



Xi'an Jiaotong-Liverpool University
西交利物浦大学



International
Business School
Suzhou at XJTLU
西浦国际商学院



AACSB
ACCREDITED



EQUIS
ACCREDITED



ASSOCIATION
OF MBAs
ACCREDITED

BREAK & CHANGE

Date: 21st July 2022, Thursday
Time: 3:00PM - 4:30PM
Language: English
Venue: Zoom Meeting Online

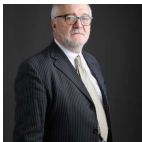
Registration
<https://xjtlu.mike-x.com/29Abc>



MANAGING BUSINESS IN AN EVOLVING LANDSCAPE

Any organisation operating in today's uncertain economic climate needs to know how to manage change to survive. For businesses to withstand today's competitive environment, organisations must frequently examine its processes and performance strategies to better understand what changes need to be made. Change nowadays is a reality for businesses and organisations, those which resist change, risk losing their competitive edge. The ability therefore to manage change effectively has become vital. Change is essential for business survival and growth. Our Break & Change talk series, developed by International Business School Suzhou (IBSS), and triggered by changes showing up in business communities, driven by insights from business leaders and academics, and guided by the complex and competitive global business environment.

Moderator:



Prof Roberto Dona
Associate Dean for Professional Engagement at IBSS, XJTLU
Professor of Practice in Management at IBSS



Mr. Fabrizio Merz
General Manager, Gefran Beyond Technology

During my talk I will touch some points related to the effects of the pandemic on my organization, how different geographies responded to the crises and how we learned and implemented new practices like Risk and Crises management in the local organization. Tools that are particularly important not only for the pandemic but also for the times of vulnerability, uncertainty, complexity, and ambiguity (VUCA) in which we will live. We will address the importance of company culture and skills we developed or reinforced like sensemaking and why these last couple of years have been the most exciting as a manager.

Speakers:

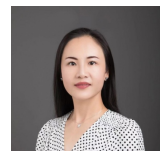
Mr. Yifei Zhang
General Manager, East China, Control Risks



The dynamics of China-US relationship

While COVID seems to have most of the attention of doing business in China during the past months, the China-US relationship remains a key issue on business agenda that multinational companies can not deprioritise. A series of latest events - from Biden's first presidential visit to Asia and the launch of Indo-Pacific Economic Framework for Prosperity (IPEF) to the Bipartisan Innovation Act that is under discussion - have further compounded the China-US geopolitical competition and reflect an acceleration of the underlying trend. With geopolitics increasingly reshaping the business environment, how should companies understand the current landscape of the bilateral relationship and prepare for any future developments?

Dr. Haili Wu
Associate Professor of Practice in Economics at IBSS, XJTLU
Industry Expert Member at AIMA (The Alternative Investment
Management Association Limited)



Changes from the Cross-Cultural Psychology Perspective

Changes can happen across all areas and levels of life. In the talk, Haili will explain changes from the cross-cultural perspective based on her 10-year research conducted at UCL's Centre for the Study of Decision-Making Uncertainty (CSDU). It is a world-re-nowned multi-disciplinary research think tank sponsored by The Institute for New Economic Thinking and providing policy advice to the G20 and associated international organizations. CSDU is also affiliated with Blavatnik School of government at University of Oxford, which is Europe's first major school of government. Haili's research, underpinned by three theoretical foundations: cultural psychology, finance, and sociology, is both cross-cultural and inter-disciplinary.