

# HSTalks

The Business & Management Collection

*A multimedia resource for teaching and learning*

商学及管理演讲视频数据库

与国际大师面对面

## 大纲

1

认识 HSTalks-The Business & Management Collection

2

The Business & Management Collection 能做什么

3

The Business & Management Collection 特色介绍

观看影片，聆听专家讲座！<https://hstalks.com/business/>



# 传统的大师讲座

## ⌚ 局限的时间、地点、人数

全球学术交流越来越频繁，一般学校无法常常请到诺奖学者到学校进行演讲。即使请到，由于时间和各方面条件限制的问题，也无法对其研究进行深入的了解

2018 Nobel Laureate Lecture at NTHU

諾貝爾大師在清華

2014年諾貝爾化學獎  
**Dr. Eric Betzig**

Imaging Biological Structure and Dynamics from Molecules to Organisms

見微知著－新世代顯微影像技術  
如何捕捉從分子到個體的生物結構與動態

2018/10/19(五)  
10:00-11:30 (09:30開放入場)  
生命科學院二館 B1 華生廳

主辦單位：國立清華大學  
協辦單位：國立清華大學生命科學院 中央研究院

報名網址：<https://goo.gl/o4skQ1>



## 😡 昂贵的门票

场地有限、时间有限、所費不貲...并不是所有人都有机会参加相关活动、享有资源

Cell  
Symposia

100 Years of Phagocytes

September 19–22, 2016, Giardini Naxos, Sicily, Italy

HOME PROGRAM LOCATION EXHIBITION & SPONSORSHIP DEADLINES HELP & FAQS CONTACT US

### Speaker

Jules A. Hoffmann, Centre National de la Recherche Scientifique, France



Jules A. Hoffmann received his Ph.D. in Biology in 1969 at The University of Strasbourg, France. He has held various positions with the French National Research Agency CNRS, the latest being that of Distinguished Class Research Director and of Member of the Board of Administration of this Agency. He also served as a Professor for the University of Strasbourg. From 1985 to 2005 he was the Director of the CNRS Institute of Molecular and Cellular Biology in Strasbourg. The research of Jules Hoffmann was continuously centered on studies of the development and the defense reactions of insects. Since 1980, he and his laboratory have explored the potent antimicrobial mechanisms of *Drosophila* as a paradigm for innate immune defenses. The group is in particular credited with having unraveled the role of Toll receptors in fighting infections. Jules Hoffmann has authored or co-authored 250 publications and edited several volumes. He is a Member of the French National Academy of Sciences of which he served as Vice-President (2005-06) and President (2007-08). He is a Member of the European Molecular Biology Organization (EMBO) and of the German National Academy of Sciences Leopoldina. Jules Hoffmann is a Foreign Associate of the National Academy of Sciences of the U.S., the American Academy of Arts and Sciences and of the Russian Academy of Sciences. Jules Hoffmann is the recipient of several international awards, namely the William B. Coley Award, the Robert Koch Prize and the Balzan Prize. He is also an awardee of the 2010 Lewis

Cell  
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### Register

Registration type	Net	Gross (including tax at 22%)
Standard rate student <sup>2</sup>	€550	
Standard rate industry	€950	
Standard rate academic <sup>1</sup>	€775	
Any of the above rates will be €50 additional to include conference dinner		
Conference dinner purchased on site	€60	
Cell Press editorial board member <sup>3</sup> inc. dinner	€700	€854.00

650欧元起跳！

# 传统的学习方式

## 📖 准备课程 / 报告收集教学数据及图片

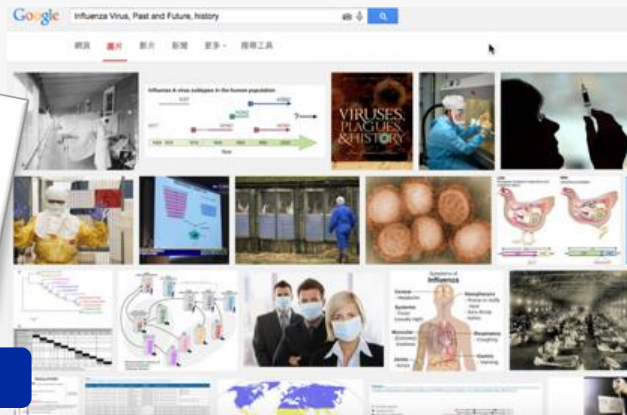
时间就是金钱，如何更有效率、更快速的让时间产生价值，是成功与否的关键!!!



在图书馆一本一本翻书



在网络收集大量文章却不知从何下手



找不到合适高分辨率的相关图片



# 关于HSTalks

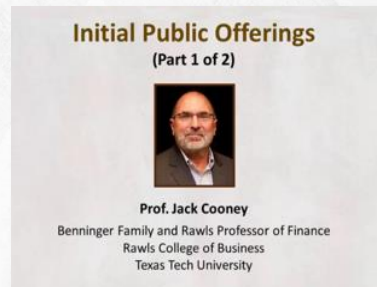
## Henry Stewart Talks

- 2004年创立的**视频型**数据库
- 包含**生医**及**商业**两种套装
- 来自学界及业界国际级专家的**最新**演讲、研讨会、科研结果
- 内容由**专家直接授权**，无法从他处取得！

## 现有用户: 300多个研究单位

- 国内：上海交通大学、解放军医学院、中南大学、云南大学、香港中文大学等...
- 国外：哈佛大学、牛津大学、哥伦比亚大学、康奈尔大学、史丹佛大学等...

不用出国就可以了解国际顶尖学者的最新研究  
打破空间、时间限制、节省花费！



# 关于The Business & Management Collection

- 涵盖**商学**、**行销及管理**领域的**主题讲座型**视频数据库
- 邀请世界级商业**高阶主管**、**创办人**和**知名学者**到棚内录制主题演讲讲座
- 内容广泛，目前已有超过**1400部视频**，超过**90个**相关系列、**800个**讲者  
(行销、全球商业管理、领导、财务、金融、科技与营运、策略等等... **专为商学院**课程所设计，作为课程辅助)
- **每月更新**最新演讲视频及新增系列，快速了解最新发展，时时走在专业领域前端！
- 影片内含高画质投影片并同步搭配演讲者旁白及**逐字稿**

## 与国际大师面对面



# 涵盖领域

六大类，商业与管理一举两得！

金融 会计 经济



管理领导组织



策略



国际商业管理



营销与销售



科技与运营



## 传统讲座

透过高画质图表及讲者亲自配音跟使用者分享重要资讯。讲座有多种相关功能，包括可打印的幻灯片讲义和逐字稿功能

### Lectures



#### 4 Traits of Successful Marketers

**Mr. Drew Neisser**  
Entrepreneur, Author, Podcaster  
Founder Renegade.com



#### Innovation in China



**Dr. Xiaobai Shen**  
Edinburgh Business School, UK

#### IT/Business Alignment in Practice:

From Current Cases to a New Agenda

**Prof. Anna Karpovsky**  
Carroll School of Management  
Boston College, USA



#### Accounting Records - Lecture 1 Introduction to Accounting Records and Accounts



**Huw Morgan**  
Alliance Manchester Business School

#### Teams and Learning in Organizations

**Prof. Amy Edmondson**  
Harvard Business School



#### Competitive Strategy



**Prof. Robert M. Grant**  
Department of Management and Technology,  
Bocconi University, Milan  
Author of Contemporary Strategic Analysis  
(9th edition, Wiley, 2015)

## 小规模案例研究

简短描述现实世界的商业活动并建议思考及讨论的主题

### Bite-size case studies



#### Bite-size Case Study

##### The C5 Electric Car: FAILURE OF A MARKETING STRATEGY

**Mr. Paul R. Smith**  
Consultant, PR Smith, UK



#### Bite-size Case Study

##### EVIDENCE-BASED DECISION MAKING

How "Sully" Sullenberger saved 155 passengers with 40 years of practice

**Prof. Denise M. Rousseau**  
Carnegie Mellon University, USA



#### Bite-size Case Study

##### Supply Chain Management: Motorola's Complexity Index

**Dr. Omera Khan**  
University of Manchester, UK



#### Bite-size Case Study

##### Marriott Hotels and the Globalization of a Brand



**Prof. Anil K. Gupta**  
The University of Maryland, USA

#### Bite-size Case Study

##### Making the Leap from Average to Great: The Apollo Story



**Steven J. Spear DBA, MS, MS**  
Sloan School of Management  
MIT

#### Bite-size Case Study

##### Skybus Airlines: The spectacular failure of an excellent idea

**PhD Sharon A. Alvarez**  
The Ohio State University





## 扩展式的案例研究

描述真实世界的商业案例，描述做了什么（WHAT）、如何做（HOW）、何时做（WHEN）以及结果

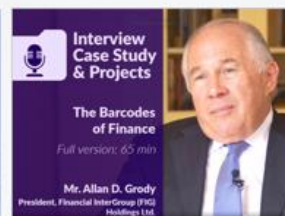
### Extended-form case studies



## 案例研究访谈

采访来自工商界的专家，从有创业家到大型企业高管，来讨论所遇到的挑战，分享经验  
#每个访谈都附有建议的讨论主题

### Video and audio interviews



20  
peer-reviewed  
journals

5000  
articles &  
case studies

Written by  
leading scholars  
& practitioners



## The Business & Management Collection 含有20本经过同济审阅专业期刊

1. 期刊内容来自于行业高阶主管和知名顾问公司的  
案例研究并与相关领域学者的专长结合。

2. 每本期刊包含：

- 详细研究案例的过程，遇到的问题及汲取的经验
- 主题经过双盲同济审阅
- 经由来自全球的行业和学术界的知名专家国际编辑委员会指导

3. 可以自行选购

## 大纲

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**3** The Business & Management Collection 特色介绍

观看影片，聆听专家讲座！<https://hstalks.com/business/>





# HSTalks能做什么？



学者

帮助研究

最新知识

- 全球知名学者分享
- 商界案例

权威性

全球高阶主管及学者  
特别录制编写及讲解



老师

辅导教学

灵活教学

- 国际级演讲技巧
- 高画质在线教材
- 嵌入课程教学
- 专业课程顾问

时效性

定期更新及增加讲座  
走在学科业界最前端



学生

指导学习

有效学习

- 讲义一键输出
- 反复观看学习
- 免出国共享信息
- 为进入职场准备

方便性

随时随地获取最新知识  
· 做有效率的学习  
节省时间和预算



 轻松获得专业领域的最新研究成果	准备时间	花大量时间在收集和筛选
 国际级学科领域专家特地撰写及讲解	内容权威性	网络数据源难以考究 内容不够权威，观点不够新颖
 专业数据库，内容精确	搜寻数量	开放资源，内容繁多
 学科领域专家编写相关信息 重点一目了然	相关度	搜寻结果过多，相关性不高 不易找出可参考内容
 每月更新，助读者走在学科及行业前端	时效性	难以接触到最新与最权威的研究

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# HSTalks 使用说明

方法1

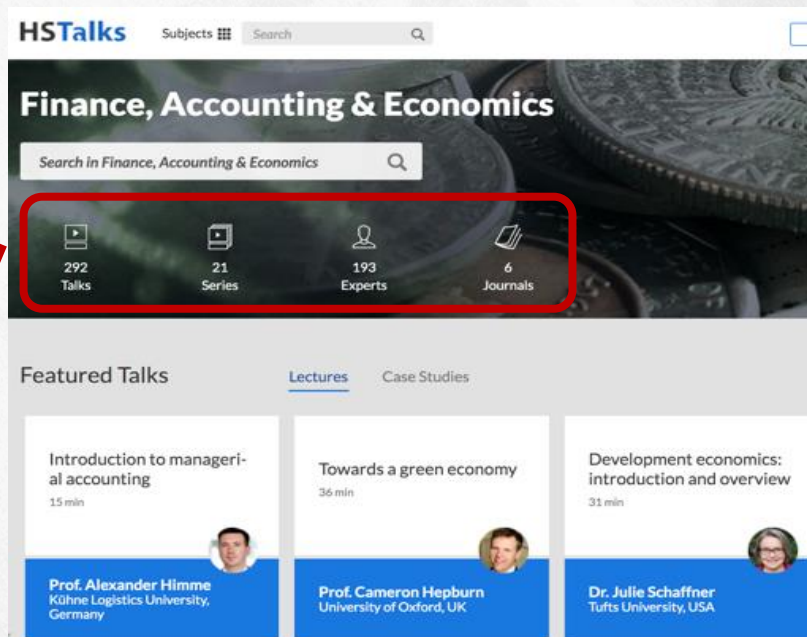
登入网站：<https://hstalks.com/business/>

- 点击“主题”(Subjects)
- 选择特定一主题



继续搜索吧！

- 点选想观看的  
讲座(Lectures)/系列 (Series)/  
讲者 (Experts)/期刊(Journals)
- 或向下滚动页面从所显示的各视频选择

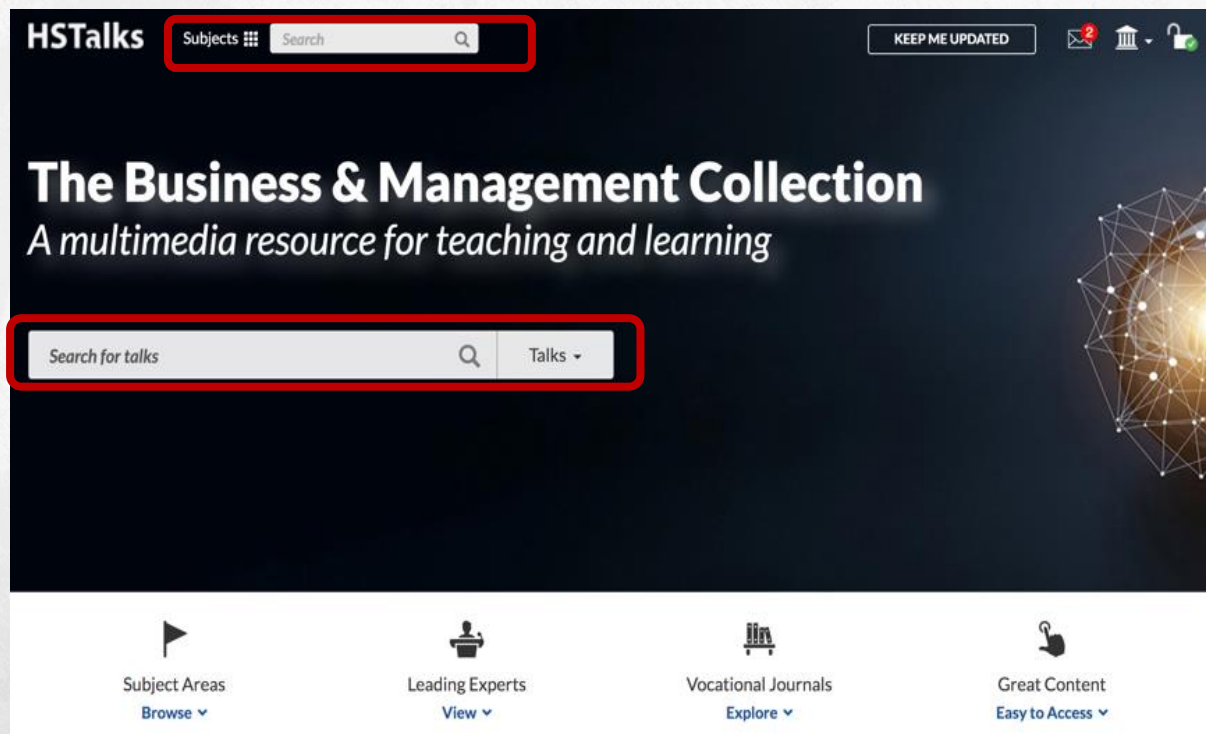


# HSTalks 使用说明

方法2

登入网站：<https://hstalks.com/business/>

- 直接使用通过的**搜索栏 (Search)** 输入关键字快速搜索您要的内容



前5分钟  
免费观看哦!



# HSTalks 使用说明

方法2

登入网站：<https://hstalks.com/business/>

The screenshot shows the HSTalks website interface. At the top, the search bar contains the word 'accounting'. Below the search bar, there are tabs for 'Talks (254)', 'Series', 'Experts', and 'Articles'. A 'Filters' section is visible, containing dropdown menus for 'Format', 'Category', 'Date Published', 'Subtitles', 'Talk Duration', and 'Availability'. A checkbox for 'Show only Case Studies' is also present. The search results are displayed below the filters, showing two items: '1. Introduction to managerial accounting' and '2. Introduction to accounting records and accounts'. Each item includes the presenter's name, affiliation, publication date, and a 'Play' button. A red box highlights the search bar and the filters section.

搜索结果可以根据各项筛选呈现，更加快捷便利，精准锁定所需要的资源

- 类别 “Format”  
( Lectures/Interviews/Case studies... )
- 主题 “Category”
- 出版时间 “Date Published”
- 字幕语言 “Subtitle”
- 视频长度 “Talk Duration”
- 视频状态 “Availability”(已发布 / 录制中)

# HSTalks 讲座特色

登入网站：<https://hstalks.com/business/>

## 1 投影片列表

显示各张幻灯片的简介  
点选跳转到选定的幻灯片，旁白同步

## 2 看完此视频该反思的问题

### Cultural differences in decision making



Prof. Elke Weber - Princeton University, USA 学者信息

Published on October 23, 2011 • Reviewed on March 29, 2018

37 min

视频长度



Review



Share



Add to

登入网站：<https://hstalks.com/business/>

## Mid-term exam

Check with the professor  
about this subject in detail

The screen versions of these slides have full details of copyright and acknowledgements.

HENRY
STEWART
TALKS

## Consultancy, Power and Management Ideas *The Case of McKinsey & Co.*

Andrew Sturdy

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K2: The war for talent / forced curves ranking system (FCRS)  
"rank and yank"

- Thought leadership (e.g. banks/reports)
- High performance model
- Combination with CEO (e.g. Stern - LHM p.4)
- Determine Handles, Solutions, Stories

The war for talent & the FCRS

- Likely with Harvard Business Press
- Borrowed from G.E. & others

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The screen versions of these slides have full details of copyright and acknowledgements.

2

投影片转为PDF格式，打印讲义方便学习做笔记



老师可输出讲义给学生，并注记区域，学生针对各张幻灯片写下自己的想法

充分考虑学生及研究者的在研究及学习过程中的记需求

帮助学生及研究者梳理自己的脉络及想法



# HSTalks 讲座特色

登入网站：<https://hstalks.com/business/>

**1** **2** **3**

Slides Questions **Topics** **Links** **Citation**

Printable Handouts  
PDF

Navigable Slide Index

1. Introduction
2. Preview
3. What is culture?
4. What is decision making?
5. How does culture work?
6. Culture influences what we see
7. Culture influences what we infer
8. Culture influences what we believe
9. Culture influences what we fear
10. Culture influences what we value
11. Culture imbues meaning and value
12. What tradeoffs we make
13. How do cultures differ?
14. Hofstede cultural dimensions model

EMBED IN COURSE/OWN NOTES

**Cultural Differences in Decision Making**

Prof. Elke U. Weber  
Jerome A. Chazen  
Professor of International Business  
Columbia University  
New York City, USA

00:00 / 36:54

Cultural differences in decision making

Prof. Elke Weber - Princeton University, USA

Published on October 23, 2011 • Reviewed on March 29, 2018 • 37 min

★ 视频内容会持续复审！

The speaker and/or editor reviewed the talk and determined that it is still a reliable description of the subject.

## 1 演讲所涵盖的相关主题 / 议题

帮助快速了解影片内容，节省时间

## 2 连结相关主题的演讲

查看在同一系列中的其他演讲



### Links

Series:

- Making Decisions

Categories:

- Global Business Management

- Management, Leadership & Organisation

## 3 引用此演讲的相关信息

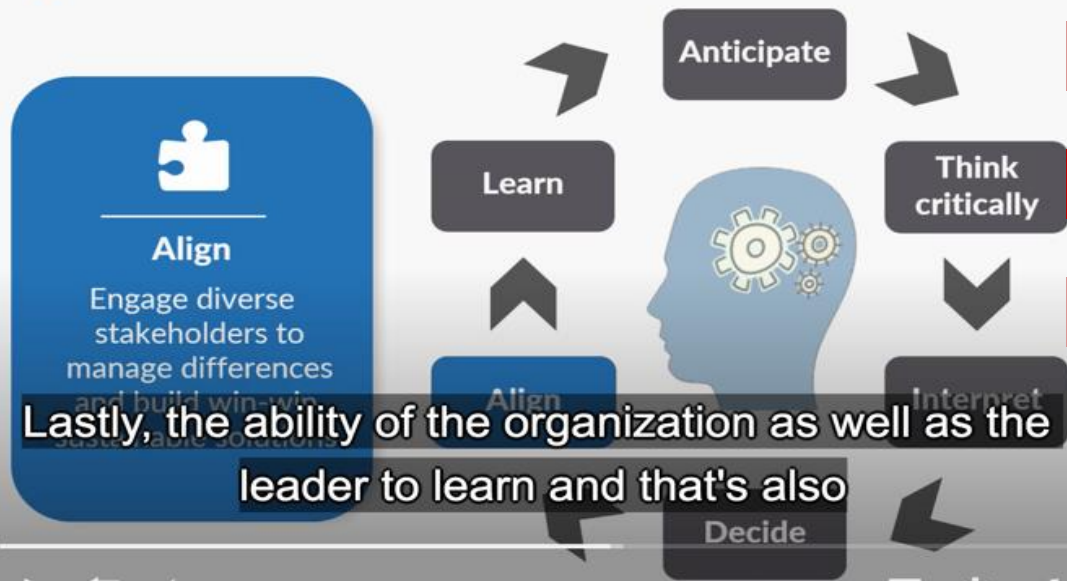
撰写论文、讲义等可引用的信息



# HSTalks 延伸功能

强大的功能全面支援使用者需求

## Talent and leadership strategies



可添加字幕

可重复、停顿观看

可调整视频播放速度、解析度

# HSTalks 延伸功能

强大的功能全面支援使用者需求

Player

Related Lectures


Transcript

the regulations under which credit unions and savings and loans and community banks and other financial service providers might operate. We would also include who are the referees? How is this legislation interpreted at federal, state and municipal levels? It would also include who are the players in the industry? Are they mostly the traditional players, or do we see very new ones emerging? A Yahoo Finance, a GE Capital just to use examples from the past, where new entrants emerged. Lastly, we would also be sensitive to the strategies employed. Are these players mostly pursuing high rate of return on capital, some of them willing to incur losses to build market share or to establish brand power or some may wish to have a very broad product offering or control certain channels? That would all fall under the playing field dimension. Under technology as one might expect it would include Internet banking, websites and portals, check imaging, personal identification, database design, back end systems software and data mining.

17:21 So, to recap the process of scenario planning, we start with forces that might change the future, and we zero in on the two top uncertainties which creates then a matrix. Then the next step will be to develop what we call a blueprint, we'll give an example of that momentarily. Then start to develop this blueprint just like with a home by building around the blueprints, the walls, the foundation, the electrical systems, the windows, the roof etc. That can be done very creatively. How you develop a scenario in sense of what themes, what snapshots, drivers and newspaper headlines you might project for that scenario. That really depends on the audience. Some companies like a more analytical even number-oriented way of portraying scenarios. Others one case people acted out on the stage using Second City, an improvisation group, how consumers would purchase in that case financial services in the future. But the idea is to communicate to your audience the key messages that these scenarios entail.

18:30 Once the scenarios have been developed, they can be used for strategy purposes in a variety of ways as illustrated on this slide, and I'll discuss them a bit further as well. First of all, you could simply use the scenarios to ask the question, do we have the right talent and the right leadership strategies to survive or do well in these different futures? Another use is to ask if the current strategy, if you were to stress test it across the range of these scenarios is sufficiently robust and sufficiently flexible. Third use, way of leveraging scenarios, is to look at your portfolio of options, basically your investment portfolio and ask if it is well balanced across these different scenarios and if not can you build in more flexibility? Many companies use scenario planning also as a platform for

Hide >



Scenario development process

1 Determine key forces and scenarios matrix

2 Build the scenario

3 How you develop a scenario in sense of what themes, what snapshots, drivers and newspaper headlines

4 scenario

5 scenario

6 scenario

7 scenario

8 scenario

9 scenario

10 scenario

17:54 / 38:49

Scenarios and strategy

EMBED IN COURSE/OWN NOTES

## 讲者演讲内容逐字稿

将页面向下拖动，视频在页面右方缩小化呈现、对照讲者旁白的逐字讲稿学习，不会跟丢哦！

1. 根据视频的进度 讲稿自动划出底线
2. 点击任一句话 视频将跳至对应点

视频缩小化持续播放

# HSTalks 延伸功能

强大的功能全面支援使用者需求

## 嵌入功能

可以将整个视频或截取视频某一片段嵌入至Word、PPT、E-mail、学习系统 (Blackboard, Moodle, Sakai)等

4. Industry analysis: Porter's five forces of competition framework

you have to have to be the owner of a license for spectrum.

Printable Handouts PDF

Navigable Slide Index

1. Introduction
2. Outline of the talk
3. Objectives
4. Defining competitive strategy
5. Describing strategy
6. A framework for analyzing competitive strategy
7. The profitability of U.S. industries, 2000-2010
8. Porter's five forces of competition framework
9. The sources of competitive advantage
10. Types of competitive advantage
11. Strategic fit
12. Ryanair's activity system
13. Competitive strategy: other implications
14. Conclusions

EMBED IN COURSE/OWN NOTES

点选  
嵌入(Embed)后

Use Lecture in Course or Virtual Learning Environment

Embed as Link Embed as Video Learn More

- Drag and drop the preview below directly into your application.
- If drag and drop is not possible, highlight the preview (either manually or by clicking 'select preview') and then use the keyboard to copy & paste it into your application.

Select preview

Preview

Competitive Strategy Competitive strategy Prof. Robert Grant – Bocconi University, Italy

Thumbnail Size

200x150 100x75 none

Lecture Information

☒ Title ☒ Speaker(s) ☒ Affiliation(s)

Use Segment of the Lecture (optional):

Start Time (eg 2:34) or slide number (eg 5)

End Time (eg 13:45) or slide number (eg 14)

自定义视频开始与结束段落



# HSTalks 延伸功能

强大的功能全面支援使用者需求

## 各种平台串连

可以用E-mail寄发或通过  
不同的社交媒体分享视频  
无缝接轨自由便利

### Two tangible types of alternative currency

	Historical	Contemporary
Intrinsic		
Token		

a social constructor agreement or rules around their

Source: Hileman (2014) 'History for Alternative Currencies' [use.](#) paper

<https://commons.wikimedia.org/wiki/File:Chiemgauer-F%C3%A4cher.jpg> <https://creativecommons.org/licenses/by-sa/2.0/de/deed.en>: <https://commons.wikimedia.org/wiki/File:RATHOKEN1.jpg>

### Cryptocurrency and blockchain



Dr. Garrick Hileman – University of Cambridge, UK

Published on November 30, 2017 • 42 min

- Slides
- Questions
- Topics
- Links
- Citation

8. Is bitcoin 'money'?
9. Five different types of currency
10. An alternative currency is...
11. Taxonomy
12. Two tangible types of alternative currency
13. An open, decentralized alternative currency
14. Five forces creating alternative currencies
15. How bitcoin and blockchain technology work
16. Why people struggle to understand bitcoin?
17. Bitcoin in reality
18. What is bitcoin and the blockchain?
19. Similarities to e-mail technology
20. The blockchain

#### Share This Lecture

##### MESSAGING

- Outlook
- Gmail
- Yahoo!
- WhatsApp

##### SOCIAL

- Facebook
- Twitter
- LinkedIn
- VKontakte

##### PERMALINK

<https://hstalks.com/bm/3626/>

- Review
- Share
- Add to



# HSTalks 提供适宜的服务和内容

让使用者更加便利

( For Students/Faculty/Librarians )

## For Librarians



### MARC记录

#### MARC Records

Meticulously prepared by librarians for librarians to ensure easy integration.



### 支援探索服务

#### Supporting Discovery

Compatible with leading online catalogues and discovery services.



### 线上 / 离线存取

#### Onsite & Offsite Access

On campus, at home, when traveling – wherever there is internet.



### 使用统计报告

#### Usage Statistics

Detailed usage reports provided to match your requirements.



### 推广素材

#### Promotional Material

Posters, banners and more – a wide selection of promotional material ready for use.



### 推荐

#### What Others Have Said

See what other users have said.

## Great Content

For Students

For Faculty

For Librarians



### 知名权威

From Leading Authorities  
In a user friendly format.



### 课程的一部份

Make Part of a Course  
Embed in Moodle, Blackboard or other online learning environment – make part of a course or recommend as additional learning material.



### 持续更新

Constantly Expanded & Updated  
New lectures added every month.



### 翻转/混合式学习

Flip and Blend  
Ideal for flipped & blended learning.



### 教学辅助

Designed to Support Teaching and Learning  
Lectures at advanced graduate level; lectures accessible to undergraduates. Makes single student and small-number courses possible. Send us your syllabus and our team of consultants will suggest relevant lectures.



### 推荐

What Others Have Said  
View a selection of the many favourable endorsements we have received.

# 专业课程顾问咨询服务

最權威最豐富的上課材料



If you would like assistance finding talks to embed in a course or to use as an additional resource please send us the syllabus or a short description of the course's learning objectives - we are here to help.

SEND SYLLABUS



## 方式1. 邮件咨询

老师提供**教学大纲**

→ 课程顾问分析并提供配合教学的视频内容



## 方式2. 会议讨论

老师提出需求

→ 飞资得协助安排老师与专业课程顾问**讨论课堂内容**

→ 课程顾问提供配合教学的视频内容

# HS Talks

**The Business & Management Collection**

*A multimedia resource for teaching and learning*

商学及管理演讲视频数据库



上海飞资得信息技术