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	Introduction (paragraph)	<p>Lecturer. Doctor in Ocean University of China, Department Head of Cross-border E-commerce, in School of International Business, Zhejiang International Studies University, has been committed to study strategical management, innovation and entrepreneurship, cross-border e-commerce and achieved a series of important research results. Host and participant in different levels of projects. Published 10 papers in domestic and overseas journals. Serve as Secretary-general of Cross-border E-commerce Industry of Institute for International People-to-People Exchange.</p>	