

RESUME

NAME: Guihua Li
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PRESENT OCCUPATION: Professor
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RESEARCH AREA: Brand Management Business to Business Marketing Relationship Marketing
COURSES OF TEACHING: Marketing Management Marketing Research Business to Business Marketing Brand Management Relationship Marketing
PROFESSIONAL EXPERIENCE: 2006 to Now, Professor at Nankai University 1994 to 2006, Associate professor at Nankai University 2003 to 2007, Ph.D student 1997 to 1999, Visiting professor at University of South Florida (USF), USA 1992 to 1994, Part-time manager of the Mengjin Economic Developing Company Ltd. 1991 to 1992, Studied at University of Foreign Trade and Economics, Beijing, P.R China. Certificate for IMBA 1989 to 1993, Lecturer at Nankai University 1982 to 1988, Assistant (of a College faculty) at YUFE
PROJECTS INVOLVED: National Natural Science Fund projects (chairpersons) : The research of supplier ingredient branding competitive advantage formation mechanism and its impact on the performance under the double level of market structure, 717572083 (2016-2019) The China association for science and technology project (chairpersons) science and technology worker lifestyle survey 2010,9.3 (2010-2012) National Development and Reform Commission project (chairpersons) Theory Method of Evaluation of Chinese brand value and government administration (2017-2018) The association for science and technology of Tianjin municipal government consulting project

TJKX1409 (chairpersons), Tianjin manufacturing independent brand culture Education and development strategy, (2014-2015)

National Natural Science Fund projects (chairpersons) : Empirical analysis on purchase behavior of Chinese enterprises and industrial marketing strategy 70572084 (2006~2008)

Nankai University Arts Innovation Fund (chairpersons) : For enterprises to purchase and appraisal of the act by marketing research industry strategy NKC0528 (2005-2008)

"15" Planning Project of the Humanities and Social Sciences Research (chairpersons) : business-to-business marketing management study 01JD63006 (2002-2004)

National Natural Science Fund projects (participants) : Determinants of customer relationship assets -- evaluation methods and management studies (2002-2004)

Nankai University Students Returning Fund projects (chairpersons): characteristics and business-to-business marketing research model (2003-2004)

BOOKS PUBLISHED:

“Modern brand management and construction “(translated) jonny k. Johnson Kurt A carlson economic management press, 2017.6

“Frontier research report of brand management discipline “(2011-2013) (monograph) economic management publishing house, 2017

“Business administration professional English (2nd edition) “(textbook) East China normal university press 2016.7

“Market research” nankai university press (textbook) 2016.2

“International industry market segmentation and selection strategy” (monograph) Golden Light Academic Publishing (Germany, saarbrucken, international standard book no. 978-3-639-82055-3) 2015.12

“The essence of brand” (translated) (mark bette) economic management press, 2015.1

“Marketing ten crimes - how to avoid the fatal errors of marketing of enterprises” (translated) mechanical industry press 2014.7

“Business to business marketing” main editor, Tsinghua university press, 2013

"Customer service management" China economic publishing press, 2012

"Brand value management" main editor, Economic management publishing press, 2012

"Contemporary market research" main translator, Mechanical industry publishing press, 2011-9

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"Marketing management" chief editor Shanghai Jiao tong university press, 2010.7

"The marketing professional English" Nankai university press, 2009, 9

"The sales management, analysis and decision-making (version 6) " Electronic industry publishing press 2009/1 main translator

"The statistical" Gui-hua Li, Zhang jh, Zhou hong Tsinghua university press, 2008

"The modern marketing management" East China normal university press 2008

"The market research and forecasting" Beijing Jiao tong university & Tsinghua university press 2008

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"Business to Business marketing theory and practice" Tsinghua University Press, 2005

"Sales management -- analysis and decision-making" (translated) Electronics Press 2003

"Marketing Research – theoretical, methods and cases" Enterprise Management Press 2002

"Modern marketing management – theoretical, methods and cases" Tianjin Academy of Social Sciences Press, 2001

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ARTICALES PUBLISHED:

The research status of brand management in mainland China -- based on the content analysis of the main journal articles in China, "brand management", 2016

The impact of B2B branding on inter-firm relationships and financial performance in Nankai management review, 2016, 169-180

Conference paper: theory and method of brand value assessment -- research and prospect, second (2016) third party assessment high-level BBS, 2016.25-26 jinan university (shandong)

Conference paper: research on the influence mechanism of supplier brand orientation on brand performance, 2016 academic year and doctoral student BBS, 2016/7/24 nankai university (tianjin)

The mechanism of supplier ingredient branding strategies effect on consumer purchase intention LI gui-hua, DONG Yan, LI yan-shuang 2016 management science and engineering international conference proceedings (Switzerland alten) 2016.8-18-20 Internet explorer retrieval 1091-1097

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The ability of suppliers, the brand value and purchaser repurchase intention: empirical research based on the purchaser, Marketing management science (2014-16-17 _JMS) xiamen university school of management

Industrial cluster brand competitiveness evaluation index system of building analysis science and the science and technology management, 2015.1, Tianjin science and technology committee director, 88-98, CSSCI source, 6, 2015 (11) 106-110 (CSSCI source)

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The research progress review elements of the brand Foreign economic and management, 2014, 6 P42-51 CSSCI, international standard serial number ISSN1001-4950, 2014.9 (photocopied data from National People's Congress press - marketing theory of the second half) P52-59

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The contract specific investment, competition priority and private brand strategy, Nankai management review, CSSCI, 2013.6

The brand crisis situation small exploratory study, The study of economics and management (CSSCI), 2012-9

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The empirical analysis of the cognitive differences between urban and rural consumers life insurance and its revelation, The national marketing research association annual meeting in 2009 colleges and universities

Consumers care an empirical analysis of the impact on the life insurance purchase intentions, Contemporary finance 2009 eighth supplement 54-57

The trust's influence on enterprises purchase decision research, 2009 JMS China marketing science academic annual meeting 2009-10-24-25

2009 annual heng an standard life insurance index research report 2009-8-26, Submit heng an standard life insurance co., LTD

Interpersonal influence on enterprise purchasing decision, based on the empirical analysis of China's cultural environment, The national marketing research association annual meeting in 2008 colleges and universities, Location: shanxi university of finance and economics in August 2008

Research to the influential factors of enterprise purchase the national marketing research association annual meeting in 2008 colleges and universities, Location: shanxi university of finance and

economics, 2008

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Heng an standard life insurance index and its influence on purchase intention, The fourth nankai - all north university international marketing meeting on November 7, 2008 -

The index of life insurance marketing mode to explore, journal of normal university, 2009, 6

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The heng an standard life insurance index research report 2008 2008-7-26, Submit heng an standard life insurance co., LTD

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Research on Industrial Marketing Segmentation and its Model, Journal of Modern Finance and Economics, 2001,4

On Traditional Research Methods and Survey Online, Journal of Business Research 2001, 8

On System and Characteristic of Business to Business Marketing, Journal of Modern Finance and Economics 2000, 9

SOCIAL WORK of PART-TIME:

China's institutions of higher learning, managing director of marketing research, from 2012

Learn Chinese market brand management, managing director of professional committee, from 2011

European international marketing of the scientific committee conference, from 2009

Panel of national marketing professional qualification certification training expert

Senior Adviser of YING management strategy advisory Limited

Editor of market research magazine

Member of national market research industry associations

Member of marketing research institutions of all universities in China