

ELITE-CAMOT History and Legacy



Our Story and Legacy

On May 21, 2006, a group of distinguished management scholars led by Dr. Richard Li-Hua founded the China Association for Management of Technology (CAMOT) during the International Association for Management of Technology (IAMOT) International Conference at Tsinghua University. Registered later in the United Kingdom, CAMOT was built without government funding—driven instead by its founders’ unwavering vision, perseverance, and the dedication of a small but passionate team. With strong support from the United Nations Academic Influence (UNAI) and global partners including University of International Business and Economics, Shanghai Jiao Tong University, Hong Kong Polytechnic University, Tsinghua University, and Cambridge University, etc, CAMOT has successfully hosted sixteen annual international conferences and launched six academic journals focused on contemporary China.

In September 2015, we established Camot Academy Cambridge (Cambridge China Innovation Research Institute) at St John’s Innovation Centre. There, we began offering bespoke corporate and executive development programmes, leadership coaching, and the “China Embracing Innovation Forum” s in Bournemouth 2017 2018 and Stafford 2019, UK, as well as in Helsinki, 2018, Finland. On December 8, 2020, we rebranded as ELITE Innovation College Cambridge. Our programmes, conferences, and forums are anchored in a “West meets East” global vision, emphasising green and sustainable development while building a worldwide network and accumulating academic resources through global responsible leadership.

On October 8, 2016, Professor Richard Li-Hua delivered a keynote address at the 2016 CAMOT International Conference in Lecture Theatre 0 of the Engineering Department at Cambridge University. There, he elucidated the deep historical logic behind China’s peaceful rise through the lens of **China Harmonious Innovation (CHI)** theory. Shortly after, on November 16, 2016, Professor Li-Hua presented his **ELITE Initiative for Creating an Innovative and Entrepreneurial University** in Global Higher Education at the Ministry of Education Conference in Wenzhou, China, which led to the creation of **Agora ELITE Education Innovation model**.

ELITE is an acronym for “E-learning of Innovation, Technology, Entrepreneurship and Leadership for the enhancement of creativity and employability and student journey within an online and offline (O2O) university in global higher education.” **The ELITE model is a complement to STEM education and SPHERE education in global higher education.** Since the COVID-19 outbreak, nearly all universities have shifted online, drawing on MOOC

experiences. Our strategic goal in creating this Innovative Education Platform is to pioneer a pedagogy that integrates programme delivery, knowledge content, and educational ethos with a global vision—embedded within a technological innovation system. This model demonstrates how an innovative, entrepreneurial university can articulate and achieve its objectives as a learning organisation.

We are proud that our founder, Professor Richard Li-Hua, formally launched this journey toward an innovative university through his keynote speech at the China Association of Higher Education (CAHE) Annual International Conference on November 22, 2020. Titled “Perspective of ELITE O2O Innovation University: A Great Transformation and Revolution in Global Higher Education in the Post-COVID-19 Era,” his presentation—delivered via pre-recorded video—was warmly received and highly regarded by CAHE, alongside close friends and colleagues who share his vision.

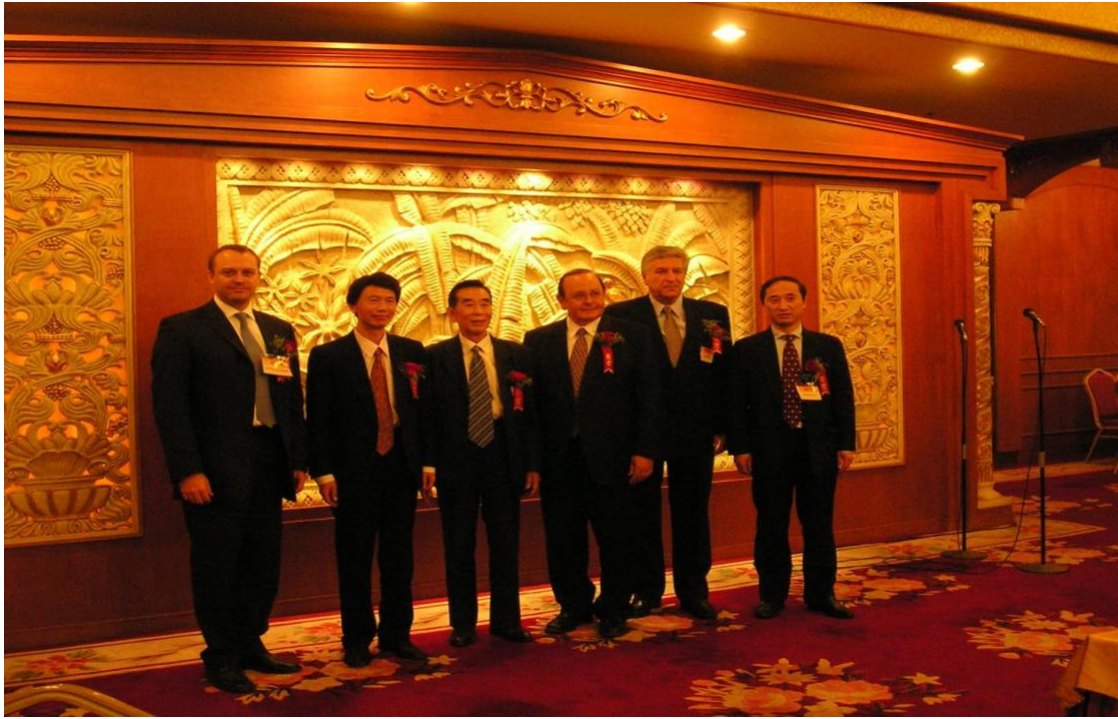
Today, our legacy continues to grow, rooted in responsible leadership, cross-cultural innovation, and a steadfast commitment to shaping the future of global higher education.



In 2004, Dr. Richard Li-Hua, as Editor-in-Chief, in collaboration with the British Emerald Insight Publishing Group, launched the International Academic Journal "Management of Technology in China".



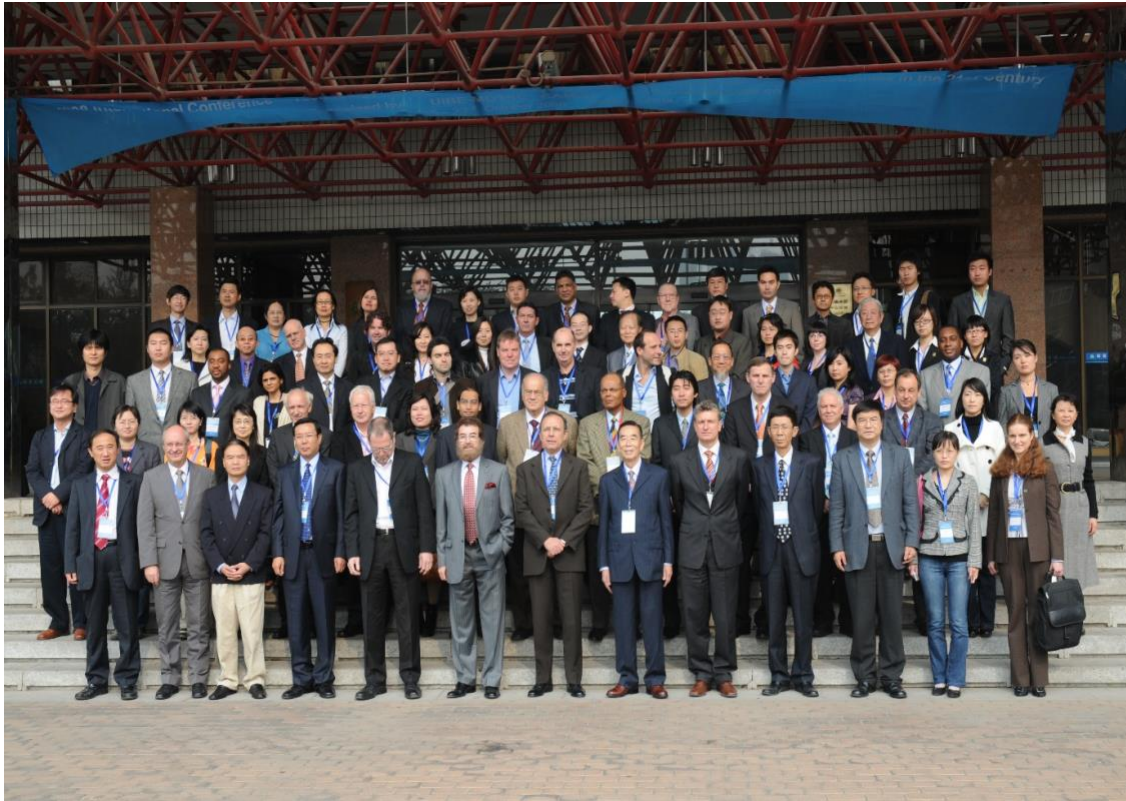
On 1st May, 2006, Dr. Richard Li-Hua and a group of outstanding management scholars from both East and West launched China Association for Management of Technology (CAMOT) at Tsinghua University and registered it with the UK Enterprise Registration Office.



In 2007, Dr Richard Li-Hua and his CAMOT team and University of International Business and Economics (UIBE) successfully launched the first Management of Technology Research Centre (MOTRC) in China after the signature of the collaboration agreement between the two institutions.



Dr Richard Li-Hua was interviewed with www.people.com.cn in October 2008 before the first CAMOT International Conference at UIBE.



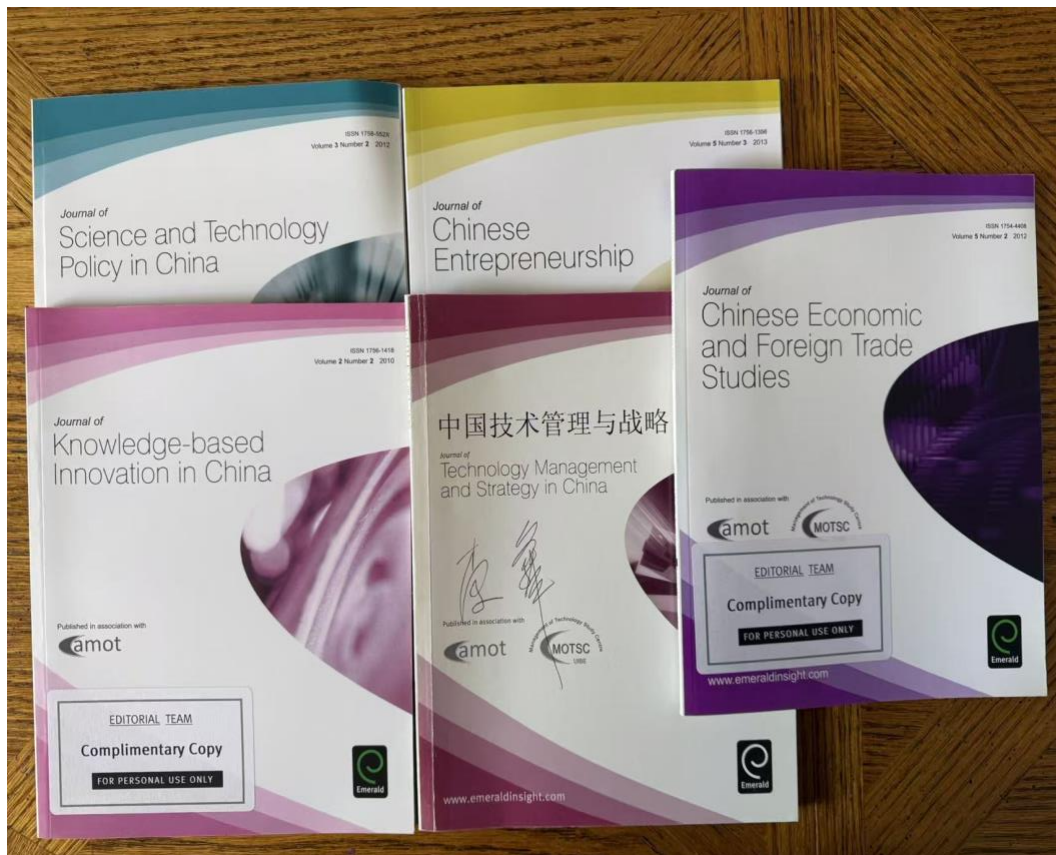
In October, 2008, CAMOT International Conference was successfully held at University of International Business and Economics, Beijing



Professor Arnaud De Meyer, Former Dean of Judge Business School, Cambridge University and Former President of Singapore Management University, delivering his keynote speech at 2008 CAMOT Conference, UIBE, Beijing

In 2008, the first 2008 CAMOT Management of Technology and Innovation International Conference was held at the University of International Business and Economics (UIBE) after the Olympic. For the promotion of the internationalization and international research and academic strength of the university through international academic conferences and the initiation of international academic journals, Professor Richard Li-Hua with a team from the Management of Technology Research Center (MOTRC), UIBE and renowned innovation experts and professors in China and abroad through collaboration with the UK Emerald Insight Publishing Group successfully launched:

- International Journal of Chinese Economics and Foreign Trade Studies
- International Journal of Knowledge Based Innovation in China
- International Journal of Science and Technology Policy in China
- International Journal of Chinese Entrepreneurship
- International Journal of Management of Technology and Innovation in China (in Chinese)

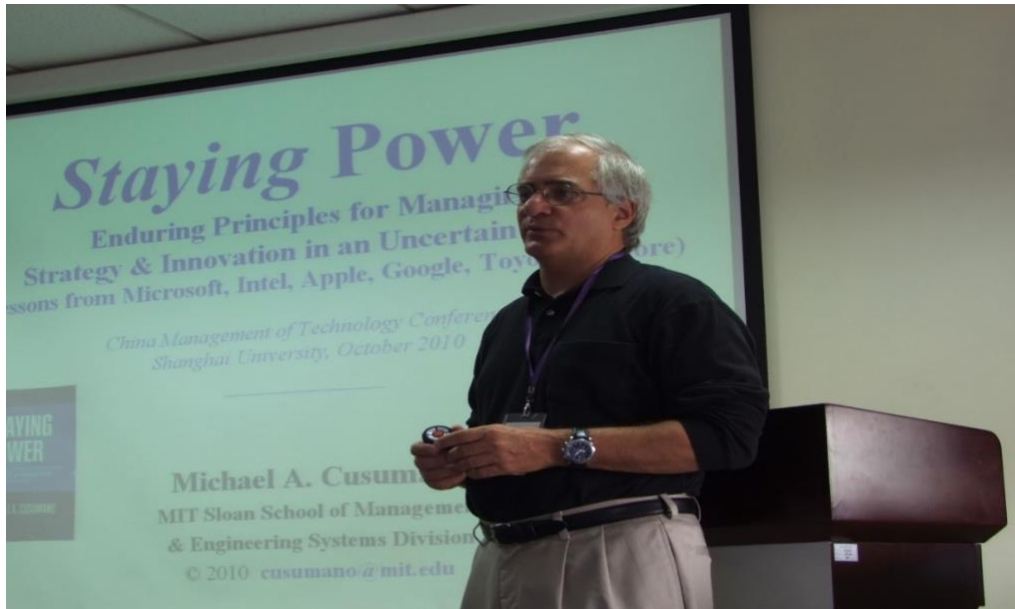




In 2009, during the Chinese New year, Dr Richard Li-Hua, delivering his keynote entitled as *West Meets East: Integration between Western Management and Eastern Philosophy in the Post Recession* at CUALA annual conference, Cambridge University

Professor Richard Li-Hua worked as Visiting Scholar at Judge Business School at the invitation of Professor Arnold De Mayer, then Director of Judge Business School, Cambridge University while he lived in Norton House, Wolfson College, Cambridge University.





Professor Michael Cusumano, Associate Dean, MIT Sloan Management School, delivering his keynote speech at 2010 CAMOT Conference, Shanghai University.

In 2010, CAMOT International Conference was successfully held in Shanghai University in conjunction with 2010 World Expo Shanghai.



2010 CAMOT International Conference, Shanghai University

In 2011, CAMOT International Conference was successfully held in Hong Kong University of Polytechnic.



2011 CAMOT International Conference, Hong Kong University of Polytechnic



In 2012, CAMOT International Conference was successfully held in Shanghai Jiao Tong University

In 2014, CAMOT International Conference was successfully held in Tsinghua University



2014 CAMOT International Conference, Tsinghua University



Dean of Schwarzman College, Tsinghua University, and Strategic Advisor of CAMOT, delivering his keynote at 2014 CAMOT International Conference, Tsinghua University



Ramu Damodaran, Chairman of UNAI, 2010-2021 and Strategic Advisor of CAMOT, delivering his keynote at 2014 CAMOT International Conference, Tsinghua University

In 2015, CAMOT International Conference was successfully held in La Rochelle Business School, France



Selected from 2015 CAMOT International Conference, La Rochelle Business School, France

In 2015, the registered address of China Association for Management of Technology (CAMOT) was relocated to St. John's Innovation Centre at the University of Cambridge, UK, and we also launched CAMOT Academy Cambridge (Cambridge China Innovation Research Institute) in the same year.



In 2016, CAMOT International Conference was successfully held in Cambridge University



Gerard Sutcliffe, Former Minister of Sport and Tourism, UK, delivering his keynote on 9th October, 2016, at 2016 CAMOT International Conference, Cambridge University



Dr Richard Li-Hua, delivering his keynote on China Harmonious Innovation to interpret the in-depth historical logic of China's peaceful rise on 9th October, 2016 CAMOT International Conference, Cambridge University



2016 CAMOT International Conference, Cambridge University

In 2016, Professor Richard Li-Hua first published the "China Harmonious Innovation Theory" in "Tsinghua Management Review" to expound on the great innovation practice of China's reform and opening up in the late 1980s. Professor Richard Li-Hua has published a total of 50 articles +

in UN Chronical, Tsinghua Management Review, Outlook China, and Chinese Enterprise Management since 2016, delving into the theory of Chinese Harmonious Innovation.

In 2017, Professor Richard Li-Hua published his book China Embracing Innovation Leads to the Future in China Enterprise Publishing House.



In August 2018, the CAMOT International Conference was successfully held in Bournemouth, UK, and in September 2018, the CAMOT International Conference was successfully held in Helsinki, and Savelina, Finland



英国伯恩茅斯中国和式创新国际会议



CAMOT China Embracing Innovation Conference, Bournemouth, August, 2017
Professor Richard Li-Hua with Bournemouth West MP, Conor Burns and the Lord Mayor of Bournemouth, 2017





In October 2019, the CAMOT International Conference was successfully held in Stafford, UK

On November 21, 2020, based on CAMOT Academy Cambridge (Cambridge China Innovation Research Institute), we officially launched ELITE Innovation College Cambridge (EICC) as an educational and teaching institution. The College is registered at the St. John's Innovation Centre at the University of Cambridge in the United Kingdom as its headquarters.

In November, 2021, EICC/CAMOT/UNAI/CAHE held successfully World University President Forum at University of Law, London



2021大学校长论坛



In October 2024, the CAMOT International Conference and Sino-Foreign Women University Presidents Forum was successfully held in Xi'an Peihua University, China.



Editor's Note: Contributed by ELITE Innovation College Cambridge