



Zhao Chen, female, born in March 1972, professor and master tutor, who graduated from Dongbei University of Finance and Economics in March 1999 with a master degree in international trade and economics. Chief Editor of Journal of Dalian Polytechnic University. The expert of the international cooperation project of the State Ministry of science and technology.

1. The main academic research direction: marketing, consumer behavior research, brand strategy management.

2. Recruiting a master's subject: business administration

3. Currently undertakes the main course:

《Marketing Management》 (bilingual) ,undergraduate

《Marketing Management and Planning》 , graduate student

《Management Research Methodology》 ,graduate student

《Case Study Methodology》 , graduate student.

4. Mentor graduate student situation: 3 students has been graduated, 2 students are studying.

6. Undertake scientific research projects: assumed 20 provincial and municipal vertical and horizontal research projects

(1) Liaoning Province Education Science Planning major decision-making consulting issues 《Encourage Third Parties to Participate in Educational Evaluation and Supervision Policy and Institutional Design》

(2) Liaoning Province Federation of Social Sciences 《Study on Liaoning Province Consumers Industry Collaborative Innovation Model Based on Industry Universities - Taking Clothing Industry as an Example》

(3) Liaoning Provincial Department of Education research projects 《Venture

Enterprise Risk Strategic Management Research》

(4) Liaoning Provincial Department of Education research projects 《 Venture Enterprise Risk Strategic Management Research》

(5) Horizontal items 《International market development and management software design》

(6) Dalian City research project 《 Evaluation of Dalian Enterprises' Independent Innovation Ability under the Condition of Industrial Cluster and Technology Alliance》

Study time: 2008-3-10--2009-12-10 Funding: 50,000 yuan second

(7) Liaoning Provincial Social Science Fund 《 Dynamic Factors of Sustainable Economic Growth in Dalian under Enterprise Knowledge Alliances》

(8) Liaoning Province Social Science Alliance project 《Countermeasure Proposal of Consumption Level and Trade Balance of Liaoning Province in Response to Population Aging》

(9) Dalian Science and Technology Project 《 Study on the Industrial Choice of Dalian Eco - technological Innovation City》

7. Published papers: Published nearly 20 papers, of which 3 were included EI and ISTP

8. Publication of the book: Editor, edited a monograph, 8 textbooks.

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