



浙江大学 管理学院  
SCHOOL OF MANAGEMENT  
ZHEJIANG UNIVERSITY



China Data Analysis  
& Research Hub



浙江大学全球创业研究中心  
Global Entrepreneurship Research Center

Educating 21st Century Corporate Leaders  
Chinese and Western Perspectives

Silk Road Entrepreneurship and Sustainable Leadership  
– The Role of AMBA&BGA Capacity Building & Joint Initiatives



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## Key Points

1. New Trends in Entrepreneurship/Business Education
2. The Five-Competence Model of Sustainable Entrepreneurship
3. Challenges for Sustainable Business and Entrepreneurship
4. Capacity-Building and Corporate Actions for Sustainable Leadership

# 1. New Trends in Entrepreneurship/Business Education



## 1.1 Integrated into National Programmes

- 1998- Zhejiang University collaborating with Stanford U to develop the First Entrepreneurship PhD/MSc Programs in China (2006): Globally Top 15 Programs
- 2015- National Knowledge Renewal Initiative, Entrepreneurship Competence Course

## 1.2 Empowered with Competence and Leadership

- ❖ 2008- 10,000 Women Entrepreneurship Development Programme with Said Business School, Oxford University
- ❖ 2014- The Silk-Road Entrepreneurship Education Network (SREEN) with 20 platforms around the world to promote digital, women & BRI entrepreneurship and business leadership

## 1.3 Built into Responsible Management Education Modules

- 2019- AMBA&BGA Quarterly Capacity-Building Workshops for Member Schools
- 2021- Responsibility & Sustainability as Core Modules for Programme Development

## 1.4 Transformed into Sustainable Entrepreneurship

- ✓ 2020- Main Theme of Zhejiang-Stanford Annual Workshops and Research Projects
- ✓ 2021- National Professional Managers Association Certification
  - AMBA&BGA Business School Curricula Upgrading
  - “Silk Road Entrepreneurship 2050” Annual Key Workshops in April

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## 2. The Five-Competence Model of Sustainable Entrepreneurship



### 3. Challenges for Sustainable Business/Entrepreneurship

- ❑ Transferring Mindset and Psychological Distance: How to change mindset and psychological distance to sustainable development
- ❑ Rethinking Digitalization Practices: How to adopt sustainable approach in digital transformation and current businesses
- ❑ Enhancing Leadership Competence: How to develop leadership/organizational competence for sustainable business/entrepreneurship

# 4 Capacity-Building for Sustainable Leadership



4.1 Bridging Psychological Distance to Sustainability Mindset

4.2 Digitalizing Sustainable Innovation and Entrepreneurship

4.3 Empowering Corporate Leaders with Sustainable Management

- ❖ AMBA&BGA business schools' **2022 Sustainable Business Case Competition**
- ❖ AMBA&BGA 2022 Excellence Awards: 5 Awards by Chinese member schools!
  - **Gold Award of Best CSR & Sustainability Initiatives**, Xi'An Jiaotong Liverpool University, China
  - **Silver Award of BGA Business School Impact**, Dongguan Institute of Technology, China





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