

Welcome to the fourth issue of our 2026 newsletter from the Peking University HSBC Business School (PHBS). This issue will report a series of school events and academic activities that have taken place at PHBS recently.



PHBS
Peking University
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School News

Carbon Economics Academic Salon Held

On June 16, Breaking Through Green Barriers: Global Carbon Economy Governance and the Reshaping of International Trade Rules Carbon Economics Academic Salon was held at PHBS. The salon was jointly organized by PHBS and the Institute of Carbon Neutrality at Peking University aiming to explore cutting-edge theories and practices in carbon economics. Shilong Piao, Vice President of Peking University, and **Professor Wen Hai**, Vice Chairman of Peking University Council and Founding Dean of PHBS, delivered welcome remarks. **Professor Pengfei Wang**, Dean of PHBS; **Professor Thomas J. Sargent**, the 2011 Nobel Laureate in Economics and Honorary Director of the Sargent Institute of Quantitative Economics and Finance at PHBS; and Kejun Jiang, Professor of The Hong Kong University of Science and Technology (Guangzhou) each delivered keynote presentations. Haibin Zhang, Boya Distinguished Professor of Peking University, delivered the concluding remarks. **Associate Professor Wei Cen** presided over the roundtable session. **Associate Professors Baixiao Liu, Jiao Shi, and Assistant Professor Xiao Ma** joined the discussion. [More...](#)

2026 PHBS Think Tank Forum Held

On June 13, the 2026 PHBS Think Tank Forum was held at PHBS, with the theme of "Innovation, Employment, and Income Growth." Co-hosted by PHBS and the China Economic Journal (CEJ), the event brought together over 180 participants from academia and industry. **Professor Pengfei Wang**, Boya Distinguished Professor at Peking University, dean of PHBS, and deputy director of the PHBS Think Tank, and Xun Wang, an associate research fellow at the National School of Development (NSD) at Peking University, director of the Think Tank Center at NSD, and co-editor of CEJ, delivered the opening remarks. Keynote speeches were delivered by Shangxi Liu, a

member of the National Committee of the Chinese People's Political Consultative Conference (CPPCC) and a researcher and former president of the Chinese Academy of Fiscal Sciences; Yaohui Zhao, professor at the Dong Fureng Institute of Economic and Social Development at Wuhan University; Lixing Li, professor of economics at NSD, Boya Young Scholar at Peking University, and director of the China Center for Public Finance Research at Peking University; Chunchao Wang, a standing committee member of the Party Committee and vice president of South China Normal University; Ling Nan, former president of the Shenzhen Institution of System Reform; Hongbin Qu, former chief economist for Greater China at HSBC and vice chairman of the China Chief Economist Forum; and Xun Wang. The forum was moderated by **Ting Ren**, Party secretary and associate dean of PHBS, and deputy director of the PHBS Think Tank.

[More...](#)

“PHBS AI-Driven Organizational Talent Development Forum” Held

On June 12, the AI-Driven Organizational Talent Development Forum was held at PHBS. The forum focused on organizational transformation and new paradigms of talent development in the era of artificial intelligence. **Associate Professor Ting Ren**, Vice Dean of PHBS, delivered the keynote speech. During the forum, the white paper was jointly launched by **Associate Professor Ting Ren**, Shaohua Yu, **Assistant Professor Kun Zhang**, Lin Tan, Entrepreneurial Practice Mentor at the Center for Innovation and Entrepreneurship at PHBS, Dan Xie, Partner of Organizational and Talent Consulting at EY, and Shuo Li, Digital HR Expert. [More...](#)

PHBS 2026 Finance Symposium Held

On June 6, the PHBS 2026 Finance Symposium was held at PHBS, with the theme of “Artificial Intelligence and Finance.” The symposium attracted experts and scholars from top universities and more than 10,000 online participants. **Professor Pengfei Wang**, Dean of PHBS, delivered the opening remarks. Lin Cong, President’s Chair Professor of Nanyang Technological University, gave a keynote speech. Closing remarks were delivered by **Associate Professor Linlin Ma**. [More...](#)

PHBS Workshop in Economics Held

From June 2 to 3, the PHBS Workshop in Economics was held at PHBS, with the theme of “Economic Theory for the New Era.” Hosted by PHBS, the conference brought together over 100 scholars and experts and more than 15,000 online participants. **Professor Pengfei Wang**, Dean of PHBS, delivered the opening remarks. Keynote speeches were delivered by Shouyong Shi, Professor at Queen’s University, Canada; Johannes Hörner, CNRS Research Director at the Toulouse School of Economics; M.

Utku Ünver, Professor at Boston College; and Jiangtao Li, Associate Professor at Singapore Management University. [More...](#)

PHBS Think Tank Economic Analysis and Special Reports

In June, PHBS Think Tank released “Annual Report on Southeast Asian Economy and Trade” and “ASEAN Energy Storage Market Opportunities and China’s Participation Paths”. [More...](#)

Faculty Activities

- **Awards**

Professor Haiyang Zheng’s paper, “Operational Semantics of Hybrid Systems,” received the Test of Time Award at the 29th ACM International Conference on Hybrid Systems: Computation and Control, HSCC 2026. It was co-authored with Professor Edward A. Lee of University of California, Berkeley. [More...](#)

- **Publications**

Associate Professor Weiming Ye’s book chapter, “Influencing as a Profession: A Cross-Cultural Perspective on the Professionalization of Influencer Culture,” was published by Routledge in 2026 as Chapter 31 in *The Routledge Companion to Social Media Influencers*. It was co-authored with Ph.D. Researcher Changyan Li of Ghent University, Professor Liselot Hudders of Ghent University, Professor Crystal Abidin of Curtin University, Research Associate Nils S. Borchers of University of Tübingen, Associate Professor Brooke Erin Duffy of Cornell University, Assistant Professor Hanan Ezzat of Coventry University Branch, TKH, and Professor Thaysa Costa Do Nascimento of Universidade Federal do Rio de Janeiro.

Assistant Professor Yinuo Tang’s paper, “Your Company Needs an Energy Strategy for AI’s Next Phase,” was published in the *Harvard Business Review*, an SSCI journal in June, 2026. It was co-authored with Professor Eric Yanfei Zhao of the University of Oxford.

Assistant Professor Fan Wu’s paper, “Competing under Information Heterogeneity:

Evidence from Auto Insurance,” was published in *The Review of Economic Studies*, a top international journal in economics. It was co-authored with Researcher Marco Cosconati from IVASS and Bank of Italy, Professor Yi Xin from Caltech and Assistant Professor Yizhou Jin from University of Toronto.

Professor Haiyang Zheng’s paper, “Research on Stock Momentum Spillover Effects of Affiliated Companies in the A-share Market: Based on the BGE Semantic Vector Model,” has been accepted for publication in *China Economic Studies*, a CSSCI journal. It was co-authored with Associate Professor Meilan Chen of Guangdong University of Finance and Economics, PHBS 2025 master's graduate Xin Wang, and PHBS 2023 master's student Qiuyan Zhang.

- ***Conference Papers, Keynote Speeches, Invited Presentations, and Visits***

From June 28 to 30, The 2026 PHBS International Conference on Media and Communication Studies was held. **Associate Professor Weiming Ye** and **Assistant Professors Luye Bao, Zhuo Chen, Yangjuan Hu** and **Soojin Roh** presented their papers.

On June 16, Breaking Through Green Barriers: Global Carbon Economy Governance and the Reshaping of International Trade Rules Carbon Economics Academic Salon was held. **Professor Pengfei Wang** and **Professor Thomas J. Sargent** presented guidance reports.

On June 6, the PHBS 2026 Finance Symposium was held. **Assistant Professors Fanguan Ma, Joanna Wang** and **Lingxiao Zhao** presented their papers.

From June 4 to 8, the 76th ICA Conference was held. **Associate Professor Weiming Ye; Assistant Professor Zhuo Chen;** master’s students Hanbo He, Jingyu Hou and master’s degree graduates Wenchang Wang, Qian Li, Xinlong Ouyang presented their papers.

From June 2 to 3, the PHBS Workshop in Economics was held. **Associate Professor Xiaoming Cai** and **Assistant Professors Chen Lyu and Fan Wu** presented their papers.

Assistant Professor Manshu Khanna’s paper, “Timely Negotiations,” was presented at a seminar at HSE St. Petersburg on May 20, and at a seminar at HSE Moscow on May 26. It was co-authored with Associate Professor Olivier Bochet of New York University Abu Dhabi and Associate Professor Simon Siegenthaler of the University of Texas at Dallas.

Assistant Professor Manshu Khanna participated in a round table discussion on the theme “Centralised Matching and Appointment Systems: from Students to Government Officials” at the HSE International Partners Week 2026 on May 19.

From June 10 to 11, **Professor Pengfei Wang**, Boya Distinguished Professor at Peking University and Dean of PHBS, was invited to attend the 15th China Conference on Economic Growth and Institutions, hosted by the School of Economics and Management at Tsinghua University. From June 22 to 23, he attended the 2026 SJTU Macroeconomics Workshop, hosted by the Antai College of Economics and Management at Shanghai Jiao Tong University, where he chaired a session and delivered a presentation titled “A Reference Dependent Fiscal Theory of Self Fulfilling Price Levels”. From June 27 to 28, he served as one of the co-chairs of the China International Conference in Macroeconomics 2026, hosted by Jilin University, and also chaired a session.

- **Media Coverage**

Associate Professor Weiming Ye was interviewed by *The Beijing News Book Review Weekly*, analyzing online emotional communities and exploring the McDonaldization, gamification of intimate relationships and the transformation of human relations in the digital era.

Associate Professor Weiming Ye published two column articles in the *Securities Times*. “Building Portable Social Protection for 84 Million New Employment Workers” discussed how to reconstruct a portable public service system to strengthen social security for new employment groups and “Building a Merchant Counter-Supervision Mechanism for Platforms” discussed how to establish merchant co-oversight of platforms.

Xin Zou, Deputy Secretary-General and Associate Research Fellow of the PHBS Think Tank, was interviewed by *Jiemian News*, offering her perspectives on the operating debt of urban investment platforms. [More...](#)

Seminar Series

PHBS has organized an onsite and virtual academic seminar series, offering faculty members and students a platform to share leading academic perspectives with outstanding scholars worldwide. The list of recent seminars includes [More...](#)

The Power of Hybridity

J. Sophia Fu, *Rutgers University*, June 26

Generative AI, Episodic Factors, and Causal Inference in Asset Pricing

Guofu Zhou, *Washington University in St. Louis*, June 24

Consumers in the Age of AI-Enabled Advertising: Cultural Lag, Coping, and Ethical Responses

Chen Lou, *Nanyang Technological University*, June 17

Learning Misspecifications and Their Impact on Predictions and Decisions

Junnan He, *Paris Institute of Political Studies*, June 10

Sleep Disruption and Retail Investor Trading

Jinfei Sheng, *University of California, Irvine*, June 10

The PHBS newsletter provides the PHBS community with information about school events and academic activities. Faculty, students, and staff are welcome to contribute.

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