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## Report for the eBEREA Project

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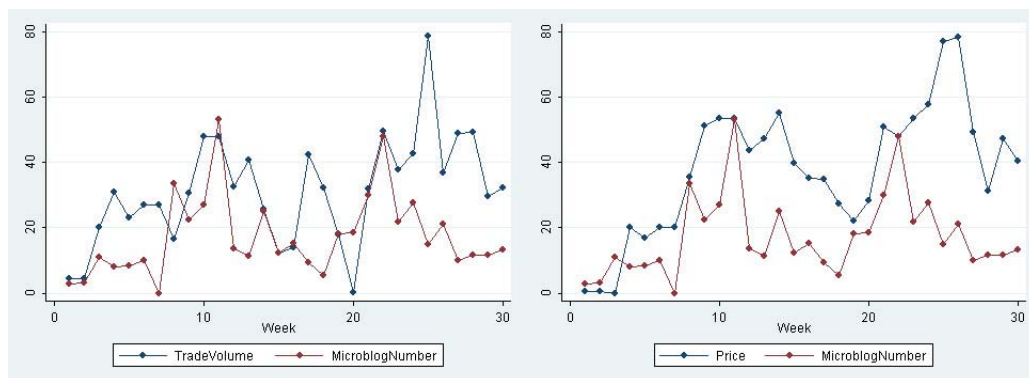
Through the eBEREA project Meng Yin and I had the opportunity to spend about one month as visiting scholars at the University of Jyväskylä Department of Information Technology from 21 Jan. to 27 Feb. 2014. This trip was great for me because I made many Finnish friends and learned a lot from the visit.

### Key Progress in My Planned Research

After my arrival in Jyväskylä I began my planned research which was on the relationship between internet and financial market. The aim of this research was to further understand the internet based behaviors and their influence to financial markets. There were two topics in my research, which were 1) speculative behavior in the Bitcoin markets, and 2) interrelation between microblogs and stock markets. Since they were both empirical studies, data collection was a one of the most critical works in this research. As a researcher in the field of economics collecting online data was a great challenge to me. Fortunately in my first week I was introduced to Denis Kotkob and Alexander Semenov, who were students of Professor Jari Veijalainen and were doing research of microblog data analysis. Alexander gave me a demonstration of downloading online microblog data using website APIs, and Denis showed me his research plan and preliminary results. The discussions with them were really helpful to my research. After going through some hardships in programming I successfully collected all the data that I need, which included 36400 microblog records and 2190 Bitcoin trade records. I have begun my data analysis before I went back to China. The following charts show some preliminary results of the analysis.



Speculative Bubbles in China's Bitcoin Market



Correlation between Sina Weibo Microblog and a Chinese Stock

## Collaboration with the University of Jyväskylä

During my stay at JYU I also joined Professor Jan Pawlowski's research group. I had several NGEE meetings with Kati Clements and Ismo Kuhanen. We defined a test case for the Management-class website, which was a very prospective online education platform. I will give my entrepreneurship class at XJTU as a test case of this pilot platform from Sep. 2014.



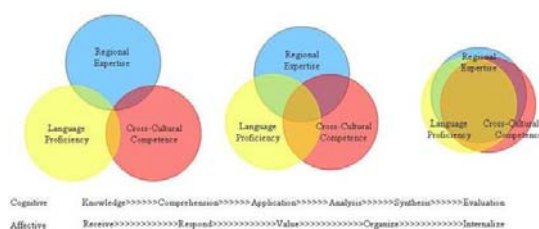
Management-class.com

The HEW project was another project that I participated, which focused on business models in the health, exercise and wellbeing (HEW) markets. Meng Yin, Kati Clements, Qi Li and I contributed together to a report of this project. I wrote one section with the title of "Business Models of International Healthcare Providers in China". During this research I got very interested in the question that whether China's physician ranking websites were effective. I would like to conduct a collaborative research on it with the JYU researchers this year.



The HEW Project

The GLIS Competency Study was a research conducted by Philipp Holtkamp with an aim of identifying the importance of intercultural competences for software developers in an international context. As I noticed the practical importance of this study for intercultural IT companies, I decided to join this research and conduct a survey study among several IT companies in Xi'an. The Chinese versions of the questionnaires were under the semantic validation stage before I went back to China.



The GLIS Competency Study

### **Innovation Education Is a Key Component of Finnish Universities**

In my trip to Finnish universities I recognized the Finnish higher education system has very unique characteristics. Innovation is becoming the foundation of the Finnish university education. The Aalto Design Factory is an excellent example. The purpose of this Design Factory is to be a constantly developing environment for learning, teaching, research and industry co-operation related to product development and design. In Finland there is also very good university-industry relationship. Considerable research questions are from industry. Researchers and graduate students are encouraged to get funded by companies and solve real industry problems.



Aalto Design Factory

### **My Great Winter in Jyväskylä**

Definitely this winter in Finland was the best winter in my life. I liked to walk on the snow-covered Jyväskylä Lake, to visit Aalto Museum, to jog along the lakeside road, to enjoy the beautiful Jyväskylä night lights, to stroll the university town streets, and, of course, to skate on the Jyväskylä Lake ice. Most of all, I loved the Finnish parties. I will always remember the delicious food and the friendly enthusiastic people in those parties.



I Love Finnish Party

### **Thanks to My Friends in Finland**

One month of eBEREA Project in Finland was short but this was my most valuable experience as I made many friends there. First of all, I want to thank Kati Clements, who invited us to Finland. I can't tell you how much I appreciated your kindness in organizing our academic and recreational activities in Finland. It was your warm hospitality that made my visit to Finland a great experience. I also want to thank Jonathan Clements. I like those pleasant talks about history and culture, and I have benefited a lot from your unique secrets of how to write for making a living. I also

appreciated the kindness of Professor Juha Laine in showing us Aalto University and Aalto Design Factory, where I was shocked by the innovative ideas from the Finnish higher education. Finally I would like to give my thanks to many friends at the University of Jyväskylä, who are Tiia Sten, Henri Pirkkalainen, Philipp Holtkamp, Angeliki Tsochou, Hermin Jiang, Jari Veijalainen, Markus Salo, Alexander Semenov, Denis Kotkob, Janne Riekkine, Ying Li, Tianyi Ouyang, and Huijie Wang. Hope to meet you again.