

Academic Vitae

NAME: Weixia Lv

TEL: 13581832162

EMAIL: lvweixia@263.net

PRESENT UNIVERSITY POSITION AND DEPARTMENT: Department of Public Administration

EDUCATION

(Please refer from the most recent degree; please indicate research topics and dissertation topics for Doctoral or higher degrees)

Doctor of Philosophy (Ph.D.), 9/2004-7/2008

Business School

Nankai University

Major: Management

Dissertation topic: The Study on the Model and Influential Factors of the Public Perceived Administrative Services Quality

Master of Philosophy, 9/1993-7/1996

Nankai University

Major: Philosophy

Bachelor of Law, 8/1989-7/1993

Inner Mogolia University of Nationalities

Major: Ideological and Political education

GENERAL WORK EXPERIENCE

(Please list here ONLY general information on your work experiences, explanations are required in later items; please follow the examples as you write.)

01/2013-02/2015 Associate Dean, School of Public Administration, University of International Business and Economics

RESEARCH INTERESTS

Government performance evaluation, strategic management in the public sector and public service

TEACHING INTERESTS

Business and government services management, public relations, communication management methods and techniques, business etiquette and negotiation, government performance evaluation, strategic management of public sector and so on.

RESEARCH PROJECTS

(Please include academic research projects, teaching projects and entrepreneurial projects, etc.) Emphasis on the recent 5 years (2010.6-2015.6)

Presided two Humanities and Social Sciences projects planned by Ministry of Education: Evaluation model of Public perception on government service quality and its influencing factors research (07JA630009) ;

Evaluation System, empirical analysis and comparative study on Outsourcing of Logistics Service Performance in Chinese universities (10JYA630109)

GRANTS (Emphasis on the recent 5 years 2010.6-2015.6)

Presided the 4th innovative team project "Research on the government capacity building of implementing 'going out' strategy"for Chinese enterprises (cxted 4-09),University of International Business and Economics

HONORS AND AWARDS

The multimedia courseware of "Modern Business Etiquette"was awarded Excellence Award in the Seventh Ministry of Education Multimedia Courseware Competition

"The government administrative services Evaluation" was funded by Beijing Association of Social Sciences as an outstanding book for the second half of 2009

"Public relations" was awarded ExcellentTextbooksin Beijing

Obtained modelof teachers' morality at the University of International Business and Economics

FACULTY EXPERINCES

UNIVERSITY ADMINISTRATIVE EXPERIENCE

(Please explain the administrative positions as part of the faculty responsibilities within the university)

Associate Dean, School of Public Administration, University of International Business and Economics, Beijing (Jan 2012- Feb 2015)

TEACHING EXPERIENCE

(Please indicate the complete teaching experiences)

UNDERGRADUATE LEVEL

Communication management methods and techniques, University of International Business and Economics, (02/2010-Now)

Business etiquette and negotiation, University of International Business and Economics, (02/2010-Now)

GRADUATE LEVEL

Strategic Management for Public Sector, University of International Business and Economics (2010-2011)

Government Public Relations, University of International Business and Economics (2012-2013)

PUBLICATIONS

(Please list the publications from the most recent 5 years (2010.6-2015.6) AND the important publications before 2010; follow the categories and examples, write "None" if there is no works for particular category; include those which belong to none of the categories in "Others.")

1. PEER REVIEW JOURNAL ARTICLE

1. Lv Weixia, Chen Ye and Huang Jin. The study on the model and evaluation of the public' perceived quality of administrative services: A comparative study of different region and different public' perceived quality, published in *Nankai Business Review*. 2009. No.4.

2. Lv Weixia and Wang Yonggui. Research on the Influence of Service Design and Social Monitoring on Public-perceived Administrative Service Quality, published in *Shandong Social Science*. 2010. No.8

3. Lv Weixia and Wang Yonggui. The Influential Mechanisms of Public-perceived Administrative Service Quality on the Reputation of Governments, published in *Journal of Renmin University of China*. 2010. No.4.

4. Lv Weixia. A Research on Public Perception and Appraisal to Public Service Quality of Government, published in *East China Economic Management*. 2010. No.9

5. Lv Weixia and Wang Yonggui. An Empirical Study on the Factors that Influence the Public Perception of Government Trust, published in *Journal of Central China Normal University*. 2010. No.4.

6. Lv Weixia and Du Juan. Waste Separation Management in Japan and its Inspiration to China, published in *Journal of Huazhong Normal University*. 2016. No. 1

7. Lv Weixia and Zhao Liang, Constraints and Promotion Strategy of the High-tech Innovation Advantage in China' s Modern Service Industry Clusters, *Journal of China University of Geosciences (Social Sciences Edition)*. 2010. No.5

8. Lv Weixia. Empirical Study on Customer Perception of Government Service Quality, *Journal of China National School of Administration*. 2010. No.5

9. Lv Weixia, Liu Yanbo and Chen Ye. Management of Customers' Perception to the Administrative Service Quality, *Journal of Lanzhou University (Social Sciences)*. 2009. No.1

10. Lv Weixia, Wang Yonggui, and Zhaoliang. Empirical research on Public Evaluation of Government under the Indemnificatory Housing Policy-Cite Beijing as an example, *Journal of China National School of Administration*. 2011. No. 4

11. Lv Weixia, Pang Lei. The Mode, Factors and Measures for Government Process reengineering. *Journal of China National School of Administration*. 2010. No.5

2. RESEARCH MONOGRAPH

Evaluation of the Government Administrative Services, Beijing: *Tsinghua University Press*, 2010, (Received funding for excellent books published in the second half 2009 from *Association of Social Sciences in Beijing*)

3. BOOK

Lv Weixia and Liu Yanbo, 2006, *Modern Business University of International Business and Economics Press*: Beijing

Lv Weixia ,2007, *Effective Public Relations* Tsing University Press: Beijing

Lv Weixia, 2007, *a Business Etiquette* University of International Business and Economics Press: Beijing

Lv Weixia, 2002, *Cases on Public Relations* University of International Business and Economics Press: Beijing

Lv Weixia, 2009, *Public Relations University of International Business and Economics Press*:

Beijing

4. CONFERENCE & MEETING PROCEEDING(PUBLISHED or NOT, Pls list out if have ever been invited to be the speaker or emcee)

The Influence of Service Design on Public-perceived Administrative Service Quality: The Moderating Effect of Social Monitoring. Accepted by *The 1st International Conference on E-Business and E-Government (ICEE2010),Guangzhou,China (EI)*

Effects of Public-perceived Administrative Service Quality on Public Satisfaction, Government Reputation and Public Trust:An Empirical Analysis based on the Local Governments of China. Accepted by *The 7th IEEE International Conference on Service System and Service Management, Tokyo,Japan (EI)*

5. CASES or a SET of CASES

PROFESSIONAL EXPERIENCE

(Please indicate all working experiences in addition to Academic Visiting/University Administrative/Teaching experiences; especially professional experiences within the most recent 5 years. “Entrepreneurial Experiences” includes both full-time and part-time positions, e.g. permanent positions, trainer, etc. “Consulting Experiences” refers to the paid knowledge and information consultancy to achieve business goals. “Significant participation in business professional associations” includes service in commercial or uncommercial associations, participation in related issues and direct contact with business and other organizational leaders. “Community Services” indicates the faculty responsibilities in addition to teaching and researching activities, such as curriculum development, dissertation defense, faculty interview, academic committee membership, etc.)

ENTREPRENEURIAL EXPERIENCES

CONSULTING EXPERIENCES

PARTICIPATION IN BUSINESS PROFESSIONAL ASSOCIATIONS

CUMMUNITY SERVICES

(Please indicate faculty responsibilities except teaching and research responsibilities: e.g.

curriculum development, dissertation defense, faculty interview, academic committee membership, etc.)

PROFESSIONAL DEVELOPMENT

(Please indicate the professional activities, especially those within the most recent 5 years (2010-2015); write “None” if no activity is referred.)

CONFERENCES

The 10th Cross-Strait Conference on Public Administration, May, 2014, Tianjin.

The 11th Cross-Strait Conference on Public Administration, May, 2015, Macow.

The 1st Annual Conference on Public Administration and Young Scholar Forum, Oct, 2015, Beijing.

OTHER EXPERIENCE

(Please indicate any experience which is not included in “Faculty Experience,” “Professional Experience,” or “Professional Development.”)