

Academic Vitae

NAME: Wang Fenmian

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PRESENT UNIVERSITY POSITION AND DEPARTMENT: Assistant Professor at the School of Business of University of International Business and Economics

EDUCATION

(Please refer from the most recent degree; please indicate research topics and dissertation topics for Doctoral or higher degrees)

Doctor of Economics (Ph.D.), 09/2006-01/2010

School of Business, University of International Business and Economics

Major: International Trade

Research topic: Research on the international brands' evaluation, growth characteristics and drivers.

Master of Administration (MA), 09/2003-07/2006

School of Business, University of International Business and Economics

Major: Administration

GENERAL WORK EXPERIENCE

(Please list here ONLY general information on your work experiences, explanations are required in later items; please follow the examples as you write.)

12/2004-present, **Researcher**, Research Institute for the Internationalization of Beijing Business

08/2010-12/2013, **Lecturer**, School of Business, University of International Business and Economics

01/2014-present, **Assistant Professor**, School of Business, University of International Business and Economics

RESEARCH INTERESTS

1. International Business

2. International Brand

TEACHING INTERESTS

1. Management

2. International Business

RESEARCH PROJECTS

(Please include academic research projects, teaching projects and entrepreneurial projects, etc.) Emphasis on the recent 5 years (2008.6-2013.6)

Example:

1. Key Research Project funded by National Natural Science Foundation of China, Grant's Serial Number: 71332007. Project Topic: "Research on the Transformation-Upgrading Strategy and Competitive Advantage of Chinese Firms." 2013 -- 2016.

2. Key Research Project funded by National Planning Office of Philosophy and Social Science, Grant's Serial Number: 08&ZD039. Project Topic: "Research on the Growth Strategies of China's Advanced Manufacturing Industries during Global Financial Crisis." 2009 -- 2012.

3. Research Project funded by National Natural Science Foundation of China, Grant's Serial Number: 70641026. Project Topic: A Research on the Private Innovation and Support System in China. 2006 -- 2008:

4. Key Research Project funded by Ministry of Education of China, Grant's Serial Number: 13JZD017. Project Topic: "Research on Promoting Product Image Abroad." 2013 -- 2016.

GRANTS (Emphasis on the recent 5 years 2008.6-2013.6)

Research Project funded by National Planning Office of Philosophy and Social Science, Grant's Serial Number: 10CGL023, RMB 100,000 Yuan. Project Topic: "Research on the Strategic Mode of Chinese International Brands." 2010-2013

Research Project funded by Beijing Planning Office of Philosophy and Social Science, Grant's Serial Number: 13JDJGC054, RMB 30,000 Yuan. Project Topic: "Research on the Factors and Path of Fostering International Brand of Beijing's Strategic Emerging Industries." 2013-2015

Research Project funded by University of International Business and Economics, Funding: RMB 10,000 Yuan, Project Topic: " Research on the Capacity Construction and Strategic Mode of Chinese Hi-tech International Brands. " 2010-2011

Research Project funded by Beijing Municipal Science & Technology Commission, Grant's Serial Number: ZZ0863, RMB 10,000 Yuan, Project Topic: "Research on comparative evaluation of

international brand value and the growth law.”2008-2010

HONORS AND AWARDS

The First Prize of National Teaching Achievement, 2013, (Beijing Educational Technology Committee)

The Second Prize for 12th Social Science Research Awards in Beijing City, 2012,(Beijing Municipal Government)

National Business Development Research Achievement Award,2013(The Ministry of Commerce)

The Second Prize of National Teaching Achievement, 2009 (Ministry of Education)

The First Prize of National Teaching Achievement, 2009, (Beijing Educational Technology Committee)

The 13th Anzije Rewards on The Research of International Business, 2005 (Anzije Funding)

FACULTY EXPERINCES

ACADEMIC VISITING EXPERIENCE

None

UNIVERSITY ADMINISTRATIVE EXPERIENCE

(Please explain the administrative positions as part of the faculty responsibilities within the university)

None

TEACHING EXPERIENCE

(Please indicate the complete teaching experiences)

UNDERGRADUATE LEVEL

(09/2010-presnt) Management, Business School, University of International Business and Economics

- Taught courses on Management to majors in the University of International Business and Economics.
- Redesigned my courses in order for them to synergize better with other courses in the curriculum.

(02/2013-present) International Business, Business School, University of International Business and Economics

- Taught courses on International Business to majors in the University of International Business and Economics.
- Redesigned my courses in order for them to synergize better with other courses in the curriculum.

POSTGRADUATE LEVEL

(02/2013-present) International Business, Business School, University of International Business and Economics

- Taught courses on International Business to majors in the University of International Business and Economics.
- Redesigned my courses in order for them to synergize better with other courses in the curriculum.

PUBLICATIONS

(Please list the publications from the most recent 5 years (2008.6-2013.6) AND the important publications before 2008; follow the categories and examples, write “None” if there is no works for particular category; include those which belong to none of the categories in “Others.”)

1. PEER REVIEW JOURNAL ARTICLE

Wang Fenmian and Lin Hanchuan 2011. Defining and Empirically Analyzing International Brand from A New Perspective. *China Industrial Economy*, Vol. 5: 129-138.

Wang Fenmian, Wang Jianxiu and Wang Yuyan 2013. Do any MNCs' Collusive Effects Exist in Chinese Antidumping?. *China Soft Science*, Vol. 10: 35-47.

Ding Lan and Wang Fenmian. 2008. Empirical Study on International Competitiveness of Beijing's Hi-tech Products Based on Allocating Efficiency of Science and Technology Resource Visual Angle. *China Industrial Economy*, Vol. 3: 152-159.

Wang Fenmian and Zhou Xuan 2012. Will anti-dumping be able to protect domestic industries. *World Economy Study*, Vol. 11: 50-55.

Wang Fenmian, Lin Hanchuan and Zhou Xuan 2012. An empirical research on the key drivers of consumer international brands. *Journal of Central University of Finance & Economics*, Vol. 12:81-84.

Lin Zhouyu and Wang Fenmian 2010. Top 100 Enterprises of Import and Export Volume in China. *Journal of International Trade*, Vol. 2: 46-53.

Wang Fenmian and Zhou Xuan 2012. An empirical research on the key drivers of international brands from the enterprise view. *Inquiry into Economic Issues*, Vol. 9: 116-120.

Wang Fenmian and Liu Yong 2013. A Research on China's Regional Differences in Brand Growth and its Influencing Factors. *Journal of Central University of Finance & Economics*, Vol. 6: 80-85.

Wang Fenmian and Wang Hao. 2009. An Empirical Research on the Relationships between International Competitiveness of Chinese High Technology Industry and Allocating Efficiency of Science and Technology Resource. *Finance and Trade Research*, Vol.1: 8-12.

Lin Hanchuan and Wang Fenmian. 2009. A Research on the Private Innovation and Support System in China. *Economic Management*, Vol.1: 133-139.

2. RESEARCH MONOGRAPH

Wang Fenmian, 2013. Research on evaluation system, growth character and drivers of international brands' value and Chinese Empirical Analysis, UIBE Publishing House, Beijing, China.

Wang Fenmian and Lin Hanchuan, 2007. Research on the Internationalization of Beijing's Hi-tech Enterprise, China Economic Publishing House, Beijing, China.

3. BOOK

None

4. CONFERENCE & MEETING PROCEEDING (PUBLISHED or NOT, Pls list out if have ever been invited to be the speaker or emcee)

None

5. CASES or a SET of CASES

None

PROFESSIONAL EXPERIENCE

(Please indicate all working experiences in addition to Academic Visiting/University Administrative/Teaching experiences; especially professional experiences within the most recent 5 years. "Entrepreneurial Experiences" includes both full-time and part-time positions, e.g. permanent positions, trainer, etc. "Consulting Experiences" refers to the paid knowledge and information consultancy to achieve business goals. "Significant participation in business professional associations" includes service in commercial or uncommercial associations, participation in related issues and direct contact with business and other organizational leaders. "Community Services" indicates the faculty responsibilities in addition to teaching and researching activities, such as curriculum development, dissertation defense, faculty interview, academic committee membership, etc.)

ENTREPRENEURIAL EXPERIENCES

None

CONSULTING EXPERIENCES

None

PARTICIPATION IN BUSINESS PROFESSIONAL ASSOCIATIONS

None

CUMMUNITY SERVICES

None

(Please indicate faculty responsibilities except teaching and research responsibilities: e.g. curriculum development, dissertation defense, faculty interview, academic committee membership, etc.)

PROFESSIONAL DEVELOPMENT

(Please indicate the professional activities, especially those within the most recent 5 years (2007-2011); write "None" if no activity is referred.)

SYMPOSIUMS

None

SEMINARS

None

WORKSHOPS

None

MEETINGS

None

CONFERENCES

None

OTHER EXPERIENCE

(Please indicate any experience which is not included in "Faculty Experience," "Professional Experience," or "Professional Development.")

None