

Resume of Hongyang YU

Basic Information



| | |
|-----------------------|---|
| School : | School of Economics and Management |
| Gender: | Female |
| Title: | Associate Professor |
| Education: | Ph.D of Management |
| Tutor: | Master degree |
| Email: | 854969897@qq.com |
| Interest of research: | Strategic Management, International Marketing, International Business |

Enrollment information

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

Representative Projects

1. Key Project of Department of Education of Hubei Province, Research on Organizational Identity of Employees in Weak-Strong Cross-border Mergers and Acquisitions of Enterprises - A Theoretical Perspective on Meaning Building. 2019
2. Hubei Province Major Research Project, Innovative Talent Development System and Mechanism, and Research on the Role of Various Talents, sponsored by the Policy Research Office of the CPC Hubei Provincial Committee, 2015
3. Cross-border E-commerce Teacher Training, sponsored by the second batch of collaborative education projects between industry and academia by the Ministry of Education in 2018
4. Research on the Management of Multi-Vehicle Production Material Pulling in the Vehicle Body Workshop of an Automobile Factory, sponsored by an Enterprise, 2017
5. Optimization Design of Company Management System, sponsored by an enterprise, 2020.

Representative Articles

- [1] Yu Hongyang. Research on the Speed, Scope, and Depth of Internationalization of Chinese Enterprises - Based on Data Analysis by the Ministry of Commerce, Commercial Times, 2014 (02)
- [2] Yu Hongyang. Research on Global Open Innovation Models in Strategic Emerging Industries, Regional Economic Review 2015 (03)