



浙江大学 管理学院
SCHOOL OF MANAGEMENT
ZHEJIANG UNIVERSITY

ZJUSOM





CONTENT

2024

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VALUE

Cultivating the healthy power leading the future of China

VISION

To be a world leading management school rooted in China

MISSION

We endeavor to advance management theories and methods, to offer general managerial wisdom, and to develop leaders with a global vision, innovative capabilities, an entrepreneurial spirit, and genuine social responsibility.

DEAN'S MESSAGE

Established in 1980, the School of Management at Zhejiang University has steadfastly embodied the university motto of "seeking truth and pursuing innovation". Positioned at the forefront of China's economic globalization amidst waves of reform and opening, our School has consistently upheld excellence in teaching, research, and social service. Our mission is grounded in nurturing future leaders capable of guiding China's trajectory with wisdom and integrity, while advocating the value of "cultivating the healthy power leading the future of China."

With a commitment to integrating international academic standards in China's unique management landscape, we specialize in pioneering research that enriches global management theory while drawing from local business contexts. Our approach is characterized by scientific rigor and a profound sense of responsibility, driven by a passion to contribute meaningfully to national development and societal advancement.

At the School of Management, we maintain the courage to challenge conventional thinking in our joint pursuit of innovation. We honor the resilience of China's economy and transformative journey. We celebrate the dedication of those who champion commitment and practical innovation, essential elements in fostering industrial growth and advancing the principles of reform.

Looking ahead, we are devoted to advancing management theory and practice through interdisciplinary collaboration and innovative research. Through nurturing a dynamic environment that encourages creativity and cross-disciplinary synergy, we aim to integrate technological innovation with business education, thus supporting China's sustainable economic growth and the evolution of a modern industrial framework.

We invite like-minded individuals to join us in our pursuit of excellence, as we endeavor to build a globally respected institution dedicated to shaping visionary leaders equipped with international perspectives, innovative prowess, entrepreneurial spirit, and a profound sense of social responsibility.



Xiao-Yun XIE
Dean
School of Management
Zhejiang University



CONTEXT

HANGZHOU

Hangzhou is the capital and the largest city of Zhejiang Province in eastern China. It lies at the head of Hangzhou Bay, which separates Shanghai and Ningbo.

Hangzhou is the headquarters of successful companies



The world's e-commerce giant



Acquired Volvo in 2010;
The largest shareholder in Mercedes Benz



China's beverage industry leader



The world's largest manufacturer of video surveillance products and solutions

Vibrant Private Sector

Among the **Top 500** private companies in China, 108 are from Zhejiang Province, and 42 are from Hangzhou.

- List of Top 500 Private Companies in China, 2023

There are **43 unicorn enterprises** in Hangzhou (with a valuation of no less than \$1 billion) and 382 quasi-unicorn enterprises (with a valuation of no less than \$100 million).

- List of Unicorn & Quasi-Unicorn Enterprises in Hangzhou, 2024



Zijingang Campus

Zhejiang University has seven campuses: Yuquan, Xixi, Huajiachi, Zhijiang, Zhoushan, Haining and the main campus Zijingang, which is also home to the School of Management (ZJUSOM).



Zijingang Campus

Yuquan Campus

Xixi Campus

Zhijiang Campus

Huajiachi Campus

12.52 mil. **HANGZHOU**

Travel time by train

Shanghai 43m
Beijing 4h 30m
Ningbo 1h



12.96 mil. **SUZHOU**

Beijing
4h 30 min



Shanghai Hongqiao International Airport

SHA



24.87 mil. **SHANGHAI**

China's most populous city, 2023

PVG

Shanghai Pudong International Airport



5.55 mil. **JIAXING**

Shanghai
43 min



Haining International Campus

HGH

Hangzhou Xiaoshan International Airport

Travel time by plane

Beijing 2h 20m
Guangzhou 2h 10m
Shenzhen 2h 15m
Hong Kong 2h 30m
Taipei 1h 50m
Singapore 5h 15m
Bangkok 4h 15m
Tokyo 3h 10m
Seoul 1h 55m

Ningbo
55 min



Ningbo Lishe International Airport

NGB



9.70 mil. **NINGBO**

The ports of **Shanghai** and **Ningbo-Zhoushan** are the largest and third largest container ports in the world in terms of traffic volume, reaching over 47 and 33 TEU respectively in 2022,

by Statista



Map key



Zhejiang University campus



Population 2023, by Statistics Dept. of Local Government



High-speed railway



International Airport

Zhoushan Campus



0 km 10 30 50

ZHEJIANG UNIVERSITY

- Member of **C9 League**
- Founded in **1897**

#3

In China,
233 Highly
Cited Chinese
Researchers
by Elsevier
2023

#47

In the World,
QS World University
Rankings
2025

#10

In Asia,
Best Universities
in Asia US
News Ranking
2022-2023



ZJU Rankings

\$1.12B

Research Funding
in 2023

#11

World's
Top 1%
Disciplines, ESI,
Jan 2024

#1

In China, 3887
Authorized
Patents for
Invention

ZJU IN NUMBERS

DEC 2023



Colleges and Schools
39



Alumni Worldwide
700,000⁺



Faculty Members
4,600⁺



Enrollment
73,000⁺

Undergraduate
29,000⁺

Graduate
43,000⁺

International Students
5,100⁺



<https://www.zju.edu.cn/english/visiting>

Explore ZJU
Campuses
here:

Global thinking

In line with the mission, we embed global thinking into everything we do in the areas of research, programs, and corporate links. Leveraging global resources and partnership network, the School gets a competitive edge in joint research with leading business schools and strives to connect successful enterprises with the School's expertise to achieve higher levels of excellence. A range of overseas programs have been developed to provide our students with fantastic opportunities to experience different cultures and explore the world.

Leading through innovation

Working closely with industrial partners, we conduct a number of bespoke research projects and cross-disciplinary initiatives that deliver unique insights into the latest thinking and practice around innovation, new technologies, fintech, business analytics and neuro-marketing. We continually challenge ourselves to ensure both relevance to current needs and notable impact on business, academic research and research-led teaching practices.

Entrepreneurship hands-on

Located in the most entrepreneurial region of China, the School is immersed in a thriving atmosphere of innovation and entrepreneurship. Capitalized on that position, we encourage innovative thinking and run a range of programs, events, and conferences to help students build enterprising skills and networks, showcase business ideas, raise their entrepreneurial aspirations and transform ideas into reality.

Understanding society

The School proposes the concept of "healthy power" to diffuse among its stakeholders the philosophy of developing healthy mind-set and behaviors as well as social responsibilities. When putting it into practice, we advocate ethics, sustainability and inclusive development and contribute to solving social issues by generating and disseminating knowledge and bringing together people from different disciplines and backgrounds.

Administrative Support

- Administration Office
- Human Resources Office
- Academic Affairs Office
- Discipline and Research Affairs Office
- Student Affairs and Career Development Office
- Development and Liaison Office
- International Cooperation and Accreditation Office
- IT Service and Infrastructure Office
- EDP Program Office
- Professional Degree Education Center (MBA, EMBA, EE Program)

Departments

- Innovation, Entrepreneurship and Strategy
- Data Science and Engineering Management
- Service Science and Operations Management
- Marketing
- Finance and Accounting
- Leadership and Organization Management
- Tourism and Hotel Management

Programs

Degree

- Undergraduate
- Master Program in Business Analytics and Innovation (BAI@QTEM)
- Master Program in Innovation, Entrepreneurship and Global Leadership (PIEGL)
- MBA
- Executive MBA
- MPAcc
- Doctor of Engineering
- PhD

Non-Degree

- Executive Education

Student & Faculty Data Overview June 2024

3220⁺ Students



640⁺ Undergraduate

2580⁺ Graduate

- 100⁺ MSc Students
- 1700⁺ MBA Students
- 370⁺ EMBA Students
- 70⁺ MPAcc Students
- 340⁺ PhD Students

Including International Students **170⁺**

113 Full-time Faculty



- 1** Fellow of the Chinese Academy of Engineering
- 2** Cheung Kong Scholars
- 5** Cheung Kong Young Scholars
- 5** NSFC Distinguished Young Scholars
- 5** NSFC Distinguished Young Scientists
- 6** Most Cited Chinese Researchers by Elsevier

SCHOOL OF MANAGEMENT

The School of Management at Zhejiang University (ZJUSOM) is a leading business school and a pioneer in business education in China's Mainland. The rapidly growing regional economy and the extensive disciplinary features of the University underpin the School's development and the School is particularly renowned in innovation and entrepreneurship management.

MILESTONES

School of Management, Zhejiang University,
from its foundation in **1980**
to the present.



School's new buildings unveiled, with the
largest donation from two alumni—Mr. ZHANG
Pengfei and Mr. WANG Heming

IQA
Accredited

Successful
CEEMAN IQA
accreditation

Management Science and
Engineering entered the national
“Double First Class” initiative
disciplines development list

2016

CEEMAN

The first business school
in China's Mainland to
participate into
CEEMAN

AACSB

CAMEA
中国高质量MBA教育认证

Achieved AACSB accreditation
Triple accredited (AACSB, EQUIS,
and AMBA Achieved CAMEA
by China's MoE

2015



2014

Establishment
of International
Advisory Board
(IAB)

EQUIS
ACCREDITED

2012

Achieved EQUIS
accreditation

2018

“Service Science and Innovation
Management” awarded the Innovation
Group Project by National Natural
Science Foundation
of China

“Research and 20-year practice on
entrepreneurship education system based on
innovation in research universities” awarded
First Prize at National Outstanding Teaching
Achievement Award

2019

The Business Administration program
selected as a National First-class
Undergraduate Major
Construction Point

2020

ZJUSOM's new
building officially
opened

2023

“Building a ‘Business Plus’ Education Ecosystem for
a Globally Embedded Postgraduate Business Education
Model” awarded First Prize of National Outstanding
Teaching Achievement Award

2024

A cross-disciplinary
strategy, **BEST**¹ Initiative



¹ You can learn more
about the **BEST** initiative on pages 18-19

1999

Foundation of the School of
Management

1994

Start of MBA program at
Zhejiang University

1990

Foundation of the School
of Business Administration
at Zhejiang University

1986

Start of the doctoral program
in Management Science and
Engineering

1980

Foundation of the Department of
Science and Management at Zhejiang
University, enrolling the nation's first
batch of postgraduates majoring in
management



2001

Start of the doctoral
program in Business
Administration

2002

One of the earliest Chinese business
schools to start Executive MBA program

2006

Start of the nation's
first doctoral program
in Entrepreneurship
Management

AMBA
ACCREDITED

Achieved AMBA accreditation
The first business school in China's
Mainland to achieve international
accreditation

2007

Prof. XU Qingrui elected as the Fellow
of Chinese Academy of Engineering for
his initiating Innovation Management
research in China

2011

Establishment
of Academy of
Global Zhejiang
Entrepreneurs

2017

2016

CEEMAN

AACSB

CAMEA
中国高质量MBA教育认证

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A cross-disciplinary
strategy, **BEST**¹ Initiative



¹ You can learn more
about the **BEST** initiative on pages 18-19



International Masters

Master Program in Business Analytics and Innovation (BAI@QTEM)

Being a member of QTEM (Quantitative Techniques for Economics and Management) network, this program highlights teaching and learning in business analytics and quantitative techniques that support students in future careers as decision makers. Students receive QTEM certificates upon completion of the required level of quantitative and analytical courses, one QTEM module, and mandatory academic exchange at partner universities and internship participation of at least 240 hours.

Master Program in Innovation, Entrepreneurship and Global Leadership (PIEGL)

This two-year program aims to nurture future business leaders with deep understanding of the emerging markets and work in global or multicultural contexts. Students will be able to discover their inner entrepreneurship by tapping into a range of inspiring courses and co-curricular activities, and to develop entrepreneurial mind-sets and leadership by interacting with entrepreneurs and business leaders.

ACADEMIC PROGRAMS

PhD

Our doctoral program aims to cultivate outstanding scholars. Students have the opportunity to work with some of the finest minds in their areas and network to the broader academic community via research conferences and seminars. Top students could be admitted from an undergraduate degree and be selected into the five-year PhD pathway directly. Joint supervision with faculty members from partner schools around the globe provides our students with opportunities to obtain double degrees.

8 concentrations

- Management Science and Engineering
- Business Administration
- Entrepreneurship Management
- Accounting
- Technological Economics and Management
- Technology and Innovation Management
- Tourism Management
- Digital Innovation and Management

Undergraduate

Our undergraduate programs recruit top-ranking high school students with exceptional results in the National College Entrance Examination (top 0.3% from nationwide and top 0.5% from Zhejiang Province). Students gain state-of-the-art management knowledge and are exposed to the latest tools and techniques through innovative pedagogical methods and various experiential learning activities including overseas exchange, company visits, business case competitions as well as internship opportunities.

Three programs

- Business Administration
- Accounting
- Information Management and Information Systems



PROFESSIONAL PROGRAMS



MBA

MBA (Part-time)

Our 2.5-year part-time MBA program aims to provide students with relevant, innovative and inspiring business education and to cultivate entrepreneurial spirit that enables students to tackle current and critical business and management issues and challenges. Apart from offering courses on key areas of general management, the program has developed different tracks for students to specialize in a sector or industry of particular interest.

Master of Professional Accounting (MPAcc)

Harnessing the School's robust academic base and interdisciplinary initiatives, this program combines finance with technology and AI, offering intelligent finance courses integrated with accounting, AI and big data. The program aligns finance with business operations, bridging financial, management, and strategic accounting and emphasizes strengthening operation and decision-making abilities, aiming to cultivate high-level and cross-disciplinary leaders in accounting area.

Master in Global Manufacturing and Supply Chain Management (GMSCM)

The double degree program was co-founded with McGill University. Students completing the program will be awarded an MBA degree from Zhejiang University and a Master in Management degree from McGill University. The program targets high-potential managers in manufacturing, service and logistics industries as well as entrepreneurs and takes place at Zhejiang University with an option for a semester of courses in McGill University.

Global MBA (Full-time)

This full-time MBA program nurtures future leaders with global mindset, innovation, entrepreneurship, and social responsibility. It integrates management theories, cutting-edge technology, and cultural sensitivity in a global context. Practical skills are sharpened through Action Learning, innovation/entrepreneurship projects, and internships. Furthermore, the School's BEST Initiative has introduced Lite MBA program, offering selected full-time MBA courses to ZJU postgraduates from School of Medicine, Engineering, Agriculture, etc., fostering interdisciplinary insights and collaborations.

Doctor of Engineering

Leveraging its interdisciplinary construction in "Digital Innovation and Management," the School of Management at Zhejiang University has teamed up with Engineering Schools of Zhejiang University to jointly cultivate part-time engineering doctorate students in the fields of science and engineering, with a focus on digital innovation and management.



38

Average age



15 year

Working experience



11 year

Management experience



71%

Work in private operated or private holding companies



85%

Business owners or general managers and above

Student
profile

Executive MBA

Our Executive MBA program pools together a faculty of leading professors and practitioners with both business acumen and academic rigor.

01 Executive MBA Program

This program empowers entrepreneurs and senior managers to elevate careers through refined business and leadership skills. You will join an exclusive network of business leaders, fostering mutual growth and success.

02 Strategic Entrepreneur Program

This program fuses scientific research, theory, and your professional experience to yield novel insights and solutions to real-world business challenges. You will be challenged to make decisions that strive for both profit and positive impact.

03 Entrepreneur Fellows Program

This sought-after 2-year program grants you a distinct career edge. Exposure to cutting-edge management insights fosters your agility to navigate today's ever-changing business landscape.

04 Global Executive MBA Program

This joint global program by Zhejiang University & McGill University fosters robust cross-cultural business acumen via classroom learning and international hands-on experiences, offering a truly global education for success in today's interconnected business world.

EXECUTIVE EDUCATION

Our executive education intends to provide quick responses to social demands and integrates the latest management theories and best business practices. It strengthens the connection between the School, enterprises and government agencies, and provides abundant opportunities for faculty members to interact with business community in discovering the best market practices and disseminating knowledge to various stakeholders.

Customized Programs

The architecture and content of the training modules in executive customized programs are designed in close collaboration with the clients concerned, fostering a spirit of co-creation to optimize the added values. Apart from national partners, the School also has a large number of international clients such as Panasonic, Bosch, Citibank, Hong Kong Special Administration Region Government, and Hong Kong Mass Transit Railway Corporation, etc.

Open Programs

Our open programs are ideal for SMEs and private businesses. The programs offer high-impact courses covering both basic modules on general management issues and special modules to accommodate specific needs. The programs enable senior managers and executives to adopt new business models and develop the managerial skills necessary to meet the challenges in their organizations.



FT EXECUTIVE
EDUCATION
2022 RANKING

#30 Worldwide in a combined scale of
open and customized programs
by the FT Executive Education
Ranking 2022



The School is committed to promoting the Sustainable Development Goals (SDGs). Our faculty, staff, and students actively contribute to initiatives that promote sustainable practices and impactful research.

Our MBA students have initiated the "BlueGreen Library" public welfare program, which is linked to seven rural elementary schools in Liping County, Guizhou Province. The plan aims to enrich the lives of children in the mountainous regions by providing both material and educational assistance.



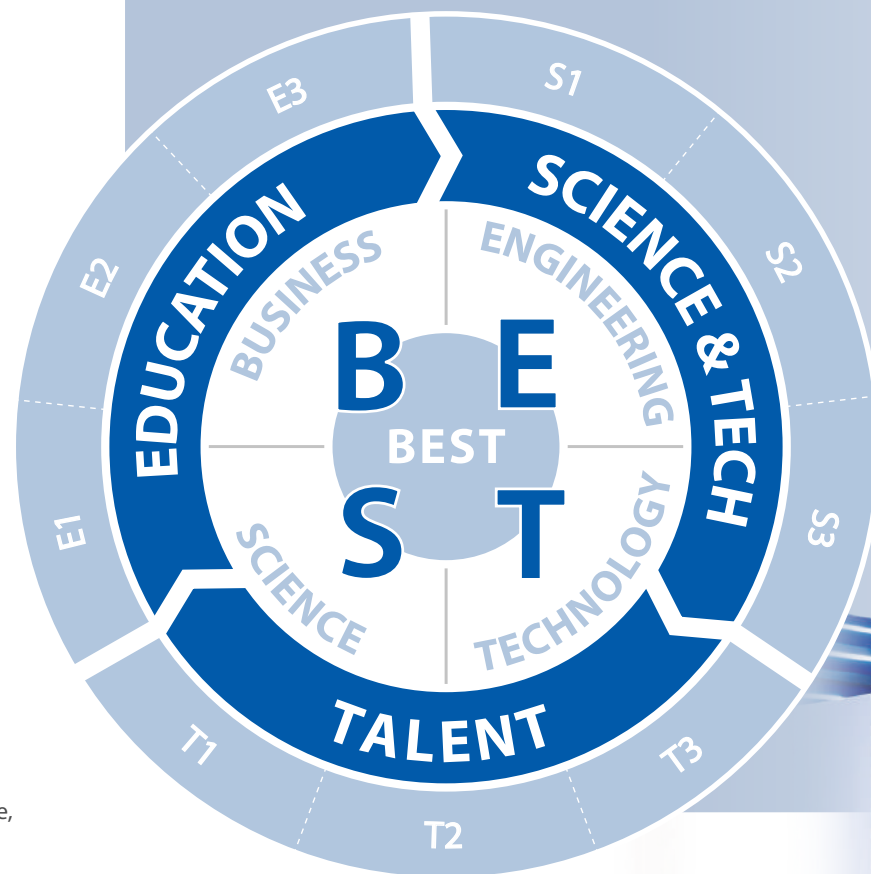
BEST INITIATIVE

The School of Management at Zhejiang University focuses on the principle of "integration of education, technology and talent". We pursue the construction of an independent knowledge system in China and interdisciplinary convergence to build a world-class management discipline.

BEST stands for the initial letters of *Business, Engineering, Science, and Technology*. The interdisciplinary **BEST** Initiative is a comprehensive reform plan that aims to promote the interdisciplinary integration and mutual advancement of business, engineering, science, and technology.



From Scientific and Technological Innovation to Industrial Innovation: Roundtable discussion with Deans and Executive Deans representing ZJU schools with engineering and science backgrounds



E1 - Lite MBA Program
(See page 14 for more details)

E2 - Technological
Innovation Frontiers
Lecture Series

E3 - Industry-focused
Interdisciplinary Innovation
Courses

EDUCATION

S1 - Exploratory Pre-research
Seed Funding

S2 - Interdisciplinary
Platforms Integration
Initiative

S3 - Strategic Enterprise
Collaborative Innovation
Consortium

SCIENCE & TECHNOLOGY

T1 - Talent Gathering
Initiative

T2 - Young Scholars
Development Program

T3 - Strategic Industry
Think Tanks

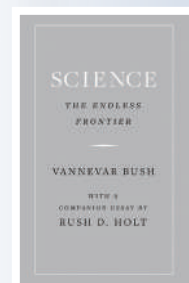
TALENT

BEST Launching Ceremony: *The Endless Frontiers*

On March 3, 2024, the School of Management proudly presented the interdisciplinary **BEST** Initiative in the Golden Hall under the theme "*The Endless Frontiers*".

This event, which took place as part of the *Thinking Festival*, brought together academics, renowned scientists and entrepreneurs to explore the vast possibilities of technological innovation and industrial change.

The initiative underlines our School's commitment to driving the development of a modern industrial system.



The theme of the **BEST** Launching Ceremony was inspired by Vannevar Bush's influential book "*Science: The Endless Frontiers*", which explores the limitless possibilities of interdisciplinary innovation





"Green Pepper Association", consisting of our junior faculty members, have established close relationship with local SMEs to recognize their specific needs and help them develop in a faster and smarter way.

"Brotherhood program" is initiated by MBA students, aiming to narrow the educational gap between remote areas and the developed regions.

"Bee Club" by alumni working in the real estate industry has initiated Rural Child Welfare Project to support rural children with serious illness.

"Rose Club" of women entrepreneurs from our Executive MBA program has established long-term relationships with kids living in poverty.



At ZJUSOM, we integrate responsibility and sustainability in both research and educational agenda and promote public engagement and inclusive initiatives.

COMMUNITY OUTREACH

Our faculty make sustained efforts to fortify close interactions with the business world and utilize academic expertise to contribute to the continuous development of our community.

Our research team has been tracking the developments of innovation in manufacturing industry in China since 2015, with in-depth investigations on the innovation capability and operational efficiency of China's top 100 listed companies in manufacturing industry:

- "Innovation Index for Manufacturing Enterprises in China"

Study on Zheshang's global competitiveness under economic globalization as well as new opportunities opened up for Zheshang under the nation's B&R initiative:

- Annual Developmental Reports of Global Zheshang

Research depicting regional features of innovation and entrepreneurship from different facets including its activity level, product and technology innovation, eco-system, finance and human resources:

- Entrepreneurship and Development in Zhejiang Province

Reports released annually since 2012, analyzing the status quo of Chinese enterprises and mapping out routes for continuous development:

- "Index for Healthy China Business"
- "Index for Healthy Chinese Family Business"

CONNECTING THE WORLD



#87

QS World University
Rankings 2024 by
Subject: Business
& Management
Studies



#42

THE World University
Rankings 2024 by
Subject: Business
and Economics

Europe

- BI Norwegian Business School (NO)
- Burgundy School of Business (FR)
- Centre for European Economic Research (ZEW) (DE)
- Eindhoven University of Technology (NL)
- emlyon Business School (FR)
- ESCP Europe (FR)
- ESSEC Business School (FR)
- Free University of Brussels (BE)
- Ghent University (BE)
- Hanken School of Economics (FI)
- IEDC-BLED School of Management (SI)
- IPAG Business School (FR)
- KU Leuven (BE)
- Loughborough University (UK)
- Ramon Llull University (ES)
- School of Management Fribourg (CH)
- SKEMA (FR)
- Technical University of Munich (DE)
- Tilburg University (NL)
- University of Barcelona (ES)
- University of Cambridge (UK)
- University of Groningen (NL)
- University of Lausanne (CH)
- University of Leeds (UK)
- University of Porto (PT)

ZJUSOM Global Partners

The School engages actively with world's leading business schools to encourage overseas exchanges.

Asia

- Almaty Management University (KZ)
- Asia University (CN)
- Chang Jung Christian University (CN)
- Chengchi University (CN)
- Chulalongkorn University (TH)
- City University of Hong Kong (CN)
- Institute of Management Sciences, Peshawar (PK)
- KAIST (KR)
- Korea University (KR)
- Kyushu University (JP)
- National University of Singapore (SG)
- Singapore Management University (SG)
- Singapore University of Technology and Design (SG)
- Sun Yat-sen University (CN)
- Sungkyunkwan University (KR)
- Taiwan University (CN)
- Tel Aviv University (IL)
- The Chinese University of Hong Kong (CN)
- The Hong Kong Polytechnic University (CN)
- Waseda University (JP)

Oceania

- Monash University (AU)
- The University of Sydney (AU)

The School's academic reputation is determined by the quality and relevance of the research that has brought about remarkable changes in current and future business practices. While continuing to develop and support our differentiating areas of excellence in innovation and entrepreneurship, the School is also heading for emerging research areas, such as big data, Internet finance, smart healthcare management, neuro-decision, neuro-marketing, etc.

Research Institutes

- National Institute for Innovation Management
- Academy of Global Zhejiang Entrepreneurs
- International Research Center for Data Analytics and Management
- Neuromanagement Laboratory
- Center for Internet and Financial Innovation
- Global Entrepreneurship Research Center
- Academy of Global Agricultural Business

North America

- McGill University (CA)
- Queen's University (CA)
- Rutgers, The State University of New Jersey (US)
- Tulane University (US)
- University of California, Los Angeles (US)
- University of California, Berkeley (US)

★ This list is not exhaustive.

Collaborations

We have proudly secured prestigious recognitions from globally renowned accreditation institutions, including AMBA, EQUIS, AACSB, and CEEMAN IQA. This heralds our commitment to the highest educational standards. Our dynamic collaborations and intersections with global institutions enable us to stretch our minds and create value. It's through these partnerships that we enrich our educational offerings and research capabilities.

International Conferences

The School hosts a variety of conferences to stay current on the latest advancements, creating a platform for researchers and professionals to communicate, engage and inspire.

Regularly held conferences include:

- GMC-Global Manufacturing and China
- ISMOT-International Symposium on Management of Technology
- International Conferences on Neuromanagement and Neuroeconomics
- International Symposium on Entrepreneurship and Family Business
- Asian Symposium on Quality Function Development and Innovation
- Digital Organization and Management Annual Conference

Industry Engagement

HIKVISION XIZI 西子电梯

Panasonic 娃哈哈®

PHILIPS WENSLI SINCE 1975

Haier GEELY

HUAWEI H3C 杭州华三通信技术有限公司

DingTalk





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[zhejianguniversity_som](https://www.instagram.com/zhejianguniversity_som)



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Hangzhou Zhejiang, China

