

# RESEARCH

The School of Economics and Management (SEM) at Beihang University has a clear focus on research. Since its founding in 1985, the faculty at SEM have secured over 200 projects funded by the National Science Foundation of China, including nine key research projects and one key international cooperation project. In addition, the school also hosts three 973 projects and six 863 projects, both funded by the Ministry of Science and Technology, as well as numerous research projects funded by enterprises, with an accumulated annual funding income over 30 million RMB. On average, the faculty at SEM publish over 50 quality papers on SCI/SSCI citation journals, in addition to a lot of international conference papers and Chinese journal articles. The excellent teaching and research work conducted at SEM have been highly recognized, and win the school reputation endorsed by the National Natural Science Award (Second Class), the Ministry of Education Natural Science Award (First Class), and 40 other awards granted by administrative ministries or provincial governments.

Since 2000, the faculty at SEM have published over 4000 papers, including 318 papers cited by SCI and SSCI, 872 cited by EI, and 516 cited by ISTP. Some of the papers are also published on top Chinese journals, including Economic Research, Journal of Management Sciences, China Economic Quarterly, Management World. The publication has won the school great influence in Chinese academia. In addition, some faculty members at SEM also publish their work in the format other than journal, which account to 300 books or book articles.

## Beijing Key Laboratory of Emergency Support Simulation Technologies for City Operation

The laboratory was initiated based on the demand of emergency support from Beijing. By taking the technological advantages in emergency support and simulation from the SEM and the school of Computer Science and Engineering, the lab investigates the analysis and design of urban emergency support system, emergency support protocol, and the related policy issues. With the target of maintaining safe and orderly municipal operation, the lab identifies the key contributing factors and integrates them into design of emergency support system. The lab also provides scientific advice in terms of emergency support protocol design and the evaluation of emergency support policy, as well as the related case studies.



## Beijing Higher Education Model Innovation Practice Base on Economic Management

The center gains great supports from MoE Key Laboratory of Complex System Analysis and Management Decision and Beijing key laboratory of emergency support simulation technologies for city operation, while it also takes the advantage of the National Level 1 Key Discipline of management science and engineering. Based on the advanced practical innovation concept, the center works on combining research and teaching, as well as interaction on production and learning. The center consists of eight comprehensive innovation labs, which all run effectively and safely with the support by informative KPI management systems. The center has granted basic services for Beijing's municipal administration and human resource training.



## Beijing Higher Education Demonstration Center on Innovative Economy and Wisdom Management

The center stems from the economic and management experimental teaching center that was established in 2006 by combining the experiment labs of information system, logistic management, accounting computerization, and international trade. In 2013, the center was re-named as teaching demonstration center for innovative economy and smart management, which was later recognized as a teaching demonstrator center by the Department of Education of Beijing. The center has a mission to integrate multiple disciplines, combine teaching and research, promote innovation and entrepreneurship, and support practical learning. The center takes the advantages of key national disciplines and key provincial labs. It sets up several interdisciplinary experiment systems, including the big-data and smart business experiment system, the digitalized business management and innovation experiment system, the innovative economics and financial engineering experiment system, the interdisciplinary experiment system, and the innovation and entrepreneurship experiment system. All the systems utilize research and teaching resources from multiple disciplines and are open to the overall university.

## MoE Key Laboratory of Complex System Analysis and Management Decision

The laboratory of complex system analysis and management decision provides a research platform that assists research on the common issues involved in complex system management, as well as on the complicated social and economic behaviors in micro, industrial, and macro-economies. Work conducted in this lab is backed up by strong support from the first-tier department of management science and engineering at SEM-Beihang. The lab emphasizes on both basic and applied researches for national strategic requirements and defense construction. Some research directions have been formed in the lab, including management analysis and decision-making in complex macro-economies, monitoring and forewarning for China's industrial economy, monitoring and analysis of strategic sprouting industries, modeling and risk management strategies in enterprise production, and transportation modeling and management.



# Research Centers under the Administration of Beihang University

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## China Business Case Research Center

Founded in September 2010, the China Business Case Research Center aims to record and investigate the experience and challenges of Chinese enterprises, and provide insights for them, in the form of teaching case and case research. Accordingly, the China Business Case Research Center focuses on the development of both case-based teaching and case research, and promotes high standard international collaboration in relevant areas.

Ever since its establishment, the China Business Case Research Center has been constantly promoting case-based teaching through encouraging the development of teaching cases, and promoting case research through international collaboration and domestic research team building. Today, the China Business Case Research Center not only has become a major institution for producing high-quality teaching case and case research, but also has become a national training platform for case-based teaching and case research.

Consequently, the China Business Case Research Center has formed the "4C1I" feature in School of Economics and Management, namely, case development, case teaching, case research, case competition and internationalization. The feature has significantly enhanced the capability of teachers and students and has yielded fruitful results. To be specific, the "4C1I" refers to:

**1. Case Development:** Both faculties and students contribute to the case development actively in case development.

**2. Case Teaching:** Faculties excel in teaching due to the case-based teaching material developed by themselves.

**3. Case Research:** Form a well-structured qualitative research team with competitive research project leaders and major funding supports from National Natural Science Foundation of China (NSFC).

**4. Case Competition:** Always provide a strong coach team for various case competitions.

**5. Internationalization:** Forms strong collaboration with leading international talents and follows leading international practices.

Regarding case development and teaching, the China Business Case Research Center has won a total of 36 National "100 Excellent Management Case" Awards, which is the second-highest in the nation. In addition, the China Business Case Research Center has won the most number of teaching cases regarding the Professional Master Degree Programs. Two cases won the F. Warren McFarlan Case Award, one was published in the Harvard Business Press, two were published in the IveyCase Series.

Meanwhile, the China Business Case Research Center gradually formed a competitive international collaboration on case research, with rich research publications on leading international and domestic academic journals. Two case research paper won the Best Paper Awards of "Chinese Enterprises Management Case and Qualitative Research Forum". Four won the Best Case Research Paper Awards of "China – Practices - Management" Forum in 4 consecutive years.

## Center for Energy and Environmental Policy Research

The Center for Energy and Environmental Policy Research at Beihang University (CEEP\_Beihang) is a joint research group focusing on the research of energy economics, energy-environment integration, and climate change. Most CEEP members also serve on the faculty of SEM at Beihang University and the Institution of Policy and Management at Chinese Academy of Sciences. CEEP\_Beihang is one of the earliest research centers for energy economics in China, with quite a lot of innovative work done in the fields of energy and environmental economics, energy finance, investment and financing for low-carbon techniques, market-based carbon mitigation, and international climate cooperation. The research work at CEEP is supported by the National Sci-Tech Support Plan, the key projects of National Natural Science Funds of China (NSFC), the key international collaboration projects of the NSFC. CEEP\_Beihang also maintains close collaboration with the Energy Policy Research Group at Cambridge University, the Energy research Center of the Netherlands (ENC), the Lawrence Berkeley National Laboratory, the Energy Studies Institute at the National University of Singapore, the Fraunhofer Institute for Systems and Innovation Research, and many other renowned academic institutes.



## Finance Research Center

The Finance Research Center at BUAA (FRCB) was established in June 2006. It establishes a platform that integrates Beihang's unique research advantages in engineering, natural sciences, and social sciences research for interdisciplinary research in modern financial analysis, both theoretically and practically.

FRCB undertakes the following tasks: innovative research in finance theory and practice based on multidisciplinary research capacities at BUAA; provision of policy suggestive research on the main problems, frontier problems, and hard problems encountered in China's economic and financial reforms; promotion of academic communication among financial scholars and practitioners.



## Beihang Research Center for National Defense Economy and Management

The National Defense Economy and Management Research Center at SEM was established in October 2006. The center hosts 4-5 professors who constantly engage in defense economics research. The ongoing research involves the following topics: civil-military integration; transformation of military production capacity to civil areas; assessment of the production capacity and innovation capability in national defense industries; diversified investment, license management, and subsidy in national defense projects; pricing of military products and their cost estimation engineering; defense project management, information system management in military enterprises; post-project evaluation of defense investment in fixed assets; and risk management in key experimental projects.



## Beihang Research Center of Complex Data Analysis

The Research Center of Complex Data Analysis of Beihang University was founded on November 27, 2002. As one of the four national-wide virtual research centers established by NSFC, the center aims to set up an international communication platform that strengthens theoretical research, application, and education in complex data analysis. The center is led by Professor Wang Huiwen, and Professor R. Verde from the Second University of Naples, Italy.

Since its founding, the center has hosted quite a few international workshops, built up routine schedule for bilateral visits, and accepted numerous international visiting scholars and students. Meanwhile, the center participated in a wide variety of research projects supported by the government and other institutes. It stresses the theoretical innovation in the field of data analysis, and tries to answer the country's call for social and economic development by attracting for fostering experts in complex data analysis.

# KEY RESEARCH PROJECTS DURING THE LAST TEN YEARS



北航·经济管理学院  
SCHOOL OF ECONOMICS AND MANAGEMENT  
BEIHANG

Category	Title	Principle investigator	Starting from
Innovative research group supported by the NSFC	A number of social and economic complex system modeling and management: Based on the behavior (Phase I)	Huang Haijun	2006
Innovative research group supported by the NSFC	A number of social and economic complex system modeling and management: Based on the behavior (Phase II)	Huang Haijun	2009
National Key Fundamental Research Program (973 Program)	The basis theory and empirical research of city integrated traffic system	Huang Haijun	2012
National High-tech R&D Program (863 Program)	Information Propagation and Behavior Evolution in Social Networks	Wang Huiwen	2013
Excellent youth research project supported by the NSFC	Data Mining and Business Intelligence	Wu Junjie	2014
Key research project supported by the NSFC for international collaboration	International Comparison of Productivity among China, EU Countries and US and IGEM Study for China	Ren Ruoen	2006
Key research project supported by the NSFC for international collaboration	An analysis on China' s national carbon market: /Condition, market mechanism, and impact on social economy	Fan Ying	2013
Key research project supported by the NSFC for international collaboration	Statistical Modeling of Massive High Dimensional Mixed Data and its Applications	Wang Huiwen	2015
Research projects supported by the NSFC for collaboration with Hong Kong, Macao and overseas scholars	Digital Empowerment in Achieving Business and Social Innovation	Pan Shanlin	2016
Key research project under the key research scheme supported by the NSFC	Organization Design Theory and Systematic Evaluation Method of Management System for Unconventionally Emergency	Zhao Qihong	2013
Key research project supported by the NSFC	A study on projection approach and modeling and its application on Chinese economy in medium term	Ren Ruoen	2006
Key research project supported by the NSFC	Divergence of National Foreign Exchange Reserve and Asset Allocation in Global Market	Han Liyan	2009
Key research project supported by the NSFC	Research on Theory and Application of High-Dimensional Complex Data Analysis in The Field of Economics and Management	Wang Huiwen	2010
Key research project supported by the NSFC	The Theoretical and Empirical Study of Economy Security Management on Global Petroleum Resources	Fan Ying	2012
Key research project supported by the NSFC	Emerging Technology for Future -- Analytical Theories, Methodologies, and Industrial Innovation Studies	Chen Xiangdong	2012
Key research project supported by the NSFC	Research on the Operations Management of Large-Scale Complex Product Development and Production process	Wang Jing	2014
Key research project supported by the NSFC	Big Data Mining for Mobile Crowd-Sensing IoT: Theories, Methods, and Applications	Wu Junjie	2016

# SELECTED RESEARCH PAPERS PUBLISHED IN RECENT FIVE YEARS



北京·经济管理学院  
SCHOOL OF BUSINESS ADMINISTRATION  
BEIHANG

Author(s)	Title	Journal	Publication year
Zhao Jichang, Li Daqing, Sanhedrai Hillel, Cohen Reuven, Havlin, Shlomo	Spatio-temporal propagation of cascading overload failures in spatially embedded networks	Nature Communications	2016
Chen Yefen, Zhao Xiaobo	Decision Bias in Capacity Allocation Games with Uncertain Demand	Production and Operations Management	2015
Tian Lijun, Huang Haijun	Modeling the modal split and trip scheduling with commuters' uncertainty expectation	European Journal of Operational Research	2015
Zeng Delin, Ouyang Taohua, Zhou Ning, Hu Jingbo	The role of embeddedness in achieving IT-enabled organizational transformation: A case of Xi' an Aero-Engine PLC (XAEP), China	International Journal of Information Management	2015
Qin Zhongfeng	Mean-variance model for portfolio optimization problem in the simultaneous presence of random and uncertain returns	European Journal of Operational Research	2015
Bai Yan, Yao Zhong, Dou Yifan	Effect of social commerce factors on user purchase behavior: An empirical investigation from renren.com	International Journal of Information Management	2015
Wu Wenxiang; Huang Haijun	Finding anonymous tolls to realize target flow pattern in networks with continuously distributed value of time	Transportation Research Part B	2014
Chen Jing Elaine, Pan Shan L., Ouyang Taohua	Routine reconfiguration in traditional companies' e-commerce strategy implementation: A trajectory perspective	Information and Management	2014
Zhang Renqian, Zhang Lankang, Zhou Wenhui, Saigal Romesh, Wang Huiwen	The multi-item newsvendor model with cross-selling and the solution when demand is jointly normally distributed	European Journal of Operational Research	2014
Dou Yifan , Niculescu Marius F., Wu D. J.	Engineering Optimal Network Effects via Social Media Features and Seeding in Markets for Digital Goods and Services	Information Systems Research	2013
Shan Siqing , Wang Li, Xin Tenglong, Li Ling	Developing a rapid response production system for aircraft manufacturing	International Journal of Production Economics	2013
Chen Jing (Elaine), Ouyang Tao Hua, Pan Shan L	The Role of Feedback in Changing Organizational Routine: A Case Study of Haier, China	International Journal of Information Management	2013
Tian Qiong, Huang HaiJun, Yang Hai, Gao Ziyou	Efficiency and equity of ramp control and capacity allocation mechanisms in a freeway corridor	Transportation Research Part C-Emerging Technologies	2012
Zhang Renqian, Ikou Kaku, Xiao Yiyong	Model and heuristic algorithm of the joint replenishment problem with complete backordering and correlated demand	International Journal of Production Economics	2012
Zhang Renqian	An extension of partial backordering EOQ with correlated demand caused by cross-selling considering multiple minor items	European Journal of Operational Research	2012
Huang Di, Zhou Hong, Zhao QiuHong	A competitive multiple-product newsboy problem with partial product substitution	Omega-International Journal of Management Science	2011
Zhang Renqian, Ikou Kaku, Xiao Yiyong	Deterministic EOQ with partial backordering and correlated demand caused by cross-selling	European Journal of Operational Research	2011
Liu Tianliang, Chen Jian, Huang Haijun	Existence and efficiency of oligopoly equilibrium under toll and capacity competition	Transportation Research Part E-Logistics and Transportation Review	2011
Han Liyan and You Miao	The Strategic Value of Chinese Sovereign Wealth Fund	Economic Research Journal	2012
Zheng Haitao , Qin Zhongfeng , Luo Qiyao , Ren Ruoen , Bai Manying	Fair pricing guaranteed unitized participating life insurance with annual premium and surrender option	Journal of Management Sciences in China	2014



## International Academic Conferences

The school has successfully organized, hosted, and sponsored a number of international academic conferences. For example, 13 rounds of the International Conference on Industrial Management, the International Computer and Industrial Engineering Conference, the International Conference on Partial Least Squares and Related Methods, the International Conference on Value Engineering and Value Management, the International Symposium on Computational Traffic Science, the Symposium on SPS Case Study Methods, etc.

In particular, the school has co-organized the International Conference on Industrial Management with Japan Industrial Management Association biannually since 1991. It has become one of the most influential international conferences in this field.

## International Academic Journals

The school has also actively expanded its influence in international academic journals and publications. Since 2008, the school has co-edited and co-published Asia-Pacific Journal of Industrial Management with Japan Industrial Management Association. The journal has been recognized as a top journal in Industrial Management.



# International Cooperation

Since its foundation, BUAA School of Economics and Management has always learnt from the world to promote leading research and education. The school has actively developed international cooperation and academic exchange programs with world-known institutions. This includes bilateral and multilateral cooperative research projects, co-organized international academic meetings, joint research and degree programs, and students and faculty exchange programs. The school has established various cooperation agreements with

more than 20 academic and business institutes around the world, including the Schulich School of Business at York University, the Solvay Brussels School of Economics and Management at the ; TOKYO DOKU K X KRY IUR V X X K K Commerce de Paris Europe School of Business, the Politecnico di Milano School of Management. In 2013, the school has founded the Center for Sino-Canada Executive Education. In 2014, the school has been awarded as Beijing International Base for Cooperations in Science and Technology.



**Harvard University**

**Cambridge University**

**The University of Tokyo**

**Delft University of Technology**

**University of British Columbia**

**Hong Kong University of Science and Technology**

**The Chinese University of Hong Kong**

**HEC Paris**

**The University of Melbourne**

**Taiwan University**

**York University**

**Politecnico di Milano of Italy**

**TOKYO DOKU K X KRY**

**Grenoble Ecole de Management**

**ESCP Europe Business School**

**Worcester Polytechnic Institute**

**National University of Singapore**





**EDUCATIONAL  
PROGRAM**

# Master of Business Administration (MBA) Program

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**SEM** BEIHANG  
SCHOOL OF ECONOMICS AND MANAGEMENT  
BEIHANG UNIVERSITY  
<http://sem.buaa.edu.cn>



Beihang MBA program was established in 1998. The primary aim of the program is to educate management professionals with cutting-edge knowledge and insights, managerial competence and skills, and pioneering and cooperation spirits. After two decades' development, Beihang MBA program has become one of the most outstanding MBA programs in China.

Beihang MBA was the first MBA program in Beijing to initiate early-interview policy in 2009. Such policy is effective to attract the attention of outstanding students and to comprehensively evaluate applicant's performance. In 2010, Beihang MBA program was selected by Ministry of Education to join the Pilot Program of Comprehensive Reform in National Postgraduate Education. Beihang MBA program ranked the top 30% among all the shortlisted MBA programs and was rewarded as the excellent MBA program in China.

Beihang MBA program continuously develops and reviews its curriculum to respond social development trends and China's socioeconomic requirements. The curriculum system is well supported by rich academic resources of the School of Economics and Management and related advantageous disciplines of Beihang University.

Beihang MBA program has innovated the teaching approach as "One C and Two Es", which means the integration of business

case (One C) learning with experiment and experiential (Two Es) learning". Such a teaching approach has cultivated an effective learning and communication platform by involving student deep participations and diversified experiences.

From global business perspectives, Beihang MBA program has actively promoted the cooperation with the world's top universities and first-class enterprises. The school has developed several overseas exchange programs to provide students high-quality platforms for fostering their international perspectives and advanced management ideas. In recent years, Beihang MBA program have established more than 10 cooperation agreements and platforms with prominent business schools worldwide.



Beihang MBA program has more than 3000 graduates. The Beihang MBA alumni association is established for expanding alumni networks and sharing alumni resources. Nine alumni chapters in major metropolis of China have made significant contributions to integrate alumni resources and promoted alumni communication.



# Executive Master of Business Administration (EMBA) Program

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## The Office of EMBA Program at Beihang University

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Website : <http://emba.buaa.edu.cn>

Beihang EMBA program was established in 2009, with the strong endorsement from the State Council of China. The program targets to provide top managers with international vision, innovative capacity, strong leadership, and adept analytical skills. Through years of development, Beihang EMBA program has become a quite influential one across mainland China.



The curriculum of Beihang EMBA program integrates a wide range of industrial and business knowledge courses, which cover the strategic transformation of Chinese industry, the integration of industry and IT, smart production, big data analysis, and Internet applications. The purpose of curriculum design is committed to provide channels for executive leaders to reach the cutting-edge knowledge in information and technology development, and to allow them to seek self-break thoughts in the new era.

The Beihang EMBA program has also leveraged the technological strengths of Beihang University, and has established a special EMBA program that concentrates on the whole industrial chain of aeronautics and astronautics. The special program incorporates a unique system of curriculum, lecturers, industrial alumni network, and international partners.

The Beihang EMBA program has characterized in industrial advancement, information technology, big data, and aeronautics and astronautics analysis. It is an ideal place to serve regionally and worldwide clients in the above wide range of industry sectors.

During the past years, Beihang EMBA program has more than 400 executive graduates. Among them, 33% are enterprise owners, 27% are CEOs or deputy presidents, and 31% are middle executives. Most of them come from industries of finance, commercial trading, real estate, telecom, energy management, and aeronautics and astronautics.



# Master of Engineering Program

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## The Office of ME Program at Beihang University

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**SEM**BEIHANG  
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EDUCATIONAL  
PROGRAM

A large group of graduates in blue and red gowns are celebrating, with many throwing their caps into the air. The scene is set outdoors with trees in the background. The graduates are arranged in several rows, with some sitting in the front and others standing behind. The atmosphere is festive and joyful.

The School of Economics and Management started the Master of Engineering (ME) program in 1997. The program has four concentrations: concentration on aeronautical engineering (started from 1997), concentration on industrial engineering (started from 2000), concentration on project management (started from 2003), and concentration on logistics engineering. Particularly, Beihang University was one of the first two officially authorized universities in China to award Master of Engineering degree in project management.

Beihang ME program has established various joint training and development agreements with government agencies, research institutes and company groups across more than 10 provinces in China. By November 2016, the school has 2559 ME graduates. Many of them have grown into the senior management in wide range of industry sectors.

Beihang University holds the vice-chair position in the China National Collaboration Network for ME in project management, which is entrusted by the China National

Steering Committee of Master of Engineering Education to legislate national standards of ME degree requirements.

Beihang ME students are under co-supervision of Beihang professors who have strong engineering experiences, and industry experts who hold senior positions and professional skills.

Beihang ME program is the close partner of International Project Management Professional (IPMP). Beihang University is among the first eight universities in China to establish certification cooperation with IPMP.

The school continues to improve ME education and welcome to join the program.



# Executive Education Program



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Website : <http://edp.buaa.edu.cn>

Beihang Executive Education (EE) program is a non-degree executive training program, which targets to meet knowledge requirements and life-long learning of senior executives. Compared to MBA and EMBA programs, the EE program is more focused and practical. The curriculum design and learning approaches are more flexible and diverse. The EE program is able to respond to individual organization requests and offer customized programs regionally and worldwide. The EE program is committed to fostering a business education environment for continuous development of individual qualities and organizational performance. The EE program has several concentrations as follows:

**Corporate management:** key management courses, leadership, marketing management, financial management, human resources management, studies of Chinese ancient civilization and management.

**Public management:** "Special session: 18th CPC National Congress ", public policy and executive management, economic management and industrial development, urban management.

**Aeronautical and astronautic executive management:** aeronautical and astronautic industries module and civil aviation transportation industry module.

**Big data:** big data technology, big data analysis, and big data management.

**Smart city:** cloud computing management technology, smart city and government.

**Financial and capital operation:** financial market and enterprise capital strategies, corporate financing practices, credit risk management and insurance, corporate merger and acquisition, principles of financial investment and risk management, venture capital investment and private equity investment.

**Project management:** basis practical application of project management, improvement of project management special skills, improvement of management soft skills for project managers, organization and construction of project management system, project management consultancy, etc.





# Master of Finance Program

The School of Economics and Management started to offer Master of Finance Program in 2011. The program aims to educate innovative and aspiring inter-disciplinary financial professionals with resources from Department of Applied Economics. The program offers a mixed learning approach, which integrates theoretical learning, practical learning, case-based learning, and simulation-based learning. The program is committed to equip students with broad theoretical foundations and solid professional knowledge in economics, finance, management and modern econometrics. The program provides not only fundamental knowledge in financial

engineering, risk management, computer software, statistical software, data mining, but also professional practice in financial theories and policies, corporate merger, advanced investing and corporate financing. The program highlights professional practice and whole-person education. The well-known "Applied Economics Practice Forums" are jointly organized, facilitated and boosted by industry experts, faculty and students. The "Weekend Forum of Master of Finance" and the "Annual Meeting of Master of Finance" have formulated an effective mode to equip professional master of finance with theories, methods, technologies and best practices.

EDUCATIONAL  
PROGRAM

# Master of Professional Accounting (MPAcc) Program

The School of Economics and Management started to offer MPAcc Program (professional) in 2014. The program aims to provide high-level accounting professionals with broad international horizon, and professional skills to meet the decision-making requirements of modern organizations, such as medium-and-large enterprises and governmental agencies. The program has two concentrations, i.e., Financial Accounting & IT, and Corporate Finance & Operation.

The program advocates the Double-Advisor policy, which unites in-class study, professional practice and thesis writing together. The school has established MPAcc-focused exchange and cooperation agreements with over 10 overseas institutions. These international collaborations have expanded students international horizon and increased their global competitiveness.



## EDUCATIONAL PROGRAM

# Department of Behavioral and Operations Management



The Department of Behavioral and Operations Management (Originally known as Department of Management Engineering) is one of the first established majors for undergraduate students in the School. Now the department possesses the undergraduate program in 'Management Science and Engineering'.

The department has 14 full-time faculty members, and all have got doctor degree. Among them, there are 8 professors including 7 doctoral supervisors, 3 associate professors and 3 assistant professors. Moreover, there are 2 Winners of the National Science Fund for Distinguished Youth Scholars, 2 Distinguished Professor in Chang Jiang Scholars and three persons supported by the Talent Supporting program in New Age by the Ministry of Education.

In recent years, the department conducted one National Program on Key Basic Research Project (973 Program) as the chief host. The faculty group has been supported twice by the National Science Foundation of China as the "Innovation Research Group".

## PROFESSOR



**Huang Haijun**  
Doctoral Advisor

Research Areas: Transportation Planning and Management, Transportation Behavior Modeling, Production Operation and Logistics Optimization.



**Zhang Ning**  
Doctoral Advisor

Research Areas: Business Growth and Organization Efficiency, Transportation Planning and Management.



**Chen Xiangdong**  
Doctoral Advisor

Research Areas: Foreign Director Investment and International Technology Transfer, Technology Innovation, Patent Technology Resource Management.



**Wang Jing**  
Doctoral Advisor

Research Areas: Production Planning and Control, Logistics and Supply Chain, Customized Production Management, Lean Production Management.



**Tian Qiong**

Research Areas: Urban Transportation Economics, Aviation Economics, Transportation Management, Logistics System Analysis.



**Yang Meijing**  
Doctoral Advisor

Research Areas: Enterprise Management Theory and Application, Technology Economy Analysis.



**Xu Zhe**  
Doctoral Advisor

Research Areas: Project Risk Assessment, Analysis and Control of Integrated Cost and Schedule, Quality Management.

## ASSOCIATE PROFESSOR



**Wu Hao**

Research Areas: Complexity of Enterprise, Strategic Management, Reform of State Owner Enterprise.



**Gao Yuanyang**

Research Areas: Operation Management, Logistics and Supply Chain Management, General Aviation Industry Development.



**Liu Tianliang**

Research Areas: Travel Behavior Analysis, Transportation Economics, Production & Service Operations Management, Logistics Optimization & Supply Chain Management.

## ASSISTANT PROFESSOR



**Song Wenyan**

Research Areas: Product-Service System, Product Development, Sustainable Supply Chain Management.



**Wang Chenlan**

Research Areas: Urban Transportation, Network Optimization, Algorithmic Game Theory, Mechanism Design.



**Wu Chunlin**

Research Areas: Project Management, Risk Management, Organizational Leadership and Culture, Occupational Health, Safety and Environmental Management, Corporate Social Responsibility and Sustainable Development, Building Information Modelling (BIM).

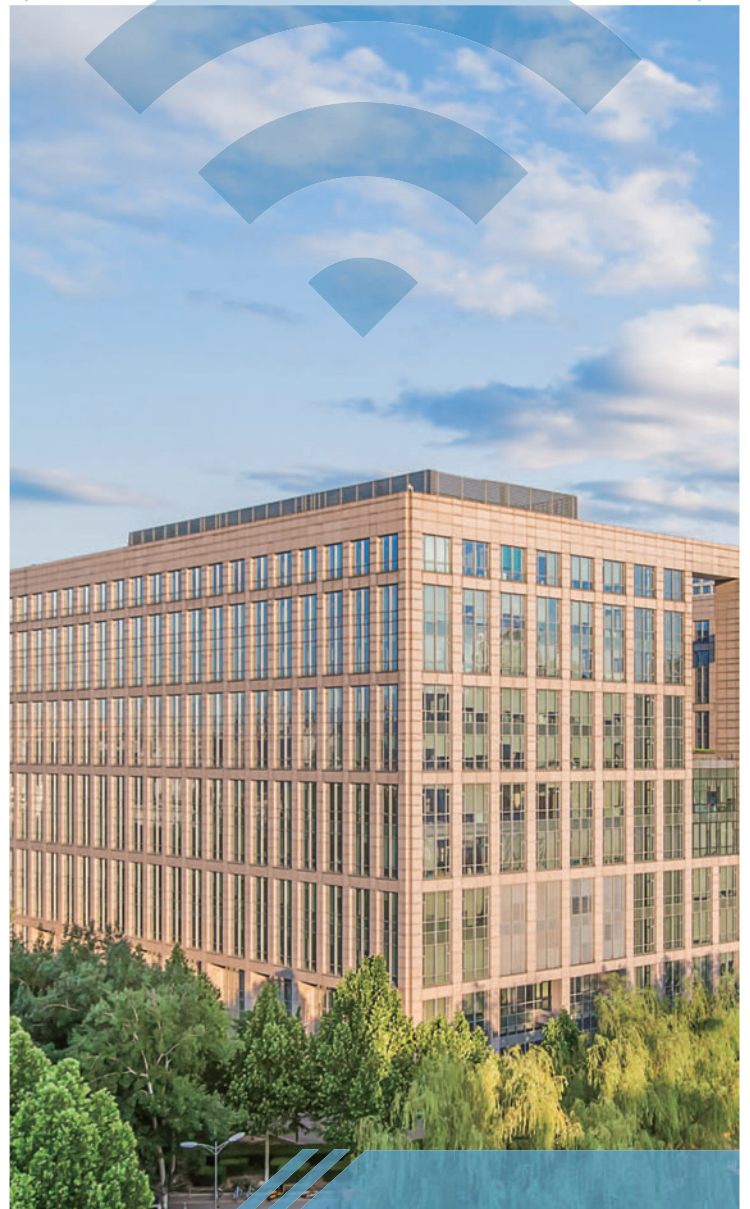
# Department of Information System and Management

## DEPARTMENTS

The Department of Information System and Management (previously named as Department of Management Information System) was established in 1985.

Now the department has eleven full-time faculty members, including six professors, four associate professors and two assistant professors. Among them, ten members have got doctor degree. Among the work of teaching, research and social service, the department keeps close cooperation with companies and government sectors, and has developed extensive academic collaborations with many famous foreign universities.

The department has been in charge of many research projects. The ongoing research projects include projects of National Natural Science Foundation of China, National Key Technology Support Programs, and so on. The faculty members have published over three-hundred research papers, and fifty of them are indexed by SCI/SSCI; several has been published on the top international journals in the field of information system, such as MIS Quarterly and Information System Research.



## PROFESSOR



**Jia Suling**  
Doctoral Advisor

Research Areas: Information Management and Information System, Electronic Commerce, Electronic Government Affairs, IT Project Management.



**Wang Jun**  
Doctoral Advisor

Research Areas: Knowledge Management and Knowledge Engineering, Business Intelligence.



**Yao Zhong**  
Doctoral Advisor

Research Areas: Supply Chain Based on Quantitative Analysis, Data Mining and Business Intelligence, Information System Based on Behavior Analysis.



**Shan Siqing**  
Doctoral Advisor

Research Areas: Management Information System, Decision-Supporting System, Emergency Management, Electronic Commerce.



**Wu Junjie**  
Doctoral Advisor

Research Areas: Data Mining, Business Intelligence, Management Information System, Decision-Supporting.



**Wang Li**

Research Areas: Decision-Supporting, Knowledge Management, System Simulation, Supply Chain Management.

## ASSOCIATE PROFESSOR



**Wang Qiang**

Research Areas: Management Information System, Electronic Commerce, IT Project Management.



**He Yumin**

Research Areas: Industrial Engineering, Multi-Objective Decision, Project Management, Process Reengineering.



**Li Hong**

Research Areas: Data Mining, Business Intelligence, Social Computing and Social Business, Big Data Modeling and Computing.



**Hao Jinxing**  
Doctoral Advisor

Research Areas: Knowledge and Innovation Management, The Internet of Things & Business Intelligence, Technical Management of Tourism, Electronic Commerce.

## ASSISTANT PROFESSOR



**Zhao Jichang**

Research Areas: Online Social Media, Complex Networks and Business Intelligence.



**Liu Guannan**

Research Areas: Data Mining, Business Intelligence, Social Media Marketing.

# Department of Management Science and Engineering

As one of the earliest management science and engineering departments in China, the Department of Management Science and Engineering (MS&E) offers a four-year undergraduate program in Industrial Engineering, Master's and PhD programs, and a Post-Doctoral station. Management science and engineering has been recognized as a national key discipline since 2002. In 2007, it was further approved as a National Level 1 Key Discipline and was ranked 3rd among nationwide universities.

The faculty is highly competitive. Now it has nineteen full-time faculty members, including eight professors (eight doctoral supervisors), nine associate professors, and two assistant professors.

The MS&E department has established four research centers. Research areas focus on industrial engineering, engineering and project management, operations research, and so on.

Hundreds of research papers have been published in peer-reviewed academic journals indexed by SCI, SSCI or EI. Two dissertations have been awarded National Excellent Doctoral Dissertation by Ministry of Education.

## PROFESSOR



**Qiu Wanhua**  
Doctoral Advisor

Research Areas: Project Management and Value Engineering, Information Science and Risk Decision Making, Decision Theory and its Application, System Simulation and its Application.



**Wei Fajie**  
Doctoral Advisor

Research Areas: Modern Industry Engineering Theory and Application, Project Management, Defense Economics and Management.



**Zhou Hong**  
Doctoral Advisor

Research Areas: Modeling, Optimization and Simulation of Management System, Production and Logistics System Management, Discrete System Simulation and Application.



**Fang Weiguo**  
Doctoral Advisor

Research Areas: System Engineering Theory and Policy, Logistics and Supply Chain, Organizations Designing Theory.



**Jia Guozhu**  
Doctoral Advisor

Research Areas: Business Operation System and Supply Chain, Process Management, Human Resource Management, Operation Strategy.



**Zou Zhihong**  
Doctoral Advisor

Research Areas: System Simulation and Application, System Engineering Method and Application, Water Quality Assessment and Forecas.



**Zhao Qihong**  
Doctoral Advisor

Research Areas: Supply Chain and Logistics Management, Meta-heuristic Algorithm.



**Zhang Renqian**  
Doctoral Advisor

Research Areas: Inventory Management, Production Planning and Scheduling, Capacity Planning, Modern Heuristic Algorithm and Optimization.

## ASSOCIATE PROFESSOR



**Wang Liwen**

Research Areas: Project Management.



**Zheng Yun**

Research Areas: Producing System Optimizing, Cost Control, Project Economic Evaluation, Logistics Management.



**Wang Yuling**

Research Areas: Technology Innovation Investment Decision, Policy Research.



**Deng Xiuquan**

Research Areas: Strategic Management, Organization Design, Business Process Reengineering, Production and Operations Management, Supply Chain Management, Project Management, Complex Systems Theory.



**Yang Min**

Research Areas: Decision Analysis and Decision Behavior Modeling.



**Zhou Ronggang**

Research Areas: Human Computer Interaction (New Technology Acceptance, Usability Engineering), Situation Awareness, Aviation Psychology, Transportation Human Factors (Driving Safety).



**Shan Wei**

Research Areas: Innovation and Business Creation, Engineering and Project Management, Quality and Service Management, Data Analysis and Decision, Information and Social Network.



**Wang Hexin**

Research Areas: Supply Chain Contract Design and Optimization, Demand Forecasting and Inventory Control.



**Luo Kaiping**

Research Areas: Optimization and System Engineering.

## ASSISTANT PROFESSOR



**Li Yashuai**

Research Areas: Financial Engineering (PPP) and Project Management, Sustainable Construction Waste Estimation and Management, Underground Space and Pipeline Management.



**Chen Yefen**

Research Areas: Behavioral Operations Management, Behavioral Mechanism Design, Behavior Game Theory, Auction and Bargaining.



# Department of Applied Economics

The Department of Applied Economics was founded in 1985, with a faculty consisting of 2 full professors, 4 associate professors, and 5 assistant professors. The faculty features Ying Fan as a Distinguished Young Scholars supported by National Natural Science Fund of China (NSFC), who is also selected into the CAS Hundred Talent Program, as well as the New Century Bai-Qian-Wan Talents Program. Our research focuses on energy economics, environmental economics, and international economics.

Our research is supported with over 20 national level research funding programs, with key ones of the State Key Program of NSFC, the State Major International Cooperation and Exchanges Program of NSFC, and the National Technology Support Program. There also diversified research conducted in our department that is supported by over 40 ministerial and provincial-level projects. Our faculty has published over 100 papers on SCI/SSCI indexed journals, plus over 10 books and 20 textbooks.



PROFESSOR



**Fan Ying**  
Doctoral Advisor

Research Areas: Energy Economics, Energy Market and Carbon Market, System Modeling of Energy, Environment and Economics, Climate Change Policy.



**Fang Hong**  
Doctoral Advisor

Research Areas: International Trade and Environment, Energy Economics and Market, International Director Investment and Technology Transfer, International Financial Theory and Policy.

DEPARTMENTS

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BEIHANG UNIVERSITY  
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## ASSOCIATE PROFESSOR



**Tian Dongwen**

Research Areas: International Trade Theory and Policy, International Direct Investment, Trade and Environment, Multilateral Trading Rules.



**Bai Shengling**

Research Areas: International Trade, Theory and Operation of Tax.



**Zhu lei**

Research Areas: Energy Investment Evaluation, Low-Carbon Policy.



**Liu Ying**

Research Areas: Agricultural Economics and Policy, Environmental Economics.

## ASSISTANT PROFESSOR



**Li Wei**

Research Areas: Business Communication.



**Yang Jie**

Research Areas: World Economics and Trade, Economics Cooperation, Financial Markets, Foreign Direct Investment.



**Yu Xueying**

Research Areas: Natural Resource and Environmental Economics, Environmental Sociology.



**Wei Yigang**

Research Areas: Real Estate Economics, Urban Sustainable Development.



# Department of Quantitative Economics and Business Statistics

The Department of Quantitative Economics and Business Statistics was established in 2004 on the basis of the Department of Insurance and Risk Management, which will keep the research advantage in finance risk management and actuarial science.

There are 10 full-time faculty members, including four professors and doctoral supervisors, five associate professors, and one assistant professor, and all of them have overseas education or training experiences. Moreover, there is one Winner of the Distinguished Youth Scholars of NSFC, and one person was supported by the Talent Supporting program in New Age by the Ministry of Education, and one

doctor got the CICC Economics/Finance Outstanding Doctoral Thesis Award.

Our research areas focus on Theoretical and Applied Econometrics, Complex Data Analysis method and technology, Big Finance Data Analysis and Finance Risk Management. In recent years, the faculty has been granted one Distinguished Young Scholars of NSFC, three Key Projects of NSFC, and more than twenty National Projects of NSFC or NSSF (Projects of General, Youth, and International Cooperation, etc.). Over forty papers have been published in the academic journals indexed by SCI or SSCI, and some of them are the top international journals in Statistics and Theoretical Economics.

## PROFESSOR



**Ren Ruoen**  
Doctoral Advisor

Research Areas: Applied Economics, Financial Engineering and Risk Management, International Competitiveness Comparison.



**Wang Huiwen**  
Doctoral Advisor

Research Areas: Complex Data Analysis Method and its Applications, Data Reduction and its Applications, Collecting and Describing Statistics of Economic and Management Data.



**Bai Manying**  
Doctoral Advisor

Research Areas: Risk Management, Research on Efficiency and Competitiveness, Financial Economics, Modeling of Complex System, Insurance Economics.



**Qin Zhongfeng**  
Doctoral Advisor

Research Areas: System Modeling and Optimizing, Risk Management, Uncertainty Decision.

## ASSOCIATE PROFESSOR



**Jiang Hong**

Research Areas: Macroeconomic Theory and Policy, Financial Risk Management, Personal Insurance.



**Zhou Jiantao**

Research Areas: Financial Market Microstructure, Corporate Investment, Derivatives Valuation, Credit Risk, Credit System.



**Ma Jie**

Research Areas: Econometrics, Finance, Business Administration, Project Management.



**Zheng Haitao**

Research Areas: Risk Management, Index Theory, International Economy Comparison, Macroeconomic Analysis.



**Cui Zhiwei**

Research Areas: Learning Dynamics in Games, Network Games.

## ASSISTANT PROFESSOR



**Wang Shanshan**

Research Areas: Semi-parametric Analysis, Variable Selection and Hypothesis Testing under Sparsecase, Survival Analysis, Statistics Analysis in Economics and Management.

# Department of Finance

The Department of Finance at BUAA SEM has 14 full-time faculty members, including 7 full professors, 6 associate professors and 1 assistant professors. Their research areas focus on Asset Pricing, Risk Management, Applied Financial Econometrics, Financial Market Microstructure Theories, Computational Finance, and Behavioral Finance etc.

In recent years, over 30 projects are supported by National Natural Science Foundation of China, including one Key Project. Over 25 ministerial-level projects are supported by Commitment of Science and Technology Industry for National Defense, the Ministry of Education, the China Insurance Regulatory Commission, and the Aviation Fund.

The Department has two undergraduate degree programs in Financial Engineering and International Finance, two master degree programs in Finance and Financial Engineering, two PhD degree programs in Financial Engineering and Statistics.

Our faculty has published many academic papers on high quality international and domestic journals, such as Journal of Banking & Finance, European Journal of Operational Research, Journal of Futures Markets, Economic Research Journal, Journal of Management Science in China, China Economic Quarterly, Management World, The Journal of World Economy, System Engineering - Theory and Practice, Journal of Financial Research, and Chinese Journal of Management Science.

## PROFESSOR



**Han Liyan**  
Doctoral Advisor

Research Areas: Financial Engineering, Corporate Finance, Sector Micro-Structure, Acquisition & Merges, Knowledge Management Strategy.



**Liu Zhixin**  
Doctoral Advisor

Research Areas: Corporate Financing Strategy and Capital Structure, Capital Operation, Merger and Acquisition, Financial Market Analysis, Financial Instrument Pricing.



**Liu Shancun**  
Doctoral Advisor

Research Areas: Stock Portfolio, Micro-Structure Analysis of Financial Market, Complexity Research of Financial Market.



**Li Ping**  
Doctoral Advisor

Research Areas: Pricing, Designing and Developing of Financial Derivatives, Financial Risk Management, Credit Risk, Theory and Method of Securities Investment.



**Zhao Shangmei**  
Doctoral Advisor

Research Areas: Current Finance Theory and Current Policy, Government Supervisor, Insurance Industry Theory and Policy.



**Yang Jiping**

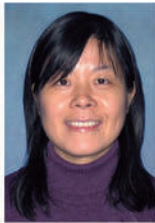
Research Areas: Financial Investment Analysis, Risk Investment, Modeling of Financial Time Series Data, Financial Risk Management.



**Yang Haijun**

Research Areas: Computational Finance, Evolutionary Computation, Derivatives Valuation.

## ASSOCIATE PROFESSOR



**Zeng Jianhua**

Research Areas: Portfolio, Fixed Income Securities, International Financial Market.



**Xie Lan**

Research Areas: Corporate Finance, Investment.



**Bu Hui**

Research Areas: Asset Pricing, Commodities and Futures Market Research, Financial Products Design and Innovation.



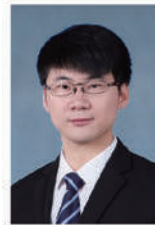
**Mou Hui**

Research Areas: Asset Pricing, Investment Analysis, Career Development.



**Zhang Junhuan**

Research Areas: Market Microstructure (Design, Auctions, Automated Trading, HFT, Social Network), Computational & Behavioral Finance, Game Theory, Artificial Intelligence, Multi-Agent Systems, Agent-Based Modeling.



**Song Xiaodong**

Research Areas: Uncertainty Decision-making, Corporate Finance, Asset Allocation, Data Mining.

## ASSISTANT PROFESSOR



**Wu Lei**

Research Areas: Econometrics, Microeconomic Trading Mechanism, Price Discovery Efficiency.

# Department of Accounting

Department of Accounting was established in 2004, and now there are eight full-time faculty members, including one full professor, six associate professors, and two assistant professors. Among them, six faculty members have got doctoral degree, and one is PhD candidate.

Accounting department has established a cooperative relationship with both accounting associations and government in teaching, research, and public service. The ongoing projects include the Humanities and Social Science project by the Ministry of education, the Aviation Science Foundation of China, projects supported by the Beijing CPA Association and enterprises and government, and so on. Up to now, the department has finished one project sponsored by National Natural Science Foundation of China, one sponsored by the Ministry of Finance, one supported by National Audit office, two supported by the Beijing CPA Association, and five sponsored by enterprises. Over eighty research papers have been published on major academic journals.

The department offers both undergraduate program and master's program in accounting. It has a total enrollment of over ninety undergraduate students. More than thirty Master's students have graduated. The graduates from accounting department have been widely accepted in the job market. Ninety-nine percent of graduates are employed and the placement rate for Master's students has achieved one-hundred percent.

## PROFESSOR



**Zou Yan**

Research Areas: Knowledge Management and Innovation, Project Management, Intellectual Capital.



**Zhou Ning**

Research Areas: Accounting, Project Management, Performance Appraisal.

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## ASSOCIATE PROFESSOR



**Hu Yanjie**

Research Areas: Intellectual Capital Management Accounting, Cost Control and Management, Performance Management, Financial Failure Forecast.



**Wei Hongmei**

Research Areas: Accounting, Corporate Finance.



**Pan Lixin**

Research Areas: Behavior Accounting and Auditing, Enterprise Internal Control, Accounting Regulation, Financial Strategy and Financial Risk Management.



**Zhao Ying**

Research Areas: Risk Management and Internal Control, Financial Accounting, Management and Control of Parent Company and its Subsidiaries, Performance Management, Financial Failure Forecast.



**Bai Ming**

Research Areas: Corporate Finance, Cost Management.



**Deng Lu**

Research Areas: Corporate Finance and Behavioral Finance, Capital Operation and Corporate Governance, Management Accounting and Tax Planning.







DEPARTMENTS

# Department of Digital Marketing

The Department of Digital Marketing is one of the new departments in SEM. The establishment of this department aims to realize superior education and research by entering into emerging digital markets. Combining traditional marketing insights with in-depth quantitative research, we generate findings to contribute on digital marketing research field and convey our findings to practitioners.

Currently, the department faculty includes 1 full professor, 4 associate professors, and 2 assistant professors. We are developing an extensive cooperation with domestic and international research institutes and enterprises in teaching, research and public services. Research conducted by the department faculty is distinguished.

The achievements include over 10 on-going NSFC projects, 5 academic books, as well as a large number of research papers published on peer-reviewed academic journals indexed by SSCI, such as Management World, Acta Psychologica Sinica, Journal of Interactive Marketing, Psychology & Marketing, Journal of Business & Industrial Marketing, etc. In addition, there are 3 business cases developed by the faculty awarded as China Best Management Cases by China National MBA Education Supervisory Committee. These achievements are in a national leading position.

The department has also established one research center, namely Center for Digital Marketing. It strives to enhance academic research on digital marketing theory and improve its application into marketplace as well.

## PROFESSOR



**Zhang Mingli**  
Doctoral Advisor

Research Areas: Marketing Theory and Practice, Brand Management, Enterprise Management Strategy.

## ASSOCIATE PROFESSOR



**Sun Hong**

Research Areas: Market Management, Product Pricing Policy, Customer Relationship Management.



**Xu Wenti**

Research Areas: Retail Market Structure, Customer Service, Academic Integrity and Business Ethics



**Huang Jinsong**

Research Areas: Consumer New Product Decision Making, Consumer Information Processing, Viral Marketing and e-WOM.



**Yao Tang**

Research Areas: Online/Offline Consumer Payment Intention and Psychological Benefits for Productive Consumption, Influential Effect of Self-Determination Mechanism on Offline/Online Consumer Behavior, Consumer Social Support in Internet.

## ASSISTANT PROFESSOR



**Chen Zhe**

Research Areas: User Behavior and User Experience.



**Li Chenxi**

Research Areas: Digital Marketing, Mobile Marketing, Marketing Strategy, Field Experiments, Quantitative Marketing, Advertising.



# Department of Leadership and Organization Management

The Department of Leadership and Organization Management mainly focuses on research and teaching in organizational behavior, human resource management, strategy management, and applied psychology.

It currently has 8 full-time faculty members, including 2 professors, 3 associate professors, and 3 assistant professors. Most of them have background of studying or research abroad and some of them have rich industrial experience or even experience of executive positions. The faculty members have been principle investigators or co-investigators of more than ten national level research projects and their publications appeared in many important journals.

The courses taught by this department have a very broad coverage of different types of students, from undergraduate level to doctoral level, including both Chinese students and foreign students. The faculty members of this department are very active in teaching reform and innovation, have made significant achievement in course development and case teaching, and have won lots of teaching awards.

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## DEPARTMENTS

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## PROFESSOR



**Cheng Zhichao**  
Doctoral Advisor

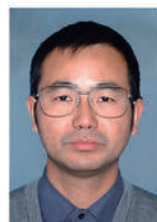
Research Areas: Organizational Behavior, Human Resource Management.



**Ouyang Taohua**  
Doctoral Advisor

Research Areas: Strategy Enterprise Management and Organizational Change, Product Innovation Management.

## ASSOCIATE PROFESSOR



**Han Deqiang**

Research Areas: Management Theory, Company Competition Strategy, Marketing Management.



**Su Wenping**

Research Areas: Human Resource Management and Development, Career Planning and Career Development.



**Wu Xin**

Research Areas: Team Effectiveness, Organizational Citizenship Behavior, Performance Management, Leader Behavior.

## ASSISTANT PROFESSOR



**Liu Yanyu**

Research Areas: Project Management, Softskill in Management.



**Ma Lin**

Research Areas: Organizational Conflict, Leadership, Organizational Behavior and Human Resource Management.



**Chen Jing**

Research Areas: Digital Enablement in Organizational Transformation, Organizational Routines.