

Theme	Company/Industry	Focus of Study
Unicorns and Entrepreneurship	EOFlow	In May 2023, EOFlow announced that it would be acquired by Medtronic, an international medical giant. As the "perfect" ending was approaching, EOFlow received a lawsuit for intellectual property infringement from its direct competitor, the US manufacturer Insulet. The experience of EOFlow is a useful reference for the globalization of Chinese companies.
	EOFlow (English version)	EOFlow is a Korean medical device startup and the second company in the world to successfully bring a wearable insulin pump to market. In early 2023, EOFlow received an acquisition offer from Medtronic. The founders have a tough choice whether to continue to grow the business as a disruptor or accept the acquisition and make a smooth exit for themselves and their investors.
	Yanolja (Chinese and English versions)	By analyzing the entrepreneurial history of Yanolja, a Korean tourism company, and its subsequent transformation into a technology company and growth into a unicorn, we summarize the experiences and lessons learned by startups in the process of development.
	STEPN (English version)	How did STEPN, a Move to Earn game, respond to the challenge of the death spiral? What lessons can be drawn from its Web3 business model and growth experience?
	NAVER	The growth and globalization path of NAVER, one of Internet giants in South Korea, could offer useful ideas for other start-ups.
Digital Innovation/ Transformation	ENN Group	Starting from gas operation, to "providing customers with comprehensive energy solutions based on the pan-energy network", then to "empowering the entire industry ecosystem through the Industrial Internet", how has ENN Group developed step by step?
	Sany Group	Sany is currently implementing three major strategies: globalization, digital intelligence, and low-carbonization. In this case, we will focus on the exploration and experience of Sany's digital transformation.
	Large single product business	What is the nature of enterprise digital transformation? Where should the digital transformation's initial step be taken? Starting with a large single product could be a good strategy for companies with multiple brands.
	Web3	The emergence and growth of decentralization has dramatically changed the way that consumers interact with brands. How can brands win digital dominance in the Web3 environment?
	KFC	From 2013 to 2014, this fast-food brand encountered diminished passion for consuming, rising costs and declining profits. This case focuses on how KFC is digitally improving its customer journey and reshaping its core competitiveness.
Social Innovation	Philanthropy History (serialized articles)	We have written a series of articles on the history of philanthropy in China, in the hope of providing theoretical support and practical principles for today's enterprises to realize the journey of business for good and social innovation.
	Huitong Village	Huitong Village is an ancient place with a century-old history. Lexuan Shuyuan Company laid eyes on its cultural connotation, thus renovated the ancestral architectures after signing contract with villagers. What is the future of Huitong Village? What are the constraints?
Marketing Management	NIO	Who are NIO's core users? How does NIO build and operate its online community? What is the value of NIO's online community? What are the lessons for other companies?
	Botanee - Winona	Botanee is known as the first A-share in the sector of dermatological skin care. What are the highlights of the company's Winona's brand building, marketing placement and channel operation? This case will explore the successes and challenges of Bethenny through first-hand interviews.
Globalization/ RCEP	Geely	Through the case study of Geely's merger and acquisition of Proton in Southeast Asia, we explore the path and feasible solutions for Chinese enterprises' SEA regional development.
	OPPO	OPPO has entered more than 60 countries and regions around the world, serving 600 million global users. How did it achieve today's globalization results step by step? This case will focus on analyzing OPPO's play in the Indonesian market in order to distill a more operational OPPO experience.
	Anta	"Not to be the Nike of China, to be the Anta of the world." Anta went global through acquisitions and mergers of overseas high-end brands. The successful listing of AMER SPORTS means that the globalization process of Anta has opened a brand new page.
	Amazon	Amazon provides a broad platform for Chinese companies to go overseas, and is also deeply tied to cross-border producers. Will this create over-dependence, and should cross-border e-commerce companies again think about channels other than Amazon?
Strategic Management	China Merchants Group	In this case, we will review the development and cooperation history between China Merchants Group and Shenzhen SAR, which will provide a reference that can be utilized for the country's reform and innovation, regional development, and government-enterprise cooperation.
	YOWANT	As the "first stock of live e-commerce", in just a few years, YOWANT has become a head enterprise in the field of live e-commerce, and it is almost the only head enterprise that is "not dominated by the top streaming personal IP". Its development process is more traceable than the top stream IP whose business model is difficult to copy.
	Suqian Unitech Corp	Suqian Unitech Corp is a representative enterprise in the field of fine chemicals. By telling its entrepreneurial story, this case provides the context and justifications for the strategic choices of "vertical integration" and "related diversification" made by the enterprise at a certain stage.
Operations Management	MINISO	A study of the supply chain and operations of MINISO.
	HLA Group	A study of the operational management of HLA Group.
New Energy and Carbon Peaking and Carbon Neutrality	Hema	Hema, which has triggered the new retail revolution, has actually felt the cost of carbon emission in the Beijing area, and actively used digital technology to save energy and reduce emissions. Businesses looking to go green will find great value in Hema's application of full-link emission reduction.
	BYD	In August 2023, BYD's 5 millionth new energy vehicle officially rolled off the assembly line. BYD became the first automobile company in the world to reach this milestone. How has BYD developed? What unconventional management methods have been adopted? What are the future development directions and challenges?
	XIZI UHC	XIZI UHC is an enterprise group focusing on equipment manufacturing. In the context of the transformation and upgrading of the manufacturing industry, XIZI takes the initiative to seek changes. How is the decision-making process and realization path of its strategic transformation? This case tries to give the answer.
Macroeconomics	Shenzhen Special Economic Zone	As one of the world's most successful special economic zones, what useful inspiration can the "Shenzhen model" bring to emerging economies seeking industrial renewal and urban upgrading?
	How China's economy continues to rebound for the better (Article)	Some structural problems that have long existed in China's economy have worsened in the last two years, and as a result, people's feelings about the economy are not as positive as the GDP growth rate suggests.
	Xiaomi builds cars (Article)	Much of the discussion now centers on whether Xiaomi can be successful, but there is another important question, which is whether Xiaomi has a better strategic choice than investing in car-making from the perspective of small shareholders.
	Geely Apocalypse (Article)	The decline in private investment now means that private enterprises are cautious about the prospects for future economic development, which has triggered pessimism and anxiety among some people.
	Short Dramas, Sinking Markets and Spiritual Consumption (Article)	Question it, understand it, and maybe it won't be long before many of us grow to be supporters or consumers of the short dramas like we once did with PDD.
"China's Business Conditions Index" Report	How to pry the "hot and steamy" consumer power of Chinese movies? (Article)	Behind the strong rise of domestic movies is the audience's growing demand for spiritual and cultural consumption. The only way to better meet their needs is to let the movie industry blossom, and at the same time further enhance the competitiveness of Chinese movies at home and around the world.
	Monthly BCI survey and report	An index report that reflects the operations of private enterprises.

Recommended Works 2020-2023 of the Case Center

Research area	Title	Faculty Advisor	Researcher
Strategic Management	Values Are the Core Algorithm- Analyzing the Growth Kernel of Genki Forest	Teng Binsheng	Wang Xiaolong
	Three Key Choices - OATLY's Entry and Exit in China	Teng Binsheng	Wang Xiaolong
Globalization	Yili Group's Globalization Strategy and Practice	Tao Zhigang	Qiao Yiyuan
	The Road to Globalization of ByteDance	Xiang Bing Teng Binsheng	Yan Min
Digital Innovation/ Transformation	Taiji: Transformation Strategy of "One Digital Taiji"	Sun Tianshu	Li Mengjun
	Move to Earn - The Web3 Business Model Behind STEPN	Sun Baohong	Chen Jian
	Resistance and Opportunity of Digital Transformation in the Retail Industry: Starting from "Unmanned Convenience Stores"	Shi Weilei	Gu Chongqing
	How do brands understand the fundamental rules of TikTok marketing? Four Maneuvering Paths for Freida	Li Yang	Wang Xiaolong
Family Heritage	Re-exploring Ali and JD: The Flywheel Effect	Li Wei	Chen Jian
	What makes the family business enduring? The Family Inheritance of Liby Group	Yan Aimin Li Haitao	Wang Xiaolong
Unicorns	"Long-termism" and "Fast and Furious" - Insights from cross-border e-commerce company SHEIN	Zhu Yang	Wang Xiaolong
	Yalla: Choice of Middle East's Popular Social Entertainment Rookie	Li Wei	Chen Jian
Financial Innovation	Supply Chain Finance for MYbank: Innovations and Challenges	Song Zhongzhi	Li Mengjun
	BridgeBio: Bridging "Financials" and "Pharmaceuticals"	Mei Jianping	Chen Jian
Social Innovation	"Pilot Jingang": The " Ji'an Model" of Social Innovation	Yan Aimin	Chen Jian Qiao Yiyuan
	Alxa SEE Foundation: Entrepreneurship in Public Welfare	Zhu Rui	Li Mengjun