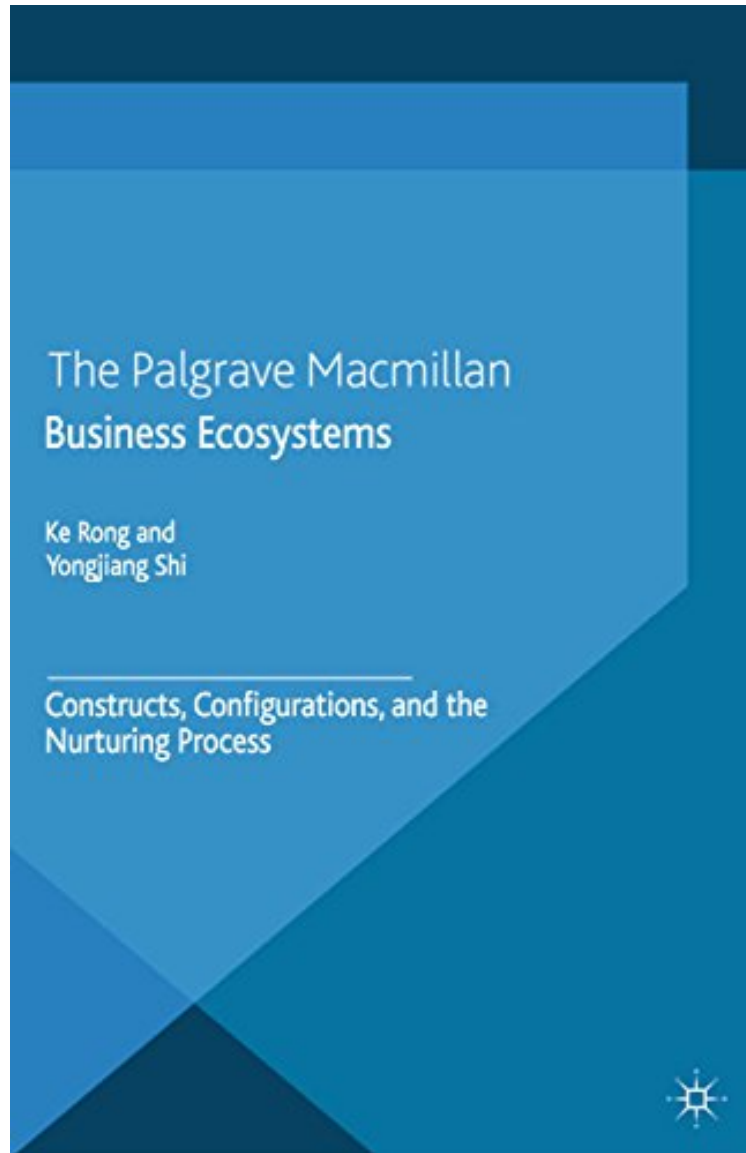


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About the Author
Ke Rong is Senior Lecturer in Strategy at the business school of Bournemouth University, UK. Ke was awarded a PhD degree from the University of Cambridge, UK, in 2012 and a bachelor's degree in Tsinghua University of China in 2007. His research interests include business ecosystems and emerging industry, new energy industry, e-business ecosystem and business model, Industrial Dynamics, Emerging Multinational Companies' internationalisation.
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