



Personal Information	Name	BIAN Linghe		
	Title	PhD		
	Position	Lecturer		
	Gender	<input type="checkbox"/> Male <input checked="" type="checkbox"/> Female		
	Date of Birth	1989-09-25		
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	Employment	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time		
	Discipline	none		
	Courses Taught	Theory of Cross-border E-commerce, Operations on Cross-border E-commerce B2C platform, Costume declaration and inspection		
Education Background	2013.11-2017.03 University of Rovira I Virgili, Spain			
Professional Experience	2017.05, Lecturer, Zhejiang International Studies University 2014.06-2017.05, Director of Supply Chain Department of MIG MEDITERRANEAN. S.L., Spain 2013.01-2013.11, Lecturer, Shandong International Studies University			
Introduction (paragraph)	Doctors in Rovira i Virgili University, committed to researching the field of cross-border e-commerce, published several papers and books. The doctoral dissertation was honored by CUM LAUDE, currently serving as the official lecturer of AliExpress of Alibaba Group.			
Talent Title	Zhejiang International Studies University, Hongyi Talent			



<p>Academic Research Achievement (Completed within 5 years, from present to past)</p>	<p>[1] Bian Linghe, Ma Yini, Exploración y aplicación del comercio electrónico chino en el alivio de la pobreza rural[C], Tomson Reuters Aranzandi, 2023.01</p> <p>[2] Bian Linghe, Wang Zhifan, Empirical Research on the Development of Spanish Enterprises in China's Cross-border E-commerce Market, [J], "Commercial Modernization", 2021.06</p> <p>[3] Bian Linghe, Wang Peiliang, Los turistas chinos con destino a España bajo el contexto de economy digital[C], Tomson Reuters Aranzandi, 2020.10</p> <p>[4] Bian Linghe, Lu Qibei, Comparación de las Principales Plataformas B2C de Comercio Electrónico[C], Tomson Reuters Aranzandi, 2019.10</p> <p>[5] Comparing major global cross-border B2C e-commerce platforms Department-level project, adopted by Zhejiang Provincial Department of Commerce, 2018</p> <p>[6] Bian Linghe, Guo Yuanyang, Analysis of live marketing of cross-border e-commerce based on AliExpress platform [J], "Business Economics", 2021.12</p> <p>[7] Bian Linghe, The Development of Cross-border E-commerce Imported Consumer Goods in the Chinese Market - Taking Spanish Consumer Goods as an Example [J], "Commercial Modernization", 2018.05</p> <p>[8] Bian Linghe, Liu Tian, Analysis on the Development of Cross-border E-commerce of Small and Medium-sized Enterprises in Jiangsu, Zhejiang and Shanghai in Spanish-speaking Countries [J], "Science and Technology Information", 2018.11</p> <p>[9] Doctoral dissertation awarded by CUM LAUDE</p> <p>[10] Bian Linghe, "Cross-Border E-Commerce AliExpress Operation" [M], Tsinghua University Press, 2022.08</p> <p>[11] "Research on the Potential and Influencing Factors of Cross-border E-commerce between China and Spain", Boda Youth Program, 20,000RMB, 2020.05</p>
<p>Additional Information</p>	
<p>Academic Service</p>	<p>none</p>
<p>Application in Business</p>	<p>none</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 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 checked="" type="checkbox"/> Others</p> <p>Official lecturer of AliExpress of Alibaba Group</p>