




Personal Information	Name		Fang Meiyu		
	Title		Professor		
	Position		Vice President		
	Gender		<input type="checkbox"/> Male <input checked="" type="checkbox"/> Female		
	Date of Birth		23-07-1971		
	Nationality		China		
	Passport No.		None		
	Contact		Email		85800826@qq.com
	Employment		<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time		
	Discipline		Management - E-commerce		
	Courses Taught		UG: Introduction to Cross-border E-Commerce, Cross-border E-Commerce Wish Sellers' Practice, Object-Oriented Programming		
Education Background	<p>August 1994 - present, Zhejiang Foreign Studies University, International Business School, teacher</p> <p>Sep. 2009-Sept. 2014, Ph. D in Electronic Commerce, School of Computer Science, Zhejiang University</p> <p>Sep. 2001-June 2004, Master of Computer Science, School of Computer Science, Zhejiang University</p> <p>Sep. 1990-June 1994, Zhejiang University of Technology, Department of Mechanical and Electrical Engineering, Computer, undergraduate</p>				
Professional Experience	<p>Sep. 2000 - June 2001, visiting scholar, Zhejiang University</p>				
Introduction (paragraph)	<p>Fang Meiyu, professor and master's supervisor. The doctor of e-commerce of Zhejiang University, the third level training personnel of the "New Century 151 Talent Project", which was granted by the Organization Department of Zhejiang Provincial Party Committee and the Provincial Department of Personnel. She focus on e-commerce trust and cross-border e-commerce industry development, and has achieved a series of important research results, the main presided over provincial and ministerial-level scientific research projects: the general project of humanities and social sciences of the Ministry of Education, the basic public welfare research project of Zhejiang Province. and the other enterprise horizontal project which come from Zhejiang Institute of International Business, Yiwu Municipal Market Development Commission and so on. The representative consulting reports are the problems of the development of cross-border e-commerce live broadcasting industry, Yiwu cross-border e-commerce comprehensive consulting report, etc. She has published more than 10</p>				



	<p>high-level papers in the International Journal of Computational Intelligence Systems and Telecommunications Science and so on; and she has published four textbooks, including Introduction to Cross-border E-commerce and Cross-border E-commerce Wish Three-dimensional Practical Course. She is serving as the vice chairman of the cross-border e-commerce professional working committee of the China Association for Foreign Trade and Economic Cooperation, the member of the professional standardization technical committee of the Commercial Industry Committee of the China Council for the Promotion of International Trade, and the member of the academic committee of the Zhejiang Institute of International E-commerce.</p>
<p>Talent Title</p>	<p>The third level training personnel of the "New Century 151 Talent Project", such as the Organization Department of Zhejiang Provincial Party Committee and the Provincial Department of Personnel</p>
<p>Academic Research Achievement (Completed within 5 years, from present to past)</p>	<p>Textbooks/Cases/Others [1] Fang Meiyu, Editor in Chief, Introduction to Cross-border E-commerce, Tsinghua University Press, 2022, 1/4; [2] Fang Meiyu, editor-in-chief, Cross-border E-commerce Wish Three-dimensional Practical Course, Zhejiang University Press, January 6, 2019.</p> <p>Consultation report: [1] Fang Meiyu, etc The current situation and problems of the development of cross-border e-commerce live broadcasting industry, research report, 1/4, 2021, approved by the director of the Provincial Department of Commerce. [2] Fang Meiyu, et al. Comparative study of global B2C cross-border e-commerce platforms, research report, 1/4, 2018, approved by the director of the Provincial Department of Commerce.</p>

To be continued



	<p><u>RESEARCH GRANTS</u></p> <p>[1] Innovative research on China's e-commerce trust measurement system in the cloud environment, general project of humanities and social sciences of the Ministry of Education, research funding: 120000 yuan, research start and end time: 2014-2018</p> <p>[2] Research on user behavior prediction and recommendation based on in-depth learning, Zhejiang Basic Public Welfare Research Program. Research funding: 100000 yuan, starting and ending time: 2019-2021</p>
<p>Additional Information</p>	
<p>Academic Service</p>	<p>None</p>
<p>Application in Business</p>	<p>[1] Project entrusted by Yiwu Municipal Market Development Commission: Yiwu Cross-border E-commerce Comprehensive Consulting Service Project, from August to November 2020, with research funding of 40000 yuan</p> <p>[2] Double-gun technology: cross-border e-commerce comprehensive consulting service project, October 2021 to October 2022, research funding: 30000 yuan</p> <p>[3] Real Intelligence: Digital Intelligence E-commerce RPA research project, January 2022 to December 2023, research funding: 60000 yuan.</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 type="checkbox"/>Research</p> <p><input checked="" 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>