

Award Grade	School	Title	Name of team member
Grand Prize	Central South University	Dreams of thousands of miles of mountains and rivers——citing the wisdom of data, empowering management and control	Wang Yu, Guo Jiaying, Xu Huangying, LI Yiyu
First prize	Yunnan University of Finance and Economics	How smart finance helps group risk control and value enhancement —— Taking FOSUN Financial Shared Service Center as an example	Chen Jia, Liu Jiamin, Liu Funing, Qing Longfei
	University of Shanghai for Science and Technology	Research on strategic cost management of Midea Group's intelligent transformation——From the smile curve to the dome curve	Wang Bingwei, Zhang Jiahui, Wang Hongtai, Li Xinya
	University of Shanghai for Science and Technology	Financial technology assists commercial banks' operational transformation——Taking Bank of China as an example	He Zexiu
	Xiangtan University	A case study of big data internal audit of BBK Group under the background of digital transformation	Yuan Xiangyao, Lei Chanyu, Tong Hao, PI Han
	Xiamen National Accounting Institute	Pushing "success" into the new: how to measure core assets——Taking Pop Mart as an example	Chen Zhiwei, Yang Delu, Ma Wenjing, Fang Qinglan
Second prize	University of Shanghai for Science and Technology	The breaking strategy of the new energy vehicle business model in the digital economy era——Taking Li Auto Inc as an Example	Ma Zeyu, Liu Yufei, Chen Meng, Chen Jiayu
	Wuhan University of Science and Technology	Research on Airbnb's business model in China in the era of digital economy	Yang Shuang, Chen Ziqiang, Tian Xiang Yucong, Jiao Xuanxuan
	Shandong Technology and Business University	Research on optimization of enterprise financial sharing platform based on blockchain technology——Taking Mengniu Dairy Group as an example	Zhao Xinru, Wang Yafei, Min Zhipeng, Zhang Ying
	University of Shanghai for Science and Technology	Analysis of BYD's profit model in the context of digitalization —— Based on the perspective of the five elements of profit model	Ren Lijiao, Li Yunting, Ling Zhenyu, Xiang Qingyu
	Jinan University	The impact of the 7×24—hour global accounting system on financial management——Taking Huawei as an example	Wong Ruiting, Lam Siyee, Kong Yitong, Chen Yukchi

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Second prize	Jiangxi University of Finance and Economics	Intelligent manufacturing——A journey to explore the strategic cost management of Haier Smart Home	Lei Yixuan, Duan Yunzhen, Hu Jie, Zou Hui
	University of Shanghai for Science and Technology	How does the value chain shine on the stage of industry—financial integration? —— Take Gome retail as an example	Chen Xin, Feng Pengcheng, Fu Yanqiao, Zhou Nuo
Third prize	Guangdong Ocean University	Research and analysis of digital transformation from the perspective of industry—finance integration——Taking Xiaomi Group as an example	Luo Ziyi, Elaine Leung, Mei LAN Lin
	Guangzhou University	Research on the effect of the implementation of enterprise digital transformation——Taking ChinaResources Beer (Holdings) Company Limited as an example	Chen Mingxing, Chen Xiaomiao, Wang Qimeng, Xiong Jieyi
	University of Shanghai for Science and Technology	Fintech helps the development of supply chain finance —— Taking Suning as an example	Cheng Zike, Wang Jiayao, Wang Qian, Xu Yi noon
	Jiangxi Normal University	Research on the path and value creation of digital driven retail industry transformation in the big data era——Taking China Resources Vanguard as an example	Yu Zijuan, Yan Rui, Wang Meng
	University of Shanghai for Science and Technology	From desperation to coming back to life——Numbers save Luckin	Fan Zhuo, Zhang Hangqi, Jin Shatting, Deng Zhengyu
	University of Shanghai for Science and Technology	Research on enterprise cost management strategy under the Sino—US Trade War——Taking Huawei Technologies Co., Ltd. as an example	Kang Dani, Gong Yexuan, Shi Haoyu, Wang Song
	Henan University of Technology	Robo—advisor—— Taking Machine Gene Investment of China Merchants Bank as an example	Zhu Xingmeng, Chen Jianghua, Chen Yanan, Zhou Zihui
	South China Normal University	Data center, organizational change and business—finance integration—— Based on the case study of L Company	Xu Zhihao, Ye Baijun, Zhang Lei, Zhang Yumeng
	University of Shanghai for Science and Technology	Research on cost management innovation of food delivery catering industry in the big data era——Taking Meituan as an example	Li Wenyan, Fu Xinyi, Yang Ruihan, Chen Yilin

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Third prize	Xi ' an International Studies University	Research on the motivation and effect of commercial bank's transformation and upgrading under fintech ——Taking China Merchants Bank as an example	Yan Ming, Liu Xiao, Zhao Zijun, Guo Linxiao
	Sichuan International Studies University	The value creation of the social + e—commerce model to enterprises—— Taking Buy Together as an example	Li Guilin, Wu Pingping, Yan Tao
	University of Shanghai for Science and Technology	Focusing heavily on technology and digital driving the future——A case study of the digital transformation of JD logistics supply chain	GanLei
	Shandong University of Finance and Economics	Research on the impact of product adaptability innovation on enterprise performance ——Taking Don Ejiao, a time—honored Chinese company, as an example	Liu Tongtong, Yuan Jing, Meng Hui, Li Na
	Wuhan University of Science and Technology	Cloud gathers big data and occupies the high point of "intelligence"—— Haier Smart Home's purchasing cost control and exploration journey	Zhi Guojing, Liu Zixuan, Gu Qingwen, Dai Mengting
	Beijing International Studies University	The journey of digital transformation and value creation of manufacturing enterprises	Zhou Yiying, Yao Xuxian, Huang Duo, Shen Wenxin
	University of Shanghai for Science and Technology	Research on service development strategies of public transport enterprises from the perspective of digital transformation	Jin Jing, Zhao Zixuan, Xue Yuan, Wang Zhongpeng
	Guangdong University of Finance & Economics	Auxiliary statements and non — financial indicators enable Bilibili performance evaluation	Ye Qianyi, He Mingzhu, Liu Yafeng, Liu Yinyin
	Yanshan University	Leading Intelligence	Liu Huayue, Zhang Yu, Xu Qiang, Zhou Hong, Lu Rong
	Xi'an Jiaotong University	Research and planning of enterprise profit model driven by innovation 2021	Zhang Xiaotao
University of Shanghai for Science and Technology	The impact of anchor reputation risk on enterprise value ——Taking Simba as an example	Zhou Yuying, Liu Xiaowei, Zhou Xinyu	