

Resume of Lihong Rao

Basic Information



School :	School of Economics and Management
Gender:	Female
Date of Birth:	197412
Title:	Associate Professor
E-mail:	hgdrao@163.com
interest of research:	Corporate Culture ; Cross-cultural Management of Enterprise

Oversea visiting

2010/01-2010/05, Lambton College, Canada

2014/08-2015/05, De Montfort University, UK.

Major research projects:

1. Presided over the project of the Ministry of Education Humanities and Social Sciences Youth Fund "Research on Emotional Conflict after Cross-border M&A of Enterprises: Based on the Perspective of Cultural Intelligence" (14YJC630106)
2. Presided over the key research project of humanities and social sciences of Hubei Provincial Department of Education "Research on Cultural Identity and Cultural Readaptation of Returnees" (18D038)
3. Taking the "Hubei Province Young Teachers In-depth Enterprise Action Plan" as an opportunity, She worked in Wuhan Xunma Supply Chain Management Co., Ltd. for one year and presided over the "Research on Cultural Construction of Small and Medium-sized Enterprises" project. (XD2012210)
4. Presided over the university-level teaching and research project "Research on Multi-level Teaching Mode Based on Corporate Culture Training in Construction Industry" (2012036)

Main papers published:

1. Research on the relationship between cognitive conflict, emotional conflict and cultural integration effect after cross-border mergers and acquisitions, Statistics and Decision, 2016.01
2. "Reasonable Level Conflict" in Cross-border M&A from the Rationality Theory, Theory Monthly, 2015.11
3. Research on the phenomenon of cultural shock after cross-border mergers and acquisitions, Corporate Culture, 2015.10
4. Research on Corporate Culture Integration Based on the Influence of Dual Culture: Cross-cultural Considerations for Wanda's M&A of AMC, Hubei Social Sciences, 2014.05

5. Research on Cultural Integration in Cross-border M&A of Chinese Enterprises, Modern Business, 2014.01
6. Discussion on the construction path of modern corporate culture based on Lao Tzu's Wuwei thought, Management Digest, 2014.03
7. Learning Power in the Information Age: Transformation and Reconstruction of Concepts, Contemporary Education Science, 2013.04
8. Research on the Teaching System of Professional Practice of Economics and Management in Colleges and Universities Based on Constructivist Theory, Science and Education Collection, 2012.09

Recent Research work

Research on cross-cultural management after mergers and acquisitions, cultural readaptation of high-end overseas talents after returning to China