

# Resume of Jihong Shao

## **Basic Information**



School:	School of Economics and Management
Gender:	Female
Date of Birth:	197005
Title:	Professor
Education:	Ph.D of Management
Tutor:	Master degree
Email:	446558049@qq.com
Research Are	Consumer behavior, green marketing, innovation strategy

## **Enrollment information**

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

## **Academic Background**

From September 1987 to July 1991, Hubei University, Bachelor's degree of Law;  
From September 1999 to December 2001, Wuhan University, Master's degree of Law;  
From September 2007 to December 2011, Wuhan University of Technology, Ph.D of Management.

## **Representative Projects**

1. Participated in the project of "Promoting gig economy Development and promoting multi-channel flexible employment", and won the third prize of Hubei Development Research Award in 2020-2021.
2. Presided over the Hubei major research projects, "Happy Hubei" Evaluation Index System Research, (Project No.: ZB2013502013), which has been concluded.
3. 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. Shao Jihong. Research on strategic transformation of small and medium-sized real estate enterprises under new situation [J]. Journal of the Hubei University (Philosophy and Social Sciences , Vol 42, No. 5, 2015(09). )
2. Shao Jihong. Study on the current situation of the development of the new-type consumption forms in Hubei province [J]. Statistics & Decision, 2012(12).

