

**ECNU-U. DE Lyon Joint Workshop on Innovation, Finance & Marketing  
(19~20, Nov., 2017)**

09:00 – 10:00 Sunday, Nov. 19	<p>Opening Ceremony</p> <p>(1) Welcome Address &amp; Introduction of ECNU by Prof. HE Jiaxun (2) University Lyon 2 Introduction by Prof. Laurent Vilanova (3) University Lyon 3 Introduction by Prof. Jean-François Gajewski (4) University emlyon Introduction by Prof. Fabio Bertoni</p> <p>Address: Room A508, Science Building, Downtown Campus</p>
10:00 – 11:00	ECNU Campus Tour
11:00 – 12:30	Lunch at Yifu Restaurant
12:30 – 13:30	Bus to Asia Europe Business School
14:00–18:00 Sunday, Nov. 19,	<p>Parallel Presentation (30m presentation plus 10m Q&amp;A for each speaker ) Address: Asia Europe Business School</p>
	<p>Entrepreneurship &amp; Innovation (Room 203) Laurent Vilanova (U. Lyon 2) Fabio Bertoni (emlyon) Ivana Vitanova (U. Lyon 2) Associate Prof. YUAN Yuan Assistant Prof. YANG Feifei Assistant Prof. WANG Chu</p>
	<p>Finance (Rm 407 ) Bertrand Maillet (emlyon) Olivier Le courtois (emlyon) Jean-François Gajewski (U. Lyon 3) Xia Xu (emlyon) Assistant Prof. SHEN Chaohai Assistant Prof. WANG Xiaoquan Assistant Prof. ZHANG Yupeng</p>
	<p>Marketing (Room417)  Klaus Heine (emlyon) Spring Han (emlyon) Kiane Goudarzi (U. Lyon 3) Prof. HE Jiaxun (Chinese Dean, AEBS) Associate Prof. DU Gang Associate Prof. WANG Xuehua</p>
18:30	Dinner at Zizhu International Edu. Rark Restaurant
19:30	Bus back to Downtown Campus

Day 2 Monday, Nov. 20, 2017

9:00 – 10:00 Monday, Nov. 20,	Big Booster Presentation by WANG Hua (Dean, emlyon Asia, French Dean of AEBS) Address: Room A1712, Science Building, Downtown Campus
10:00–11:30 Monday, Nov. 20,	Collaboration Exploration Address: Science Building, Downtown Campus
	Entrepreneurship & Innovation (Room A1701)  Laurent Vilanova (U. Lyon 2) Fabio Bertoni (emlyon) Ivana Vitanova (U. Lyon 2) Associate Prof. YUAN Yuan Assistant Prof. YANG Feifei Assistant Prof. WANG Chu
	Finance session (Rm A1714 )  Bertrand Maillet (emlyon) Olivier Le courtois (emlyon) Jean-François Gajewski (U. Lyon 3)  Associate Prof. WU Shujin Assistant Prof. ZHANG Yupeng Assistant Prof. WANG Xiaoquan Assistant Prof. SHEN Chaohai
	Marketing (Room A1712)  Klaus Heine (emlyon) Spring Han (emlyon) Kiane Goudarzi (U. Lyon 3) Prof. HE Jiaxun (Chinese Dean, AEBS) Associate Prof. DU Gang Associate Prof. WANG Xuehua
11:30–13:00	Lunch at Cantonese Restaurant on campus