




Personal Information	Name	LYU Hongfen		
	Title	Professor		
	Position	N/A		
	Gender	<input type="checkbox"/> Male <input checked="" type="checkbox"/> Female		
	Date of Birth	15-06-1974		
	Nationality	China		
	Passport No.	N/A		
	Contact	Email	hflv99@163.com	
	Employment	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time		
	Discipline	Applied Economics		
	Courses Taught	UG: Western Economics, International Finance, China-Latin America Business and Investment		
Education Background	<ul style="list-style-type: none"> · Sep. 2001-Mar. 2004, Master of Business Administration, Management School, Zhejiang University, China · Sep. 2000-May. 2005, Master of Finance, Management School, Zhejiang University, China 			
Professional Experience	<p>siting Scholar, Fudan University, China</p> <p>siting Scholar, Northampton University, United Kingdom</p>			
Introduction (paragraph)	<p>Professor and master supervisor. Master of Business Administration and Master of Finance in Zhejiang University, director of International Business as provincial first-class specialty, the third level of "151 talents in the new century" in Zhejiang Province, the disciplinary leader of middle-aged and young people in Zhejiang Province, has been committed to Country and Regional studies and digital economy studies and achieved a series of important research results. Host one national social sciences founding project, six provincial scientific research projects and multiple enterprise horizontal projects, with nearly 20 advisory reports have been adopted by the government. Published more than 40 high-level papers in Journal of International Trade, Zhejiang Social Sciences, Research in Higher Education of Engineering and other journals. (overview of published works). Won the Zhejiang Provincial Department of Commerce, Hangzhou philosophy and Social Sciences and other awards. Serve as director of China Society of Industrial Economics, Zhejiang International Trade Association and Zhejiang Financial Engineering Society and other academic/social part-time position.</p>			
Talent Title	<p>the disciplinary leader of middle-aged and young people in Zhejiang Province</p> <p>the third level of "151 talents in the new century" in Zhejiang Province,</p>			



Academic Research
Achievement
(Completed within
5 years, from
present to past)

I. Monographs, Essays, Reports

- [1]LYU Hongfen, Wang Kecheng, etc. Series on Latin American Studies (second edition) [C]. Beijing: China Social Sciences Literature Publishing House, 2022 Vol 130-154.
- [2]LYU Hongfen, Gaochao, etc. Opportunities and strategies for cooperation in energy resources between China and Latin America under the background of global energy supply shortage. [R]. Adopted by Hangzhou Development and Reform Commission, 20230104.
- [3]LYU Hongfen, Liu Qiao, etc. Strengthen the governance of digital economy and enhance the effectiveness of legal supervision. [R]. Adopted by the Office of Zhejiang Provincial Committee of the Communist Party of China in accordance with the law, 20221031.
- [4]LYU Hongfen, Zhuo Xuedong. Zhejiang cross-border e-commerce enterprises have a bright future in opening up the Latin American market. [R]. Adopted by Foreign Affairs Office of Zhejiang Provincial people's Government, 20220720.
- [5]LYU Hongfen, Zhuo Xuedong. Investigation on high-quality development and common prosperity of 26 counties in mountainous areas of Zhejiang Province: from the perspective of digital rural construction. [R]. Adopted by Department of Commerce of Zhejiang Province, 20220112.
- [6]LYU Hongfen, Fang Meiyu. Suggestions on Hangzhou's expansion of Southeast Asian e-commerce market. [R]. Adopted by the Office of the Advisory Committee of the Hangzhou Municipal people's Government of the Communist Party of China, 20211019.
- [7]LYU Hongfen, Cen Yuting. The return and back-feeding of Zhejiang businessmen after the epidemic: based on the background of digital economy. [R]. Adopted by Zhejiang Federation of Industry and Commerce, 20210625.
- [8]LYU Hongfen, Li Xinqi. A study on the Trade effect of Zhejiang Province's Direct Investment in six Latin American countries in the Post-epidemic era. [R]. Adopted by Department of Commerce of Zhejiang Province, 20201019.

II. Journal Articles

- [1]LYU Hongfen, Liu Qiao. Measurement of the efficiency and potential of Digital Trade between China and emerging economies: based on Stochastic Frontier Gravity Model [J]. *Foreign Economic Relations & Trade*, 2021 (8): 22-27.
- [2]LYU Hongfen, Zhang Shuying. Problems and Countermeasures of developing Southeast Asian E-commerce Market in Hangzhou [J]. *Northern Economy and Trade*, 2021 (4): 27-29.
- [3]Zhang Shuying, LYU Hongfen. Research on the International Competitiveness of Zhejiang Cultural Industry based on Diamond Model [J]. *Contemporary Economics*, 2021 (8): 39-43.
- [4]LYU Hongfen, Wang Jun. A probe into the Digital Transformation of China's



Foreign Trade in the Post-epidemic era: a case study of Zhejiang [J].
Northern Economy, 2020 (12): 50-55.

- [5]Liu Xiao,LYU Hongfen. Thoughts on the cultivation of High-skilled talents in International Business from the Perspective of Digital Trade [J]. *Business & Economy*, 2020 (11): 102,104.
- [6]LYU Hongfen, Dong Huaying. Research on the problems and countermeasures of promoting the high-quality operation of CEIBS trains [J]. *Northern Economy and Trade*, 2019 (8): 18-20.

III. Awards

- [1]LYU Hongfen. The problems and countermeasures of digital rural construction in 26 counties in mountainous areas of Zhejiang Province under the background of the construction of common prosperity demonstration zone. Third prize for excellent achievements in countermeasure projects of the Department of Commerce of Zhejiang Province, 2021.
- [2]LYU Hongfen. Research on the development strategy of cross-border e-commerce between China and emerging economies from the perspective of digital economy. First prize for excellent achievements in countermeasure projects of Zhejiang Department of Commerce, 2019.
- [3]LYU Hongfen. Research on Industrial selection of countries along Belt and Road Initiative of Zhejiang Investment from the Perspective of marginal Industry. Third prize for Zhejiang Department of Commerce International Economic and Trade Research Outstanding Achievement Award, 2018.

IV. RESEARCH GRANTS

- [1] The influence mechanism and optimization path of manufacturing digitization on the high-quality development of foreign trade in Zhejiang Province. General soft science research project of Zhejiang Province, Research Funding: ¥50000, 2022-2023.
- [2] Research on the deep integration of digital economy and Yiwu manufacturing industry: from the perspective of "Future Factory". Key project of Yiwu Federation of Social Sciences, Research Funding: ¥5000, 2021-2022.
- [3] Research on the mechanism and path of China's manufacturing industry rising in the global value chain driven by the digital economy after the epidemic. General project of the National Social Science Foundation, Research Funding: ¥200000, 2021-2025.
- [4] Research on the trade effect of Zhejiang on emerging economy OFDI: from the perspective of digital trade, general soft science research project of Zhejiang Province, Research Funding: ¥50000, 2020-2021.
- [5] Calculation of the efficiency and potential of digital trade between China and emerging economies: based on the stochastic frontier gravity model. Hangzhou philosophy and Social Science Planning Project, Research Funding: ¥50000, 2020-2021.



Additional Information	
Academic Service	Director of China Society of Industrial Economics
Application in Business	N/A
Engagement in School Activities & Public Services Beyond Teaching Responsibilities	<input type="checkbox"/> Policy Decision <input checked="" type="checkbox"/> Advising <input checked="" type="checkbox"/> Research <input checked="" type="checkbox"/> Directing an Extracurricular Activities <input checked="" type="checkbox"/> Providing Academic Advising <input type="checkbox"/> Providing Career Advising <input checked="" type="checkbox"/> Member of University/School Committees/ <input type="checkbox"/> Others (Please Specify _____)