

# 2022 年东南大学经济管理学院 国际暑期学校项目总结

## 一、项目主题

数字技术管理与跨国管理领导力培训

### Digital Technology Management and Multinational Management Leadership Training

INTRODUCTION OF SEU  
INTERNATIONAL SUMMER SCHOOL PROGRAM

东南大学  
SOUTHEAST UNIVERSITY

### Digital Technology Management and Multinational Management Leadership Training

**COURSE INTRODUCTION**

	Course	Teachers	Course Type
Pro.1	Excellence in Leadership Development (Full English)	Qin Xu	<ul style="list-style-type: none"><li>Theoretical courses</li><li>Case Practice</li><li>Frontier Lecture</li></ul>
Pro.2	Digital Information Management and Security Lecture Series	Mikko Siponen	<ul style="list-style-type: none"><li>Frontier Lecture</li></ul>
Pro.3	Corporate Finance Management	Fei Xie	<ul style="list-style-type: none"><li>Theoretical courses</li><li>Case Practice</li><li>Frontier Lecture</li></ul>
Pro.4	Fundamentals of Information Systems	Pasi Karpinen	<ul style="list-style-type: none"><li>Theoretical courses</li><li>Case Practice</li><li>Frontier Lecture</li></ul>

**SCHEDULE (DRAFT)**  
Time: 2022.8.8-2022.9.4(Mon. to Sat.)  
Place: School of Economics and Management, Southeast University (Jiulonghu campus), Jingning, Nanjing

**APPLICATION REQUIREMENTS**  
Sophomores and Juniors who are interested in digital technology management

**HOST & ORGANIZER**  
School of Economics and Management, Southeast University

**CONTACT INFORMATION**  
seuem2020@163.com

**APPLICATION DEADLINE**  
2022.7.10

**NUMBER OF PARTICIPANTS**  
150 SEU students  
80 international students

东南大学  
SOUTHEAST UNIVERSITY

经济管理学院

## 二、项目简介

领导力培训与数字技术相关课程讲授是经济管理学院近五年来传统暑期教授科目。依托学院工商管理专业李东教授、吕鸿江教授、许勤副教授等在内，聚焦人力资源方向的教学团队与信息管理与信息系统专业以张玉林教授在内的信息技术管理教学团队，长期与包括加拿大麦克马斯特大学等校在内开设各层级的学生培养集中课程，获得良好的教学效果。2021 年以来，学院经济学专业在学校卓越引智计划支持下，柔性引进芬兰于韦斯屈莱大学教授，芬兰科学院院士，长江学者外籍讲习 Mikko Siponen 教授展开数字经济与企业数字管理方面的教学工作，并取得了一定人才培养效果。

2022年经济管理学院整合优化内部国际课程与讲座资源，开办了国际暑期学校项目“数字技术管理与跨国管理领导力培训”，该项目下设4个子项目，分别为卓越领导力培养（Excellence in Leadership Development）、数字信息管理与安全系列讲座（Digital Information Management and Security Lecture Series）、公司金融管理（Corporate Finance Management）、信息系统基础（Fundamentals of Information Systems），邀请了University of Delaware、University of Oulu等国际高校的专家学者进行全英文授课，覆盖我校各专业感兴趣学生群体，并将课程面向国际学生开放，推进学院本科国际化教学建设工作。

	项目主题	任课教师	课程类型
子项 1	卓越领导力培养（全英文） Excellence in Leadership Development (Full English)	许勤	理论+实践+前沿应用 专题讲座
子项 2	数字信息管理与安全系列讲座 Digital Information Management and Security Lecture Series	Mikko Siponen	理论+实践+前沿应用 专题讲座
子项 3	公司金融管理 Corporate Finance Management	Fei Xie	理论+实践+前沿应用 专题讲座
子项 4	信息系统基础 Fundamentals of Information Systems	Pasi Karppinen	理论+实践+前沿应用 专题讲座

## 二、课程介绍

### 1、卓越领导力培养（全英文）

#### （1）课程简介

本课程的教学目的是围绕领导力素养的诸要素（坚定的理想信念、浓厚的家国情怀；扎实的学科知识基础、宽广的国际视野；出色的创新能力、沟通管理和决策能力等），通过开展系列教学，为培养造就一批具有战略眼光、开拓精神、创新能力、社会责任感的未来优秀企业家、总工程师和材料科学家等领军人才奠定必要的基础。

With the development of society and technology, people's abilities to acquire and master knowledge has been enhanced, and their positions in the work environment has been constantly promoted. In the era of VUCA, on the one hand, people have the opportunity to fully display their abilities and lead others; on the other hand, team members can also achieve a more brilliant future through mutual stimulation and effective cooperation. Therefore, this course aims to teach students the generation and implementation skills of leadership, help students master communication methods and conflict-solving strategies, so that students can realize their own values and obtain psychological well-being.

The objective of this course is to teach the theory, method and technology of leadership and team management. Through the teaching of this course, students should be trained to achieve the following three goals:

- Understanding the basic concepts and models of leadership;
- Know the techniques and methods of managing team members;
- Understand communication and conflict-solving skills.

## (2) 授课教师

许勤，博士，副教授，硕士生导师。江苏常州人。东南大学经济学学士，南京大学管理学硕士，香港城市大学哲学博士。研究方向：领导力、高绩效工作系统、员工行为与幸福感。主讲课程：领导力素养、人力资源管理、学术写作与研讨。

Xu Qin, Ph.D., associate professor, master tutor. Changzhou, Jiangsu. Bachelor of Economics from Southeast University, Master of Management from Nanjing University, Doctor of Philosophy from City University of Hong Kong. Research interests: leadership, high-performance work systems, employee behavior and well-being. Courses: leadership literacy, human resource management, academic writing and seminars.

(3) 主要内容

Teaching Content and Allocation of Class Hours	
<p>C1. Introduction</p> <p>1.1 The Definition of Leadership</p> <p>1.2 Related Topics in Leadership</p> <p>1.3 Teams and Groups</p> <p>1.4 Team Effectiveness</p>	<p>C2. Traits and Skills Theories of Leadership</p> <p>2.1 Trait Theories</p> <p>2.2 Leaders' Traits</p> <p>2.3 Leaders' Skills</p> <p>2.4 TS+KA (Traits, Skills, Knowledge, Attitude)</p>
<p>C3. Style Theories of Leadership</p> <p>3.1 Lewin's Leadership Style Theory</p> <p>3.2 Tannenbaum and Schmidt's Theory of Leadership Behavior Continuum</p> <p>3.3 Two-Dimensional Leadership Model Theory</p> <p>3.4 Contemporary Leadership Style Theory--Positive and Negative Types</p> <p>3.5 Case Analysis</p>	<p>C4. Contingency Theories of Leadership</p> <p>4.1 The Fiedler Model</p> <p>4.2 Situational Leadership Theory</p> <p>4.3 Path-Goal Theory</p> <p>4.4 Substitutes for Leadership Theory</p>
<p>C5. Management Communication</p> <p>5.1 The connotation of communication</p> <p>5.2 Function of Communication</p> <p>5.3 Direction of Communication</p> <p>5.4 Modes of Communication</p> <p>5.5 Barriers to Communication</p> <p>5.6 Leadership and Communication</p>	<p>C6. Power and Influence</p> <p>6.1 Power and Influence in Leadership</p> <p>6.2 Function of Power</p> <p>6.3 Bases and Sources of Power</p> <p>6.4 Power Tactics</p> <p>6.5 Centralization, Decentralization and Delegation</p>
<p>C7. Team Management</p> <p>7.1 Basic Connotation of the Team</p> <p>7.2 Common Problems in Teams</p> <p>7.3 Team Management Skills</p>	<p>C8. Humanistic Quality of Leaders</p> <p>8.1 Public Image</p> <p>8.2 Business Etiquette</p> <p>8.3 Impression Management</p> <p>8.4 Become a Great Leader in Your Area</p>





## 2、数字信息管理与安全系列讲座

### (1) 课程简介

在许多其他科学学科中，模型通常被分为无阶段模型和阶段模型。在这次讲座中，Mikko Siponen 教授介绍了阶段模型的基础知识，阶段模型的全部出发点是现象或其解释或预测因素发生变化。阶段模型试图根据理想化阶段来捕捉这种发展或变化。网络安全示例用于说明阶段模型的概念和有用性。

In many other scientific disciplines, models are commonly instead divided into stage-less and stage models. In this talk, Professor Siponen talks fundamentals of stage models, and how they are different from stage-less models. The whole point of departure of stage models is that either the phenomenon or its explanatory or predictive factors change. Stage models try to capture this development or change in terms of idealized stages. Cyber security examples are used to illustrate the concepts and usefulness of stage models.

### (2) 授课教师

Mikko Siponen 教授是于韦斯屈莱大学教授、芬兰科学院院士、墨尔本大学名誉教授。他的研究方向为信息安全、网络犯罪、IT 使用、软件开发、以及关于信息系统理论的哲学思考。他发表了 80 多篇期刊文章，多篇研究成果发表在 MIS Quarterly, Information Systems Research, Journal of the Association for Information Systems, Journal of Management Information Systems, European Journal of Information Systems, Information & Management 等国际顶级信息系统期刊。他目前是 JAIS 副主编，MISQ 客座副主编。

Prof. Siponen is a professor at the University of Jyväskylä, a member of the Academy of Finland, and an honorary professor at the University of Melbourne. His research interests are information security, cybercrime, IT use, software development, and philosophical thinking about information systems theory. He has published more than 80 journal articles, and many research results have been published in MIS Quarterly, Information Systems Research, Journal of the Association for Information Systems, Journal of Management Information Systems, European Journal of Information Systems, Information & Management and other top international information systems journals. He is currently an associate editor of JAIS and a guest associate editor of MISQ.

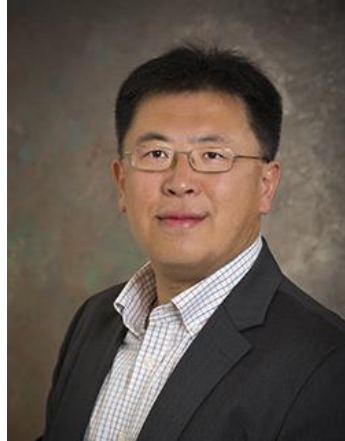
### **3、公司金融管理**

#### **(1) 课程简介**

本门课程从公司这种所有制形式入手，介绍了什么是公司金融、公司金融原理，通过讲解现值、贴现现金流（DCF）公式、NPV 规则的基础等知识，让同学们对于公司金融有一个初步的认识。通过讲解债券和普通股的价值，解读公司的投融资决策，探索公司价值最大化的实现路径。本门课程的特点在于，用浅显的语言解释复杂的金融学理论，通过相关作业和讨论环节，让同学们能够理解并应用公司金融的相关知识。

This course starts with the ownership form of the company, introduces what is corporate finance and the principles of corporate finance. By explaining the present value, the discounted cash flow (DCF) formula, the basics of the NPV rule, etc., students have a preliminary understanding of corporate finance. This course explains the value of bonds and common stocks, interprets the company's investment and financing decisions, and explores the path to maximize the company's value. The feature of this course is that it uses simple language to explain complex financial theories, and through related assignments and discussions, students can understand and apply relevant knowledge of corporate finance.

## (2) 授课教师



谢非教授于 2015 年 7 月加入特拉华大学。在加入 UD 之前，他曾于 2012 年 8 月至 2015 年 6 月担任南卡罗来纳州克莱姆森大学的富国银行教授、金融学副教授。此前，他是美国特拉华大学的终身教授。乔治梅森大学位于弗吉尼亚州费尔法克斯。他目前教授本科层次的中级财务管理课程。他的研究兴趣是实证公司金融。在这个一般领域内，他的工作涉及公司治理、并购、董事会、高管薪酬、公司融资、风险投资、行为金融和公司披露。他的研究发表在多个顶级学术期刊上，并获得了重要的认可和引用。

Professor Xie joined the University of Delaware in July 2015. Prior to coming to UD, he was the Wells Fargo Professor, Associate Professor of Finance at Clemson University, South Carolina, from August 2012 to June 2015. Previously, he was a tenured professor at George Mason University in Fairfax, VA. He currently teaches an undergraduate-level intermediate financial management course. His research interests are in empirical corporate finance. Within this general field, his work spans corporate governance, mergers and acquisitions, boards of directors, executive compensation, corporate financing, venture capital, behavioral finance and corporate disclosure. His research has appeared in multiple top academic journals and received significant recognition and citations.

### (3) 主要内容

#### ➤ 谢老师讲解公司金融管理的相关理论

The screenshot shows a Zoom meeting window with a PowerPoint presentation. The slide is titled "Book rate of return" and contains the following text:

- Managers may undertake -NPV projects if they simply accept projects that will increase their company's book rate of return
- Example
  - Suppose that a company has a book rate of return of 20%. It is considering a project that costs \$100 today to invest and generates \$25 every year forever. The project's opportunity cost of capital is 30%. Should the firm undertake the project?

Below the text, two questions are posed:

- What is the project's book rate of return?
- What is the project's NPV?

The slide number 6 is visible in the bottom right corner.

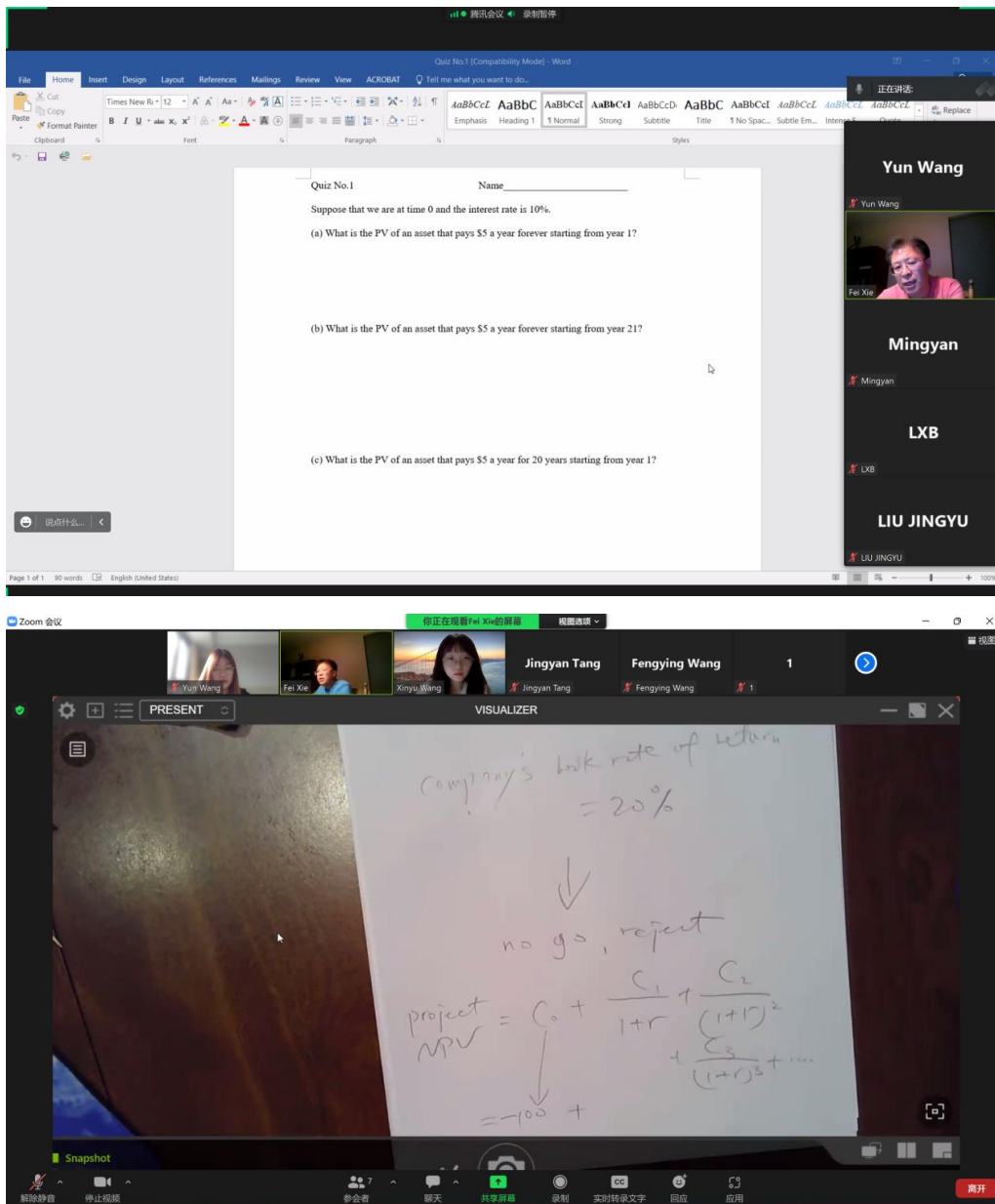
The screenshot shows a Zoom meeting window with a PowerPoint presentation. The slide is titled "Investment evaluation criteria" and features a horizontal bar chart titled "Survey Data on CFO Use of Investment Evaluation Techniques".

Criteria	Percentage
NPV	75%
IRR	76%
Payback	57%
Book rate of return	20%
Profitability Index	12%

The x-axis of the chart ranges from 0% to 100% in 10% increments. The source information at the bottom of the slide is: "SOURCE: Graham and Harvey, 'The Theory and Practice of Finance: Evidence from the Field,' Journal of Financial Economics 61 (2001), pp. 187-243."

The slide number 3 is visible in the bottom right corner.

➤ 通过练习题的方式帮助同学们加深理解



## 4、信息系统基础

### (1) 课程简介

本课程主要介绍信息系统的基础知识，通过讲授信息系统技术以及其在企业里的应用，让学生了解信息系统发展趋势、聚焦企业中信息系统问题，最终对信息系统在商业中的应用有所了解。本课程致力于提升学生对信息系统领域的认识，包括应用信息系统解决管理问题，基于信息技术进行商业模式、产品和服务创新，管理各类信息系统的建设以及运营。

This course mainly introduces the basic knowledge of information system. By teaching information system technology and its application in enterprises, students can understand the development trend of information system, focus on information system problems in enterprises, and finally understand the application of information system in business. . This course is dedicated to improving students' understanding of the field of information systems, including applying information systems to solve management problems, innovating business models, products and services based on information technology, and managing the construction and operation of various information systems.

## (2) 授课教师



Pasi Karppinen 是芬兰奥卢大学信息系统系的兼职教授(相当于副教授)。他的研究是关于健康行为改变支持系统的用户体验, 他最突出的研究与帮助人们减肥和保持减肥有关。

Pasi Karppinen is an adjunct professor (equivalent to associate professor) of Information Systems in Oulu University, Finland. His research is about user experiences of health behaviour change support systems, and his most prominent studies are related to helping people to lose weight and maintain weight loss.

### (3) 主要内容

#### ➤ Pasi 老师讲解信息系统基础知识

腾讯会议

录制中

正在讲话: Pasi Karppinen

## Porter's Competitive Forces Model (3 of 3)

- Substitute products and services
  - Substitutes customers might use if your prices become too high, for example, iTunes substitutes for CD s
- Customers
  - Can customers easily switch to competitor's products? Can they force businesses to compete on price alone in transparent marketplace?
- Suppliers
  - Market power of suppliers when firm cannot raise prices as fast as suppliers

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Pasi Karppinen 的屏幕共享

50% 31.8K/s

This screenshot shows a slide from a presentation. The slide title is "Porter's Competitive Forces Model (3 of 3)". It lists three main categories: Substitute products and services, Customers, and Suppliers. Each category has a sub-point explaining the concept. The slide is part of a Tencent Meeting session, as indicated by the interface elements. The speaker is Pasi Karppinen, and the slide is being shared with other participants.

腾讯会议

录制中

正在讲话: Pasi Karppinen

## Information System Strategies for Dealing with Competitive Forces (2 of 3)

- Low-cost leadership
  - Produce products and services at a lower price than competitors
  - Example: Walmart's efficient customer response system
- Product differentiation
  - Enable new products or services, greatly change customer convenience and experience
  - Example: Google Nike
  - Mass customization; customer experience management

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Pasi Karppinen 的屏幕共享

50% 12.7K/s

This screenshot shows a slide from a presentation. The slide title is "Information System Strategies for Dealing with Competitive Forces (2 of 3)". It lists two main categories: Low-cost leadership and Product differentiation. Each category has sub-points with examples. The slide is part of a Tencent Meeting session, as indicated by the interface elements. The speaker is Pasi Karppinen, and the slide is being shared with other participants.

➤ 介绍学术写作的相关知识和注意点

The screenshot shows a Tencent Meeting window with a screen share of a document. The document title is "Customer and Supplier Intimacy". The text discusses how businesses that know their customers and suppliers well can increase revenues and profits. It mentions that better supplier engagement leads to lower costs. The document also describes how high-end hotels in Manhattan use information systems to track customer preferences like room temperature and check-in times. It notes that JCPenney uses information systems to analyze customer data for marketing campaigns.

**Customer and Supplier Intimacy**

When a business really knows its customers and serves them well, the customers generally respond by returning and purchasing more. This raises revenues and profits. Likewise with suppliers, the more a business engages its suppliers, the better the suppliers can provide vital inputs. This lowers costs. How to really know your customers or suppliers is a central problem for businesses with millions of offline and online customers.

The Mandarin Oriental in Manhattan and other high-end hotels exemplify the use of information systems and technologies to achieve customer intimacy. These hotels use computers to keep track of guests' preferences, such as their preferred room temperature, check-in time, frequently dialed telephone numbers, and television programs, and store these data in a large data repository. Individual rooms in the hotels are networked to a central network server computer so that they can be remotely monitored and controlled. When a customer arrives at one of these hotels, the system automatically changes the room conditions, such as dimming the lights, setting the room temperature, or selecting appropriate music, based on the customer's digital profile. The hotels also analyze their customer data to identify their best customers and to develop individualized marketing campaigns based on customers' preferences.

JCPenney exemplifies the benefits of information systems-enabled supplier intimacy. Every time a dress shirt is bought at a JCPenney store in the

The screenshot shows a Tencent Meeting window with a screen share of a webpage. The webpage is titled "SIG Recommended Journals" and lists several journals recommended by the AIS Special Interest Group (SIG). The page also includes information about the Senior Scholars' Basket of Journals and a table of journal details.

The original journals in the list are, in alphabetical order:

- *European Journal of Information Systems*
- *Information Systems Journal*
- *Information Systems Research*
- *Journal of AIS*
- *Journal of Information Technology*
- *Journal of MIS*
- *Journal of Strategic Information Systems*
- *MIS Quarterly*

The quality and timeliness of reviews provided by each of the eight journals are rated by AIS members to enable potential authors to better understand the review process at each journal. The 2018 results are available at [Senior Scholar Journal Review Quality Survey](#).

Please let us know if this list provides helpful guidance to you in tenure and promotion cases, especially for those in schools currently with only two journals listed in the "A" category. Given the stringent nature of reviews in many of our journals, and infrequency of our publications, we believe that this basket of eight will take a step towards evening the score with other business disciplines.

[Rankings of universities and authors based on the Senior Scholars' Basket of Journals are available.](#)

Members of the College of Senior Scholars, December 2011

### SIG Recommended Journals

The College of Senior Scholars has also encouraged each of the AIS Special Interest Group (SIGs) to recommend up to 5 journals that they feel are especially relevant to their constituency and worthy of broader AIS recognition extending beyond the basket of 8. Additional detail can generally be found on the specific SIG website.

SIG	Sourcing
SIG Name	Advances in Sourcing
SIG URL	<a href="https://communities.aisnet.org/sigsourcing/home">https://communities.aisnet.org/sigsourcing/home</a>
Journal 1	Information and Organisation
Impact	1.85
Journal 2	Information and Management
Impact	3.9
Journal 3	Decision Support Systems
Impact	3.56

## 四、学生反馈

王馨玉：这个暑假，我参与了来自达拉维尔的谢非老师关于公司金融的集中讲义课。由于我们之前对这门课了解不深，谢老师以比较基础的部分为开端，我们深入讲解公司金融。课程首先介绍了三种公司组织形式及各自的优缺点，以此为切入口，展开了对所有权和控制权的分离的讨论并具体分析了代理问题及解决办法。接下来，老师又为我们具体介绍了如何计算现金流，债券和普通股的价值等。这个部分涉及的计算比较多，因此采用了例证与实践的方法加深我们对公式的理解。总的来说，这是非常有意义的一次教学尝试。开拓了我的视野，丰富了我的理论知识，并且使我提前适应了中外合作学习的模式。希望这类课程能够越办越好！

汤婧妍：在上学期接触到了管理信息系统这一门课，了解到 MIS 是由人和计算机设备或其他信息处理手段、组成并用于管理信息的系统，既有技术特性，也有社会性，并且这是一个不断发展的新型学科。这一次参与了 Pasi 老师的管理信息课程，一方面既丰富补充了我对 MIS 的相关知识，让我对它的认识更加全面，完善了自己的知识体系，另一方面也开阔了我关于管理信息系统在当今全球化环境中发展的国际化视野，了解到当前管理信息系统发展的国际环境。比如说我印象比较深刻的一个知识点是 Professor Pasi 在讲到 MIS 最新技术发展时提到，当前管理信息系统最新技术发展趋势有云计算、大数据、人工智能以及流媒体，让我印象比较深的地方在于，一是流媒体在我之前接触到的知识中并没有被提及，而且国内的流媒体发展也不如国外流媒体发展迅猛，国外 Netflix、Apple TV 等等平台发展已经成为一种新的盈利生态，而国外的平台还只停留在资源整合，也不利于与管理信息系统相结合来促进企业的绩效，这是当前国际环境中的发展，同时也是国内未来的发展方向，二是由于我在 diary 中也选择了人工智能这一方向进行了解，所以在这一点上结合 Professor Pasi 讲解的内容也加入了自己的一些思考以及找到的一些研究亮点。所以这一次暑期学校收获非常多，同时也对自己未来想要研究的方向有了很多的思考，感谢学院提供了这次机会。

刘婧雨：不同于国内老师的课程，国际暑期学校的课程在教我们课本上的知识的同时，还拓展了我们的视野。在公司金融管理这门课程中，谢教授主要为我们带来了公司金融的五个专题的课程，从公司金融理论简介到现金流估值，再到

企业估值和债券股票估值。在课程中，我了解到公司金融是公司对于稀缺资源的跨期配置，公司对稀缺资源跨期配置的决策就是公司金融决策，还学习了基础的代理人理论、NPV 计算方法，以及基础的公司金融指标计算方法。谢教授不仅公司金融理论知识丰富，还为我们带来了极具代表性和参考性的国内外案例，以帮助我们更好地理解理论知识。在案例学习的过程中，我们不仅可以了解到国内企业的运行情况和理论应用，还可以看到海外学者对国际企业的研究和评价，极大地拓展了我们的视野，巩固了我们的理论知识。

## 五、项目总结

2022 年“数字技术管理与跨国管理领导力培训”国际暑期学校项目已圆满结束，本期项目邀请了国内外知名专家学者进行全英文授课，介绍了相关学科的基础知识和前沿研究，拓展了学生的国际视野，得到了学生的好评。由于疫情影响，本次国际暑期学校项目主要采用线上方式进行教学，任课教师通过课堂讨论和作业习题等方式和学生进行交流互动，提高学生的参与积极性和教学效果。但是项目也存在着诸如排课时间集中课程压力大、学生数量较少、生源国际化程度较低等问题，后续我们也将会基于学生反馈意见不断优化课程设置，努力提升国际暑期学校课程水平。