

Academic Vitae

NAME: Jia Jia

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PRESENT UNIVERSITY POSITION AND DEPARTMENT : associate professor, 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 Literature (Ph.D.), 9/2005-6/2008

School of Chinese Language and Literature

University of Beijing Normal University

Major: Culture & Communication

Master of Literature, 9/2002-6/2005

Institute of Journalism & Communication

University of Beijing Normal University

Major: Mass Communication Theory

Bachelor of Literature, 9/1998-6/2002

School of Chinese Language and Literature

University of Beijing Normal University

Major: Publishing & Editing

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.)

07/2008-present School of Public Administration, University of International Business and Economics

RESEARCH INTERESTS

1. Cultural & Creative industry
2. Culture and Communication

TEACHING INTERESTS

Cultural Policy
Study of Cultural Industry

RESEARCH PROJECTS

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

“The Problems and Countermeasures of China New Media Industry Policy”, supported by UIBE, 2008

“The Export Policy of China Cultural and Creative Industry”, supported by UIBE, 2009

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

National social sciences founding project, 2013

Research of policies to promote investment and management of cultural enterprises overseas in China
With Professor Wu Chengzhong

National social sciences founding project, 2013

Research of media transformation of net literature
With Associate Professor Xu Miaomiao

HONORS AND AWARDS

FACULTY EXPERINCES

ACADEMIC VISITING EXPERIENCE

Visiting Fellow, University of Westminster (February, 2011-February, 2012)

UNIVERSITY ADMINISTRATIVE EXPERIENCE

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

TEACHING EXPERIENCE

(Please indicate the complete teaching experiences)

UNDERGRADUATE LEVEL

Introduction of Culutral Industry, University of International Business and Economics,
(09/2008-present)

Cultural Policy & Regulation, University of International Business and Economics,
(09/2008-present)

GRADUATE LEVEL

Reaserch of Cultural Policy in China, University of International Business and Economics,
(09/2011-present)

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

JIA JIA, Journals of Young Companion and Life Weekly: The Urban New Women in the Nationalist Period,
Literature & Art Studies, April 2010

JIA JIA, Narrative style transformation of teleplay in new media era, *China Television*, July 2011

JIA JIA, SWOT analysis and countermeasures for China’s exportation of teleplay, *China Television*, July 2012

2. RESEARCH MONOGRAPH

JIA JIA: Modern business journalin Shanghai and civil taste, Huashanwenyi press, October 2013.

3. BOOK

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

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.)

SYMPOSIUMS

SEMINARS

WORKSHOPS

MEETINGS

CONFERENCES

OTHER EXPERIENCE

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