

CURRICULUM VITAE

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Research Interest			
Innovation Management & Marketing Communications			
Professional Memberships			
Chinese Society of Technology Economics, member Hubei Rural Soft Science Research Association, council member			
Other Roles			
Peer reviewer of <i>Chinese Rural Economy & China Rural Survey</i>			
Education & Working Experience			
Associate professor, Huazhong Agricultural University, 2020 Lecturer, Huazhong Agricultural University, 2015 Visiting doctoral student, University of Wisconsin-Madison, 2012-2014 Ph.D. Huazhong Agricultural University, 2014 B.Mgt. Huazhong Agricultural University, 2006			
Publications			
1. Abstract or Concrete? The Impact of Regional Typicality and Advertising Appeal Types on Consumption Intention toward Geographical Indication Products[J]. <i>Frontiers in Psychology</i> , 2024, 15:1-15(Corresponding Author). 2. China's Rural Marketization Reform: Retrospect, Reflection and Enlightenment[J]. <i>Chinese Rural Economy</i> , 2023(7):36-56(First Author, in Chinese). 3. The Evolution, Innovation and Enlightenment of the Communist Party of China's Centenary Rural Economic Policies[J]. <i>Issues in Agricultural Economy</i> , 2023(5):133-144 (First Author, in Chinese). 4. Scaling-up or Diversification, or Both? An Empirical Analysis of the Improvement Path of Seed Enterprises' Technological Innovation Ability[J]. <i>Chinese Rural Economy</i> , 2021(5): 102- 123(First Author, in Chinese). 5. How Does Government Support Affect Seed Enterprises' Technological Innovation Performance? An Analysis Based on Policy, Organization and Market Heterogeneity[J]. <i>Chinese Rural Economy</i> , 2019(9):104-123(First Author, in Chinese).			