**CURRICULUM VITAE**

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| **Personal Information**  | 请附上照片 |
| Name | Qian Guang-gui | Gender | male |
| Position Title | Associate Professor |
| Working Department | College of Humanities and Law, Huazhong Agricultural University |
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| **Research Interest**  |
| Brand Communication and Media Economy |
| **Professional Memberships** |
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| **Other Roles** |
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| **Education & Working Experience** |
| Education Experience:1997-2001, Bachelor of Management, School of Information Management, Wuhan University2001-2004, Master of Communication, School of Journalism & Communication, Wuhan University2006-2010, Doctor of Communication, Wuhan University (major in media operation and management)2012- ，Postdoctoral Researcher，School of Journalism & Information Communication, Huazhong University of Science and Technology |
| **Publications** |
| Deputy editor of *Approaches to Advertising Copywriting* (Peking University Press, 2008) and Participant of the national Tenth Five-Year Plan &TwelfthFive-Year Plan teaching materials like *Advertising Operation and Management* (Higher Education Press, 2006, 2013).Second author of the monograph: *Analysis of China Urban Image Orientation and Communication Strategy* (Red Flag Press, 2012)*, Tutorials of Classic Digital Marketing Communication Case Analysis* (China Building Industry Press, 1986). Published more than 40 papers, more than 20 in CSSCI and other core journals. |
| **Additional Information**  |
| Teaching Research ：Leader of four teaching research & scientific research projects, including four teaching research projects and six scientific research projects (the Youth Project of the Ministry of Education Humanities and Social Sciences is included), and participated in other nearly ten scientific research projects with a total fund of more than 400,000 yuan. |