

F. University 571

Chapter 571: Building an Affiliated Hospital?

It seems that Director Bai Liwei has something else to discuss?

Ding Yue nodded promptly, "Director Bai, please proceed."

Ding Yue didn't feel it would be anything major, so his demeanor and tone were a bit more relaxed.

Bai Liwei took a deep breath and seemed more earnest than just a moment ago, "Principal Ding, considering our medical school will purchase such a large batch of medical equipment, the scale of our medical school will inevitably grow. So I was thinking..."

Seeing Bai was hesitating, Ding Yue retorted, "Go on."

"I've been considering... should we establish our own affiliated hospital in the future? Mist City Medical University in Mist City already has two affiliated hospitals."

Bai Liwei was worried that his idea might be too "bold" or "extravagant."

However, Bai Liwei thought his idea might align with Principal Ding's ambitions.

After all, Principal Ding had set up a Feiyue Animation studio for the animation design and production majors, and he also set up Feiyue Technology for the mechanical and computer majors.

Recently, he heard that Principal Ding had also set up Feiyue Games for the gaming major, allowing students to develop games and game engines.

Why couldn't the medical school establish its own affiliated hospital?

Mist City Medical University has the First and Second Affiliated Hospitals. Both hospitals, as renowned as Mist City Medical University itself, are ranked among the leading hospitals in Mist City, bringing in significant funds for the university every day.

"Director Bai, that's a great idea. I've actually been thinking about this too," Ding Yue responded cheerfully, he instantly rejoiced and praised Director Bai's idea.

Indeed.

Ding Yue has previously considered the idea of establishing an affiliated hospital after the medical school is developed.

After all, medical institutions are among the most profitable industries in the world!

However, Ding Yue didn't propose the idea of establishing an affiliated hospital because his medical school at the Arts and Science University of Mist City was not yet up to standard, and there were shortages in funding and resources.

"Principal Ding, this idea only occurred to me recently. I never expected that you had already considered it. However, given our medical school's limited resources, plans to establish an affiliated hospital need to wait until we have sufficient capabilities." Bai Liwei sighed in relief.

He hadn't expected that his idea would coincide with Principal Ding's thoughts.

However, while the idea is there, real action will depend on the available conditions.

Currently the medical school does not have the resources to sustain such a massive undertaking, such as setting up an affiliated hospital, so Bai Liwei pragmatically suggested his idea as a future possibility, waiting for Principal Ding to decide when exactly to execute it.

Bai Liwei shared this idea based on the fact that the medical school will soon be purchasing a large amount of advanced medical teaching equipment.

This equipment is not exclusively designed for medical teaching. Once we get this equipment, setting up a properly organized hospital will not be an issue.

"Exactly."

Ding Yue agreed with Bai Liwei's words.

It's fine to have this idea, but it's unrealistic to build an affiliated hospital immediately.

Firstly, we need to solve the financial issue and the resource shortage in the medical school.

"Give it another two years. By then, our medical school will have ample resources and the school's funds will be abundant. We can then start constructing our own affiliated hospital. By the time the hospital is ready, the first and second cohorts of our medical school will be graduating."

Ding Yue considered it, and concluded that it might be most appropriate to start building the affiliated hospital in about two years.

After all, students in the medical school generally have a five-year program, which is even longer than other general specialties. They need more time to complete their studies. Therefore, medical students are usually older at graduation than undergraduates.

"Principal Ding, your consideration is very thorough!" Bai Liwei nodded quickly, eyes full of admiration for Principal Ding.

No wonder Principal Ding could accomplish so much at such a young age. His ideas and thoughts betray a maturity beyond his years.

"Director Bai, what you need to do now is to cooperate as much as possible with Mist City Medical University to improve the teaching level of our medical school. Strive to cultivate a batch after batch of outstanding medical graduates. Once our affiliated hospital is ready, these will be our medical strength. Do you understand?"

Ding Yue sternly and seriously told Bai Liwei.

"Understood, Principal Ding, I understand," Bai Liwei nodded, "So Principal Ding, after we purchase the second batch of medical teaching equipment, could we establish a medical clinic in our school? This would not only serve our students but also serve as a teaching site for our medical school."

Bai Liwei suggested a more practical idea.

"That's definitely possible!" Upon hearing Bai's words, Ding Yue promptly agreed, "We can first set up our own school hospital."

The school currently has more than 30,000 students and will have more than 100,000 in a few years.

The basic medical facilities required for such a large student body cannot be met by just one or two school medical rooms.

If the school could have its own hospital, then that would be even better.

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It can not only provide convenience for the students, but also serve as a teaching site for the Faculty of Medicine, and the school hospital can make a preliminary attempt at establishing an affiliated hospital in due course.

"Principal Ding, leave this matter to me, I will definitely handle it well." Bai Liwei said excitedly.

Uh...

If you're not going to handle it, are you suggesting I should?

Ding Yue looked at Bai Liwei, nodded, and said, "Okay, it's up to you."

After saying that, Ding Yue turned to his secretary Wen Ruohan and said, "Secretary Wen, remember that when the box office earnings from 'Super Combat Team' settle down, allocate one hundred million yuan for the Faculty of Medicine."

Upon hearing Principal Ding's reminder, Wen Ruohan acknowledged it and quickly noted it down in her secretary's notebook.

Many of Principal Ding's arrangements and tasks, which could not be completed immediately, were noted by Wen Ruohan in her secretary notebook to prevent forgetting them due to busyness.

The first thing Wen Ruohan did every morning was to see if there were any tasks that needed to be completed that day, as marked in her notebook.

"Director Bai, you should go to the finance department and apply for a budget of 20 million yuan."
Ding Yue gave another directive to Bai Liwei.

After Bai Liwei agreed and chatted a bit more with Principal Ding, he left to attend to his duties.

Once the Faculty of Medicine purchases the second batch of medical teaching equipment, the strength of the Mist City Arts and Science University's medical college should be evaluated as at the provincial key specialty level by the system.

The Department of Mechanics is waiting for Qinghua University to officially confirm collaborative exchange relations with the Mist City Arts and Science University.

In this way, three specialties should be secure. Among the remaining two, the School of Architecture could become a key specialty after establishing cooperation and exchange with East China Architecture and Engineering University.

The final one left is the animation design and production specialty.

The progress of the animation design and production specialty has been quite high. Ding Yue is considering what else he needs to do to help this specialty reach the provincial key specialty level as evaluated by the system?

Currently, the scale of the animation design and production specialty is pretty good, and the work 'Super Combat Team' has been quite successful, but it has not yet met task requirements. Does Ding Yue speculate that it may be missing some renowned professors or lecturers?

Or does it need to provide the animation students with more opportunities and create another acclaimed production?

At present, all Ding Yue can think about is completing this task of "provincial key specialties" as quickly as possible.

However, he knows that to complete this task requires a process.

Just like the Faculty of Medicine needs to purchase the second batch of medical teaching equipment, and Ding Yue can't come up with the required money immediately, they will have to wait until the box office profit of 'Super Combat Team' comes in.

Hence, even though Ding Yue wants to complete the task quickly, he feels it's beyond his ability.

Four days later.

An Yujia came to Ding Yue's office.

"Miss An?"

On seeing An Yujia, Ding Yue smiled and asked, "How is the release of Lin Zhirou's 'Blue and White Porcelain' going?"

"Principal Ding, some days ago we took Lin Zhirou to collaborate with the opvo phone manufacturer to shoot the opvo phone version of the 'Blue and White Porcelain' music video, which was finished in the morning. I came here to show it to you," replied An Yujia.

An Yujia nodded, then handed a USB dongle to Principal Ding.

"An MV of the opvo phone version? Are we releasing our own MV?" Ding Yue asked curiously as he took the USB.

"Actually, we're not. Considering that the music video market is not that large, we didn't produce one. But since there was a need for promotional materials for the opvo phone, we shot this one," An Yujia explained.

"Oh, I see." Ding Yue nodded and then glanced at the MV in the USB.

As the familiar prelude to 'Blue and White Porcelain' began, Ding Yue felt a rush of excitement.

This music video, undoubtedly requested by the opvo phone manufacturers, fully showcased their latest opvo model throughout.

Surprisingly, Ding Yue quite liked the style of the phone, which had a special blue and white porcelain color version.

Apart from that, Lin Zhirou appeared wearing turquoise Hanfu clothing in the MV, giving her an ethereal look. Her stunning appearance was perfect for the camera.

With 'Blue and White Porcelain' playing in the background, Ding Yue felt that this advertisement music video was worth billions, and opvo would definitely make a huge profit!

The advertisement MV will be released online alongside the latest Opvo mobile phone and the song "Blue and White Porcelain" on NetEase Cloud platform at midnight on Double Eleven.

"Miss An, have the Opvo mobile phone manufacturers paid our fees yet?" Ding Yue asked curiously after watching the ad MV.

"Yes, the money has been transferred to our company's account," An Yujia immediately nodded in response.

This five million yuan advertising fee was earned rather easily, simultaneously raising Lin Zhirou's value to the several million yuan level.

A university student who had only just debuted and released two songs, her song endorsements had already brought in five million yuan.

If Lin Zhirou officially becomes a popular female singer in China, she could be looking at tens of millions of yuan in the future.

Of course.

The premise is that Lin Zhirou has many good songs to sing in the future, which depends on Principal Ding's music composer being able to create good works.

"Earning money is good. In the future, Feiyue Media will certainly earn more," Ding Yue expressed with satisfaction.

Feiyue Media doesn't have much business right now, with only Lin Zhirou and Jia Wenbo being the two little money trees.

As the Arts Department of Mist City Arts and Science University develops, Feiyue Media will gradually flourish, owning more money trees.

It will also gain a lot more fame for the Arts Department of Mist City Arts and Science University, attracting more students to study there, and hence charging more tuition fees.

A delightful cycle indeed.

November flashed by and Double Eleven was near.

At 8:00 p.m. on November 10th.

An Yujia, with the staff of Feiyue Media, was getting ready to release Lin Zhirou's third song, "Blue and White Porcelain".

This song, having the highest expectation among the fans, was finally about to be officially released.

In the past year, only the live performances of this song, with terrible audio quality, were available online.

In this Parallel World, where the concept of legal versions is prevalent in music, novels, or film and television, people naturally look forward to the high-quality version of "Blue and White Porcelain" on the music platform.

This time, "Blue and White Porcelain" and the mobile phone brand Opvo have reached a cooperation agreement, making it the promotion theme for Opvo phones.

Opvo phone manufacturers also launched a campaign. Anyone who bought an Opvo phone on Double Eleven would receive "Blue and White Porcelain" for free.

Although the official price for "Blue and White Porcelain" on NetEase Cloud was only One Yuan per track.

Besides Feiyue Media and Mist City Arts and Science University's promotion for the release of "Blue and White Porcelain", Opvo phones also did relevant promotions.

The promotional impact of "Blue and White Porcelain" then, compared with the previous releases of "Confession Balloon" and "Fragrance of Rice," was much bigger.

Therefore, Ding Yue hoped that the sales and popularity of "Blue and White Porcelain" could set a new record!

That evening, at the Elegant Garden Apartment in Mist City Arts and Science University.

After taking a bath, Ding Yue, dressed in pajamas, came to the living room sofa and picked up his mobile phone to browse the Internet.

"Have you prepared your shopping cart for Double Eleven this year?"

Suddenly an advertisement from a certain online shopping platform popped up in the notification bar.

As Double Eleven approaches, all sorts of advertisements start to increase, which is truly annoying.

"Empty the shopping cart?"

Ding Yue mumbled to himself. He didn't think he had anything in the shopping cart to empty, and he also didn't need to buy anything.

Right now, Ding Yue already had whatever he wanted.

"Double Eleven is coming up, maybe I should draw a few students and pay for their shopping carts..."

With nothing to do, Ding Yue thought of giving his students a small treat.

Chapter 573: The Principle of Another School Again

In the evening, many university students were eagerly awaiting the commencement of Double Eleven.

Especially at midnight, many flagship stores and the like would hold numerous events, with great discounts and countless flash sales.

As young people, they clearly had to splurge on the annual Double Eleven, otherwise they'd feel as if they were doing themselves a disservice.

"Xiao Ping, what are you planning to buy this Double Eleven?"

"Yuan Yuan, show me what's in your shopping cart."

"I heard Xiao Tang's boyfriend is going to clear her shopping cart this year."

"Ah? Really? I'm so jealous."

In the female dormitory of Mist City Arts and Science University, the girls were discussing their plans for splurging this Double Eleven.

Facial masks, cosmetics, clothes, shoes, bags, and the like were all the girls' favorites.

Xiao Ping and Yuan Yuan were really super envious that their roommate Xiao Tang had found a wealthy boyfriend who would clear her shopping cart for Double Eleven.

"When can I also meet a wealthy person who will clear my shopping cart for me?" Yuan Yuan, propped up on her chin, daydreamed aloud.

"Stop dreaming."

A roommate patted her forehead and laughed, "Don't connect to the dorm's wifi at midnight. The internet speed is very slow. It's better to use 4G instead, maybe you can grab some flash sale items."

"Hmm, I have a 5G phone!"

Yuan Yuan nodded and said.

"Hahaha, our school doesn't have a 5G base station!" Her roommate laughed loudly.

Although it was a 5G phone, the school was too remote to have a 5G base station installed, so the 5G phone could only be used as 4G.

"Ah!"

Suddenly, as Yuan Yuan was talking to her roommate, another roommate, Xiao Ping, holding her phone, let out a scream.

"What's wrong, Xiao Ping? You're so jumpy. Don't tell me you also have a boy who is going to clear your shopping cart?"

Yuan Yuan couldn't help but look curiously at Xiao Ping, asking with a smile.

"It might actually be possible!" Xiao Ping, with a joyful expression, hurriedly liked and retweeted Principal Ding's Twitter post on her phone.

Exactly!

Just now, Principal Ding posted a Tweet stating that with the arrival of Double Eleven, he plans to randomly draw a lucky student to clear their shopping cart.

"Huh?"

Yuan Yuan and another roommate were stunned, completely clueless about what Xiao Ping meant.

After Xiao Ping had liked and retweeted Principal Ding's tweet, she hurriedly told her two roommates, "Quickly check on Twitter. Principal Ding has posted a lottery Tweet, saying that he plans to draw a lucky student from us and clear our shopping cart!"

"Really? Is it true?"

The roommate asked in surprise and with a hint of doubt.

At this point, Yuan Yuan quickly opened her phone and said, "Why not? Principal Ding has held more than one lottery before."

"Right, right, right, I'm also going to participate in the lottery to lower the odds, haha."

"Waaa, I knew I shouldn't have told you two."

"Hehehe, telling us makes you a good sister."

After opening Twitter, Yuan Yuan quickly saw Principal Ding's Tweet.

[Principal Ding of Mist City Arts and Science University]: Double Eleven is coming soon, are all the students ready to splurge? Here Principal Ding reminds everyone to consume rationally, and by the way, I will draw a lucky student tonight and clear your shopping cart~ Like, comment, retweet, leave your major and class, and the draw will be held promptly at 11:30.

Likes (11k), Comments (9341), Retweets (11k)

Ding Yue's Twitter post was quickly liked, commented on, and retweeted by around ten thousand people.

However.

It was very clear in Ding Yue's tweet that he was only going to draw from his students at Mist City Arts and Science University.

Yes, Ding Yue was such a principal who loved his students very much.

Even though the lottery was held on Twitter, as long as the rules were stated, many netizens would just watch the excitement and didn't specifically come to lower the odds. At the same time, Ding Yue was using the program plugin that Xu Bin had given him last time.

And he would verify the results of the draw; only after confirming that it was a student from his own Mist City Arts and Science University, would Ding Yue give the grand prize. If it was a netizen trying to fish in troubled waters, then he would redraw until he got a student from his own school.

However, since he was using Xu Bin's program plugin, drawing a student from his own school shouldn't be a problem.

It could automatically filter the IP of the users who liked, retweeted, and commented, making the draw much easier.

This tweet of Ding Yue was quickly noticed by netizens.

Because Ding Yue also had many followers on Twitter, although some of them were students from his own Mist City Arts and Science University, many more were netizens who had learned about Mist City Arts and Science University several times before and had a good impression of Principal Ding, so they followed him.

"Oh my goodness, I'm so envious. Principal Ding is actually clearing the students' shopping carts."

"Is this someone else's principal?"

"@AlwaysReadyToLearn, Principal Liu, look at someone else's principal."

"Again with someone else's principal, so sour."

"Directly clear the shopping cart? Is it that cool? Can I add a Lamborghini to my cart?"

"Sob sob, perhaps this is someone else's wealthy principal, so warm."

"Principal Ding, can you help me clear my cart?"

"I've arrived. I'm here to lower the odds."

"Hehehe, Principal Ding is so great. Environmental Science major from Mist City Arts and Science University reporting!"

The popularity of Ding Yue's lottery tweet continues to rise, but since Double Eleven is imminent, all major platforms have great discounts and a lot of promotions, so Ding Yue's lottery post momentarily surged to the thirtieth spot on the trending list, then began to drop.

At half past eleven in the evening, Ding Yue began the draw!

Using the program plug-in Xu Bin gave him, Ding Yue randomly drew an ID.

After announcing the winner, Ding Yue sent a private message to this ID called [This Girl Is Big And Round].

"What kind of ID is this?" Ding Yue couldn't help but murmur.

"Hello student, congratulations on winning! Please provide your student number for verification as soon as possible~"

After the draw, Ding Yue needed to verify whether this user was a student from his own Mist City Arts and Science University, so he sent a private message to the user.

"Wow, Principal Ding, did I really win? I'm Fang Yuanyuan from Marketing, my student number is 469xxx7031."

"Alright!"

Ding Yue had Xu Bin verify the student number for him, confirming that the student with this number was Fang Yuanyuan from Marketing.

"Fang Yuanyuan, you're so lucky. It's almost midnight, have you added everything to your cart?" Ding Yue typed and asked.

Fang Yuanyuan: Principal Ding, about this clearing the shopping cart, does it mean everything in the cart will be cleared? Is there a limit?

Chapter 574: Sales down the drain?

Wow!

Ding Yue realized he had neglected something. Only after seeing the question from Fang Yuanyuan did he remember that he had forgotten to mention a limit when talking about clearing the shopping cart with his lucky draw.

If everything was cleared and the cart was worth eighteen hundred thousand, or even several million or even tens of millions, then what would he do?

"Fang Yuanyuan, how many items do you have in your shopping cart?"

Ding Yue quickly asked Fang Yuanyuan.

Fang Yuanyuan: Actually, not much. [ShoppingCartScreenshot.jpg]

Ding Yue opened the shopping cart screenshot sent by Fang Yuanyuan. The situation he feared did not occur, which showed that the students in his school are quite honest.

The total amount in Fang Yuanyuan's shopping cart was just over ten thousand. The screenshot showed items like dresses and down jackets worth a few hundred yuan, makeup and skin care products, and other items that Ding Yue wasn't sure about.

After taking a look at the number of items in the shopping cart, there were over 30 in total. On average, each item was a few hundred yuan, with some items only being a few tens of yuan, or even small items worth only 9.9 yuan.

"Since you're so lucky to be the only student chosen by the principal to have your shopping cart cleared, you can raise your cart's total up to fifty thousand yuan and I will clear it for you!"

Ding Yue thought for a moment, the limit would be fifty thousand yuan.

It's not too much, but it's not too little either. For an ordinary university student, it's a considerable amount of money.

But for Ding Yue, it was just a small amount of spending money.

Fang Yuanyuan: (Excited emoji) Wow, Principal Ding, really? Can I add more to my cart? Fifty thousand yuan?

"Yes, that's right, fifty thousand yuan!" After seeing Fang Yuanyuan's excited message, Ding Yue responded confidently.

Momentarily at the female dormitory of Mist City Arts and Science University.

Freshman Fang Yuanyuan was extremely excited: "Ladies, I have been chosen. Hahaha, Principal Ding chose me!"

In the dorm, Fang Yuanyuan's overjoyed voice echoed.

Upon hearing this, her roommates came over: "Really? You're so lucky!"

"Yes."

Fang Yuanyuan happily nodded, then showed her roommates the chat messages on Whatsapp.

"Yuanyuan, you're so lucky. You are literally a lucky dog!"

"Wow! Having your shopping cart cleared, and moreover Principal Ding is clearing it himself, I'm so envious."

"Is there a limit to how much can be cleared?"

"Surely there must be! What if you buy a car costing hundreds of thousands of yuan, or even a house?"

"Are you silly? Can you buy cars and houses on Alibaba?"

"It seems like you can buy cars?"

"You guys really know how to daydream."

The roommates started a heated discussion.

At this moment, Fang Yuanyuan said: "Principal Ding said the amount he will clear from the shopping cart is fifty thousand yuan."

"Wow! That's like winning a prize of fifty thousand yuan!"

"Fifty thousand! I'm so jealous!"

"Wow! That much?"

All the roommates were green with envy.

"But... I don't think I can buy things worthy of fifty thousand yuan this Double Eleven, almost everything I wanted is already in my shopping cart."

Fang Yuanyuan mumbled innocently.

As far as Fang Yuanyuan was concerned, she didn't have any vanity; she didn't want any kind of fancy handbags or the like. Everything she wanted, be it makeup and skincare products, clothing, shoes and other necessities, were all in her shopping cart, which came to just over ten thousand yuan.

"Yeah, even though Principal Ding promised to clear a shopping cart with a limit of fifty thousand yuan, we can't just randomly buy things we won't even use."

Her roommate, Xiao Ping, nodded in agreement.

"Then what should I do? Should I buy more makeup and skincare products, or clothes, shoes, bags, etc.?"

But buying too much of them will be wasteful as they'll be left unused.

"Yuanyuan, how about this? This year I wanted to buy a laptop for seven thousand yuan, why don't you purchase it with your money and I can transfer you the cash later."

At this moment, another roommate suggested kindly.

"That's a good idea. Yuanyuan, if you can't spend the entire fifty thousand yuan allowance, it would be good to cash in some of it. The items in my shopping cart can also be converted into cash for you."

Xiao Ping also planned to help out Yuanyuan.

After all, they knew that if you really let Yuanyuan spend fifty thousand yuan, she wouldn't know what to buy.

In that case, why not buy things that everyone needed, then transferred the money to Yuanyuan? It could be considered cash conversion.

"Wow, you guys are the best! Hehehe, I'll treat you all to dinner when the time comes. Hehe."

Fang Yuanyuan agreed with this idea.

So, she added all the items from her two roommate's shopping carts to her own.

Xiao Ping's cart, including a laptop, was worth about ten thousand yuan. The other roommate had items worth over four thousand yuan.

Adding this to Yuanyuan's initial total, it would come up to just over thirty thousand yuan.

For the remaining over ten thousand yuan that couldn't be cashed in, Fang Yuanyuan bought some more makeup and skincare products, along with clothes, shoes, hats, and other daily necessities for girls.

But Fang Yuanyuan wouldn't overbuy. She would only purchase things she could make use of. If she bought too much of something and couldn't use them all, that would be wasteful.

Chapter 575: A Waterloo in Sales?

In the end, Fang Yuanyuan added a lot more items to her shopping cart, then found out she still had about ten thousand worth of credit left.

"There's roughly ten thousand left..."

Fang Yuanyuan scratched her head and looked at her roommate Xiao Ping and another roommate.

Both of her roommates indicated that this year's Double Eleven, they were planning to buy these items; buying anything extra would be beyond their affordable range.

Of course Fang Yuanyuan understood her roommates.

"Hey, Yuanyuan, haven't they recently released the Fruit 12 phone? If you buy the pro version, it will cost around ten thousand, how about buying a new phone? Your current phone is too laggy."

Roommate Xiao Ping suddenly remembered and suggested to Fang Yuanyuan to change her phone.

"Yeah, this phone does need to be replaced. Let's just get a Fruit 12 pro then." Hearing this, Fang Yuanyuan was suddenly enlightened and added a phone to her cart, which brought the total to just over fifty thousand, exceeding the limit by three hundred yuan.

After choosing her shopping cart, as it was almost 12 o'clock, she definitely couldn't miss the second-kill discount.

So Fang Yuanyuan sent a message to Principal Ding: "Principal Ding, it's almost twelve o'clock, and I'm about to get ready to snap up shopping, can I send you the link to the shopping cart then?"

"Of course."

Ding Yue responded to Fang Yuanyuan's message.

It was almost midnight.

When midnight struck, many online merchants would immediately start all their promotions, and many items would be on flash sale, and others would require late payments after a deposit is made. The quicker the payment, the bigger the discount.

Double Eleven events were basically like this. If one was lucky, there might even be chances for free shopping.

However, for Fang Yuanyuan, she had already been very lucky, having been selected by Principal Ding as the only student to have her shopping cart cleared.

As twelve o'clock approached, Ding Yue was not concerned about flash sales or other Double Eleven promotions.

Ding Yue didn't have anything he needed to buy. What he wanted to focus on now was the official online release of Lin Zhirou's "Blue and White Porcelain."

Ding Yue had a premonition that perhaps after it was released at exactly midnight, the sales might not be very high.

After all, most people were going to online shopping platforms to make purchases. Only a small portion of people who particularly liked the song "Blue and White Porcelain" and weren't planning to "chop their hands off" this year, would go to NetEase Cloud to purchase "Blue and White Porcelain" for listening.

While other people were opening shopping apps at this time, Ding Yue was opening the NetEase Cloud APP.

It was time.

Start NetEase Cloud!

After entering the NetEase Cloud APP, Ding Yue indeed saw an banner ad on the homepage. This was basically the standard for the online launch of Lin Zhirou's song.

But this time the banner ad had some elements related to opvo phones.

Ding Yue clicked directly on the banner ad on the homepage and was redirected to the purchase page for "Blue and White Porcelain."

[Please select to purchase 1+ song!]

Price: One Yuan

The usual single shot price for releasing a single is one yuan, if users want to buy several more times and then give it to their friends, they can select the + symbol after the quantity.

Many celebrity fans often buy hundreds, thousands, and even crowdfund tens of thousands or millions to boost so-called sales figures, for their idols. It's outrageous!

However, even so, Ding Yue had a hunch that if there were any celebrities releasing new singles during this period, they would probably be overshadowed by Lin Zhirou's "Blue and White Porcelain", right?

After Ding Yue placed an order for "Blue and White Porcelain", he began to play and listen to it.

Although Lin Zhirou's rendition of "Blue and White Porcelain" was somewhat different from the version by Director Zhou in his previous life on Earth, she managed to bring out the same feeling and charm.

In other words, Lin Zhirou truly captured the essence of the song. Ding Yue, as someone who liked Director Zhou's music, thought that Lin Zhirou's version was not worse than Director Zhou's, and they could be mentioned on equal terms.

While listening to "Blue and White Porcelain", Ding Yue returned to the homepage of NetEase Cloud to see if there were any other new songs.

There really were!

A certain young male star group released a single, and also a young male star released a single.

For Ding Yue, boy bands seemed to be a case of quantity over quality. The young male stars tried their hand at everything - acting, hosting, singing - appearing to be Jacks of all trades, but were actually quite lacking in talent. Yet, they seemed bent on dipping their toes in every field, appearing exceedingly impressive.

These young starlets, hyped solely by their fan base, had no acting skills nor singing abilities. However, their songs still managed to dominate the charts on many music apps.

Absurd!

Also, the big flop of Director Ma Wenhai's movie, "Space Fortress", Ding Yue believed, was largely because the leading role was given to a young male star whose acting skills were at odds with the tone of the film.

Ding Yue looked at the singles sales chart of one such boy band and was startled to find that the top user had purchased 100,000 copies at once!

Does this mean that this single by the "Practice Boy Group" had sold over one hundred thousand copies in less than a minute?

At first, Ding Yue found it hard to believe. But when he checked today's NetEase Cloud daily sales chart, he realized it was true.

And it wasn't just a hundred thousand!

The single by the Practice Boy Group, named "subzero", had sold 157,934 copies!

Yes, hundred and fifty thousand!

The song ranked second was another single by a young male star, "Activate Hope", with over seventy thousand sales.

Both these singles were released at midnight on November 11th.

In addition to this, "Blue and White Porcelain" was also launched exactly at midnight. However, Ding Yue noticed that the current sales of "Blue and White Porcelain" were just over six thousand.

Yes!

In almost a minute or two, only approximately six thousand people had purchased "Blue and White Porcelain".

Indeed, these numbers were a bit low compared to the preceding "Fragrance of Rice" and "Confession Balloon".

Ten minutes passed.

The Practice Boy Group's single "subzero" had already exceeded 300,000 copies, while another young male star Han Hao's single "Activate Hope" had surpassed one hundred thousand sales.

And Lin Zhirou's "Blue and White Porcelain" just broke ten thousand.

Seeing these figures, Ding Yue was not surprised.

After all, Ding Yue was prepared, since the song was released at midnight when many people were probably asleep.

Even if they hadn't gone to bed, they were all busy shopping for flash sales on e-commerce platforms.

A sale of over ten thousand in just ten minutes should theoretically be pretty good.

As for the reason why the Practice Boy Group's single "subzero" broke the record with a sale of over 300,000, it goes without saying.

"Can they really create so much hype?"

Ding Yue couldn't help but mutter.

Just then, a Whatsapp voice call came on Ding Yue's phone. He looked and to his surprise, it was from Wen Ruohan.

"Aren't you asleep yet?"

Ding Yue was somewhat puzzled but still answered Wen Ruohan's Whatsapp voice call: "Hello, Wen Ruohan, why haven't you gone to bed yet?"

"Principal Ding, I'm waiting for the release of 'Blue and White Porcelain'. It's been ten minutes, and it's just hit ten thousand sales. The others have over three hundred thousand sales; didn't we just crash and burn this time?"

Wen Ruohan asked anxiously on the voice call.

From her tone, she seemed quite worried and upset. After all, the highly anticipated song "Blue and White Porcelain" from her school was not performing as expected.

The most important thing was the comparison; one has over three hundred thousand sales, and another has over hundred thousand.

Such a contrast inevitably made Wen Ruohan feel very uncomfortable.

"A disaster?"

Upon hearing this, Ding Yue couldn't help but chuckle and said, "Wen Ruohan, there's no need to be so pessimistic. Go to bed early, and you'll know the sales when you wake up tomorrow."

Chapter 576: This Girl is Too Cute

Unexpectedly, Wen Ruohan thought the sales of "Blue and White Porcelain" had crashed, which was why she called Ding Yue on Whatsapp to ask about it.

And it was around midnight when she did that.

Obviously, Wen Ruohan did not know the reason why the sales of "Blue and White Porcelain" were so low.

"Principal Ding, why do we have to wait until tomorrow morning to look at the sales? Didn't you say before that we could tell from the sales in the first ten minutes?" Wen Ruohan couldn't help but ask curiously.

The previous songs "Confession Balloon" and "Fragrance of Rice" had great sales in the first ten minutes of their release.

In contrast, the much-anticipated "Blue and White Porcelain" only sold over ten thousand copies in the first ten minutes, why was the gap so large?

Wen Ruohan's first reaction was "tall trees catch much wind", perhaps the greater the expectations, the greater the disappointment.

"Wen Ruohan, do you know what day is today and what most people are doing right now?" Ding Yue laughed and asked Wen Ruohan.

"Today is Double Eleven. Most people are... oh right, they're all shopping!" Wen Ruohan realized in an instant.

It seemed she understood the situation. No wonder the sales of "Blue and White Porcelain" were so low. It was not a failure, but because most people were enjoying the Double Eleven shopping spree on various e-commerce platforms.

Were there few people on NetEase Cloud specifically to buy and listen to "Blue and White Porcelain"?

But...

Wen Ruohan had another doubt, why were the sales of the singles by Practice Boy Group and Han Hao so high?

Logically speaking, since most people from Xia country were busy shopping and grabbing flash deals on e-commerce platforms, the sales of "Subzero" and "Activate Hope" should also be low, right?

But the sales of these two songs were a tad terrifying.

One had already exceeded 300,000 and the other had exceeded 100,000 copies!

It seemed that their "Blue and White Porcelain" from Mist City Arts and Science University couldn't even compete with them.

"Now you understand." Ding Yue smiled and said.

"Yes, it turns out that everyone is shopping. But Principal Ding, why are the sales of "Subzero" by Practice Boy Group and Han Hao's "Activate Hope" so high?" Wen Ruohan still asked curiously.

Ding Yue smiled lightly and explained, "They rigged the sales."

The sales of these two singles were too "fake", especially "Subzero" by Practice Boy Group was glaringly obvious.

One user bought hundreds, thousands, or even tens of thousands of copies, and some even bought 100,000 times!

This undoubtedly means that the company or capital behind Practice Boy Group had directly spent money to inflate the sales numbers. Usually, such sales numbers are not counted when evaluating the best song of the year, so such sales figures can only impress the fans and allow them to boast everywhere using these figures.

They were essentially creating the impression that their idol's new song was very popular.

Didn't they know in their hearts whether it was really popular or not?

Any rational passerby would know that many young male stars or boy/girl groups' song sales are inflated.

Only the innocent and naive Wen Ruohan didn't know the reason behind it.

"So that's how it is. I was wondering." Wen Ruohan muttered after hearing Principal Ding's explanation.

"Alright, it's getting late. You still have to "work" tomorrow, go to bed early!" After saying this, Ding Yue asked Wen Ruohan to rest earlier.

He was also ready to go to bed.

"OK, Principal Ding, goodnight and sleep tight!"

"Goodnight, motherf*cker!"

"Ah? Principal Ding, what did you say?"

"Ahem, nothing, bye!"

After Ding Yue ended the Whatsapp call with Wen Ruohan, he messaged Fang Yuanyuan. He promised to pay for her shopping cart.

"Fang Yuanyuan, is your cart ready?"

About half a minute later, Fang Yuanyuan replied.

Fang Yuanyuan: Mm, okay, Principal Ding. Hehe, I just scored a killer deal, I really am so lucky. It must be because Principal Ding pulled my name out of the draw, bringing me good luck (cute emoji)

"Haha, well maybe! Send the pay link to my Alipay account." Ding Yue thought this Fang Yuanyuan student was quite adorable, and gave his Alipay account details to her.

Fang Yuanyuan: OK

A little later, a pay link was sent to Ding Yue's Alipay account.

Usually, when shopping on e-commerce platforms, you can have someone else pay on your behalf.

The pay link sent by Fang Yuanyuan totaled the amount due for all the items in her cart, which Ding Yue saw totalled to 50,349.9 yuan!

Without a word, Ding Yue made the payment for Fang Yuanyuan, successfully emptying her shopping cart.

"Alright, it's been paid." After making the payment, Ding Yue sent a message to Fang Yuanyuan.

Fang Yuanyuan: Hehe, thank you, Principal Ding.

Fang Yuanyuan: [Alipay transfer of 349.9 yuan]

Suddenly, Fang Yuanyuan transferred some money to Ding Yue. It wasn't much- just the change from the total amount earlier of exactly 349.9 yuan.

Ding Yue, upon seeing that Fang Yuanyuan had transferred him money, was taken aback right away.

What's going on?

"???"

Ding Yue sent Fang Yuanyuan a few question marks.

Fang Yuanyuan: Principal Ding, didn't you say the clearance limit for the shopping cart was fifty thousand yuan? All the items in my cart totaled up to more than fifty thousand yuan, this is the amount in excess. Thank you for clearing my cart, I'm so happy~

Huh!

Ding Yue had never expected this. It was just a few hundred yuan in excess, so Ding Yue hadn't thought much of it and just proceeded with the payment. After all, while they had agreed on a limit of fifty thousand yuan, what's a few hundred more, right?

Who knew that this Fang Yuanyuan was actually so sweet to end up transferring back the extra few hundred yuan that she unintentionally received from Ding Yue.

What a cute gesture!

To be precise, she was such a pure-hearted girl. When she said fifty thousand, it meant exactly fifty thousand. Even though she received an extra few hundred yuan, she decided to return it straight away.

"Haha, Fang Yuanyuan, you're quite adorable. It's getting late, go to bed early." Having said this, Ding Yue didn't say much else. Now that the money had been transferred back, Ding Yue knew that if he didn't accept it, Fang Yuanyuan would probably feel uncomfortable.

The fifty thousand yuan shopping spree that he promised was prize money from the draw, and she had every right to feel lucky and accept it. However, the extra 349.9 yuan was not something she could comfortably accept. Such kind of girls are getting fewer and fewer.

Most people, in this situation, would forget it and think that, since they've paid fifty thousand yuan anyway, what's a few hundred more?

Meanwhile, over at Fang Yuanyuan's dorm.

"Yuanyuan, why did you transfer money back to Principal Ding?" Roommate Xiao Ping asked curiously.

Fang Yuanyuan responded with a cute pout, saying, "Principal Ding said that the shopping spree prize was fifty thousand yuan. The amount Principal Ding paid for me just now was over fifty thousand, so that 349.9 yuan was the excess, of course I have to return it to Principal Ding."

Roommate Xiao Ping nodded her head. True to her simple and adorable roommate, after living together for two or three months, Xiao Ping knew Yuanyuan quite well.

She was such a pure girl, never keen on taking undue advantage of others. The other time, she found a campus card, and while most students might use it to buy a coke or something, Yuanyuan immediately handed it in to the dorm manager. The next day, the card's owner came and collected it.

After seeing a message from Principal Ding advising her to go to bed early, she replied: "Mm, okay, good night, Principal Ding."

Since it was past midnight before Ding Yue went to sleep, which was later than usual, he woke up quite late the next day.

The sun was high up in the sky, and yet Ding Yue was still sleeping.

But since the whole Mist City Arts and Science University was his, unless he had something special to do, Ding Yue would usually wake up whenever he wanted. This feeling of liberation was genuinely ecstatic.

That's pretty much like a college student with no morning classes, who can sleep into the afternoon. It's the best!

As for what they would do the previous night, who really knows? Maybe play LOL? Or maybe something else with their girlfriend...

However, when Ding Yue woke up and checked the time, he noticed that his secretary, Wen Ruohan, had made several missed calls.

"What the heck is going on now?"

Scrunching his brows, Ding Yue murmured. Since the calls were made over ten minutes ago, Ding Yue quickly dialed Wen Ruohan back.

Chapter 577: There Shouldn't be Trash in the Trash Can

The call went through.

"Wen Ruohan, what has happened? You have called me so many times."

Ding Yue immediately asked curiously.

"Um, Principal Ding, there was an incident in the dormitory of the business school students." Wen Ruohan said in a hurry over the phone.

"Don't panic, tell me slowly, what happened?"

Ding Yue knew that whatever the situation, he needed to treat it with calmness and deal with it carefully, especially since he was still unclear about what had actually transpired.

"Principal Ding, there was a conflict between the students of the business school and the faculty authorities, even escalating to physical violence."

Wen Ruohan replied.

"What? Another fight?"

Upon hearing this, Ding Yue's first reaction was disbelief as his students were fighting again.

Just last year, he had dealt with a student brawl. After announcing the consequences, the deterrent effect seemed pretty effective. Why was this happening again?

"Today's matter seems a bit complex," Wen Ruohan immediately said.

"Oh?"

Upon hearing this, Ding Yue wondered if there were any hidden aspects to this brawl.

Wrong!

Based on Wen Ruohan's words, it wasn't a fight between students this time, but a conflict between a student and a leader of the business faculty?

What had actually happened?

"I am going to my office now, get all the responsible parties and students to come to my office!"

Ding Yue was determined to get to the bottom of the situation.

"Yes, Principal Ding!"

The incident which took place at a dormitory of the business school earlier that day in the campus of Mist City Arts and Science University soon spread.

"Did you hear? Today, a student from the business school gave their dean a proper beating."

"This incident is already in the group chat."

"The dean crossed the line; I think it served him right."

"Anyone knows what really happened?"

"No way, a student hit the dean?"

"The dean also scuffled with students from the student council!"

"Wonder how they'll handle this?"

"What on earth are you guys talking about? Am I the last one to know about this? What has happened?"

The incident which happened in the business school students' dormitory that morning has become a hot topic of gossip.

After all, whatever happened in school, students naturally wanted to know first-hand.

However, this time, no student was spreading rumours as they had all learned their lesson from a previous incident. Even small talk had been accompanied by rationality and common sense.

But from the videos circulating at the scene, it seemed that both the students and faculty leaders were involved in a physical altercation.

On his way to his office in the administration building, Ding Yue received a video sent by Wen Ruohan.

This video was recorded by the students at the scene and was circulating in various university social media groups.

"Has the video been uploaded online?"

Ding Yue sent a voice message to Wen Ruohan on Whatsapp asking about it.

"Principal Ding, so far there hasn't been any online discussion about this incident," Wen Ruohan replied.

It was good that the video hadn't become an online sensation. After all, such incidents were quite common in universities.

But if it had been spread online, it could have been easily misinterpreted, and this could have damaged the university's reputation.

Furthermore, since it was an internal issue for the school, and the university hadn't taken any action yet, the students were fully aware that they should wait and watch.

"Wen Ruohan, do you know why this incident happened?" Ding Yue asked.

"Principal Ding!"

Just as Ding Yue sent the voice message, he heard Wen Ruohan calling him from a distance.

It turned out that on his way to the president's office in the administration building, he had run into Secretary Wen Ruohan.

"Principal Ding, huff huff."

Wen Ruohan ran over breathlessly and swiftly reported: "It started when Director Liu Qianxing from the business school along with the student council conducted a hygiene inspection in the business school dormitory. I don't know how but an argument ensued which escalated into a physical confrontation."

The business school, also known as the business administration school, is a common department at Mist City Arts and Science University. Due to numerous business administration students, the population was quite large. If Ding Yue's memory served him correct, the last time when a student was lured into MLM, it happened in the business school.

This Director Liu Qianxing was quite efficient the last time he was locating a student.

But, how could this time turn into a disagreement with the students?

"Do you know who threw the first punch?"

While walking to the administration building, Ding Yue asked.

"No confirmation as of now. Both parties have different versions. I have already asked Director Huang from the Logistics Department to check the surveillance footage."

Wen Ruohan answered.

A few minutes later, Ding Yue and Wen Ruohan arrived at the president's office, where Huang was already waiting.

"Huang."

"Director Huang."

Huang Youjie shrugged his shoulders and directly said to Ding Yue: "The incident this morning, I have had it checked and here it is."

After saying this, Huang Youjie displayed the surveillance video on the projector screen in the office.

"Inside the dormitory building, there are only cameras in the corridors and stairwells. From the current surveillance footage, it's unclear who struck first."

Huang Youjie shook his head as he spoke.

Indeed, after viewing the surveillance footage, Ding Yue saw a group of people being forcefully pushed out from a dormitory, more and more students gathering around, and the situation becoming very chaotic.

Chapter 578: There Can't Be Garbage in the Trash Can

"Making trouble again!"

Ding Yue muttered, "It looks like we need to take a firm stance after we get clear on the situation this time!"

School development and construction is Ding Yue's primary concern, but stability within the campus is also crucial.

Ding Yue had given students a boost to their studies, but there were always some students causing trouble. For instance, this time, they even clashed with the student council and their department heads. Wouldn't they need a serious response to keep up appearances?

"This situation, it might not necessarily be the students' fault." Huang Youjie suddenly said.

"Oh?"

At Huang's words, Ding Yue slightly furrowed his brows and asked, "What do you mean, Huang?"

"After the incident occurred, I went to the dormitory of the students involved and asked about the circumstances," Huang explained. "According to the students, the initial cause of the incident was a set of rules from the business school which incited everyone's anger."

"Rules? What sort of rules?"

Ding Yue asked curiously.

"Just some everyday rules restricting student lifestyles, like having to get up at 7 am, internet cutoff at 11 pm, dormitory hygiene conditions, classroom etiquette, and so forth."

Huang Youjie answered.

He didn't have specifics because Huang Youjie himself didn't fully understand the business school's rules for the students.

"Huh?"

Ding Yue's brows furrowed tighter, questioning, "It seems that our school doesn't have these hard rules for the students, right?"

"Indeed, we do not, but they are rules established by the business school," Huang Youjie nodded.

As for the management of the Mist City Arts and Science University, like the students' educational development or large scale, beneficial student events, those were his focal points. General management issues were delegated to the department heads and various directors.

After all, Ding Yue had spent a lot of money to get these people to do their jobs; there is no way he should handle all university affairs, big or small, by himself.

What Ding Yue needed to do now was to orchestrate the big picture behind the scenes, with specific matters being handled by his subordinates according to his instructions.

This way, handing the management of various departments to the department heads, there really was no saying what kind of odd things they might come up with.

For example, Liu Qianxing, the department head of the School of Business and Administration, had actually "arranged" some regulations for the students.

From what he heard from Huang, these regulations probably displeased the students, which in turn led to conflict and ultimately resulted in the incident this morning.

"Principal Ding, specifically, let's wait until Director Liu and the students arrive before we question them in detail."

Huang Youjie suggested.

"Hmm."

Ding Yue nodded. That was his plan as well.

After he understood the true reason and proceedings of the incident, he could then give a fair punishment. He couldn't severely punish just because the students clashed with the department head.

Such behaviour of not distinguishing right from wrong is not Ding Yue's style, and doing so would also lose him the hearts of the people.

About ten minutes later, several students from the School of Business and Administration arrived at the entrance of the principal's office.

Knock, knock, knock!

The knocking sound resounded.

"Come in!"

A total of four students entered the office, all from dormitory number 235 of the School of Business and Administration.

After the four students entered, they all kept their heads down.

Seeing this, Ding Yue spoke seriously, "What are you all keeping your heads down for, look up."

All four students knew that they had violated the school rules and regulations by clashing with the department head. Being summoned by Principal Ding, they expected it could only mean punishment.

Upon hearing Principal Ding's words, the four students raised their heads.

"Principal Ding, these are the four of them. From dorm number 235. Their names are Tang Qi, Sun Shengshan, Wang Lei, and Xiang Gong."

Wen Ruohan hurriedly handed the printed student information to Principal Ding.

Ding Yue glanced at the four students' records. Their academic performances were relatively good and not below average at all.

The four of them are now sophomores at the university, they've been studying for over a year, and although their academic performance isn't outstanding, they should have no problem graduating smoothly from Mist City Arts and Science University.

"Tell me, what happened this morning in your dormitory? Some conflict with the department leaders and the student union?"

Ding Yue lifts his head, gazing seriously at Tang Qi and Sun Shengshan as he asks them.

While the Business School's Director Liu Qianxing and others haven't arrived yet, Ding Yue decided to hear the situation from these four students first.

"Principal Ding, we realize we were wrong. It was indeed a momentary impulse that led to the conflict with Director Liu and others. However, we just couldn't accept the regulations they've set!"

Among the four, the student named Sun Shengshan is the first to speak up.

Acknowledging their mistake shows their good attitude.

Ding Yue responds with a slight nod, then asks, "What rules has Director Liu set for your Business School? The school doesn't have any hard and fast rules for the students."

The school would not impose any overly rigid rules on everyone. After all, the university campus is precisely the stage where students' minds are opened and their thoughts activated. It can't be managed like high school with its highly constraining system.

Universities usually provide students with relative freedom, whether it's waking up in the morning or going to sleep at night; they can arrange these things themselves.

"Principal Ding, in the rules set by Director Liu, they require students in the Business School to cut off the internet and rest at 11 p.m., and we must wake up at 7 a.m. whether or not we have classes!"

Wang Lei, one of the students, also speaks up.

This rule seems quite unreasonable. All students have to get up at 7 am, regardless of whether they have classes or not? Isn't this a joke!

For college students who have no morning classes, being able to sleep naturally until they awake is an absolute treat and a joyous thing.

And the Business School actually has a rule that students must get up at 7 am?

Regardless of whether there are classes or not?

Wen Ruohan and Huang Youjie all shake their heads at such rules.

"The students' wake-up times are closely related to their class schedules. How can there be such strict regulations!"

Upon hearing this, Ding Yue chastises.

"Principal Ding, that's not all. Our Business School also has rules that no textbooks are allowed on the desks, no garbage in garbage cans, no one can lie on the beds, and even when we have no classes during class hours, we're not allowed to return to the dormitory... Director Liu inspects with the student council every day."

Student Tang Qi continues to add.

"What?"

Upon hearing this, Ding Yue is taken aback.

Just what kind of bizarre rules are these?

"Yue, I've heard about some weird university rules before, but I didn't expect our school to have such absurd ones too," Huang Youjie whispers in Ding Yue's ear.

"What on earth is this Liu Qianxing up to all day?" Ding Yue fumes upon hearing this.

Such rules are simply looking for trouble!

To think that these criticized regulations are being enforced in the Business School of his own school, Ding Yue feels absolutely mortified!

It's clear that Ding Yue didn't know about the regulations that the Business School had imposed on its students, probably because these were specific regulations given by the school to its students without informing Ding Yue.

It's true what they say - the mountains are high and the emperor is far away!

If the Business School has such regulations for the students under its jurisdiction, no wonder there was such a conflict today.

If Ding Yue were a student, he wouldn't be able to tolerate it either!

At this point, Liu Qianxing from the Business Administration School, along with Tang Qi's counselor and a person in charge from the student union who was present at the time, arrive at the Principal's office.

"Principal Ding, you wanted to see me?"

As Liu Qianxing enters the office and spots Tang Qi and the others, he immediately understands why Principal Ding has called him here.

Liu Qianxing had a vague idea about the situation beforehand. After all, it would have been impossible for the morning's incident not to have reached Principal Ding.

"Director Liu, come, come here!" Ding Yue gestures for Liu Qianxing to approach.

Chapter 579: Director Liu, Can You Demonstrate?

Liu Qianxing was taken aback.

Principal Ding's face was devoid of a smile, yet he didn't look too fierce, which was actually kind of intimidating.

Usually, Principal Ding always had a smile on his face. The only time he had lost his temper, if Liu Qianxing remembered correctly, was due to an issue with the Film and Television College, wasn't it?

However, Liu Qianxing pondered. He had established rules for the Business School, trying to instill a better character in the students, hadn't he?

Could he have been wrong?

"Principal Ding, did you ask to see me for a particular reason?" Liu Qianxing quickly inquired once he had approached him.

Ding Yue, with his piercing gaze, stared at Liu Qianxing and then said solemnly, "Director Liu, I've heard that you rise punctually at seven o'clock every morning? Quite diligent aren't you."

"Uh? Um... Yes, yes, yes."

Liu Qianxing seemed to comprehend the meaning behind Principal Ding's words, but given the hint of subtlety, he dared not voice his inference. Instead, he nodded and bowed in agreement.

"I've also heard that your office trash can is always empty. Is that correct?" Ding Yue inquired further.

Everyone present could tell that Principal Ding was using an eerie tone to interrogate Director Liu Qianxing.

"Ah this?"

With his head hung in shame, Liu Qianxing couldn't bring himself to say anything further.

"Director Liu, how do you manage such discipline?" Ding Yue, getting up and pacing one step forward, lightly patted Liu Qianxing's shoulder. "Hmm? Why don't you give the students a demonstration?"

Liu Qianxing trembled in fear, hastily explaining. "Principal Ding... I was just thinking about encouraging a spirited image amongst our Business School students for their daily studies."

Ding Yue, hearing his words, was left speechless.

That's your explanation?

"Director Liu, did it cross your mind that these rules of yours are merely formalistic? Can you abide by all these rules every day?"

Ding Yue's voice suddenly rose.

Liu Qianxing trembled even more.

Everyone agreed that Principal Ding was getting angry. The consequences of his anger were unimaginable.

After all, Ding was the person in charge of the entire Mist City Arts and Science University, and he could potentially lose his job if his words continued to upset the principal.

"Principal Ding... I... I truly have the students' best interests at heart," Liu Qianxing dared to justify himself.

"Director Liu, if you truly have our best interests at heart, then do something practical. Don't establish ridiculous rules such as trash cans must remain empty, nobody can lie on the bed, dormitory doors must be kept open, and no books are allowed on tables!"

One student, Sun Shengshan, showed remarkable courage. He voiced these issues before Principal Ding and Director Liu.

Did you hear that, Director Liu? Listen to the students' voices," Ding Yue patted Liu Qianxing's shoulder again.

Liu Qianxing hastily nodded. "Yes, yes, yes, I will surely take heed in the future."

"In the future?"

Ding Yue couldn't help but chuckle coldly. "There's no need. Starting from today, you will no longer hold your position as the Director of the Business Administration Department. You may continue teaching, though."

Ding Yue conveyed this with an air of calmness.

While his words were delivered lightly, the punishment implied was severe!

Liu Qianxing had been abruptly dismissed, no longer holding the position of director.

However, he was still a teacher of the Business Administration Department, and they could still keep him for teaching.

After all, what was at issue here was merely Liu Qianxing's managerial capabilities, and his teaching skills were highly acknowledged at the Business School. Liu Qianxing did have something to offer when it came to teaching.

Thus,

Ding Yue just dismissed Liu Qianxing as director, refraining from firing him outright.

Ding Yue was fully aware that his Mist City Arts and Science University was in dire need of teaching talents. Liu Qianxing's managerial skills were lacking. In that case, he would no longer allow him to manage the Business School.

Ding Yue still remembered that when he had initially chosen Liu Qianxing as the director of the Business School, he seemed pretty good in all aspects!

However, in just over a year, he had stirred up such a mess!

Could it be that his role as a director had made him arrogant?

Or, another possibility, Liu Qianxing had wanted to showcase the Business School before Ding Yue. But, unable to reflect anything academically, could this off-beat trick be his attempt to create the "illusion" of an exemplary lifestyle, sleeping early, waking up early, cleanliness, studies, and all other aspects among the Business School students.

Was it necessary?

"Principal Ding, I..."

Liu Qianxing wanted to say something more, but seeing that Principal Ding had already settled on a penalty for him, he thought it best to hold his tongue.

After all, Principal Ding had only dismissed him from his duties as a director. If he were to irritate the principal further, he might not even be able to keep his teaching job.

"Do you have anything else you want to say? Or are you really planning on setting a good example for the students?"

Seeing director Liu Qianxing hesitate, Ding Yue asked.

"No, no, Principal Ding, this time, I know I was wrong. I was solely focused on transforming the character of our business school students and lost sight of our main objectives."

Liu Qianxing was sensible enough, at this moment, he admitted his mistake.

"That's good you understand your mistake. After you return, concentrate on teaching. I don't want to see any more problems in this respect from you. Also, all rules and regulations of the business school will be abolished. All rules and systems will be determined according to the standards of the whole school."

Ding Yue rectified the twisted regulations of the business school for students and seriously advised Liu Qianxing.

"Good, yes, Principal Ding, I will surely concentrate on my job!" Liu Qianxing hurriedly agreed.

Then, Ding Yue's gaze fell on Tang Qi, Sun Shengshan, Wang Lei, and Xiang Gong - the four students.

The four students looked at each other. They knew that Principal Ding had punished Director Liu, and now it was their turn to be punished.

After all, they indeed had conflicts with Director Liu, which is punishable anywhere. Even if it was out of understandable circumstances, it was impossible not to be punished. This Sun Shengshan and the others understood very well, and willingly accepted Principal Ding's punishment.

Since Principal Ding abolished Liu's regulations, and punished Liu, the four students were quite satisfied.

"You four, though you were driven to desperation, assaulting school leaders and teachers is inexcusable and against school rules and regulations!"

Ding Yue stared at the four students, Sun Shengshan, and spoke sternly.

"Director Liu... I mean, Teacher Liu, we're sorry, we were impulsive!"

Seeing the situation, Sun Shengshan was the first to apologize to Liu Qianxing.

"We're sorry, Teacher Liu!"

The other three students, Xiang Gong, Wang Lei, and Tang Qi, also apologized.

Seeing this, Ding Yue felt quite relieved.

This at least proved that the four students acknowledged that they were wrong in resorting to violence and even made an apology.

When Ding Yue was rebuking Liu Qianxing earlier, Qi Chunsheng, the director of academic affairs, had already arrived.

At this moment, Ding Yue looked at Qi Chunsheng and asked, "Director Qi, how should such a situation be punished?"

As for the punishment of students, the academic director would surely have a better grasp. In the past, Ding Yue also followed the opinion of Qi Chunsheng, the director of academic affairs. He himself cannot arbitrarily decide on a punishment, for if the punishment is too heavy, it's not suitable; if the punishment is too light, it's not convincing.

Ding Yue entrusted the difficult decision to Qi Chunsheng.

"Principal Ding, such a situation is rare. However, since there was a conflict with the department leadership, the teachers, and the student council, and violence was involved, the impact is significant. Considering that there was a certain reason for the conflict, I believe a severe warning punishment would suffice."

Qi Chunsheng pondered for a moment and then expressed his opinion to Principal Ding.

The suggestion of punishment by Qi Chunsheng seemed appropriate to everyone present.

Ding Yue accepted Qi Chunsheng's suggested punishment and announced, "Alright, the Academic Affairs Office will now issue you all a severe warning. After you return, reflect well on your actions."

"We understand, Principal Ding."

The four students said in unison.

The students willingly accepted the punishment, knowing that it was the result of their impulsive behavior.

"Secretary Wen."

After Ding Yue announced the punishment for the four students, he looked at Wen Ruohan and said, "Notify director Liu of the Propaganda Department to co-announce this incident with the Academic Affairs office immediately. Make sure to clearly state the cause of the incident and the results of the punishment."

In order to prevent students from spreading rumors about the incident, Principal Ding decided to inform the students as soon as possible after swiftly handling the situation.

This way, it prevents the students from speculating and discussing the incident online.

After all, most universities generally postpone solutions and results when incidents occur, forcing students to bring the issue online, where most netizens can easily be swayed. This often brings a certain negative impact on the school.

Principal Ding's principle of handling campus incidents is to be quick, accurate, and resolute!

In less than ten minutes, the Academic Affairs Office had issued a notice of punishment.

The official website, public account, official forum, and other platforms of Mist City Arts and Science University immediately issued a notice about the punishment of Liu Qianxing and the punishment of the four students, Sun Shengshan.

[Official Website of Mist City Arts and Science University]——

Today, at around 9:27 am, a conflict occurred in the dormitory of our School of Business Administration, involving students, department heads, teachers, and student council. Once the school leadership learned of the situation, they immediately investigated and handled it. The details are as follows:

1. The regulations imposed by the Business School's department head were inappropriate for the times, giving rise to serious discontent among the students and resulting in this conflict.

2. After an investigation by the school leadership, it was concluded that the regulations established by the Business School were seriously misguided. Principal Ding has announced the abolition of these regulations. Moreover, no department in the school is allowed to impose stringent rules on students. All school rules and regulations are determined by the school leadership.

3. Liu Qianxing, the department head of the School of Business Administration, was removed from his position due to poor performance.

4. Students from the School of Business Administration, Sun Shengshan, Tang Qi, Xiang Gong, and Wang Lei, because of their impulsive conflict with department heads, teachers, and student council members, have, as decided by the school leadership, been issued a severe warning as punishment.

After the official website and public platforms of Mist City Arts and Science University released the announcement, the students started a heated discussion. Their interest in the drama was unending.

Chapter 580: Bin is awesome!

After dealing with the issue of the Business Administration College, Ding Yue shifted his attention to Lin Zhirou's song "Blue and White Porcelain."

Last night, after midnight, Wen Ruohan called the sales of "Blue and White Porcelain" a "Waterloo".

In fact, Ding Yue knew it wasn't a Waterloo.

It's just that more people went to shop on Double Eleven, and as expected, the sales of "Blue and White Porcelain" would surge starting from today.

After Liu Qianxing and four students from the Business College left, Ding Yue opened the NetEase Cloud client on his computer to check the sales of "Blue and White Porcelain", and meanwhile called An Yujia to come over.

"Principal Ding!"

Before Ding Yue could see the new song's sales, Wen Ruohan's excited voice sounded in the office.

"What happened?" Ding Yue raised his head and looked at Wen Ruohan.

"Principal Ding, the sales of 'Blue and White Porcelain' have exceeded 1.5 million!" Wen Ruohan said joyfully.

Yesterday evening, Wen Ruohan thought that "Blue and White Porcelain" had suffered a Waterloo, with only 10,000 sales in ten minutes.

Unexpectedly, when he checked today, the sales had exceeded 1.5 million and it had become the highest-selling song among the new hot songs on Double Eleven.

That's right, the two songs "subzero" and "Activate Hope", which had sales of 300,000 and 100,000 in just ten minutes last night, were now flagging.

Ding Yue took a look and the sales of "subzero" were just over 600,000, while "Activate Hope" had barely reached 400,000.

As Ding Yue guessed last night, the reason these two songs had so many sales in such a short time was indeed due to sales brushing. As for who was brushing, it does not need to be said.

Only "Blue and White Porcelain" by Lin Zhirou, a music student from the Faculty of Art of Mist City Arts and Science University, actually increased its sales by leaps and bounds based on its real strength.

Because many netizens realized that in addition to Double Eleven today, a much-anticipated Xia Country Style Song "Blue and White Porcelain" was officially available, and it was launched in conjunction with the latest flagship phone from opvo.

So a large number of netizens opened the NetEase Cloud APP and bought and listened to "Blue and White Porcelain" after making their payments.

This trendy folk-style song, both in terms of lyrics and tune, has been "praised" by those who have heard it.

Most importantly, this song can truly withstand the comments from netizens. From the lyrics to the tune, netizens claim this song to be unparalleled, with no other song able to compete with it!

On Twitter.

"Finally released, I've been waiting for so long."

"Remember hearing a mobile phone recording version of the competition on the Internet before, not very clear, but the melody was very pleasing, always wanted to hear the official version, now that I've heard it, it's really nice."

"This song redefines the so-called 'folk song'."

"I really like the line 'a sky blue color waiting for the rain, and me waiting for you', the lyrics are just too beautiful."

"A perfect combination of traditional Chinese rhythm and pop music, awesome! Awesome!"

"The rising smoke, the river thousands of miles away, such strong imagery."

"I like this line the most—outside the shutters the banana leaves stir in the sudden shower, the door rings are turning verdigris, and I passed by that small town in southern Xia Country and stirred your interest."

"I bought two copies, one for myself and one for the girl I like. She said this is the most beautiful song she has ever heard and praised my musical taste. I think I have a chance!"

"Ah, such a talented music creator to create such an awesome lyrics and tune."

"This lyricist and composer Er Xiong, truly awesome!"

Netizens were enthusiastically discussing this new trendy folk song, and also talking about the creator of this song as a genius in music creation.

At this moment.

In Yancheng, a thousand miles away.

In the main building of NTS, Deputy Director Liu Mei of Channel 1 was finally able to sit down and have a drink of water after a busy period.

Now Liu Mei was highly respected and much liked by the head of NTS in Channel One.

Because after Liu Mei's ability to unearth the food documentary "A Bite of Xia Country" from Mist City Arts and Science University, her work ability had seen a great leap forward.

After all, "A Bite of Xia Country" from Mist City Arts and Science University won the NTS Award for Best Documentary. As Liu Mei, who recommended "A Bite of Xia Country" for the NTS Award nomination, naturally took the first credit in the television station.

"Director Liu, it's Double Eleven today, what have you bought?" A staff member came over and started chatting with Liu Mei.

Liu Mei smiled and said, "Nowadays, young people participate more in this Double Eleven. I bought an air purifier for my house and a cleaning robot."

As Liu Mei was answering her colleague's question, she put the thermos cup aside after finishing her water, and then took out her mobile phone and opened the NetEase Cloud APP.

There was one song Liu Mei had been looking forward to, and the producer of this song had some relationship with Liu Mei.

Correct, it was "Blue and White Porcelain" from Mist City Arts and Science University.

Liu Mei heard about this song by accident while scrolling through TikTok. At that time, she only heard a vague melody and lyrics, and later found out that it was a song by Lin Zhirou, a music student from the Arts Faculty of Mist City Arts and Science University, which had not yet been officially released.