

HSTalks

The Business & Management Collection

A multimedia resource for teaching and learning

商學及管理演講影像資料庫

與國際大師面對面！

大綱

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認識 HSTalks-The Business & Management Collection

2

Business & Management Collection 能做什麼

3

The

Business & Management Collection 特色介紹

觀看影片，聆聽專家講座！<https://hstalks.com/business/>

傳統的大師講座

🕒 有限的時間、地點、人數

全球學術交流越來越頻繁，一般學校無法常常請到諾貝爾獎學者到學校進行演講。即使請到，由於時間和各方面條件限制的問題，也無法對其研究進行深入的瞭解

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/u45u0s>



😡 昂貴的門票

場地有限、時間有限、所費不貲...並不是所有人都有機會參加相關活動、享有資源

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 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 Member of the Board of Administration of this Agency. He also serves as a Professor for the University of Strasbourg. From 1983 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 ¹	€550	
Standard rate industry	€950	
Standard rate academic ²	€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 ³ inc. dinner	€700	€854.00

650歐元起跳

傳統的學習方式

📖 準備課程/報告搜集教學資料與圖片

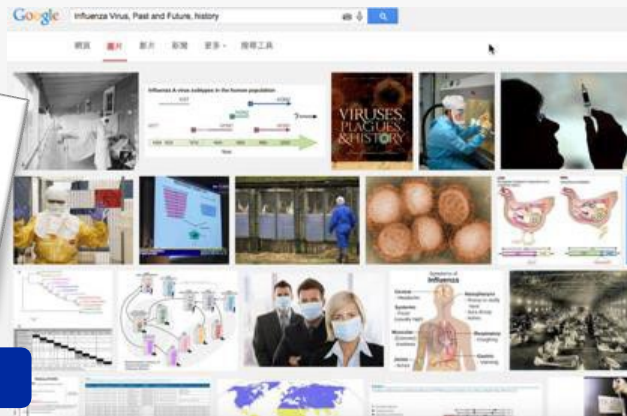
時間就是金錢，如何更有效率、更快速的讓時間產生價值，是成功與否的關鍵!!!



在圖書館一本一本翻書



在網路收集大量文章卻不知從何下手



找不到合適高解析度的相關圖片

關於HSTalks

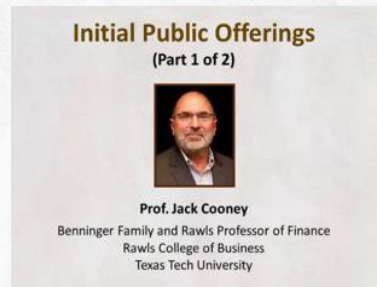
Henry Stewart Talks

- 2004年創立的**視頻型**資料庫
- 包含**生醫**及**商業**兩種套裝
- 來自學界及業界國際級專家的**最新**演講、研討會、科研結果
- 內容由**專家直接授權**，無法從他處取得！

現有用戶: 300多個研究單位

- 國內：上海交通大學、解放軍醫學院、中南大學、雲南大學、香港中文大學等...
- 國外：哈佛大學、牛津大學、哥倫比亞大學、康奈爾大學、史丹佛大學等...

不用出國就可以瞭解國際頂尖學者的最新研究
打破空間、時間限制、節省花費!



關於The Business & Management Collection

- 涵蓋**商學**、**行銷及管理**領域的**主題講座型**視頻資料庫
- 邀請世界級商業**高階主管**、**創辦人和知名學者**到棚內錄製主題演講講座
- 內容廣泛，目前已有超過**1400部視頻**，超過90個相關系列、800個講者
(行銷、全球商業管理、領導、財務、金融、科技與營運、策略等等...**專為商學院**課程所設計，作為課程輔助)
- **每月更新**最新演講視頻及新增系列，快速瞭解最新發展，時時走在專業領域前端！
- 影片內含高畫質投影片並同步搭配演講者旁白及**逐字稿**

與國際大師面對面



涵蓋領域

六大類，商業與管理一舉兩得！

金融 會計 經濟



管理領導組織



策略



國際商業管理



行銷與銷售



科技與運營

傳統講座

透過高畫質圖表及講者親自配音跟使用者分享重要資訊。講座有多種相關功能，包括可列印的幻燈片講義和逐字稿功能

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

小規模的案例研究

簡短描述現實世界的商業活動並建議思考及討論的主題

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



擴展式的案例研究

描述真實世界的商業案例，描述做了什麼（WHAT）、如何做（HOW）、何時做（WHEN）以及結果

Extended-form case studies



Extended-form Case Study RISK MANAGEMENT Approach and Methodology in Carlsberg Vibeke Aggerholm VP Group Internal Audit Carlsberg	Extended-form Case Study Business Continuity Planning across a Matrix Mr. Scott Baldwin Head of Business Continuity eBay	Extended-form Case Study HOW BRANDS CAN SHIFT TOWARD AN EXPERIENCE-LED MODEL Caroline Chen Digital / Social Director, Downstream Partners
Extended-form Case Study ANAYA HONEY A STORY OF SWEET SUCCESS Kudakwashe Makuzwa Executive Director Anaya Honey, Zimbabwe	Extended-form Case Study HOW TO BUILD A MORE HUMAN ENTERPRISE Charlotte Pearce CEO and founder INKPACT	Extended-form Case Study Caterpillar Bundles to Win Operations Strategy in Action Prof. Sridhar R. Tayur Tepper School of Business Carnegie Mellon University, PA, USA

案例研究訪談

採訪來自工商界的專家，從有創業家到大型企業高管，來討論所遇到的挑戰，分享經驗
#每個訪談都附有建議的討論主題

Video and audio interviews



AUDIO INTERVIEW US and China: Are there any winners in a trade war? Martin Wolf Financial Times, UK	Interview Case Study & Projects The Barcodes of Finance Full version: 65 min Mr. Allan D. Grody President, Financial InterGroup (FIG) Holdings Ltd.	Interview Case Study & Projects Inside the risk management function Full version: 36 min Dr. Madelyn Antonic Former Vice President and Treasurer of The World Bank
AUDIO INTERVIEW What should shareholders decide and how should their decisions be made? Prof. Oliver Hart Andrew E. Furor Professor of Economics, Harvard University, USA	Interview Case Study & Projects How top level recruitment really happens The art of the interview and the process that supports it Full length: 65 min Anthony Vardy Westbury Granada Association Ltd, UK	Interview Case Study & Projects Positioning a mid-size overseas bank to do business in the USA Full length: 61 min Mr. Avner Mendelson President and CEO / Bank Leumi, USA

20
peer-reviewed
journals

5000
articles &
case studies

Written by
leading scholars
& practitioners



The Business & Management Collection 含有20本經過同儕審閱專業期刊

1. 期刊內容來自于行業高階主管和知名顧問公司的案例研究並與相關領域學者的專長結合。
2. 每本期刊包含：
 - 詳細研究案例的過程，遇到的問題及汲取的經驗
 - 主題經過雙盲同儕審閱
 - 經由來自全球的行業和學術界的知名專家國際編輯委員會指導
3. 可以自行選購

大綱

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認識 HSTalks-The Business & Management Collection

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The Business & Management Collection 能做什麼

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The Business & Management Collection 特色介紹

HSTalks能做什麼？



學者

幫助研究

最新知識

- 全球知名學者分享
- 商界案例

權威性

全球高階主管及學者
特別錄製編寫及講解



老師

輔導教學

靈活教學

- 國際級演講技巧
- 高畫質線上教材
- 嵌入課程教學
- 專業課程顧問

時效性

定期更新及增加講座
走在學科業界最前端



學生

指導學習

有效學習

- 講義一鍵輸出
- 反復觀看學習
- 免出國共用資訊
- 為進入職場準備

方便性

隨時隨地獲取最新知識
· 做有效率的學習
節省時間和預算

 輕鬆獲得專業領域的最新研究成果	準備時間	花大量時間在收集和篩選
 國際級學科領域專家特地撰寫及講解	內容權威性	網路資料來源難以考究 內容不夠權威，觀點不夠新穎
 專業資料庫，內容精確	搜尋數量	開放資源，內容繁多
 學科領域專家編寫相關資訊 重點一目了然	相關度	搜尋結果過多，相關性不高 不易找出可參考內容
 每月更新，助讀者走在學科及行業前端	時效性	難以接觸到最新與最權威的研究

大綱

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Business & Management Collection 特色介紹

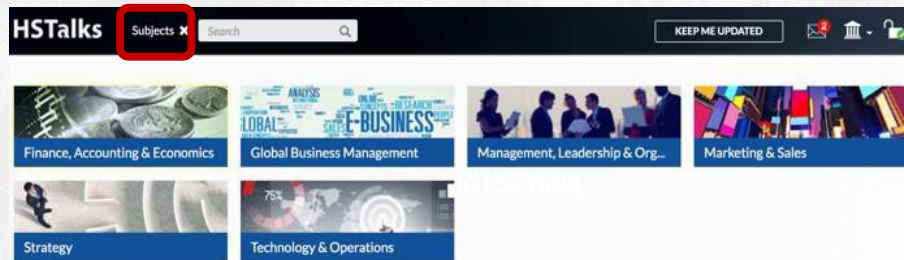
觀看影片・聆聽專家講座！<https://hstalks.com/business/>

HSTalks 使用說明

方法1

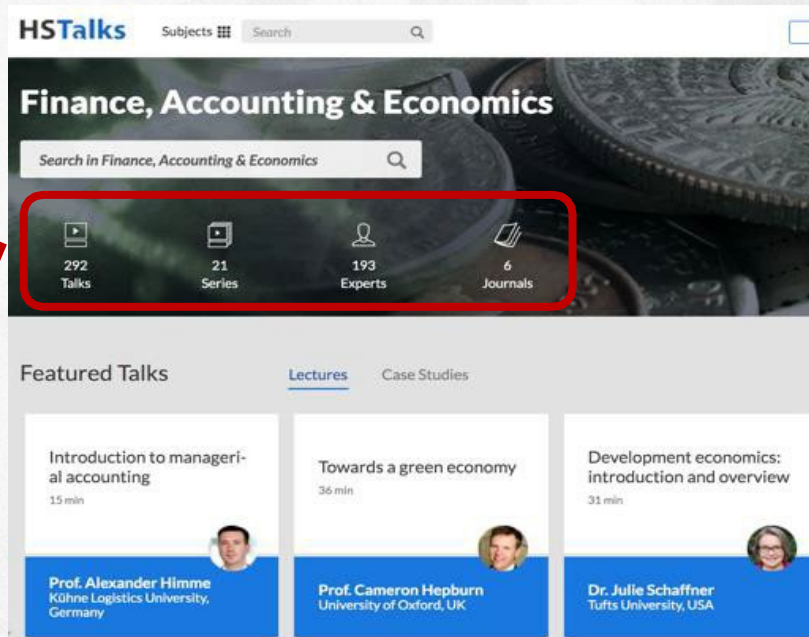
登入網站：<https://hstalks.com/business/>

- 點擊“主 題”(Subjects)
- 選擇特定一主題



繼續搜索吧！

- 點選想觀看的
講座(Lectures)/系列 (Series)/
講者 (Experts)/期刊(Journals)
- 或向下滾動頁面從所顯示的各視頻選擇

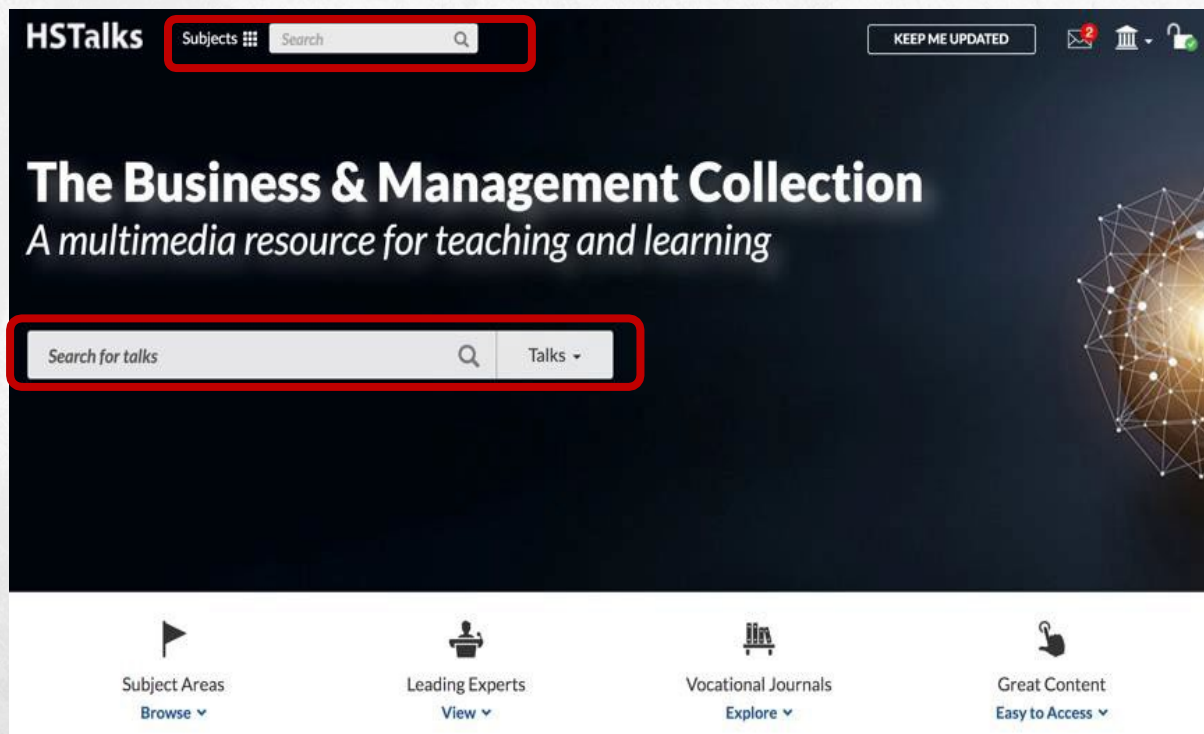


HSTalks 使用說明

方法2

登入網站：<https://hstalks.com/business/>

- 直接使用通過的**搜索欄 (Search)** 輸入關鍵字快速搜索您要的內容



前5分鐘
免費觀看哦!

HSTalks 使用說明

方法2

登入網站：<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, the results are categorized into '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 main content area displays two search results. The first result is '1. Introduction to managerial accounting' by Prof. Alexander Himme, published in January 2018, with a duration of 15 mins. The second result is '2. Introduction to accounting records and accounts' by Mr. Huw Morgan, published in May 2017. A red box highlights the search bar and the filter section.

搜索結果可以根據各項篩選呈現，更加快捷便利，精准鎖定所需要的資源

- 類別“Format”
(Lectures/Interviews/Case studies...)
- 主題“Category”
- 出版時間“Date Published”
- 字幕語言“Subtitle”
- 視頻長度“Talk Duration”
- 視頻狀態“Availability”(已發佈 / 錄製中)

HSTalks 講座特色

登入網站：<https://hstalks.com/business/>

1 Slides 2 Questions Topics Links Citation

Printable Handouts

PDF 3

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

可點選各張幻燈片

EMBED IN COURSE/OWN NOTES

1 投影片列表

顯示各張幻燈片的簡介
點選跳轉到選定的幻燈片，旁白同步

2 看完此視頻該反思的問題

Slides Questions Topics Links Citation

Reflective Questions

1. Why embrace multiple cultures?
2. How does diversity in groups affect decision making?
3. Can a business address the consequences of cultural differences if it does not employ representatives of the cultures with which it engages?
4. What are the implications of cultural diversity for SMEs?
5. When, if ever, should a business not attempt to overcome a cultural barrier?
6. Can addressing 'cultural diversity' and maintaining 'core values' conflict?

Cultural differences in decision making



Prof. Elke Weber - Princeton University, USA

學者資訊

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

37 min

視頻長度



Review



Share



Add to

HSTalks 講座特色

登入網站：<https://hstalks.com/business/>

HENRY STEWART TALKS

Consultancy, Power and Management Ideas
The Case of McKinsey & Co.
Andrew Sturdy

Mid-term exam

Overview

- McKinsey Vignettes - brief
- McKinsey, power and resistance - overview
- Conclusion - need to focus on power and consulting
- Useful resources

4

HENRY STEWART TALKS

Vignettes of management ideas

Sector-specific

Healthcare privatisation

Role model

Professional consultant and manager

Methods-based

The war for talent

5

Check with the professor about this subject in detail

#1: The professional consultant/manager
(Only partly intentional effects)

Institutionalisation

Top of staff creates shared network

Harvard MBA

Case-studies: analysis & presentation as 'The McKinsey Mind'

The methodology

"The truth... high level, align with the language of MBA programmes and big league consultants, participating from inside change organisations to the real" (Sturdy, 2005)

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2

HENRY STEWART TALKS

Consultancy, Power and Management Ideas
The Case of McKinsey & Co.
Andrew Sturdy

Mid-term exam

#2: The war for talent / forced curve ranking system (FGS)
"rank and yank"

Thought leadership (e.g. books/reports)

High free-flow information model

Connection with CIMA (e.g. forum - 2006 pp 2-4)

Dissemination: Academic, Industry, General

The war for talent & the FGS

Link with Harvard Business Press

Argument from U.S. & others

7

HENRY STEWART TALKS

#3: Healthcare privatisation

NHS National Health Service (UK)

Many of the health and social care (HSC) privatisation were driven up by McKinsey and included in the privatisation programme... (Sturdy, 2005)

8

Forms of Power (Lukes, 2005) & McKinsey

Power	McKinsey	Power	McKinsey
1. Visible power	McKinsey's role in the privatisation of the NHS	1. Visible power	McKinsey's role in the privatisation of the NHS
2. Hidden power	McKinsey's role in the privatisation of the NHS	2. Hidden power	McKinsey's role in the privatisation of the NHS
3. Invisible power	McKinsey's role in the privatisation of the NHS	3. Invisible power	McKinsey's role in the privatisation of the NHS

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

3

3 PDF講義輸出

投影片轉為PDF格式，打印講義方便學習做筆記



老師可輸出講義給學生，並注記區域，學生針對各張幻燈片寫下自己的想法

充分考慮學生及研究者的在研究及學習過程中的注記需求

幫助學生及研究者梳理自己的脈絡及想法

HSTalks 講座特色

登入網站：<https://hstalks.com/business/>

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

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Topics Links Citation

Printable Handouts
PDF

Navigable Slide Index

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14. Hofstede cultural dimensions model

EMBED IN COURSE/OWN NOTES

★ 視頻內容會持續複審！

Cultural differences in decision making

Prof. Elke Weber - Princeton University, USA

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

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

1 演講所涵蓋的相關主題 / 議題

幫助快速瞭解影片內容，節省時間

2 連結相關主題的演講

查看在同一系列中的其他演講



Links

Series:

- Making Decisions

Categories:

- Global Business Management

- Management, Leadership & Organisation

3 引用此演講的相關資訊

撰寫論文、講義等可引用的信息

HSTalks 延伸功能

強大的功能全面支援使用者需求

Talent and leadership strategies

Align
Engage diverse stakeholders to manage differences and build win-win sustainable solutions

Anticipate

Learn

Think critically

Interpret

Decide

Align

Lastly, the ability of the organization as well as the leader to learn and that's also

21:55 / 38:49

1x

CC

可添加字幕

可重複、停頓觀看

可調整視頻播放速度、解析度

HSTalks 延伸功能

強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

Scenario development process



Scenarios and strategy

EMBED IN COURSE/OWN NOTES

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將頁面向下拖動，視頻在頁面右方縮小化呈現、對照講者旁白的逐字講稿學習，不會跟丟哦！

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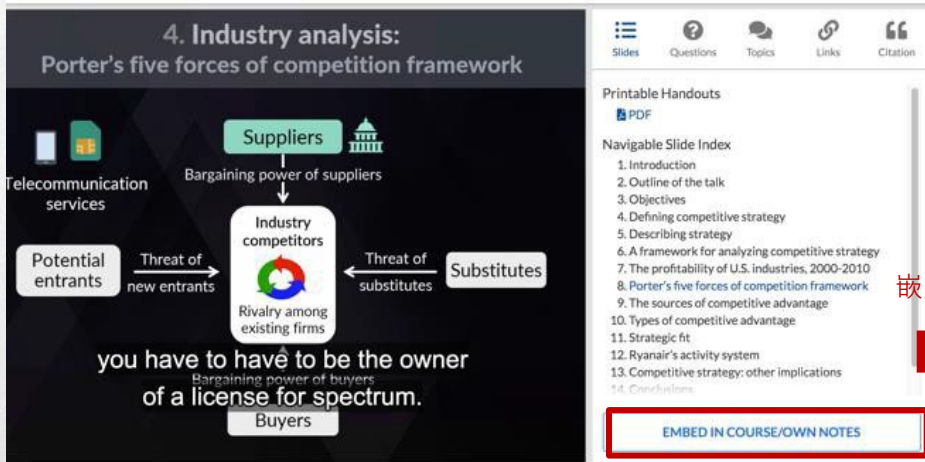
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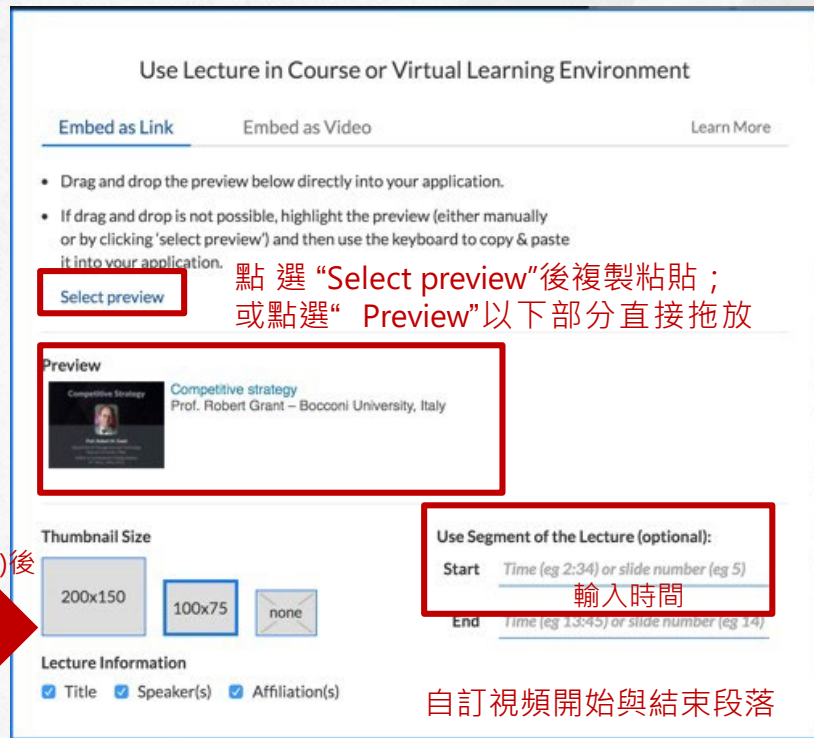
強大的功能全面支援使用者需求

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Two tangible types of alternative currency

	Historical	Contemporary
Intrinsic		
Token		

a social constructor agreement or rules around their use.

Source: Hileman (2014) 'History for Alternative Currencies' paper

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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

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