

COLLOQUIUM BY STEVEN WHITE

MASS INNOVATION AND ENTREPRENEURSHIP: A CULTURAL PERSPECTIVE ON CHINA'S CHALLENGES

TIME: 5:00-6:00 PM, WEDNESDAY, 13 DECEMBER 2017

VENUE: ACADEMIC BUILDING 1079

Mass Innovation and Entrepreneurship: A Cultural Perspective on China's Challenges

Speaker: Steven White, Professor at Department of Innovation, Entrepreneurship and Strategy, School of Economics and Management, Tsinghua University

ABSTRACT:

Chinese firms have come to dominate many manufacturing industries in the global marketplace. The Chinese leadership, however, has recognized the critical need for Chinese firms to be more innovative in order to break out of the low value-added segments of the value chain that they occupy in most of these industries, or risk being caught in the "middle-income trap". The recent emphasis on "innovation", "creativity" and "entrepreneurship" is actually part of a long-term, continued industrial and economic catch-up effort. This presentation traces this effort and accomplishments, and then proposes that cultural factors represent the greatest challenge for Chinese firms to move beyond their current fundamental strategy based on imitation, cost innovation and price-based competition.

BIO:

Dr. Steven White is Associate Professor in the Department of Innovation, Entrepreneurship and Strategy of Tsinghua University's School of Economics and Management, where he focuses on issues related to creativity and innovation, entrepreneurship and internationalization. He is also Associate Director of Tsinghua University's x-lab, a cross-

functional innovation hub that brings together students, faculty, policymakers and executives to develop the innovative and entrepreneurial capabilities in teams as they develop solutions to complex business and social problems and found new ventures. His MBA and executive teaching is focused on strategy, innovation and design thinking for new venture opportunities, international growth strategies, and cross-cultural management. His current research projects investigate business model innovation, cooperative strategies, new entrepreneurial ventures, and the emergence of new industry clusters. He has published extensively in international journals, including *the Academy of Management Journal*, *Strategic Management Journal*, *Journal of Management Studies* and *Research Policy*. In 2015 and 2016 he was recognized as one of the top 20 China-based management scholars based on his publications and citations. Before joining Tsinghua, Dr. White taught at INSEAD, the China Europe International Business School and the Chinese University of Hong Kong. He received his Ph.D. from MIT's Sloan School of Management, MA from the International University of Japan, and BS from Duke University. He is a United States citizen and resides in Beijing, China.

This event is open to all. For any queries email yg73@duke.edu or call 3665 7149.

Hope to see you all.

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