

13 CEIBS alumnae named to
Forbes China 100 Top Businesswomen List
for 2022



***CEIBS Knowledge Updates
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March 2022***



New energy vehicles: Competitive forces and new battlegrounds
By Fang Yue

The new energy vehicle (NEV) industry experienced explosive growth in 2021. In the first ten months of the year, the NEV market penetration rate in China came in at nearly 13%, up 8% from 2020. This robust growth has made NEVs a tantalising proposition for three major players: traditional vehicle manufacturers, emerging NEV companies, and tech giants. These players are now competing on software R&D, new business models, and branding. CEIBS Professor of Economics and Decision Sciences Fang Yue offers an in-depth look at China's NEV market.

[Read the full article here](#)

When entrepreneurial rhetoric meets strict regulations: Implications for the valuation of health science firms
By Taiyuan Wang, Sumeet Malik and William J. Wales

Entrepreneurial orientation (EO) rhetoric can reduce information asymmetry between managers and investors. In strictly regulated contexts such as health science industries, using such rhetoric may be challenging. For firms embracing entrepreneurial strategies and behaviors, maintaining EO rhetoric over time is critical to overcoming skepticism that it is merely "cheap talk." For investors, this study also suggests that health science firms maintaining higher EO rhetoric over time deserve higher valuations, given the variety of benefits an EO can have for health science firms. If a health science firm aims to ramp up its EO rhetoric, managers should be aware that investors may interpret the increase as impression management and should confront this interpretation head-on—for instance, by simultaneously increasing entry commitment or corporate social responsibility.

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All's forgiven, or is it? Expressing forgiveness after interpersonal mistreatment
By Michelle Xue Zheng and Marius van Dijke

In any organisational setting, interpersonal

mistreatment (ranging from mild social slights to serious harassment) is a daily possibility, damaging victims while also damaging the relationship between the victims and transgressors. Whenever it occurs, one way to restore these relationships is through the expression of forgiveness by the victim. While some studies suggest that forgiveness encourages transgressors to make amends and stop further transgressions, however, others have found that forgiveness makes transgressors avoid the victim, or even carry out further mistreatment.

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