

**Galaxy of Highlights. The School of Business Administration of JUFEE Organized the 25th World Management Forum & Oriental Management Forum**

On October 31, the 25th World Management Forum and Oriental Management Forum, jointly organized by the China Committee of IFSAM, Jiangxi Management Association, Shanghai Society of Management and Education and Jiangxi University of Finance and Economics, was held at Mailu Campus.



Professor Lu Fucui, Party Secretary of JUFEE, Professor Wu Zhaoyun, Chairman of the Conference, President of Jiangxi Management Association, Former Vice President of JUFEE, and Xiao Yun, member of the Standing Committee of Nanchang Municipal Committee and Vice Mayor, attended the Conference. Chairman of IFSAM, Professor Xavier Castaner of HEC Lausanne, Switzerland, delivered a speech via the video. Nearly 300 experts, scholars, entrepreneurs, teachers and students from more than 30 universities and 14 enterprises gathered in Nanchang for discussion with the theme of “New Changes, New Ideas, New Development - Rethinking on Oriental Management”.



In his speech, Lu Fucai reviewed the development of Oriental Management and briefly introduced JUFU. Lu pointed out that after more than 20 years of development, the Forum has become a management academic event with profound themes, high-level speeches and fruitful results, and has extensive influence at home and abroad. He hoped that all experts, scholars and entrepreneurs would share their insights and ideas actively on Oriental Management at the Forum.



Wu Zhaoyun pointed out in his speech that the Oriental Management School represented by Mr. Su Dongshui established the theoretical system with "Three Studies", "Three Orientations", "Four Managements", "Five Behaviors", "Three Harmonies" as the core and formed the theory of "Management with Peace and Harmony" and "Dao-oriented Management". This Conference will definitely contribute China wisdom and solution to the world management issues, interpret China's practices by its own theories, and strengthen China's theories with its own practices.



Xiao Yun, on behalf of the Municipal Party Committee and the People's Government of Nanchang Municipality, congratulated the Conference on its opening. He said that after more than 20 years, the Oriental Management Forum has yielded fruitful results, enriching the theoretical system of Oriental management. He also hoped that the world management theory and oriental management ideas will be upgraded in the collision. Xiao also said that the Forum held in Nanchang is a good opportunity for the central region to open up and introduce, attract and sublimate management space.



Professor Hu Haibo, Executive Chairman of the Conference and Dean of the School of Business Administration of JUFE, presided over the Opening Ceremony, and released the “*Research Report on Oriental Management*” (*Blue Book*) on behalf of the School at the Closing Ceremony.

Since the first forum in 1997 at the initiative of Professor Su Dongshui, founder of "Oriental Management", the forum has yielded fruitful results with about 3000 members, 200 elites and 100 works, and the 25th forum held in Nanchang is also full of highlights.

### Highlight 1: Keynote Speeches of Masters

Chinese management should take its root at home and the oriental management should go global. A total of seven distinguished guests delivered keynote speeches around the cutting-edge theories and applications of Management.



Professor Su Jingqin from DUT School of Economics and Management pointed out that the case study reveals the two propositions of how discovery logic analyzes unique phenomena and how extrapolation logic promotes conclusion extrapolation. He believed that it's necessary to develop China's local management theory and carry out in-depth situational case studies to promote the theorization and generalization of local unique management practices.



Wang Mingfu, chairman of Hejun Group, combined with business observations such as AI technology, brain-computer connectivity, and the space age, expressed his views on the reasons for the expansion of large companies, the contribution of management in the company's expansion, the similarities and differences in the management of large Chinese and Western companies, and the evolution history of large companies in China.



Professor Rui Mingjie from the School of Management of Fudan University interpreted the direction of management research and innovation from the perspective of the path choice of common prosperity, such as large sample and large data, research field expansion, efficiency enhancement and management education effect. He stressed that improving efficiency is the most important prerequisite for common prosperity, and put forward suggestions for the realization of common prosperity.



Tong Jisheng, Secretary of the Party Committee and Chairman of Oriental International (Holding) Co., Ltd., combined his personal experience with the cases of cross-border mergers and acquisitions, discussed that the "Three Orientations" thought of Oriental Management can be easily known and implemented, which is an important embodiment of the combination of Marxism and Chinese practice and the combination of Chinese culture and revolutionary experience.



Professor He Zhiyi of Peking University, in combination with the latest research result of the team - the hologram of Sino-US industry forest, elaborated the analysis of China's industrial structure under the background of Sino-US deep game, and analyzed the nature of Sino-US trade war from the phenomena of entity list, manufacturing sector re-shoring, foreign corporate responsibility law, etc.



Professor Zhou Haiwei, Dean of the Business School of Hohai University, elaborated on the

construction of enterprise competitiveness based on sustainable development from the perspective of enterprise water management, focusing on water strategy, water risk assessment, water information disclosure, water footprint tool development, and green water marketing.



Professor Hu Haibo, Dean of the School of Business Administration of JUFU, focused on China's management thinking, elaborated the challenges, paradigms and prospects of China's management thinking research from the three perspectives of scientific method guidance, research structure upgrading, and ancient and modern case transformation, and demonstrated the fruitful results achieved by JUFU in this field for more than ten years.



Professor Fan Zheng, member of the Teaching Steering Committee for Business Administration Major of the Ministry of Education, director of the Institute of Cross-Cultural Management of Shanghai International Studies University, and Professor Su Yong, president of the Institute of Oriental Management of Fudan University, presided over the keynote speech respectively. They

spoke highly of the wonderful reports of the guests and pointed out that Oriental Management is a subject that integrates ancient and modern times and integrates knowledge and action. The keynote speeches strengthened the oriental charm on management with witty remarks from guests and scholars, which made people sigh with emotion about the charm of Oriental Management.

### Highlight 2: Thematic Forum for Memoriam

A special forum was set up at the Conference in memory of Professor Su Dongshui, founder of the Oriental Management School. Dr. Yan Shifu, director of the Research Center on Oriental Management of Shanghai Jiaotong University, presided over the interpretation of Su Dongshui's Oriental Management Thoughts.



In this part, a sincere and touching commemorative video was played, showing Mr. Su's life story about studying and writing. Mr. Su's disciples, Professor Zhang Yang, Dean of the World Water

Valley Institute and Culture Academy of Hohai University, and Professor Meng Yong, Deputy Director of the Oriental Management Research Center of SUES, combined with the experience of learning from Mr. Su Dongshui, called on all colleagues to pay attention to the comparative research space of the commonness and individuality of oriental management in Chinese and foreign enterprises to cultivate students' academic literacy and awareness of the contradiction between theory and practice. Dr. Wang Guojin introduced Mr. Su's biographical literature "*Water Flows Long from the East*" and pointed out that Mr. Su persisted in absorbing excellent cultural achievements at all times and in all countries, creatively explained the humanistic thought, established the Oriental Management School and promoted the formation of the Oriental Management Subject.

### **Highlight 3: Round Table Forum & High-level Talks**



What kind of sparks will arise from the collision between oriental management thoughts and Chinese enterprise practices? In the five round-table forums of this Conference, the attending scholars and entrepreneurs focused on topics such as the new development of oriental management, the special topic of Chinese management thoughts, the development of Chinese enterprises, oriental water and management culture, oriental management and MBA education, and held high-level talks on topics such as the rationality of the existence of the Chinese management school, the new paradigm of oriental scientific research, the heritage and protection of cultural confidence in enterprises, the construction of water culture, and the construction of MBA curriculum system.

**Highlight 4: Parallel Forum. Collision of Ideas.**







At the Conference, 10 parallel forums were set up on the themes of Oriental Management and Cross-border Water, Sustainable Development and Social Responsibility Management, Oriental

Management Practice Innovation, Marketing Theory Breakthrough, Innovation, Entrepreneurship and Creation, Strategic Management and Enterprise Growth, Human Resources Management Theory, Enterprise Digital Transformation and Management Reform, Happiness Management and Organization Construction, Supply Chain and Wisdom Management, with the largest number of sub-forums. A total of 107 academic papers were collected for this forum. Authors based on the papers, brainstormed around the theme, exchanged and discussed. After two rounds of two-way anonymous selection of 16 experts, a total of 10 award-winning papers were selected, including 1 first-prize paper, 2 second-prize papers, 3 third-prize papers and 4 excellent papers. At the Closing Ceremony, the award-winning authors were presented with prizes on site to encourage them to contribute to the research and development of Oriental Management. It is worth mentioning that some of the authors of the award-winning papers have received the face-to-face writing invitation from the editorial directors of the supporting periodicals of the Conference.

#### **Highlight 5: Periodical Dialogue. Academic Feast.**



Well-known domestic journals such as "Management World", "Business Management Journal", "Chinese Journal of Management", "Foreign Economics & Management", "Contemporary Finance & Economics", "Luoji Management Review", "R & D Management" and "Journal of Management Case Studies" have showed strong support for this Conference. Professor Su Jingqin,

editor-in-chief of *Journal of Management Case Studies*, presided over the Periodical Dialogue. The editorial directors of journal such as *Contemporary Finance & Economics*, *Luojia Management Review* and *R & D Management* took the podium to interact with participating scholars and representatives of teachers and students on topics such as paper writing and publication, column setting, publication schedule setting and data collection. They also gave scientific research suggestions on how to improve the sensitivity of topic selection by reading more and how to train more to ensure academic standardization, which provided a valuable platform for academic exchanges between teachers and students as well as experts and scholars.

#### **Highlight 6: Report & Manifesto. World Debut.**



As one of the highlights of the Conference, the Organizing Committee of the Conference, facing the world, issued the "*Manifesto of Chinese management Philosophy*" (in both Chinese and English) and the "*Research Report on Oriental Management*" (Blue Book) for the first time.



The *Manifesto* was initiated by distinguished professor Lu Li of Yangzhou University and several well-known domestic scholars, and jointly proposed with Jiangxi University of Finance and Economics. It said that the “Guanli” in Chinese character and the word “management” in English is not equivalent. To establish Chinese management philosophy is to testify the Western terminology via local practices and emerge new terms accordingly. Chinese management circle should inherit from history and hold on to the present, take China as the base and refer to other nations, care the humankind and look toward the future. It should also carry forward the nature of the Chinese nation, which has always dared to learn from, communicate with and blend with other civilizations, and cross the border between China and the West, break the disciplinary boundaries, reflect on the current situation of management academic research, question the opinions and academic views of others, and view their own opinions and academic views objectively toward a multiple, inclusive, innovative, and durable academic eco-system. Besides, it should explore the management research paradigm under the guidance of Chinese management philosophy, provide new materials for the development of Chinese philosophy in the new era, and make China's contribution to the sustainable development with peaceful, harmonious and better human society.

With a total of 300,000 words, the *Report* (Blue Book) was prepared under the leadership of the School of Business Administration of JUFU. Based on more than 40,000 articles, more than 2,000 monographs and more than 40 topics retrieved from CNKI, Web of Science, Jiangxi Academic

Library Alliance and the national fund project database, it summarizes the development of Oriental Management in more than 40 years from the aspects of review and prospect, periodical paper reports, case paper reports, textbook monograph reports and national topic reports.



The releases of the *Manifesto* and the *Report* has brought this Forum to a successful conclusion. When presiding over the Closing Ceremony of the Conference, Professor Zhao Xiaokang, president of Shanghai Society of Management and Education and Professor of Donghua University, said that the forum marked a historical leap from rethinking to restarting of the Oriental Management. He hoped that all scholars would work together to carry forward the Oriental Management Thought and jointly build a management school with Chinese characteristics.

#### **Highlight 7: Media Gathering, Extensive Concern.**

This Forum brought together many well-known scholars and entrepreneurs in the management circle and attracted a lot of attention from media. Radio and television stations such as Jiangxi TV, Jiangxi TV City Channel, Jiangxi Education Channel, and websites as well as new media including China Daily, Jiangxi News, TouTiao, Sina Education, Sohu.com, Netease News, Tencent.com, Yidian Information reported on the Forum. The Conference was held both online and offline, and was broadcast live via video and pictures, with over 800,000 online audience and

participants, as well as over 8,000 comments and likes.