



西南财经大学  
工商管理学院  
School of Business Administration



# NEWSLETTER

## SBA SWUFE

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International Affairs Office and Sino-French Innovation Research Center  
School of Business Administration  
Southwestern University of Finance and Economics

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## The School of Business Administration Successfully Held The “Human Resource Management in Change” Doctoral Innovation Forum

In the morning of November 9, 2019, the “Human Resource Management in Change” doctoral innovation forum hosted by the Institute of Human Resource Management in the School of Business Administration of Southwestern University of Finance and Economics was successfully held in conference hall 109 of Hongyuan Building. The guests who attended the forum were Professor Liu Jun of Renmin University of China, Associate Professor Zhang Guanglei of Wuhan University of Technology, Professor Chen Lu and Associate Professor Wu Lusi of University of Electronic Science and Technology, Associate Professor Yang Shiyuan of Sichuan Agricultural University, Dr. Luo Kuankuan of Sichuan University, Dr. Liu Li of Chengdu University of Chinese Medicine, Professor Fu Xiaorong, Deputy Dean of School of Business Administration, Southwestern University of Finance and Economics, Professor Yang Fu and Associate Professor Guo Zhigang, School of Business Administration, Southwestern University of Finance and Economics. More than 80 young teachers, doctoral students and master students from the Graduate School and School of Business Administration of Southwestern

University of Finance and Economics attended the forum. The forum was chaired by Professor Qing Tao, Director of the Institute of Human Resources Management, School of Business Administration, Southwestern University of Finance and



Economics.

The “Human Resource Management in Change” Doctoral innovation forum aims to improve the training quality of postgraduates and PHD candidates in School of Administration, enhance their innovation ability and research level, and strengthen academic exchanges with other peer schools. Through this forum, it is to be hoped that students could inherit and carry forward the diligent academic spirit and strive to become an outstanding person with a sense of social responsibility, innovation spirit and international vision.

## The Delegation of Fu-Jen Catholic University Visited SWUFE



On November 11, 2019, Professor Li Tianxing, vice president of Fu Jen Catholic University (FJCU), professor Deng Zhiqing, dean of Minsheng School, professor Xu Shunwang, director of Hospitality Management Department, associate professor Huang Xiaoyun, director of the Department of Statistics and Information Science, Wu Jimei, assistant professor of Hospitality Management Department, and Zhang Rongfang, Assistant of the Vice Principal's Office paid a visit to SWUFE, as well as 35 students from Minsheng School.

Li Yongqiang, Vice President of SWUFE, also member of Standing Committee of Communist Party of China in SWUFE's Committee, met with the FJCU delegation in the VIP room of Tengxiang Building, with attendance of officials from School of Business Administration and Office of Hong Kong, Macao and Taiwan affairs of SWUFE. Li Yongqiang pointed out that with the advent of the era "Big Data, Mobile Terminal, Cloud Computing", SWUFE takes the initiative to adapt to the new economy and new technologies, puts up the development concept of "new finance and economics", and actively explores in talent training and scientific research area. Meantime, SWUFE

constantly improves the ability to produce outstanding talent, creates first-rate academic teams and innovates in finance and economics academic system. Over the years, SWUFE and FJCU have established a healthy, mutual trust relationship on the basis of long-term cooperation. He hopes that in the future, both parties will further strengthen their exchanges and make new agreement, so as to provide more opportunities for students' improvements and teachers' mutual cooperation.

Li Tianxing expressed gratitude for the hospitality of SWUFE. He said that SWUFE's progress in management, openness and innovation is impressive. He hopes both sides could continually expand their cooperation, actively cooperate in more disciplines and areas, strengthen the exchange of resources and share development opportunities in the future.

Located in the city of Taipei, Fu Jen Catholic University is a renowned university in the humanities and social sciences in Taiwan, ranking the first place in private universities of Taiwan. The School of Management of Fu Jen Catholic University initially obtained the AACSB International Certificate in 2005.

## The Incomparable Transnational Badminton Game

On November 11, 2019, the Office of International Affairs of SBA organized some of the international students from SBA and International Student Association members to hold a splendid badminton competition. With a whistle of the judge, the competition began formally. A lithe shuttlecock with strong power contained vitality of each student. The rivals seemed to be very serious to the game, and the competition was quite fierce.

It was not a competition but more like a game or party that everybody enjoyed the joy of badminton and sport. Finally, Eban Dogan, Romian Lanzeral and Ian Prigent from Audencia Business

School got the top three. This competition promoted communication and reinforced friendship of SBA students and international students as well.



## The Research Team of Minorities' Entrepreneurship Wrapped up Their Survey

On November 18, Professor Mingfeng TANG, director of the Sino-French Research and Innovation Center, led the team to Northwestern Street Community of Jinniu District in Chengdu, to conduct research and survey activities. He Jian, Secretary of Northwestern Street Community, warmly welcomed the visiting team.



At the beginning of the investigation, He Jian introduced the main information of the Northwestern Street Community to the teachers and

students in detail, which brought new understanding to national relation and unity. He then presented the current situation of the community in terms of entrepreneurship. Team members have gained a better understanding for the process and pattern of the minority's entrepreneurship, which not only helps the research team to find its problems, but



also to study and solve them.

As a typical minority community of Chengdu, the residents of minority in Northwestern Street

Community are about 500 families, which include a total of 19 minorities from Tibetans, Qiangs and Hui, etc. And the community has once been

awarded “Top Ten Communities” by the Jinniu District Committee of China Communist Party and the District Government.

## Sino-foreign Joint Football Friendly Match of Nantes Programme Held Successfully

On November 23, 2019, the Nantes Program Sino-Foreign Football Friendly Match was hosted at Zhaohui Stadium by International Affairs Office, Nantes Joint Degree Programme Office and Sino-French Innovation Research Center of School of Business Administration (SBA), Southwestern University of Finance and Economics, with Nantes Team in yellow vest formed by students of class

15-minute interval. Both sides tried every means they can—their attacking tactics were unpredictable and teamwork very fluent. They drew a tie with the score of 10:10, which led the game into penalty shootout. The goalkeepers of both sides showed fabulous performance in penalty shootout, saved key shots many times and eventually Nantes team won the game in the seventh round.



2017, 2018 and 2019 against the International Student of SBA Team in blue. Although the weather was cold, all the players in the stadium were still vigorous and physically sensitive, turning to be the most unique scenery in the Zhaohui Stadium.

The eight-a-side football game included three periods, with each period 25 minutes and a



After the match, both sides appreciated each other's tactical choices and wonderful teamwork in this fierce competition and had a great conversation. “The fight between us just makes us friends”, a bridge of friendship has been established between the Nantes students and the international students through this game and everyone looks forward to the football game again. The game ended successfully with a photo of all the players together.

## The 3rd International Students Cooking Competition Held Successfully

In the evening of November 24, ISAers, international students of SBA and students of the SWUFE-Nantes Joint Degree Programme participated in the cooking party. During the process of cooking, everyone was immersed in making his or her own cate and it was really busy and crowded in the kitch.

Soon after that, one delightful dish after

another is served in succession and tasted by everyone. Every dish won the praise, dumpling made by the students from the SWUFE-Nantes Joint Degree Programme amazed international students and Tiramisu made by international students was recognized as the most popular food tonight.



## The Final of 2019 International College Students Entrepreneurship Scheme Competition of ISWUFE Held Successfully

In the afternoon of November 26, the 11th ISWUFE International College Student Entrepreneurship Plan Competition was successfully held in Hongyuan Building. Professor Christos APOSTOLAKIS of Audencia Business School, Associate Professor Xun Cunyu, Associate Professor Shen Tao, Lecturer Mao Riyou, and Wu Lunwen, Deputy Secretary of the Youth League, attended the final and served as judges.

In the final, ten teams from different professional backgrounds competed fiercely around the characteristic topics of information network,



environmental protection and health, and intelligent life. In the defense section, the judges asked questions about the feasibility of the project's landing, marketing mode and implementation promotion. The participating players listened

Carefully and responded calmly. The atmosphere was lively and bright.



With the duty of broadening students' international horizon and practicing the spirit of innovation, our school strives to develop disciplines'



characteristics and with active organization and widespread publicity, build the exchange platform of innovation and entrepreneurship for students from all over the world.