



# 上海论坛 2012 学术简报

## Academic Bulletin of Shanghai Forum 2012

### Innovation, Entrepreneurship and Sustainable Management (II)

May 27, 2012

In the afternoon of May 27, the second section of “Innovation, Entrepreneurship and Sustainable Management” sub-forum of Shanghai Forum was continued in AIA HALL, Starr Building, by School of Management, Fudan University. Five professional entrepreneurs shared their opinions from different angles on the same main theme compared with that of scholars in the morning. The Dean of School of Management, Fudan University, Professor Lu Xiongwen chaired the seminar.

Professor Li Xu, School of Management, Fudan University started his speech with “Sustainable Development: New Environmental Management Strategy and Enterprise”. Briefly reviewed the development path of the competitive strategy in enterprises, concluded by Professor LI, Chinese enterprises are facing with the overall environment and management strategies in the new environment. Sustainable development of enterprises is highly and strategically proposed.

Then, Mr. Ding Hui, Managing Director, Inter IKEA Centre Group China, shared a real case of shopping centre in China by IICG on innovation revolution. Aligned with the value of fulfilling benefit many people, the strategy of IKEA shopping centre is aimed to be a one-stop shopping city from site, design, destination strategy, landmark building and market positioning.

Topic of “The Growth of Chinese Young Entrepreneurs under the Economic Globalization” was presented by Mr. Jiang Zhiquan, Secretary, Committee of Communist Party of China, Shanghai Construction Group. He said, Chinese young entrepreneurs must have the courage to be baptized in the wave of globalization, to be cognizant of the gaps, and firmly establish the confidence in the conscious learning and innovation. Access to international markets, particularly need keenly insights of

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internationally operational capacity, also need to have a strong sense of innovation, with an open mind to establish a cultural of win-win cooperation environment.

Followed by Secretary Jiang, the Vice President of Unilever North Area-Corporate Affairs, Mr. Zeng Xiwen launched his speech with the topic of “Sustainable Management-New Environmental Management Strategy of Enterprise”. He believes that sustainable management is a powerful weapon to deal with the current environmental change. As one of the world's largest fast moving consumer goods companies, Unilever are conducting sustainable development goal as the focus of the company's business. They are aiming to achieve business growth targets while reducing the impact on the environment, also dive from the whole supply chain to extend the limited nature of the environmental impact with suppliers, customers and consumers to reduce the impact on the environment.

The last speaker is Mr. Zhang Weihua, General Manager and Party Secretary, China Telecom Corporation Limited Shanghai Branch as well as alumni of Fudan University. Enclosed the whole seminar with his topic on “Management Strategy for Telecom Operators’ Sustainable Development, in the New Environment”

In the end, a short while sparkle communication delivered between the reporters and audiences, and most of them believed that it is the trend for Chinese young entrepreneurs to develop sustainable management under the background of globalization.