



Dr. ir. Ying Zhang

Professor of Entrepreneurship and Innovation
Chinese Economy & Business
Sustainability and Wellness

www.drzhangying.com
zhang@singularityacademy.ch

+31(0) 621530401 +41 76 281 68 99

Dr. Ying Zhang is the Founder of **Singularity Academy** in Switzerland and a Co-Founder and Board Member of **Verus Salus Healthcare Group**, which operates three acute psychosomatic hospitals and one integrative medicine hospital in Germany. She also serves as a **Fellow and Professor** of Entrepreneurship, Innovation, Sustainability, and Well-being at Singularity Academy.

Dr. Zhang holds a multidisciplinary academic background spanning industrial engineering, economics, management, traditional Chinese medicine (TCM), and computer science. She teaches and supervises cross-disciplinary studies at the graduate, executive, and Ph.D. levels at numerous universities across Europe. In addition to her academic role, she is a licensed TCM practitioner (acupuncture and herbal medicine) in both the Netherlands and Switzerland.

Dr. Zhang has held several prestigious academic and advisory appointments. She has been a Management Mentor for *Harvard Business Review China* and a Visiting Professor or Research Fellow at Harvard University (Business School and Law School), Cornell University, United Nations University–MERIT, University of Zurich, Luiss University (Italy), and Shanghai University of Finance and Economics. She is also an Honorary Professor at Beijing Jiaotong University and a member of the Swiss TCM Association.

Prior to founding Singularity Academy, Dr. Zhang served as Associate Dean and tenured Professor of Entrepreneurship & Innovation and Chinese Economy & Business at the Rotterdam School of Management, Erasmus University. She was the Erasmus–Huawei Chair and the Founding Director of the Erasmus China Business Centre.

Dr. Zhang also holds several prominent advisory and leadership positions. She serves on the Executive Board of the **SwissCham Asia**, where she chairs initiatives related to the Belt and Road Initiative, Greater China, and the Kingdom of Bhutan. She has advised the Amsterdam School of International Business, contributed to the Dutch national curriculum for BBA programs in international business, and collaborated with organizations such as Strategic Swiss Partners and GLORAD. She has also led European-Chinese academic collaborations, notably the Belt and Road Initiative Academic Project, and taught in NGO programs for developing school leaders in underprivileged areas of China.

Her contributions to academia and education have earned her international recognition, including: Top 40 Under 40 Business School Professors by Poets & Quants; Next Generation Top 30 Business Thinkers by Thinkers50; *MOOC Award of Excellence* on SDG17 by SDG Academy and UNSDSN; NativeSociety Featured Business Professor.

Dr. Zhang is a strong advocate for socially relevant academic research and cross-sector collaboration. Her work promotes social innovation and sustainable community development. Her case study on Ant Financial received the prestigious *Case Centre Award*, often referred to as the "Oscars" of the case method community.

Her insights and research have been widely featured in global media and academic outlets, including *Bloomberg*, *Financial Times*, *Washington Post*, *People's Daily*, *China Daily*, *Caixin*, *EuroBiz*, *CCTV*, *EU Reporter*, *NRC*, *WirtschaftsWoche*, *Harvard Business Review*, and *Harvard Economics Review*.

In addition to publishing over 100 scholarly articles, Dr. Zhang regularly consults for governments, NGOs, corporations, and start-ups. She has delivered keynote speeches at influential forums such as the World Economic Forum, Horasis, Friends of Europe, EFMD, AACSB, TEDx, and governmental platforms across Europe and China.

Her research spans macroeconomic, industrial, organizational, and individual levels, covering topics such as: Economic transition, entrepreneurship, and innovation, Circular economy and sustainability, Fintech and sustainable finance, Globalization-localization dynamics, Entrepreneurial well-being and education, Technology and the future of work, Higher education management, Traditional Chinese Medicine.

Dr. Zhang integrates a phenomena-based teaching approach in areas such as social, corporate, and international entrepreneurship; innovation management; circular economy; and well-being. She also incorporates Eastern philosophy and holistic health into her work, teaching themes such as mind-body integration and TCM-based health concepts at Verus Bonifatius Klinik in Germany.

A devoted practitioner of Yoga, Tai Chi, and Traditional Chinese Medicine, Dr. Zhang blends ancient wisdom with modern science in her life and professional pursuits.

She holds a Dutch passport and resides in Zurich, Switzerland, with her husband and their four children.

POSITIONS

- Oct. 2025- CEO, Verus-Klinik GmbH, Germany
- June. 2025- CEO, Verus Salus GmbH, Germany
- Dec. 2021 - President, Singularity Academy
Singularity Fellow (Professor) of Sustainability and Wellbeing. Singularity Academy
- Dec. 2021- Guest Professor, University of Zurich.
Guest Professor, Luiss Business School, Rome.
- Dec. 2022- Licensed TCM Doctor, the Netherlands
- May. 2023- Licensed TCM Doctor, Zurich, Switzerland
- June 2021 - TCM doctor, Verus Bonifatius Klinik, Germany.
- April 2021- June. 2023 Co-Promoter of Ph.D. Project, Vrije University of Amsterdam
- June 2016 - Dec. 2021 Associate Professor, RSM, Erasmus University (with tenure)
- Dec. 2017- Dec. 2021 Founder & Director, Erasmus China Business Centre
- March 2017- March 2019 Erasmus-Huawei Professor, Erasmus-Huawei Collaboration Program
- Aug. 2015-Aug. 2016 Visiting Professor
Harvard Business School, Harvard Law School, Harvard University
Samuel Curtis Johnson Graduate School of Management, Cornell University
- June 2014 – Dec. 2021 Associate Dean for China Business and Relations,
Rotterdam School of Management, Erasmus University
- Dec. 2012 – Sep 2014 Academic Director, Joint Master program of Chinese Economy and Business
Rotterdam School of Management, Erasmus University
Leiden University, Zhejiang University, SunYat-Sen University
- Aug 2012 –June 2016 Assistant Professor, Rotterdam School of Management
- Jan. 2016- Sept. 2016 Academic Designer/Director, RSM-Tsinghua Outbound (E)MBA (China) Program
- Jan. 2018- Sept. 2018 Academic Designer/Director, CKGSB-Erasmus Outbound CEO (NL) Program

SIDE POSITION

Academic

- Feb. 2020- Harvard Business Review China Management Mentor
- July 2017 -Nov. 2021 Project Academic Leader (Erasmus)
(International Land Transportation Belt Road Initiative, China's essential international strategic collaboration)
- June 2015- Honorary Professor, Beijing Jiaotong University
- Sept. 2014 - Guest Professor, Shanghai University of Economics and Finance
- Sept. 2014 - Editorial Review Board Members, Management and Organization Review

Advisor

- Dec. 2021 Advisor, Academic Parity Movement
- July 2021- Expert, 10EQS, USA
- March 2019 - Academic Partner, Belt&Road Summit, Dubai
- Nov. 2018- Global Network Partner, GLORAD (Center for Global R&D and Innovation)
- Oct. 2018 - Strategic Advisor, Strategic Swiss Partners (China Chapter)
- Sept. 2017- Senior Academic Advisor, Dutch National Framework of BBA International Business Program
- July 2017 - Associated Faculty and Academic Supervisor for China's Poverty Alleviation via Education Project (NGO) (to build up China's happy education campus)
- April 2017 - Academic Advisory Board Member, Amsterdam School of International Business, Amsterdam University of Applied Science
- Feb. 2017 - Top Speaker @ China Speaker Bureau

Industry (social, academic entrepreneur)

- May 2024- Chairwoman of BRI and Bhutan, Swiss-Asian Chamber of Commerce
- Feb. 2023-May 2024 Executive Board Member, Swiss-Asian Chamber of Commerce

- Dec. 2020 Board member, [Singularity Academy](#)
- Dec. 2020 Co-Founder and Board member, Verus Salus Medical Group (three hospitals)
- Dec. 2019 Partner, [Taichi Wellness Club](#)
- Sept 2018 Chairwoman, [IDENTITY GLOBAL FORUM](#)
- Sept 2017 Chairwoman, [NEW SILK ROAD INSTITUTE](#)
- June 2016 Co-founder of ZPA MindBody Institution, Boston, USA
- June 2016 Co-founder of RSM-SUFE Case Development Program, Shanghai
- June 2015 Co-Founder, Steering Committee Member of [Global Institute of Supply Chain and Logistics](#), CHINA
- June 2015 Founder of Erasmus RSM China Office, Chengdu, China
- Dec. 2013 Co-founding member of [EFMD's Alliance of Chinese and European Business Schools \(ACE\)](#) (20 business schools)
- April 2011 Founder of Association of Chinese Scholars and Students in Eindhoven, Brabant Centre of Entrepreneurship, Eindhoven, the Netherlands

EDUCATION

- Ph.D. (Aug. 2012) (Joint PhD Education)
United Nations University-MERIT (Aug. 2008-Aug. 2010)
Eindhoven University of Technology (Sept. 2010-Aug. 2012)
Dissertation: Entrepreneurship Development in China: A Multilevel Approach.
(Promoter: Prof. dr. Geert Duysters, Tilburg University)
- Ir. (Engineering Degree of Science) (Aug 2008)
Eindhoven University of Technology, the Netherlands
Major: Industrial Engineering/Innovation Management (distinguished master thesis)
Acknowledged by Ministry of China as Dr Degree back to China
(Supervisors: Prof. Dr. Geert Duysters and Prof. Dr. Ard Pieter de Man)
- Mphil. (Aug 2006)
Northwest University, China (cum laude)
Track: Technological Economics and Technological Management
- B.Sc. (Aug 2004)
Northwest University, China (cum laude)
Major: Information Management & Information Systems
Sub-Major 1: Computer Science (equal to undergraduate diploma)
Sub-Major 2: English-Chinese Translation (equal to undergraduate diploma)
- European Entrepreneurship Colloquium (July. - August. 2011)
Entrepreneurship Faculty Development and Harvard Business School Case-based Teaching
- Academic Leadership (Feb 2018- Feb 2019)
Erasmus Top Program for Academic Leaders, Erasmus University
- Traditional Chinese Medicine (Sept. 2019-June 2022: fast track)
Shenzhen Open University of TCM, the Netherlands

Study Majors:

Western medicine (2 years); Foundation of TCM Foundation (1 year) ; Acupuncture and Moxibustion (2 years) ; Herbal Medicine (2 years) .

(Awards: Cum Laude Graduation and Top Excellent Student Prize)

(Equal to two undergraduate TCM degrees on Acupuncture and Herbal Medicine in Chinese TCM Universities)

- Wudang Taichi and Qigong & Daoism Philosophy. (August 2016, August 2017, August 2019)
Wudang Shixing Daoyuan College, Wudang, China.
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• Acupuncture of Time Acupunct and Space, under the supervision of Prof. ZHU Miansheng. (2024)

HONOURS AND AWARDS

- 2021 The winner of the Case Center Awards and Competitions 2021. The case method community's annual 'Oscars'.
- 2020 Harvard Business Review China Management Mentor, by Harvard Business Review
- 2019 MOOC Award of Excellence Winner, SDGAcademy and UNSDSN
- 2019 Thinkers50 Radar list of 30 next generation business thinkers
- 2017 Dutch ViVA 400 Knappe Koppen (Smart Head) Nominee
- 2017 China National Key Research and Development Project intentional land transportation Research under China's Belt and Road Strategy approved Ministry of Science and Technology of the People's Republic of China (6.23million RMB= 796,574 euros) partners: (Beijing Jiaotong University, International Union of Railway, China Railway Corporate)
- 2017 Acknowledgment from China's Poverty Alleviation via Education, Excellent School Principals Program
- 2017 TED Women x Amsterdam Speaker
- 2017 CCTV-1 Young Speaker of China Lecture, One Belt One Road Series - Rotterdam (sept. 2017)
- 2017 Featured China Speaker by China Speaker Bureau
- 2017 Advisory Board Member of Amsterdam School of International Business
- 2017 Erasmus-Huawei Professor (with 60,000 euros /annual of fund in Erasmus-Huawei Collaboration Program)
- 2016-2017 Senior Academic Advisor for Dutch National Framework of the BBA Program International Business
- 2016 Sino-Dutch Research Grant on "OBOR scholar exchange" from Nuffic Holland (16,113 euros)
- 2016 Featured professor at The Native Society in USA. In the sector of Education and Business Schools (among other professors and deans from HBS, MIT, Stanford, and Wharton etc.)
- 2016 Elite Woman by National Association of Professional Women (American non-profit Association)
- 2015 SAGE Knowledge Selected Featured Speaker: China Business
- 2016 Chinese Scholarship Council fund on the project of "Localization and Globalization of Chinese, with "One Belt One Road Strategy". (57,600 EUR)
- 2015 Best 40 Under 40 Professors. Awarded by Poets & Quants.
- 2015 Harvard Scholarly Research Fund (53,000 USD)
- 2015 AOM OMT Nominated Best International Symposium, Vancouver, August 2015.
- Honorary professorship granted by School of Management and Economics, Beijing Jiaotong University, June 2015.
- Distinguished Professor selected by MBA students from Shanghai University of Finance and Economics, April. 2015
- 2015 China Scholarship Council Research Fund on the Project of "Cooperation, Cognition, and Corporate Entrepreneurship Development from Both Sides of the World: China and the Netherlands" (57,600 EUR).
- Chinese Economy and Business Master Program ranked as the highest student-evaluated master program in Erasmus University.
- European Entrepreneurship Professorship, EFER, July 2011
- Huygens Research Grant by the Dutch Minister of Education, Culture and Science, 2010 (40,600 EUR).
- United Nations University Research Grant, 2008 (30,000 EUR).
- Business Plan Competition: Compression Stockings designed at Vision Dynamics, 2007 (336,000 EUR investment in the mid of 2007 for a stocking design). Eindhoven University of Technology, Eindhoven, the Netherlands.

TEACHING

- Basics of Traditional Medicine and Qigong, Verus Bonifatius Klinik, Germany (since 2021)
- Predicting China: Economic Development and Chinese Catching up (Master program course 2012,2013 @ RSM)
- Entrepreneurship and Innovation (Master program course 2012, 2013@ RSM)
- Master Thesis and Internship (Master program course 2012,2013,2014,2015 @ RSM)
- Organisation Theory and Dynamics (IB Bachelor program course 2012 @ RSM)
- Entrepreneurship and Innovation Management (2015, 2016 MBA, @Beijing Jiaotong University @Shanghai University of Economics and Finance)
- Innovation Management (2015, customised Executive program for executives from China railway sector, @Beijing Jiaotong University)
- Innovation and Entrepreneurship in a Global View (2017, Global MBA, @Beijing Jiaotong University and @Shanghai University of Economics and Finance)
- Globalisation and Localisation, Surviving and Thriving (Faculty level, 2017, Lhasa, @Tibet University)
- Survive, Thrive, and Happiness (Customised Program with GCI for Huawei Netherlands Executive, June 2017, Huawei, Den Haag)
- Faculty training program: Writing and Teaching cases (faculty level, June 2017, @Beijing Jiaotong University)
- Education program: Happiness and Wellbeing in Education (Chinese School Principals level, June 2017, Beijing, set up by China Poverty Alleviation Program)
- Program of Doing Business with China. (Spanish Executive level, organised by CASA ASIA, March. 2017, Barcelona, Spain.)

- Understanding China Program: China and the World (faculty and executives level, organised by Groningen Confucius Institute Groningen, Dec. 2017)
- FT MBA program course: The Role of China in the World Economy (International FT MBA level, MiP School of Business, Milano, Jan. 2018)
- Advanced Master Program course: entrepreneurship and China (Advanced Master level, MiP School of Business, Milano, Jan. 2018)
- Tai Chi and Wellbeing Program (Erasmus faculty and staff level, Erasmus University, Feb 2018)
- Erasmus Career development program: The future of job (for Erasmus faculty and Staff, April. 2018)
- Erasmus-CKGSB Outbound CEO program, Sustainability and Transformation (Chinese CEO level, Sept. 24,25, Rotterdam, 2018)
- Investment in China(executive program for Dutch pension funds and investment banks, organised by AXA Investment Managers, Oct. 2018)
- International Business and Leadership (RSM Tailor-made program for General Administration of China Customs, executive level,Rotterdam , Nov-Dec., 2018.)
- Doing Business with China, (RSM Executive level Open Program, European executive level, Feb. 4, 5, 2019 in Rotterdam, and Feb. 7,8 in Zurich).
- Future Work, Dutch Ministry of Health, Welfare, and Sports, audience- Dutch HR directors, Feb. 11. 2019. Utrecht, the Netherlands
- China and the World, RSM Part-time Executive Master Program, April 2019, Erasmus University.
- Tai Chi and Wellbeing, Erasmus Career Development Module, May 2019
- Innovation towards Balanced Development-Sustainability Development Goal (SDG) online Program, 2019
- Institutional Innovation, module for Ministry of Sciences and Technology, China, Rotterdam, Nov, 27, 2019
- SDG MasterClass-Imagine what we build. Executive level, Erasmus University, Feb. 11. 2020
- Managing Innovation in China, Advanced Bachelor level. St. Gallen University, April 1st, 2020
- International Education and the Purpose of the Education. Education Program for the Excellent Schools' Presidents in China's Poverty Areas. Beijing (online). August 23, 2020
- Entrepreneurship at different levels in China. Netherlands-Asia Honours Summer School (all Dutch Universities sponsored summer school), July, 9th, 2021.
- Entrepreneurship and Innovation, MAS, Zurich University, Nov. 5th, 2021.
- Customer Relation Management in the circular economy, Luiss Business School, Feb. 4. 5. 2022
- Educational Development and Children Psychology, School Principals Education, Beijing. July 24. 2022
- Sustainability. University of Zurich. European-Asian Master Program. Oct. 31. 2022.

PROGRAM DESIGN

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| • Jan. 2024 | Program Designer, Diplomatic Ambassador Program, Singularity Academy |
| • Jan. 2020 | Co-orgnaizer of DAVOS Caspian Week Identitat Global Panels at DAVOS WEF |
| • May 2019 | Co-Founding Member, Future Leader International Undergraduate Program, China: with Peking University |
| • Oct. 2018 - May 2019 | Erasmus Top Program- Mindfulness and Wellbeing via Tai Chi |
| • Feb. 2018 - June 2018 | RSM Wellbeing via Tai Chi Program |
| • Jan. 2018- Jan. 2022 | BRI International Land Transportation/Professional Training Program
China Key National R&D Plan |
| • Jan. 2018- Sept. 2018 | CKGSB-RSM Outbound CEO (NL) Program |
| • Sept. 2017- present | Dutch National Framework of BBA International Business Program |
| • March 2017- | IG-SACC China-in-Focus Program (Feb. 2019, Zurich) |
| • May. 2017 - | RSM Open Executive Program - Doing Business with China |
| • Jan. 2016- Sept. 2016 | RSM-Tsinghua Outbound (E)MBA (Beijing) Program |
| • Jan. 2016 - present | ZPA Mind-Body Wellbeing Program, Boston, USA |
| • Sept.2012 - Sept. 2016 | RSM Master China Economy and Business |

RESEARCH

ACADEMIC JOURNAL PUBLICATIONS

•

- Zhang, Y (2025). [The Value of a Happy Population for Relative Engagement in Vertical-Scaling and Horizontal-Scaling Entrepreneurship](#), *World* 2025, 6, 156. (with Jia Fan and Andre Van Stel)
- Zhang, Y., Lustenberger, U. (2025) Balancing Protectionism and Innovation: [The Future of the European Automotive Industry in the Age of Chinese Electric Vehicles](#). Singularity Academy Frontier Review. #20250219
- Zhang, Y., Thorsten, R. (2024). [School Anxiety and Absenteeism in Children and Adolescents](#). Singularity Academy Frontier Review. 20241115.
- Zhang Ying., Lustenberger Urs., Low Tuck Seng, Cheng Jachin, Belgali Salama, De Vries Alex, (2024). [AI Frontier: Society, Ethics, and Our Future](#). *Singularity Academy Frontier Review* (ISSN: 2813-3641) # 20241118.
- Zhang, Y., Wangchuk, T., Häring, C., Guzy, C., Ning, N., Ali, F., Lustenberger, U., Jaeck, C. (2024). [From Green to Sustainability: Advancing a Holistic Paradigm for Regenerative Development – Insights from European and Asian Cases](#). *Singularity Academy Frontier Review* (ISSN: 2813-3641) # 20241225.
- Jia, F., Zhang Y. Van Knippenberg, D. (2024) [Positive Affect, Positive Evaluation, or Positive Functioning? Bringing Positive Psychology into the Dialog of Effectuation](#). *Fudan Journal of the Humanities and Social Sciences* (Published: 12 August 2024)
- Zhang, Y. (2024). Understanding the Relationship Between Tai Chi and Qigong: A Higher Level of Practice. Singularity Academy Frontier Review: # 20240917
- Singularity Research Group (2024). [Thailand durian market: growth, competition, and prospects](#). *Singularity Academy Frontier Review*, ISSN 2813-3641, July 23, 2024.
- Zhang, Y., Van Stel, A. (2024). Who should be Running Ahead? The Roles of Two Types of Entrepreneurship in China's Regional Economies. *Journal of the Knowledge Economy*
- Marquis, C., Tilcsik, A. and Zhang, Y. (2024) [“Attractiveness and attainment: status, beauty, and jobs in China and the United States.”](#) *American Journal of Sociology*, 129(6): 1720-1762.
- Zhang, Y. (2022). Bring Humanity into Artificial Intelligence and Education. *Singularity Academy Frontier Review*: # 20220816
- Zhang, Y. (2022). Learning Process and Success in Education. *Singularity Academy Frontier Review*: # 20220723
- Zhang, Y. (2022) The Diagnosis and Treatment of Covid-19 Survivors: An Alternative View from Traditional Chinese Medicine. *Singularity Academy Frontier Review*: # 20220401 (with Tang, T.J.)
- Zhang, Ying. (2021). Mutual Love is the necessary condition to Sustainability. *Harvard Business Review, Special Issue for China Management Mentors*. Nov. 2021.
- Zhang, Ying (2021) How to resolve the paradox in Business Education. *Harvard Business Review*. China Issue. Sept. 2021
- Zhang, Ying, Binglun Ma, and Tao Yue (2021). Entry Strategies into China: A Case Study of Three Benelux Technology Firms, *International Review of Entrepreneurship* 19(2), pp. 273-280.
- Zhang, Y., Van Stel, A. (2021) Teaching Note, Entry Strategy into China: a Case study of Three Benelux Technology Firms, *International Review of Entrepreneurship*. 19(2) . 281-288.
- Zhang, Y. (2021) Responsibility and Wellbeing. *Harvard Business Review, Special Issue for China Management Mentors*. Jan. 4. 2021
- Zhang, Y.(2021) Covid 19 and Herd Immunity? The War between the Human and the Virus. *Europe PMC. Sept Issue. 2021*
 - *Europe PMC* is a life science platform, funded by Wellcome, in partnership with the UK Medical Research Council (MRC) and the Swiss National Science Foundation (SNSF), endorsed by WHO
- Zhang, Y., Zhang, J. (2020) Transporting with China Railway Express, the Determinants of choosing Transportation Mode. *Working paper 11-2020, New Silk Road Institute*.
- Zhang, Y. (2020). A positive change starts from working with the stakeholders: Discrimination and Fairness. *Harvard Business Review, Special Issue for China Management Mentors*. Nov. 2020
- Zhang, Y. (2020). Educational Ethics and Education Reform. *Harvard Business Review China, Special Issue for China Management Mentors*. August. 2020

- Zhang, Y., Lustenberger, U. (2020) Covid 19 pandemic as a force to disrupt institutional trust. *Harvard Business Review, Special issue for China Management Mentors. May. 2020*
- Zhang, Y. (2020) Covid 19 and Herd Immunity? The War between the Human and the Virus. *Harvard Business Review. China, Special Issue.-May 2020*
- Zhang, Y. (2020) Covid-19, Globalisation, and Humanity. *Harvard Business Review, China, Special Issue. April 6, 2020. China*
- Zhang, Y. (2020) Human Intelligence, Artificial Intelligence, and Humanity. *Harvard Business Review, Special Issue China Management Mentors, June 2020*
- Zhang, Y. Lustenberger, U., Enju, E. (2020) BRI and the New World Order in a Paradoxical World. *New Silk Road Institute, 2020.*
- Zhang, Y. (2019) Insight on the latest Belt Road Initiative and the Changing World Order towards a Shared Future, *New Silk Road Institute, 2019*
- Zhang, Y. (2019) The Impact of Positive Affect on Entrepreneurial Motivational Outcomes – A Self-regulatory Perspective. *International Review of Entrepreneurship*, 16(4): 627-656. (with Fan Jia)
- Zhang, Y. (2019) Nothing Is More Important Than You Are Inspired & Empowered, An Equality-based eco-system view : An Essay about the Success of Huawei, *Harvard College Economics Review*. Volume XI, 2018-2019 issue.
- Zhang, Y. (2018) The Value of Happy Population for Relative Engagement in Vertical and Horizontal Entrepreneurship, *Academy of Management Proceedings* 2018 (1) (with Fan Jia, Andre van Stel)
- Zhang, Y. (2018) Business and Educational Entrepreneurship: Purpose and Future. *Annals of Entrepreneurship Education and Pedagogy*. 2018. P 58-78
- Zhang, Y. (2017) To Be Special, To Be Responsible: How Product Specificity Affects Corporate Social Responsibility, *Academy of Management Proceedings* 2017 (1) (with Rui Shen, Tang Yi)
- Zhang, Y. (2017) Deconstruction on Haier is a Sea. *Management and Organisation Review* 12(4): 811-814.
- Zhang, Y. (2016) The Paradox of Business Education in 21st Century. *Harvard Business Review* Dec. 2016. page 17-19. China
- Zhang, Y. (2016). How to Survive & Thrive in the 21st Century (如何21世纪如何生存和发展). *EFMD Global Focus*. 3(10): 49-51 (English and Chinese version are both available)
- Zhang, Y. (2016) Business Education Surviving and Thriving. *SSRN WPS* 2807442.
- Zhang, Y., (2016) The Role of Two Types of Entrepreneurship in China's Contemporary Economy. *Harvard Economics Review*. Fall Issue, 2016 (with Van Stel, A.)
- Zhang, Y.(2016) Does Firm Innovation Affect Corporate Social Responsibility? *Harvard Business School Working Paper*, No. 16-096, February 2016. (with Shen, R., Tang, Yi.)
- Zhang, Y. (2016) Who should be Running Ahead? The Roles of Two Types of Entrepreneurship in China's Contemporary Economy." *Harvard Business School Working Paper*, No. 16-086, February 2016. (with André van Stel.)
- Zhang, Y(2015) Shared value with Chinese characteristics, an interview with Shen Guojun, founder, president and CEO of China Yintai. *Management Insights*. 2015.Oct. 121-129 (with Marquis, C., Y., Yang, S.)
- Zhang, Y. (2015). The Price of Being Unique: How Product Specificity Affects Corporate Social Responsibility. In *Academy of Management Proceedings Vol. 2015. Academy of Management Proceedings* 2015(1) (with Shen, R., Tang, Y.)
- ZHANG, (2015) Advancing Theory on the Globalisation of Chinese Firms, *Academy of Management Proceedings* 2015(1):14316-14316. (with Christopher Marquis, and Luo YD)
- Zhang, Y. (2015). The Challenges And Enhancing Opportunities Of Global Project Management: Evidence From Chinese And Dutch Cross-Cultural Project Management. *Harvard Business School Working Paper*, No. 15-063, February 2015. (with Christopher Marquis, Sergey Filippov, Henk-Jan Haasnoot, And Martijn Van Der Steen)

(One of Worldwide top 10 downloaded papers at SSRN)

- Zhang, Y. (2015). Corporate Social Responsibility and Global Competitiveness. *China Policy Review* (Issue 3 2015:p 54-55). (with Marquis, C.) 企业社会责任与全球竞争力。《中国经济报告》2015年第3期: 54-55 Published by Development Research Center of the State Council: China中国国务院研究发展中心出版
- Zhang, Y.,(2015) Achieving China's Next stage of "Catch-up". *China Policy Review* (Issue 1, 2015: P 57-58). (with Marquis, C.) 中国进入“赶超”的 下一阶段。《中国经济报告》2016年第1期: 57-58. Published by Development Research Center of the State Council: China. 中国国务院研究发展中心出版
- Zhang, Y.,(2015) Chinese Firms' Happy Trip of Catching up. *China Policy Review* (Issue 2 2015: P57-58). (with Marquis, C.) 中国企业的“快乐赶超”之旅 《中国经济报告》2015年第1期 :58-59. Published by Development Research Center of the State Council: China. 中国国务院研究发展中心出版
- Zhang, Y. (2014). The role of entrepreneurship education as a predictor of university students' entrepreneurial intention. *International Entrepreneurship and Management Journal*, 10(3): 623-641. (with , Duysters, G & Cloudt, M.)
- Zhang, Y.,(2012). Chinese firms entering Europe: Internationalization through acquisitions and strategic alliances, *Journal of Science and Technology Policy Management*, 3(2) (pp. 102-123). Emerald. (with Duysters, G & Filippov, S.)
- Zhang, Y.(2010). Internationalisation Strategy of Chinese Companies in Europe. *Journal on Innovation and Sustainability*, 1(1). (with & Filippov, S.)
- Zhang, Y.(2010). Entrepreneurship Development and the Role of Economic Transition in Entrepreneurial Activities. *United Nations University-MERIT Working Paper* 2010-036. United Nations. (with Duysters, G)
- Zhang, Y.(2010). Alliance-Based Network View on Chinese Firms' Catching-Up: Case Study of Huawei Technologies Co.Ltd. *Journal on Innovation and Sustainability*, 1(2). (with Duysters, G.)
- Zhang, Y. (2009). Student Network Centrality and Academic Performance: Evidence from United Nations University. *United Nations University-MERIT Working Paper* 2009-034. United Nations.
- Zhang, Y.(2009). Internationalization of Chinese firms in Europe. In *United Nations University-MERIT Working paper* 2009-041. United Nations. (with Filippov, S.)
- Zhang, Y. (2009). A different Look at Inward FDI into China. In . *United Nations University-MERIT Working paper* 2009-060. United Nations.
- Zhang, Y. (2008). *Opportunity and Challenges to cooperate with Chinese enterprises: based on strategic technology alliances between Western and Chinese*. Eindhoven: Eindhoven University of Technology.
- Zhang, Y. (2007). Fuzzy Comprehensive Evaluation on the Core Competence of Enterprises in Shaanxi Province. In *Statistics and Decision* (Chinese Journal), 2007(3). Academic Output for the project sponsored by China National Social Science Funding in 2007.
- Zhang, Y. (2005). How does the state asset is drained in the public transportation industry in China? In *Contemporary Economics* (Chinese Journal), 2005 (13).

BOOKS & CHAPTERS

- Zhang (2022). Mental Health, Psychiatric Disorders, and the Implications of Long Covid-19. Published by Singularity Academy, Switzerland. Oct. 1. 2022. ISBN:978-3-033-09459-8 (print) 978-3-033-09460-4 (digital)
- Zhang, Y. (2020). The Transformation of Huawei: Commentary on Flexibility, Adaptation and Leadership, in Xiaobo Wu, Johann Peter Murmann, Can Huang and Bin Guo (Eds.) *The Management Transformation of Huawei: From Humble Beginnings to Global Leadership*. Cambridge University Publication Press. Together with Arie Y. Lewin and Liisa Välikangas. **ISBN-13:** 978-1108426435

- Zhang, Y. (2019) Belt Road Initiative —Views from Chinese Eyes and European Eyes, *In* David De Cremer, Bruce McKein, Jack McGuire, *The Belt Road Initiative: Opportunities and Challenges of a Chinese Economic Ambition*. Sage Publication Press. **ISBN-13:** 978-9353287917
- Zhang, Y. (2018) *Belt & Road Initiative: Views from the Chinese side and European side*. CreateSpace Independent Publishing. USA. **ISBN-13:** 978-171863427
- Zhang, Y. (2014). Catching-Up by Chinese Multinational Firms Using Network Strategies. In M. Marinov & S. Marinova (Eds.), *Successes and Challenges of Emerging Economy Multinationals*. U.K.: Palgrave Macmillan. **ISBN:** 978-1-349-47493-6
- Zhang, Y. (2013). *Entrepreneurship Development in China: A Multilevel Approach*. Eindhoven University of Technology (223 pag.) Eindhoven: Eindhoven University of Technology. **ISBN:** 978-90-386-3326-8

Guest Editor

The disruption of the COVID-19 pandemic and its Impact on Sustainability (via the Economic, Social, and legal arms of institutional change), Research Policy and Strategic Management, and Frontiers in research Metrics and Analytics.

<https://www.frontiersin.org/research-topics/30034/disruption-of-covid-19-pandemic-and-its-impact-on-sustainability-via-economic-social-legal-arms-of-i>

(Together with Dr. Urs Lustenberger and Dr. Andre Van Stel)

PUBLISHED CASES AND TEACHING NOTES (PEER-REVIEWED)

- Zhang, Y. (2020) *Priva: Shaping Sustainable Cities*. Erasmus RSM Case Development Center. SDG Series. with Boyaninska, D., Ossewarde, M
 - 2021 publication at the Case Center. <http://casecent.re/p/176404>
- Zhang, Y. (2020). *Teaching Note of Priva: Shaping Sustainable Cities*. Erasmus RSM Case Development Center. SDG Series. with Ossewarde, M
 - 2021 publication at the Case Center <http://casecent.re/p/176405>
- Zhang, Y. (2019). From Love to Engagement, Huawei and its engagement with RSM (Case B). RSM Case Publishing. (with TN)
- Zhang, Y. (2019) Benelux Firms Entering into China (forthcoming), RSM Case Center Publication. (with TN)
- Zhang, Y., (2019). *Priva: Shaping a Sustainable Future*, Case Study, CDC2018-40-01, RSM Case Development Centre, Rotterdam School of Management, Erasmus University.
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- Zhang, Y. (2018). Ant Financial (B). Harvard Business School Case (No. 617-041), with Zhu Feng, Krishna G. pileup, Anthony K. Woo.
- Zhang, Y. (2018). Ant Financial (C). Harvard Business School Supplement (No. 617-042), with Zhu Feng, Krishna G. pileup, Anthony K. Woo. Feb. 2018
- Zhang, Y. (2017). Control and Confusion in the Shanghai Pilot Free Trade Zone. RSM Case Publishing. with Yue Tao, and Shaofei Wang. (with TN)
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- Zhang, Y. (2015) Teaching note for the case of Chery Automobile: Chinese Firms Catching up. IVEY Publication. 2015

- Zhang, Y. China Yintai, Developing Shared Value, Harvard Business School Case (case no.: N9-415-078) , with Marquis, C.,
- Zhang, Y. Fei Ni Mo Shu (You are the One) and Chinese Employment Market. Harvard Business School Case (case no: 9-415-081), with Marquis, C..

PROFESSIONAL PUBLICATIONS

- Zhang, Y. (2024) Singularity Academy: Encouraging Individual Learner's Growth With Singularity Approach To Education, *Higher Education Review*: January 2024 Special 1 issue.
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- Zhang, Y. (2021). Mutual Love - The Foundation of Sustainability, *Detection of Mirror*. Nov. 16. 2021
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- Zhang, Y. (2021). A Message to 2021 HBR China Audience. *Harvard Business Review China*. Jan. 19. 2021
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- Zhang, Y. Lustenberger, U., Enju, E. (2020) BRI and the New World Order in a Paradoxical World. *New Silk Road Institute*, Jan. 2020.
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- Zhang, Y., Marquis, C. (2015). Happiness and Catching up. Caixin. Feb. 4. 2015.
<http://english.caixin.com/2015-02-04/100781377.html>
- Zhang, Y., Marquis, C. (2014) Achieving China's Next stage of "Catch-up". Caixin. Dec. 24. 2014.
<http://english.caixin.com/2014-12-24/100767654.html>

INVITED TALKS

What are the advantages, challenges, and opportunities for females in business, research, innovation, and transformation? World Young Scientist Summit. Nov. 9. 2022. Brussels.

The holistic view to Sustainability. Davos WEF. Event of Swiss Asian Chamber of Commerce. May 24. 2022. Davos

Sustainability: what do we know and how can we act? Webinar of Swiss Asian Chamber of Commerce, Zurich, Switzerland. Oct. 27th, 2021.

Covid 19 and its Economic Impact. Second Lingnan Global Forum @ Annual Meeting of American Association of Colleges and Universities. Jan. 21. 2021. (Online)

Covid 19 as a Force for Disruptive Innovation. St. Gallen University. April 1, 2020 (online seminar)

BRI and Sustainability, Identitat Global Forum, Davos 2020, WEF side event, Jan. 21st, 2020.

Keynote Speech: Business and educational entrepreneurship: purpose and future, Beijing Jiaotong University. April 29, 2019.

The Future of the Work, organised by the Dutch Ministry of Health, Welfare, and Sports. Audience: all the HR-employees – from supporting staff up to and including managers – from the Ministry of Health, Welfare and Sports, and organisations that are affiliated to it (i.e. the Healthcare Authority, the RIVM, the Healthcare inspectorate, the Institute for Social Research (SCP), etc.), Feb. 11. 2019.

Future of Innovation and Propositions. *Space for Inspiration*, European Space Agency, Bilbao, Spain, Oct. 29-31. 2018

Industrial speech: China phenomena, organised by AXA Investment Management, Amsterdam, Sept. 27, 2018. (Audience pension funds, members of the investment committees, senior managers, policy makers, investment strategists at financial institutions including Unilever Pension Fund, ABN AMRO and MN Services)

Future of Jobs. Erasmus Career Lecture, Erasmus University. Rotterdam. April.17th. 2018.

How is entrepreneurship impacting Europe? China Business? Jan. 16. 2018. Milano, Italy
<http://www.growingleader.com/how-is-entrepreneurship-impacting-europe-china-business/>

China and the World. Groningen Confucius Institute, Groningen, NL. Dec.7. 2017.
<https://www.confuciusgroningen.nl/en/news/gci-webinar-china-and-the-world>

Keynote speaker, TEDxAmsterdamWomen Up Close & Personal event, Amsterdam, Nov. 24. 2017.
<https://www.facebook.com/events/1131256503671550/>

Reshaping Corporate Governance Horasis China Meeting, Sheffield, 5-6 November
www.horasis.org

TEDxTalk. Social business and the role of education in creating a social environment which includes individual responsibility in crafting a sustainable society. Amsterdam. Nov. 2. 2017.
<http://www.tedxamsterdamwomen.nl/speakers/>

CCTV-1 China Lecture (2017, Sept 15) Belt-Road-Initiative Chapter, Rotterdam. as Young Speaker. Rotterdam, NL. (开讲了 - 央视一套)

Zhang, Y. (2017). Mass Entrepreneurship & Innovation Along with Sustainability to Build Global Smart Communities, Keynote speaker in 4th Annual Global Congress of Knowledge Economy-2017 (GCKE-2017) with the theme of “Accelerating Metropolis into A Global Smart City”, Qingdao, China , September 19-21, 2017.

Zhang, Y. (2017). Happiness and Wellbeing in Education. China Poverty Alleviation Project via Education. Beijing, China. July 26th. 2017.
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Zhang, Y. (2017). Doing Research and Publication. Seminar for PhD. students and Faculties in Beijing Jiaotong University. Beijing, China. July 24, 2017.
<http://sem.bjtu.edu.cn/show-238-5987.html>

Zhang, Y. (2017). Keynote speaker on Rotterdam and Hong Kong make One Belt, One Road Work for You, July 1st, 2017, Rotterdam, NL.
<http://www.nhkba.nl/event/seminar-rotterdam-and-hong-kong-make-one-belt-one-road-work-for-you/>

Zhang, Y. (2017). Panelist, The 7th EU-China Annual Forum and Roundtable, 26 and 27 June 2017, Brussels.
<http://www.friendsofeurope.org/event/eu-china-annual-forum>

Zhang, Y. (2017). Sino-Portugue Relationship on Business and Executive Education. Nova Economics and Business School. Lisbon, 20 June. 2017.

Zhang, Y. (2017). Striving, Thriving, and Happiness, and Prosperity. Huawei lectures , Den Haag, June. 1, 2017.

Zhang, Y. (2017). Globalization and Localization, Surviving and Thriving. Lhasa, Tibet University, May 22nd, 2017.
<http://mp.weixin.qq.com/s/XBqaRnIPAFDxDcg6ii7oBA>

Zhang, Y. (2017). Case Development Seminar. Beijing Jiaotong University, Beijing, China. May 23rd. 2017.
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Zhang, Y. (2017). Speaker on Doing Business with China: Negotiation and Intercultural Communication, CASA ASIA, Barcelona, Spain, March 23, 2017.
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Zhang, Y. (2016). Keynote speaker on China and the World after the Hangzhou G20 Summit, Groningen Confucius Institute Amsterdam Conference. Amsterdam, Nov 16th, 2016.
<http://www.confuciusgroningen.nl/nl/p/gci-amsterdam-conference-china-and-the-world-after-g20-hangzhou-summit/?from=timeline&isappinstalled=0>

Zhang, Y. (2016). Keynote speaker on EUReportingChina, Brussels, Nov. 15th, 2016.
<https://www.eureporter.co/world/2016/11/17/do-we-tend-to-look-at-china-through-western-eyes-too-much/>

Zhang, Y. (2016). Keynote speaker on National Joint Platform work conference on International Business, Participatory design IB CROHO blueprint, Amsterdam, November 10-11, 2016
<http://www.amsterdamuas.com/amsib/about-amsib/amsib-events/content/events/2016/11/national-joint-platform-work-conference-on-international-business.html>

Zhang, Y. (2016). Speaker on the topic of Winning with Talent, Horasis China Meeting, Interlaken, Switzerland, Nov. 7-8. 2016.
<http://www.horasis.org/Horasis%20Global%20Meeting%202016%20-%20report.pdf>

Zhang, Y. (2016). Speech on Entrepreneurship Education and Entrepreneurship in Education. Northwest Polytech University. Oct. 13th. 2016. Xi'an, China
<http://som.nwpu.edu.cn/info/1038/8037.htm>

Zhang, Y. (2016). Distinguished Speaker on Education and Research in Business Schools, Jilin University of Finance and Economics, Changchun, Jilin, China. Oct. 8th, 2016.
http://www.jlufe.edu.cn/news_main3852.html

Zhang, Y. (2016). Distinguished Panel Speaker @ 2nd MOR Second Research Frontiers Conference, in the session of "Opportunities for normative research as China pursues a policy theme of Mass innovation and entrepreneurship". SEM, Tsinghua University, Beijing, Oct 5-7, 2016
<http://wtoutiao.com/p/4b0DwiO.html>

Zhang, Y. (2016). EFMD 2016 External Relation Conference, Edinburgh. UK. April 13, 2016. (Keynote speaker for the Asian Perspective)
<https://www.efmd.org/events/conferences/event/253-2016-efmd-conference-for-international-and-external-relations-pr-marketing-communication-and-alumni-professionals>

Zhang, Y. (2016) Speaker @ Horasis Global Conference 2015, June 13-14, Liverpool, UK.
http://www.horasis.org/event_global_2016.php

Zhang, Y. (2016). Principle Contributor. How to Teach Entrepreneurship, Shanghai, China. March 15-17. 2016. (Invited by the Chinese Ministry of Education)

Zhang, Y. (2016). Who should be running ahead? The Role of two types of entrepreneurship in China's contemporary economy. Cambridge, Department of Harvard Economics School, Harvard University, March 30th, 2016.

Zhang, Y. (2015) Invited Keynote speakers for Expert Meeting on Pension Fund and Insurance Industry in the Netherlands. Amsterdam, NL. Dec. 4th, 2015.
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Zhang, Y. (2015). Keynote. Meet the Future Chinese Consumer. Horasis China Meeting. 22-23 Oct. 2015. Cascais. Portugal.
<http://www.horasis.org/Horasis%20China%20Meeting%202015%20-%20report.pdf>

Zhang, Y. (2015). Entrepreneurial Leadership and Entrepreneurial Cognition. Beijing Jiaotong University, Beijing, April 8. 2015.
http://cabs.njtu.edu.cn/mba_center/newscon.aspx?newsid=1099

Zhang, Y. (2015) Social Capital and Catching up. 5th Annual Strategy Symposium on Emerging Markets. Jones Graduate School of Business, Rice University. April. 23. 2015

Zhang, Y. (2014). How does Chinese Philosophy Mirror Modern Society. Horasis Global China Business Meeting. Oct. 14. Lake Como, Italy.

Zhang, Y. (2014). Business Education in Technological Environment. 2014 International Business School Dean's Workshop. Oct. 12. 2014. Tongji University, School of Economics and Management, Shanghai, China.

Zhang, Y. (2014). How to Promote Collaboration Between Schools in Emerging Economies and Those in Developed Countries. 2014 International Business School Dean's Workshop. Oct. 12. 2014. Tongji University, School of Economics and Management, Shanghai, China.

Zhang, Y. (2014). Entrepreneurship Development and China's Transition. Lingnan College, Sun-Yat Sen University, June. 14. Guangzhou, China.

Zhang, Y. (2014). Entrepreneurship Education: Comparison between Western and China. Beijing Jiaotong University. Beijing. June 17. 2014.

Zhang, Y. (2014). Organizer and presenter of Session 20A/Navigating the Research Process in Management: A Comprehensive Practical Guide and Specific Critical Juncture Decision Points. IACMR Annual Conference, Beijing, China. June 22. 2014

Zhang, Y. (2014). To be special, to be responsible: How product specificity affects corporate social responsibility. KU Leuven. April 22. 2014

Zhang, Y. (2013). Entrepreneurship Research and How to Conduct Academic Studies. Northwest Polytechnical University, Xi'an China. Dec. 27, 2013.

Zhang, Y. (2013). EMEs from China and Chinese catching-up. Hangzhou, China, Research seminar and international cooperation – RSM. May. 20. 2013.

Zhang, Y. (2013). RSM Representative at Horasis of Global China Business Meeting. Den Haag. Nov. 10-Nov. 12. 2013.

Zhang, Y. (2012). Doing Business in Asia. BIAS 2012 China & Innovation seminar at Rotterdam School of Management: Rotterdam (2012, March 07).

Zhang, Y. (2012). Chinese Firms' Catching-Up Via Corporate Entrepreneurship Strategy of Network. ERIM Research Seminar. April 2. 2012.

Zhang, Y. (2012, December 08). Catching-up and Chinese Multinationals. Brighton, UK, keynote speaker at the panel of Emerging Market Multinationals in Advanced Countries" at European International Business Academy (EIBA) Annual Conference 2012.

SELECTED SUPERVISED RESEARCH PROJECTS

Ph.D. DISSERTATION

Anna Petruchenya (2013-2017) Cooperatives, Networks, and Social Capital (supervised with George Hendrikse), ERIM, RSM, EUR

Fan Jia (2014-2019) The Value of Happiness in Entrepreneurship (supervised with Daan van Knippenberg), ERIM, RSM, EUR

Minyan Li (2014- present) DBA Thesis: Leadership in cross-culture team. Bradford University, UK

Chuoqiao Zhou(2016-2020) Localisation and Globalization of Chinese, with OBOR Strategy (supervised together with Steef van de Velde). ERIM, RSM, Erasmus University.

Mariapia Pazienza (2020-2024) How to Measure Corporate Sustainability, ERIM, RSM, Erasmus University

John Sterk (2021-2025) Culture Identity, Entrepreneurial Opportunity & Innovation in Digital Diaspora Network. Amsterdam University.

PhD DISSERTATION COMMITTEE

Chun YANG, Firm Survival and Innovation in Emerging Markets: The case of China, VU Amsterdam, 2020

Qing Li, What is specific about open Innovation in Chinese SMEs, May 2019

Liang Zhao, Investigations of Reward-based Crowdfunding Success: A Marketing Perspective, VU Amsterdam, Nov. 2018

MASTER THESIS SUPERVISION

Jos Operas (Cheb 2011) Foreign direct investment in China: effect of location-specific determinants on the type of motivation.

Renee Everaert (Cheb 2011) The effects of cultural novelty on expatriate adjustment in China.

Anke Muryango (Cheb 2011) The antecedents of individuals' entrepreneurial cognition and their influence on individuals' and firms' entrepreneurial orientation.

Pooi-Ji-Huang (Cheb 2012) Analysis of TV format success from a business model perspective: the case of The Voice of ... Exploring the correlation between the business model of TV formatting and the format performance.

Erjen Groen (Cheb 2012) The Emergence of venture creation intentions: a cognitive perspective.

Marnix Hoebert (Cheb 2012) Chinese Firms' M&A in Western Countries: A comparison between M&A activities of Chinese and German firms.

Nikki de Witt (Cheb 2012) The influence of the central-local conflict on rising house prices: the Chinese case.

Qi Chen (Cheb 2012) Consumer acceptance of an emerging offline payment service in China: an empirical evaluation.

Tong Jiang (Cheb 2012) International R&D of Dutch MNCs in China: a Multiple case study.

Malou Volkers (Cheb 2012) Social capital of Dutch entrepreneurs in the Pearl River Delta.

Matthijs Geertjes (Cheb 2012) Guanxi, Corporate Governance and Market Valuation in China.

Jason Tan (Cheb 2012) The Reverse Spillover Effect of Chinese Multinational Firms and Their subsidiaries in OECD Countries.

Maarten van Brenk (Cheb 2012) Exploring the Dynamic Food Retail Competition in Megacities: the Effect of Income Distribution and Retail Competition on The Existence on the Existence Nanostores in Beijing

Zindziwe Jasen (Cheb 2012) Social capital and Dynamic Capabilities: the Institutional Context Perspective.

Akos Kovacs (Cheb 2012) The Role of Chinese OFDI in Hungary-Motivations, Benefits and Opportunities for the Hungarian and Chinese Catching-up Process.

Jahannes Deselaers (Cheb 2013) Introducing the Smart Electric Drive in the Chinese Market ---Dynamic Capabilities view.

Laura van Rijn (Cheb 2013) what flight times do air travelers prefer? A comparative study on European and Chinese air travelers

Maria Jose Malpartida Escribens (Cheb 2013) The Effect Of Inventory Turnover On Financial Performance In The Chinese Retail Industry

- Yong Ho(Cheb 2013) The Effects of Corporate Social Performance, Ethical Leadership and Long-term Cultural Orientation on Organizational Attractiveness: Difference between Chinese and Dutch job seekers
- Hannie Tran (Cheb 2013) CSR policies among Chinese Multinationals in the Netherlands
- Danny Rowshandel (Cheb 2013) Disruptive Innovations by Chinese Enterprises: Leveraging Dynamic Capabilities To Become Competitive
- Matthijs Geertjes(Cheb 2013) Guanxi, corporate governance and market valuation in China
- Cat Hai Chiem(Cheb 2013) Coevolution & Open Innovation: The Internet Industry in China
- Tom Medema (Cheb 2013) Electronic Marketplaces as a Driver of Economic Growth in China's Less Developed Cities
- Laura van Rijn (Cheb 2013). What Departure Time Do Chinese Air Travelers Prefer? A comparative analysis to European air travel preferences.
- Annemieke Zuurman (Cheb 2013) Technological development and the rise of startups in China.
- Ashely van ter Klugt (Cheb 2013) How have Chinese women become successful concerning the underlying tensions of personal, historical, institutional, and demographic influences.
- Peng Wei Ren (EMBA 2015/16) Chinese Outbound Travel Trends and [booking.com](https://www.booking.com)
- David Trejtel (EMBA 2015/16) Ice Wine in Shangh
- Hannah Fan (EMBA 2015/16) Feasibility of Launch GILDER's Product in Chinese Market
- Wenfei Wang (CEMS 2016/17/ 43831) Cultural distance in cross-boarder acquisitions, and the impact of CEO's Managerial Time Orientation.
- Jose Morales Corral (SE 2016/17/ 370965) The New Generation of Entrepreneurship Courses and their Impact on Individuals' Entrepreneurial Intention and Behavior.
- Susanna Heinen (SE/2016/17/460512) The Geographic expansion of Dutch Startups to East Asia
- David Ceravolo (MiM 2016-2017) How can digitalization be integrated in the luxury fashion companies' business model without losing concept of luxury?
- SUN Zhenpeng (EMBA 2016/2017) DevOps is the Key Competence in the Digital Economy.
- Halil Koseoglu (EMBA 2016/2017) Defining growth strategy for an information technology start-up Keansa Solutions LLP.
- Yali Dai (MiM, 2017/2018) ICO Valuation.
- Binglu Ma (MiM, 2017/2018) Benelux Technology Companies' Internationalization in the Chinese Market under the "Belt and Road Initiative"-Three case studies at Benelux technology companies
- Yu-Chen Huang (MiM, 2017/2018) Factors Affecting Green Purchase Intention of Green Skin Care Products in China
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- Jozefien Annie Gerda De Praetere (MiM, 2018/2019) An exploratory study on the development of managerial self-awareness in a professional environment.
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<http://globalfocusmagazine.com/doing-business-in-china/>

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http://ent.ifeng.com/a/20150326/42351876_0.shtml

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SELECTED ACADEMIC CONFERENCE PRESENTATIONS

- Zhang, Y. (2020) Who should be Running Ahead? The Roles of Two Types of Entrepreneurship in China's Regional Economies. On-line Workshop Entrepreneurial Territories: Measures, Determinants and Outcomes. Annals of Regional Science - Special Issue. Nov. 19-20. 2020
- Zhang, Y. (2018). The Value of Happy Population for Relative Engagement in Vertical and Horizontal Entrepreneurship Academic of Management Conference 2018, Chicago, August 10–14.2018
- Zhang, Y. (2017). Chairman Ren Zhengfei Leadership of Huawei: From Guerrilla Competitor to World Class Technology Anchored in Pragmatism and Incremental Management Adaption and Innovation (1984 -). Symposium, Contrasting Acclaimed Leadership Variants of Three Iconoclastic Chinese Companies. Atlanta, Georgia, Aug. 4-8, 2017.
- Zhang, Y. (2016). Does Firm Innovation Affect Corporate Social Responsibility? SMS 36th Annual Conference. Berlin, Germany, Sept. 19, 2016.
- Zhang, Y. (2016). Who should be running ahead? The Role of two types of entrepreneurship in China's contemporary economy. Cambridge, Department of Harvard Economics School, Harvard University, March 30th, 2016.
- Zhang, Y. (Aug. 2015) Social capital and Chinese firms' Catching up. Symposium of Globalization of Chinese firms. Accepted and sponsored by AOM IB and OMT divisions. Vancouver, Canada.
- Zhang, Y., Shen, R. & Tang, Y (2014). The Price Of Being Unique: How Product Specificity Affects Corporate Social Responsibility, AOM, Vancouver, Canada
- Zhang, Y. & Van Stel, A. (2014). Economic Antecedents of Regional Entrepreneurship Development in China. Academy of Management 2014: Philadelphia, USA (2014, aug. 01 - 2014, aug.05).
- Zhang, Y., Shen, R. & Tang, Y (2014). To be special, to be responsible: how product specificity affect social responsibility. Academy of Management Annual Conference 2014: Philadelphia (2014, aug. 01 - 2014, aug.05).
- Zhang, Y. & Van Stel, A. (2013). Economic Antecedents of Chinese Entrepreneurship Development in the ambidexterity forms. RENT XXVII: Vilnius, Lithuania (2013, November 20 - 2013, November 22).
- Zhang, Y. & Hoebert, M. (2013). Chinese firms' strategic-asset-seeking OFDI in developed countries. Asian Innovation Entrepreneurship Academy Conference, Oxford University, August 29-30. Oxford. UK.
- Zhang, Y. (2013). Does entrepreneurship education matters? 58th ICSB Annual Conference. Puerto Rico, U.S.A. June 20-23. 2013.
- Zhang, Y. (2012). Using Entrepreneurship Education to Shape Entrepreneurial Intention. 2012 Strategic Management Society Special Conference in Guangzhou, China.
- Filippov, S., Duysters, G & Zhang, Y. (2012). Chinese multinational companies in global R&D and innovation rankings: An exploratory study. In 2012 European Academy of Management Conference.
- Zhang, Y. & Duysters, G (2012). Economic Transition and Entrepreneurship: The Case of China. In 2012 European Academy of Management Conference.
- Zhang, Y. (2011) The role of Entrepreneurship Education in University students' Entrepreneurial Intention. Annual Conference of the Academy Innovation and Entrepreneurship 2011. Tsinghua University, Beijing, China. July 1-3. 2011.
- Zhang, Y., G. Duysters, and Filippov, S. (2011) Chinese Firms Entering Europe: Internationalization through Acquisitions and Strategic Alliances. Open Innovation, Cooperation and Development, Conference of Chinese Overseas-returned Scholars Association (COSA). The Hague. Nov. 26, 2011.
- Zhang, Y., & Duysters, G. (2011) Catching up via Network: Case Study of Huawei Technologies Co. Ltd. Strategic Management Society 31st Annual International Conference, Nov. 6-9. Miami, Florida, USA.
- Zhang, Y. (2010). Entrepreneurship Development and the Role of Economic Transition in Entrepreneurial Activities in China. The 8th Globalizes International Conference.. Kuala Lumpur, Malaysia. Nov. 1-3, 2010.

Zhang, Y. (2009). Partnering, Absorptive Capacity, and Technological Catching up of China. In The 2nd Asian Management and Entrepreneurship Workshop at European Institute for Advanced Studies in Management (EIASM).

Zhang, Y. (2009). Catching-up: case study of Huawei Technologies Co.Ltd. 6th International Conference on Innovation and Management. San Paulo, Brazil, Dec. 8-10, 2009.

Zhang, Y. & Fillippov, S.(2009). Market Entry Strategies of Chinese Companies in Europe. International Workshop “Chinese Direct Investment in Europe—Data, Patterns and Strategies”. Hamburg, Germany. June 28-29, 2009.

ORGANIZED SEMINARS & SYMPOSIA & CONFERENCE

Webinar: Navigating the AI Revolution: Impacts on Society and Beyond. Oct. 31. 2024. Singularity Academy, Switzerland

Webinar: Asian Economy and World Economic Outlook. Sept. 19. 2024. Singularity Academy, Switzerland

Belt & Road Summit, 18&19 March, 2020, Dubai, UAE.

Caspian WEEK Conference- Identitat Global Panels at DAVOS WEF, Jan. 21st, 2020, Davos, Switzerland

Identitat Global Forum, The Changing World, Europe, and China. Feb. 8th, 2019. Zurich, Switzerland.

Public Roundtable Discussion “China and EU in the MENA” Region. Dec. 20th, 2018. The Haag, the Netherlands

Public Roundtable Discussion”The role of the Netherlands in the Belt Road Initiative”, Oct. 19th, 2018. Rotterdam, the Netherlands

ACE Deans Conference, June 1, 2017. Rotterdam

Statistics Lecture for Shanghai Municipal of Commerce Commission & Shanghai Municipal of Statistics Bureau. 19th 2017, Rotterdam

ERIM Research Seminar: Arie Lewin (Duke University), Contrasting Leadership of Zhang Ruimin and Ren Zhengfei as They Face Selection of Their Successors, March 29, 2017, Rotterdam, NL.

ERIM Research Seminar: George Yip: Strategies for Innovation in China. Dec. 2. 2016. Rotterdam, NL.

IACMR Conference PDW “How do Cultural layers interact with current critical managerial topics: sustainability management and organizational change? A managerial, academic, and consulting perspective”, June 15-19, 2016, Hangzhou, China.

Symposium of Advancing Theory on the Globalization of Chinese firms at 2015 AOM Annual Conference. August 11th, 2015, AOM 2015, Vancouver.

(Nominated as the best international symposium by OMT division at AOM)

Navigating the Research Process in Management: A Comprehensive Practical Guide and Specific Critical Juncture Decision Points. IACMR Annual Conference 2014, Beijing, China. June 22. 2014

Speaking of Corporate Social Responsibility. Oct. 30th .2014. Presenter: Christopher Maquis. ERIM Seminar, Rotterdam, the Netherlands

China going to West. ERIM Seminar and RSM MBA seminar, Presenter: Joel Backaler (CEO of China Observer), Oct 17th, 2014, Rotterdam, the Netherlands.

Internal and External Discipline: The Effect of Project Leadership and Government Monitoring on the Performance of R&D Consortia. ERIM Seminar. Presenter: Hiroyuki Okamuro (Vice Dean from Graduate School of Economics, Hitotsubashi University), 14 March, 2014, Rotterdam, the Netherlands.

China Economic transformation: the past, present, and the future. ERIM Seminar. Presenter: Xiang Bing (Dean of Cheng Kong Graduate School of Business), 13 March, 2014, Rotterdam, the Netherlands.

Copenhagen Business School. Entrepreneurial Leapfrogging by Emerging Multinationals: the Mechanism of Disruptive Innovation from the Bottom of the Pyramid as Home Context. ERIM Seminar, presenter: Peter Ping Li (Professor from Copenhagen Business School), 3 March, 2014, Rotterdam, the Netherlands.

AD HOC REVIEWS

Peer-Review Journals

Administrative Science Quarterly
Journal of Entrepreneurship and Management Journal
Journal of Management
Small Business Economics
Journal of Science and Technology Policy in China
External reviewer for Early Career Grant Program of Central Michigan University
International Review of Entrepreneurship
Innovation Management Policy and Practice

Journal of International Entrepreneurship and Management
Journal of Entrepreneurship and Innovation Management
Journal on Chain and Network Science
Journal of Engineering Management
Journal of Organisational Change Management
Academic of Management Conference
International Association for Chinese Management Research Conference
Studies in Higher Education

Books

Book Reviewer book of <<New Venture Creation A Framework for Entrepreneurial Start-ups 2nd edition>> written by Paul Burns, Palgrave Publishing

INDUSTRIAL AFFILIATIONS

Oct. 2024 - Present	SwissCham Asia
Sept. 2024- Present	Swiss-Chinese Chamber of Commerce
Dec. 2019- present	Asia Society
Dec. 2017- present	Hong Kong Netherlands Business Association
Dec. 2017- present	Swiss-Asian Chamber of Commerce
January 2016- Present	Elite member of (American) National Association of Professional Women
August 2013 – Present	Member of EU Chamber of Commerce in China
August 2012 – Present	Association of Chinese Investment Enterprises in the Kingdom of the Netherlands