

## Preface

This conference is held under the background of China's entering a new stage of full liberalization. An all-round opening raised by the Fifth Plenary Session of the Eighth Party Congress, compared to the past, has been given a new connotation and prospects. The all-round opening is to create a higher level of open economy with a two-way openness of land and sea, home and abroad linkage, and East and West. It is to actively involved in global economic governance and public goods supply, to increase the country's institutional voice in the global economic governance, and to build broad communities of interest. This all-round opening is to actively commit to the international responsibilities and obligations; to promote international economic order in moving towards a direction of equality and fairness and win-win cooperation; and to develop a new pattern of international relations. With this context, the 2015 International Conference on Transnational Corporations and China's Economy being held in the economic center of the Southwest China – Chengdu, would be of great significance for all the experts to better understand the Western China, to better understand multinationals and China's new round of opening-up. The Conference also integrates theory with practice, connects businesses, governments and academic experts in discussing challenges and opportunities from China's new round of reform and opening-up, as well as the process of China rapidly integrating into the world economy.

The Southwestern University of Finance and Economics (SWUFE) originates from Shanghai Guanghai University, built in 1925. In this year, it is to celebrate the 90's founding anniversary. The SWUFE has now formed a featured developing path with a goal of building the distinctive characteristics of high-level research-type institution on Finance and Economics. It has become a main academic and learning body for Economics and Management and a key of finance, as well as a coordinated development of multi-disciplines. The University has always adhered international development strategy. Since 2006, with tolerance and open mind that "the world is my territory, world scholars are my soulmate", the University has widely embraced talents from all over the world. It has brought in more than 210 full-time overseas Ph.D. returnees, 9 distinguished overseas deans, more than 200 distinguished Professors and Professors, and has formed a "cluster effect" for overseas talents. The University has also comprehensively expanded channels for international exchange and cooperation, building a grand platform for international exchange and cooperation. SWUFE has established broad partnerships with hundreds of well-known universities, financial institutions and well-known enterprises in nearly 30 countries and regions.

The School of International Business (SIB) at SWUFE is an important driving force for the international strategy of the University. Since its founding in 1997, the SIB has become one of the first schools in China to establish majors in international business disciplines and to have a complete degree system. The School enjoys a good reputation in domestic and international trade circles. Especially in recent years, the SIB commits to an educational philosophy of "advance with times, aiming at an international recognition, highlight features, cultivate international elite of economics and management". The SIB adheres to the standard of "international perspective, international standards, international specialties, and international brands". It fully integrates internal and external, domestic and foreign high-quality resources and implants advanced management concepts. With building a high-level faculty and staff, multi-level international cooperation as a breakthrough, the School rapidly and vigorously develops in the process of constructing distinctive high-level international business studies.

The convening of this Conference is a major event of the University's international academic exchange activities. Thanks for the Transnational Corporations Review team, and thanks Chinese and foreign experts and scholars. This publication is one of fruitful achievements; moreover, through this Conference, scholars from home and abroad are establishing their connection and friendship and lay a solid foundation for future cooperation.

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