

# Zheng Jianming

---

---

NAME: Zheng Jianming

TEL: 8610-64493520

EMAIL: zjm8@126.com

PRESENT UNIVERSITY POSITION AND DEPARTMENT: Professor, Department of Corporate Finance

## EDUCATION

---

---

### **Doctor of Economics, 09/1996-06/1999**

Department of Finance, Zhongnan University of Economics and Law, Hubei, China  
Major: Finance

### **Master of Economics, 09/1993-06/1996**

Department of Finance, Zhongnan University of Economics and Law, Hubei, China  
Major: Money and Banking

### **Bachelor of Economics, 09/1989-06/1993**

Department of Economics, Zhongnan University of Economics and Law, Hubei, China  
Major: Economics

## GENERAL WORK EXPERIENCE

---

---

06/2002 to present, **Professor**, Business School, University of International Business and Economics, Beijing

08/1999-05/2002, **Researcher**, International Business Institute, University of International Business and Economics, Beijing

07/1998-02/1999, **Researcher**, Shenzhen Stock Exchange Research Institute

09/1996-09/1997, **Chief Editor**, Journal of Postgraduates, Zhongnan University of Economics and Law, Hubei

## RESEARCH INTERESTS

---

---

1. Company Value
2. Asset Pricing
3. Corporate Governance
4. Exchange Rate Theory

## **TEACHING INTERESTS**

---

---

Undergraduate Program: Corporate Finance, The company's financial frontier: theory and methodology (Honors bachelor's degree), Corporate Finance Management, International Financial Management and Valuation

Graduate Program: Securities Investment Analysis, International Finance and Financial Economics

Doctoral Program: International Investment, Accounting Theory and International Finance

## **RESEARCH PROJECTS**

---

---

07/2013 Presiding over the key project of the philosophy and social science base of Beijing, “The improving the quality of foreign capital utilization research of Beijing” (approve number: 13JDJGA022)

05/2013 Presiding over the major decision consulting project of the social science federation in Beijing, “The problem of capital financial industry development research” (approve number: 2013-JC-006)

02/2012 “Corporate Finance”, the main participant of the national accounting leading (backup) talent excellent lecture

2011-2014 New Century Talent Supporting Project by education ministry, 200000 yuan funded (approve number: NCET-11-0623)

2011 The main leader of “Transition of corporate financial innovation team”, supported by the third stage of academic innovation team of UIBE, ¥300000 funded (approve number: CXTD3-02)

2011-2014 “A new round of opening to the outside world in our country's strategic layout, choice of main target and policy research” by the national social science fund, taking charge of the subtopic, ¥800000 funded (approve number: 11&ZD007)

2010-2011 “The Practice and Development of the Chinese Banking Industry” by KDI International Studies Program of Korea, 6000 dollar funded

2010-2013 “Chinese industrial security research under the background of internationalized

capital” by the national social science fund, responsible for the subtopic, 200000 yuan funded (approve number: 10AZD014)

06/2009 “The financial crisis, capital flows and the economic growth of our country” by the national social science fund, the main participant (approve number: 09CJL03)

2009-2011 “The study of real effective exchange rate of bilateral RMB and FDI inflows” by UIBE (approve number: 73300014)

2009-2011 “The EVA performance and the core competitiveness of listed companies of China after joining WTO” by UIBE, the main participant (approve number: 73300028)

2008-2012 “The internationalization strategy of business capital in Beijing”, co-construction with Beijing Municipal Education Commission, the main participant

2008-2010 “International Financial Management”, high quality courses at the Beijing municipal level, the main participant

2008-2009 “The fair value measurement and its economic consequences” by the treasury department (approve number: 2008KJC06)

2007-2011 “The research of EVA performance of listed companies of Beijing” by the philosophy and social science fund of Beijing, the main participant (approve number: 07AbJG162)

2006-2011 “The study of Chinese exchange rate regime choice, macro performance and financial stability” by the national social science fund, the best post-project level (approve number: 06BJL052)

## **GRANTS**

---

2011 The main leader of “Transition of corporate financial innovation team”, supported by the third stage of academic innovation team of UIBE, ¥300000 funded (approve number: CXTD3-02)

Fok Ying-Tong Education Foundation for Young Teachers (2004-2008): “Gradual Opening and RMB Exchange Rate Determinants-On New Tendency of RMB Exchange Rate after China's WTO Entry”

National Soft Science Fund (2005-2008): “International Science and Technology and Financial Strategy”

China’s Social Science Fund (2006-2008): “Chinese Exchange Rate System, Macroeconomic Performance and Financial Stability”

Beijing Philosophy and Social Science Fund (2007-2010): “Study on the Integrated EVA Performance Measurement of Beijing Listed Companies”

China’s Social Science Fund (2009-2011): “Financial Crisis, Capital Flow and China’s Economic Growth”

China’s Social Science Fund (2010-2013): RMB 200,000 “China’s Industry Safety under Capital Internationalization”

## **HONORS AND AWARDS**

---

---

07/2013 Presiding over the key project of the philosophy and social science base of Beijing, “The improving the quality of foreign capital utilization research of Beijing” (approve number: 13JDJGA022)

05/2013 Presiding over the major decision consulting project of the social science federation in Beijing, “The problem of capital financial industry development research” (approve number: 2013-JC-006)

04/2013 The main leader of “Transition of corporate financial innovation team”, supported by the third stage of academic innovation team of UIBE, ¥50000 funded

12/2012 “Corporate Finance”, the main participant of the national accounting leading (backup) talent excellent lecture

2012 Rated as Outstanding graduate student teachers of UIBE

2011 New Century Talent Supporting Project by education ministry, Governance environment and FDI behavior characteristics: based on the research of China's provinces panel data

05/2006-03/2012 presiding over general item of NSSFC, Choice for China's exchange-rate regime, macro performance and financial stability study (approve number: 06BJL052), which achieved Good item.

10/29/2007 Admitted to participate in the national academic accounting leading (backup) talent training program

## **FACULTY EXPERINCES**

---

---

### **ACADEMIC VISITING EXPERIENCE**

**Visiting Assistant Professor of International Business** in the School of Business, George Washington University, DC (August 2006-present)

- Teach undergraduate and MBA level courses on International Business: **Introduction to International Business, International Marketing Management, and International Marketing (MBA)**
- Serve as **Business Language Coordinator** for the GW-CIBER (Center for International Business Education and Research)

**Visiting Assistant Professor of International Business** in the School of Business, Western Governors University, DC (May 2003)

- Teach undergraduate and MBA level courses on International Business: **Introduction to International Business, International Marketing Management, and International Marketing (MBA)**
- Serve as **Business Language Coordinator** for the GW-CIBER (Center for International Business Education and Research)

#### UNIVERSITY ADMINISTRATIVE EXPERIENCE

(August 1998-August 2005) **Director, Business, Culture and Languages (BCL) Program** in the School of Languages, Literatures, and Cultures at the University of Maryland, College Park, Maryland

- Provided the mission and vision for the program which during my tenure was transformed from a dormant double major program to a vibrant and popular program with about 450 students enrolled in its minors and majors
- Developed and taught undergraduate courses on International Business Culture
- Conducted academic advising and career counseling with all students pursuing the Business Language and Business & Management minors
- Planned and hosted the BCL Colloquium: Language and Communication for Global Business
- Organized career panels featuring corporate guests who presented career opportunities to BCL students
- Coordinated alumni relations and brought alumni and current students together for the annual BCL Alumni Dinner

#### TEACHING EXPERIENCE

Undergraduate Program: Corporate Finance, The company's financial frontier: theory and methodology (Honors bachelor's degree), Corporate Finance Management, International Financial Management and Valuation.

Graduate Program: Securities Investment Analysis, International Finance and Financial Economics.

Doctor Program: International Investment, Accounting Theory and International Finance.

## **PUBLICATIONS**

---

---

### **1. PEER REVIEW JOURNAL ARTICLE**

Jianming Z., Lin Liu, Yifan Liu, 2014. The structural characteristics of political association, the diversity driven and the value of the company. *Journal of Financial Research* No.2:181-193.

Jianming Z., Lin Liu, 2014. System analysis and research prospects of enterprise diversification. *Friends of Accounting*

Lixin H., Jianming, Z. 2012. Monetary tightness and the quality of bank loans. *China Soft Science*. No.1:47-56.

Lili,Z., Jianming, Z. 2012. Foreign capital M&A and industrial safety in China: a review and research prospects. *Journal of International Trade* No.6

Risheng, M., Jianming Z. 2011. Uncertainty of RMB Real Exchange Rate and Optional Enter of Foreign Direct Investment. *Journal of Financial Research*. No.5.

Jianming, Z., Lili, Z. 2011. The influence factors of listed companies in China use foreign exchange derivatives research economics of finance and trade

Jianming, Z., Xinzhu, Y., Jie, M., 2011.Competition effect and regulation effect analysis of corporate governance: the evidence from China's A-share listed companies. *Scientific Decision-Making*, No.11:1-33.

Lin, L., Jianming, Z. 2011.Governance structure and FDI equity entry mode research review *Scientific Decision-Making*, No.8:82-94.

Jun L., Yurong W., Jianming Z. 2011. Is Venture Capital Really a Catalyst to Commercialization? Evidence from China .International Conference on E-Business and E-Government (ICEE2011)

Weixing, W., Y. Jinran, Jianming Z. 2010. Family Investment Structure of Chinese Residents Based on Pragmatic Analysis of Life Cycle, Fortune and housing. *Economic Research Journal*. No.12.

Jianming, Z., L. Lin. 2010. Development Environment of Risk Investment and Optimization Suggestion in Beijing. *Macroeconomics*. No.11: 29-34.

Jianming, Z., P. Huifeng. 2010. Financial Crisis: Historical Rules, Recent Characteristics and Chinese Firms' Countermeasures. *International Business*. No.5: 32-38.

- Jianming, Z., Huifeng, P., Yanhui, F. 2010. Analysis of Return Directional Predictability of Chinese Stock Market Based on Generalized Cross-Spectrum Approach. *China Soft Science*. No.8: 154-160.
- Bei, W., Jianming Z. 2010. Pyramidal Structure and Corporate Value. *China Industrial Economics*. No.2: 112-121.
- Deyong, Y., Jianming Z. 2010. Contract Governance Logics, Endogenous Evolution and Three Extensions: a Literature Review. *Journal of International Trade*. No.1: 124-128.
- Jianming, Z. 2010. Preface of the Manipulation in the Financial Statements. *Finance and Accounting Journal*. No. 9.
- Haisen Z., Jianming, Z. 2010. Determinants and Potential of China – Africa Agricultural Trade: An Empirical Study Based on Gravity. Proceedings of 2010 International Conference on Management Science & Engineering
- Huifeng, P., Jianming Z., F. Yanhui. 2009. Research on the Pricing Power of RMB Forward Markets at Home and Abroad. *China Soft Science*. No.9: 156-164.
- Libo, F., Jianming Z., Y. Yajun. 2009. Comparative Analysis of Intellectual Capital Efficiency of Chinese Company Based on VAIC model. *China Management Magazine*. No.5: 40-53.
- Haisen, Z., Jianming Z. 2009. An Empirical Research on the Effect of RMB Real Exchange Rate Appreciation on China's Macroeconomic. *Statistics and Decision*. No.9: 97-99.
- Yanhui, F., Jianming Z., L. Zhe. 2009. Impacts of FDI Inflow on Wage Gap in China: Emergence and Weakening of an Inverted-U Relation and Explanation. *Finance & Economics*. No.4: 73-80.
- Libo, F., Jianming Z. 2009. Financial Crisis, Multinational Response and China's Policy Options. *Macroeconomics*. No.3: 90-95.
- Huifeng, P., Jianming Z. 2009. The Efficiency of China's A-Share Markets Before and After Split Share Reform: A Study Base on Generalized Spectrum. *Scientific Decision-Making*. No.2: 85-94.
- Jianming, Z., Z. Jianping, W. Min. 2009. Industry Expertise and Audit Quality Asymmetry: Evidence from China's Three Industry Groups. *Scientific Decision-Making*. No.1: 41-49.
- Huifeng, P., Jianming Z. 2008. Localization of Shen Zhen International Financial Centre. *Shen Zhen Finance*. No.10.
- Huifeng, P., Jianming Z. 2008. Financial Cooperation of Guangdong, Hong Kong and Macao under Open Economy: Strategy and Model. *Finance & Economy*. No.10.

Libo, F., Jianming Z., J.Lin. 2008. Technology Gap, Technology Diffusion and Convergent Effect-Based on 134 Countries' Technology Achievement Indices. *China Industrial Economics*. No. 9: 69-76.

Huifeng, P., L. Wendong, Jianming Z. 2008. An Analysis of Supply-Demand and Price Trend of Coal from a Global Perspective. *Journal of Shanxi University (Philosophy and Social Science Edition)*. No.7: 83-89.

Libo, F., Jianming Z. May 27, 2008. Technology Achievements Gap and Effect. *The Guangming Daily (Academic Edition)*. A10.

Jianming, Z., F. Libo. 2008. Uncertainty, Real Option and Firm Value: Analysis Based on Simple Schwartz-Moon Model. *Mathematics in Practice and Theory*. No.5: 42-48.

Jianming, Z., X. Xiaoxiao. 2008. Determinant Factors of Debt Maturity Structure: Evidence from 120 Chinese Listed Companies of Three Industries. *Contemporary Finance & Economics*. No.2: 55-59, 98.

## **2. RESEARCH MONOGRAPH**

### **3. BOOK**

Jianming, Z., P. Huifeng, Z. Lili, Z. Junsheng. 2008. *International Financing and Settlement*. Beijing Normal University Press: Beijing, China.

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

Haisen, Z., Jianming Z.. 2009. Test for Exogeneity of the Exchange Rate of RMB: HER-Johansen Approach. *Proceedings of 2009 International Conference on Management Science & Engineering*. IEEE: America.

Haisen, Z., Jianming Z.. 2010. "Determinants and Potential of China – Africa Agricultural Trade: An Empirical Study Based on Gravity" *Proceedings of 2010 International Conference on Management Science & Engineering*. IEEE: America.

### **5. CASES or a SET of CASES**

## **PROFESSIONAL EXPERIENCE**

---

## **ENTREPRENEURIAL EXPERIENCES**



**Pricing Economist**, U.S. Postal Service, Pricing and Classification: Systems and Analysis, Washington, DC, (09/2007 to present)

- Development of pricing systems tools and techniques that will provide flexibility in the pricing of Postal Service products for use in decision-making and as a means to make a profit. Primary focus on the competitive products and the development of tools which allow the use of product characteristics, usage and market data in the pricing for these products.
- Design of data analytics using organization data sources such as the EDW and other data sources to develop alternate pricing approaches and customize pricing. Ensures that the pricing data used in development of pricing and allow profitable pricing opportunities.

**Staff Accountant**, Robert Half International/Accountemps Parsippany, NJ, US (05/1997-05/1998)

- Constructed trial balance each month at TMP Worldwide, Mt. Olive, NJ, and generated balance sheets, income statements, statement of cash flows, and statement of owner's equity; analyzed accounts receivables for each client monthly.
- Conducted accounts-receivable analysis of all accounts at Acordia Northeast, Morristown, NJ, and prepared monthly report for producers; single-handedly maintaining direct bill (commissions of producers) and corrected discrepancies by month's end; assisted in constructing financial statements by verifying information with general-ledger data and from other data sources.

**Program Trainer**, Planning and Management Consulting, LTD, Carbondale, IL, US, (1996)

- Design and delivery of a variety of training courses and/or other interventions for Countrywide employees
- Involved creating pro-active and responsive solutions to business needs and seizing opportunities for continuous improvement in individual, team, business unit and organizational performance.
- Responsible for performing miscellaneous duties related to training and development.

### **CONSULTING EXPERIENCES**

**Independent Statistical Consultant**, June 2000 to Present

Assisted in independent statistical consulting for the following projects:

- Assisted in the review of the effects of the implementation of the new AOL software to its Call Center. Used time series methods such as Granger Causality and co-integration methods, America Online (AOL), Reston, VA, US, Feb. 2005.
- Examined evolution of two high-technology firms using Carnegie-Mellon Capability Maturity Model for Software (SW-CMM) and examined process-improvement efforts not addressed by SW-CMM but critical in achieving business and process-improvement goals; assisted in preparing survey data for analysis and performed statistical analysis based on survey data, Walden University, Minneapolis, MN, US, April 2003.
- Provided assistance in statistical analysis of various factors that affect technical attributes of health-care by those who served in the military, Walter Reed Army Hospital, Washington, D.C. US, March 2003.

**Information Technology Project Director**, 6/2000-12/2001, EarthTech Corp., Northville, MI, US.

- Provided quality consulting services to business management process

#### **PARTICIPATION IN BUSINESS PROFESSIONAL ASSOCIATIONS**

#### **CUMMUNITY SERVICES**

##### **Curriculum Development:**

- Revise domain definitions for the courses offered at Western Governors University;
- Created 11 course of study (COS) and guided learning tools (GLT) for courses;
- Provided consulting services to special pilot groups for pedagogical research studies.

##### **Student Supervising and Mentoring:**

- Supervising 20 students in academic activities at Western Governors University;
- Mentoring and supporting over 500 students pursuing their bachelor's degrees;
- Coaching students as subject matter experts;

#### **PROFESSIONAL DEVELOPMENT**

---

##### **SYMPOSIUMS**

04/2012-05/1012 After 2011, continuous participating in the Accounting culture festival held by Deloitte and UIBE, full participation and acting as preliminary judges, papers and finals instructor judges.

12/16/2011-12/18/2011 Participating in the 10<sup>th</sup> International symposium on empirical accounting in China, sponsored by "China Accounting Review" Council and contracted by Yunnan University. Reporting one paper and review one paper during the meeting

12/07/2011 Giving a speech, some experience to write review papers, in the Doctoral student academic forum of UIBE

11/18/2011 Participating in Operating funds management forum, sponsored by CAA and school of Management of Ocean University of China and contracted by China enterprise operating funds management research center. Review one paper during the meeting

8/13/2011-8/14/2011 Participating in the 17<sup>th</sup> Chinese finance annual meeting, sponsored by the Chinese finance society and contracted by Yunnan University of finance. Reporting one paper and

review one paper during the meeting

12/2007 International Corporate Governance Forum, Nankai University, Tianjin, China

### **SEMINARS**

05/19/2012 Participating in Financial cost branch of China accounting institute in 2013 annual meeting and the 25<sup>th</sup> theory seminar

### **WORKSHOPS**

6/12/2011 Invited to give a academic report named Financial control: The new Long March of the Chinese economy to all the students of Shanxi Finance and Economics University.

09/2010 Focus on the financial control of the financial statements, published in Finance and Accounting

2008 One paper taken by CAPA-Chinese Accounting Professors Association (first author), one paper taken by The Chinese finance annual meeting (second author), and one paper taken by Chinese economic annual meeting

### **MEETINGS**

Chinese Finance, fourth Annual Meeting, Changsha, Hunan, China, Oct. 2007.

Chinese Management, Second Annual Meeting, Nanjing, Jiangsu, China, Nov. 2007.

### **CONFERENCES**

Chaired the Special Topic Session on three papers, 03/18/2009, *MBAA International Conference 2009*, Chicago, US.

Invited and will serve as paper discussants for two academic papers, 10/2010, *Financial Management Association (FMA)*, Reno, Nevada, US.

### **OTHER EXPERIENCE**

---

**Contract research fellow**, China academy of WTO.

**Researcher**, China's special economic zone's research center of Shenzhen University

**Executive director**, China's social and economic system analysis research

**Director**, Banking Accounting Society of China

**Specialist**, China Development Bank

**Director**, Beijing regional economic society