



The Foundations of Chinese Management

Prof. Cheng Chung-Ying

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The *Yijing* - the ancient Chinese classic "Book of Changes" – is a source of inspiration for many Chinese managers for concrete questions of development and problem-solving. Professor Cheng Chung-Ying will present his insights into *Yijing-Philosophy of Management and Leadership* which refers to Chinese thinking, to Chinese notions of creativity and Chinese ways of experiencing reality (C Management Theory). Avoiding a result-oriented approach, which can be an impediment to innovation, he suggests a cause-oriented approach based on a holistic understanding of society with specific relationships between science and technology, commerce and civilization.

Professor Cheng (b. 1935) is a renowned scholar of Chinese philosophy, a representative of the "3rd generation of New Confucianists" and founder of the "C Management Theory".

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