

Curriculum Vitae

Xiyou He

Personal Information

Birthdate: October 1969 Nationality: China Sex: Male

Position and Title

Ph.D in Business Administration, Seoul National University, Korea

(major: international business and strategy)

Associate Professor, School of Economics, Fudan University

Research Field

Foreign Direct Investment; Transnational Management;

Industrial Catch up and Firm Growth; E-business; Asian Economy & Business;

Teaching field and courses

Undergraduate: *Transnational Corporation & FDI; International Marketing;*

Graduate: *Corporate Management Studies;*

Transnational Management & FDI Studies; Doing Business in China (in English)

Executive: *Marketing; Strategic Management; Business Strategy in China*

Education Experience

1987.9-1991.7, Department of International Economics, Jilin University, Bachelor

1995.9-1995.11, Department of International Economics, Jilin University,

Master program

1995.12-1999.2, School of Economics, Seoul National University, Master degree

(sponsored by Korean Government Scholarship)

1999.3-2003.8, College of Business Administration, Seoul National University, Ph.D

Professional Experience

1991.7-1993.6, Center for Northeast Asian Studies of JiLin Province,

Junior researcher

1993.7-1994.7, Yantai ETDZ Import & Export Corporation, Staff.

1994.7-2003.12, School of Northeast Asian Studies, Jilin University, Lecturer

2004.1- present, School of Economics, Fudan University, Associate professor

Visiting Experience

2001.6-11, Korea Institute of Public Finance (KIPF), researcher, Seoul, Korea

2005.7-8, Korea Institute of International Economic Policy (KIEP),

visiting researcher, Seoul, Korea

2009.7-8, International Centre for the Study of East Asian Development (ICSEAD),

visiting researcher, Kitakyushu, Japan

Publication(1991-2012)

- Xiyou He and Mingshu Ma, A Study on Economic Competition between USA and Japan in Asia-Pacific Area(in Chinese), *Contemporary Economy of Japan*, No.1, 1991.
- Xiyou He and Qing Mu. A Study on Current Position and Prospect of Sino-South Korea Economic Relationship(in Chinese), *Northeast Asia Forum*, special issue, October 1994.
- Xiyou He. A Study on Finance Liberalization and Internationalization in South Korea(in Chinese), *Northeast Asia Forum*, No.2, 1996.
- Xiyou He. Analysis on Financial Crisis in South Korea, *Northeast Asia Forum*, No.2, 1998.
- Xiyou He. Corporate Governance Structure and Firm-bank Relations in China(in Korean), dissertation of Graduate School, Seoul National University, Dec. 1998. (revised version: Keun Lee & Donghoon Hahn, *Firm and Economy in China*, 21 Century Books Publishing Co., March. 2000)
- Dongsung Cho and Xiyou He. Latecomer's International Competitiveness and Catching-up under E-commerce Environment, *E-business Review*, Vol.1, 2001
- Xiyou He. Efficiency and Sustainable Development for Metropolis: Rethinking on Korean Urbanization, Beijing: *Contemporary Korea*, Spring of 2001.
- Wenji Xu and Xiyou He. Korean Economy: Surviving from Painful Restructuring(in Chinese), in *Comparative Studies on Sino-Korea Economy and Management* (edited by Dongjin Li), Beijing: Economy Science Press, April 2001.
- Xiyou He and Jinsup Jung. Traditional Firm's Competitive Advantages under E-commerce Environment, *E-business Review*, Vol.2, 2002
- Xiyou He and Dongkee Rhee. E-Business Environment and Entry Strategy for Korean Firms in China (in Korean), *International E-Business Journal*, Jan. 2003.
- Kwan kyungsoo and Xiyou He. Korean Expatriate, Local employee and Chinese Korean in the Korea-invested Enterprises, in Kwanho Baek et al edited, *Korean Companies' Localized Operation in China: Global Standard versus Guanxi* (in Korean), Jisik Press, June 2004.
- Xiyou He. Korean Strategy for Financial Cooperation in East Asia (in Chinese), *Fudan Journal (Social Science Edition)*, May 2005.
- Xiyou He. A Study of Three Models of the Korean Firms' Clustering in China (in Chinese), *World Economy Papers*, August 2006.
- Xiyou He. Foreign Banks' Competition and Performance in China: The Case of Foreign banks in Shenzhen (in Chinese), *Finance Forum*, December, 2008.

- Keun Lee and Xiyou He. The capability of the Samsung group in project execution and vertical integration: Created in Korea, replicated in China, *Asian Business & Management*, Vol. 8(3), 277–299. 2009.
- Xiyou He. A Study on Sino-Korean Financial Cooperation Pattern(in Chinese), Shanghai: *Korean Studies Series*,No.22, 2010.
- Xiyou He. Foreign Banks' Entry Mode Choice and Organizational Evolutionary in China (in Chinese),Changchun: *Economic Review*, No.12, 2010.
- Xiyou He. Interaction between Transnational corporations and local government on industry clusters: the case of the automobile industry, in *Industrial Clusters, Upgrading and Innovation in East Asia*, Edited by Akifumi Kuchiki and Masatsugu Tsuji, Edward Elgar Publishing Ltd., USA, pp182-215, 2011.
- Xiyou He and Qing Mu. How Chinese firms learn technology from transnational corporations: A comparison of the telecommunication and automobile industries, *Journal of Asian Economics*, Vol. 23(3), pp270-287, 2012.

Research Projects

1. *Global strategies in Semiconductor industry and implications for Korea*, Ministry of Industry and Resources(Korea), Sep. – Dec. 2000 (joined as researcher)
2. *Non-performing loans (NPL) of China and Korean AMC's strategy: Tax and legal environments*, joint project of KAMCO(Korea Assets Management Corporation) and KIPF, June – Dec. 2001 (joined as researcher)
3. *Korean Invested Firms' Localization in China*, joint project of KIEP and Mirae Institute of Human Resources Development (Korea), July 2001 – July 2002 (joint researcher of subproject)
4. *E-business Environment and Entry Strategy for Korean Firms in China*, joint project of ECRC (Korea E -commerce Research Center), and Institute of Business Administration, Seoul National University, Feb- July, 2002 (joined as researcher)
5. *Globalization of Chinese Firms*, project of IBM Beijing Institute of Business Value, Aug.2005-Feb.2006 (joined as researcher)
6. *Study on Development Strategy and Planning of the International Exhibition Industry in Shanghai*, project of Shanghai Foreign Affair Office, July 2005–July 2006 (joined as researcher)
7. *Evolution of the Sino-South Korea Exchange and Cooperation: Political and economic relations after diplomatic relationship establishment*, “East Asia and Korean Wave” project of Sungkyungwan University, Nov.2007-Oct. 2010 (joint researcher)

8. *Emerging of Creative Industry in China*, “Creative Industry and City Planning in the City of Pan Yellow Region” project of ICSEAD(Japan), Oct. 2009- March 2010 (independent researcher)
9. *Dynamics of the FDI structure and New Strategy of FDI Regime in China*, 3rd stage project “Study on Foreign Trade and Investment Strategy of China in Mid and late Era of Economic Take-off” of the Fudan University 985 Program on Social Science Promotion. Sep.2011-Aug.2013 (independent researcher of subproject)
10. *Foreign Firms Entry and Competition Strategy in High-end Consumptions Market of Shanghai*, project of KIEP, Nov.2011–April 2012 (joint researcher)

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