

FBM:

Advancing External Engagement and Globalization Initiatives



FBM Center for Business and Economics Is Established at BNBU’s London Center

On 22 January 2026, BNBU officially unveiled its London Center at the Oxford and Cambridge Club in London, marking a significant milestone in the University's global engagement. The Center houses three key academic platforms, including

the Center for Business and Economics. FBM plans to leverage this hub to advance cross-border research, foster academic exchanges, and deliver executive training programmes in the future.



Over 90 Industry Leaders Gather to Shape Business Globalization and Asset Management

On 18 April 2026 and 29 May 2026, FBM hosted the executive training programme themed “Breaking Barriers, Going Global: Strategies for Industry Leaders” on campus. The event attracted over 90 entrepreneurs, executives, and industry

association representatives from the Greater Bay Area to explore key topics such as globalization strategies, competitive positioning, localized system integration, and asset management.



The Sixth "Women Entrepreneurs Training Academy - Elite Class" Successfully Concludes

The "2026 Women Entrepreneurs Training Academy - Elite Class," co-organized by the China Association of Women Entrepreneurs and FBM, was successfully held from January 7 to 11, 2026. Centered on the theme of Artificial Intelligence Development and Application, over 50 women entrepreneurs and senior executives from diverse industries gathered to exchange ideas and insights.



FBM Advisory Committee Convenes to Share Strategic Insights for Future Development

On 28 May 2026, FBM convened its 17th Advisory Committee meeting. Committee members reviewed the Faculty's development progress and provided valuable suggestions on areas such as brand promotion, talent acquisition, programme development, curriculum reform, and industry collaboration. Notably, Mr. Fan JIA, an outstanding BNBU alumnus and the Founder and CEO of BEEPLUS, recently joined the committee, marking a significant milestone in strengthening alumni engagement in the Faculty's development.



The Qingyuan Artificial Intelligence and Digital Economy Association Visits FBM

On 11 March 2026, representatives from the Qingyuan Artificial Intelligence and Digital Economy Association visited FBM. Both sides engaged in in-depth discussions on utilizing artificial intelligence to drive innovation in supply chain management, smart transportation, and digital low-altitude economy.

Editorial team

Editor-in-Chief: Prof. Weimin LIU
Associate Editor: Ms. Jue WANG
Secretary: Ms. Isabella HUANG

FBM NEWSLETTER

June 2026

FACULTY OF BUSINESS AND MANAGEMENT, BNBU

VOLUME 1, ISSUE 2

Message from the Dean

Welcome to the Second Issue of the FBM Newsletter in AY2025/26.
As it turns out, this is a busy but very fruitful academic year for FBM. Starting with celebrating the BNBU's 20th anniversary to now finally looking forward a well-earned summer break, we continue our strong commitments to quality business research and education that emphasize on intelligence, leadership, and internationalization. We have a new faculty logo that reflects our long-term vision and identity, new accreditations for our programmes, and numerous prizes, awards, and recognitions that reflect the efforts and capability of our students and staff. Together, we look forward to an even more successful year ahead. Happy Reading!



Adolf Ng
Dean, Faculty of Business and Management

FBM: Embarking on a Fresh Chapter

FBM Unveils Its New Logo

On 25 March 2026, FBM proudly unveiled its new logo, embodying the Faculty's core values of Intelligence, Leadership, and Internationalization in a dynamic and balanced triangular

design. The designs submitted by our faculty member, Dr. Sujie PENG, and ACCT student, Ms. Jiayu YI, were honored with Finalist Awards in the FBM Logo Design Competition.



The FIN Programme Supports Students in Achieving CFA Accreditation

In September 2025, the Finance Programme achieved accreditation from the Chartered Financial Analyst (CFA) Institute, signifying international recognition for its curriculum design and teaching excellence. In May 2026, Dr. Chun Kit LAU, a faculty member from the Department of Finance and Economics, earned the CFA qualification through rigorous examinations. This allows him to share valuable expertise, enhance student learning, and inspire BNBU students to pursue CFA qualifications.

FST and FBM Jointly Launch the Master’s Programme in QFRM

The Master of Science in Data Science - Quantitative Finance and Risk Management (QFRM) Concentration, jointly offered by FST and FBM, has officially been launched in 2026 and is now open for applications.

The MKT Programme Becomes the First in China to Receive Full Accreditation from the Digital Marketing Institute (DMI)

On 14 April 2026, the Marketing Management (MKT) Programme earned full accreditation from the globally renowned DMI, making it the first undergraduate programme in China to achieve this milestone. Graduates of the MKT Programme will receive a Digital Marketing Professional Certificate from DMI, giving them a significant advantage in the job market.



FBM Welcomes Prospective Students and Parents on Open Day



On 26 April 2026, as part of the BNBU Open Day, FBM hosted a variety of activities, including the President and Dean's Forum, mock classes, achievement exhibition, student and alumni sharing sessions, and admissions consultations, warmly welcoming students, parents, and visitors from across the country.

FBM Students:
Growing and Thriving

National Level



First Prize
in the 18th “Peak Time”
National Business Simulation
Competition-Cesim Elite China Qualifier

Jiayi WU (EBIS), Siyu XIE (CCM)
Advisor: Ms. Moyi LI

National Level



First Prize
in the 10th
Huawei ICT
Competition

Hanyuan ZHANG (BUSA)

International Level



Finalist Award
in the 2026
Mathematical
Contest
In Modeling

Lai WEI (AE), Kunhe YUAN (AE), Haotong LIU (AE),
Ruizhe WU (BUSA), Chenghao XIE (BUSA),
Jiancong QIU (BUSA)
Advisor: Dr. Ming-Lu WU

National Level



Second Prize
in the Chinese Mainland
Final of the CGMA Global
Business Challenge 2026

Yihan SHEN (ACCT), Yahan NI (ACCT), Qianhui ZHU (ACCT), Xinyi JIANG (ACCT)
Advisor: Dr. Brian LAM, Dr. Meng HE, Dr. Wingsun LI

International Level



Second Prize and Best
AI Application Award
in the Chinese Mainland
Final of the CGMA Global
Business Challenge 2026

Yihan SHEN (ACCT), Yahan NI (ACCT), Qianhui ZHU (ACCT), Xinyi JIANG (ACCT)
Advisor: Dr. Brian LAM, Dr. Meng HE, Dr. Wingsun LI

National Level



Bronze Award
and Emerging Award
in the 5th CFA China Future
Financial Analyst Competition

Jingwen WAN (FIN), Yiying LIU (FIN), Zhaohan LIN (FIN), Yike ZHANG (FIN)
Advisor: Dr. Clara QIN

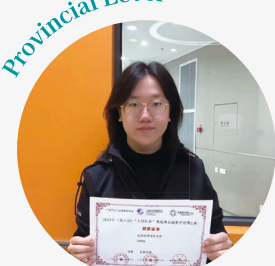
International Level



Bronze Award
and Emerging Award
in the 5th CFA China Future
Financial Analyst Competition

Jingwen WAN (FIN), Yiying LIU (FIN), Zhaohan LIN (FIN), Yike ZHANG (FIN)
Advisor: Dr. Clara QIN

Provincial Level



Bronze Award
in the 6th
"Greater Bay
Area Cup"
Guangdong
-Hong Kong
-Macao Financial
Mathematical
Modeling
Competition

Erxiao SHANG (BUSA)

Provincial Level



Finalist Award
in the 2026
ACCA Job
Hunting
Competition

Peilang LI (ACCT), Ziqi WU (ACCT), Xin LU (ACCT)
Advisor: Dr. Meng HE, Dr. Qiong WU

FBM Staff: Committed to Excellence
in Teaching and Research

Prof. Patrick CHAU was listed among the 2026 World's Best Scientists in Business and Management, as well as in Engineering and Technology by Research.com.



Prof. Adolf NG was listed among the 2026 World's Best Scientists in Social Sciences and Humanities by Research.com.



Dr. Gangzhi FAN was recognized as a CNKI Top 1% Highly Cited Scholar in 2024 and 2025, respectively.



Dr. Xiaojing LU was awarded the Grand Prize in the 2026 BNBU Teaching Contest for her course “Organisational Behaviour”.



FBM faculty have successfully secured multiple research grants (Table 1) at provincial level, while also publishing high-impact research papers (Table 2) in prestigious journals. These achievements underscore the faculty’s significant strides in advancing research excellence.

Table 1: Selected Research Grants Received by FBM Faculties in Semester 2 of Academic Year 2025-26

No.	Funding Source	Project Title	PI
1	2026 Philosophy and Social Science Foundation of Guangdong Province	Collaborative Strategies for the Trade-Port-Shipping Data Chain in the Greater Bay Area from the Perspective of Data Property Rights	Dr. Yi XIAO
2	Guangdong Higher Education Upgrading Plan	Cultivation of Core Research Team Members and Projects in Economics	Dr. Hao SHI
3	Guangdong Higher Education Upgrading Plan	Economic Discipline Development and International Academic Exchange and Cooperation Project	Prof. Luchuan LIU, Prof. Weimin LIU

Table 2: Selected Publications by FBM Faculties in Semester 2 of Academic Year 2025-26

Wang, T., Xu, T. Z.*, Feng, H., Guo, Z., Poo, M. C. P., Tang, J., & Ng, A. K. Y. (2026). Enhancing Port Resilience to Typhoon Disasters: A Framework for Recovery Optimization and Shipping Network Impact Assessment. *Transport Policy*, 180, 104029.

Hu, C., Wang, P.*, & Covin, J. G. (2025). Intergenerational Capital Endowments and External Funding in New Ventures: A Fuzzy-Set Qualitative Comparative Analysis, *Management and Organization Review*, 21(2), 196-224.

Wang, X., Xin, L.*, & Yu, P. L. (2025). Matrix Autoregressive Time Series With Reduced - Rank and Sparse Structural Constraints. *Journal of Forecasting*. 44(8), 2442-2458.

Liu, M., & Morrin, M. (2025). The moderating role of maximizing decision-making style on consumer response to price discounts. *European Journal of Marketing*, 59(7), 1862-1890.

Dang, H. V., & Lin, M.* (2026). Global capital and local consequences: The real and financial effects of foreign acquisitions in India. *Oxford Bulletin of Economics and Statistics*.

Zhang, W., Yu, D., Peng, S.*, Zhang, D. (2026). Unveiling the ESG performance and green innovation: The moderating roles of business climate and executive green cognition, *Journal of Cleaner Production*, 563, 148447.

Hrazdil, K., Li, J., Li, X., & Zhang, W. (2025). Tax regulations and corporate social responsibility: Evidence from the adoption of addback statutes. *Journal of Accounting and Public Policy*, 54, 107359.

Ye, Y., Fan, Z., & Kwok, Y. K. (2026). VIX Term Structure in the Rough Heston Model via Markovian Approximation. *Journal of Futures Markets*, 46(5), 799-823.

Wang, J. Z., Fan, Z., & Ye, Y.* (2026). Dynamic portfolio choice with stochastic liquidity risk: A perturbation approach, *Finance Research Letters*, 99, 109847.

Elhaoussine, Y., Monaco, E., Çolakoğlu, S., Vavřík, M. (2026). Cases on China's Partnerships and International Development in Asia. *IGI Global*. (Teaching Case Book)

Bao, X., Blonigen, B. A., & Yu, Z.* (2025). Cross-product and cross-market adjustments within multiproduct firms: Evidence from antidumping actions. *Journal of International Economics*, 159, 104206.

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