



北京外国语大学  
BEIJING FOREIGN STUDIES UNIVERSITY



國際商學院  
INTERNATIONAL BUSINESS SCHOOL



# Student Case Competition 2021

## I-CEE Center

Research Center for the

Internationalization of Companies from Emerging Economies

International Business School

Beijing Foreign Studies University

Beijing, China

## **Introduction**

**Beijing Foreign Studies University, or BFSU**, is one of China's top universities under the direct leadership of the Chinese Ministry of Education. It is listed under Project 985, Project 211 and Double First-Class Project of China. BFSU has, since 1941, produced a large number of qualified professionals who, after graduation, work in and outside China as diplomats, translators/interpreters, educators, businessmen/women, journalists, lawyers, bankers, etc. Among BFSU alumni, over 400 have worked as ambassadors, and over 2,000 as counselors. BFSU is thus known as "a cradle for diplomats".

**International Business School, or IBS**, founded in 2001, is the most dynamic school at BFSU, the largest in terms of student number, and the most internationalized business school in China, with 1200 Chinese students and 600 international students from over 80 countries studying together. From Australia to the United States, Japan to South Africa, Finland to Chile, we have partnered with over 400 universities, research institutes, and international organizations in 88 countries and regions.

**Research Center for the Internationalization of Companies from Emerging Economies, or I-CEE Center**, was initiated by IBS.BFSU in 2021, in collaboration with our international partners. Since the 1990's, Foreign Direct Investment by MNEs based in emerging economies has increased significantly. Their internationalization path is quite different from their counterparts based in developed economies, also met with unique opportunities and challenges. Research in this area is far from sufficient, requiring more commitment and contribution from the intellectual institutions. Based on extensive cooperation with scholars from all over the world, I-CEE Center strives to encourage and support the research on the international business of MNEs from emerging economies, aiming to help companies and policymakers to better understand this topic, therefore succeed in developing and carrying out the internationalization strategies.

## **Student Case Competition**

I-CEE Center is dedicated to advancing education and studies for the research on the international business of MNEs from emerging economies. With this in mind, I-CEE Center will organize the **Student Case Competition** annually, which provides a good opportunity for students to apply theoretical knowledge into analyzing a real business issue, to establish international connections, communication, and cooperation with peers from all over the world.

As part of its mission, I-CEE Center recognizes the importance of partnering with colleges and universities, any other research institutions, government agencies, as well as the companies, in order to help connect the academics and business, which will ultimately enrich both students and executives alike.

### **1. How to Join the Competition**

- The competition is open to all students equipped with sufficient business fundamentals.
- Teams can consist of one to five members. Although not compulsory, international



membership from more than two countries, esp. the countries involved in the case setting, is highly encouraged and valued.

- Please submit the **Registration Form (Attachment 1)** before 11:59 PM Beijing Time on April 5, 2021. I-CEE Center Research Cooperation Platform would help seek international teammates on request with specific requirements.

## 2. Case Topic

**Topics: Any business topics involving a company from emerging economies doing business in another country**

E.g., Huawei in Canada: Can it become a Trusted Player?

*Huawei* - A company from China (Home country, emerging economy)

*Canada* - Host country

*Issue* - To become a trusted player

## 3. Complete Case

**Word count:** 3000-6000 words

**Possible sections in a business case:**

- 1) **Introduction, key issues/ problem statement**– The key issues and problem statement within the case should be clearly stated. Please note that the case involving a challenge, or a problem, or an issue is more preferred than the “best practice” case.
- 2) **Background and Analysis**– The national and international business environment, the industry and the competitors, the consumers, and other stakeholders may be covered in the analysis. You may refer to the PEST, or five-force model to organize the analysis. It’s not necessary to cover every factor, instead, focus on the most important factors for your case topic.
- 3) **Analysis of alternative solutions** – Bring up the possible solutions to the issue, analyze and compare the alternatives, then make a suggestion.
- 4) **Conclusion**– What are the main business lessons we can learn from the case? Please try to relate to business knowledge.

**Other instructions:**

- Submissions must be in English and should follow the format described in **Attachment 2**.
- Supplemental video clips are very welcome, showing the interview or on-site situation.
- Interview with the executives and managers is very helpful for a good case study. Meanwhile, interviews and surveys with related parties, e.g., employees, consumers, customers, suppliers, competitors, and any other stakeholders will provide a more complete understanding from various perspectives. Case study based on public sources with clear reference is acceptable, as well.
- All submissions must be the original work of the team.
- Teams are encouraged to consult with a university faculty advisor to ensure better quality. Not compulsory.
- Please refer to the business cases from *Ivey*, *Harvard Business School*, *Asia Case Research Center of the University of Hong Kong*, and *China Management Case Sharing Centre (CMCC)* for the case writing.

#### 4. Prizes

##### Cash Prize

Rank	Prize (per team)
First-place	RMB 2,000 (around USD 300)
Second-place	RMB 1,000 (around USD 150)
Third-place	RMB 500 (around USD 75)

##### Scholarship

Available for award-winning authors who apply for IBS.BFSU degree or non-degree programs.

Rank	Tuition waiver for degree programs (per person)	Tuition waiver for non-degree programs (per person)
First-place	RMB 10,000	30%
Second-place	RMB 5,000	20%
Third-place	RMB 2,500	10%

##### Participation Benefit

All the participants who have submitted the complete case will be awarded tuition waiver RMB 1,000 per person when applying for IBS.BFSU degree programs.

#### 5. Other Benefits

- Awarded cases will be **published**.
- Selected cases and videos will be **shared on the MOOC platform**.
- Award-winning authors will be granted the Excellent-Case Award **Certificate**.
- Award-winning authors will be invited to participate in the **global symposium** organized by I-CEE Center.
- \*For IBS.BFSU current students: Award-winning authors will receive **additional points in comprehensive evaluation**.

#### 6. Copyright

- All rights reserved worldwide for I-CEE Center.
- Requests to reproduce excerpts or to photocopy, all other queries on rights and licenses, should be addressed to International Business School, Beijing Foreign Studies University.

## **Timeline**

### **Phase 1 (before April 5, 2021):**

- Submit the Registration Form (Attachment 1)
- We will notify the accepted proposal within 7 working days after the submission.

### **Phase 2 (before July 30, 2021):**

- Submit the complete case.

### **Phase 3 (before August 13, 2021):**

- Authors of the awarded cases will be notified.

### **Phase 4 (August 29, 2021):**

- Global Symposium, online or offline, depending on the situation, details to be released later.

## **Contacts**

All submissions shall be emailed to [solbridge@bfsu.edu.cn](mailto:solbridge@bfsu.edu.cn) and [ibsbfsu.solbridge@gmail.com](mailto:ibsbfsu.solbridge@gmail.com) **subjected as “I-CEE Center Student Case Competition Submission”.**

**Tel:** +86 010 88816563, +86 010 88816763

Please follow IBS.BFSU official accounts to get the latest information.

Website: <https://ibs.bfsu.edu.cn/en/> <https://solbridge.bfsu.edu.cn/>

Facebook/ Twitter/ Instagram: @IBS.BFSU

Wechat: Study in BFSU

International Business School  
Beijing Foreign Studies University  
March 2021



## Attachment 1: Registration form

### 1. Team Information

#### 1) Team leader

Full name:

Nationality:

University or other institution:

Major:

Class year:  Freshman/ Sophomore/ Junior/ Senior/ Graduate and above

Contacts:

– Email:

– Phone number:

#### 2) Correspondence team member, if different from the team leader

#### 3) Team member 2/3/4/5

Please provide all information for each member as shown under the team leader.

#### 4) Advisor or recommender, if any

Full name:

Nationality:

University or other institution:

Title or position:

Research Area:

Contacts:

– Email:

– Phone number:

**Q:** Do you need help to find other international teammate(s)?

If yes, please describe your requirements clearly and completely, e.g., nationality, education, language skills etc.

**A:**

### 2. Case Abstract

**Title:**

**The company involved:**

**Industry:**

**Disciplines:** e.g., Organizational Behavior/Leadership, International Strategy, Marketing, Trade, etc.

**Setting:** e.g., Cambodia, China, Uzbekistan, etc.

**Abstract** (around 200 words):



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## Attachment 2: Format Reference

Please refer to the attached PDF file for the format.

Case samples may be provided for reference on request. Please bring up the request while sending the registration form and the case abstract.