

# FEATURED STORY

## 2023 China-ASEAN Education Cooperation Week: GEC Academy Hosted Interdisciplinary Innovative Talent with Global Competence Cultivation Forum



The 2023 China-ASEAN Education Exchange Week kicked off in Guizhou with a triumphant start with GEC Academy's Parallel Forum on Interdisciplinary Innovative Talent with Global Competence Cultivation. Organized by Shanghai Jiao Tong University and co-hosted by GEC Academy and Guizhou University of Finance and Economics, this prestigious forum attracted esteemed professors and scholars from both domestic and international universities, with a primary objective of strengthening collaboration and knowledge exchange among universities, both nationally and internationally.

Beyond academia, the event was a beacon for nurturing students' international perspectives and fostering their global competence. It also served as a catalyst for driving innovation and cultivating talent in the dynamic realm of interdisciplinary studies, fostering closer ties between China and ASEAN nations.



Guests delivering opening remarks at 2023 China-ASEAN Education Cooperation Week

Professor Zhinan Zhang, hailing from the School of Mechanical Engineering at Shanghai Jiao Tong University, delved into SJTU's hands-on experience and journey in fostering students' innovation capabilities through project-based learning in his opening remarks. He provided a comprehensive exploration of how project-based learning plays a pivotal role in nurturing engineering innovation talents, examining it from various angles, such as its education system development, curriculum design, case studies, etc.

Mr. Ning Zhang, who serves as the President of the International Competence Development Committee within the Chinese Society of Educational Development Strategy, delivered a thorough examination of the concept of global competence. In his address, he took into account the context and core prerequisites of international competence, and highlighted the role of interdisciplinary innovation talents, as well as the effective strategies for nurturing international competence.

Mr. Yu Zuo, Co-founder of GEC Academy, shared his insights into how GEC Academy can empower domestic universities to cultivate international innovative talents, using the establishment of the Shanghai Jiao Tong University - GEC Academy Center of Innovative Design for Interdisciplinary Studies as a prime illustration. He also underscored GEC Academy's practical experience in advancing university-industry collaborations to bolster the development of innovative talents.

## FEATURED STORY



Mr. Yu Zuo delivering a speech on nurturing innovative talents

In the subsequent keynote speeches, distinguished professors from leading Chinese universities also contributed their insights from multiple viewpoints. These included discussions on interdisciplinary talent development, fostering leadership capabilities in international entrepreneurship, and exploring effective models for nurturing exceptional innovation talents.

Professor Lei Yan, a distinguished member of the Russian Academy of Sciences and a faculty member of Institute of Remote Sensing and Geographic Information Systems at Peking University, provided valuable insights into the evolution of remote sensing technology and its significance within the context of interdisciplinary studies. Then, Professor Haixia Zhang, from the School of Integrated Circuits at Peking University, discussed how the "iCAN University Student Innovation and Entrepreneurship Competition" helped nurture innovation and entrepreneurial talents. Finally, Professor Luping Xu from Tsinghua University explored an overarching vision for synergistic enhancements in both the quantity and quality of innovation talent development.



Keynote speeches at the forum

This forum has played a pivotal role in fostering collaboration between China and ASEAN countries in the field of education, with a particular focus on enhancing global competence and nurturing interdisciplinary talent. The GEC team takes immense pride in being a part of this significant initiative, contributing to the establishment of a more innovative, inclusive, and sustainable China-ASEAN education community.

Notably, the Global Competence Development (GCD) Project, co-designed by the GEC team and the Expert Committee of International Competency Talent Training, represents a tangible manifestation of best practices in nurturing interdisciplinary innovators with global competence. Recently, it has undergone a significant update (GCD Project 2.0) and is now officially launched in top universities across China for the current fall semester.

GCD Project 2.0 adopts a blended learning approach that seamlessly integrates both online and offline components. It has evolved from its initial 48-credit-hour online curriculum into a comprehensive program, now comprising 67 credit hours of foundational courses. Furthermore, an additional 24 credit hours workshop segment has been introduced, focusing on daily conferences, project management, document writing, and diplomatic etiquette at international organizations. This enhanced course extends its coverage to a broader range of business skills training and incorporates supplementary modules on psychology and career planning.

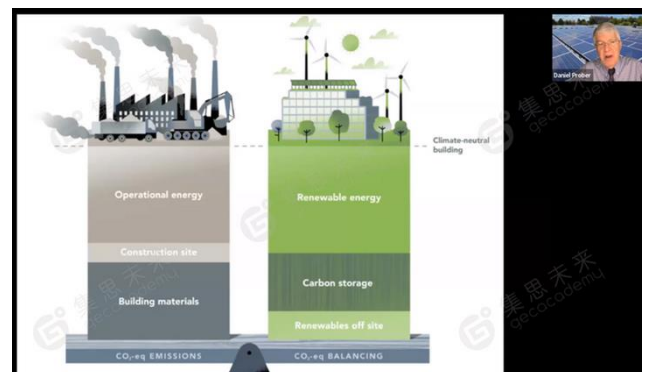
Moving forward, GEC Academy remains committed to continuously seeking new avenues for collaboration with universities, with an aim to advance the cultivation of a larger pool of interdisciplinary innovators, well-equipped with global competence, all within a sustainable framework for international competence development.

## A Fresh Perspective on Green Development of Cities for a Sustainable World: Yale Professor Daniel Prober's Open Lecture at GEC Global Scientists Forum

The August Global Top Scientists Forum, thoughtfully organized by GEC Academy, played host to an inspiring online open lecture delivered by Professor Daniel Prober from Yale University, who also obtained the prestigious Yale Science and Engineering 2019 Award for the Advancement of Basic and Applied Science, as well as the esteemed IEEE Council on Superconductivity Lifetime 'Achievement Award, 2018,' recognizing his enduring and substantial contributions to the domain of superconductive electronics.

With a resounding theme centered around "Green Cities in the Mid-21st Century," Professor Prober's online lecture stood as a beacon of insight in the ever-evolving landscape of sustainable urban development. As the world grapples with the pressing need for environmentally conscious urbanization, Professor Prober's discourse delved deep into the prevailing trends, shedding light on the application and progression of "clean" power generation technologies within the realms of urban architecture and transportation, making a profound impact on the audience, particularly on students from Chinese universities specializing in Physics and Energy and Environmental Engineering. This event ignited a fresh commitment to creating greener and more sustainable cities for the future..

The forum commenced with Professor Prober expressing his gratitude for the invitation and providing a concise preview of the lecture's contents. He began by drawing insightful comparisons among various methods of electricity generation, highlighting the detrimental impact of traditional fossil fuel usage on the sustainable development of urban environments. Additionally, he introduced the innovative concept of carbon capture and storage as a pivotal step towards greener cities in the future. Professor Prober passionately advocated for the vigorous development of clean energy sources, promoting a transformative shift from high-carbon to low-carbon energy solutions while moving away from fossil fuels. Among the promising options, he spotlighted renewable sources such as solar energy and wind power as the leading contenders to guide our cities toward a more sustainable, environmentally-conscious future.



*Electric power traditionally produced with fossil fuel vs. electric energy produced with renewable solar panels or wind*

In terms of Yale University's Technological Innovations, Professor Prober revealed that Yale University's approach to power generation involves the utilization of natural gas, a resource at the forefront of sustainable practices. Yale University also strategically employs oil as a backup energy source and adopts energy-efficient "co-generation" to reduce dependence on traditional energy sources, significantly lowering harmful emissions like carbon dioxide while greatly improving energy efficiency.

### Energy Technology for the 21st Century and Carbon Neutral Cities

- Daniel Prober, Prof. Applied Physics, Physics, and EE  
Yale University

- Today - Fossil fuels, Power plants
- Today - Yale innovations
- Tomorrow - Electric autos, electric buildings
- Future – maglev, H economy, all-solar+wind



*Professor Prober's lecture overview*

Professor Prober further delved into the realm of urban transportation, explaining the application of diverse green power generation methods. These methods included solar energy, wind power, hydrogen fuel cells, Vehicle to Grid Connectivity, and the revolutionary technology of magnetic levitation. Additionally, Professor Prober emphasized two pivotal future directions for cities in the realm of transportation. Firstly, he underscored the importance of localized transportation units as a means to reduce the carbon footprint and promote sustainability within urban areas. Secondly, he highlighted the trend towards diminishing personal vehicle ownership, emphasizing the significance of shared mobility solutions and their potential to transform urban transportation for the better.



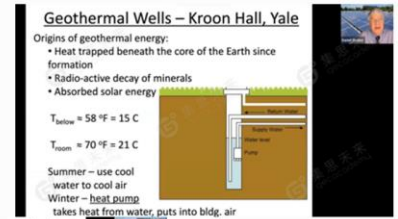
Application of diverse green power generation methods in the field of urban transportation

The forum concluded with an insightful Q&A session, during which Professor Prober addressed doubts and questions from students regarding the lecture. He noted that most universities offer energy-related majors and that students have diverse opportunities to unlock their potential. He used his students at Yale as examples to showcase impressive research results, providing inspiration for students to clarify their research directions. Some students also inquired about applying advanced technologies to underdeveloped areas. Professor Prober highlighted that different regions can secure funding and technological support by leveraging their distinctive advantages, providing compelling examples.

## What's next

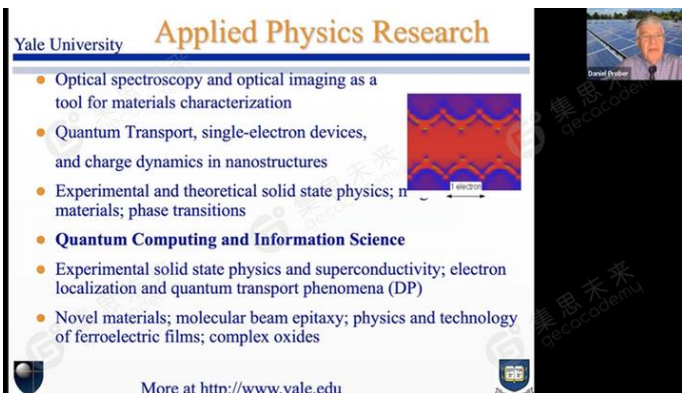
September 27th will witness the upcoming Global Top Scientists Forum on the theme of "Visualizing Reactions between Biomolecules by Single-particle Cryo-electron Microscopy" via Zoom meeting (<https://us06web.zoom.us/j/85355591041>) from 20:00 to 21:00, Beijing time. The forum is open to all interested individuals, and the meeting ID is 853 5559 1041.

Global Top Scientists Forum is an initiative to create an interactive platform for global scientists and students to exchange ideas. GEC Academy is very pleased to have our faculty bring insights on a wide range of topics across diverse fields. For those who might be interested in working with GEC, please feel free to contact our outreach specialist, Katrina, at [katrina.wang@gecacademy.com](mailto:katrina.wang@gecacademy.com). GEC faculty who are interested in giving a speech at the next Global Top Scientists Forum should contact their academic manager.



Technological innovations introduction of "co-generation" and "geothermal heating and cooling"

Towards the lecture's conclusion, Professor Prober offered valuable insights from his experience working with the admission committee at the Yale Engineering School. Beyond addressing common challenges students face when applying for undergraduate or graduate programs, he delved into prospective career pathways for Yale University graduates.



Research areas of Applied Physics at Yale University

## RSVP: A Comprehensive Looking Back on Summer Research Program

Invitation to  
2023 October  
Faculty  
Meeting

**For our October Faculty Seminar  
(October 25th, Wednesday, 22:00-23:00, Beijing Time),**

Our triumph in the 2023 Summer Research Program owes much to the invaluable contributions, tireless dedication, and unwavering support of our esteemed GEC Teaching Faculty. Thus, beyond rejoicing in our shared achievement, we are thrilled to invite you to GEC's October Faculty Meeting, to seek your active participation in recapping the program's highlights, sharing your anecdotes and epiphanies, and shedding light on your roles in making this year's program exceptional. We'll delve into a comprehensive review of the GEC Summer Research Program in an open, candid dialogue, where each member of the faculty is encouraged to provide valuable feedback and offer suggestions.

Meanwhile, we're now shifting our focus to the meticulous planning underway for the 2024 Winter Research Program, scheduled for January 28th - February 6th 2024. Your presence and active involvement in the October Faculty Meeting will be instrumental in steering this program towards even greater excellence.

[Here](#) is a tool for time zone converting.

Once again, a grand welcome to you all to attend October's online seminar.

**Join Zoom Meeting** <https://zoom.us/j/88016265657>

**Meeting ID: 880 1626 5657**

**Passcode: GEC123**

For participants, please find [RSVP](#) here!

## Faculty Work Gallery

*This month we introduced a book from Professor Paul Bloom. If you are interested in showcasing your research, grants, book releases, conference presentations, or any work you deem valuable and interesting to share, please feel free to contact us.*

### The Story of the Human Mind | Paul Bloom | Talks at Google



Professor and author [Paul Bloom](#), The Brooks and Suzanne Ragen Professor Emeritus of Psychology at Yale University, discusses his book “[Psych: The Story of the Human Mind](#)”, a compelling and accessible new perspective on the modern science of psychology. He shows how psychology can give us practical insights into important issues—from the treatment of mental illnesses such as depression and anxiety to the best way to lead happy and fulfilling lives.

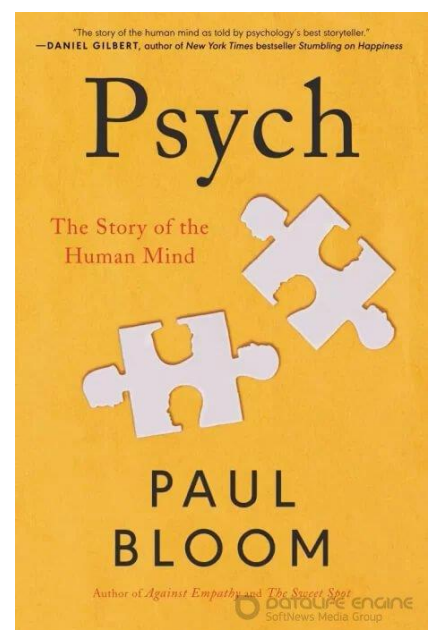
Click [HERE](#) to watch the full video on YouTube!

- **Plot of the book**

A Next Big Idea Club Must-Read

A compelling and accessible new perspective on the modern science of psychology, based on one of Yale's most popular courses of all time.

How does the brain—a three-pound wrinkly mass—give rise to intelligence and conscious experience? Was Freud right that we are all plagued by forbidden sexual desires? What is the function of emotions such as disgust, gratitude, and shame? Renowned psychologist Paul Bloom answers these questions and many more in *Psych*, his riveting new book about the science of the mind.



Please click [HERE](#) to find more information about the book.

## GEC CULTURE

### Celebrating the Achievement of the 2023 GEC Summer Research Program

After weeks of unwavering dedication, GEC is thrilled to announce the triumphant conclusion of the 2023 GEC Summer Research Program. This milestone carries a special significance as it marks our return to hosting large-scale on-site events since the outbreak of COVID-19. In this engaging retrospective journey, we wholeheartedly celebrate the exceptional contributions of our esteemed teaching faculty, who came from afar to inspire and nurture our students' minds. It's their unwavering commitment to education that has brought us to this remarkable point. We also want to express our heartfelt appreciation for the tireless dedication of our hardworking staff members, who worked diligently behind the scenes to ensure the program ran seamlessly.



GEC Academy's Summer Research Program was enriched by the expertise and dedication of our distinguished professors. These accomplished academics shared their knowledge and passion with our students, guiding them through a transformative learning experience. This mentorship paved the way for groundbreaking research and valuable insights.



## GEC CULTURE

The heart of the Summer Research Program beats with the enthusiasm and commitment of our talented students. This summer, over 3,000 students chose to join more than 160 onsite GEC programs and collaborate with top scholars from diverse fields. Their unwavering pursuit of academic excellence and thirst for knowledge shone throughout the program. They collaborated, innovated, and conducted research that promises to shape the future. Hence, the intensive summer days of scientific exploration witnessed every student's remarkable personal growth and development. Their perseverance and determination in facing challenges were truly inspiring.

Behind the scenes, the program's success was also made possible by the diligent and dedicated GEC staff members. From logistical support to administrative tasks, the GEC team worked tirelessly to ensure a smooth and enriching experience for both students and the teaching faculty.



As we reflect on the journey we've embarked on, our sincere gratitude goes out to each individual who played an integral role, especially GEC's teaching faculty, in shaping the success of this program. Together, we've established a lasting legacy in education, and we eagerly anticipate the promising horizons that lie ahead.

Looking forward, building on the success of the 2023 Summer Research Program, GEC Academy is also gearing up for the 2024 Winter Research Program, scheduled from January 28th to February 6th, 2024 in Beijing, Guangzhou, and Shenzhen. If you're interested and available to participate in the 2024 GEC Winter Research Program, please don't hesitate to reach out to your academic manager. For new professors, feel free to contact our outreach specialist, Katrina, at [katrina.wang@gecacademy.com](mailto:katrina.wang@gecacademy.com).



## GEC CULTURE

### GEC Summer Research Program: Student Insights and Reflections!



We've had the privilege of interviewing some exceptional students who participated in the GEC Summer Research Program. They will be sharing their genuine insights, including their research journeys, interactions with mentors, and the challenges they faced and achievements they unlocked during the program.

Click [HERE](#) to watch the full video on YouTube!

## Introducing New Faces

We're pleased to welcome 2 new faces to the GEC team - **Jiahui & Yuyao!**



**Jiahui FU (Doris)**  
jiahui.fu@gecacademy.cn

### 01 Educational background:

Master of Science in Professional Communication, Clark University;  
Bachelor of International Business, Monash University

### 02 What are your current duties?

I hold the position of Academic Manager at GEC Academy, where my primary role involves overseeing project-based online research seminars. This includes direct communication with professors and collaborating with GEC's product center and operation center to ensure the program runs seamlessly.

### 03 What made you choose GEC Academy?

I chose GEC Academy because of its excellent reputation in the field of education. I believe that working at GEC Academy will provide me with valuable opportunities to enhance my skills.

### 04 What are your specialisms and interests?

My specializations are in playing the piano and violin, while my interests include traveling and exploring new destinations as well as being an avid movie enthusiast.

## Introducing New Faces

We're pleased to welcome 2 new faces to the GEC team - **Jiahui & Yuyao!**

### 01 Educational background:

Bachelor of Business English, Hunan Institute of Science and Technology

### 02 What are your current duties?

I serve as a Program Coordinator for GEC Academy's online programs, where my role encompasses two primary areas of responsibility. In my capacity as the program coordinator, my main focus is to provide comprehensive support for program management and address intricate challenges that students encounter throughout the process. I achieve this by maintaining close communication with both professors and students, enabling me to gain a deep understanding of their specific needs and swiftly deliver optimal solutions. Additionally, I am actively involved in the application process, guiding students through each step to facilitate their pursuit of further education abroad. I aspire for my work to serve as a bridge to help them achieve their academic goals on an international level..



**Yuyao CHENG (Chaya)**  
chaya.cheng@gecacademy.com

### 03 What made you choose GEC Academy?

I was attracted to GEC because of its broad sources and abundant variety of programs both online and offline. I believe I can explore many opportunities both for my professional career and life experiences. I had expected to join here for a long time before I actually did, and I am still looking forward to growing with it together.

### 04 What are your specialisms and interests?

I have accumulated four years of working experience in the education industry, during which I have been involved in hundreds of cases. This extensive experience has honed the skills necessary for success in this field. The passion exhibited by talented students, the support of a dedicated team, and the commitment of diligent professors have consistently served as my sources of inspiration. Over the years, I have had the privilege of working with a diverse range of students, each facing unique situations. This exposure has transformed me into an adept multitasker and a time management expert, particularly when it comes to devising timely solutions for urgent cases.

## AMAZING WORK FROM GEC STUDENTS

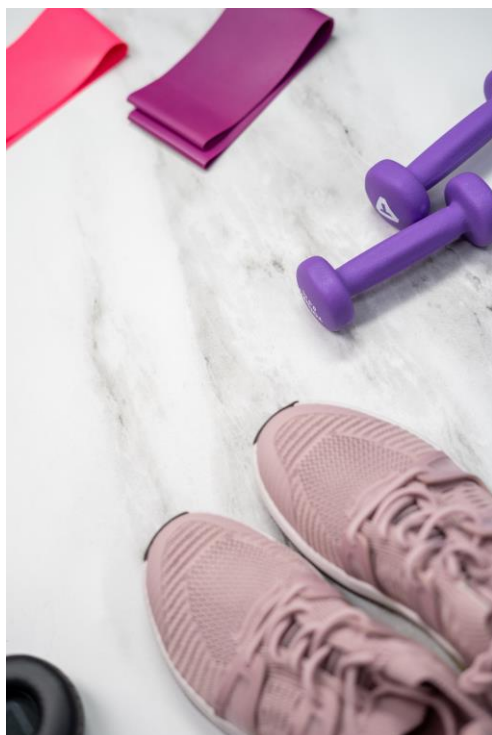
Each month, GEC will introduce some of our exceptional students' work in a specific research area to our audiences. This month we selected two articles from our previous students in the field of **Marketing**.

### The Research on the Influence of Luckin Coffee Advertisements upon Chinese University Students' Consumer Behaviors

Luckin Coffee is a recently emerging beverage brand on the Chinese mainland that is well-liked for its affordable but high-quality offerings. The target market for this brand is young people due to its brand positioning as professional, stylish, and youthful. Luckin Coffee sets up plenty of offline stores and also develops its online business through WeChat applet. It uses a variety of advertising techniques to advertise its products. Concentration is placed on both the choice of the endorser and the location of the advertisement placement. The impact of the promotional approach on students' purchasing decisions in schools is the main topic of this essay. In order to discover the answer, quantitative research is done on university students, who are thought of as a representative of the youth group. The outcome shows that raw coconut latte, which has been heavily promoted through advertisements, is selected by the respondents as the top product. Meanwhile, celebrity endorsement has a significant impact on how people view products.



Click [HERE](#) to read the full text!



### Research on the Use of Storytelling in Branding Chinese National Sports Brands

Using literature research and case study, this paper analyzes the story marketing of Xstep's 2020 618 shopping festival and finds the brand stories of Chinese national sports brands. Based on the analysis, Chinese national sports have problems such as a lack of continuity, lack of Chinese characteristics, single content and communication channels, and no feedback mechanism. Corresponding solutions are also proposed, including writing a sequel to the story, adding Chinese elements to brand stories, adding special characters that reflect the brand image to enrich the story, making full use of social media, and establishing a consumer feedback mechanism.

Click [HERE](#) to read the full text!

## WHAT PROGRAMS DOES GEC OFFER IN SEPTEMBER 2023 SEMESTER?

In September, GEC launches a total of 48 online research programs in the areas of Finance, Economics, Accounting, Computer Science, Electrical Engineering, Chemistry, Psychology, and so on, partners with 19 Chinese universities to develop students' global competence through the GEC Global Competence Development Course and provides a personalized teacher training program for Guangzhou Medical University, Beijing Institute of Technology, Xidian University, Southwestern University of Finance and Economics, Nankai University and Hubei University of Technology. We will continue to gather students, faculty, and staff for an unrivaled academic experience.

The tables

[GEC 2023 September Program List,](#)

[Universities offering GEC Global Competence Courses in September 2023,](#)

[GEC Personalized Programs for Universities](#)

show detailed information about the programs that GEC launches in September.

Please click [HERE](#) to find previous program/course offerings.

### **Newsletter Improvement Survey**

We would love to hear your thoughts or feedback on how we can improve your experience with our newsletter.

For your convenience, please click [HERE](#) to fill out the survey link.

**GEC Academy**

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