

# CHINESE BUSINESS PRACTICE

DEVELOP YOUR UNDERSTANDING AND EXPAND YOUR BUSINESS POTENTIAL

You are invited to attend a seminar exploring the Chinese business context. Professor Mike Danilovic and Dr.cand. Jasmine Lihua Liu will share their experiences and research on business model innovation for businesses in China.



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**October 11th**  
**13:00–15:00**

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**THERE WILL BE OPPORTUNITY TO NETWORK  
AND FIKA WILL BE SERVED. ROOM B3008,  
JÖNKÖPING INTERNATIONAL BUSINESS  
SCHOOL, GJUTERIGATAN 5, 55316 JÖNKÖPING**

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The seminar will explore differences between the Western and Chinese way of doing business illustrated with a new business model developed by the presenters for Goldwind, the largest Chinese wind power company and one of the largest in the world. The seminar will consider the impact of government on business and will also explore a generic business model for success in the Chinese business context, the Symbiotic Business Model. Mike Danilovic and Jasmine Lihua Liu will share some insights into Chinese business culture that will be helpful in doing business with China.

#### **ABOUT THE PRESENTERS**

Mike Danilovic is a Professor of innovation science at Halmstad University. He has conducted many industry and business-related projects in training & education, innovation, product development, managing complex systems and organizing.

Jasmine is a senior lecturer at Shanghai Dianji University in business studies with a focus on marketing. For her PhD, Jasmine has researched business model innovation in the Chinese business context.

#### **ABOUT MMTC**

The Media, Management and Transformation Centre is an academic center internationally recognized for its research and practical knowledge about the impact of digitalization, sustainability and globalization on industry and business transformation.

#### **REGISTER YOUR ATTENDANCE**

Register your attendance to [mmtc@ju.se](mailto:mmtc@ju.se) by October 8th. Please include your name, business and any dietary requirements.