

Canada-China Institute
for Business & Development
加中商业与发展中心
Newsletter



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Welcome Message

Dear colleagues:

We, the Co-Directors at the TRSM's Canada-China Institute for Business & Development (CCIBD), welcome you to the first issue of the CCIBD Newsletter. We are sure that you have already felt the necessity of having a China-focused centre in Ontario, our nation's economic hub and most active pathway to China. After reading its mission, you will also feel the sense of belonging to a growing network of academicians and practitioners alike that have attached significance to the Canada-China business relationship and ALREADY made the effort to help realize its potentials. We hope that you will take advantage of the many benefits that come with the newsletter and that you will be able to participate in the activities of CCIBD as both a forum for the exchange of information and ideas and as a resource for the development of productive business relationships between the two countries.

Henceforth, expect to hear from us every two months, with news about CCIBD and other important information linked to China and Canada-China business relationships. We provide summaries of China-focused research produced by our researchers, taking advantage of Ryerson's intellectual capital. We report on exchanges of personnel, especially Chinese visitors who bring opportunities for face-to-face interactions and collaborations on pivotal projects. We provide information on various events conducted either by ourselves or by our partner organizations and help facilitate participation by our members. For example, we are planning for our inaugural Canada-China Conference in Spring 2014, which promises to be an interesting and stimulating meeting.

We intend to run the newsletter in an open way, that is, welcoming contributions from anyone who cares about Canada-China business relationships. Should you have any questions, comments or suggestions, please do not hesitate to contact us and other officers listed in the newsletter. We look forward to hearing from you and seeing you at our events.

Dr. Howard Lin

The Honorable David C. Dingwall, P.C., Q.C.



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Mission

The Canada-China Institute for Business & Development (CCIBD) AT Ted Rogers School of Management, Ryerson University aims to build and advance understanding of China through research, innovative educational and training programs, and influential public events. The institute will serve as a centre of excellence for education and knowledge dissemination of China, past and present day, to Canadian business, academics, policy makers, governments and other stakeholders looking to do business with China and/or to partner with Chinese Organizations.

Core Values

1. Research-based organization
 - A. Research should have a commercialization angle to it
 - B. action-oriented research
2. Educate Canadians about Chinese History
 - A. Implications of Chinese history on current day business and economic development
 - B. Canada’s historical relationship with China/Chinese
3. Transparency of information and access to information
4. Entrepreneurial approach and attitude

Target Audiences

1. Business community in Canada/Toronto/GTA
2. Students at TRSM
3. Government and other public institutions

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Personnel Exchange



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Dr. Tang Sheng work as an associate professor in GuangDong University of Foreign Studies, his research mainly covers Companies' Financing Strategies in Non-efficient Market and Corporate Social Responsibility. He has published more than twenty theses in this field, which are included by Chinese Social Science Citation Index (CSSCI). He has completed some research projects sponsored by Ministry of Education of People's Republic of China as Principal Investigator. He has also joined some research projects at state or provincial level as one of the key members.

Besides that, Dr. Tang Sheng is a Certified Public Accountant of China. He has been working as independent director of a listed company in China and a professional trainer at Ernst & Young Accounting Firm. Dr. Tang Sheng has acted as Chief Advisor for the Overall Ranking of Chinese Private Enterprises (Mainland China), the Overall Ranking of Contribution of Fortune Global 500 in China by Corporate Social Responsibility, which are initiated by Southern Weekly, the second best-selling weekly newspaper in China.



We are welcoming Jiaming Li, the first Chinese visiting graduate student at CCIBD since its formation. Jiaming has finished her Master's curriculum in Beijing University of Technology and will conduct a one-year study on SME financing at Ryerson.

Jiaming has received numerous awards and honors during her school years, including the National Scholarship and the Municipal Outstanding Graduate award. Her upcoming visit in Ryerson is made possible by the State Scholarship Fund, first of this kind which is awarded to 50 nationally selected Master's students for overseas studies.

Jiaming will arrive in October 2013 and is looking forward to sharing her research and exchanging ideas with TRSM faculty and MBA students. Please find her in TRSM 1-047 then.



Research Summary

Internationalization Strategies of Chinese State and Private Sector Enterprises in Africa

Xiaohua Lin & Carlyle Farrell

This paper examines differences in the internationalization motives, entry approach, local embeddedness and performance outcomes of Chinese State Owned Enterprises (CSOEs) and Chinese Privately Owned Enterprises (CPOEs) operative in Africa. Our conceptual model explains these differences in light of differences in ownership structure. While prior research has viewed Chinese outward investment from the latecomer perspective, we find that the behavior of CPOEs does not deviate substantially from that described by conventional foreign direct investment (FDI) theories. Compared with CSOEs, CPOEs are more likely (1) to be driven by economic rationality when entering African markets, (2) to be cognizant of host country risk and follow an incremental strategy, (3) to engage local African communities in business processes, and (4) to select financially viable projects which result in profitability. Propositions developed are illustrated by case studies and the theoretical and policy implications are discussed.

Journal of African Business, 14(2), 85-95, 2013.

Entrepreneurship and National Economic Growth: the European Entrepreneurial Deficit

Rein Peterson & Dave Valliere

We developed a quantitative model relating entrepreneurship and economic growth, based on three-year global competitiveness reports and global entrepreneurship monitor data for China, USA, and 18 countries in the European Union. Low GDP growth rates are associated with an entrepreneurial deficit in Europe relative to China and USA. We find support for a model in which GDP growth is dependent on an exploitation bridge between independent entrepreneurs and corporate entrepreneurs in larger firms. The latter have the resources to mass market radical innovations developed by independent entrepreneurs and to capitalize on the technological spillover effects. In particular, opportunity-based entrepreneurs affect GDP by exploiting national investments in the commercialization/innovation infrastructure. Despite the relatively low entrepreneurship support infrastructure in China, high levels of GDP growth are achieved through high rates of entrepreneurial prevalence, especially with necessity-based entrepreneurs.

European Journal of International Management, 2(4): 471-490.



Profiling Chinese Fashion Shoppers in Beijing: Mall Activities, Shopping Outcomes, and Demographics

Hong Yu

This study explores segmentation of mall shoppers in Beijing by fashion orientation, and examines mall activities, shopping values, expenditures, and demographic characteristics across the clusters. A mall intercept survey was conducted at a newly established mega shopping center in China's capital city. Cluster analysis suggested that 3 groups comprise the mall shopper sample: Fashion Leaders, Independents, and Uninvolved. The results indicated that the Fashion Leaders and Independents derived significantly higher

levels of hedonic value than the Uninvolved. The Uninvolved and Fashion Leaders derived significantly higher levels of utilitarian value from shopping at the mall than the Independents. With regards to mall habitat activities, the three groups were similar in consumption of the mall and passing time, but were significantly different in consumption of services and products. In terms of demographics, the Fashion Leaders and Independents were relatively younger and included more female respondents. The Uninvolved were more likely to be employed or retired and had approximately equal representation of both male and female shoppers. The total expenditures at the mall and incomes were not significantly different among the three groups. Based on the findings, implications for mall developers and retailers are discussed.

Journal of Global Fashion Marketing, 2(1), 11-19

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Opportunities

Special Call

State Capitalism in the New Global Political Economy 21 - 24 November, 2013

Université Laval
Quebec City (Quebec)

Organized by the Quebec Institute of Advanced International Studies and co-sponsored by Université Laval and the Academy of International Business Canada Chapter, the international conference aims to examine the characteristics of State Capitalism in the World economy, especially in emerging countries, to assess its real impact on economic development, to identify its

scope to other developing countries, and to explore the major challenges that it poses to the liberal capitalist model in the world of free-markets.

At the conference, CCIBD will host a panel on the outward FDI by Chinese state enterprises. For CCIBD affiliates, the deadline for submission of the abstract is September 30th, and for the full paper is October 30th, 2013.

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