

# CV of Fu Huifen

- **School: Business School, UIBE**
- **Name: Fu Huifen**
- **Concentration: Marketing**
- **Department: Department of Marketing**
- **Academic Title: Professor of Marketing**
- **Job Position: PhD Candidate Adviser,  
Director of Center for Global Marketing, UIBE**
- **Telephone: 64494299**
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- **Education:**
  - 1995.12—1995.12 Trainee with a Certificate of Completion of “Global Business Management Training Course” taught by a group of professors from Harvard Business School, Harvard University, U.S.A.
  - 1986.8—1987.8 Visiting scholar in the College of Business Administration, University of Denver, U.S.A., auditing all the courses of Marketing on the curriculum.
  - 1982.9—1985.6 Graduate, major: English Literature, Master of Arts (MA), School of International Studies, University of International Business and Economics (UIBE)
  - 1974.10—1978.2 Undergraduate, Major: English language, Department of Business English, Beijing Institute of Foreign Trade (BIFT)

## WORK EXPERIENCE

- ◇ 2003.9—present, **Director**, Center for Global Marketing, Business School, UIBE
  - ◇ 1998.12—present, **Professor of Marketing**, Business School, UIBE
  - ◇ 1997.9—12/2009, **Chair**, Department of Marketing, Business School, UIBE
  - ◇ 1994.9—1997.9, **Chair**, Department of Management, School of International Business Management, UIBE
  - ◇ 1993.3—1998.12, **Associate Professor of Marketing**, School of International Business Management, UIBE
  - ◇ 1992.3—1993.2, **Assistant Professor of Marketing**, Department of International Business Management, UIBE
  - ◇ 1985.6—1992.2, **Assistant Professor of Business English**, Department of International Business English, UIBE
  - ◇ 1978.2 —1985.6, **Assistant to Professor of Business English**, Department of International Business English, UIBE
  - ◇ 1969.5—1974.9, **Secretary, Cashier & Checker**, Industrial Company 4, Regmt. 15, Division 2, Heilongjiang Army Construction Regiment, China.
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- ◇ 2007.4.—2007.5 **Visiting Professor**, teaching MBA the course of International Marketing in the Institute of Business Marketing, University of Muenster, Germany.

- ✧ 2002.8—2003.1 **Visiting Professor of Marketing**, working on a research project, including literature review and field work, in the Department of Marketing, R.H. Smith School of Business, University of Maryland, U.S.A.
- ✧ 2000.6 **Teaching** Hong Kong and Macao managers the course of Marketing Management in Hong Kong.
- ✧ 1995.3—1995.8 **Visiting Associate Professor of Marketing** in the Elton Mayo School of Management, University of South Australia, serving as a tutor in the course of Marketing Research, and offering a lecture on Marketing in China for the EMBA students

● **COURSES TAUGHT (Mainly in English):**

International/Global Marketing  
 Marketing Management  
 Theoretical Issue on Marketing  
 Theoretical Issue on International Marketing  
 Principles of Marketing (online course)  
 Methodology and Thesis Writing  
 Marketing Communications  
 B-to-B Marketing  
 Principles of Marketing

● **RESEARCH AREAS**

International/Global Marketing  
 Marketing Communications  
 B-to-B Marketing

● **HONORS AND AWARDS**

- ✧ The case history of “Herborist’s Steps into the World Market” (Co-authored by Fu Huifen, Xiong Wei and Meng Fanyi) selected by China Management Case-Sharing Center affiliated to National MBA Education Guidance Committee as one of The Forth National Collection of 100 Best Management Cases, Aug. 2013.
- ✧ “Outstanding Teacher of Long-Distance Education” awarded by University of International Business and Economics, Nov. 2012.
- ✧ First Place Prize, 2012. Beijing Excellent Education Project, “Exploration and Practice in the Cultivation of Global-Oriented Business Management Talents” (Fu Huifen as 3rd of the five participants) (Beijing Education Commission, China)
- ✧ “National Top Quality Course Award” to the online course of “Principles of Marketing” taught and headed by Fu Huifen, 2009 (Ministry of Education, China)
- ✧ “The National Construction Concentration of Characteristic Specialty of Institution of High Learning” granted to UIBE Marketing Concentration headed by Fu Huifen, 2008 (Ministry of Education, China)
- ✧ Second Place Prize, 2008. Beijing Excellent Education Project, “Exploration and Practice in the Cultivation of Global-Oriented Business Management Talents” (Fu Huifen as 2nd of the four participants) (Beijing Education Commission, China)
- ✧ First Place Prize, 2008. UIBE Excellent Education Project “Exploration and Practice in the Cultivation of Global-Oriented Business Management Talents” (Fu Huifen as 2nd of the four

- participants) (University of International Business and Economics, China)
- ✧ First Place Prize, 2008. UIBE Excellent Education Project “The Model of Immersing Education with Curricular and Extracurricular Activity Integration Supported by Alumni” (headed by Fu Huifen with Xiong Wei & Qi Yongling) (University of International Business and Economics, China)
  - ✧ “The National Construction Site of Bilingual Normal Course” headed by Fu Huifen, 2007 (Ministry of Education, China)
  - ✧ “Beijing Top Quality Course Award” 2007. the course of “Principles of Marketing” taught and directed by Fu Huifen, (Beijing Education Commission, China)
  - ✧ “Excellent Teacher Award” 2006 (University of International Business and Economics, China)
  - ✧ First Place Prize, 2004. Beijing Excellent Education Project, “Pedagogical Innovation in Simulation Courses of Management Decision Making” (Fu Huifen as 3rd of the four participants) (Beijing Education Commission, China)
  - ✧ “Hua Wei Excellent Mentor Award” to Fu Huifen. 2001, 1999, 1998 (University of International Business and Economics, China)

## ● MAIN RESEARCH PROJECTS

- ✧ “Case History of “The Internationalization Process of GRG Banking Equipment” and a thesis on it (co-authored with W. Xiong & F.Y. Meng), granted by University of International Business and Economics, 2013-2014
- ✧ “Case History of Herborist’s Steps into the World Market” (co-authored with W. Xiong & F.Y. Meng), granted by Center for International Case Studies, Business School, UIBE. 2011-2012.
- ✧ “Case Collection of Global Brands” (with X.L.Guo), granted by University of International Business and Economics, 2007-2011.
- ✧ “Construction of Auditing Mechanism of China Media Circulation and TV Rating” (co-authored with Y.L. Qi & M.Z. Jin) granted by China Advertiser Association, 2006.7-2007.8.
- ✧ “Government Policies and Cases of Multinational and Global Brands,” *Report on Chinese Brand Development 2006*, (co-directed with L.B. Fan), granted by Ministry of Commerce 2006.
- ✧ Part Four of “On Cooperation Strategies of Asian-Pacific Region” (with J. M. Peng), granted by Macro Economics Institution, State Development and Reform Commission, 2006.

## ● RESEARCH ACCOMPLISHMENTS

### 1. JOURNAL ARTICLE

- ✧ The fourth author (Dong, Xiaodan, Christian Andrew Hinsch, Shaoming Zou, Huifen Fu) 2013. “The Effect of Market Orientation Dimensions on Multinational SBU’s Strategic Performance: An Empirical Study”, *International Marketing Review (B. SSCI)*, Vol. 30 No. 6, 2013, pp. 591-616. Emerald Group Publishing Limited.
- ✧ The second author (with Fanyi Meng). 2013. “De-internationalization and Re-internationalization: a Literature Review and Prospect” Beijing: *International Business (CSSCI)*. No. 6, 2013. pp. 63-72.

- ◇ Huifen Fu. 2013. “Insight of Chinese Firms’ Marketing Capability in 2013”. Beijing: *Economic Observer*, July 29. 2013. p. 54.
- ◇ Huifen Fu. 2013. “Where Chubang Excelled in Its Marketing: Low Cost and High Efficiency”. *Economic Observer*. July 29. 2013. p. 57.
- ◇ Huifen Fu. 2012. “Why Did Jiaduo Bao Win the Sympathy? ”. Beijing: *China Economic Weekly*. No. 34, 2012.
- ◇ Huifen Fu. (with Fanyi Meng). 2012. “Brand Damage from Missing of CSR”. Beijing: *PKU Business Review*, No. 3, 2012, pp. 66-72.
- ◇ Huifen Fu. 2011. “On Brand’s Corner Stone and Global Brand Features”. Beijing: *China Business Update*. Issue 9 (1), pp. 68-71.
- ◇ Huifen Fu (with G.F. Yang, Y.L. Qi) 2007. ”Factors Affecting Trade Show Effectiveness for Chinese Small and Medium Sized Exporters”. Beijing: *International Management Review*, Volume 3, No. 3, pp. 84-96.
- ◇ Huifen Fu. 2007. “Analysis of the Global Branding of the Chinese Enterprises”. *Intertrade*, Issue No.11, pp. 10-14.
- ◇ Huifen Fu. 2004. “On International Market Entry Strategies of Chinese Companies”. *Enterprise Management*, Issue No. 2, pp. 40-42.

## **2. BOOKS & TRANSLATION**

- ◇ Second co-editor with S.M. Zou: *International Marketing: Emerging Markets, Advances in International Marketing, Vol. 21*. Bingley: Emerald Group, UK. January, 2011...
- ◇ Huifen Fu ed., *International Management Review*, Vol.3, No.3, 2007.
- ◇ Huifen Fu. 2007. *Principles of Marketing*, Beijing: Tsinghua University Press, China.
- ◇ Second co-author with Y.M. Su . 2002 & 1997. Y.M. Su, *Modern Marketing* 4<sup>th</sup> ed., Beijing: University of International Business and Economics Press & University of Capital Business and Economics Press, China.
- ◇ Huifen Fu. 2001. *Collection of Case Histories for Contemporary Marketing*, Beijing: University of International Business and Economics Press, China.
- ◇ Huifen Fu. 1993. *Western World of Advertising*, Beijing: The People’s Publishing House, China.
- ◇ Huifen Fu (with Y.L. Qi & X.L. Guo). 2009. W.Keegan & M. Green, *Global Marketing 4th. ed.*, Beijing: The Chinese People’s University Press, Prentice Hall Inc., China.
- ◇ Huifen Fu (with X.L. Guo, Y.L. Qi & J. Pu). 2002. W.Keegan & M. Green, *Principles of Global Marketing*, Beijing: The Chinese People’s University Press, Prentice Hall Inc., China.
- ◇ Huifen Fu (with S.D. Chen & Y.N.Xu). 2002. A. Ivanovic & P.H. Collin, *An English-Chinese Dictionary of Marketing, 2<sup>nd</sup> ed.*, Beijing: Foreign Language Teaching and Study Press, China.

## **3. CASE-BASED THESES & CASE HISTORIES**

- ◇ Huifen Fu (with F.Y. Meng & Y.W. Lai). 2013. “On Prerequisites and Success factors for Penetrating Overseas Markets with FCCP Strategy by Brands featured with Chinese Culture” in *Proceedings of The Third Forum of Case Studies on Chinese Firms’ Management Innovation*, co-sponsored by Business School, UIBE and *China Industrial Economics*, Beijing, Oct. 2013.
- ◇ Second Author (with W. Xiong & F.Y. Meng). 2012. Case: “Lee Kum Kee Back to China Market ” in *Proceedings of The Second Forum of Case Studies on Chinese Firms’ Management Innovation*, (pp. 444-464)co-sponsored by Business School, UIBE and *China Industrial Economics*, Beijing, Sep. 2012.

- ✧ Huifen Fu (with W. Xiong & F.Y. Meng). 2011. Case: “Shanghai Jahwa’s Branding Strategy ” in *Proceedings of The First Forum of Case Studies on Chinese Firms’ Management Innovation*, co-sponsored by Business School, UIBE and *China Industrial Economics*, Beijing, Dec. 2011.
- ✧ Huifen Fu (with W. Xiong & F.Y. Meng). 2011. Case: “Herborist’s Steps into the World Market ” in *Proceedings of The First Forum of Case Studies on Chinese Firms’ Management Innovation*, (pp. 423-443) co-sponsored by Business School, UIBE and *China Industrial Economics*, Beijing, Dec. 2011.

#### **4. CONFERENCE & MEETING PROCEEDING**

- ✧ Huifen Fu (with V.K. Chandola & F.Y. Meng). 2012. “FCCP—Strategy by Cosmetics Brands from Emerging Market to Effectively Penetrate International Market”, CIMaR 2012 International Conference sponsored by Business School, Taiwan National Chengchi University, Taipei, China, May 2012.
- ✧ Huifen Fu (with S.M. Zou & L.N. Zhang). 2011. “Networking: the Late Movers' Short Cut to Market Entry and Internationalization,” presented by S.M. Zou at 2011 CIMaR Annual Conference, Georgia State University, Atlanta, U.S.A., April, 2011.
- ✧ Huifen Fu (with S.M. Zou & T.D. Wang). 2010. “The Late Mover’s Route to Excel: Gaining Advantages with Growing Dynamic Capabilities and Resources,” (working paper) presented at 2010 CIMaR-Norwegian School of Management Joint Conference, Oslo, Norway, May 26 2010.
- ✧ Huifen Fu. 2008. “On Value and Strategies of Global Sports Marketing”. *Proceedings of the First Chinese Advertisers’ International Forum*. Beijing: Xinhua Press, pp. 247-258.
- ✧ Huifen Fu (second co-author) with H. Zhang. 2006. “Empirical Study of the Relationships between Technology Readiness and e’ Service Quality”. *Proceedings of the Third Journal of Marketing Science Annual Conference* (Wuhan, China)
- ✧ Huifen Fu (with R. Spencer, I. Wilkinson & L. Young) .1999. “The Present Evolution of Business Networks in China: Two Case Studies” presented by the co-author at the IMP EMAC Conference, Berlin, Germany.
- ✧ Huifen Fu (with R. Spencer, I. Wilkinson & L. Young) .1998. “The Dynamics of International Chinese Networks: An Investigatory Case Study Analysis”, presented by the co-author at the IMPANZMAC98 Conference, University of Otago, Dunedin, New Zealand.
- ✧ Huifen Fu. 1997. “Relationships in the Reshuffling of the Export Team in China” presented at the IMP OZ Conference, Sydney, Australia.