

## Academic Vitae

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NAME: Xiaofeng Zhang

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PRESENT UNIVERSITY POSITION AND DEPARTMENT: Professor, Cultural Heritage Management and Protection

### EDUCATION

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#### **Doctor of History (Ph.D.), 09/1998-07/2001**

Capital Normal University, Faculty of history, Beijing China

Major: History of Ancient China

Dissertation topic: In-depth Exploration of Political Evolution in Middle and Later Period of the Western Han Dynasty

#### **Master of History, 09/1995-06/1998**

Northwest Normal University

Major: History of Ancient China

#### **Bachelor of History, 09/1991-07/1995**

Northwest Normal University

Major: History of Ancient China

### GENERAL WORK EXPERIENCE

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From 2013.1 up to now, Professor, Master Tutor, University of International Business and Economics, Faculty of Public Administration

From 2011.1 up to now, Professor, Director of Press Department, University of International Business and Economics

2010-2011.1, Professor, Vice-Director of Press Department, University of International Business and Economics

2005.4-2010, Associate Professor, Vice-Director of Press Department, University of International Business and Economics

2003-2005.4, Associate Professor, University of International Business and Economics, Faculty of Humanities and Administrative

2001.8- 2003, Lecturership, University of International Business and Economics, Faculty of Humanities and Administrative

### RESEARCH INTERESTS

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Cultural Public Administration, Cultural Policy, Cultural Heritage Management and Protection

## **TEACHING INTERESTS**

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The Art of War and Business

## **RESEARCH PROJECTS**

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1. Compilation of < Great Dictionary of Chinese Culture >, subeditor of < Great Dictionary of Chinese Culture, Dictionary of Economics, Subsection of Economic Thought > (State Project), 2015
2. 'The Capital Theory of Online Publicity Situation Analysis and Strategic Suggestions' (Provincial general project), 2015
3. 'Research of Establishment and Improvement of the Ideological Work in Colleges and Universities System' (Provincial special project), 2015
4. 'Research of Capital College Students' Network Public Opinion and Ideological Crisis' (Participate in the authorized item of provincial government departments), 2015
5. 'Literature Collection of Valuable and Rare Chinese Music in Japan' (Other governments and institutions authorized item), 2015
6. 'Research of the Effectiveness of Ideological and Political Theory Learning under the New Situation' (Authorized item of provincial government departments), 2014
7. 'Research of Network Construction of Ecological Civilization in Colleges and Universities' (Field cultivation project), 2014
8. 'Research of University Ideological Work in Beijing' (Field cultivation project), 2014
9. 'Research of University Ideological Work Status and Optimization Strategy in Beijing' (Provincial general project), 2013
10. 'Research of the Network Construction of Ecological Civilization in We-Media Era' (Provincial special project), 2013
11. 'Exploration of Press and Ideological Working System Building in Colleges and Universities in Beijing' (Other governments and institutions authorized item), 2012
12. 'Research of the Establishment of the Han Empire and the Rule of Wen and Jing', (Field general project), 2007

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

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1. National Social Science Fund Project, 2012, head of the sub-project  
The Project of <Great Dictionary of Chinese Culture>

2. Ministry of Education of Humanities and Social Science Research Project, 2013, head of the subject

Research of the Network Construction of Ecological Civilization in We-Media Era

With Xiaofeng ZHANG, Guangqing XIONG, Hongyan ZHAO, Huanhuan LI &Xiangning WANG

3. Social Science Union of Beijing Decision-making Consultation Subject, 2015, head of the subject

The Capital Online Theory Publicity Situation Analysis and Countermeasures and Suggestions

With Xiaofeng ZHANG, Guangqing XIONG, HuanhuanLI, Yalan HE, Ying HUA, Mengmeng ZHANG &Xiangning WANG

4. Social Science Fund Project of Beijing , 2015, head of the subject

Research of University Ideological Work Status and Optimization Strategy in Beijing

With Si LIAN, Huanhuan LI, Hongyuan LIU, Xiangning WANG &Xiaofang ZHANG

## **HONORS AND AWARDS**

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1. Cultural Dilemma and the Construction of 'University Culture Atmosphere', '2015 (26th) "Cup of Dan Ke" First Prize of Outstanding Research Achievement', 2015, (Provincial awards)

2. 'Investigation of Political Identity and Political Quality Present Situation of Capital Teachers', 'First Prize of 2015 Beijing Young University Teachers Social Research Project', 2015

3. Research of Internet Media Literacy of Capital College Students, 'Excellent Project Prize of 2014 Beijing Young University Teachers Social Research Project', 2014

4. 'Second Prize in Teachers Group of the Marxist Classic Academic Contests of University Teachers and Students in Beijing', 2016

## **FACULTY EXPERINCES**

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### **ACADEMIC VISITING EXPERIENCE**

### **UNIVERSITY ADMINISTRATIVE EXPERIENCE**

## **TEACHING EXPERIENCE**

### **UNDERGRADUATE LEVEL**

The Art of War and Business, University of International Business and Economics

### **GRADUATE LEVEL**

## **PUBLICATIONS**

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**(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. Xiaofeng ZHANG, ‘Strengthen Anti-Japanese War International Communication Speaking Right of China’, <Beijing Education (Moral Education)>, 10<sup>th</sup>, 2015
2. Xiaofeng ZHANG, Comments on ‘The world of the Imperial Examination in Tang Five Dynasties’, <Research Trends of Chinese History>, 6<sup>th</sup>, 2015
3. Xiaofeng ZHANG & Xiangning WANG, ‘Plight and Countermeasures ‘ Teachers’ Ethics One-vote Negation System’ in Colleges and universities’, <Chinese Higher Education>, 5<sup>th</sup>, 2015
4. Xiaofeng ZHANG, ‘Rethinking of <On the Protracted War> and the Victory of the Anti-Japanese War’, < Red Flag Manuscript >, 5<sup>th</sup>, 2015
5. Xuezhu QIAO, Huanhuan LI & Xiaofeng ZHANG, ‘Research of Universities Official Weibo in the New Media Era’, < Journal of University of Beijing Aeronautics and Astronautics Social Science Edition >, 1<sup>st</sup>, 2015
6. Xiaofeng ZHANG & Huanhuan LI, ‘Problem and Countermeasure of Network Ecological Civilization Construction in China’, < Journal of Harbin Industrial University (Social Science Edition)>, 7<sup>th</sup>, 2014
7. Xiaofeng ZHANG & Xuezhu QIAO, ‘Cultural Dilemma and the Construction of ‘University Culture Atmosphere’, <Beijing Education (High-education)>, 5<sup>th</sup>, 2014

8. Xiaofeng ZHANG & Xiangning WANG, 'Discussion and Rethinking of 'Freedom of the Press' in the United States from the 'Prism' Door', <Beijing Education (High-education)>, 4<sup>th</sup>, 2014
9. Xiaofeng ZHANG, 'Staff Smart: Bang LIU's Success of 'Counter Attack'', <People's Forum>, 10<sup>th</sup>, 2013
10. Xiaofeng ZHANG, 'The Issues Worthy of Attention of Inheritance and Innovation of University Culture', <Beijing Education (High-education)>, 7<sup>th</sup>, 2013
11. Xiaofeng ZHANG, 'Promoting News Propaganda Work in Colleges and Universities through Weibo', <Party Construction and Ideological Education of Universities>, 7<sup>th</sup>, 2012
12. Xiaofeng ZHANG, 'Exploration and Practice of the development of New Media on Campus', <Beijing Education (Moral Education)>, 6<sup>th</sup>, 2012
13. Xiaofeng ZHANG, 'Reflection of Current Construction and Development of News Network in Colleges and Universities', <Beijing Education, High-education Version>, 12<sup>th</sup>, 2011

## **2. RESEARCH MONOGRAPH**

1. Xiaofeng ZHANG, Practical Textbook of Propaganda and Ideological Work in Colleges and Universities in New Period, Beijing Publishing Group Company Beijing Publishing House, Sep, 2014
2. Xiaofeng ZHANG, Emperor Qin and Hanwu, Zhonghua Book Company Shanghai Ancient Books Publishing House, Apr, 2010
3. Xiaofeng ZHANG, Contention of a Hundred Schools of Thought, Zhonghua Book Company Shanghai Ancient Books Publishing House, Apr, 2010
4. Xiaofeng ZHANG, In-depth Exploration of Political Evolution in Middle and Later Period of the Western Han Dynasty, Tianjin Ancient Books Publishing House, Apr, 2007
5. Xiaofeng ZHANG, Interpretation of the Han Dynasty Four Hundred Years, China International Broadcasting Publishing House, Nov, 2005

## **3. BOOK**

1. Xiaofeng ZHANG, 2012, Subject of China Modern History, University of International Business and Economics Publishing House: Beijing China
2. Xiaofeng ZHANG, 2012, China Culture History, High-education Publishing House: Beijing China

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

1. Xiaofeng ZHANG (Joint-researcher, Xiangning WANG), ‘Study on International Communication of Higher Education in MOOCs Era’, PRAD2015: Eighth International Forum on Public Relations & Advertising
2. Xiaofeng ZHANG, 2014, Comprehensively deepen the University Cultural Construction from the Perspective of Comprehensive Reform of Education, The 7th Beijing Middle-aged and Young Talent of Social Science Theory ‘One Hundred Project’ Scholars BBS, < Deepen Reform and Transformation of Development of Chiese Dream---Collected Works of the 7th Beijing Middle-aged and Young Talent of Social Science Theory ‘One Hundred Project’ Scholars BBS >, Nov, 2014
3. Xiaofeng ZHANG, 2015, Three Dimensional Analysis of Strengthen the Construction of the Moral Standards of Young Teachers in Colleges and Universities, < Collected Works of Undergraduate Talent Cultivation and Education Teaching Reform >, Oct, 2015
4. Xiaofeng ZHANG, 2014, Practical Exploration of Ideological Work in Concerning Foreign Affairs Colleges, < University News Propaganda in New Media Era >, Jan, 2014

**5. CASES or a SET of CASES**

**PROFESSIONAL EXPERIENCE**

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**(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**

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

**SYMPOSIUMS**

**SEMINARS**

**WORKSHOPS**

**MEETINGS**

**CONFERENCES**

**OTHER EXPERIENCE**

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