



Créateurs d'avenirs



RECENT TRENDS IN CHINA BUSINESS

Thursday, 13 November 2014 at 18:30h - ESSCA School of Management, Shanghai

You are warmly invited to participate in the 7th Shanghai Social Studies Colloquium (SSSC). The SSSC is a platform for international and Chinese scholars and practitioners of various social sciences disciplines who are at all stages of their career and based in the city of Shanghai to come together for

- Presenting their research to an interested audience of scholars and practitioners
- Fruitful discussion, exchange of thoughts and feedback on other research
- Networking and socializing with a view to develop collaborative research projects

PROGRAMME

- **'Marketing to China's Generation Y'** – Brian SCHWARZ, Adjunct Lecturer at Shanghai Jiao Tong University & ESSCA School of Management
- **'Multi-National Corporations and Political Risk in China'** – Frank TSAI, Regional Research Manager (Asia-Pacific) at Control Risks & ESSCA School of Management
- **'Chinese investment in the Netherlands – Patterns and Drivers'** – DENG Wendong, PhD Candidate at Rotterdam School of Management of Erasmus University Rotterdam

WHEN & WHERE

The 7th session of the SSSC will take place on Thursday, 13 November 2014 - 18.30h at the Shanghai campus of **ESSCA School of Management**, Wu Song Road 297, 4th floor, Hongkou District, 200080 Shanghai (one floor below the 'Alliance Française'); in Chinese: 上海市虹口区吴淞路297号4楼.

WHO

You may come as a regular participant to meet other researchers and discuss their work but we are also always looking for scholars, researchers and writers who wish to present their work in the form of a working paper, a journal article, a book proposal, a book chapter or other media. The research topics may be related to the broad range of the social sciences, including but not limited to:

- Economics / Business Studies
- Political Science / International Relations / Law
- Sociology / Anthropology / History
- & other related disciplines

You are welcome to present research related to China but this is by no means a necessity. Your research may be unpublished or already published work. Registration for every session is limited. Two to three papers will be selected per session. The places for regular participants (i.e. those who will not present their research) will be allocated on a first-come-first-serve basis.

RSVP

If you are interested in participating in the 7th session of the SSSC, please RSVP until **Wednesday, 12 November 2014** by sending an email to Maximilian.Rech@essca.fr.

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