



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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## SWUFE Held Flag-Raising Ceremony to Celebrate the 72<sup>nd</sup> Anniversary of the Founding of the People's Republic of China

On October 1, more than 200 teachers and students of SWUFE gathered on Liulin Campus and Guanghua Campus to celebrate the 72th anniversary of the foundation of the People's Republic of China. Members of the SWUFE University Council, leaders of schools and departments, representatives of teachers and students attended the flag-raising ceremony.



Professor Zeng Daorong, Vice Chairman of the SWUFE University Council, and Professor Ou Bing, Vice President of SWUFE, delivered passionate speeches and extended their blessings to the 72<sup>nd</sup> anniversary of the founding of the People's Republic of China. They said that we should have a patriotic

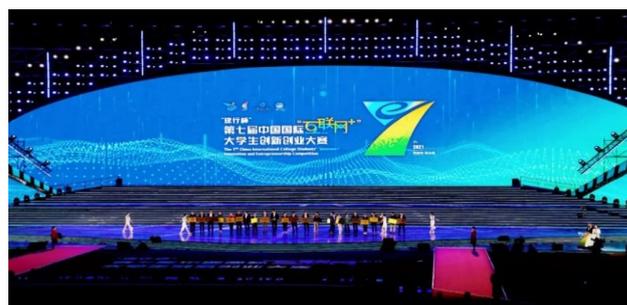


heart, be determined to make the country stronger, and serve the country with actions. They also expressed their expectations on youth that students shall be ambitious, vigorous, talented, confident and responsible, and dedicated to a better future of the motherland, the nation, the people, and human.



## Students from SWUFE Gained Remarkable Achievements in the 7<sup>th</sup> China International College Students' "Internet+" Innovation and Entrepreneurship Competition

From October 12 to 15, the 7th China International College Students' "Internet+" Innovation and Entrepreneurship Competition concluded with its finals at Nanchang University in east China's Jiangxi Province. Chinese vice-premier Sun Chunlan, also a member of the Political Bureau



of the CPC Central Committee, was present at the champion contest and the awards ceremony.

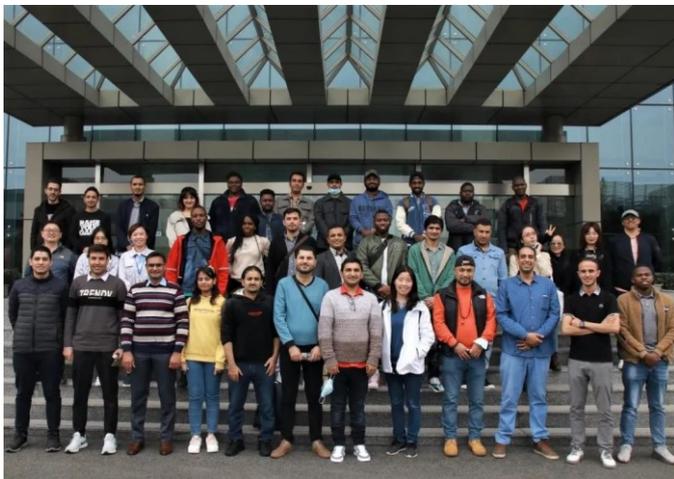
Students from SWUFE gained remarkable achievements, receiving 1 Gold Award, 4 Silver Awards, and 5 Bronze Awards in provincial competition. And the gold-winning project "Dark Horse—A Leading Self-Learning Inspector" successfully advanced to the national finals and won a record-breaking Bronze Award.

Since its start in April, this world's largest college student innovation and entrepreneurship event has attracted more than 9.56 million students of 4,347 colleges and universities from 121 countries and regions. And the entry list of 2.28 million projects covered all colleges and universities in China's mainland, as well as most of the world's top 100 universities.

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### **International Students of SWUFE Participated in the Activity of "Perceive China: Seeing Rural Rejuvenation, Seeing China's Intelligent Manufacturing"**

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On October 14, SWUFE international students and the international students from Sichuan University, University of Electronic Science and Technology of China, and Southwest Jiaotong University participated in the "Perceiving China: Rural Revitalization and Smart Manufacturing in China" event sponsored by the China Scholarship Council and organized by the University of

Electronic Science and Technology of China. During the activity, the students visited places including Sichuan Cuisine Museum and Chengdu BOE Optoelectronics Technology Co., Ltd.

At the end of the activity, the students gathered at the staff home of BOE to communicate and share with BOE employees. All the students reviewed the two reply letters from President Xi Jinping to the international students in China. Xi Jinping attaches great importance to the education of international students in China. He welcomes outstanding young students from various countries to study in China, and encourages them to communicate with Chinese youths and to have a deeper understanding of the real China. Xi Jinping also encourages international students to introduce their ideas and experiences to more people, and to play a more positive role to connect people from different countries.

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### **The Signing of Comprehensive Strategic Cooperation Agreement with Agricultural Bank of China (ABC) and the Unveiling Ceremony of the "New Finance" Comprehensive Laboratory Held in SWUFE**

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On October 14, the signing of a comprehensive strategic cooperation agreement between SWUFE and ABC and the unveiling ceremony of the "New

Finance" comprehensive laboratory were held in Liulin Campus. Cui Yong, Vice President of ABC, Han Jing, General Manager of the Institutional

Business Department of the Head Office, Jin Dongmei, Senior Institutional Expert of the Business Department, Liu Jiawang, Deputy Secretary of the Party Committee of Sichuan Branch, Mao Hong, Vice President of the Sichuan Branch; Zhao Dewu, member of the Standing Committee of the Party Committee, Yin Qingshuang and Zhang Bangfu ,



Vice President of SWUFE, and heads of relevant Schools and Offices attended the ceremony. Zhang Bangfu presided over the ceremony.

The participants of both parties witnessed the comprehensive strategic cooperation agreement signed by Yin Qingshuang and Han Jing, and the "New Finance" comprehensive laboratory unveiled by Zhao Dewu and Liu Jiawang.

According to the cooperation agreement, the two parties will take the "New Finance" comprehensive laboratory as a foundation, with consideration of China's major strategic demands, to strengthen the theoretical and practical integration of the financial industry, building high-end banking think tanks, and upgrading digital operations for a broader space in bank-university cooperation.

## Good News! SWUFE Was Again Approved for the "Chinese Bridge" Online Group Exchange Program



2020, was successfully completed in March. More than 100 students from 14 countries gathered in the cloud to feel the charm of Chinese and Chinese traditional culture. According to the latest requirements of the Center for Language Education and Cooperation, this program decides to enroll students in Europe. During the pandemic, the demand of people in European countries to learn Chinese continues to grow, and there is an urgent need for a high-quality Chinese online learning platform.

Recently, the 2021 "Chinese Bridge" Online Delegation Program of Southwestern University of Finance and Economics (SWUFE) was approved by the Center for Language Education and Cooperation of the Ministry of Education of P.R.China, and the program was officially launched. Previously, the same series of SWUFE "Chinese Bridge" online program, themed with "Visit Chengdu Virtually, Show You around SWUFE through the History", which was approved in



SWUFE has always attached importance to international cooperation and exchange in education, international Chinese teaching and Chinese culture communication. Relying on its profound foundation of international cooperation, SWUFE actively realizes the integrated development of information technology and education, continuously expands online teaching resources, and firmly promotes the development and dissemination of international Chinese education in European countries.



This "Chinese Bridge" online program fully combines "Chinese +" language learning, cultural experience with Chengdu characteristics and multi-dimensional interactive communication, with the teaching methods of live streaming teaching and video broadcasting, combined with online counselling, video appreciation and interactive Q & A, which presenting Chengdu's profound history and changes of the times through online courses, revealing long development of SWUFE over one century, and deepening language and cultural exchanges in mutual learning. With the 2021 "Chinese Bridge" Online Delegation Program, SWUFE will take more open and innovative measures to deepen international cooperation in education between Chinese and European universities, further promote cultural exchanges between China and Europe, and improve quality and efficiency of international Chinese online education.

## The School of Business Administration Won Prizes in 2021 "Guanghua Cup" Volleyball Competition

On October 19, the 2021 SWUFE Guanghua Cup volleyball final was held on Liulin campus. After fierce competition, the School of Business Administration won the hard volleyball runner-up and the soft volleyball champion.



Teams launched fierce contests in the final. Through tacit cooperation, clever passing and



beautiful spiking, players not only showed their spirit of striving for self-improvement and progress, but also an inheritance of the "Women's Volleyball Spirit", unity, cooperation, and never giving up.

## The 8<sup>th</sup> Female Entrepreneurs Programme Had Its First Class and Attracted 98 Female Entrepreneurs

On October 21, the 8th Female Entrepreneurs Programme of Southwestern University of Finance and Economics had its first class.

98 outstanding female entrepreneurs from all over China were enrolled in the programme and will receive free professional trainings in business management including strategy management, marketing, human resources, financial management, business model etc. based on the demands of the participants and their companies. It attracted entrepreneurs holding a doctoral degree from Harvard University, as well as entrepreneurs with a scale of tens of millions of output value.

The "Female Entrepreneurs Programme" is a non-profit public welfare programme held by School of Business Administration (SBA), Faculty of Business Administration (FBA), Southwestern University of Finance and Economics (SWUFE), aiming at improving the business thinking and knowledge of management of female entrepreneurs, and helping them develop their companies themselves. It is one of the actions that SWUFE and SBA are fulfilling the social responsibility and contributing to the economic and social development of Western China.



## The First Big Data Accounting Forum (2021) Held in Chengdu

On October 23, the first Big Data Accounting Forum was successfully held in Chengdu, Sichuan. This forum was co-sponsored and jointly hosted by the School of Accounting of SWUFE and the Chinese Enterprise Globalization Research Center of the School of Economics and Management of Tsinghua University.

Professor Tang Xuesong, Associate Dean of the School of Accounting of SWUFE, and Professor Jia Ning, Director of the Chinese Enterprise Globalization Research Center of the School of Economics and Management of Tsinghua University,



delivered speeches at the opening ceremony. They expressed their warm welcome to the experts for their support and participation in this forum. They hope that through the wisdom and joint efforts of Chinese accountants, they will produce

international-level digital economy theoretical research achievements and contribute to the vigorous development of the future economy. They also hope that everyone will continue to promote big data accounting-related work in the future and lead the accounting wave in the new era.

Miklos A. Vasarhelyi, Distinguished Professor from Business School of Rutgers University and Director of Rutgers Accounting Research Center and Continuous Audit Research Laboratory, and Professor Xu Xin, Associate Dean of School of Economics and Management, Tsinghua University, Director of Artificial Intelligence and Management (AIM) Research Center, School of Economics and Management of Tsinghua University, Yangtze River Scholar, gave wonderful keynote speech on the new application of accounting under the background of



big data, the potential and development prospects of the interdisciplinary research of information systems and accounting disciplines.

In the parallel forums, representatives of the authors of the 12 articles selected for the conference focused on the reform and application of the accounting and financial fields under the big data environment, and discussed topics like data and corporate value investment, big data and management accounting, big data and intangible asset valuation, credibility of big data and investment information, big data and stock price synchronization, big data and strategic management and innovation, big data and social governance, etc. The experts then had a rich and in-depth academic

exchange.

More than 300 experts and scholars from more than 40 Colleges and Universities at home and abroad, including Tsinghua University, Zhejiang University, Southwestern University of Finance and Economics, Sichuan University, Chinese Academy of Fiscal Sciences, Chinese University of Hong Kong (Shenzhen), University of Macau, University of Texas at Austin, University of Liverpool, etc. participated in the forum through a combination of online and offline options.

In recent years, the momentum of China's digital economy has been extremely strong, and the breadth and depth of integration with various economic and social fields has continued to expand. Digital technologies such as the Internet, big data, artificial intelligence, and blockchain have profoundly changed the allocation and efficiency of information, logistics, and resources. Accounting, as a general business language for resource allocation, its boundaries, functions and values are also profoundly affected by the changes in digital technology. The first big data accounting forum provides a communication platform for better understanding and adapting to the challenges and opportunities brought by digital technology, as well as exchanges on the all-round impact of digital technology changes on accounting and related professional fields, and contribute wisdom and strength to jointly promote the development of big data accounting discipline.



## The Subject of Economics and Business of SWUFE Listed as the World's Top 100 by U.S. News & World Report

On October 26, U.S. News & World Report released the 2022 Best Global Universities Rankings. SWUFE jumped to 890<sup>th</sup> among the world's universities and ranked 88<sup>th</sup> in China, winning the top among all the universities specialized in economics and finance in mainland China.



This year, a total of 2005 colleges and universities from 90 countries or regions were evaluated and ranked. 289 Chinese mainland colleges and universities were on the list. In the fierce competition, Southwestern University of Finance and Economics has shown a strong momentum that has lifted the university by 199 places compared with last year, and its economics and business subject have risen by 53 places to enter the top 100 in the world, ranking 89<sup>th</sup> in the world.

The main indicators of U.S. News Best Global

Universities Rankings in this year are as follows: Global research reputation 12.5%, Regional research reputation 12.5%, Publications 10%, Books 2.5%, Conferences 2.5%, Normalized citation impact 10%, Total citations 7.5 %, Number of publications that are among the 10% most cited 12.5%, Percentage of total publications that are among the 10% most cited 10%, International collaboration 10%, Number of highly cited papers that are among the top 1% most cited in their respective field 5% and Percentage of total publications that are among the top 1% most highly cited papers 5%.

	<p><b>Southwestern University of Finance and Economics - China</b>                      China   Chengdu                      #890 in Best Global Universities (tie)</p> <p><a href="#">READ MORE</a></p>	<p>GLOBAL SCORE 42.0 ENROLLMENT N/A</p>
	<p><b>Southwestern University of Finance and Economics - China</b>                      China   Chengdu                      #89 in Best Universities for Economics and Business                      #890 in Best Global Universities (tie)</p> <p><a href="#">READ MORE</a></p>	<p>SUBJECT SCORE 52.3 GLOBAL SCORE 42.0 ENROLLMENT N/A</p>

In recent years, SWUFE has seen its international impact continue to grow. "Social Sciences General", "Economics and Business" and "Engineering" of SWUFE have entered the top 1% of the ESI global rankings, and the world university rankings such as Times Higher Education and US. News also witnessed the strong momentum of SWUFE, indicating the rapid improvement of the strengths of its disciplines and global competitiveness as well as the remarkable outcomes of the "Double First Class" project.