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| Personal Information | Name | CHEN Deren | |  |
| | Title | professor | | |
| | Position | senior professor | | |
| | Gender | <input checked="" type="checkbox"/> Male <input type="checkbox"/> Female | | |
| | Date of Birth | 06-11-1951 | | |
| | Nationality | China | | |
| | Passport No. | None | | |
| | Contact | Email | drchen@zhu.edu.cn | |
| | Employment | <input type="checkbox"/> Full-time <input checked="" type="checkbox"/> Part-time | | |
| | Discipline | Computer application, E-commerce | | |
| | Courses Taught | none | | |
| | Education Background | <p>Sep. 1973-Aug. 1976, Zhejiang University, Department of Science, majoring in applied mathematics.</p> <p>Sep.1985 - Jul. 1988, he was a graduate student majoring in computer application technology in Zhejiang University with a master's degree in engineering.</p> | | |
| Professional Experience | <p>Sep. 1976 – Dec. 1979, he was a teacher in the Applied Mathematics Teaching and Research Section of Zhejiang University.</p> <p>(Sep. 1978-Dec. 1979, Computer Science Department of Jilin University, teacher training)</p> <p>Dec. 1979 – Dec. 2016, the School of Computer Science and Technology of Zhejiang University served as a teaching assistant, lecturer, associate professor, professor and doctoral supervisor. In 2007, he was awarded the second-level professor of Zhejiang University and retired in December 2016.</p> <p>Among them, he was a visiting professor at Nanyang Technological University in Singapore from July to October 1999 and a visiting researcher at IBM Watson Research Center in New York, USA from July to October 2000.</p> <p>Sep. 2021-present, Senior Professor, Zhejiang international studies university International Business School.</p> | | | |



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| <p>Introduction (paragraph)</p> | <p>Professor and doctoral supervisor. Master of Computer Science and Technology, Zhejiang University, has served as deputy director of the Computer Department of Zhejiang University, deputy director of the Academic Affairs Office, executive vice president of the Distance Education College, vice president of the School of Software, director of the Electronic Service Research Center, etc. The winner of the special allowance of the State Council has been committed to scientific research and teaching in the fields of computer application, e-commerce and digital education, and has achieved a series of important research results. Presided over a number of projects, including the National Natural Science Foundation, the National 863 High-tech, national key scientific and technological research, national modern service industry projects, government special development research and enterprise horizontal projects; Published nearly 200 high-level papers in many journals at home and abroad; Published more than 20 books and teaching materials. Won five national teaching achievement awards and national science and technology progress awards. He has served as the director or deputy director of the Ministry of Education, Ministry of Industry and Information Technology, Ministry of Human Resources and Social Security, China Electronic Commerce Association and internet society of China.</p> |
| <p>Talent Title</p> | <p>none</p> |
| <p>Academic Research Achievement (Completed within 5 years, from present to past)</p> | <p>[1] Chen Deren. Introduction to E-commerce and Case Analysis (Micro-course Edition Second Edition) [M]. Beijing: China Gongxin Publishing Group, People's Posts and Telecommunications Publishing House, 2020.</p> <p>[2] Chen Deren, Bai Dongxin, Gao Gongbu, Xu Linhai. E-commerce Case Analysis (Micro-course Edition) [M]. Beijing: China Gongxin Publishing Group, People's Posts and Telecommunications Press, 2019.</p> <p>[3] Chen Deren. Network Marketing and Planning-Theory, Cases and Training (Micro-course Edition) [M]. Beijing: China Gongxin Publishing Group, People's Posts and Telecommunications Publishing House, 2019.</p> <p>[4] Chen Deren. Online Retail (2nd Edition) [M]. Beijing: Tsinghua University Publishing House, 2015.</p> <p>[5] E-commerce Practice (2nd Edition), Higher Education Press (ISBN 978-7-04-040341-1), edited by Chen Deren, Xu Linhai and Gui Haijin in August 2014.</p> <p>[6] Chen Deren, Wu Jiyi. College students' online entrepreneurship-theory, case and platform [M]. Beijing: Higher Education Press, 2011.</p> <p>[7] Chen Deren, Zhang Xu, Gan Honghua, Jin Xiaogang, Xiao Shaoyong. Computer Mathematics (textbook recommended by the Education Steering Committee of National Engineering Master Degree) [M]. Beijing: Tsinghua University Publishing House, 2011.</p> <p>[8] Chen Deren. Online Retail [M]. Beijing: Tsinghua University Publishing House, 2011. Chen Deren. Electronic Service and Practice [M]. Beijing: Electronic Industry Press, 2010.</p> |



| Additional Information | |
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| <p>Academic Service</p> | <p>Deputy Director of Big Data and Science and Technology Communication Committee of China Science and Technology Journalism Society</p> <p>Head of the Expert Group on Computer Courses of National College Network Education Examination</p> <p>Deputy Director of internet society of china Internet Promotion and Popularization Education Committee</p> <p>Deputy Director and Secretary-General of the Teaching Steering Committee of E-commerce Specialty in Colleges and Universities of the Ministry of Education</p> <p>Deputy Director of E-commerce Professional Expert Committee of Vocational Skills Appraisal of Ministry of Labor</p> <p>Director of the National Network Business Application Ability Examination Expert Committee of the Ministry of Information Industry</p> <p>Director of Electronic Service Expert Committee of China Electronic Commerce Association</p> <p>Director of the Teaching Steering Committee of Logistics Management and E-commerce in Zhejiang Colleges and Universities</p> <p>Chairman of Hangzhou Electronic Commerce Association</p> <p>Chairman of Hangzhou Mobile Internet Society</p> |
| <p>Application in Business</p> | <p>None</p> |
| <p>Engagement in School Activities & Public Services Beyond Teaching Responsibilities</p> | <p><input checked="" type="checkbox"/> Policy Decision</p> <p><input checked="" type="checkbox"/> Advising</p> <p><input checked="" type="checkbox"/> Research</p> <p><input type="checkbox"/> Directing an Extracurricular Activities</p> <p><input checked="" 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> |