司治理、公司金融、产业组织、劳动经济学、企业理论、新兴市场融资等。



## 李学楠

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马萨诸塞州阿姆赫斯特大学博士

### 教授简介

李学楠教授是长江商学院金融学助理教授，曾执教于美国密歇根大学罗斯商学院。李学楠教授是罗切斯特大学金融学博士、马萨诸塞州阿姆赫斯特大学物理学博士。

### 主要研究领域

资本结构，资产定价，宏观经济学。

### 主要学术成果

1. "Anomalies", with Dmitry Livdan and Lu Zhang, *Review of Financial Studies*, 2009.
2. "Does Corporate Governance Affect the Cost of Equity Capital?"
3. "Monetary Policy Risk and the Cross Section of Stock Returns", with Francisco Palomino.
4. "Intangible Assets and Cross-Sectional Stock Returns: Evidence from Structural Estimation", with Laura X.L. Liu.
5. "Underwriter Collusion and IPO Pricing", with Fangjian Fu and Thomas Neo.



## 廖建文

长江商学院战略与创新管理实践  
教授、副院长  
南伊利诺伊大学博士

### 教授简介

廖建文博士是美国伊利诺伊理工学院斯图沃特商学院战略与创业学副教授，长江商学院兼职教授，有着横跨北美和亚洲地区的工作履历。之前他曾任教于北京大学、香港科技大学、中欧商学院(CEIBS)。

廖建文教授以在战略、创新和创业领域的跨学科研究而知名。他是美国大规模创业动态组研究计划的创始人之一。该研究项目是对美国新兴企业家创业的第一次大规模的长时间跟踪研究，得到了美国国家科学基金、Kauffman 基金以及美国中心企业局的资金支持。他经常参加各种学术和管理研讨会，为相关领域的期刊供稿。他的研究成果发表在众多领先的国际管理期刊上，例如《战略企业家杂志》、《企业创业学杂志》、《创业理论与实践》、《小企业管理期刊》、《小企业经济学》以及《高新技术管理研究期刊》。他的一篇研究报告《美国总统报告，2007》曾被《小企业经济学》选为特写文章。他的研究和教学成果为其赢得了众多奖励，其中包括美国小型企业管理局授予的研究经费奖励（2007、2008）以及2009年度的斯图沃特学院杰出教师奖。

除了研究与教学之外，廖建文教授还担任咨询顾问和专题研讨小组负责人，经常就战略和创新领域为中国的知名企业以及跨国公司进行咨询和演讲。他的咨询和演讲客户包括德国 TUV 集团，福特、安捷伦、诺基亚西门子网络、阿尔卡特朗讯、伟世通、强生、伊利、中信、华谊兄弟、龙湖地产等企业。廖建文教授经常邀请出席各种大型论坛做主题发言以及出席第一财经、中央电视台第 9 频道等知名媒体的专题节目，同时也时常为《21 世纪经济报道》和《北京大学商业评论》等刊物撰写专栏。此外，他曾担任美国中小型企业管理局的顾问，还就职于几家中国企业的董事会和顾问委员会。

### 主要研究领域

战略管理、技术创新管理、创业过程研究、企业成长战略等。

### 主要学术成果

- 1."Organizational Dynamic Capability and Innovation: An Empirical Examination of Internet Firms", *Journal of Small Business Management*, vol.47(3): 263 – 286, 2009.
- 2."Opportunities as attributions: Categorizing strategic issues from an attributional perspective", with Gartner, William and Shaver, Kelly, *Strategic Entrepreneurship Journal*, vol.2(4): 301 – 315, 2008.
- 3."Patterns of Venture Gestation Process: Exploring the Differences between Tech and Non-tech Nascent Entrepreneurs", with Welsch, Harold, *Journal of High-tech Management Research*, vol.19: 103 – 113, 2008.
- 4."Start-up Resources and Entrepreneurial Discontinuance: the Case of Nascent Entrepreneurs", with Welsch, Harold and Moutray, Chad, *Journal of Small Business Strategy*, vol.19(2): 1 – 15, 2008.
- 5."The Influence of Pre-Venture Planning on New Venture Creation", with Gartner, William, *Journal of Small Business Strategy*, vol.19: p. 1- 32, 2008.
- 6."The Effects of Pre-venture Plan Timing and Perceived Environmental Uncertainty on the Persistence of Emerging Firms", with Gartner, William, *Small Business Economics: An International Journal*, vol.27 (1): 23 – 40, 2006.
- 7."A Conceptual History of Entrepreneurial Thoughts", with Murphy, Patrick and Welsch, Harold, *Journal of Management History*, vol.12(1): 12 – 35, 2006.
- 8."Roles of Social Capital in Venture Creation: Key Dimensions and Research Implications", with Welsch, Harold, *Journal of Small Business Management*, vol.43 (4): 345-362, 2005.
- 9."Venture Gestation Paths of Nascent Entrepreneurs: Exploring the Temporal Patterns", with Welsch, Harold and Tan, Weeliang, *Journal of High Tech Management Research*, Vol.16(1): 1 – 22, 2005.
- 10."Organizational Culture and Patterns of Information Processing: The Case of Small and Medium-sized Enterprises", with Stoica, Michael and Welsch, Harold, *Journal of Developmental Entrepreneurship*, Vol.9(3): 251 – 266, 2004.
- 11."Exploring The Venture Creation Process: Evidence from Tech and Non-Tech Nascent Entrepreneurs", with Welsch, Harold, In William Bygrave et al (ed.) *Frontiers of Entrepreneurship Research* (p. 662 - 675),2003.
- 12."Organizational Absorptive Capacity and Responsiveness: An Empirical Investigation of Growth-oriented Small and Medium-Sized Enterprises" with Welsch, Harold and Stoica, Michael, *Entrepreneurship Theory and Practice*. Vol.28 (1): 63 – 85, 2003.
- 13."Social Capital and Entrepreneurial Growth Aspiration: A Comparison of Technology and Non-Technology-Based Nascent Entrepreneurs", with Harold Welsch, *Journal of High Tech Management Research*, Vol.14(1): 149-170, 2003.
- 14."The Temporal Patterns of Venture Creation Process: An Exploratory Study", with Harold Welsch, In William D. Bygrave, Candida G. Brush, Per Davidsson, James Fiet, Patricia G. Greene, (ed). *Frontiers of Entrepreneurship Research*. (p. 14 – 27), 2002.
- 15."Entrepreneurial Orientation and Family Forces in the New Germany: Similarities and Differences Between East and West German Entrepreneurs", with Pistrui, David and Harold Welsch, *Family Business Review*. Vol.XIII (3): 251 – 263, 2000.



## 刘劲

长江商学院会计与金融教授、副院长  
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### 教授简介

刘劲教授现任长江商学院副院长，会计与金融教授。刘教授在 2008 年正式加入长江。在此之前，他是加州大学洛杉矶分校安德森管理学院 (UCLA ANDERSON SCHOOL) 终身教授。1998 在哥伦比亚大学经济系授课，1999 年获哥伦比亚大学商学院 (Columbia Business School) 工商管理博士学位。刘教授长期从事资本市场，财务管理和股权投资的研究，是证券分析领域的国际著名学者。多个国际一级学术刊物的长期审稿人，《会计研究评论》(REVIEW OF ACCOUNTING STUDIES) 编委，曾获 2005 年加州大学安德森管理学院杰出研究奖 (Eric and "E" Juline Faculty Excellence in Research Award)，2007 年巴克莱全球投资 (BARCLAYS GLOBAL INVESTORS) 最佳论文奖，以及 2010 年长江商学院最佳研究奖。教学科研之余，还活跃于实业界，是多个国内与国际公司的独立董事，风险投资基金的高级顾问。在 2007-2008 期间，担任 MERRILL LYNCH 风险投资部门 (PROPRIETARY TRADING) 的资深顾问，建立股权数量投资模型。

### 主要研究领域

财务会计、公司财务、资本市场等。

### 主要学术成果

1. "On the Relation Between Expected Returns and Implied Cost of Capital", with Hughes, J. and Liu, J., *Review of Accounting Studies*, vol.14, 2009.
2. "On the Relation Between Predictable Market Returns and Predictable Analysts' Forecast Errors", with Hughes, J. and Su, W., *Review of Accounting Studies*, 2008. Winner of the BGI best paper award.
3. "Are Executive Stock Option Exercises Driven by Private Information?", with Aboody, D., Hughes, J. and Su, W., *Review of Accounting Studies*, 2008.
4. "Information Asymmetry, Diversification and Cost of Capital", with Hughes, J., *Accounting Review*, 2007.
5. "Cash flow is king? Comparing valuations based on cash flow versus earnings multiples," with Jacob Thomas and Doron Nissim, the *Financial Analyst Journal*, 2007.
6. "On international accounting valuation," the *Journal of International Accounting Research*, 2006.
7. "Earnings Quality, Insider Trading and Cost of Capital", with Aboody, D. and Hughes, J., *Journal of Accounting Research*, 2005.
8. "Valuation and Accounting for Inflation and Foreign Exchange", with Hughes, J. and Zhang, M., *Journal of Accounting Research*, September 2004.
9. "Equity Valuation Using Multiples", with Thomas, J. and Nissim, D., *Journal of Accounting Research*, March 2002.
10. "Measuring Value Relevance in a (possibly) Inefficient Market", with Aboody, D. and Hughes, J., *Journal of Accounting Research*, September 2002.
11. "The Feltham-Ohlson (1995) Model: Empirical Implications," with James Ohlson, *Journal of Accounting, Auditing and Finance*, summer 2000.
12. "Stock Returns and Accounting Earnings", with Thomas, J., *Journal of Accounting Research*, spring 2000.





## 刘挺军

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## 主要学术成果

1. "Takeover Bidding with Signaling Incentives", *Review of Financial Studies*, forthcoming.
2. "Hedging and Competition", with Parlour, C., *Journal of Financial Economics*, vol. 94, 2009.
3. "Fixed Revenue Auctions", with Christine Parlour, working paper.
4. "Targeting Target Shareholders", with Bernhardt, D. and Marquez, R., working paper.

## 教授简介

刘挺军博士现任长江商学院助理教授，曾分别取得美国弗吉尼亚大学物理学博士及卡耐基梅隆大学金融经济学博士学位并曾任职亚利桑那州立大学 W.P. Carey 商学院金融学助理教授，是美国金融学协会会员。曾讲授包括企业融资、经济学原理、管理经济学等课程。

## 主要研究领域

企业融资、兼并与收购、风险管理、拍卖理论。



## 卢忠诚

长江商学院战略学及经济学助理教授  
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### 教授简介

布莱恩博士现任长江商学院战略学及经济学助理教授。布莱恩博士 2000 年毕业于芝加哥大学商学院。毕业后即以战略管理学助理教授身份进入斯坦福大学商学院任教，他的论文多次发表于 *Rand Journal of Economics* 和 *Quantitative Marketing and Economics* 等顶尖学术期刊。此外，布莱恩博士还有丰富管理咨询经验，是技术战略领域的专家。

### 主要研究领域

产业组织经济学、竞争战略经济学、实用微观经济学、信息和技术产业的产品定价和战略、忠诚度计划、转移成本。

### 主要学术成果

1. "Pricing of Complements and Network Effects," with Economides, N., *Regulation and the Economic Performance of Communication and Information Industries*, 2011.
2. "The Effect of Market Structure on Cellular Technology Adoption and Pricing," with Seim, K., *American Economic Journal: Microeconomics*, vol.3 (2), May 2011.
3. "Quantifying the Benefits of Entry into Local Phone Service," with Economides, N. & Seim, K., *Rand Journal of Economics*, vol. 39 (3), Autumn 2008.
4. "Do Frequency Reward Programs Create Switching Costs?" with Hartmann, W., *Quantitative Marketing and Economics*, vol. 6 (2), June 2008 (lead article).
5. "Do Switching Costs Make Markets More or Less Competitive? The Case of 800-Number Portability," *Rand Journal of Economics*, vol. 38 (1), Spring 2007.
6. "Information Goods Upgrades: Theory and Evidence," *The B.E. Journal of Theoretical Economics*, vol. 7 (1), 2007.
7. "Recent Advances in Structural Econometric Modeling: Dynamics, Product Positioning and Entry," with Chiang, A., Crawford, G., Draganska, M., Dube, J. P., Fox, J., Hartmann, W., Hitsch, G., Sudhir, K., Vilcassim, N. & Villas-Boas, M., *Marketing Letters*, vol. 16(3-4), December 2005.



## 梅建平

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### 教授简介

梅建平博士先后获得美国普林斯顿大学经济学硕士和博士学位。长江商学院金融学教授，沃顿金融机构中心学者。曾任纽约大学金融学副教授、芝加哥大学访问副教授并任职于普林斯顿大学，在清华大学中国金融研究中心主持房地产研究项目。梅教授在国际顶级学术期刊发表论文30余篇，其中包括 American Economic Review, Journal of Finance, Review of Financial Studies 和 Journal of Financial Economics。梅建平目前还担任 Emerging Market Review、International Journal of Theoretical and Applied Finance 编辑；曾担任 Journal of Real Estate Finance & Economics、Real Estate Finance 编辑。此外，梅博士还是梅/摩西艺术品指数的联合创始人之一，这一反映西方绘画作品市场走势的指数，目前已被著名投资银行摩根斯坦利定为世界十大生产指数之一，包括摩根·斯坦利、美林、UBS、花旗银行、德意志银行等金融机构也引用该指数。

### 主要研究领域

国际金融，房地产金融，资产定价

### 主要学术成果

1. "Wealth Management for Collectors", with M. Moses, *Journal of Investment Consulting* Vol. 11, No. 1, pp. 50-59, 2010
2. "Speculative Trading and Stock Prices: An Analysis of Chinese A-B Share Premia" with José Scheinkman and Wei Xiong, *Annals of Economics and Finance* 10, 2009, 225-255.
3. "Turning over Turnover", with Cremers, M., *Review of Financial Studies*, vol. 20(6), 2007.
4. "Large Investors, Price Manipulation, and Market Breakdown - An Anatomy of Market Corners", with Allen, F. and Litov, L., *Review of Finance*, vol. 10, 2006.
5. "Market Manipulation: A Comprehensive Study of Stock Pools", with Jiang, G. & Mahoney, P., *Journal of Financial Economics*, vol. 77, 2005.
6. "Vested Interests and Biased Price Estimates: Evidence from an Auction Market", with Moses, M., *Journal of Finance*, vol. 60, 2005.
7. "Art as Investment and the Underperformance of Masterpieces: Evidence From 1875-2000", with Moses, M., *American Economic Review*, December 2002.
8. "Have U.S. Financial Institutions' Real Estate Investments Exhibited 'Trend-Chasing' Behavior?" with Saunders, A., *Review of Economics and Statistics*, vol. 79, 1997.
9. "Measuring International Economic Linkage with Stock Market Data", with Ammer, J., *Journal of Finance*, vol. 51, 1996.
10. "Explaining the Cross-section of Returns under a Multi-Factor Model", *Journal of Financial and Quantitative Analysis*, vol. 28, 1993.
11. "A Semi-autoregression Approach to the Arbitrage Pricing Theory", *Journal of Finance*, vol. 48, 1993.
12. "Where Do Betas Come From? Asset Pricing Dynamics and the Sources of Systematic Risk", with Campbell, J., *Review of Financial Studies*, vol. 6, 1993.



## 藕继红

长江商学院运营管理副教授  
美国麻省理工学院运营研究学博士

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### 教授简介

藕继红博士在中国科学院数学研究所取得硕士学位后，在麻省理工学院获得运营研究学博士学位，在国内外学术期刊上发表了大量的论文，其中包括 *Management Science* 和 *Operations Research*。目前为长江商学院运营管理学副教授，此前是新加坡国立大学商学院副教授，也曾是剑桥大学、加州大学洛杉矶分校安德森管理学院和伊利诺伊大学访问学者，中国第三方物流研究领域的专家。藕继红博士讲授的课程包括统计学与决策分析，管理科学，运营管理，供应链管理，随机运营研究模型等。

### 主要研究领域

排队理论及随机运营研究模型、生产与库存系统，工业工程，企业流程化管理、供应链管理等应用。

### 主要学术成果

- 1."Coordinating Batch Production and Pricing Control of a Make-to-Stock Product", with Chen, L. & Feng, Y., *IEEE Transactions on Automatic Control*, vol. 54, 2009.
- 2."Service Performance Analysis and Improvement for a Ticket Queue with Balking Customers", with Gao, L. & Xu, S., *Management Science*, vol. 53, 2007.
- 3."Stability of Data Networks: Stationary and Bursty Model", with Ye, H. & Yuan. X., *Operations Research*, vol. 53, 2005.
- 4."The Benefits of Advanced Booking Discount Programs: Model and Analysis", with Alptekinoglu, A., Rajaram, K. & Tang, C. S., *Management Science*, vol. 50, 2004.
- 5."Inventory Cost Effect of Consolidating Several One-warehouse Multi-retailer Systems", with Lim, W. S. & Teo, C. P., *Operations Research*, vol. 51, 2003.
- 6."The Delay of Open Markovian Queuing Networks: Uniform Functional Bounds, Heavy Traffic Pole Multiplicities, and Stability", with Humes, C. & Kumar, P. R., *Mathematics of Operations Research*, vol. 50, 1997.
- 7."The Throughput of Irreducible Closed Markovian Queuing Networks: Functional Bounds, Asymptotic Loss, Efficiency, and the Harrison-Wein Conjectures", with Jin, H. & Kumar, P. R., *Mathematics of Operations Research*, vol. 22, 1997.
- 8."Sequential Screening In Semiconductor Manufacturing, II: Exploiting Lot-to-Lot Variability", with Wein, L. M., *Operations Research*, vol. 44, 1996.
- 9."The Impact of Processing Time Knowledge on Dynamic Job-Shop Scheduling", with L. M. Wein, *Management Science*, vol.37, 1991.
- 10."Dynamic Scheduling of a Production/Inventory System With By-Products and Random Yields", with L. M. Wein *Management Science* vol.41, 1995.



## 欧阳辉

长江商学院金融学教授  
美国加州大学伯克利分校博士

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### 教授简介

欧阳辉教授目前在瑞士银行（UBS）担任固定收益、大宗商品与货币业务部董事总经理，他也是长江商学院金融学教授。欧阳教授之前曾就职于雷曼兄弟公司和野村证券公司，就任董事总经理，还曾担任美国杜克大学副教授与美国北卡罗莱纳大学教堂山分校助理教授。欧阳教授曾经被评选为杜克大学 2004 级全球企业高管 EMBA 课程最佳教授，曾荣获 2003 年度《金融研究评论》杂志最佳论文奖第二名以及 2005 年度定量分析师协会最佳论文奖第一名（与 Henry Cao 合著）。欧阳教授拥有美国加利福尼亚大学伯克利分校金融学博士学位和美国杜兰大学化学物理学博士学位。欧阳教授还曾在美国加州理工学院从事化学物理学博士后研究，师从诺贝尔奖得主鲁道夫·马克斯（Rudy Marcus）。

### 主要研究领域

国际金融管理、资产定价、公司理财、实物期权和风险投资、资产定价与道德风险的混合模型

### 主要学术成果

1. "A Model of Portfolio Delegation and Strategic Trading", with A. S. Kyle and B. Wei, *Review of Financial Studies*, forthcoming.
2. "Differences of Opinion of Public Information and Speculative Trading in Stocks and Options", with Cao, H., *Review of Financial Studies*, vol. 22(1), 2009. (Winner of the Society of Quantitative Analysts Award at the 2005 Western Finance Association Meetings).
3. "Capital Structure, Debt Maturity, and Stochastic Interest Rates", with Ju, N., *Journal of Business*, vol. 79, 2006.
4. "Incentives and Performance in the Presence of Wealth Effects and Endogenous Risk", with Guo, M., *Journal of Economic Theory*, vol. 129, 2006.
5. "Prospect Theory and Liquidation Decisions", with Kyle, A. S. and Xiong, W., *Journal of Economic Theory*, vol. 129, 2006.
6. "Estimation of Continuous-Time Models with an Application to Equity Volatility", with Bakshi, G. and Ju, N., *Journal of Financial Economics*, vol. 82, 2006.
7. "An Equilibrium Model of Asset Pricing and Moral Hazard", *Review of Financial Studies*, vol. 18, 2005.
8. "Optimal Contracts in a Continuous-Time Delegated Portfolio Management Problem", *Review of Financial Studies*, vol. 16, 2003. (Awarded the Barclays Global Investors/ Michael Brennan Runner-Up; Award for the best paper)



## 齐大庆

长江商学院会计学教授、副院长  
密歇根州立大学博士

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### 教授简介

齐大庆博士，长江商学院会计学教授，副院长，曾任教于香港中文大学，美国会计教授协会会员。齐博士在国际著名会计学刊上发表多篇论文，多次在国际会议上获得最佳论文奖；曾多次获得香港中文大学管理学院的优秀教学奖，并拥有多年为著名国际和国内企业提供高层管理人员培训和企业咨询的经验，包括：信息产业部、上海市政府、中国移动、中国电信、诺基亚、爱立信、西门子等。

### 主要研究领域

财务报表分析、中国上市公司管理层的利润操纵、中国企业战略的传承与控制等。

### 主要学术成果

- 1."The Economic Consequences of Voluntary Auditing", with Haw, I-M. & Wu, W., *Journal of Accounting, Auditing and Finance*, vol. 23(1), 2008.
- 2."Securities Regulation, the Timing of Annual Report Release, and Market Implications: Evidence from China", with Haw, I-M. & Wu, W., *Journal of International Financial Management & Accounting*, vol. 17(2), 2006.
- 3."Earnings Management of Listed Firms in Response to Security Regulations in China's Emerging Capital Market", with Haw, I-M. & Wu, W., *Contemporary Accounting Research*, vol. 22, 2005.
- 4."Analysis on Strategy Implementation Status and the Decisive Factors of Implementation of China's Enterprises", with Wei, H. & Xue, Y., *Management World*, September 2005.
- 5."Audit Qualification and Timing of Earnings Announcements: Evidence from China", with Haw, I-M. & Wu, W., *A Journal of Practice and Theory*, vol. 22 (2), 2003.
- 6."The Nature of Information in Accruals and Cash Flows in an Emerging Capital Market the Case of China", with Haw, I-M. & Wu, W., *The International Journal of Accounting*, vol. 36(4), 2001.
- 7."The Incremental Information Content of SEC 10-K Reports Filed under the EDGAR System", with Wu, W. & Haw, I-M., *Journal of Accounting, Auditing and Finance*, vol. 15(1), 2000.
- 8."Stationarity and Cointegration Tests of the Ohlson Model", with Wu, W. & Xiang, B., *Journal of Accounting, Auditing & Finance*, vol. 12(2), 2000.
- 9."Firm Performance and the Timing of Annual Report Releases: The Case of China", with Haw, I-M & Wu, W., *Journal of International Financial Management and Accounting*, vol. 11(2), 2000.
- 10."Ownership Structure and Performance of Listed Chinese Companies", with Wu, W. & Zhang, H., *Pacific-Basin Finance Journal*, 2000.



## 孙宝红

长江商学院市场营销教授、杰出院长讲席教授、国际项目副院长  
南加州大学博士

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### 教授简介

孙宝红博士目前为长江商学院市场营销教授、杰出院长讲席教授、国际项目副院长。她在美国南加州大学获得博士学位。在加入长江商学院之前，曾任教于卡耐基梅隆大学、加州大学伯克利分校、北卡罗来纳大学教堂山分校。孙博士曾多次荣获科研和教学奖项，并多次发表论文于国际一流学术期刊 *Journal of Marketing Research*, *Quantitative Marketing and Economics* 和 *Journal of Consumer Research* 等。她还是 *Marketing Science*, *Journal of Marketing Research* 等专业学术期刊编委会成员，并在包括芝加哥大学、沃顿商学院、康奈尔大学、加州大学伯克利分校、印第安纳大学等美国多所知名大学发表过演讲。此外，她还分别是美国市场营销学会和美国经济学委员会成员。作为营销领域专家，曾任 Carnegie Bosch 讲席教授，Xerox 研究讲席教授。孙宝红博士拥有丰富的公司咨询经验，服务过的公司包括 PNC 银行、Bell South、青岛啤酒和 IBM 等。

### 主要研究领域

消费者理性和策略性选择及动态模型、市场营销的动态和互动混合、消费者关系管理、交叉分类和依赖状态的消费者选择及动态促销影响、新产品预测和调研设计。

### 主要学术成果

1. "Ushering Buyers into Electronic Channels", with Nishtha Langer, Chris Forman, Sunder Kekre, *Information Systems Research*, 2011.
2. "A Dynamic Structural Model of the Impact of Loyalty Programs on Customer Behavior", with Praveen Kopalle, Scott A. Neslin, Yacheng Sun, and Vanitha Swaminathan, *Marketing Science*, 2011.
3. "Introducing What Financial Product to Which Customer at What Time -An Empirical Analysis of Customized and Dynamic Cross-selling Campaigns", with Shibo Li, Alan Montgomery, *Journal of Marketing Research*, 2011.
4. "Learning and Acting Upon Customer Information: A Simulation-Based Demonstration on Service Allocations with Offshore Centers", with Shibo Li, *Journal of Marketing Research*, 2011.
5. "Stated intentions and purchase behavior: A unified model", with Vicki Morwitz. *International Journal of Research in Marketing*. 2010. 27(4), 356-366.
6. "Separating Signaling Effects and Reference Price Effects", with Tulin Erdem, Michael Katz, *Quantitative Marketing and Economics*, 2010, 8(3), 303.
7. "Consumer Purchases of Retailers' Service Contracts", with Chen, T. & Kalra, A., *Journal of Consumer Research*, vol. 36(4), 2009.
8. "Lemon's Market on the Internet: An Empirical Investigation of Signaling Effect on eBay", with Li, S. & Srinivasan, K., *Journal of Marketing*, vol. 73(1), 2009.
9. "An Empirical Investigation of the Dynamic Effect of Marlboro's Permanent Pricing Shift", with Chen, T. & Singh, V., *Marketing Science*, vol. 28, 2009.
10. "A Dynamic Model of Brand Choice When Price and Advertising Signal Product Quality", with Erdem, T. & Keane, M., *Marketing Science*, vol. 27, 2008.
11. "Advertising Effectiveness, Price Sensitivity and Use Experience Interactions in Experience Goods Markets", with Erdem, T. & Keane, M., *Quantitative Marketing and Economics*, vol. 5(3), 2008.
12. "Promotion Effect on Endogenous Consumption", *Marketing Science*, vol. 24(3), 2005.
13. "Cross-selling Sequentially Ordered Products: An Application to Consumer Banking Services", with Li, S. & Wilcox, R., *Journal of Marketing Research*, vol. 42(2), 2004.
14. "Product Strategy for Innovators in Markets with Network Effects", with Cao, H. & Xie, J., *Marketing Science*, vol. 23(2), 2004.
15. "Measuring The Impact of Promotions on Brand Switching Under Rational Consumer Behavior", with Neslin, S. & Srinivasan, K., *Journal of Marketing Research*, vol. 40(4), 2003.
16. "An Empirical Investigation of Spillover Effects of Marketing Mix Strategy in Umbrella Branding", with Erdem, T., *Journal of Marketing Research*, vol. 39(4), 2002.
17. "Testing for Choice Dynamics in Panel Data", with Tulin Erdem, *Journal of Business and Economic Statistics*, vol. 19, 2001.
18. "Missing Price and Coupon Availability Data in Scanner Panels: Correcting for the Self-Selection Bias in the Choice Model Parameters", with Tulin Erdem and Michael Keane, *Journal of Econometrics*, 1999.
19. "Modeling Survey Response Bias - with An Application to the Demand for An Advanced Electronic Device Service", with Cheng Hsiao, *Journal of Econometrics*, 1999.



## 宋忠智

长江商学院金融学助理教授  
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## 主要学术成果

1. "Asset Growth and Idiosyncratic Return Volatility", working Paper, January 2011.
2. "Endogenous Asset Fire Sales and Bank Lending Incentives", working paper, September 2010.
3. "Payout Policy under Asymmetric Information: A Signaling Model", April 2010.
4. "Risk Appetite of a Fund Manager with Performance Fee and Ownership", working paper, January 2010.

## 教授简介

宋忠智博士现为长江商学院金融学助理教授，2011年毕业于加拿大英属哥伦比亚大学并获得金融学博士学位，2010年荣获 Northern Finance Association 评选的博士生最佳论文奖，曾在加拿大英属哥伦比亚大学教授投资学课程。

## 主要研究领域

资产定价、银行及金融危机、金融中介机构





## 滕斌圣

长江商学院战略学副教授、副院长  
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### 教授简介

滕斌圣博士现任长江商学院副院长，战略学副教授，长江跨国公司研究中心主任。滕博士1998年在纽约市立大学获战略学博士学位，1998-2006年执教于美国乔治·华盛顿大学商学院，曾任战略学副教授，博导，享有终身教职，并负责该校战略学领域的博士项目，于2006年底加入长江商学院。滕博士在国际著名学刊上发表了二十多篇论文，其中包括《管理学会评论》、《组织科学》等顶尖刊物。滕教授还担任《国际创业与管理》、《商业研究》和《中国管理研究前沿》等学刊的编委，曾荣获乔治·华盛顿大学商学院“科瑞研究学者”。他被认为是战略联盟方面的权威，受到媒体的多次专访，研究成果被众多战略学教材引用，若干文章更被认为是研究战略联盟所必读，得到几百次的专业引用数。

### 主要研究领域

战略联盟、收购与兼并、创业与创新、家族企业管理、企业的跨国经营。

### 主要学术成果

1. "Strategic Alliance Termination and Performance: The Role of Task Complexity, Nationality, and Experience", with McCutchen, W. W. Jr., Swamidass, P. M., *Journal of High Technology Management Research*, vol. 18(2), 2008.
2. "Governance Structure Choice in Strategic Alliances: The Roles of Alliance Objectives, Alliance Management Experience, and International Partners", with Das, T.K., *Management Decision*, vol. 45, 2008.
3. "Corporate Entrepreneurship Activities through Strategic Alliances: A Resource-based Approach toward Competitive Advantage", *Journal of Management Studies*, vol. 44, 2007.
4. "Managing Intellectual Property in R&D Alliances", *International Journal of Technology Management*, vol. 38(1-2), 2007.
5. "The Keys to Successful Knowledge-sharing", with Cummings, J.L., *Journal of General Management*, vol. 31(4), 2006.
6. "The Emergence and Popularization of Strategic Alliances: Institutional and Entrepreneurial Views", *International Entrepreneurship and Management Journal*, vol. 1, 2005.
7. "The Risk-based View of Trust: A Conceptual Framework", with Das, T. K., *Journal of Business and Psychology*, vol. 19(1), 2004.
8. "Alliance Constellations: A Social Exchange Perspective", with Das, T. K., *Academy of Management Review*, vol.27.2002.
9. "Instabilities of Strategic Alliances: An Internal Tensions Perspective", with Das, T. K., *Organization Science* vol.11, 2000.
10. "Between Trust and Control: Developing Confidence in Partner Cooperation in Alliances" with Das, T. K., *Academy of Management Review*, vol.23, 1998.



## 王一江

长江商学院经济学及人力资源管理学  
教授、副院长  
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### 教授简介

王一江博士现为长江商学院经济学及人力资源管理学教授、副院长，前明尼苏达大学卡尔森管理学院终身教授，美国密歇根大学戴维逊研究所研究员。1989年后曾兼职担任世界银行顾问，清华大学经济管理学院中国经济研究所高级研究员，中国留美经济学会副会长。在过去几年中，王一江博士在 *American Economic Review* 和 *Journal of Labor Economics* 等国际著名期刊发表多篇论文并被大量引用。

### 主要研究领域

转轨经济学和新兴市场、组织理论、劳动经济学与人力资源管理、中国经济、货币与公共金融等。

### 主要学术成果

1. "Union Effects on Performance and Workers' Welfare in China", with Lu, Y. & Tao, Z., *China Economic Review*, forthcoming.
2. "Implications of Managerial Incentives and ownership for Performance: Evidence from China's Rural Enterprises", *Journal of Comparative Economics*, vol. 31(3), September 2003.
3. "Uncertainty in Labor Productivity and Specific Human Capital", with Bai, C., *Journal of Labor Economics*, vol. 21(3), July 2003.
4. "A Multitask Theory of the State Enterprise Reform", with Bai, C., Li, D. & Tao, Z., *Journal of Comparative Economics*, vol. 28, 2000.
5. "The Myth of the East Asia Miracle: The Macroeconomic Implications of Soft Budgets", with Bai, C., Y., *American Economic Review*, vol. 82(2), May 1999.
6. "Bureaucratic Control and Soft Budget Constraint", with Bai, C., *Journal of Comparative Economics*, vol. 26(1), March 1998.
7. "Enterprise Productivity and Performance: When Is Up Really Down?", with Bai, C., & Li, D., *Journal of Comparative Economics*, vol. 24, 1997.
8. "Human Capital Investment and Labor Turnover under Asymmetric Information: The Pigovian Conjecture Revisited", with Chang, C., *Journal of Labor Economics*, vol. 14, June 1996.
9. "The Nature of the Township and Village Enterprise", with Chang, C., *Journal of Comparative Economics*, vol. 19, 1994.
10. "When Privatization Should Be Delayed: Organizational and Institutional Legacies of Communism and the Strategy of Transition", with Murrell, P., *Journal of Comparative Economics*, vol. 17, 1993.



## 项兵

长江商学院会计学教授、  
长江商学院创办院长  
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### 教授简介

项兵博士现任长江商学院教授及创办院长。他曾任教于香港科技大学、香港中文大学和北京大学。项博士曾于1999年7月1日加盟北京大学光华管理学院任教授、博士生导师，同时主持创办了光华管理学院的EMBA以及高级经理短期培训中心，并担任该中心主任至2001年年底。项兵博士的论文发表在包括Contemporary Accounting Research等在内的国际顶级学术期刊。此外，项兵博士是一位著名的管理咨询专家，同时担任香港和内地的多家公司的独立董事，经常应邀为全球知名机构和公司做主题发言与演讲。

### 主要研究领域

现代化大型企业（控股公司/集团公司）的内部控制、激励体制、国有企业的转制及管理、大型家族企业/民营企业的管理特征、公司法人治理结构与企业经营模式比较、管理腐败与法人治理结构、全球视野下的中国金融安全、中国企业的全球化策略等。

### 主要学术成果

1. "Stationarity and Cointegration Tests of the Ohlson Model", with Qi, D. & Wu, W., *Journal of Accounting, Auditing & Finance*, vol. 12(2), spring 2000.
2. "Institutional Factors Influencing China's Accounting Reforms and Standards", *Accounting Horizons*, vol. 12 (2), 1998.
3. "The Reform of China's State-owned Enterprises: The Role of Stock Markets", *China in the Post-Deng Era*, 1998.
4. "On the Rationality of Value Line's Quarterly Earnings Forecasts: Evidence from Alternative Methods", *China Accounting Review*, 1997.
5. "Ownership Structure Reform and Corporate Performance: An Empirical Evaluation of Chinese Shareholding Companies", with Wu, W. & Zhang, G., *Hong Kong Journal of Business Management*, 1996.
6. "The Choice of Return-Generating Models and Cross-Sectional Dependence in Event Studies", *Contemporary Accounting Research*, vol. 9, 1993.



## 薛云奎

长江商学院会计学教授、副院长  
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### 教授简介

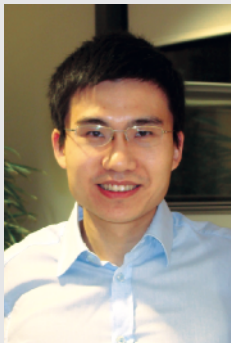
薛云奎博士现任长江商学院财务会计学教授。他曾是上海国家会计学院的创院副院长和会计学教授。此前他曾担任过上海财经大学会计学院副院长，中国会计教授会副秘书长、秘书长。目前还担任上海市司法会计鉴定中心副主任和多家学术期刊的编委和学术顾问等职务，他同时也是多家上市公司的独立董事或独立监事，由于学术和教学上出色的表现，多次获奖。

### 主要研究领域

会计信息系统、会计准则、财会理论。

### 主要学术成果

- 1."Share-Trading, Capital Misappropriation and the Cash Dividend Policy of Publicly Listed Companies", with Huang, Z. and Ma, S., *Accounting Studies*, September 2005.
- 2."Analysis on Strategy Implementation Status and the Decisive Factors of Implementation of China's Enterprises", with Qi, D. and Wei, H., *Management World*, September 2005.
- 3."Studies on Information Disclosure toward Intangible Asset and Its Value Relevance", with Wang, Z., *Accounting Studies*, November 2001.
- 4."The Importance of R&D and Improvements on Its Information Disclosure", with Wang, Z., *Accounting Studies*, March 2001.
- 5."Financing and Accounting in the Network Era: Management Integration and Accounting Channel", *Accounting Studies*, November 1999.
- 6."10 Tendencies of Financial Accounting Development", *Accounting Studies*, March 1999.



## 张凯夫

长江商学院市场营销助理教授  
欧洲工商管理学院博士

### 教授简介

张凯夫博士现为长江商学院市场营销助理教授，2012年毕业于欧洲工商管理学院并获管理学博士学位。他在 *Marketing Science* 和 *International Journal of Game Theory* 等杂志发表文章多篇，2011年荣获 Shankar-Spiegel 博士生最佳论文奖。

### 主要学术成果

1. "Content Contributor Management and Network Effects in a UGC Environment", with Theodoros Evgeniou, V. Padmanabhan and Emile Richard, forthcoming in *Marketing Science*.
2. "A Theorem of the Maximin and Applications to Bayesian Zero-sum Games", with Timothy Van Zandt, *International Journal of Game Theory*, 40, (2), 289-308.
3. "Social Media Competition: Differentiation with User-Generated Content", with Miklos Sarvary, invited for 2nd round at *Marketing Science*.
4. "Contextual Advertising", with Zsolt Katona, invited for 2nd round at *Marketing Science*.
5. "Incentivizing Content Generation in Social Media Peter" with Zubcsek, working paper.
6. "Feature Overload" with V. Padmanabhan, working paper.



## 张维宁

长江商学院会计学助理教授  
德州大学达拉斯分校博士

### 教授简介

张维宁博士现任长江商学院会计学助理教授，2010年毕业于美国德州大学达拉斯分校并取得会计学博士，曾执教于新加坡国立大学商学院和德州大学达拉斯分校，是美国会计学会（American Accounting Association）和美国金融学会（American Finance Association）的会员。张博士的多篇论文被美国经济研究局（NBER），哈佛法学院公司治理及金融法规论坛，美国金融经济学及会计年会，美国会计年会和美国财务会计年会等会议收录。

### 主要研究领域

上市企业的信息披露、公司治理、高管薪酬

### 主要学术成果

1. "Bank Discrimination, Holding Bank Ownership, and Economic Consequences: Evidence from China", with Zhengfei Lu and Jigao Zhu. *Journal of Banking and Finance*, July, 2011.
2. "Organizational Capital", with Baruch Lev and Suresh Radhakrishnan. *Abacus: A Journal of Accounting, Finance and Business Studies*, Vol. 45, No. 3, 2009.
3. "Restatement Disclosures and Subsequent Accounting Conservatism", with Michael Ettredge and Ying Huang.
4. "The Changing Information Environment and Disclosure De-regulation: Evidence from the 2005 Securities Offering Reform", with Nemit O. Shroff, Amy X. Sun and Hal D. White.
5. "CEO Tenure and Earnings Management", with Ashiq Ali.
6. "Executive Compensation and Litigation", with Zhonglan Dai and Li Jin.
7. "CEO Incentive Dynamics and Their Effect on Firm Value", with Zhonglan Dai and Li Jin.



## 郑渝生

长江商学院运营管理学教授  
哥伦比亚大学博士

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### 教授简介

郑渝生博士于 1987 年在哥伦比亚大学取得博士学位，现任长江商学院运作管理学教授，曾任宾夕法尼亚大学沃顿商学院教授。在国际著名学刊发表论文 40 余篇，多次在国际重大学术和商务会议上发表演讲；曾担任 Operations Research 副编辑和 Management Science 编委会委员；曾为多家国际知名公司提供咨询服务。

### 主要研究领域

存货管理、供应链管理、制造业经营管理、服务业经营管理、财务分析模型。

### 主要学术成果

1. "Decentralized Serial Supply Chains Subject to Order Delays and Information Distortion: Exploiting Real Time Sales Data", with Watson, N., *Manufacturing and Service Operations Management*, vol. 7, 2005.
2. "Setting Customer Expectation in Service Delivery: An Integrated Marketing-Operations Perspective", with Ho, T., *Management Science*, vol. 50, 2004.
3. "Ending Inventory Valuation in Multi-Period Production Scheduling", with Fisher, M. and Ramdas, K., *Management Science*, vol. 47, 2001.
4. "A Two-Echelon Repairable Inventory System with Stocking-Center-Dependent Depot Replenishment Lead Times", with Wang, Y. and Cohen, M., *Management Science*, vol. 46, 2000.
5. "Optimal Dynamic Pricing for Perishable Assets with General Non-homogeneous Demand", with Zhao, W., *Management Science*, vol. 46, 2000.
6. "Near-Optimal Echelon-Stock  $(r,nQ)$  Policies in Multi-Stage Serial Systems", with Chen, F., *Operations Research*, vol. 46, 1998.
7. "One Warehouse Multi-Retailer Systems with Centralized Information", with Chen, F., *Operations Research*, vol. 45, 1997.
8. "Lower Bounds for Multi-Echelon Stochastic Inventory Systems", with Chen, F., *Management Science*, vol. 40, 1994.
9. "Optimal Control Policy for Stochastic Inventory Systems with Markovian Discount Opportunities", *Operations Research*, vol. 42(4), 1994.
10. "On Properties of Stochastic Inventory Systems", *Management Science*, vol. 38, 1992.



## 周春生

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### 教授简介

周春生博士现任长江商学院EMBA/Exec Ed学术主任，曾任北京大学光华管理学院院长助理、高层管理者培训与发展中心主任、金融教授、博士生导师、香港大学荣誉教授、香港城市大学客座教授，曾任职于中国证监会和美国联邦储备管理委员会。周春生博士的论文多次发表于包括 *Journal of Financial Economics* 和 *Review of Financial Studies* 在内的国际顶级学术期刊上，并荣获 1994–1995 年度普林斯顿大学优秀博士生荣誉奖学金，2001 年全球金融年会最佳论文奖以及 2003 年获得国家杰出青年基金。

### 主要研究领域

外汇市场、金融投资、金融衍生工具、资本运营。

### 主要学术成果

1. "The Illusionary Nature of Momentum Profits", with Lesmond and Schill, *Journal of Financial Economics*, vol. 71(2), February 2004.
2. "Behavior Based Manipulation", with Mei, J., *Journal of Financial Research*, October, 2003.
3. "Credit Derivatives in Banking: Useful Tools for Managing Risk?", with Duffee, G., *Journal of Monetary Economics*, August 2001.
4. "An Analysis of Default Correlation and Multiple Defaults", *Review of Financial Studies*, May 2001.
5. "Time to Build and Investment", *Review of Economics and Statistics*, vol. 82, 2000.
6. "Informational Asymmetry and Market Imperfections: Another Solution to the Equity Premium Puzzle", *Journal of Financial and Quantitative Analysis*, vol. 34, 1999.





## 陈歆磊

长江商学院市场营销学访问副教授  
美国明尼苏达大学商业管理博士

### 教授简介

陈歆磊博士为长江商学院市场营销学访问副教授，英属哥伦比亚大学尚德商学院副教授。1994年毕业于清华大学，2005年于美国明尼苏达大学获得商业管理（市场营销）博士学位，并被列为美国市场营销研究院（MSI）2009青年学者。具有优秀的MBA、PhD课程讲授经验。

### 主要研究领域

新实证产业组织学、学习模型、消费者选择和公司战略的建模（定价、广告和营销）、渠道选择、娱乐产业研究（电影、视频和游戏）以及社区网络。

### 主要学术成果

1. "Does Online Community Participation Foster Risky Financial Behavior?" with Rui Zhu, Utpal Dholakia and Rene Algesheimer, *Journal of Marketing Research*, forthcoming.
2. "Investigating Effects of Out-of-Stock on Consumer SKU Choice?" with Hai Che, and Yuxin Chen *Journal of Marketing Research*, forthcoming.
3. "Dilution and Enhancement of Celebrity Brands through Sequential Movie Releases", with Luo, L., Han, J. and Park, C. W., *Journal of Marketing Research*, forthcoming.
4. "An Empirical Investigation of Private Label Supply by National Label Producers", with Narasimhan, O., George, J. and Dhar, T., *Marketing Science*, forthcoming.
5. "Examining Demand Elasticities in Hanemann's Framework: A Theoretical and Empirical Analysis", with Mehta, N. and Narasimhan, O., *Marketing Science*, forthcoming.
6. "Learning from A Service Guarantee Quasi-Experiment", with John, G., Hays, J. M., Hill, A. V. and Geurs, S. E., *Journal of Marketing Research*, forthcoming.
7. "Exploring the Effect of Trade-In Value on Consumers' Willingness to Pay for the New Product", with Zhu, R. and Dasgupta, S., *Journal of Marketing Research*, vol. 45(2), 2008.
8. "The Role of Informative and Transformative Effects of Advertising on Brand Choice Decisions", with Mehta, N. and Narasimhan, O., *Marketing Science*, vol. 27(3), 2008.
9. "Assessing the Consequences of a Channel Switch", with John, G. and Narasimhan, O., *Marketing Science*, vol. 27(3), 2008.



## 崔海涛

长江商学院市场营销学访问助理教授  
宾夕法尼亚大学沃顿商学院博士

[htcui@ckgsb.edu.cn](mailto:htcui@ckgsb.edu.cn)

### 教授简介

崔海涛博士现为长江商学院市场营销学访问助理教授，美国明尼苏达大学卡尔森工商管理学院市场营销助理教授。在明尼苏达大学为博士研究生、EMBA、MBA等讲授新营销理念、战略营销管理、市场营销管理、营销调研、中国商业挑战等课程。目前是美国市场营销科学学会(MSI)会员、美国营销协会(AMA)会员、美国经济学委员会成员，以及专业学术期刊《市场营销科学》(Marketing Science)编委会委员。毕业于美国宾夕法尼亚大学沃顿商学院，获管理科学及应用经济学的博士学位、运营和信息管理的硕士学位。此外还拥有清华大学国际MBA学位(清华与美国麻省理工学院合作项目)、清华大学工业工程学士学位、流体机械与流体工程学士学位。于2011年入选美国市场营销科学学会(MSI)青年学者。曾获《管理科学》(Management Science)功勋服务奖、3M Non-Tenured Faculty Award、2004年美国营销协会AMA-Sheth博士联盟学者奖等。

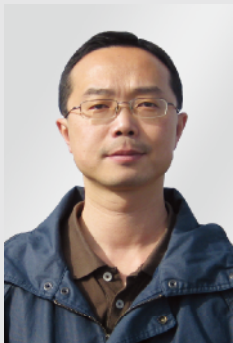
崔海涛博士拥有丰富的公司咨询及服务经验。服务过的公司包括Assurant Solutions、Hormel Foods Corporation、General Mills, Inc.、International Dairy Queen, Inc.、Mosaic Company、Petters Groups/Polaroid、Target Corporation、北京恒日、小马奔腾传媒等。

### 主要研究领域

竞争战略、定价、渠道策略、市场营销与运作管理交互研究、行为及实验经济学等。

### 主要学术成果

- 1."Behavioral Models of Managerial Decision-Making," with Goldfarb, Avi, Teck-Hua Ho, Wilfred Amaldoss, Alexander Brown, Yan Chen, Alberto Galasso, Tanjim Hossain, Ming Hsu, Noah Lim, Mo Xiao, and Botao Yang, *Marketing Letters*, forthcoming.
- 2."When Acquisition Spoils Retention: Direct Selling vs. Delegation under CRM," with Dong, Yan and Yuliang Yao, *Management Science*, 57(7) 1288-1299, 2011.
- 3."Reference-Dependence in Multi-Location Newsvendor Models: A Structural Analysis," with Ho, Teck-Hua and Noah Lim, *Management Science*, 56(11) 1891-1910, 2010.
- 4."The Length of Product Line in Distribution Channels," with Liu, Yunchuan, *Marketing Science*, 29(3) 474-482, 2010.
- 5."Behavioral Research and Empirical Modeling of Marketing Channels: Implications for Both Fields and a Call for Future Research," with Meyer, Robert J., Joachim Vosgerau, Vishal Singh, Joel E. Urbany, Michael I. Norton, Brian T. Ratchford, Alessandro Acquisti, David R. Bell, Barbara E. Kahn, *Marketing Letters*, 21(3) 301-315, 2010.
- 6."A Price Discrimination Model of Trade Promotions," with Jagmohan S. Raju, and Z. John Zhang, *Marketing Science*, 27(5) 779-795, 2008.
- 7."Fairness and Channel Coordination," with Jagmohan S. Raju, and Z. John Zhang, *Management Science*, 53(8) 1303-1314, 2007.
- 8."The Rise of Power Retailers in China and Manufacturers' Counter Strategies," with Zhang, Z. John, alphabetical order in Chinese, *PKU Business Review* (in Chinese), 20 (4) pp. 96-99, 2006.



## 何川

长江商学院市场营销访问副教授  
圣路易斯华盛顿大学博士

### 教授简介

何川博士现为长江商学院市场营销访问副教授，科罗拉多大学波尔得分校利兹商学院副教授，圣路易斯华盛顿大学博士。他曾在 *Journal of Marketing Research* 和 *Marketing Science* 发表论文多篇，现任 *Marketing Science* 编委。

### 主要研究领域

广告、网络营销、定价策略、营销渠道管理

### 主要学术成果

1. "Paid-placement: Advertising and Search on the Internet", with Yongmin Chen, *The Economic Journal*, forthcoming.
2. "Product Variety, Informative Advertising and Price Competition", with Wilfred Amaldoss, *Journal of Marketing Research*, 2010.
3. "Direct-to-Consumer Advertising of Prescription Drugs: A Strategic Analysis", with Wilfred Amaldoss, *Marketing Science*, 2009.
4. "Vertical Information Sharing in a Volatile Market", with Johan Marklund and Thomas Vossen, *Marketing Science*, 2008.
5. "Managing E-Marketplace: A Strategic Analysis of Non-price Advertising", with Yuxin Chen, *Marketing Science*, 2006.
6. "Incorporating Behavioral Anomalies in Strategic Models", with Chakravarthi Narasimhan et al. *Marketing Letters*, 2005.



## 何 华

长江商学院金融学实践教授  
麻省理工学院博士

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### 教授简介

何华博士是美国麻省理工大学金融学博士，曾任是野村国际（香港）有限公司董事总经理，中国区股票业务主管及亚洲债券研究部主管。2010年5月之前，他曾任亚洲地区股票研究部的主管。在2008年加入野村国际之前，何华博士在雷曼兄弟公司工作了八年，并于2001年至2008年担任亚太地区固定收益研究主管，2005年至2008年担任亚太地区股票研究部主管。此外，何华博士还获得了加州大学伯克利分校和耶鲁大学的金融学终身教职。

### 主要研究领域

证券市场、固定收入交易、均衡市场定价

### 主要学术成果

1. "A Variable Reduction Technique for Average-Rate Options", with Akihiko Takahashi, A., *Review of Financial Studies*, vol. 1(2), 2000.
2. "Double Look backs", with Keirstead, W. and Rebholz, J., *Mathematical Finance*, vol.8(3), 1998.
3. "Differential Information and Dynamic Behavior of Stock Trading Volume", with Wang, J., *Review of Financial Studies*, vol. 8(4), 1995.
4. "Market Frictions and Consumption-Based Capital Asset Pricing", with Modest, D., *Journal of Political Economy*, vol. 103, 1995.
5. "Consumption-Portfolio Policies: An Inverse Optimal Problem", with Huang, C., *Journal of Economic Theory*, vol. 62, 1994.
6. "Labor Income, Borrowing Constraints, and Equilibrium Asset Prices", with Pages, H., *Economic Theory*, vol. 3, 1993.
7. "On Equilibrium Asset Price Processes", with Leland, H., *Review of Financial Studies*, vol. 6, 1993.
8. "Investments in Flexible Production Capacity", with Pindyck, R., *Journal of Economics Dynamics and Control*, vol. 16, July 1992.
9. "Consumption and Portfolio Policies with Incomplete Markets and Short-sale Constraints: The Infinite Dimensional Case", with Pearson, N., *Journal of Economic Theory*, vol. 54(2), 1991.
10. "Optimal Consumption and Portfolio Policies: a Convergence from Discrete- to Continuous-Time Models", *Journal of Economic Theory*, vol. 55(2), 1991.



## 李海涛

长江商学院金融学访问教授  
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### 教授简介

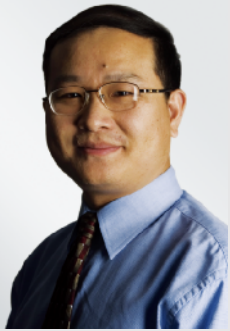
李海涛博士是耶鲁大学金融学博士，现任长江商学院金融学访问教授，他同时是密歇根大学 Stephen M. Ross School of Business, Jack D.Sparks Whirlpool Corporation 金融学讲席教授。李海涛博士曾在康奈尔大学约汉逊管理学院任教。

### 主要研究领域

理论与资产定价，信用风险，期权定价，金融经济学，对冲基金。

### 主要学术成果

- 1."A Tale of Two Yield Curves: Modeling the Joint Term Structure of Dollar and Euro Interest Rates", with A. Egorov and D. Ng *Journal of Econometrics*, vol.162, 2011.
- 2."Investing in Talents: Manager Characteristics and Hedge Fund Performances", with R. Zhao and X. Zhang, *Journal of Financial and Quantitative Analysis*, vol.46, 2011.
- 3."Evaluating Asset Pricing Models Using the Second Hansen-Jagannathan Distance", with Y. Xu and X. Zhang, *Journal of Financial Economics*, vol.97,2010..
- 4."Nonparametric Estimation of State-Price Densities Implicit in Interest Rate Cap Prices", with F. Zhao, *Review of Financial Studies*, vol.22, 2009.
- 5."Reduced-Form Valuation of Callable Corporate Bonds: Theory and Evidence", with R. Jarrow, S. Liu, and C. Wu, *Journal of Financial Economics*, vol.95, 2010.
- 6."Are Liquidity and Information Risks Priced in the Treasury Bond Market?" with Y. He, J. Wang, and C. Wu, *Journal of Finance*, vol.64, 2009.
- 7."A Bayesian Analysis of Return Dynamics with Lévy Jumps", with M. Wells and L. Yu, *Review of Financial Studies* 21, 2345-2378, 2008.
- 8."Can the Random Walk Model be Beaten in Out-of-Sample Density Forecasts: Evidence from Intraday Foreign Exchange Rates", with Y. Hong and F. Zhao, *Journal of Econometrics* 141, 736-776, 2007.
- 9."Interest Rate Caps "Smile" Too! But Can the LIBOR Market Models Capture Smile?" with R. Jarrow and F. Zhao, *Journal of Finance* 62, 345-382, 2007.
- 10."Validating Forecasts of the Joint Probability Density of Bond Yields: Can Affine Models Beat Random Walk?" with A. Egorov and Y. Hong, *Journal of Econometrics* 135, 255-284, 2006.
- 11."Unspanned Stochastic Volatility: Evidence from Hedging Interest Rate Derivatives", with F. Zhao, *Journal of Finance* 61, 341-378, 2006.
- 12."Nonparametric Specification Testing for Continuous-Time Models with Applications to Term Structure of Interest Rates", with Y. Hong, *Review of Financial Studies* 18, 37-84, 2005.



## 李世波

长江商学院市场营销访问副教授  
卡耐基梅隆大学博士

### 教授简介

李世波博士现为长江商学院市场营销访问副教授，曾执教于印第安纳大学和罗格斯大学。李博士在 2009 年被评为美国 MSI 青年学者，并在 2004 年获得约翰·霍华德美国市场营销协会博士论文奖和进入 2004 年 John D.C. Little 最佳论文奖的决赛。李博士曾在 Journal of Marketing Research, Journal of Marketing, Journal of Interactive Marketing 和 Marketing Science 发表论文多篇，曾兼任 Marketing Science 编委。

### 主要研究领域

消费者动态行为分析、客户关系管理、互动营销、信号传递模型

### 主要学术成果

1. "Understanding Responses to Contradictory Information about Products," with Kalra, Ajay and Wei Zhang, *Marketing Science*, forthcoming, 2011.
2. "Learning and Acting upon Customer Information: A Simulation-Based Demonstration on Service Allocations with Offshore Centers", with Baohong Sun, *Journal of Marketing Research*, vol.48, No. 1, 72-86 2011.
3. "Cross-Selling the Right Product to the Right Customer at the Right Time," with Baohong Sun and Alan L. Montgomery, *Journal of Marketing Research*, Vol. 48, No. 4, 683-700, 2011.
4. "Internet Auction Features as Quality Signals", with Kannan Srinivasan, and Baohong Sun, *Journal of Marketing*, Vol. 73, No. 1, 75-92, 2009.
5. "Signaling Quality through Specialization", with Ajay Kalra, *Marketing Science*, Vol. 27, No. 2, 168-184, 2008.
6. "'Adaptive' Learning and 'Proactive' Customer Relationship Management", with Baohong Sun and Catherine Zhou, *Journal of Interactive Marketing*, Vol.20, No. 3-4, 82-96, 2006.
7. "Cross-Selling Sequentially Ordered Products: An Application to Consumer Banking Services," with Baohong Sun, and Ronald T. Wilcox, *Journal of Marketing Research*, Vol. 42, No. 2, 233-239, 2005.
8. "Modeling Online Browsing and Path Analysis Using Click stream Data", with Alan L. Montgomery, Kannan Srinivasan, and John C. Liechty, *Marketing Science*, Vol. 23, No. 4, 579-595, 2004.



## 刘晓蕾

长江商学院金融学访问助理教授  
美国罗切斯特大学博士

### 教授简介

刘晓蕾博士是长江商学院金融学访问助理教授，她同时是香港科技大学工商管理学院的金融学助理教授，刘晓蕾博士同时是美国罗切斯特大学应用经济学硕士及对外经济贸易大学金融学硕士。

### 主要学术成果

1. "Momentum profits, factor pricing, and macroeconomic risk" (with Lu Zhang, supersedes "Momentum profits and macroeconomic risk" and "Economic fundamentals, risk, and momentum profits"), *Review of Financial Studies*, 21 (6), 2417-2448, 2008.
2. "Historical market-to-book in a partial-adjustment model of leverage" (supersedes "Do firms have target leverage ratios? Evidence from historical market-to-book and past returns"), *Journal of Corporate Finance*, 602-612, 2009.
3. "Investment-based expected stock returns" (with Toni Whited and Lu Zhang, supersedes "Regularities"), *Journal of Political Economy*, 117 (6), 1105-1139, 2009.
4. "World Bank policy evaluation and developing economics", *Studies of International Finance*, China, 1997.



Roger H. GORDON

## 罗杰 H. 乔丹

长江商学院经济学访问教授  
麻省理工学院经济学博士

### 教授简介

罗杰 H. 乔博士为长江商学院经济学访问教授，加州大学圣地亚哥分校经济学教授。1976 年获得麻省理工学院经济学博士学位，并于 2005 年荣获 St. Gallen 大学 (University of St. Gallen) 经济学荣誉博士学位。现担任美国国家经济研究局副研究员，国家经济政策研究中心研究学者，财政研究所国际研究学者等众多职务，同时也是多家经济学类学术期刊的编辑及编委会成员。

### 主要研究领域

转型经济学、公共金融

### 主要学术成果

1. "Taxation and Corporate Use of Debt: Estimates of Behavioral Responses and Implications for Tax Policy", *National Tax Journal*, 2010.
2. "Public Finance and Economic Development: Reflections based on Experience in China", *Journal of Globalization and Development*, 1, 2010. Also appeared as World Bank Working Paper No. 61, 2009.
3. "Tax Structure in Developing Countries: Many Puzzles and a Possible Explanation," with Wei Li, *Journal of Public Economics*, 2009.
4. "Interest Rates, Taxes and Corporate Financial Policies," with Young Lee, *National Tax Journal*, pp. 65-84, 2007. (Awarded the Richard A. Musgrave Prize for the most outstanding article published that year in the journal.)
5. "Taxes and Entrepreneurial Activity: Theory and Evidence for the U.S.," with Julie Cullen *Journal of Public Economics*, 2007, pp. 1479-1505.
6. "Puzzling Tax Structures in Developing Countries: A Comparison of Two Alternative Explanations." *Fiscal Policy and Management in East Asia*, edited by Takatoshi Ito and Andrew Rose, 2007, pp. 9-35.
7. "How Do Taxes Affect Entrepreneurial Activity?: A Comparison of U.S. and Swedish Law." (in Swedish), *Entreprenörskap och tillväxt*, edited by Pontus Braunerhjelm & Johan Wiklund, 2006.
8. "Tax Reform and Entrepreneurial Activity," with Julie Berry Cullen, *Tax Policy and the Economy*, 2006, vol. 20, pp. 41-72.
9. "Tax Structure and Economic Growth," with Young Lee, *Journal of Public Economics*, 2005, vol. 89, pp. 1027-43.
10. "Taxes and Economic Growth in China," with Wei Li, in *Critical Issues in China's Growth and Development*, edited by Yum Kwan and Eden Yu, 2005, pp. 22-40.





Michelle J. WHITE

## 米歇尔 J. 怀特

长江商学院经济学访问教授  
普林斯顿大学经济学博士

### 教授简介

米歇尔 J. 怀特博士为长江商学院经济学访问教授，加州大学圣地亚哥分校经济学教授，美国国家经济研究局副研究员。曾任教于美国宾夕法尼亚大学，纽约大学和密西根大学。现在还担任布拉格经济学博士学位项目 CERGE-EI 的执行及及监督委员会成员。同时，担任《经济展望期刊》（the Journal of Economic Perspectives）副主编以及多家期刊杂志的编委会成员。曾是多个经济学相关协会的主席、顾问等。

### 主要研究领域

美国个人破产系统、破产对个人及小企业信贷供应的影响等

### 主要学术成果

1. "The 'Arms Race' on American Roads: The Effect of Heavy Vehicles on Traffic Safety and the Failure of Liability Rules." *Journal of Law & Economics*, October 2004.
2. "Asbestos and the Future of Mass Torts," NBER working paper 10308, February 2004., *Journal of Economic Perspectives*, 2004.
3. "Resolving the 'Elephantine Mass'," *Regulation*, Summer 2003.
4. "In-state versus Out-of-state Students: The Divergence of Interest between Public Universities and State Governments," with Jeffrey A. Groen. NBER working paper 9603. *J. of Public Econ.*, vol. 88:9-10, pp. 1793-1814, August 2004.
5. "Personal Bankruptcy and the Level of Entrepreneurial Activity," with Wei Fan. NBER working paper no. 9340. *Journal of Law & Economics*, vol. 46:2, October 2003, pp. 543-568.
6. "Sovereigns in Distress: Do They Need Bankruptcy?" *Brookings Papers on Economic Activity*, 2002, number 1, pp. 287-319.
7. "Bankruptcy and Small Firms' Access to Credit," with Jeremy Berkowitz. NBER working paper no. 9010. *RAND J. of Economics*, vol. 35:1, pp. 69-84 (Spring 2004).
8. "No-fault for Motor Vehicles: An Economic Analysis," with Yuping Liao. *American Law and Economics Review*, vol. 4:2, pp. 258-294 (2002).
9. "The Household Bankruptcy Decision," with Scott Fay and Erik Hurst. *American Economic Review*, vol. 92:3, June 2002, pp. 706-718.
10. "Bankruptcy and Small Business," *Regulation*, vol. 24:2, Summer 2001.



## 萨思洛

长江商学院管理学实践教授  
哈佛大学组织行为学博士

[ssaar@ckgsb.edu.cn](mailto:ssaar@ckgsb.edu.cn)

### 教授简介

萨思洛教授目前执教于长江商学院及麻省理工学院，教授战略领导力课程。主要教学领域为领导力与自我管理。萨思洛教授与全球众多组织都有过合作，主要合作内容是指明战略方向，识别核心竞争力，设计并开展学习计划，并对高级管理人员进行培训。萨思洛教授就领导力效能和执行战略为高级管理人员提供培训。他还为大学和公司管理过高级管理人员教育课程，并就管理变革、激励并影响他人、战略思考以及在恶劣环境中的领导学等主题举办研讨会。萨思洛教授的研究集中于旨在提升领导能力以及团队合作的各种战略。他目前正在写一本阐述领导力和团队本质的专著。除了在麻省理工大学的教学工作以外，沙勒姆还曾经在哈佛大学肯尼迪政治学院、哈佛大学公共健康学院、纽约州立大学，哈特福大学，南卫理公会大学和洛约拉大学任教。他曾就领导力培养发表多篇论文，并在美国和其他国家的多个民事、行业以及职业协会中发表重要讲话。他在斯沃斯莫尔学院获得了经济学和心理学的学士学位，在哈佛大学获得了组织行为学和管理学的硕士和博士学位。

### 主要研究领域

组织行为学、管理和领导力、战略规划

### 主要学术成果

- 1."The Human Side of Supply Chain Management." A paper presented to the MIT Center for Transportation and Logistics, Cambridge, Massachusetts, September 2006.
- 2."Developing Creativity in Your Organization." A paper presented to the Women's Leadership Board, Harvard University, Cambridge, Massachusetts, November 2006.
- 3."Leadership as a Critical Success Factor." A paper presented to the Bridge Builders Conference at Harvard University, Cambridge, Massachusetts, August 2006.
- 4."Showing Training's Link to Corporate Profits." presented to the HR Advisory Board at the Value-Added HR Series, San Francisco, California, June 1997.
- 5."Align Training with Corporate Strategy." presented at the Institute for International Research, San Francisco, California, June 1997.
- 6."Fundamentals of Leadership Strategies." A paper presented to the Premium Audit Society, Phoenix, Arizona, 1996.
- 7."The Automobile Insurance Crisis." A case study published by the Aetna Institute for Corporate Education, 1990.



## 唐薇

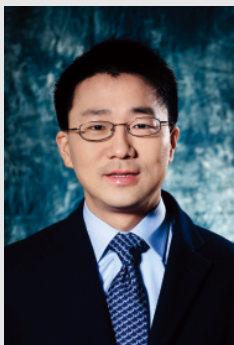
长江商学院会计学访问副教授  
密歇根大学博士

### 教授简介

唐薇教授是长江商学院会计学访问副教授，同时是美国乔治敦大学麦克多诺商学院会计学终身副教授。唐薇教授在密歇根大学罗斯商学院获得了会计学博士学位。

### 主要学术成果

1. "Isolating the Effect of Disclosure on Information Risk", *Journal of Accounting and Economics* 52: 81-99, 2011.
2. "Earnings Volatility and Earnings Predictability", with Ilia Dichev, *Journal of Accounting and Economics* 47 (1-2): 160-181, 2009.
3. "Are Special Items Informative About Future Profit Margins?" with Patricia Fairfield and Karen Kitching, *Review of Accounting Studies* 14 (2-3): 204-236, 2009.
4. "Matching and the Changing Properties of Accounting Earnings over the Last 40 Years" with Ilia Dichev, *The Accounting Review* 83 (6): 1425-1460, 2008.
5. "Trading Incentives to Meet the Analyst Forecast" with Sarah McVay and Venky Nagar, *Review of Accounting Studies* 11(4): 575-598, 2006.



## 王能

长江商学院金融学访问教授  
斯坦福大学金融学博士

### 教授简介

美国哥伦比亚大学商学院房地产与金融学 Chong Khoon Lin 讲席教授、美国国家经济研究局 (NBER) 研究员。王能教授在国际著名刊物 *American Economic Review*, *Journal of Finance*, *Journal of Financial Economics*, *Journal of Monetary Economics*, *Review of Financial Studies* 等发表多篇论文。他先后获得 2008 年 *Journal of Finance* 的 Smith-Breeden 杰出论文奖, 2011 年亚利桑那州立大学 Carey 商学院 Bettis 杰出学者奖。

### 主要研究领域

资产定价、公司理财、宏观经济、房地产金融。

### 主要学术成果

1. "Dynamic agency and the q theory of investment," with Peter DeMarzo, Michael Fishman, and Zhiguo He, forthcoming, *Journal of Finance*
2. "A unified theory of Tobin's q, corporate investment, financing, and risk management," with Patrick Bolton and Hui Chen, *Journal of Finance*, 66(5), 1545-1578, (2011)
3. "Risk, uncertainty, and option exercise," with Jianjun Miao, *Journal of Economic Dynamics and Control*, 35(4), 442-461, (2011)
4. "Entrepreneurial finance and non-diversifiable risk," with Hui Chen and Jianjun Miao, *Review of Financial Studies*, 23(12), 4348-88, (2010)
5. "Optimal consumption and asset allocation with unknown income growth," *Journal of Monetary Economics*, 56(4), 524-34, (2009)
6. "Capital reallocation and growth," with Janice Eberly, *American Economic Review Papers & Proceedings*, 99(2), 560-66, (2009)
7. "Agency conflicts, investment, and asset pricing," with Rui Albuquerque, *Journal of Finance*, 63(1), 1-40, (2008) (lead article), Smith-Breeden Distinguished Paper Prize by the *Journal of Finance*
8. "Investment, consumption, and hedging under incomplete markets," with Jianjun Miao, *Journal of Financial Economics*, 86(3), 608-642, (2007)
9. "Investment under uncertainty with strategic debt service," with Suresh Sundaresan, *American Economic Review Papers & Proceedings*, 97(2), 256-261, (2007)
10. "An equilibrium model of wealth distribution," *Journal of Monetary Economics*, 54(7), 1882-1904 (2007)
11. "Investment under uncertainty and time-inconsistent preferences," with Steven Grenadier, *Journal of Financial Economics*, 84(1), 2-39, (2007) (lead article).
12. "Generalizing the permanent-income hypothesis: Revisiting Friedman's conjecture on consumption," *Journal of Monetary Economics*, 53(4), 737-52, (2006)
13. "Investment timing, agency, and information," with Steven Grenadier, *Journal of Financial Economics*, 75(3), 493-533, (2005) (lead article).
14. "Precautionary saving and partially observed income," *Journal of Monetary Economics*, 51(8), 1645-1681, (2004)
15. "Caballero meets Bewley: The permanent-income hypothesis in general equilibrium," *American Economic Review* 93(3), 927-936, (2003)
16. "Robust permanent income and pricing with filtering," with Lars Peter Hansen and Thomas J. Sargent, *Macroeconomic Dynamics* 6, 40-84, (2002)



## 肖颖

长江商学院市场营销访问助理教授  
伊利诺伊大学香槟分校博士

## 主要学术成果

1. "Shades of Gray: The Impact of Gray Markets on Authorized Distribution Channels," with Udatta Palekar, and Yunchuan Liu, *Quantitative Marketing and Economics*, Vol 9, No 2, 155-178, (2011).

## 教授简介

肖颖博士现为长江商学院市场营销访问助理教授，2012年毕业于伊利诺伊大学香槟分校并获市场营销博士学位。她的文章曾发表于 *Quantitative Marketing and Economics*。

## 主要研究领域

分销渠道、零售业、定价、产品策略、博弈论



## 阎爱民

长江商学院访问教授  
宾夕法尼亚州立大学博士

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### 教授简介

阎爱民博士现任波士顿大学组织行为学教授、国际 MBA 项目学术主任、人力资源战略研究所学术主任、组织行为学博士项目负责人。阎教授在 *Academy of Management Journal*、*Academy of Management Review*、*Journal of International Business Studies*、*Journal of Applied Behavioral Science*、*Journal of Applied Psychology* 等一类学刊发表过多篇论文。其学术专著 *International Joint Ventures: Theory and Practice* 由纽约 M.E. Sharpe 出版社出版，其关于美中合资企业研究的博士论文曾获全美管理学会 (Academy of Management) 1994 年度最佳博士论文奖。任 *Journal of International Management*、*Journal of Management and Organization*、哈佛商业评论 (中文版) 编委。阎教授被 *Journal of International Management* 2008 年的一项研究列为在国际战略领域全球最多产且最有影响力的九位学者之一。阎教授是参加长江商学院 2002 年创建时期最初的几位教授之一。

### 主要研究领域

国际合资企业、全球战略伙伴与联盟、组织行为与激励体系、组织文化、组织变革与发展等。

### 主要学术成果

1. *International Joint Ventures: Theory and Practice* (with Yadong Luo), New York: M.E. Sharpe, 2001.
2. "Boundary Work in Knowledge Teams", with Faraj, S., *Journal of Applied Psychology*, vol. 94(3), 2009.
3. "Toward a model of governance and legality of firms in transforming economies: Empirical evidence from China", with Manev, I.M. & Manolova, T.S., *Thunderbird International Business Review*, Vol.47, 2005.
4. "Interpartner fit and its performance implications: A four-case study of U.S.-China joint ventures", with Duan, X., *Asia Pacific Journal of Management*, vol.20, 2003.
5. "Sources of fidelity in purposive organizational change: Lessons from a reengineering case", with Johnson-Cramer & Cross, R., *Journal of Management Studies*, vol.40, 2003.
6. "International assignments for career building: Agency relationships and psychological contracts", with Zhu, G., & Hall, D.T., *Academy of Management Review*, 27(3): 373-391, 2002.
7. "Failure as a consequence of partner politics: Learning from the life and death of an international cooperative venture", with Shenkar, O., *Human Relations*, 55(5): 565-602, 2002.
8. "Institutional constraints and strategic responses of new and small firms in a transforming economy: The case of Bulgaria", Manolova, T.S. *International Small Business Journal*, 20(2): 163-184, 2002.
9. "Negotiating control and achieving performance in international joint ventures: A conceptual model", with Gray, B., *Journal of International Management*, 7: 295-315, 2001.
10. "The evolution of the organizational landscape in transforming economies: A four-country comparison", with Manev, I.M., & Manolova, T.S., *Global Focus*, 13(1): 65-78, 2001.
11. "Antecedents and effects of parent control in international joint ventures", with Gray, B. *Journal of Management Studies*, 38(3): 393-416. 2001.
12. "Boundary activity in boundaryless organizations: A case study of a transformation to a team-based structure", with Cross, R., & Louis, M., *Human Relations*, 53(6): 841-868. 2000.
13. "International joint venture instability: A critique of previous research, a reconceptualization, and directions for future research", with Zeng, M. *Journal of International Business Studies*, 30(2): 397-414. 1999.
14. "The migration of organizational functions to the work unit level: Buffering, spanning and bringing up boundaries", with Louis, M.R., *Human Relations*, 52(1): 25-47. 1999.
15. "Structural stability and reconfiguration of international joint ventures", *Journal of International Business Studies*, 29(4): 773-796. 1998.



JAMES A. OHLSON

## 詹姆士 A. 欧森

长江商学院会计学访问教授  
美国加州大学伯克利分校博士

### 教授简介

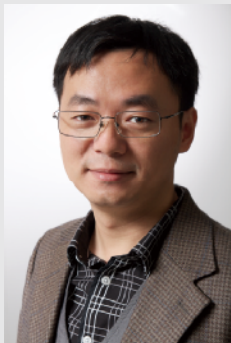
詹姆士 A. 欧森博士毕业于美国加州大学伯克利分校同时获得工商管理博士学位。现在任教于纽约大学斯特恩商学院 (Stern School of Business, NYU)。他具有丰富的任教经验, 多年来主要教授金融会计课程, 曾经就职于美国加州大学伯克利分校、哥伦比亚大学等。在这两所学校期间也曾担任多个管理职务, 包括会计系主任, 博士项目主任等。

### 主要研究领域

财务会计理论、财务报表分析、股票估值和资本市场理论。

### 主要学术成果

1. "On Accounting-Based Valuation Formulae", *Review of Accounting Studies*, June-September 2005.
2. "Expected EPS and EPS Growth as Determinants of Value", *Review of Accounting Studies*, June-September 2005.
3. "The Basic Concepts Related to the Returns on Earnings Regression", *Journal of Contemporary Accounting and Economics*, June 2005.
4. "Accounting-Based Valuation with Changing Interest Rates", with Gode, D., *Review of Accounting Studies*, December 2004.
5. "Positive (Zero) NPV Projects and the Behavior of Residual Earnings-Discussion", with Pope, P. & Wang, P., *Journal of Business Finance & Accounting*, January-March 2003.
6. "Residual Income and Value-Creation: The Missing Link", *Review of Accounting Studies*, June-September 2002.
7. "Earnings, Book Values, and Dividends in Equity Valuation: An Empirical Perspective", *Contemporary Accounting Research*, spring 2001.
8. "The Feltham-Ohlson (1995) Model: Empirical Implications", with Liu, J., *Journal of Accounting, Auditing & Finance*, summer 2000.
9. "On the Theory of Forecast-Horizon in Equity Valuation", with Zhang, X.-J., *Journal of Accounting Research*, autumn 1999.
10. "On Transitory Earnings", *Review of Accounting Studies*, December 1999.



## 张弘

长江商学院金融学访问助理教授  
耶鲁大学金融学博士

## 主要学术成果

1. "Improved Forecasting of Mutual Fund Alphas and Betas," 2007, co-authored with Harry Mamaysky and Matt Spiegel, *Review of Finance* 11: 359-400 (the lead article of the issue).
2. "Estimating the Dynamics of Mutual Fund Alphas and Betas," 2008, co-authored with Harry Mamaysky and Matt Spiegel, *Review of Financial Studies*, 21(1):233-264.

## 教授简介

张弘博士为长江商学院金融学访问助理教授，欧洲工商管理学院金融学助理教授，取得纽约大学物理学硕士学位（1999），耶鲁大学金融学博士学位（2004）。有多年MBA、高层管理教育金融学相关课程任教经验。

## 主要研究领域

共同基金、资产定价领域





## 朱睿

长江商学院市场营销学访问副教授  
美国明尼苏达大学商业管理博士

[rzhu@ckgsb.edu.cn](mailto:rzhu@ckgsb.edu.cn)

### 教授简介

朱睿博士为长江商学院市场营销学访问副教授，英属哥伦比亚大学尚德商学院副教授，加拿大国家研究教授（Canada Research Chair in Consumer Behavior）。2003年于美国明尼苏达大学获得商业管理博士并辅修心理学专业。朱睿博士多次发表论文于国际一流学术期刊 Science, Journal of Consumer Research, Journal of Marketing Research 和 Journal of Consumer Psychology。她是 Journal of Consumer Psychology 的副主编，以及 Journal of Consumer Research 的编委会成员。

### 主要研究领域

消费者心理学、物理环境对消费行为的影响，音乐影响力、设计与结构影响力研究，经验处理研究等。

### 主要学术成果

- 1."How Does Loneliness Affect Information Processing and Consumer Choices", with Wang, Jing and Baba Shiv, *Journal of Consumer Research*, forthcoming.
- 2."Gender Differences in the Meanings Consumers Infer from Music and Other Aesthetic Stimuli," with Meyers-Levy, Joan, *Journal of Consumer Psychology*, 20, 495-507, 2010.
- 3."Context Effects from Bodily Sensations: Examining Bodily Sensations Induced by Flooring and the Moderating Role of Product Viewing Distance," with Meyers-Levy, Joan and Jiang Lan, *Journal of Consumer Research*, 37 (June), 2010.
- 4."Blue or Red? Exploring the Effect of Color on Cognitive Task Performances," with Mehta, Ravi, Science, Published Online February 5, 2009, In print, 28 February, Vol. 323, no. 5918, pp. 1226-1229, 2009.
- 5."Seeking Freedom through Variety," with Levav, Jonathan, *Journal of Consumer Research*, 2009.
- 6."The Influence of Self-View on Context Effects: How Display Fixtures Can Affect Product Evaluations," with Joan Meyers-Levy, *Journal of Marketing Research*, 46 (February), 37-45, 2009.
- 7."Trade-in or not? Exploring the effect of trade-in value on consumers' willingness to pay for the new product," with Xinlei (Jack) Chen, and Srabana Dasgupta *Journal of Marketing Research*, XLV (April), 159-170, 2008.
- 8."Fact or Fiction: An Investigation of Empathy Differences in Response to Emotional Melodramatic Entertainment," with Argo, Jennifer and Darren Dahl, *Journal of Consumer Research*, 34 (February), 614-623, 2008.
- 9."Vigilant Against Manipulation: The Effect of Regulatory Focus on the Use of Persuasion Knowledge," with Kirmani, Amna, *Journal of Marketing Research*, XLIV (November), 688-701.
- 10."The Influence of Ceiling Height: The Effect of Priming on the Type of Processing People Use," with Meyers-Levy, Joa, *Journal of Consumer Research*, 34 (August), 174-186, 2007.
- 11."Exploring the Cognitive Mechanism that Underlies Regulatory Focus Effects," with Joan Meyers-Levy, *Journal of Consumer Research*, 34 (June), 89-96, 2007.
- 12."Distinguishing Between the Meanings of Music: When Background Music Affects Product Perceptions," with Joan Meyers-Levy, *Journal of Marketing Research*, 43 (August), 333-345, 2005.
- 13."Buyers versus Sellers: How They Differ in Their Responses to Framed Outcomes," with Monga, Ashwani, *Journal of Consumer Psychology*, 15 (Fall), 325-333, 2005.
- 14."Perhaps the Store Made You Purchase It: Toward an Understanding of Structural Aspects of Indoor Shopping Environments," with Meyers-Levy, Joan, in "Visual Marketing: From Attention to Action," (eds.) Michel Wedel and Rik Pieters, Lawrence Erlbaum Associates, Mahwah, New Jersey, pp. 193-224, 2007.

## 媒体动态纪要

### 长江商学院曹辉宁教授荣获全球顶级金融期刊年度最佳论文奖

2011年8月8日，长江商学院金融系主任、金融学教授曹辉宁的论文《对未知的恐慌：熟悉度对经济决策的影响》，荣获由全球顶级金融学术期刊之一《金融评论》颁发的2011年“Spängler IQAM”最佳论文奖优秀奖，这篇论文近期刊登在《金融评论》（2011年7月，第3期，第15册）。该期刊之前出版的四期中的三个最佳论文分别获得了这次大奖的卓著奖和两个优秀奖。曹辉宁教授将于2011年8月19日在瑞典斯德哥尔摩欧洲金融协会的年会上接受此殊荣。

### 长江商学院金融学教授甘洁荣获世界顶级金融学术期刊年度大奖

甘洁博士的论文《房地产财富与消费增长：大量家庭数据研究实证》，荣获全球顶尖金融学术刊物《金融研究评论》所颁发的年度大奖“迈克尔·布伦南奖”（Barclays Global Investors - Michael Brennan Award）。布伦南奖在金融界有极高的地位，每年仅授予两篇对学术研究有深刻影响的优秀论文。甘洁教授成为极少数美国之外的独立获奖学者。甘洁博士是首位全职加盟长江商学院后获得这一殊荣的教授，再次显示了长江商学院在亚太地区首屈一指的学术研究能力和学术地位。

### 2011 中国金融国际年会在武汉召开

2011 中国金融国际年会（CICF2011）于2011年7月4日至7日在武汉隆重举行。此次由清华大学中国金融研究中心、麻省理工学院斯隆管理学院和长江商学院共同举办。400余位金融专家、学者从海内外纷纷相聚武汉，共同见证这一全球性的金融盛会。此次年会的专题论坛上，长江商学院金融学教授曹辉宁、甘洁，金融学副教授宋忠智，访问副教授张弘分别带来了前沿的学术思想，分享了他们的研究成果和创新之道，并与在座嘉宾深入交流探讨，引领大家共同思索金融体制改革趋势，探索市场经济健康发展方向。

### 2011 年夏季金融研讨会在昆明成功举办

2011年7月14至15日，长江夏季金融研讨会在昆明成功举办。此次金融研讨会是由长江商学院（CKGSB）、上海交通大学中国金融研究院（CAFR）、上海交通大学上海高级金融学院（SAIF）联合举办。会议汇聚了40多位海内外著名高校的金融学教授以及金融研究机构的研究人员。长江商学院曹辉宁教授，陈龙教授，李晓阳教授，李学楠教授，刘劲教授，刘挺军教授，刘晓蕾教授，张弘教授出席了此次会议。

## 长江商学院简介

长江商学院是由李嘉诚基金会捐资创办并获得国家正式批准，拥有独立法人资格的非赢利性教育机构，为国际管理教育协会（AACSB）和欧洲管理发展基金会（EFMD）成员，是国务院学位委员会批准的“工商管理硕士授予单位”（含EMBA和MBA），其目标是在十年内进入世界十强商学院之列。长江商学院成立以来，一直以“为中国企业培养一批具有世界水平的企业家”为己任，并致力于创建全球新一代商学院。

长江商学院的诞生，旨在把握中国经济持续快速增长的大好机遇，通过“取势、明道、优术”的战略选择和“中西贯通”的办学理念，为中国打造一个享誉全球的世界级商学院。学院通过吸引一批国际一流管理学教授常驻长江、扎根中国，促进西方管理学最新的研究成果与中国本土最新的管理实践相结合，从而为大中华地区造就一大批世界级商界领袖，并为中国企业进军世界提供新思维、新视野和新对策。

2002年，长江商学院北京校区和上海校区相继落成，2007年西安办公室和成都办公室相继启用，2011年正式开设深圳校区，目前已全面形成以北京、上海、深圳为中心，覆盖全国、辐射亚太的战略布局。2010年12月，长江商学院伦敦办事处、纽约办事处、香港办事处相继启用，此举将加快长江商学院全球化步伐，为全球企业家打造学习与交流平台，面向世界展现对新兴市场的卓越研究成果。

