

The development of E-Business in China

A case study of Alibaba

The story of China's E-Commerce giant Alibaba has been covered by media as well as business schools as it launched the world's largest IPO in New York in 2014. However, some of the factors that contributed to the success, for example, the unique business environment in Zhejiang Province where Alibaba locates and the efficient delivery of the packages ordered online, are less emphasised. In the guest lecture Miss Chen will try to bring more insights of Alibaba as well as its founder Jack Ma.

Yu Chen has worked in China as a researcher and journalist, she came to Germany in 2013 and earned a degree of Master of Public Policy at the University of Erfurt. She is finishing her second Master in Accounting and Finance at the Frankfurt University of Applied Sciences.

21.01.2019

16:30 Uhr-18:00 Uhr
Audimax, Haus 3

Yu Chen (M.A., M.Sc.)

