

Zou Shaomin

Zou Shaomin is the professor of marketing of University of Missouri, USA, visiting scholar of UIBE Business School, China. Zou has been working in business teaching and research for eighteen years and received a group of awards for his research achievements of global marketing strategy, marketing in export, access model for international market, multinational company management, emerging market and etc. Zou was conferred the “International Prominent Researcher of Marketing” by American Marketing Association (AMA) in 2003. Zou has published a series of academic papers in international level-A journals; and he is also the member of editorial boards of several international influential journals. Prof. Zou Shaomin’s research partner in China is Prof. Fu Huifen.