

# NEWSLETTER

/SI Global

October 15, 2024

## FEATURED STORY

### GEC Academy Celebrates Beijing Headquarters Relocation to China Resources Times Center

On September 23, GEC Academy held a relocation ceremony at its new headquarters on the 16th floor of Tower A, China Resources Times Center, Beijing. The event was a lively occasion, broadcasted live to all branch offices, allowing employees across the world to share in this significant milestone. Since its founding in 2016, GEC Academy has grown from a challenger in its early stages to an industry pioneer. This relocation marks a new chapter in GEC’s journey but also coincides with the celebration of third-quarter employee birthdays, making the day even more memorable.



#### A New Chapter: Honoring the Past, Embracing the Future.

Themed *Honoring the Past, Embracing the Future*, the relocation ceremony began with a speech by Mr. Edison Yan, CEO of GEC Academy, who reflected on GEC’s incredible journey, past relocations, and the challenges and opportunities that GEC has faced in recent years. He emphasized that the new headquarters represents a key milestone in GEC’s evolution and expressed his heartfelt thanks to all GECers for their unwavering dedication. “Every GECer is GEC’s most valuable asset,” Mr. Yan remarked, adding that innovation remains the driving force behind GEC’s success. “GEC Academy”, he noted, “is not just a business but a platform dedicated to pushing the boundaries of education industry innovation.”



# FEATURED STORY

## GEC Academy Celebrates Beijing Headquarters Relocation to China Resources Times Center



Following Mr. Yan’s speech, Mr. Richard Wang, COO of GEC Academy shared his perspective on the themes of change and growth, expressing his hopes for continued development across GEC’s operations, team dynamics, and individual progress. Mrs. Hui Xu, CSO of GEC Academy, then took the stage, reflecting on how each office relocation has signified a new step toward maturity for GEC. She pointed out that the new office’s location, overlooking a flowing river, symbolizes prosperity and opportunity, and shared her optimism for GEC’s future in its new home.

### Looking Ahead: Innovation with Unwavering Commitment

As GEC Academy settles into its new headquarters, we will remain steadfast in our commitment to innovation and to the values that have driven its success. We will continue to deliver high-quality, interdisciplinary, and industry-driven talent development programs for universities and young scholars, with an aim to foster the leaders and innovators of tomorrow, while driving technological progress and social impact.

With this new beginning, we are poised to continue our mission of excellence, innovation, and growth, ensuring that the best is yet to come. We warmly welcome everyone to visit our new headquarters and experience this exciting new chapter with us.

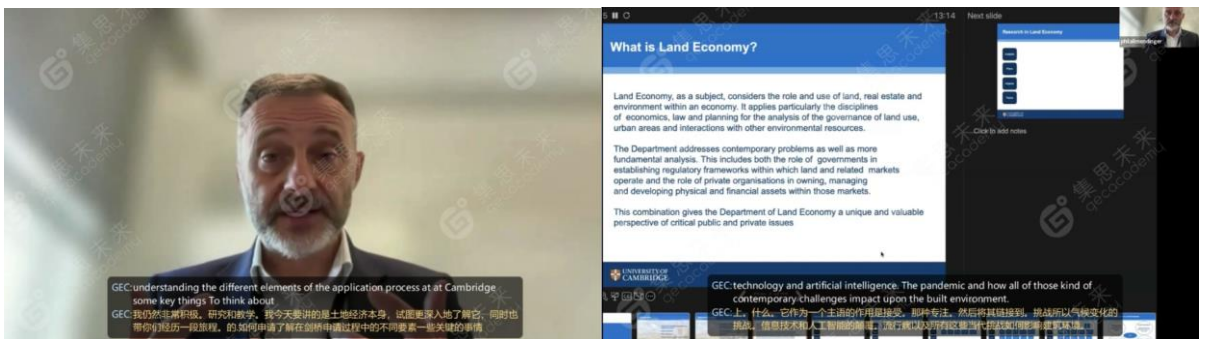
### A Sneak Peek into GEC Academy's New Headquarters:



## FEATURED STORY

### Unlocking Land Economy with Professor Philip Allmendinger at GEC September Global Top Scientists Forum

On September 25, GEC Academy successfully hosted the Global Top Scientists Forum centered on the theme “**Land Economy**.” The event featured an online lecture by Professor Philip Allmendinger who formerly served as the Deputy Vice-Chancellor of the University of Bath. Drawing an audience of over 1,500 Chinese university students specializing in related disciplines, Professor Allmendinger imparted his extensive expertise and perspectives on Land Economy. **He delved into the comprehensive academic framework of Land Economy and discussed the latest advancements within the sector.** Moreover, Professor Allmendinger provided essential advice on crafting successful applications to Land Economy programs, offering invaluable guidance to students aiming to advance their studies in this discipline.



Professor Allmendinger Overviewing the Lecture

Professor Allmendinger Explaining Land Economy

Kicking off his lecture, Professor Allmendinger offered a comprehensive overview of Land Economy, characterizing it as **an interdisciplinary field that integrates law, economics, and urban planning**. He emphasized the discipline’s relevance to pressing global issues, such as climate change, advancements in information and artificial intelligence technologies, and the environmental ramifications of the COVID-19 pandemic.

Delving into the latest research trends in Land Economy, Professor Allmendinger highlighted several key areas. He explained that the discipline leverages insights from economics, law, and environmental science to tackle challenges related to land use and management. **Research within Land Economy addresses land use issues across a range of regions, cities, and built environments in both developed and developing areas.** Additionally, Land Economy evaluates how land use and policies affect global systems, societal structures, individual lives, and corporate needs, with attention to climate change, housing affordability, and inequality. Current research priorities in Land Economy include sustainable economic growth, the impact of climate change on land use, health, and inequality issues in the context of the pandemic, and urban planning strategies that integrate housing and employment through robust transportation infrastructure.



FEATURED STORY

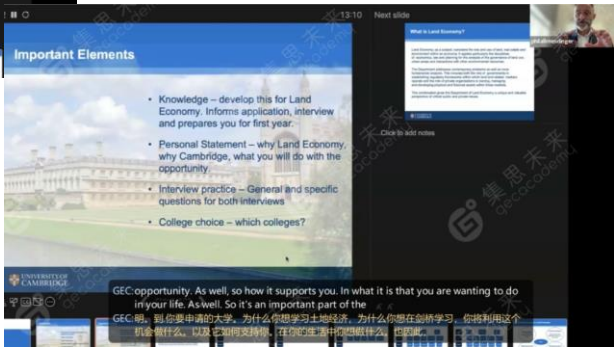
Unlocking Land Economy with Professor Philip Allmendinger at GEC September Global Top Scientists Forum



Professor Allmendinger Introducing Research Elements of Land Economy



Professor Allmendinger Providing Advice on Applying to Land Economy Programs



Beyond his academic insights, Professor Allmendinger shared strategic advice for students aspiring to enter the field of Land Economy. He emphasized **the importance of demonstrating a genuine passion for the discipline in personal statements and interviews**. He recommended thorough preparation for interviews, including mock sessions to enhance fluent expression. Furthermore, he advised students to select colleges that align with their academic interests and career goals, recognizing each university’s unique research strengths and characteristics.

During the concluding Q&A session, Professor Allmendinger addressed the impact of the pandemic on Land Economy. He noted **significant shifts in urban demand patterns**, such as altered usage of public facilities, differing recovery rates between major and smaller cities, and reduced reliance on public transportation. He discussed the implications of these changes for urban planning, the utilization of commercial spaces, and construction practices, **advocating for enhanced urban resilience to mitigate future risks**. Regarding applications, he reiterated that universities seek applicants who exhibit enthusiasm, a solid understanding of the field, and well-rounded competencies, valuing both academic abilities and comprehensive personal qualities.



Professor Allmendinger Addressing Students’ Questions

## For our next GEC Global Top Scientists Forum: Artificial Intelligence Governance and International Cooperation

### Upcoming Event

Join us on **October 23rd, from 20:00 to 21:00, Beijing Time via [Zoom](#)** (Zoom ID: 836 8991 7188; Password: 241023) for an enlightening open lecture by **[Ms. Angela Kane, former Under-Secretary-General for Management in the United Nations](#)**. In this lecture, Ms. Kane will examine the international community's responses to the rapid development of AI technology. She will also explore how global governance should evolve to confront the new challenges posed by AI.



**Angela Kane**

Angela Kane is the former United Nations High Representative for Disarmament Affairs. She provided strategy, vision and thought leadership for the UN on its multilateral disarmament and non-proliferation agendas. She was responsible for planning, negotiating and conducting the ground-breaking investigation of alleged chemical weapons use in Syria in 2013, which resulted in Syria's destruction of its chemical stocks.

Previously, Kane served as the Under-Secretary-General for Management, heading the largest and most complex UN department, with responsibility for the global financial and budgetary management of the UN (2008-2012). Kane also served as UN Assistant Secretary-General for Political Affairs, focusing on the prevention and resolution of conflicts in all regions except Africa. She also was the Assistant Secretary-General for General Assembly and Conference Management.

## Faculty Work Gallery

*This month we introduced a sci-fi action animated film, with **Buddy Halligan** serving as the **Chief Audio Engineer: Sound Lab/Keyword Studios**. 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.*

### Transformers One



[Buddy Halligan](#)



Chief Audio Engineer: Sound Lab/Keyword Studios

**Professor Buddy Halligan**, Chief Audio Engineer at the USC School of Cinematic Arts provides technical support and advice to faculty members and students in post production sound, mixing, editing, production sound and in the classroom. Along with the department manager, Halligan works closely with outside vendors to procure state of the art equipment for the sound department.

Please click [HERE](#) to find more information about Transformers One.

## Introducing New Faces

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



**Jiayue HE (Mike)**

jiayue.he@gecademy.cn

### 01 Educational background:

B.A. in Animation, Luoyang Normal University

### 02 What are your current duties?

I am currently serving as a Course Coordinator at GEC. In this role, I oversee the coordination of courses during the later stages of the competition, ensuring that everything runs smoothly. I also act as a liaison between students and faculty, addressing any concerns or questions they may have. Additionally, I manage various educational administrative tasks, which allows me to support both students and instructors effectively.

### 03 What made you choose GEC Academy?

I chose to work at GEC Academy for several reasons. First, my background in the study abroad industry aligns closely with our company's focus, making it a field I'm both knowledgeable about and passionate for. This familiarity allows me to contribute more meaningfully. Second, GEC Academy provides a vast platform that fosters professional growth and development. The potential for collaboration and innovation here is truly exciting, and I believe it will enhance my career trajectory.

### 04 What are your specialisms and interests?

In my free time, I engage in various activities that help me unwind. I enjoy playing basketball, which keeps me active and allows me to connect with friends. Fishing offers a peaceful escape, letting me enjoy nature and reflect. Additionally, I love playing Mahjong, which sharpens my strategic thinking while providing a fun way to socialize. These hobbies not only help me relieve work-related stress but also enrich my life outside of the office.

## Introducing New Faces

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

### 01 Educational background:

Bachelor of Management in Financial Management, Tianjin University of Technology.

### 02 What are your current duties?

I am currently working as a Course Coordinator in STEAM Squirrel. My main duties involve helping students prepare for various competitions. This includes adjusting their course schedules, explaining competition rules and exam content, and assisting teachers with tutoring sessions. I also collect students' questions on assignments, remind them of important registration information, and ensure they meet deadlines for submitting required documents during the competition preparation period.



**Mingyu CAO**

mingyu.cao@gecacademy.cn

### 03 What made you choose GEC Academy?

I have extensive experience in working as an operations class adviser, which aligns with my previous job roles. However, before joining GEC Academy, I hadn't worked with students in international competitions, so this position presented a new and exciting challenge for me. I feel fortunate to be part of such a large, dynamic team and look forward to growing within GEC.

### 04 What are your specialisms and interests?

I have many hobbies—I love singing, dancing, and spending my weekends playing video games or taking a cozy nap. As for special skills, I wouldn't say I have anything particularly outstanding, but if having a calm and steady personality counts, then that would be my strength. I'm looking forward to connecting more with everyone in the future.



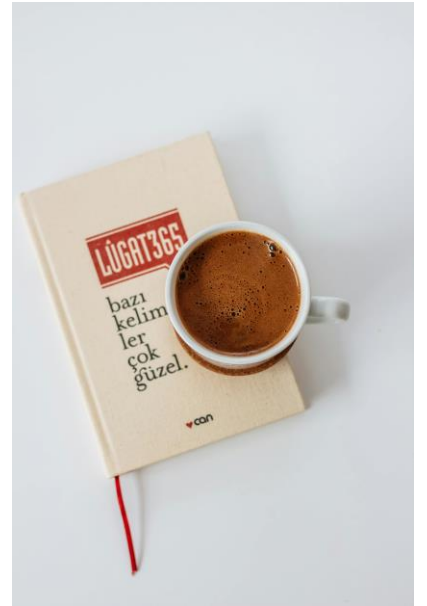


## AMAZING WORK FROM GEC STUDENTS

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 [Linguistics](#).

### An Overview of Sanskrit-Chinese Transcription in Japanese Siddhanta Documents

This paper presents a comprehensive synthesis of research on Japanese Siddhanta documents, with a specific focus on onomatopoeia. It begins by introducing the foundational concepts of Siddhanta script and Siddhanta documents, laying the groundwork for understanding their significance in the study of language and sound mimicry. The paper highlights the unique and valuable aspects of Japanese Siddhanta documents, setting the stage for a deeper exploration of their role in linguistic research...



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

### The Cognition of Time Shaped by Linguistic Elements: Alphabetic Language and Ideographic Language



This study investigated the impact of language script on spatial cognition by comparing reaction times of native speakers of alphabetic languages and Chinese in response to horizontally and vertically arranged button groups. In the experiment, participants from both linguistic backgrounds were tasked with quickly responding to buttons arranged in both horizontal and vertical configurations. Results indicated that speakers of alphabetic languages exhibited significantly shorter reaction times for the horizontally oriented buttons compared to the Chinese speakers. Conversely, Chinese speakers demonstrated faster reaction times for vertically arranged buttons relative to the alphabetic language speakers...

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



## Join Us at ASI Global Technical Sponsorship Conferences: Open Calling for Committee Members & Speakers

**We are thrilled to hear from our GEC faculty members, teaching fellows, teaching assistants (PhD holders), and scholars.**

Since 2023, ASI Global has taken immense pride in its role as a technical sponsor for a diverse array of international academic conferences, with a vision entailing both promoting interdisciplinary cooperation and nurturing an inclusive, collaborative educational environment that extends its benefits beyond the scientific community to society at large. **Hence, we are enthusiastic about extending invitations to more of our esteemed GEC Faculty members and Teaching Fellows, encouraging your active involvement as committee members or innovative speakers and storytellers**, who are passionate about sharing innovative ideas with the brightest minds, providing enriching insights, offering innovative experiences, and sharing real-world examples, among other valuable contributions to ASI Global technical sponsorship conferences.

### Upcoming Conferences

For October, we have 2 technical sponsorship conferences covering educational policy and management, educational technology and innovation, learning and teaching research, developmental psychology, cross-cultural communication and understanding, e-commerce and artificial intelligence, around the theme of innovative development of intelligent society, and beyond.

- October 25 to 27, Beijing, China
- [The 2024 2nd International Conference on Education, Psychology, and Cultural Communication \(ICEPCC 2024\)](#)
- October 25 to 27, Hangzhou, China
- [2024 International Conference on E-commerce and Artificial Intelligence \(ECAI 2024\)](#)



## WHAT PROGRAMS DOES GEC OFFER IN OCTOBER 2024 SEMESTER?

In October, GEC launches a total of 47 online research programs in the areas of Finance, Computer Science, Business Administration, Electrical Engineering, Chemical Engineering, Mathematics, Public Health and so on, partners with 13 Chinese universities to develop students' global competence through the GEC Global Competence Development Course. This month, GEC also provides 3 personalized programs for Inner Mongolia University, and Chengdu University of Technology, and sets up 4 customized lectures for Southwestern University of Finance and Economics, and Chongqing University of Posts and Telecommunications. We will continue to gather students, faculty, and staff for an unrivaled academic experience.

The tables:

[GEC 2024 October Program List](#)

[Universities offering GEC Global Competence Courses in October 2024](#)

[GEC Personalized Programs for Universities in October 2024](#)

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

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.

**ASI Global**

publicity@gecademy.com | asi@gecademy.com

<https://www.asi.gecademy.com/>