



兰州大学 管理学院  
School of Management, Lanzhou University

学习管理  
就是学习  
成功

The learning  
of management is the learning  
of heading for success.



2023-2024

# Sharing Information on Progress



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We welcome feedback on the contents of this report



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兰州大学管理学院  
School of Management, Lanzhou University



## LETTER OF COMMITMENT



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December 19<sup>th</sup>, 2025

### Adoption of the Principles for Responsible Management Education

Since becoming a PRME Signatory Member in 2017, the School of Management at Lanzhou University has been committed to cultivating outstanding management talents with a global perspective and social responsibility, pledging to continuously implement the seven PRME principles and the United Nations' 17 SDGs. The school will regularly report to all stakeholders on the latest progress in enhancing educational quality and sustainable development practices, and actively engage in in-depth dialogues and collaborations with peer institutions worldwide to jointly share and promote cutting-edge concepts and innovative practices in responsible management education.

We encourage other academic institutions and associations to actively practice the principles of responsible management education, work together to build a more equitable, inclusive, and sustainable global educational ecosystem, and contribute wisdom and strength to shaping a prosperous and responsible future for humanity.

Best Regards,

Prof. Dr. WANG Kangzhou  
Dean  
School of Management, Lanzhou University



## Principle 1 Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

### 1.1 Mission and Strategies Statement

- **Mission:** To develop leaders with global perspective, local commitment and social responsibility for western China and beyond.
- **Vision:** To become a leading management school of openness, inclusiveness, and distinctiveness.
- **Strategies:** School culture building; School enhancement by talent; Internationalization; Digitalization.

### 1.2 Celebrating Impact in Purpose

LUSM is committed to applying academic research achievements, management expertise, and technical services to serve society. It actively collaborates with local governments, enterprises, and various social organizations, organizing widely recognized social service activities such as the third-party government performance evaluation known as the "Gansu Model," the Jincheng Summit, and the release of the China County-Level Government Performance Index. The School actively provides professional consulting and training services to support government decision-making, industrial upgrading, and enterprise transformation, contributing to the social and economic development of Gansu.

The discipline actively participates in academic dialogue and the construction of academic communities, serving national strategies and regional development. It has become a highland for cultivating high-level public management talents, conducting cutting-edge scientific research, delivering high-quality social services, and preserving disciplinary culture in China, particularly in the western region. Additionally, adhering to the principle of "improving through

evaluation," the School actively engages in international accreditation. Driven by its mission, it has established a governance and business education quality assurance system that involves multiple stakeholders and fosters interaction. In 2023, LUSM achieved AACSB accreditation in business, valid for five years, joining the ranks of the world's top 6% of business schools (schools of management).

Faculty, staff, and students of LUSM will always keep the nation's overarching goals in mind, uphold the ambition for reform and innovation, and steadfastly implement four major strategies. Guided by the School's value of "cooperation, innovation, proactiveness, and responsibility," and adhering to its motto, "The learning of management is the learning of heading for success," the School will deepen internal governance reforms, cultivate outstanding management talents for the nation and the western region, and steadfastly advance toward its vision of "To become a leading management school of openness, inclusive, and distinctiveness."

# Principle 1

## PURPOSE



## Principle 2 Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.

### 2.1 Value Statement

**Values:** Cooperation, Innovation, Proactiveness, Responsibility.

#### Cooperation

With humanist mind of harmony, inclusiveness and openness to promote crossculture, cross-region and cross-discipline cooperation of the School's stakeholders.

#### Innovation

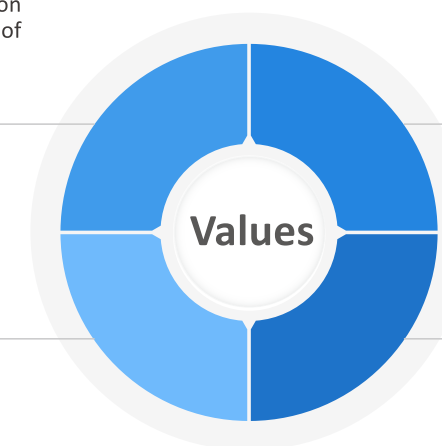
Rooted in western China with a global vision to explore innovative ways for rejuvenating Silk Road and providing featured education, research and social service of impact.

#### Responsibility

With due integrity, professionalism, pragmatism and tolerance to enhance stakeholders' leadership so as to repay the society, the region and the country with responsible education, research and social service.

#### Proactiveness

With enterprising spirit, courage to dare the unknown, and sensitivity to changes to lead the modern business civilization in western China, and to promote life-long learning, and to realize all stakeholders' coordinated development.



#### Motto:

The learning of management is the learning of heading for success.

#### Tenet:

To learn management with due tolerance and open-mindedness, an insight for eternal wisdom and expertise so as to serve society.

# Principle 2

## VALUES



## 2.2 Value Achievements

### International Accreditation

#### • LUSM Earns AACSB Accreditation

On August 1, the Initial Accreditation Committee (IAC) of the Association to Advance Collegiate Schools of Business (AACSB) informed LUSM, that the Board of Directors ratified the decision to accredit LUSM with a period of five years, which indicating LUSM one of the top 6% world's best business schools.

During the assessment, the Team conducted 15 rigorous inquiries and in-depth discussions with a total of 170 person-time representatives of LUSM's faculty, student, alumni, employer and administrative staff in the fields of the School's strategic plan, assurance of learning and curriculum management, program development, resource allocation, scientific research and social service, faculty sufficiency and support, student management and support, and the development of executive education. With the guidance of AACSB Accreditation Standards for Business Accreditation (version 2013), the Team conducted standard-by-standard alignment by comparing the School's development over the past five years to the accreditation standards, and made a comprehensive and systematic evaluation and analysis on the while School's quality improvement.

During the on-site visit, the Team recognized and appreciated the significance and backing from both LZU and LUSM leaders in pursuing international accreditation. They also acknowledged the School's innovative approaches undertaken during the

accreditation process. The Team commended LUSM's progress in various areas in recent years, and agreed that the School has successfully met all the requirements outlined by AACSB accreditation standards.



Tampa, Fla., USA (August 1, 2023)—AACSB International (AACSB) announces that School of Management, Lanzhou University has earned business accreditation. Founded in 1916, AACSB is the longest-serving global accrediting body for business schools, and the largest business education network connecting learners, educators, and businesses worldwide.

"AACSB accreditation recognizes institutions that have demonstrated a focus on excellence in all areas, including teaching, research, curriculum development, and student learning," said Stephanie M. Bryant, executive vice president and chief accreditation officer of AACSB. "We congratulate School of Management, Lanzhou University and Dean Wensheng He on earning accreditation and applaud the entire team—including the administration, faculty, staff, and students—for their roles in earning this respected honor."

Taking AACSB accreditation as an opportunity, LUSM will continue to base itself upon the strategy of internationalization, adhere to the concept of "to promote the development by the accreditation", and to further promote the School's brand building, enhance its education level, and strengthen the impact both locally and globally, so as to create itself a leading management school of distinctiveness, inclusiveness, and openness with the guidance of the mission "to develop leaders with global perspective, local commitment, and social responsibility."





Principle 2 VALUES

Spotlight on Program

Honorary Awards
2023 China's Most Influential MBA
2023 The Asia's Most Influential MBA
2023 Business School with Brand Influence
He Wensheng wo the award of "Exemplary Figure in Chinese Business Education for 2023"
2023 Silk Road MBA Program with the Most Brand Value
He Wensheng was awarded the title of the "2023 Leading Education Figures of Silk Road Global Business School"
Business School with Brand Influence in 2023
He Wensheng won the title of "Exemplary Figure in Chinese Business Education for 2023 "
Outstanding MBA Business School for the Year 2024
Top 10 MBA Business Schools in China
He Wensheng was honored with "2024 China MBA Excellent Leader Awards"
He Lihong awarded "China MBA Excellent Contribution Teacher Award
MBA student of grade 2024, were awarded the "2024 China MBA Cutting-edge Image 100 Award"
He Wensheng was honored as the "2024 Business Education Leader"
The WeChat Official Account "MBA of LUSM" was honored as the "2024 Business New Media Pioneer"





## Awards of Students Competition

### • 11th Asia Pacific Business School Desert Challenge

From late April to early May 2023, the 11th BYD Cup Asia Pacific Business School Desert Challenge ("Sha 11") concluded successfully in Inner Mongolia's Tengger Desert, Alxa League. Over 4,000 elite representatives from 113 business schools across the Asia-Pacific region, accompanied by hundreds of deans, MBA program directors, professors, and faculty members, once again converged on the vast sands of Tengger. Guided by their original aspirations, they pressed forward, embracing the intensity of a life fully lived.

The path to conquering Tengger proved arduous. With its extreme day-night temperature shifts, volatile weather, and the relentless dual assault of fierce winds and scorching sun, the desert challenged every participant's resilience. Yet across three grueling days, every team member completed the course, living out the competition's core values—environmental stewardship, collaboration, perseverance, and responsibility—amidst the sands and sweat.



### • 12th Asia Pacific Business School Desert Challenge

On July 15, 2023, the 12th Asia-Pacific Business School Desert Challenge kicked off with a global launch ceremony.

After over 720 days of rigorous preparation and three intense days of racing across windswept dunes—the longest preparatory phase in the event's history—the "Sha 12" competition drew to a successful close. Lanzhou University's "Eagles Team" triumphed with several notable team and individual awards. Throughout the three-day, two-night journey, every participant lived out the event's core values: environmental awareness, teamwork, perseverance, and responsibility. By challenging themselves and pushing beyond their limits, they ran alongside the finest, achieved collective and personal milestones, strengthened their leadership and social commitment, upheld the honor of Lanzhou University, and carried forward its enduring spirit.





## Accreditation Certificate

### Certificate of International Accreditations

To commemorate LUSM's successful achievement in earning AACSB International Accreditation and AMBA & BGA Joint Accreditation, and to further enhance the influence of these accreditations, elevate the reputation of the university and the school, as well as strengthen the recognition among faculty, students, and stakeholders toward its excellent management education programs, the school has officially designed and issued a series of international accreditation certificates.

Starting with the graduating class of 2023, all degree programs at every educational level—including undergraduate, professional degree, and academic graduate programs—will confer these certificates to their graduates. To standardize the use and management of accreditation logos and related certificates, the School has simultaneously formulated the "Certificate Issuance and Usage Management Guidelines" to ensure orderly implementation across all procedures.



## 2.3 Voluntary Services

### Earthquake Relief Donation Initiative

Following the 6.2-magnitude earthquake that struck Jishishan County, Gansu Province, on December 18, 2023, the class committee of the Leading Talents Program (MIIT) Gansu Class at Lanzhou University mobilized participants to respond to the national call and demonstrate corporate social responsibility by organizing donations for the affected communities in Jishishan County.



Together, the class members contributed over 900,000 yuan in funds and supplies, providing timely assistance and tangible support to those impacted by the disaster. This effort reflects the commitment of Gansu's small and medium-sized enterprises to social welfare and their active role in serving society amid their own growth.



The Jishishan earthquake inflicted substantial losses of life and property upon the affected regions. Following the disaster, the Faculty Party Branch of the Information Management and Decision Intelligence Department of LUSM actively engaged in earthquake relief and post-disaster reconstruction through diverse channels. On July 8, the branch visited Hougou Primary School in Chuimatan Town, Jishishan County, for a charitable donation drive.

The donated goods comprised 200 sets of summer school uniforms and 14 USB drives, totaling 15,000 yuan in value. Bai Yulin, the principal of Hougou Primary School, extended heartfelt thanks on behalf of

the school, emphasizing that post-disaster reconstruction hinged on educational progress and that the donations offered not just material aid but also spiritual encouragement. A student representative from the school pledged to study hard, fueled by everyone's profound care, and repay society with outstanding achievements. LUSM's professor Chai Guorong expressed his hope that this donation would pave the way for ongoing efforts to support the children's healthy development. After the ceremony, Chai delivered a campus safety lecture titled "Rejecting Campus Bullying" to all students at Hougou Primary School.





## Principle 3 Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.

### 3.1 Effective Mechanism

#### Revision of the Training Program

- To propel the revision of the 2023 undergraduate talent-training program forward and elevate the quality and caliber of intrinsic undergraduate teaching at the School, a dedicated meeting was convened.

The meeting expounded on the School's specific implementation guidelines, underscoring the necessity of tailoring efforts to the college's realities, strategic development goals, and talent-cultivation orientation. With a clear focus on cultivating digital talent and fostering the professionalization, curriculum-integration, achievement-orientation, and industrialization of digital education, the School is set to capitalize on its disciplinary advantages. It will center on building a knowledge and skill framework for interdisciplinary talents in the emerging field of management - oriented liberal arts, driven by the talent requirements of burgeoning industries like the Internet, big data, and AI. A comprehensive scientific research training system will be reinforced, integrating the "Young Eagle Lecture Series," "Undergraduate Extracurricular Scientific Research and Innovation Cultivation Projects," and the "Alumni Mentorship Program" throughout the talent-cultivation process. Moreover, by adopting AACSB international accreditation standards as a yardstick, the School will rigorously implement quality-construction measures and further solidify its internal teaching quality assurance system.



**Principle 3**  
**TEACH**



## Assessment and Quality Review of Undergraduate Education

In December 2023, the School dispatched a delegation of 16, comprising department heads, leading faculty, and teaching secretaries, on four separate research excursions to peer institutions. These visits facilitated experience-sharing on accreditation assessment practices. Through seminars, site inspections, and document analyses, participants gained invaluable insights and innovative approaches to bolster the School's accreditation preparation endeavors.

From March 20th to 29th, 2024, the School of Life Sciences at LZU welcomed a new round of on-site inspection by the expert group for the Ministry of Education's undergraduate education quality review and assessment. The expert group visited the school and provided in-depth guidance and exchanges on the undergraduate education and teaching work as well as talent cultivation of the school.



## Assessment of MPA Professional Degree Authorization Program

On November 12, 2024, to elevate the program's construction standard and enhance talent cultivation quality, the School organized an expert-led on-site self-assessment meeting for the MPA professional degree authorization program.

The panel inspected the program's talent cultivation and operational status through lab visits, discussions with student and faculty representatives, and a review of supporting materials. After a thorough assessment, they fully recognized the program's recent construction efforts and achievements, identified existing problems, and offered targeted improvement suggestions. Following in-depth deliberations, the panel unanimously approved the MPA program at Lanzhou University, awarding it an outstanding evaluation result.



## Assessment of Doctoral Degree Authorization Program in Public Administration

On November 12, 2024, LUSM conducted an expert-led on-site self-evaluation of its Public Administration doctoral program. The experts probed into the program's achievements and shortcomings in faculty, teaching, research, and management by reviewing reports and asking questions. To grasp a fuller picture, they held talks with faculty and student reps, collecting their insights on program development.

The panel also examined key cultivation materials, like the program plan, degree awarding standards, training systems, and dissertations, and toured the school's teaching and research facilities. After a thorough review, they highly commended the program's progress. Following deliberation, they unanimously rated Lanzhou University's Public Administration doctoral program as "Excellent".





3.2 Celebrating Achievements

Faculty Achievements



Guan Bin won the Third Xia Shuzhang Public Management Excellent Doctoral Dissertation Award



Professor Bao Guoxian has been honored with the Special Contribution Award in the Field of Public Administration.



The achievement, applied for by Professor Wei Xuhua and primarily accomplished by Zhang Ruoyong, Wu Jianzu, Zhao Yanhai, Zheng Gang, Wang Yanxia, Niu Wanjie, and others, was awarded the Second Prize for Excellent Teaching Achievement by the Chinese Association of Human Resources Development.

Two research achievements were honored with the 9th Outstanding Research Achievement Award for Higher Education Institutions (Humanities and Social Sciences).



- 01 He Wensheng, "Research Report on the Evaluation of the Development Environment for Small and Medium-sized Enterprises in Gansu Province" (Consulting Report, 2021)
- 02 Wang Xuejun etc ., "Beyond Efficiency or Justice: The Structure and Measurement of Public Servants' Public Values Preferences" (Administration & Society, Volume 4, 2020)





Principle 3 TEACH

Students Achievements



Chen Shuhao, an MBA student from the 2021 cohort, clinched the championship in the 16th "Excellence Creation Cup" Industrial Digital Skills Competition held by China Telecom Group.

PhD Candidate Yang Qiaoying's paper titled *Processing Objectives and Consumer Creativity: the inhibitory Effect of the Treatment Objectives on Consumer Creativity*, won the 1st Prize of Outstanding Paper on MSI 2023



MBA students won the second prize nationwide in the 15th "Peak Time" National Business Simulation Competition.

The MBA team from LZU secured the third place in the Grand Final of the 8th China Management Case Competition, with Pang Bo, a 2020 MBA student, winning the Best Performance Award, and LZU being honored with the Best Organizing Award for the competition region.



LUSM Undergraduate Student Won the Title of "Star of Self-improvement of Chinese College Students"



Undergraduate students clinched the Group Grand Prize and the Best Public Management Simulation Decision-Making Award in the Grand Final of the 2nd "Zhexun Cup" National College Students' Public Management Decision-Making Simulation Competition.



LUSM Undergraduate Students Won the Excellence Award in the 9th College Student Case Study Competition of City Governance

Guo Chun, PhD Candidate of LUSM Attended the 1st International Forum on Corporate Governance and Global Innovation Network in the New Era and Awarded the Outstanding Paper of the forum.





# Principle 3 TEACH

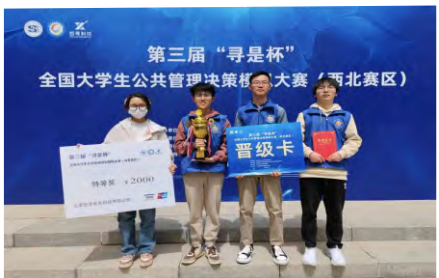


Kan Wenxuan, an undergraduate student majoring in Administrative Management from the 2022 cohort, as a member of the high-level Wushu team of LZU representing Gansu Province, competed in the women's optional swordplay finals of the university group at the First Students (Youth) Games of the People's Republic of China and secured the first gold medal for the Gansu Provincial Delegation.

At the 2024 World Race Walking Team Championships, Peng Li, an undergraduate student from the 2021 cohort and a member of the high-level track and field team, represented Team China and won a team gold medal. This is also the first gold medal won by a high-level athlete from our university in a world-level track and field competition.



The MBA team from Lanzhou University was awarded the Excellent Organization Award in the 2023 China Postgraduate Business Management Innovation Competition, while the MBA team from the School of Management, Lanzhou University won the First Prize.



Undergraduates from the School of Management clinched the Group Grand Prize in the 3rd "Xunshi Cup" National College Students' Public Management Decision-Making Simulation Competition.



LUSM PhD candidate Yang Qiaoying was honored with the Best Student Paper Nomination Award at the 2nd Asia-Pacific Marketing Academy Annual Conference



Master's student Guo Linke attended the 28th International Conference on Management Science and Engineering and won the second prize for her paper



The first cohort of LUSM PhD candidates in Business Administration at Lanzhou University has graduated. Zhang Chao, a doctoral student from the 2020 class, was awarded a Doctor's degree in Management, becoming the first doctoral graduate in the first-tier discipline of Business Administration at our university.

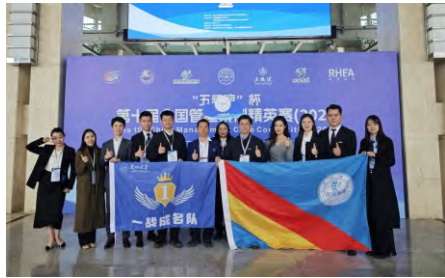
LUSM undergraduates won the First Prize for Team Performance in the final of the 3rd "Xunshi Cup" National College Students' Public Management Decision-Making Simulation Competition.



Students from LUSM Achieved three grand prizes and three first prizes, and team grand prize in HRU9 Northwest Region Competition



The MBA team from LZU won the third place in the grand final of the 10th National Management Case Elite Competition, and Fan Xingrui, a 2023 international MBA student, won the Best Popularity Award.

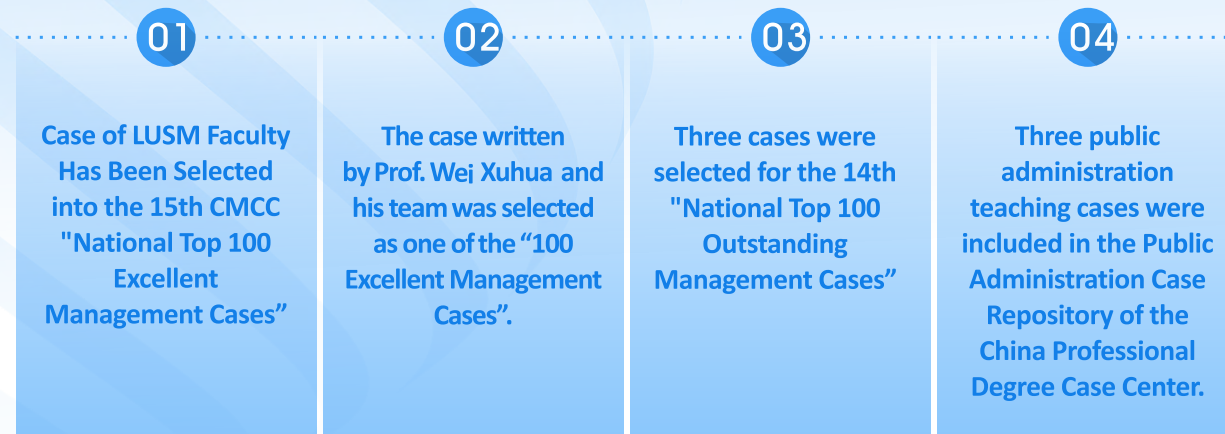


The undergraduate team won the Special Grand Prize for Team Performance in the grand final of the 9th China College Students' Human Resources Innovation and Practice Competition.





## Case Achievements



## 3.3 Practical Teaching

### Enriching Practical Teaching Highlights

The corporate practice classroom is a standout innovation in LUSM 2022 MBA program. To cultivate applied high-end management talents, core business courses shift from traditional lectures to a two-part model: theory learning and corporate practice. Instructors, in collaboration with partner enterprises, deliver joint teaching, bridging theory-practice gaps and closing the "last mile" of application. This initiative broadened students' views, reflecting the school's theory-practice integration in MBA training, and boosted school-enterprise communication.

#### — Gansu Hualing Dairy CO., LTD.

On March 18-19, the "Marketing Innovation Practice" instructor led the 2022 MBA Class 1 on a two-day visit to Gansu Hualing Dairy CO., LTD. Students witnessed the group's product innovation and industrial shift, and grasped the marketing realities and challenges of its new products post-transformation.



#### — Han's Laser Technology Industry Group Co., Ltd.

On June 3, Professor Tu Xingyong from our school led a group of students from the 2022 MBA Class 7 on a corporate visit and practical learning excursion to Han's Laser Technology Industry Group Co., Ltd., a pioneer in China's industrial laser equipment manufacturing and a leading enterprise in manufacturing sector development.



#### — BYD's Pingshan Manufacturing Base in Shenzhen

Throughout this hands-on practical course, students delved deep into BYD's evolutionary path, its cutting-edge technological advancements, and the broader industry landscape. They gained a panoramic view of the production workflows and corporate ethos that underpin this world-renowned electric vehicle manufacturer's success.



The interaction between faculty and students with this paragon of new energy innovation offered a unique vantage point. It allowed them to closely observe the mechanisms driving the exchange and transformation of groundbreaking technologies and scientific breakthroughs, as well as to examine exemplary marketing management strategies employed by new energy vehicle firms. This immersive experience furnished students with indispensable insights and practical know-how for applying and translating these learnings into real-world enterprise settings.



## Mobile Class

### “Classroom Under the Stars” (2nd Session)

Chen Xingjia, recipient of the "National Excellent County Party Secretary" title, founder of the Shenzhen Ever Care Charity Foundation, and executive director of the Xi'an Foundation for Rural Development, was invited to continue teaching the Undergraduates Model Program of Leadership and Social Responsibility, discussing choices and growth in youth together.



In the second segment on "ideals," a student, guided by Chen, read a letter to their past self and expressed aspirations to emulate Chen by serving as a grassroots public servant in the future.

The class comprised three interactive segments. The first focused on "love," where a participant's ordinary yet heartwarming emotional journey resonated deeply with peers. Chen Xingjia then shared his educational and romantic experiences, urging students to cherish and protect their precious emotions.

During the final Q&A, addressing how to handle parental expectations, Chen emphasized youths' right and ability to pursue dreams. He encouraged them to confront their inner selves, define values and goals, and pursue them resolutely, while also fostering independent thinking and bold self-expression in personal growth.

### EMBA Hexi Corridor-Dunhuang Mobile Classroom

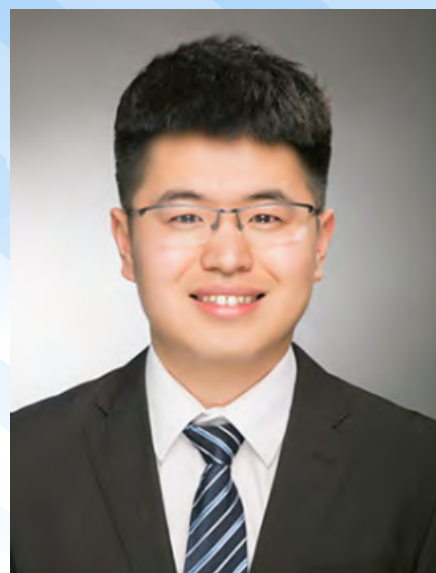
LZU's EMBA Hexi Corridor-Dunhuang Mobile Classroom has forged a brand-defining impact, playing a pivotal role in nurturing exceptional management talents. The Hexi Corridor, a key artery for East-West cultural interchange and a gem of the ancient Silk Road, abounds with splendid natural and cultural riches. The "Belt and Road" Initiative is poised to usher the Silk Road's civilization into a new era, shifting the western regions from openness outskirts to its vanguard. Entrepreneurs should grasp the vast economic opportunities in these regions and engage actively in their swift development. Students are encouraged to merge scholarly pursuits with exploratory travel, tread the expansive motherland, soak in the Silk Road's distinct allure in the mobile classroom, gain non-textbook insights, enrich life experiences, and uplift their moral and ideological standards.



Faculty and students from EMBA program embarked on field trips and practical teaching sessions at various Dunhuang institutions, including Dongfeng Aerospace City, Dunhuang Cultural and Creative Industrial Park, Mogao Industrial Development Co., Ltd., and the Gan Flavor Brand Operation Center.



## Voices from Stakeholders



**Guo Shenghao**  
Professor

LUSM weaves PRME goals and teaching tenets into its development strategy, embedding regional sustainable development service and responsible management talent cultivation into its long-term vision. Tailoring to northwest China's practical needs and global future trends, it refines its talent-cultivation model. Core economics and management courses are upgraded with sustainable development modules, enriched with relevant content, and delivered through case studies and interdisciplinary seminars. Students are guided to link theory with SDG objectives like "Climate Action," "No Poverty," and "Quality Education," fostering transformative knowledge, skills, values, and attitudes for sustainable, equitable, high-quality education.

PRME's principles of "Research", "Practice", and "Partnership" guide faculty actions. In research, they focus on regional sustainability needs, exploring key areas for economic, social, and environmental harmony, aligning findings with policy and industry trends to support SDG-driven management practices. In practice, faculty build industry-academia-research platforms, leading students in sustainability-themed activities to blend theory with real-world scenarios, imparting responsible management principles and translating them into social value. For experience sharing, faculty engage in PRME-related discussions, exchanging insights on teaching methods, research directions, and practical approaches, facilitating outcome organization and transformation. This ensures PRME's "Partnership" principle permeates daily teaching and research, bolstering the college's ecosystem for responsible management education.



**Lei Wenjing**  
Associate Professor

In its development strategy, LUSM integrates sustainable development into talent cultivation, aligning with PRME's "objectives" and "values". Leveraging its "Eye of the West" academic role, it focuses on Yellow River conservation and Silk Road development, emphasizing "green governance" and "regional responsibility" in curriculum, research, and services to foster leaders for shared prosperity.

Teaching reforms incorporate ethical governance and social issue research, adhering to PRME's "teaching" tenets. Teachers employ case studies and social practices to shift from teacher-to student-centered learning, creating interactive scenarios advocated by PRME.

For social engagement, the School collaborates with governments, enterprises, and NGOs, practicing "partnership" and "practice". It leverages Belt and Road research for regional planning and partners with firms like Lanshi Equipment for a unique northwest industry-academia-research model. Students enhance collaborative, communicative, and organizational skills through practice.

As a faculty member, I promote responsible management education, instilling ethical awareness, social responsibility, and sustainability in students. Guiding projects like Gansu cultural tourism research, I nurture critical thinking, collaboration, and global perspectives for sustainable development.



Voices from Stakeholders

Among the many courses offered by the school, "Strategic Management" left a deep impression on me. It is not an isolated body of theoretical knowledge, but a "top-level thinking framework" and "action guidance system" that runs through the entire life cycle of an enterprise (organization). It can provide logical guidance for enterprise managers to formulate long-term plans and also help business school students find the right direction in their future career development plans. This is highly consistent with PRME's goal of "cultivating a new generation of business talents capable of addressing complex challenges". This course not only helps us sort out management logic clearly, but also assists us in building a cognitive system of "holistic perspective - dynamic thinking - decision-making ability". It can also promote us to transform from passive "task performers" to proactive, responsible and well-planned "value creators", which is exactly the core goal of PRME's "Principles for Responsible Management Education".

LUSM attaches great importance to the integration of theory and practice. It has established a sound cooperative education mechanism, built practical platforms, strengthened the synergy between scientific research and teaching, actively carried out international exchanges, and sponsored and organized MBA students to participate in various competitions.



These efforts aim to stimulate students' learning initiative, help them consolidate professional knowledge and improve comprehensive abilities.

Wen Zhe,  
Year 2 MBA



Li Zhiyi, Year 2  
Undergraduate  
Student in HRM

In 2024, I proudly represented my university at the 13th University Scholars Leadership Symposium in Malaysia, where young delegates from Southeast Asian universities delved into topics like "Youth Leadership in Global Challenges," "Inclusive Development", and "Climate Change Response." On Kindness Day, we planted mangrove saplings along the coast, spurring practical SDG 13 (Climate Action) and SDG 12 (Responsible Consumption) efforts. This broadened my global outlook and underscored youth's crucial role in sustainability.

Back on campus, I closely observed our school's responsible management education. International faculty frequently used global cases to foster multicultural perspectives on business ethics, social responsibility, and environmental governance.

In "Organizational Behavior", analyzing multinationals' ESG practices inspired us to integrate SDG 8 (Decent Work) and SDG 10 (Reduced Inequalities) into career choices. This student-centered, problem-driven approach vividly reflects PRME's principle on teach, embedding responsible management in curricula and transforming learning.

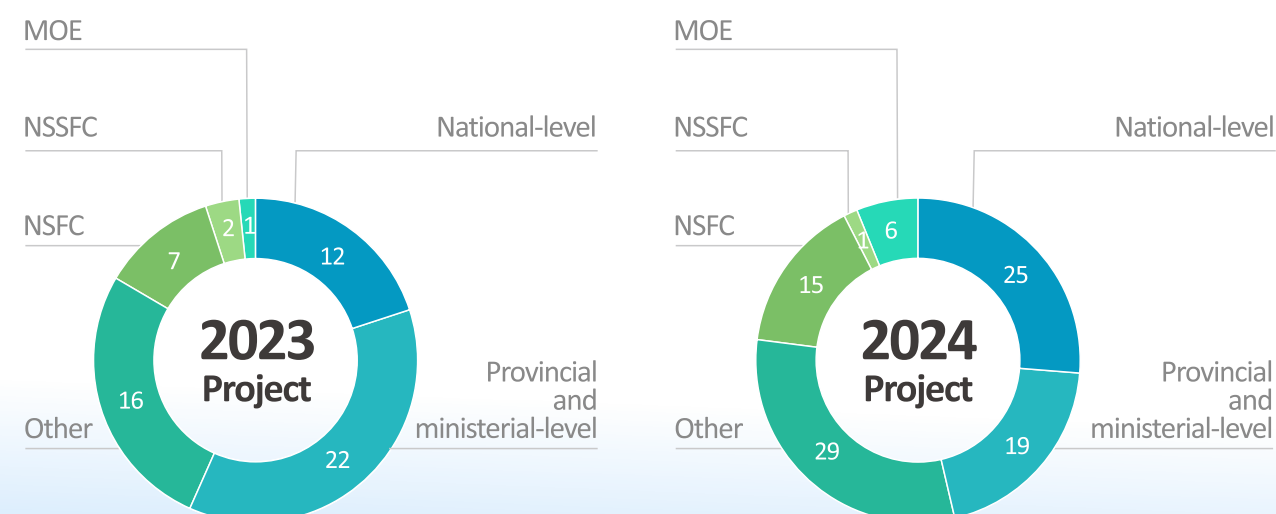
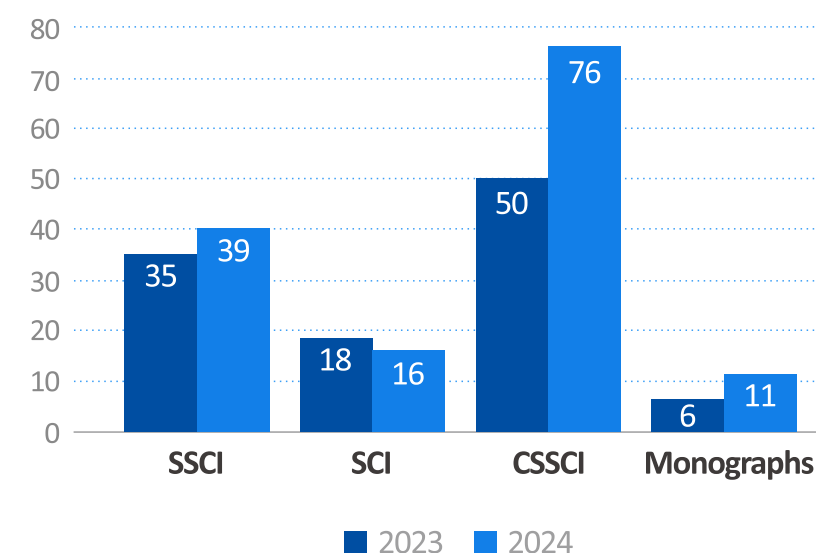


## Principle 4 Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

### 4.1 Research Outcome Brief

Publication



**Principle 4**  
**RESEARCH**



Restructuring of Research Institutes/Centers

On September 14, 2024, LUSM hosted an appointment ceremony for institute (center) leaders. This adjustment and reform of the school's grassroots teaching and research organizational framework are pivotal steps toward enhancing its governance system and capacity. Adhering to the principles of "integration, interdisciplinarity, adaptability, and openness," the school has refined its research institutes (centers), ensuring alignment among discipline development, socio-economic service, and academic research advancement. Through the establishment of premier academic exchange platforms, the School is committed to significantly elevating both its scientific research prowess and social service quality.



Projects

— Approved Projects:

List of MOE Approved Projects of LUSM in 2024

NO.	Discipline	Project Title	Category	Project Principal
1	Management	Research on Public Leadership of Grassroots Leaders in the Chinese Context: Connotations, Measurement, and Performance Generation Mechanisms	Planning Fund programs	GUO Shenghao
2	Management	The Double-Edged Impact, Mechanisms, and Response Strategies of Rental Products on Consumer Behavior--A Dual Perspective of Psychological Ownership Loss and Burden		LIU Wumei
3	Interdisciplinary	Research on the Internal Logic and Implementation Path of New-Quality Productive Forces Empowering Green, Low-Carbon, and Circular Development in the Tourism Industry		MA Jianfeng
4	Management	Antecedent Configurations of Digital Government Construction and Their Impact on Enterprise Integration Innovation: Boundaries, Mechanisms, Consequences, and Models	Youth Fund programs	YUAN Dongliang
5	Management	Research on the Construction of Urban Composite Risk Assessment Systems and Governance Strategies from a Limited Resilience Perspective		QU Zongxi
6	Economics	Research on the Effects, Mechanisms, and Strategies of New Agricultural Business Entities in Promoting Farmers' Transition to Green Production		XIE Jinhua

List of Approved Programs Granted by NSFC in 2024

NO.	Principal	Program Title	Category
1	WANG Hongpeng	Research on the Effectiveness Evaluation and Mechanism Design of Cross-Platform Sponsorship Content in Data Interaction Contexts	General Program
2	LIU Wumei	Research on the Impact and Mechanisms of Sensory Interaction Between Consumers and Smart Device Interfaces on Decision-Making and Preferences: A Multisensory Perspective	General Program
3	WANG Yu	Are Companies Consistent in Their Social Responsibility "Words and Actions"? --Strategies for Concealment, Behavioral Outcomes, and Institutional Incentives	General Program
4	WANG Yanxia	Identity Formation in New Employment Forms: Exploring the Identity and Active Management of Multi-Job Gig Workers	General Program
5	MA Xiang	Evaluation and Governance of Rural Public Project Decision-Making Performance Loss Under Institutional Incentives and Value Constraints	General Program
6	ZHANG Ningwei	Research on the Design and Operation of Battery Swap Service Networks for Electric Engineering Vehicles	Young Scientists Fund
7	CAI Dong	Research on Multi-Source Reverse Auction Mechanisms for Green Products in Government Bulk Purchasing Under Heterogeneous Objectives	Young Scientists Fund
8	LEI Wenjing	Research on a Manufacturing Service Group Recommendation Model Integrating Behavioral Decision-Making and Group Consensus in Social Network Environments	Young Scientists Fund
9	YANG Xiaojuan	The Double-Edged Sword Effect of Intelligent Audit Platforms on Auditors' Willingness to Use and AI Result Adjustments in the Context of Digital Intelligence: Mechanisms, Boundaries, and Interventions	Young Scientists Fund
10	YUAN Dongliang	Research on the Digital Intelligence Spillover Effects Among Peer Companies and Their Impact on the Integration Innovation of Focused Enterprises	Young Scientists Fund
11	HE Qiong	Research on the Impact and Mechanisms of Parental Residential Mobility on Parental Consumption Decisions and Preferences for Their Children: A Lifecourse Perspective	Young Scientists Fund
12	QIAN Zhifeng	Research on Cooperative Mechanisms and Incentive Policies for Green Recycling Technology of Power Batteries Under the Uncertainty of Key Raw Material Supply	Young Scientists Fund
13	YANG Guanglei	Effects, Mechanisms, and Policies of Low-Carbon Technology Innovation Driving Urban Energy Transformation Across the "Source-Process-End" Stages	Young Scientists Fund
14	XIE Jinhua	Research on the Effects, Mechanisms, and Optimization Strategies of Comprehensive Land Reclamation on Farmers' Green Production Transformation	Young Scientists Fund
15	GAO Yang	Research on the Evaluation, Optimization, and Coordination Mechanisms of Environmental and Climate Policies for Energy Transition	Young Students Basic Research Fund (PhD)

37 Faculty Members of LUSM Has Been Selected into "2024 CNKI Highly Cited Scholars"

List of 2024 CNKI Highly Cited Scholars

List	Faculty Members
CNKI Top 1% Highly Cited Scholars 2024	DING Zhigang, YU Lianchao, WEI Xuhua, MA Ning, WANG Yu, WANG Xuejun, WANG Lei, BAO Haixu, RUI Zhengyun, LI Shaohui, WU Xuhong, WU Jianzu, HE Wensheng, SHA Yongzhong, ZHANG Guoxing, LUO Jingbo, JIA Xudong, CHAI Guorong, GUO Shenghao, TU Xingyong, JIAO Keyuan, GUAN Xin
CNKI Top 5% Highly Cited Scholars 2024	MA Xiang, WANG Xiangdong, WANG Rui, SUN Fei, HE Liong, SHEN Xiaoqiang, SHAN Feifei, LANG Mei, LIU Wumei, BAO Haixu, JIA Mingqi, CHAI Minquan, GAO Xuede, HAN Guoming, JIN Guanghui



Principle 4 RESEARCH

4.2 Key Outcome

Wang Kangzhou

The research topic headed by Prof. Wang has been approved as a project under the National Key Research and Development Program. His team has been awarded a total of 3.96 million yuan in funding for their research topic and sub-topics. This project will

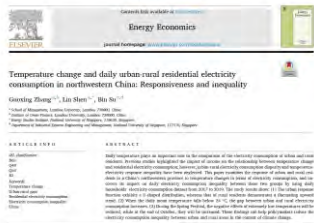


be a collaborative effort involving Weichai Group, Zhengzhou University, Hefei University of Technology, the Hefei Comprehensive National Science Center, Jilin University, and Baoshan Iron & Steel Co., Ltd. LUSM has secured its inaugural project topic under the National Key Research and Development Program, underscoring a remarkable leap in our research prowess within digital and intelligent supply chain management and signaling a substantial boost in our capacity to align with national strategies and foster modern industrial system development.

Zhang Guoxing

Professor Zhang Guoxing has dedicated himself to long-term research in energy and environmental management, along with environmental regulatory policy studies. His scholarly endeavors have garnered consistent backing from an array of esteemed projects, encompassing the General, Key, and Special Programs of the NSFC, the Key Program of the NSSFC, as well as the 2022 Special Major Science and Technology Initiative within State Grid's Technological Breakthrough Campaign for Novel Power Systems.

Professor Zhang Guoxing's research team has published their latest research findings, Temperature change and daily urban-rural residential electricity consumption in northwestern China: Responsiveness and inequality, in Energy Economics, an international authoritative journal in the field of energy economics.



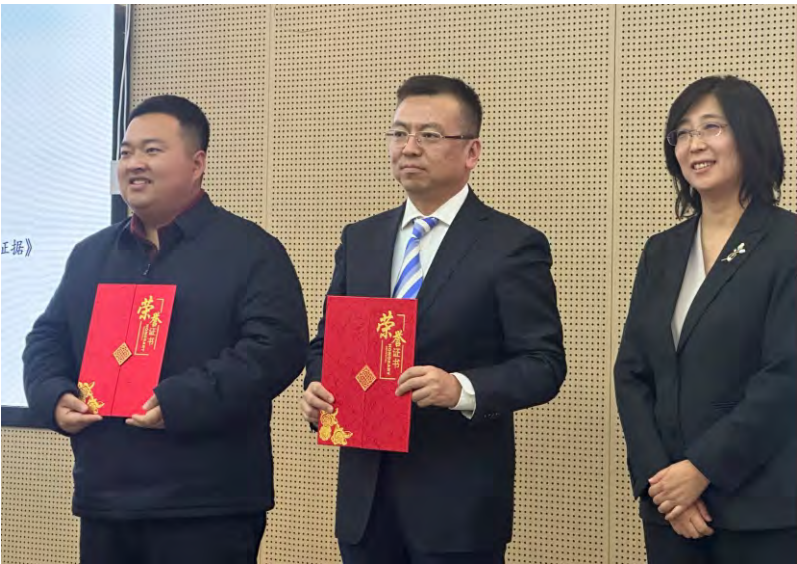
Prof. Zhang Guoxing's Research Team Published Outcome on the Top International Academic Journal PNAS Neux (Proceedings of the National Academy of Sciences of the United States of America)

Wei Xuhua

Professor Wei Xuhua's team has published their latest research findings in the internationally renowned management journal Asia Pacific Journal of Management, titled "Ethnic Minority Status, Political Capital, and Executive Turnover in China: The Moderating Role of Ethnic Autonomous Regions".



He Wensheng



The research achievements of Professor He Wensheng's team have won the "Best Paper of 2024" award from Public Administration and Policy Review.



Li Xinyi from the class of 2020 and Geng Hongji from the class of 2021 have respectively published high-quality research results in the Chinese high-level academic journals World Economy Study and Chinese Journal of Management.



Voices from Stakeholders



Liu Yunxia,  
Associate Professor

All of the above SDG is related to a project I participated in the last 6 years. It's a large international collaboration project funded by the Economic and Social Research Committee, ESRC, UK. With the title of Sustainable, health and learning cities and neighborhood, this project involved eight countries from Asia, Africa and Europe. In this project we focus on how the urbanization and neighborhood dynamics affect the achievement of SDGs, in terms of education and public health.

I have three publications in the journal of Cities, Applied Geography and Journal of Urban

Management, analyzing the above issues. For instance, we have a paper published in Cities, discussing informal workers' employment resilience during COVID-19. We emphasize the role of neighborhood for the resilience of informal employees. In this study, we address the SDG 8, SDG11 (see the right most of Figure 1). As policy implications for achieving SDG 8 and SDG 10, it is essential to prioritize neighborhood-based interventions over individual-based approaches to enhance employment resilience.

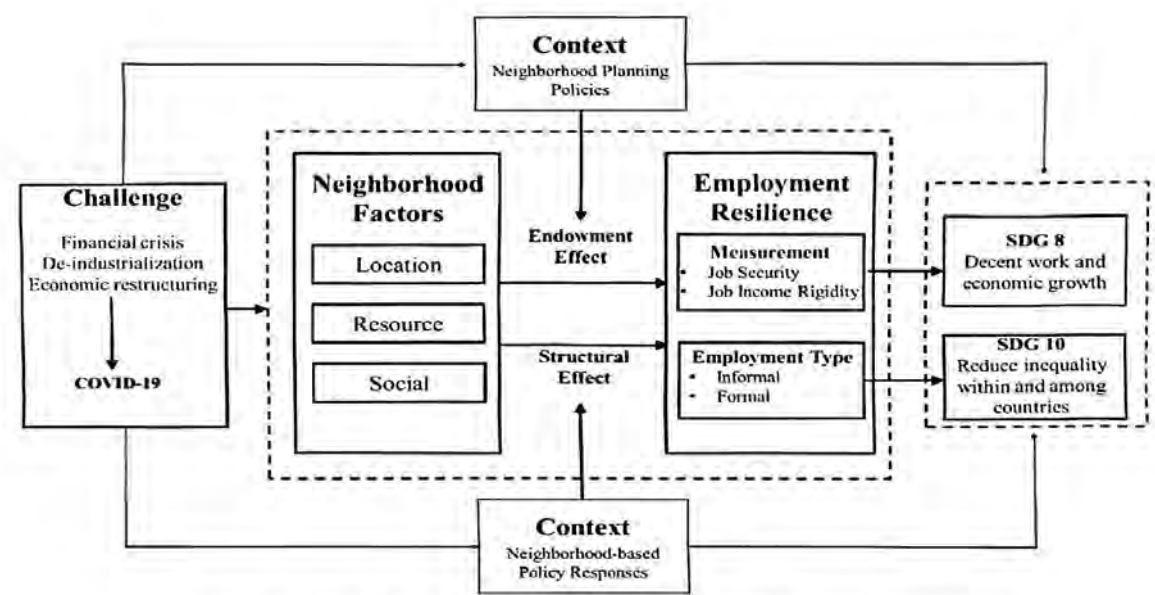


Fig. 1. The Challenge Neighborhood Context Employment Resilience theoretical framework.

Another publication in the journal of Applied Geography, we talk about informal workers' mental health, where we address the SDG 3: Good health and wellbeing and SDG 11: Sustainable cities and neighborhood (Referred to the figure below).

This study indicates that advancing SDG 3 (Good health and well-being) in the post-pandemic era is contingent upon fulfilling SDG 8 (Decent work and economic growth) and SDG 11 (Sustainable cities and communities). Promoting inclusive and resilient neighborhoods and enhancing constructive state embeddedness are vital for improving the psychological well-being of vulnerable groups and further fostering health equality.

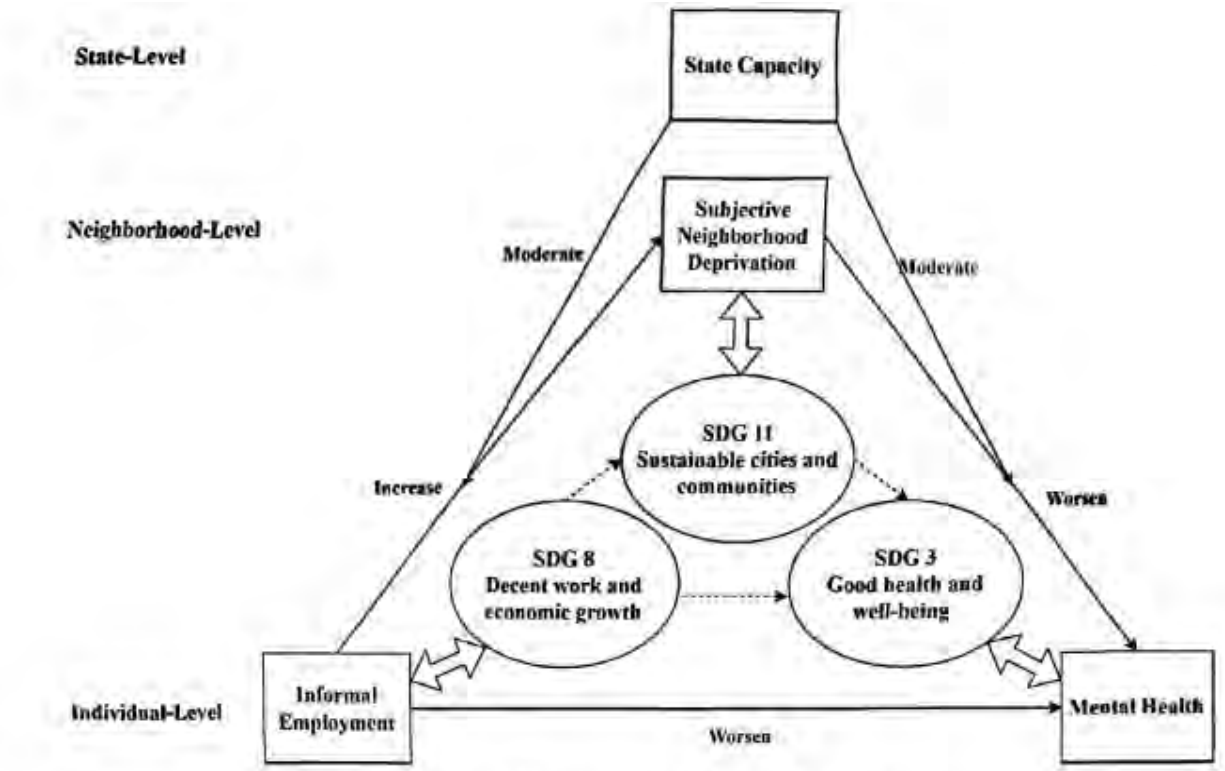


Fig. 1. The State-Neighborhood-Individual theoretical framework.

Source: Yunxia Liu, Peiling Zhou, Fanyi Kong, Fuhua Yang, Yingzhe Song, Decoding the mental health of informal workers in the Global South: An integrated State-Neighborhood-individual framework, Applied Geography, 179,2025,103627.



## Voices from Stakeholders



**Guo Chun, Year 3  
PhD in Business  
Administration**

As a PhD candidate dedicated to the intersecting fields of green innovation, sustainable development, and business ethics, my academic journey is intrinsically aligned with the principles of PRME. My research and collaborations are consciously designed to generate knowledge that not only advances academic discourse but also serves the broader objectives of fostering a sustainable and equitable global economy.

My doctoral research directly operationalizes PRME Principle 4 by investigating critical, contemporary issues at the nexus of business and society.

Two of my recent research projects serve as pertinent examples.

**Green Innovation among Supply Chains.** This work examines the spillover effects of sustainability practices within supply chains. Our study, published in *The British Accounting Review*, provides empirical evidence that a customer's green innovation significantly motivates and enhances their suppliers' green innovation. This work moves beyond treating corporate sustainability as an isolated endeavor, instead framing it as a collaborative, systemic process.

**Business Ethics in trade credit provisions for related-party customers.** Our research, published in the *Journal of Business Ethics*, delves into the ethical implications of providing trade credit to related parties. We investigate the potential compliance pressure, financial risk and reputations challenges that can arise, highlighting the importance of transparency and ethical decision-making in corporate financial practices. This study contributes to the foundational PRME value of integrating Values into business operations, underscoring that financial strategies must be evaluated not only for their economic efficiency but also for their ethical integrity.



**Xiao Weilong, Year 2  
Academic Postgraduate  
in Public Administration**

Since enrollment, I've actively engaged in research projects on grassroots governance, spanning rural revitalization, community safety, leadership, administrative rules, and civil servants' proactive behaviors. These endeavors cover policy, organizational behavior, public services, and governance mechanisms, allowing me to systematically grasp public management theories and delve into governance logic and institutional operations.

Crucially, fieldwork took me from classrooms to communities, where I interviewed grassroots officials and residents, witnessing firsthand the complexity and diversity of grassroots governance. Each trip was enlightening, revealing public

management as a dynamic interplay of people, events, structures, and interactions, not just textbook theory. I believe that only by truly comprehending China's grassroots dynamics can we devise practical governance solutions, and only by prioritizing public interest can we fulfill the noble mission of "serving the common good."



## Principle 5 Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

### 5.1 School-Institution Cooperation

#### International and National Conferences



- LUSM Delegation attended the 20th AMBA and BGA Business School Capacity Building Seminar.

**Principle 5**  
**PARTNER**



# Principle 5 PARTNER

2023-2024  
Sharing Information on Progress



He Wensheng, Dean of LUSM, Prof. Liu Wumei and Prof. Bao Haixu Attended 2023 AACSB Global Annual Meeting



Delegates of LUSM Attended AMBA and BGA 2023 Global Conference for Deans and Directors held in Seville, Spain.



LUSM Delegation Attended 2024 AMBA&BGA Global Conference



Delegates of LUSM Attended the China-Colombia Business School Cooperation Forum and the 2023 AMBA & BGA Latin America Conference.



Delegates of LUSM Attended AMBA&BGA Asia Pacific Conference 2023

Delegates of LUSM Attended AACSB 2024 Asia Pacific Annual Conference



Delegates of LUSM Attended AACSB 2023 Asia Pacific Annual Conference



LUSM Delegation Attended AACSB ICAM





# Principle 5 PARTNER

2023-2024  
Sharing Information on Progress



LUSM Delegation Attended the 20th Cross-Strait cum Hong Kong and Macao Public Administration Conference

2024 High-Quality Business Education and Case Method Conference for MBA Educators



Delegates of LUSM Attended the 2nd Annual Meeting of the China Academic Committee for RME and Forum on RME and Sustainable Development

Delegates of LUSM Attended the 25th AMBA and BGA Business School Capacity Building Workshop



## Students Engagement

### Delegation from Lanzhou University Attends 11th University Scholars Leadership Symposium

From August 1-4, 2023, the 11th "Be the Change" University Scholars Leadership Symposium, hosted by the UN Global Compact and Humanitarian Affairs Asia, took place in Bangkok. Eight students from Lanzhou University's Leadership and Social Responsibility Program, spanning management, law, philosophy, and Marxism schools, represented the university at the invitation.

On August 3, students joined the symposium's "Spread the Love" Community Service Day, engaging in river cleanup, tree planting, and campus painting. They worked alongside local volunteers to clear the Chao Phraya River, planted 1,200 jackfruit trees, renovated a primary school, and interacted with villagers, promoting environmental protection and basic education.

During parallel forums on August 4, teachers and students participated in discussions on topics like migration, green employment, human rights, human trafficking, and disaster risk reduction. They shared Chinese perspectives, highlighting the views of Chinese youth and Lanzhou University students.

The symposium enabled students to build a global network, showcase Lanzhou University's spirit, and voice China's and the university's stances on societal issues.





## Delegation from Lanzhou University Attends 12th University Scholars Leadership Symposium

From August 6 to 10, 2024, at the invitation of the conference, 10 students from the School of Management, School of Economics, School of Foreign Languages, School of Journalism and Communication, School of Public Health, and School of Resources and Environment at Lanzhou University attended the event.

The conference's charity day offered projects like campus renovation, refugee camp visits, and mangrove planting. Students chose based on interest, planting 800 saplings globally, greening the Earth. They renovated rural schools, enhancing learning environments, and aided refugees with supplies, spreading hope. These activities let students deeply embrace environmental sustainability, grasp basic education's importance, and witness uneven development. It was a meaningful international public - welfare exchange.



## Students Engagement

### A Delegation from LUSM Attended the 1st ICPA

From December 12 to 13, the First International Conference on Public Affairs (hereafter "the Conference") was held in Khon Kaen, Thailand. The Conference was hosted by the College of Local Administration, Khon Kaen University (COLA), with the deep participation of LUSM as gold sponsor.

The theme of the conference was "Harnessing the Power of AI and Treasuring Public Values." Li Yinan accepted the Gold Partnership Award on behalf of the institute. Ji Peinan was invited to participate in a panel discussion at the conference. The panel centered on the topic of "Opportunities and Challenges in Achieving Sustainable Development," during which he introduced the comparatively effective management measures and methods implemented by China in the pursuit of sustainable development to the attendees.





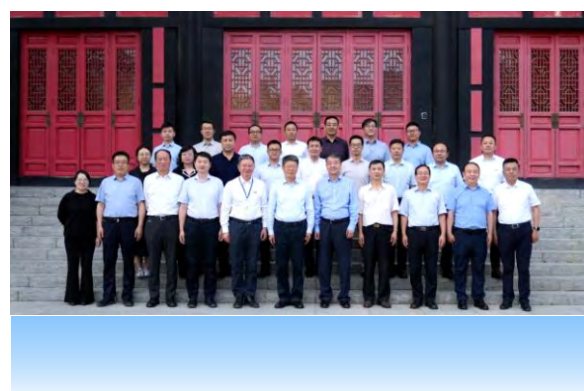
## 5.2 School-Government Cooperation

### Cooperative Agreement

#### LZU signed an agreement with the Chinese Public Administrative Society

In the field of government performance management research, LZU has over twenty years of experience and has established extensive partnerships with institutions both in China and abroad. The university places significant emphasis on its collaboration with the Society, and the two have already built a strong cooperative foundation in this field. This agreement will further advance their joint efforts in research, talent development, and academic exchange, contributing to the enhancement of government performance management.

The Society is dedicated to advancing research and practice in government performance management. Together with LZU, it has identified seven key areas of collaboration, including the joint operation of the China Government Performance Management Research Center, co-hosting forums, collaborative research on major issues, strengthening academic platforms, implementing joint training programs, driving digital transformation in performance management, and building high-level think tanks.



#### Lanzhou University signed Cooperation Agreement with Gansu Provincial Department of Finance

Lanzhou University and the Gansu Provincial Department of Finance have signed a strategic pact, targeting key public finance and budget management issues for a "university-local" partnership. They'll focus on shared concerns, fostering deep, comprehensive ties via consultancy, projects, talent development, research, and outcome application.

This pact is an innovative local-academic collaboration in the new era, granting Lanzhou University more chances to integrate into Gansu's development and bolster governance modernization. Leveraging its research strengths, both will build on past successes, cooperate robustly, achieve mutual gains, accelerate Gansu's fiscal growth, and set a new cooperation model.

## 5.3 School-Enterprise Cooperation

### Alumni Mentor Program

In 2023, the second phase of the "Alumni Mentor Program" was launched, drawing the participation of 86 alumni who signed up and were paired up to mentor 170 undergraduate students. They guided students in internships and employment, offering assistance in career development. In 2024, 204 alumni were selected as career mentors, establishing one-on-one supportive relationships with 452 current students to provide them with support in career planning, academic guidance, and industry awareness.



### Interdisciplinary Laboratory with LZU

#### China Telecom Wanwei Information Technology Co., LTD

On December 18th, 2024, LUSM signed a cooperation agreement with China Telecom Wanwei Information Technology Co., LTD, a homegrown enterprise in Gansu Province. Over the years, the company has focused on digital technology innovation, securing remarkable breakthroughs in smart cities, digital government, cultural tourism, and ecological environment, thereby offering solid backing for local modernization via the digital economy.

Liu Yajun, Secretary of LUSM CPC Committee, remarked that the strategic cooperation agreement signing signified the official launch of deepened collaboration between the two parties, further strengthening their long-established cooperative practices and joint talent cultivation. It is anticipated that in the future, the company's IT practical advantages and the School's strengths in talent and research will be fully harnessed to deepen comprehensive, multi-tiered cooperation. Efforts will aim for fruitful outcomes in business training, research projects, talent cultivation, internships, and industry-academia-research-application integration, continually enhancing school-enterprise cooperation and injecting fresh vitality into talent cultivation and the company's growth.



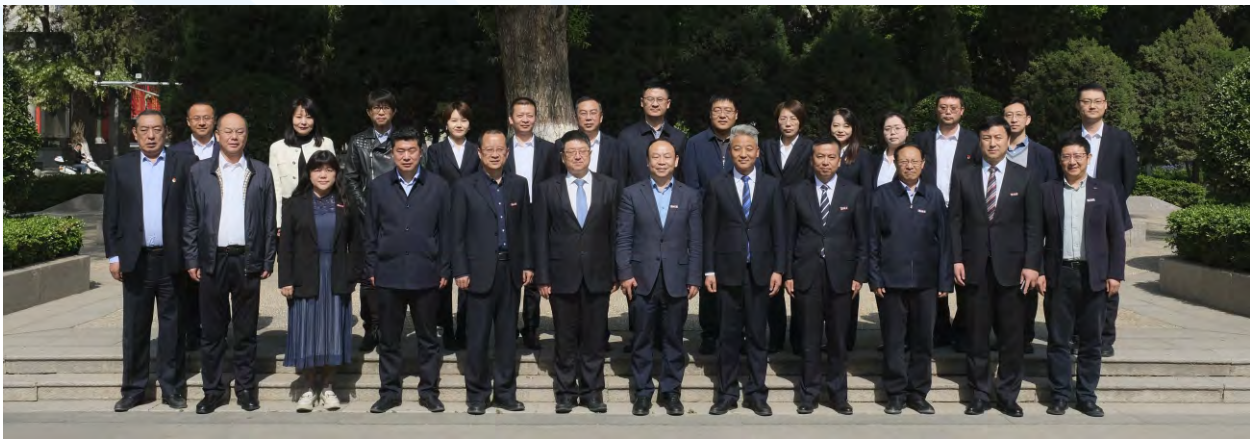


# Principle 5 PARTNER

## Comprehensive Application and Development Laboratory for Perovskite New Energy Cells

On May 12, LZU held the signing ceremony of the cooperation agreement with Lanzhou Energy Investment Group Co., Ltd. and the unveiling ceremony of the “Perovskite New Energy Cells Comprehensive Application and Development Laboratory”.

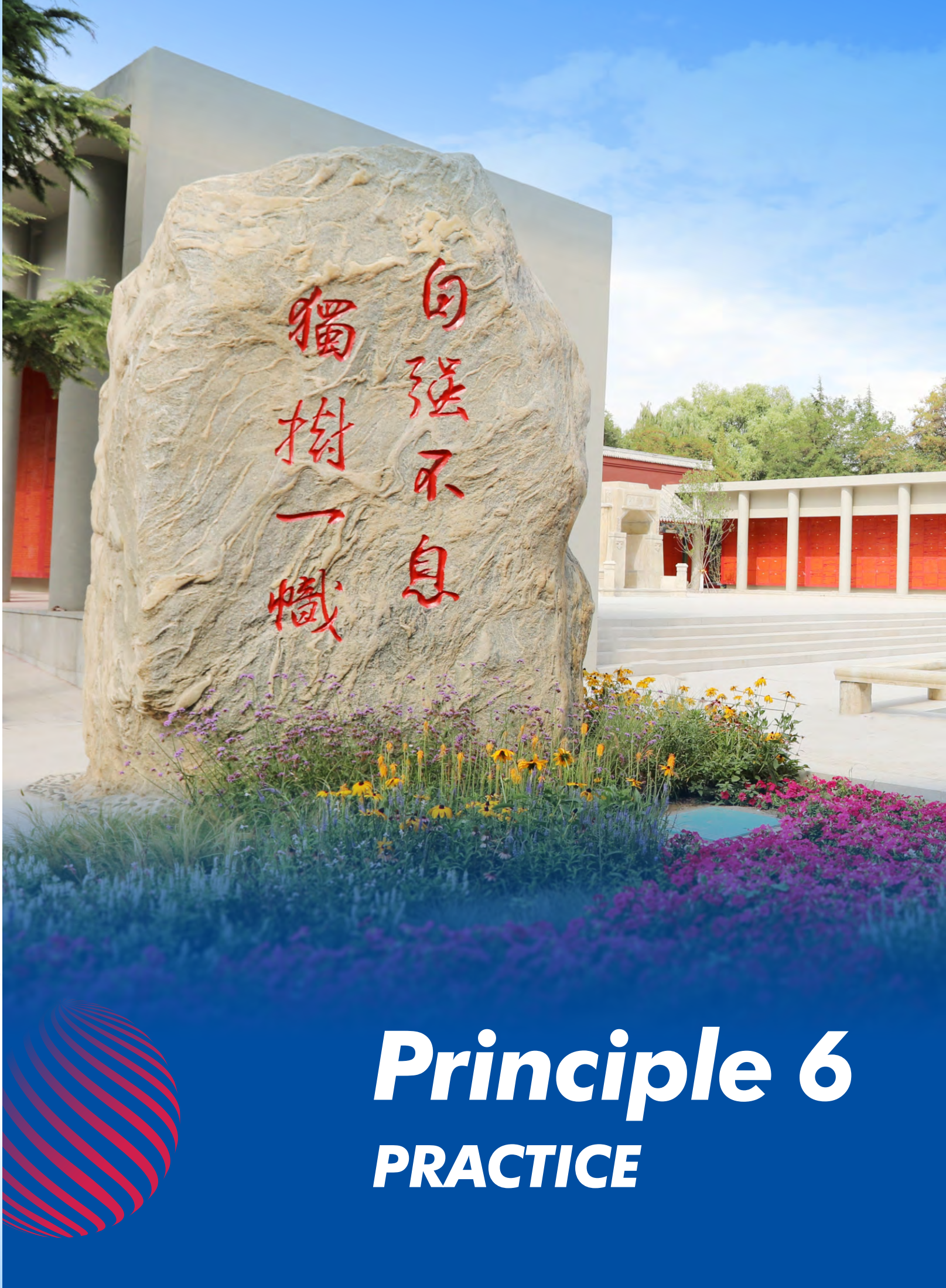
Taking this cooperation as a new starting point, both parties will engage in close and extensive collaboration across three major dimensions: talent cultivation, multi-faceted enterprise management cooperation, and key innovations in the energy sector, so as to draw up a blueprint for development. This partnership is set to deliver sustained outcomes, accelerate the translation of advanced research into practical solutions, and support the high-quality growth of the new energy industry.



## Industrial Organization Management Human Factors and Ergonomics Laboratory

On June 21, 2024, the unveiling ceremony of the Industrial Organization Management Human Factors and Ergonomics Laboratory, jointly established by LUSM and Beijing Kingfar Co., Ltd., was successfully held at LZU.

LUSM has long been committed to cultivating high-caliber management talents and promoting innovative development in the field of management disciplines. This collaboration with Kingfar will leverage the company's advanced technologies in human factors and ergonomics to deepen industry-academia-research cooperation, jointly explore innovative models for industrial organization management, and provide robust support for nurturing more high-quality talents with innovative spirit and practical capabilities.



# Principle 6 PRACTICE



# Principle 6 Practice

We adopt responsible and accountable management principles in our own governance and operations.

## 6.1 Conferences Organizing

### 8th International Conference on Government Performance Management and Leadership

On December 16 to 17, the 8th International Conference on Government Performance Management and Leadership (hereafter as “the Conference” or “GPML 2023”) was successfully held in a hybrid mode, as a joint effort of LUSM and China Research Center for Government Performance Management and School of Management at Lanzhou University, with the theme of “Transformation of Government Performance Management and Leadership Challenges in the Era of Data Intelligence”. GPML 2023 has attracted more than 100 experts and scholars, editors-in-chief of core journals, and representatives of practical realms from institutions and universities including Chinese Public Administration Society, Tsinghua University, Peking University, Renmin University of China, Tianjin University, American University, The City University of New York, Korea University, State Taxation Administration, National Health Commission, the Office of the Leading Group of the Performance Appraisal of the Guangxi Zhuang Autonomous Region, and the Horizon Research Consultancy Group attended the Conference in person, and a total of 12889 viewers watched the Conference through live stream.



On July 15, 2023, the 10th China Business, Management, and Ethics Forum, organized by the China Business, Management, and Ethics Forum itself and hosted by the School of Management at Lanzhou University, was successfully held. Nearly 30 senior professors, experts, and young scholars with significant influence in the fields of corporate social responsibility and business ethics research attended the event.

### Seminar on “Three Medical System” in the Context of Healthy China Initiative

On October 12, 2024, the Symposium on Collaborative Governance and Performance Management of the “Three-Medical” Sectors under the Background of Building a “Healthy China” was held at LZU. The event was organized by the Research Center for Chinese Government Performance Management at LZU and co-sponsored by the School of Public Health at LZU, the Gansu Provincial Research Institute of Medical Security, the Hospital Management Research Center at LZU, and the Hospital Management Professional Committee of the Gansu Provincial Management Society. Over 60 experts and scholars attended the symposium from institutions such as Peking University, Nanjing University, Shanghai Jiao Tong University, Zhejiang University, and Lanzhou University; departments including the National Health Commission, the Gansu Provincial Health Commission, and the Gansu Provincial Medical Security Bureau; as well as entities like the People's Hospital of Ningxia Hui Autonomous Region and the Gansu Provincial People's Hospital.

The Seminar establishes an interdisciplinary platform to explore theoretical and practical challenges in collaborative “three-medical” (insurance, healthcare, pharmaceuticals) governance and performance management for underdeveloped northwest regions, advancing the “Healthy China” initiative.



Promoting coordinated “Three-Medical” development is vital for healthcare reform and achieving “Healthy China” goals, posing a shared challenge for academia and practitioners. The seminar’s success enhances regional and national governance capacity, driving progress in China’s healthcare policy and management theory and practice.





## The 20th Anniversary of LZU Research Center for Chinese Government Performance Management and the 7th Public Performance Governance Forum

On December 15, 2024, the 20th Anniversary of LZU Research Center for Chinese Government Performance Management and the 7th Public Performance Governance Forum were held at LZU. The Forum is hosted by LZU and Chinese Public Administration Society (CPAS), and organized by the Research Center for Chinese Government Performance Management (hereafter "the Center") and LUSM, with more than 100 academic and professional representatives and representatives of editors-in-chief of core public management journals, mainstream media

representatives and PhD students gathered together to review the outstanding development history of the Center over the past 20 years. The invited institutions are from CPAS, Gansu Provincial Committee of the Chinese People's Political Consultative Conference (CPPCC), Tsinghua University, Peking University, Fudan University, Nankai University, Office of Guangxi Zhuang Autonomous Region Performance Appraisal Leading Group, the HORIZON Group, and other institutions and colleges and universities.

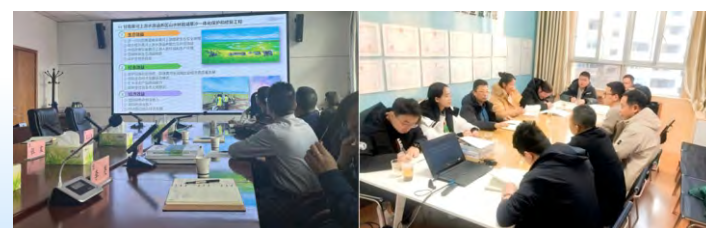


Since its founding, the center has aligned with national governance modernization, using academic insights for era needs and governance strategies for public good. It aims to create a unique, globally influential Chinese performance management model, improve public services through theory and practice, and forge an independent governance framework. The center will also engage globally, sharing China's performance management expertise to advance world public governance.

## "Ecological Protection&High-Quality Yellow River Development in Gansu" Think Tank Forum

On December, 2024, Prof. Chai Guorong's team from LUSM and the Third Geological Exploration Institute of Gansu jointly held two sessions of the forum. Chai shared progress on key projects: promoting ecological protection&high-quality Yellow River development in Gansu, and modernizing ecological security governance in the Qinghai-Tibet Plateau via digital empowerment. He highlighted breakthroughs in ecological security, compensation, and product valuation.

The forum yielded a preliminary cooperation pact for in-depth research on Yellow River ecological protection and high-quality development in Gansu, aiming to narrate Gansu's ecological civilization tale through industry-academia-research integration.



## 6.2 Activities Organizing

### 2023 National Summer Camp for Outstanding Undergraduates

On July 6-7, the Lanzhou University School of Management held its 2023 National Summer Camp for Outstanding Undergraduates. This was the school's fifth summer camp aimed at recruiting recommended postgraduate candidates.



The camp attracted nearly 200 applicants from 98 universities across China, with 60 outstanding students selected through a rigorous review process. The School remains committed to its talent-driven mission, providing students with abundant resources and platforms to support holistic development. It strives to cultivate ethical, research-oriented professionals equipped with international vision and social responsibility.

The event deepened participants' understanding of the school, stimulated their interest in management research, and enhanced the school's visibility and disciplinary influence. It also effectively supported student recruitment efforts and generated positive social recognition.





Alumni Annual Meeting

The 2023 Annual Alumni Meeting and Business Negotiation Meeting of LZU convened in Shenzhen. During the university's 2023 alumni organization assessment and awards ceremony, the School's Alumni Branch garnered the "Outstanding Employment Contribution Award." Alumni endorsed by the branch—Nan Zhenqi, Li Lijuan, Zhang Xin, Zhao Wenguang, and Tan Chunhong—were bestowed the "Social Influence Award," while Zhang Dengyun and Li Dajun received the "Social Contribution Award," and Chen Xiangyi was honored with the "Best Dedication Award." Several other alumni from the school also secured accolades through nominations from alternative alumni branches, underscoring alumni's exemplary commitment and proactive spirit.

The gathering prompted lively talks on anniversary planning and alumni initiatives, with participants offering insightful advice on event details, donations, and services. Alumni reminisced about their transformative time at the school, thanked mentors, and took pride in its growth, pledging support and eagerly awaiting next year's return to reaffirm their bond.



The 3rd New Business Competition

On October 21, 2023, the 3rd New Business Competition for Higher Educations in Gansu Province (hereafter as the Competition) was held in Lanzhou University. The competition was sponsored by Gansu Provincial Department of Education, organized by Lanzhou University, and guided by Gansu Provincial Committee of Teaching Guidance, Accreditation and Textbook Construction of Management Undergraduate Programs, with technical support from Guangzhou First Technology Co., Ltd.(hereafter as First

Company), and LZU Enterprise Innovation Research Center, and co-organized by Lanzhou New Area Commerce Trade and Logistics Investment Co., Ltd., and Enterprise Innovation and Development Institute of Gansu Province. During the competition, the New Business Programs Construction Seminar was also held. The competition attracted registrations from 40 teams of undergraduate students, 12 teams of graduate students, and 27 teams of senior students representing 32 higher institutions in Gansu Province.



The 4th New Business Discipline Competition

On May 25, the 4th New Business Discipline Competition for Higher Education Institutions in Gansu Province was held at LZU. The Competition was sponsored by the Education Department of Gansu Province, hosted by Lanzhou University, guided by Gansu Provincial Committee of Teaching Guidance, Accreditation and Textbook Construction of Management Undergraduate Programs, and co-organized by Lanzhou New Area Committee and Trade Logistics Investment Group Co., Ltd. and the Gansu Provincial Research Institute for Enterprise Innovation and Development. Technical support was provided by Guangzhou First Technology Co., Ltd. and the Enterprise Innovation Center of Lanzhou University. A total of 37 undergraduate teams, 11 postgraduate teams, and 21 vocational college student teams from 30 institutions across Gansu Province registered to participate in the competition.





Voices from Stakeholders



Lu Chunxian, Year 3,  
PhD in Public  
Administration

I joined the "Please Come to Minqin to Plant a Tree" public welfare activity organized by the Lanzhou University Students Tourism Alliance. Traveling to the intersection of the Tengger and Badain Jaran Deserts, I personally planted Haloxylon ammodendron (Suosuo) saplings. This hands-on experience transformed the abstract concept of environmental protection into a tangible effort to prevent Minqin from becoming a "second Lop Nur," effectively turning a slogan into a "Green Hope".

This journey was a vivid application of PRME principles and SDG 15 (Life on Land). By physically engaging in sand control, I practiced the PRME value of "placing responsibility to the planet at the core" of our actions.



Qi Wu, Year 2,  
Undergraduate Student  
in IMIS

The school's efforts to deeply integrate responsible management education with campus activities not only make me truly feel the practical significance of sustainable development but also inspire me to act on my original aspiration and become a responsible doer.

What impresses me most is the "Secondhand Book Donation Drive" organized by the school, which is highly aligned with Quality Education and Responsible Consumption and Production, and perfectly echoes PRME Principle 2 (Values)--placing responsibility to society at the core. During the activity, we called on students to donate idle professional textbooks, extracurricular readings and other books. I sorted out several books from my freshman year, including Principles of Management, to participate in the donation. These no longer frequently used books achieve resource recycling through donation, which not only avoids idle waste but also enables the circulation and transmission of knowledge to help those in need. In the process of sorting books, we classified them by subject and attached donors' messages.

In the recently held PEAK TIME competition, we honed our collaborative skills through simulating business decisions. Each team member took charge of different role including demand forecasting, production management, R&D, and marketing. We made strategic judgments on the company's future development from a managerial perspective, sharing both profits and risks collectively. After participating in the competition, we eagerly anticipated our team's performance every day, having truly become an integrated group with a common goal. Finally, in terms of Education for Sustainable Development, the School is committed to organizing public welfare activities to enhance social care. We launched the "Fanghua Initiative" aimed at supporting the education of children with disabilities. Through this initiative, we donated daily necessities, stationery, and other supplies, bringing warmth and support to their growth.



Liu Xingjian,  
Year 1, IMBA



## Principle 7 Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

### LUSM Held the 20th Anniversary Ceremony

On the morning of June 22, 2024, LUSM 20th Anniversary Conference & Forum on Discipline Construction and High-quality Development of Public Administration and Business Administration in the New Era were held in Chengguan Campus. Leaders at all levels, experts and scholars, people from all walks of life, alumni and representatives of faculty and students of more than 1,000 people attended the meeting.



Yan Jirong, Dean of the School of Government at Peking University, represented the peer institutions in extending sincere congratulations on the achievements of the School over the past 20 years. Lily BI, President of AACSB International, the international accreditation organisation and head of partner institutions, Andrew Wilson, CEO of AMBA&BGA, Wang Zhongming, Director of Silk-Road Entrepreneurship Education Network, Gregory Mosier, Dean of the College of Business of University of Nevada, Reno, and Regula Altmann, Dean of the School of Business, University of Applied Sciences and Arts Northwestern Switzerland, sent congratulatory videos and letters.

# Principle 7

## SHARE



In the eight parallel forums, 89 guest representatives from universities across China focused on the four themes of “Vision and Path for Advancing the High-Quality Development of Public Management Disciplines in the New Era”, “Discipline Construction and Innovative Talent Cultivation Model”, “Discipline Construction and High-Level Scientific Research” and “Opportunities and Challenges of Discipline Construction in the Era of Artificial Intelligence”, they engaged in comprehensive discussions regarding the issues and formidable challenges confronting the development of public administration and business administration disciplines in China, while also exchanging valuable insights and successful strategies for advancing the establishment of management disciplines and cultivating high-quality talent at various universities.



On the same day, an alumni development forum was also held, with over 170 attendees including returning alumni. Participants engaged in lively discussions on how to effectively integrate alumni resources to foster an "alumni economy" that drives high-quality development for both the region and the university. A donation ceremony took place during the event, where alumni, members of the broader community, and faculty and staff of the school contributed funds and materials. Each donation reflects strong support for the school's growth and will continue to aid in student development and teacher advancement.

## Alliance base

### The Silk-Road Entrepreneurship Education Network

On July 4th, the Unveiling Ceremony of Silk-Road Entrepreneurship Education Network (SREEN) Lanzhou Platform & The 2nd Symposium on Accreditation and SREEN in Western China was held at Room 201 of Run Run Shaw Science Building of LZU. The symposium was sponsored by SREEN and Zhejiang University Global Entrepreneurship Research Center, organized by LUSM, and guided by Gansu Committee of Teaching Guidance, Accreditation and Textbook Construction for Management Programs.

The construction of SREEN serves as a driving force for economics and management schools in Gansu Province's universities, propelling advancements in strategic planning, institutional positioning, academic levels, training focuses, discipline development, faculty enhancement, and curriculum innovation. It also carries profound significance for the establishment of top-tier universities and the progression of MBA education at our institution.



The inauguration of the Lanzhou Base will catalyze inter-regional collaboration and synergy, fueling the growth of business education, high-caliber innovation and entrepreneurship education, and research endeavors. The School is committed to joining forces with provincial universities to advance international accreditation processes and foster a thriving ecosystem for business accreditation and collaborative innovation in the western region.

Seizing the opportunity presented by the unveiling of the Lanzhou Base, LUSM will partner with economics and management schools across Gansu's universities to further consolidate resources, intensify reforms in innovation and entrepreneurship education, and elevate the internationalization of talent development. Together, they aim to transform the Lanzhou Base into a premier, international innovation and entrepreneurship hub that extends its influence across the northwest, aligns with the national "Belt and Road" Initiative, fosters mutually beneficial cooperation and sustainable growth, and continually enhances students' employability prospects.



## Social Services

### EDP Training

In 2023, the School continuously enhanced the social service capabilities. A total of 14 training sessions for EDP projects were conducted for government agencies, public institutions, and enterprises.



In 2024, the School undertook 39 commissioned training sessions for government departments including the Organization Department of the Gansu Provincial Party Committee, the Industry and Information Technology Department of Gansu Province, the Gansu Provincial Natural Resources Department, the Gansu Federation of Trade Unions, and the Gansu Survey Team of the National Bureau of Statistics, as well as for large central and state-owned enterprises such as Industrial and Commercial Bank of China, China National Petroleum Corporation, Taiping Life Insurance Co., Ltd., Jinchuan Group, and Gansu Electric Power Investment Group.

In collaboration with Shanghai Jiao Tong University, Renmin University of China and University of Electronic Science and Technology of China, we jointly launch the "High-Quality Leading Entrepreneurs' Advanced Training Program" for independent recruitment.



## Leading Talent Program

The Leading Talent Program has created favorable opportunities for Lanzhou University to drive local economic development and cultivate corporate talents, while also providing a vast space and important platform for leading entrepreneur trainees to mutually promote and achieve win-win outcomes. Lanzhou University actively integrates into local economic and social development, attaches great importance to talent cultivation, and supports corporate transformation and development. The university will vigorously support the Leading Talent Program and make its due contributions to the comprehensive construction of a happy and beautiful new Gansu Province.

Undertook the Leading Talent Program of the Ministry of Industry and Information Technology of the People's Republic of China. This program collaborates with practical talents from the academic management circle to provide strategic assistance in enterprise management for the senior management of small and medium-sized enterprises, facilitating their healthy and vigorous development. It marks the School's first self-enrollment project in non-degree education.

