


Teacher Introduction  
Zhengzhou University of Light Industry  
College of **Economics and Management**

	<p><b>Dr. Kong, Lei</b></p> <p>College of Economics and Management, associate professor, Master supervisor</p> <p><b>Teaching Courses:</b> International Business; International Business case studies; Cross-cultural business communication</p> <p><b>Research Field and Interests:</b> Investment under the Belt and Road Initiative, Regional Country Studies</p> <p><b>Major Projects:</b></p> <p><b>1. Academic papers:</b></p> <p>(1) IMPACTS OF TOURISM DEVELOPMENT AND TOURIST ACTIVITIES ON ENVIRONMENT IN SCENIC ECOTOURISM SPOTS, International Scientific Journal, 17, No 4, 9347-9354 (2019), SCI;</p> <p>(2) IMPACT AND RISK OF INTERNATIONAL TRADE INVESTMENT MODES ON ENVIRONMENTAL POLLUTION, Journal of Environmental Protection and Ecology , 22, No 3, 976 - 986 (2021), SCI.</p> <p><b>2. Books:</b></p> <p>(1) “Bilingual Course on Business Fundamentals”, Textbook for the 12th Five-Year Plan of Henan Province, Henan University Press, ISBN 978-7-5649-1984-9, Third Editor.</p> <p><b>3. Project:</b></p> <p>(1) "Research on the Long-term Mechanism for Henan Province's Participation in the 'China-Latin America Community of Shared Future' Construction in the New Era", 2024 Henan provincial soft science planning project, ongoing, second rank;</p> <p>(2) Provincial Social Science Federation Project "Design and Research on Intelligent Model of Home care in the Era of</p>

	<p>Artificial Intelligence", 2025-ZDJH-783, ongoing, first rank;</p> <p>(3) Provincial Soft Science Project "Research on the Immersive experience Construction Strategy of Central Plains Red Tourism Classic Scenic Spot based on the integration of culture and Tourism", 232400411118, closed.</p> <p><b>4. Teaching Prize:</b></p> <p>(1) Second Prize of Teaching Skills Competition of Henan Education System, Provincial Department of Education, September 2018.</p> <p><b>Email:</b> konglei116@outlook.com</p>
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导师照片	
	<p><b>Dr. Tian Zhen</b></p> <p>College of Economics and Management, associate professor, master supervisor</p> <p>Teaching Courses: International Logistics, Digital Trade</p> <p>Research Field and Interests: International Investment, International Economic and Trade Rules, Data Security Governance, etc.</p> <p>Major Projects:</p> <p style="padding-left: 40px;">Ongoing Projects:</p> <p>[1] General Project of the National Social Science Fund: Research on International Investment Regulation and the Prevention of China's Outward Investment Security Risks (21BGJ037), Presided over.</p> <p style="padding-left: 40px;">Completed Projects:</p> <p>[1] School-Enterprise Cooperation and Collaborative Education Project of the Ministry of Education in 2020: "Multifunctional +" Simulation Laboratory for Cross-border E-commerce (202002175026), Presided over, Completed in December 2024.</p> <p>[2] Key Project of the "14th Five-Year Plan" for Educational Science in Henan Province: Research on the Collaborative Education Mechanism of Industry-Education Integration under the New Development Pattern of Dual Circulation (2024ZDJ010), Presided over, Completed in July 2024.</p> <p>[3] Research Project of the Henan Provincial Federation of Social Sciences: Research on the Key and Difficult Points of Further Optimizing the Business Environment in the Henan Pilot Free Trade Zone, June 2023, Presided over, Passed the Project Completion Evaluation.</p> <p>[4] Project on the Construction of a Clean and Honest Party Conduct at Zhengzhou University of Light Industry: Research on the Issue of Integrating Clean Culture into Classroom (2021LZ16), Presided over, Completed in May 2023.</p> <p>[5] Research Project of the Science and Technology Think Tank in</p>

	<p>Henan Province: Research on the Value Realization of Data Elements and Security Supervision in Henan Province under the Binary Three-Dimensional Processing Mechanism of Network Information, Presided over, Completed with a Good Evaluation in November 2022.</p> <p>[6] Project of the Philosophy and Social Science Planning in Henan Province: Research on the Influence Mechanism and Countermeasures of Foreign Investment on Industrial Poverty Alleviation in Poor Areas of Henan Province, Presided over, Completed with a Good Evaluation in August 2019.</p> <p>[7] Bidding Project of the Decision-making Research of the Henan Provincial Government: Research on the Two-way Investment and Innovative Competitiveness of the Service Industry in Henan Province, Presided over, Passed the Project Completion Evaluation in November 2018.</p> <p>[8] Key Project of Philosophy and Social Sciences of the Henan Provincial Department of Education: Research on the Influence of Foreign Direct Investment on China's Strategic Emerging Industries, Presided over, Passed the Project Completion Evaluation in October 2017.</p> <p>[9] Youth Project of the National Social Science Fund: Research on the Dilemma of Global Digital Economy Governance and the Selection of China's Solutions (20242396), Completed, Participated (Second Place), June 2024.</p> <p>[10] Key Project of the Research and Practice of Higher Education Teaching Reform in Henan Province: Research on the Innovation of the Training Mode of Innovative and Entrepreneurial Talents in Management Majors of Universities Oriented by Demand, Completed, Participated (Sixth Place), January 2024.</p> <p>[11] Emergency Project of the Ministry of Commerce: Sorting out the Rules of the Trans-Pacific Partnership (TPP) and Analyzing Its Impact on China, Completed, Participated (Third Place), December 2016.</p> <p>[12] Major Scientific Research Project of the Ministry of Commerce: Research on the Upgrading Strategy of "Going Global", Completed, Participated (Eighth Place), July 2016.</p> <p>Email: smalltianzhen_1984@163.com</p>
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导师照片



**Wang Xiaozhan**

College of Economics and Management, Assistant Professor

Teaching Courses: Marketing Management, Advertising

Research Field and Interests: Corporate social responsibility

Major Projects:

1. Research on Reputation Management and Innovative Development of Rural Banks in Henan Province, Project of Philosophy and Social Sciences Planning of Henan Province, 2017.06.
2. Research on the Construction and Innovation of the Financial Opening System in the Free Trade Zone of Henan Province, Bidding Project of Henan Provincial Government Decision-making Research, 2018.10
3. Research and Countermeasures on the Complex Collaborative Big Data Manufacturing Platform of Intelligent Equipment Manufacturing Industry in Our Province, Bidding Project of Henan Provincial Government Decision-making Research, 2019.10

Email: wxz887766@zzuli.edu.cn

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导师照片	
	<p>导师姓名（拼音）<b>Wang Zhen</b></p> <p>College of Economics and Management, lecturer</p> <p>Teaching Courses: Strategic Management Accounting</p> <p>Research Field and Interests: Management Accounting; Financial Analysis; Investment</p> <p>Major Projects:</p> <ol style="list-style-type: none"><li>1. Research on the Influencing Factors of ESG Performance of Listed Companies and Their Impact on Corporate Value;2024</li><li>2. Ministry of Education Project: Industry-University Cooperation and Collaborative Education;2021</li><li>3. Virtual Simulation Project of Business Big Data Intelligent Analysis Based on the Integration of Industry and Finance;2021</li><li>4. Research on the Construction and Teaching Practice of the Bilingual Teaching Demonstration Course of International Accounting;2016</li><li>5. Research on the Application of Flexible Cost Management in the Engineering Value Chain;2010</li></ol> <p>Email: 2004095@zzuli.edu.cn</p>

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	<p><b>Dr. Yan, biwei</b></p> <p>College of Economics and Management, associate professor, master supervisor</p> <p><b>Teaching Courses:</b> Bilingual Marketing; International Marketing; Professional English B; International Business Negotiation</p> <p><b>Research Field and Interests:</b> Rural Economy and Industrial Circulation</p> <p><b>Major Projects:</b></p> <p><b>1. Academic papers:</b></p> <ul style="list-style-type: none"><li>(1) The Logical Mechanism, practical problems and Optimization Path of the Construction of National Unified Large Market Empowered by Modern circulation System, Corresponding author, CSSCI</li><li>(2) Research on the Development Strategy of Rural leisure Agriculture under the background of Urbanization, First author, Chinese Core</li><li>(3) Reflections on the Standardized financial Management of Farmers' Professional Cooperatives, First author, Chinese Core</li><li>(4) Foreign Agricultural Products (Food) Quality and safety management practice and enlightenment, first author, Chinese core</li><li>(5) Research on Leapfrog Innovation and Development of China's Rural consumption circulation Industry, First author, Chinese Core</li><li>(6) Research on the motivation and Collaborative development strategy of third-party logistics embedding into global supply chain, First author, Chinese Core</li></ul> <p><b>2. Books:</b></p> <ul style="list-style-type: none"><li>(1) Loyalty: Research on the Core Theory of Enterprise Customer Relationship Management, Only, China Business Press</li><li>(2) Research on the Theory and Application of Modern Business Management Psychology, Independent, Jilin University Press</li></ul>
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	<p>(3) International Business Negotiation: English Edition, Associate Editor, Southwestern University of Finance and Economics Press</p> <p><b>3. Project:</b></p> <p>(1) Innovation and performance evaluation of the development model of "Four-chain Integration" of Farmers' Cooperatives in Henan Province, Science and Technology Progress Award of Henan Province, third prize</p> <p>(2) Research on the construction of "Four-chain" integrated Rural ecotourism model, National Service Science and Technology Innovation Award, First prize</p> <p>(3) Based on the research on the development path of agricultural producer Service Industry from the perspective of supply side reform, Henan Province Philosophy and Social Science Planning Project, presided over, closed</p> <p>(4) Research on the construction of Henan Rural Circulation System based on the perspective of public Goods, Henan Province Philosophy and Social Science Planning Project, second participant, completed</p> <p>(5) Study on the impact of Agricultural Producer Services on the growth of Agricultural economy in Henan Province, Henan Soft Science Project, Second participant, closed</p> <p><b>4. Patents and Software Works:</b></p> <p>(1) A turnover box for rural logistics transportation, utility model patent certificate (No. 11877710)</p> <p><b>Email:</b> ivybw@163.com</p>
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