

CURRICULUM VITAE

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Research Interest			
Enterprise Management, Food Economics and Supply Chain Management Information Management and Electronic Commerce Consumer Behavior and Food Safety			
Professional Memberships			
AAEA, AIS, Association of Electronic Commerce of Hubei province			
Other Roles			
Deputy Director Center of Economics and Management Experiment, Huazhong Agricultural University, 2010-			
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Ph.D., Management Science and Engineering, Huazhong University of Science and Technology, 2008			
Visiting Scholar, Texas Tech University, USA, 2009.8-2010.8			
Associate Professor, College of Economics and management, Huazhong Agricultural University, 2008-			
Publications			



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Books, monographs, chapters in books/proceedings

- [17] **He, Dehua**, Book Title: *Mobile Services in Rural China: Adoption Model and Development Policies*, Beijing: Science Press, 2015.2
- [18] **He, Dehua**, Fang, Wenlin, Research on Sincerity of Food Safety Risk Communication Strategy In Social Media: The Adjustment of the Company's First Response Time, JMS2018, Shenzhen, 2018.10
- [19] **He, Dehua**, Liang, Wanqi, Study on the Influencing Factors of Different Dissemination Stages of Food Safety Incidents, Chinese Conference on Agricultural, Forestry Economics and Management, Guangzhou, 2018.8
- [20] Lei, Yucheng, **He, Dehua**, The Impact of Food Safety Information in Social Media on Consumer Purchase Intention, Chinese Conference on Agricultural, Forestry Economics and Management, Beijing, 2016.8
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