



Wissenschafts-Forum:

Case Center Universität Zürich: Wissen basiert auf Praxis

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Beginnt um 17:40 Uhr

The emergence of Chinese global executives

- A transvergent perspective on leadership



Content

- Case method as a rigorous research strategy to explore new and emerging topics
- Swiss Chinese Case Study Center, UZH
- Three cases of Chinese executives
- In search of a new theory - Transvergence leadership
- The future of global leaders

Case method: A research strategy

- Case studies are widely used in organizational studies and across the social sciences
- Case studies have become one of the most common ways to do qualitative research
- Case studies are particularly effective when existing theories may seem inadequate



- Established in 2014 under the cooperation between UZH and Xinrui Business School
- Research areas:
 - 1) Chinese enterprises going global
 - 2) Swiss/European firms entering the Chinese market
 - 3) Leadership and crisis management
 - 4) Family business

Three cases: Research of Chinese executives

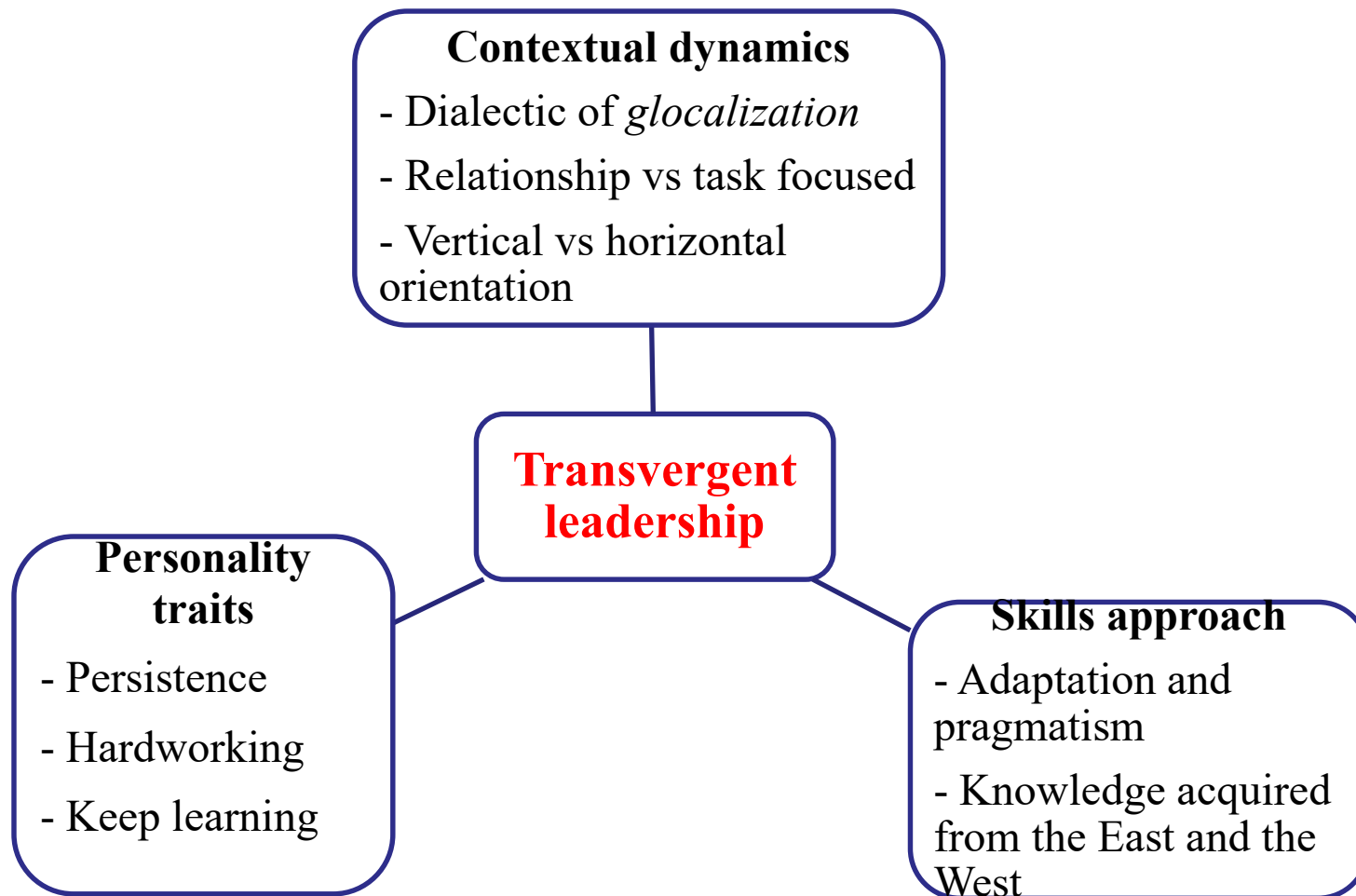
1. Managing director of a Swiss multinational company's subsidiary in China – Finding the right balance
2. CEO of a Swiss high-tech company – The making of a successful start-up
3. General Manager of a multinational's subsidiary in China – Being ready to adapt

In search of a new theory

- Leadership styles of Chinese global executives

- Traits theory
- Skills approach
- Cross-cultural leadership
- Convergence, divergence, crossvergence
- Transvergence leadership

Transvergence leadership



The future of global leaders - Transvergent

- Culturally hybrid
- Technical savvy
- Constantly adapting to the contextual dynamics