

# Academic Vitae

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**NAME:** Zhang Wei

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**PRESENT UNIVERSITY POSITION AND DEPARTMENT:** Associate Professor, Dept. of HROB,  
Business School

## EDUCATION

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### **Doctor of Philosophy (Ph.D.), 09/2003-06/2008**

School of International Economics and Trade

University of International Business and Economics, Beijing, China

Major: International Business Management

### **Master of Art (MA), 09/1989-06/1992**

### **Diploma of International Business, 09/2001-05/2002**

Seton Hall University, NJ, USA

### **MBA Course Study, 06/1996-04/1997**

Minnesota State University, MN, USA

## GENERAL WORK EXPERIENCE

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07/2001 to present **Associate Professor**, Business School, UIBE

06/2007 to present **Cross-cultural Management Consultant** of itim International (founded by  
Prof. Geert Hofstede)

07/2006--10/2008 **Director** of University of Cologne, Beijing Office

09/1997-07/2001 **Chair**, Dept. of International Business Management, Business School, UIBE,

01/1995-07/2001 **Lecturer of Management**, Business School, UIBE

03/1992-1/1995 **Coordinator**, International Business Education Center, UIBE,

2003-present **Member** of International Association of Chinese Management Research  
(IACMR)

## RESEARCH INTERESTS

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Cross-Cultural Management,  
Cultural Creative Industry Study  
Management Communication

## TEACHING INTERESTS

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1. Cross-Cultural Management

## 2. Management Communication

## 3. Organizational Behavior

### **RESEARCH PROJECTS**

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“The comparison of learning process between Chinese and German Business major undergraduate students” 2010, (with Prof. Dr. Susana Koslovsky, Cologne University of Applied Science.)

“Organizational Change Management” Graduate students course development project. 2008

### **GRANTS (Emphasis on the recent 5 years 2008-2013)**

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China National Social Science Funding: RMB 120,000 “The Study on the Business Model of Creative Industry Park” 2010

Cross-cultural Management” Selected textbook of Beijing City Level funding RMB30,000 2009

“The Cultural Impact on the Internationalization of Chinese Multinational Companies” RMB 30,000, The 3<sup>rd</sup> phase of Project 211, UIBE 2009

### **FACULTY EXPERINCES**

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#### **ACADEMIC VISITING EXPERIENCE**

**Honorary Professor**, Business School of Novi Sad, Serbia. 05/2013 to present

**Guest Professor of Business Administration**, University of Applied Science, South Westphalia, Germany 03/2004 to present

- Teach BBA (Bachelor of Business Administration) undergraduate level course on Management and Organization,

**Guest professor**, Friedrich-Schiller-University Jena, Germany 06/2003 to 06/2006

- Teach graduate level seminar on Doing Business in China---from Cultural perspective”

**Visiting Professor**, University of Nijmegen, 06-08/2010

- Co-research with Professor Eeke de Jong about “Culture and Economics” translate above named book into Chinese language

**Visiting Professor**, Seton Hall University, NJ, USA, 09/2001-08/2002

- Teaching seminar on Understanding China for undergraduate level students

**Visiting Professor**, Minnesota State University, MN, USA 06/1996-04/1997

#### **UNIVERSITY ADMINISTRATIVE EXPERIENCE**

**(June 2004-present) Coordinator, German Universities and UIBE**

- Explore and facilitate the establishment of partnership relation between University of Cologne, Cologne University of Applied Science, Germany with Business School, UIBE, China

- Facilitate Dean's Delegation visit to German Universities
- Coordinate students exchange program between German Universities and UIBE
- Conducted exchange students interview at undergraduate and graduate level

### **TEACHING EXPERIENCE**

#### **Jan. 1995- Present, Teaching courses at UIBE including:**

Principle of Management;  
 Organizational Behavior;  
 Management Communication;  
 Cross-cultural Management

### **PUBLICATIONS**

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#### **1. JOURNAL ARTICLE**

- Zhang, Wei and Yao, Haitang. 2011. The Empirical Study on the Influential Factors of Beijing Creative Industry. *Beijing Social Science* Vol.3 page
- Zhang, Wei and Fan, Ying, 2008.The Strategic Positioning and Choice of China in the field of International Energy Cooperation. *International Economic Cooperation* Vol.7 page
- Zhang, Wei and Fan, Ying, 2008.The change and perspectives on the competitive force of food trade and food security in the past 30 years of the China's reform and open door policy. *Beijing Social Science* Vol.5 page
- Zhang, Wei and Fan, Ying. 2008. The experience of German energy saving and pollutant emission reduction to the Chinese suggestions. *International Economic Cooperation* Vol.3
- Zhang, Wei and Fan, Ying. 2007. The Social Responsibilities of Chinese Enterprises under the goal of Energy saving and pollutant emission reduction *Chinese and foreign Corporate Culture* Vol.6
- Zhang, Wei. 2006. The Culture Integration after Business Merge. *Chinese and Foreign Corporate Culture*.Vol.7
- Zhang, Wei 2004.The International Trade Issue on SA8000. *Journal of International Business*, Vol.6
- Zhang, Wei. 2001. Issues on Recruitment and Layoffs at Different Stages of Organizational Life Cycle. *China Human Resources Management and Development* Vol.6
- Zhang, Wei. 2000. Issues on Risk Investment. *Beijing Social Science* Vol.3
- Zhang, Wei. 2000. Enterprises Competition and Knowledge Economy. *International Business*. Vol.1.

#### **2. PAPER & PRESENTATION**

Zhang, W. and Peter, K. 2010 "Perception of Face among Undergraduate Business Students and Business Managers: A Decline of Moral Values? Conference paper for *International Conference of Management 2010 Shanghai*

### **PROFESSIONAL EXPERIENCE**

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**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;

**OTHER EXPERIENCE**

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**Translation and Co-author of the following books:**

- *Management*, Textbook, UIBE Press, 2008, 2002
- *The essence of Human Resource Management, Text book. Translation, Renmin University Press 2003*
- *Human Resources Management and Development, Textbook, UIBE Press, 2001*
- *Human Resources Management and Organizational Behavior, UIBE Press, 2001*
- *Professional Knowledge of International Trade and Economics, UIBE Press, 2001*

**Skills:**

- Research and teaching Management, Organizational Behavior, Organizational Theory, Cross-cultural Management, Managerial Communication
- Cross-cultural and International Business Consulting
- Managing and coordinating international project team
- Fluent in Chinese and English, conversational level in German