

# Resume of Xiaojuan Zhang

## **Basic Information**



School :	School of Economics and Management
Gender:	Female
Date of Birth:	197901
Title:	Associate Professor
Education:	Ph.D of Management
Tutor:	Master degree
Email:	4983520@qq.com
Interest of research:	Strategic Management, Marketing Management, Consumer Behavior

## **Enrollment information**

1. Admission Disciplines: Business Administration
2. Research Direction: Strategic Management, Marketing Management, Consumer Behavior
3. Enrollment Year: 2023-2024

## **Representative Projects**

1. Presided over the major philosophical and social science research project of Hubei Provincial Department of Education, "Research on the Influence mechanism of Entrepreneur's motivation perception of Social Responsibility Behavior on Brand Image" (Project number: 20ZD045), in progress.
2. Presided over the soft science project of Science and Technology Department of Hubei Province, "Research on Influencing Factors and implementation Path of Innovation and Entrepreneurship of University researchers in Hubei Province" (Project No. : 2017ADC041), which has been concluded.

## **Representative Articles**

1. Zhang Xiaojuan, Wu Linghao. Empirical analysis of the impact of pricing Strategy and price level on profitability of Small and medium-sized enterprises [J]. Business Economics Research (Peking University Core),2020(01).
2. Zhang Xiaojuan, Wu Linghao. Research on Improving Enterprise Human Resource crisis Management Ability [J]. Leadership Science (Peking University Core),2019(09).
3. Zhang Xiaojuan, Huang Chunming, Wang Yanbo. Development and prospect of Supply chain finance in commercial banks in the FinTech era [J]. The Banker (Peking University Core),2018(06).