

Academic Vitae

NAME: Liu, Baocheng

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PRESENT UNIVERSITY POSITION AND DEPARTMENT:

Associate Professor, Department of Marketing, UIBE

EDUCATION

Doctor of Philosophy (Ph.D.), 09/1999 – 05/2006

School of Law

University of International Business and Economics

Major: International Economic Law

Dissertation topic: Legal Studies on Consumer Rights Protection in International Trade

Master of Science, 09/1996 –05/1997

Stillman School of Business

Seton Hall University (USA)

Major: International Business Management

Master of Business Administration, 09/1994 –05/1996

Stillman School of Business

Seton Hall University (USA)

Major: Marketing

Bachelor, 09/1981–07/1986

School of International Trade and Economics

University of International Business and Economics

Major: Economics

GENERAL WORK EXPERIENCE

2006 to present, Associate Professor, Department of Marketing, Business School, UIBE

1999-2002, Associate Professor, Department of Marketing, Business School, UIBE

1994-1999, Researcher, International Business Institute, Seton Hall University

1988-1994, Lecturer, Department of transport, School of International Trade and Economics, UIBE

1986-1988, Teaching Fellow, Department of transport, School of International Trade and

RESEARCH INTERESTS

1. Marketing
2. Strategic Management
3. Business Ethics
4. International Economic Law

TEACHING INTERESTS

1. Marketing
2. Business Ethics

RESEARCH PROJECTS

1. Leader of research team, "Strategic Planning for Bosch China Charity Center", 06/2012
2. "Cultural Metro Establishment in Beijing" Chapter of Metro Language in U.S., Beijing Cooperative Research Project, 11/2011
3. "Report on Civil Society in China", project requested by the European Economic and Social Committee, 07/2011
4. "Development Strategy Plan for North China Power Equipment & Material General Corp.", 2011
5. "Business foreign language and intercultural business competitiveness", Beijing Cooperative Research Project, 2010
6. Essential Course "Principle of Marketing", Ministry of Education, 2008
7. Essential Course "International Marketing", Ministry of Education, 2008
8. "Exploration and practice of talent training model of international management", Ministry of Education Research Project, 2007

GRANTS

1. Essential Course "International Marketing", Ministry of Education, 100,000 RMB
2. "Development Strategy Plan for North China Power Equipment & Material General Corp.", the company provide 260,000RMB
3. "Business foreign language and intercultural business competitiveness", Beijing Government provide 300,000RMB

HONORS AND AWARDS

1. Paper "Entry Encounters into China Market", Great Contribution Award for Research, by Business School, UIBE, 2008
2. Essential Course Award for "International Marketing", Ministry of Education, 2008
3. "Business Negotiation" (Video), Award for outstanding audiovisual teaching materials, by the

Party School of the CPC Central Committee, 2000

FACULTY EXPERIENCES

1. ACADEMIC VISITING EXPERIENCE

1994 -1999, Visiting Scholar & Researcher, International Business Institute, Seton Hall University
Visiting Professor, State University of Montreal, U.S.
Taught courses in “Comparative Marketing”, “Doing Business with China”, “International Trade”

2. UNIVERSITY ADMINISTRATIVE EXPERIENCE

2004 to present, Director of Center for International Business Ethics, Business School, UIBE
2002-2007, Dean of Sino-French International Management School, UIBE
2002-2005, Dean of Sino-US International Management School, UIBE

3. TEACHING EXPERIENCE

- 1) 1999 to present, “International Marketing”, “Principle of Marketing”, “Marketing Management”, Undergraduate and Graduate teaching in Business School, UIBE
- 2) 2002 -2006, ”Introduction to Business”, ”Legal Environment of Business”, “Intercultural Communication”, Sino-French & Sino-US International Management Schools, UIBE
- 3) 2002 to present, “Principle of Marketing”, “Doing Business with China”, TBC, UIBE
- 4) 2008, “Chinese Philosophy”, School of International Trade and Economics, UIBE
- 5) 2006 to present, “Chinese Marketing Strategy”, College of Continuing Education, Tsinghua University.
- 6) 2011 to present, “Marketing Management: Global Perspective”, “Leadership & Business Ethics”, MBA Center, Business School, UIBE
- 7) 2012 to present, “Chinese Economic Law”, teaching International Student in Business School, UIBE

PUBLICATIONS

1. JOURNAL & ARTICLES

- 1) Liu Baocheng, ”Civil Social Organization and Sustainable Development in China”, United Times, 2012-09-28
- 2) Liu Baocheng, Ren Shan, “The comparative and inspiration of marketing strategy between Bayer and Roche in China”, Journal of Shandong Institute of Business and Technology, Vol.2,2012, pp41-44
- 3) Liu Baocheng, “Review of 4 definitions of CSR”, International Public Relations, Vol.1,2011, pp88
- 4) Liu Baocheng, “Emerging Civil Society in China”, European Economic and Social Committee, 2011.
- 5) Hou Shengtian, Zhang Yongkang, Liu Baocheng, “3A Strategy-Research on Promoting Chinese Social Responsibility Practice”, Market Modernization Magazine, Vol.18, 2011, pp27-28.

- 6) Hou Shengtian, Zhang Yongkang, Liu Baocheng, "Research on Stakeholder theory in Chinese context", Value Engineering Magazine, Vol.18, 2011, pp297.
- 7) Liu Baocheng, "Brand Positioning", Business School Magazine, Vol.43, 2007-12
- 8) Liu Baocheng, "Cultivate excellent managerial talent with opening horizon", Science Times, 2007-11-22
- 9) Liu Baocheng, Entry Encounters into China Market, International Management Review, 2007-10
- 10) Liu Baocheng, "The prospect and challenge of Sino-foreign Cooperative in Education", Chinese Education Policy Review, National Institute of Education Sciences
- 11) Liu Baocheng, "Sun Tsu's Estimate on Strategic Leadership", Chennai Journal of Intercultural Philosophy, No.10, August, 2006
- 12) Liu Baocheng, "Moral Leadership-Introspection on Tradition", Problem, Vol.3, China Renmin University Press, 2005-08
- 13) Liu Baocheng, "Management changes China", Asian Business Leaders, Vol.3, 2005
- 14) Liu Baocheng, "Stimulation of Japanese company changing advertising strategy", The Economic Observer, 2004-12-09
- 15) Liu Baocheng, "Exceed the stage of Made in China", China Enterprise News, 2003-07-11
- 16) Liu Baocheng, Doing Business with China, deputy editor, Kogan Page Publisher, Version 4 & 5, 2003-2005, contribute to write and translate 12 papers
- 17) Liu Baocheng, "Does Traditional Chinese Medicine need to focus on domestic sales for export-oriented commodities", China Enterprise News, 2003-03-17
- 18) Liu Baocheng, "Strategy to improve Chinese Medicine's competitiveness in International Market", Entrepreneurship Weekly of Securities Daily, 2003-03-16
- 19) Liu Baocheng, "Product Packaging and Corporate Competiveness", China Packaging Newspaper, 2002-11-27

2. BOOKS

- 1) "International Marketing", China Machine Press, 2013-10
- 2) "Research on International Business Environment", University of International Business and Economics Press (UIBE Press), 2011-04
- 3) "Concise Tutorial on Marketing", UIBE Press, 2006-11
- 4) "Legal Studies on Consumer Rights Protection in International Trade", China Financial & Economic Publishing House, 2006-12
- 5) Liu Baocheng, Jiang Chun, "Readings in Business English"(I&II), UIBE Press, 2005-09
- 6) "Modern Marketing", UIBE Press, 2004-04

3. TRANSLATIONS

- 1) "The Fund Industry: How your Money is Managed", CITIC Press, 2012-05, first translator
- 2) "The Financial Crisis Inquiry Report", CITIC Press, 2012-04, third translator
- 3) "ABC's of Relationship: Selling through Service", China Renmin University Press, 2012-03, first translator
- 4) "Dalrymple's Sales Management", China Renmin University Press, 2010-04
- 5) "Selling Blue Elephants", China Renmin University Press, 2009-09
- 6) "Idealized Design", China Renmin University Press, 2009-01

- 7) “The Second Cycle”, China Renmin University Press,2008-01, first translator
- 8) “Success Built to Last”, China Renmin University Press,2007-09
- 9) “The Next Global Stage”, China Renmin University Press,2007-01
- 10) “Brand Storm”, China Renmin University Press,2007-10, first translator
- 11) “The Marketing Plan” (Fourth Edition),China Renmin University Press,2006-07
- 12) “Global Marketing Management” (Third Edition),China Renmin University Press,2005-07
- 13) “International Marketing” , China Renmin University Press,2004-10, first translator
- 14) “Blackwell Encyclopedic Dictionary of Business Ethics” , UIBE Press,2002-01

4. CHAPTERS

Marketing part of “Fundamental Theory and Practice of International Business” , UIBE Press, 2003-2005,ISBN 7-80181-098-8; and the complement materials “Key points and exercises” , UIBE Press, 2003,ISBN 7-81078-243,F.141。

5. PUBLISHED CONFERENCE PAPER

“The Interplay of Chinese Culture and Its Economic System”, International Management Review, 2006-03-01, Paper Collection of 2005 Beijing Forum of Asia Education

6. CONFERENCES

- 1) Participated the Panel Discussion on “Equality and Diversity in Business Relations BRICS-Africa” at the Equal in an Unequal World: The Value of Values in Responsible Business Global Conference, Bangalore, India, 2014
- 2) Spoke on “The Financial Literacy Gap in Rural China”, at the 2013 Citi-FT Financial Education, HK.
- 3) Honorable Guests to attend The Caux Round Table Conference on Sustainability as Moral Responsibility, Bangkok, 2013 and contribute to the draft declaration of common principles providing global guidance for sustainable prosperity.
- 4) Spoke on “promoting business ethics in China”, at the Global Ethics Forum 2013, Geneva, Switzerland
- 5) Participated the Panel Discussion on “The next decade of CSR – challenges and opportunities”, at the Oslo Conference on Corporate Social Responsibility, 2012, Oslo, the Netherlands
- 6) Speech on “The Paradox of Need Satisfaction: An Economics Inquiry” at the Humankind and Nature: An Endangered System of Interdependence in Today’s Globalizing World, 2012, Macau
- 7) Participated the World Economic Forum, ABU DHABI, 2011
- 8) Speech on the Plenary “How to combine Business Success with Ethics”, at the Conference on Business Ethics, Association for International Business Ethics, HK, 2011
- 9) Attended the ILO Technical Workshop on the Promotion of Sustainable Enterprises in Business Education, in Geneva at the International Labor Office, 2010
- 10) Spoke on “Responsible Leadership in Emerging Markets.” At EABIS 9th Annual Colloquium: Corporate Responsibility And Emerging Markets, Russia, 2010
- 11) A special address at the International Business Ethics Conference, BEACON ’10 at LIBA, Loyola College, Chennai, India, 2010

- 12) “Show Case of Essential Courses”, at the Suzhou Conference, Ministry of Education, 2008
- 13) Confucius Dynamism and Business Ethics, Santa Clara University, USA, 2007
- 14) The Art of War and Business Ethics, International Business Ethics Conference in HK & Macau, 2006

7. PEER REVIEW

“Management Strategy” , “Building a Values-Driven Organization” , China Water & Power Press, 2008

8. OTHERS

- 1) Collection of Complementary Materials for “International Marketing”, 2003
- 2) Audiovisual Teaching Materials of “Business Negotiation” (Video), the Party School of the CPC Central Committee, 2000

PROFESSIONAL EXPERIENCE

1. ENTREPRENEURIAL EXPERIENCES

- 1) 1999 to present, Chairman, Beijing Norark Enterprise Management Consulting Co., Ltd.
- 2) 2008 to present, CEO, Unigene Biotechnology Inc.
- 3) 2009 to present, Vice Dean, Academy of Medicine, CSPC Pharmaceutical Group Limited
- 4) 1988 -1994, Manager, Department of Grain and Oil, London Export Corporation

2. CONSULTING EXPERIENCES

- 1) “The Twelfth Five-Year Plan of Material Supply for State GRID Corporation of China”, 2010
- 2) “Development Strategy Plan for North China Power Equipment & Material General Corp.”, 2009
- 3) “Development Strategy Plan for Changqing Oil Field”, 2009
- 4) “Advertising Strategy Plan for Hengyuanxiang Group, 2006
- 5) “Policy Guidance of Sino-foreign Cooperative in Education for Ministry of Education”, 2002

3. PARTICIPATION IN BUSINESS PROFESSIONAL ASSOCIATIONS

- Member on the Council of World Economic Forum
- Advisory board to the Department of European Affairs under Ministry of Commerce and China Foreign Expert Bureau
- Member of China Social and Economic Council
- Council Member of China Business Ethics Society
- Council Member of Bosch China Charity Center
- Advisor to JK Sucralose Inc.

4. CUMMUNITY SERVICES

- 1) 2009 to present, Advisor, Business Chinese Center, UIBE
- 2) 2009 to present, initiated the Annual Collegiate CSR Essay Competition and supervised the establishment of Collegiate Social Responsibility Student Association

- 3) 2006 to present, Member of Committee on teaching management, Academic Division, UIBE

OTHER EXPERIENCES

- 1) 2012 to present, Current Affairs Commentator, Environment Program, Xinhuanet
- 2) 2010 to present, Current Affairs Commentator, China Radio International
- 3) 2009 to present, Advisor, China Time-Honored Brand
- 4) 2008, Member of China Social and Economic Council
- 5) 2008 to present, Member of Caux Round Table
- 6) 2007 to present, Director of Editorial Review Board, Journal of International Business Ethics
- 7) 2005 to present, Advisor of Training department, State Administration of Foreign Experts Affairs
- 8) 2005, Vice Secretary General, Asian Education Forum
- 9) 2003 to present, Current Affairs Commentator, CCTV-9 English Channel