

## Session 3: ZIBS Forum

Theme: Redefining the Triple Helix: Technology, Business, and Education in Digital Era

Introduction: The 2023 ZIBS academic forum “*Redefining the Triple Helix: Technology, Business, and Education in Digital Era*” brings together deans from world prestigious business schools and scholars from ZIBS, ZJU to actively explore a new mission of the university by rebuilding a new triple helix model. The theme focuses on digitalization in all spheres, mainly including: economy, intelligence business, industry-education-enterprises integration, and talent upgrading in the digital era. The forum will invite young professors and researchers to share their interdisciplinary ideas and thoughts on business and business studies in the new paradigm.

○ Chair: Prof. WANG Cheng

○ Date: January 5, 2023



14:00-16:45



19:00-20:30

Time	Topic	Speaker
14:00-14:05	Opening Speech	Assoc. Prof. WANG Cheng
14:05-14:10	Welcome Speech	Prof. BEN Shenglin
<b>Part I Keynote Speech</b>		
14:10-14:40	Green Finance and Sustainable Development	Prof. QIU Ciguan
14:40-15:10	Critical actors to sustain eSports industry in China	Dr. ZHAO Yupei
<b>Part II The Integration of Academia and Industry in the New Business Era</b>		
15:10-15:20	Does Customer Email Engagement Improve Profitability? Evidence from a Field Experiment in Subscription Service Retailing	Asst. Prof. WANG Yiwei
15:20-15:30	Cluster Status and New Venture Creation	Asst. Prof. LUO Lingli
15:30-15:40	Collaboration as a Structural Aspect of Proactive Social Sustainability: the Differential Moderating Role of Distributive and Procedural Justice	Asst. Prof. LIM Jiajia
15:40-15:50	The Behavioral Theory of Entrepreneurial Universities: the Antecedent and Contingency of Slack-rich Entrepreneurship	Dr. LIANG Tian
15:50-15:55	Launching of ZIBS Doctoral Students Forum	
15:55-16:05	2022 ZIBS Research Achievements	Asst. Prof. LEI Linan
16:05-16:15	Annual Research Sharing by International Research Center for Fintech Security	Prof. WEN Wu
<b>Part III University-industry Collaboration and Commercialization</b>		
16:15-16:25	Introduction to the 2022 Internationalization Index of Chinese POEs	Assoc. Prof. WAN Feng
16:25-16:35	Introduction to the 2022 Bank Internationalization Index	Asst. Prof. LI Yuanqi
16:35-16:45	Introduction to the Early Risk Warning System for Outward Chinese POEs	Dr. ZHOU Dong
<b>Part IV Global Deans' Forum</b>		
19:00-20:30	<p><b>New Business Studies/School: the Role of Science, Education, and Industry</b>  <b>Chair: Prof. WEN Wu</b>            Video:            1. Geoffrey Garrett, Dean of Marshall School of Business, University of Southern California            2. Dan LeClair, CEO of Global Business School Network (GBSN)            3. Andrew Rose, Dean of NUS Business School            Online:            1. Didi Achjari, Dean of School of Economy and Business, Gadjah Mada University            2. Nick Barniville, Former Associate Dean of ESMT            3. BEN Shenglin, Dean of Zhejiang University International Business School            4. John Finch, Dean of Adam Smith Business School, University of Glasgow            5. Modimowabarwa Kanyane, Modimowabarwa Kanyane, Executive Dean: Faculty of Management, Commerce &amp; Law, University of Venda            6. Sanjeev Khagram, Director-General &amp; Dean of Thunderbird School of Global Management, Arizona State University            7. Léon Laulusa, Executive Vice-President, Dean for Academic Affairs and International Relations at ESCP Business School            8. Giuliano Noci, Vice Rector for China at Milan University of Technology            9. Steven Roberts, Dean of College of Business and Economics, Australia National University            10. Raul V. Rodriguez, Vice-president of Woxsen University            11. Jose Manuel Martinez Sierra, General Director of the UPF Barcelona School of Management</p>	

