



Personal Information	Name	Wang Luna	
	Title	Intermediate	
	Position	Lecturer	
	Gender	<input type="checkbox"/> Male <input checked="" type="checkbox"/> Female	
	Date of Birth	08-10-1988	
	Nationality	China	
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	Contact	Email	768600020@qq.com
	Employment	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time	
	Discipline	Industrial Economics	
	Courses Taught	<i>UG: Consumer Behavior Analysis, E-commerce website Operation, Digital Communication, Marketing.</i>	
Education Background	<p><i>Sep.2019-April.2023, PhD in Industrial Economics, School of Economics, Zhejiang University of Finance and Economics, China</i></p> <p><i>Jan.2012-Dec.2012 International Master in Luxury Management, ISC PARIS, France</i></p> <p><i>Sep.2007-June.2011, Bachelor of Engineering, Donghua University, China</i></p>		
Professional Experience	<p><i>May.2023-Present Zhejiang Foreign Studies University, School of Business, China</i></p> <p><i>Sep.2015-April.2023 Zhejiang Technical Institute of Economics, School of Business, China</i></p>		
Introduction (paragraph)	<p>Doctor in Zhejiang University of Finance and Economics and majored in industrial economics. Specialized in digital privacy protection and government regulation, and has been committed to the research of privacy protection policy in China and achieved a series of important research results. Published 4 high-level papers in SSCI and other journals.</p>		
Talent Title	None		





<p>Academic Research Achievement (Completed within 5 years, from present to past)</p>	<p><u><i>JOURNAL ARTICLES</i></u></p> <p>[1]Tang Y, Wang L.*(Corresponding Author). How Chinese Web Users Value Their Personal Information: An Empirical Study on WeChat Users[J]. Psychology Research and Behavior Management, 2021: 987-999.</p> <p>[2]Tang Y, Wang L.*(Corresponding Author). An Empirical Study of Platform Enterprises' Privacy Protection Behaviors Based on fsQCA[J]. Security and Communication Networks, 2022, 2022: 1-12.</p> <p>[3]Tang Y, Wang L.*(Corresponding Author). A Review of Theoretical Research on Data Privacy Protection[J]. Review of Industrial Economics,,2020.05</p> <p>[4]Wang L. A Comprehensive Review of Theoretical Research on Market Mechanisms for Personal Information Protection[J]. Management Informatization in China, 2021.14</p> <p><u><i>RESEARCH GRANTS</i></u></p> <p>[1]Government Regulation, Policy Research on Data Security and Privacy Protection in Platform Economy, Philosophical and social science in Hangzhou, self-funded,2022-2024.</p> <p>[2]Research on the Driving Paths of Data Privacy Protection among College Students: A Configurational Analysis Based on fsQCA, Zhejiang Education Department, self-funded,2021-2024.</p> <p>[3]Research on Consumer Privacy Protection Mechanisms in the Context of the Digital Economy, Zhejiang Social Science Federation, Grant: ¥25,000, 2021-2022.</p>
<p>Additional Information</p>	
<p>Academic Service</p>	
<p>Application in Business</p>	
<p>Engagement in School Activities & Public Services Beyond Teaching Responsibilities</p>	<p><input type="checkbox"/> Policy Decision</p> <p><input type="checkbox"/> Advising</p> <p><input checked="" type="checkbox"/> Research</p> <p><input type="checkbox"/> Directing an Extracurricular Activities</p> <p><input type="checkbox"/> Providing Academic Advising</p> <p><input type="checkbox"/> Providing Career Advising</p> <p><input type="checkbox"/> Member of University/School Committees/</p> <p><input type="checkbox"/> Others</p> <p>(Please Specify _____)</p>