

## Dean's Message

Dear Participants:

On behalf of the School of Economics and Management (SEM), Tongji University, the official sponsor of this event, I have the great pleasure to welcome you to the 4<sup>th</sup> Eduniversal World Convention. Thank you for honoring our invitation with your presence. I earnestly hope that all the distinguished guests and participants will enjoy and benefit from the networking activities and presentations of this convention.

Tongji University, as one of the top three universities in Shanghai and one of the top national universities involved in the Chinese Ministry of Education's Project 985 to build up world-class universities in the 21<sup>st</sup> century, is pursuing teaching and research excellence in the field of sustainable development. Through undertaking research in focused areas of management and by establishing a network of academic exchange, Tongji SEM is seeking to create management knowledge and to develop leading business professionals who are capable of solving practical problems (Mission of SEM). Tongji SEM has kept a leading position in internationalization, corporate relations and applied research.

Being a top business school in Shanghai, Tongji SEM is one of the oldest and most prominent business schools in China. It recruits the best students nationwide and attracts the largest group of international students among business schools in Shanghai. Tongji SEM is among the Top 10 in mainland China in the past three years by Eduniversal.

As the dean of Tongji SEM, I would like to express my gratitude to the Organizing Committee whose relentless efforts have made this event a reality. I hope that the convention will accomplish all its aims and become a great success. I wish you a memorable stay in Shanghai and at Tongji.

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