

WANG Jianguo

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Nationality: Chinese

Date of birth: 19th Nov. 1953

Education

1989-1992 PhD in Economics, Department of Economics, Monash University
1982-1984 MBA in Marketing, Leuven University, Belgium
1978-1982 B.A. in Political Economy, Wuhan University, Wuhan

Academic Positions Held

2001-present Professor of Marketing and Economics, Guanghua School of Management, Peking University, Beijing
1996-2000 Senior Lecturer of Economics and Marketing, Faculty of Social Sciences, National University of Singapore, Singapore
1993-1996 Lecturer, Faculty of Economics and Commerce, University of New South Wales, UNSW, Australia
1989-1992 Part time lecturer, senior tutor and research assistant, Department of Economics, Department of Banking and Finance, Monash University
1987-1988 Research Assistant, Department of Economics, Hong Kong University, Hong Kong
1971-1978 Mathematics teacher and coordinator, No. 2 High School, Changsha, Hunan

2003-2009 Adjunct Professor, Nanyang Technological University, Singapore
1997-Present Adjunct Research Fellow, Unirule Institute of Economic Research, Beijing

Research interests

1, Strategy of Pricing and business model, this research focuses on how to make profits under $P < AC$ by integrating third party payment into account; 2, Theory of marginal non-scarce resources, this theory focuses on what's the economic effects when marginal cost is always zero with increase in output; 3, management by six dimensions: according to this theory, modern management must focuses on six dimensions—doing right thing; doing reliable thing; doing thing right; doing thing in contingency to environment; doing thing artistically with object; doing thing in integration.

Teaching

Guanghua School of Management:

2001-present IPh.D program, Master program, MBA Program, Undergraduate program, International graduate program in marketing management, consumer behavior, pricing decision, topics in economics, and etc.

Professional Activities

Adhoc Reviewing: *Economica, Journal of Economic Behavior and Organization, Journal of Comparative Economics, Social Choice and Welfare, Mathematical Social Sciences, China Economic Review, Singapore Economic Review and Journal of International and Area Studies*

Organizer: Chairman and organizer of the International Conference on Investment, Trade, and Economic Prospects for China's Three Economies: China's mainland, HK, and Taiwan, at Monash University in 1992; Chairman and organizer the Asian-Pacific Management Education Forum at Beijing in 2004 and the Sino-US International Forum on New Market Economy at Beijing and Shanghai in 2005. The committee member of the World Marketing Congress 2003, Co-organizer, Forum of China State-owned Economy 2009, Chairman, Asian-Pacific Management Education Forum; Founder and general

Affiliations: Member, American Economic Association
Member, Chinese Economists' Society
Member, Australian Economic Society
Member, Singaporean Economic Society
Member, Chinese Economic Association (Australia)
Founder and general coordinator, Asian Pacific Association of Management Education
Founder of PKU-NUS joint IMBA Program (2001-), PKU-ESSEC joint IMBA Program (2001-), and PKU-Duke joint IMBA Program (2002-) in Guanghua School of management (GSM), PKU
Standing Member, Australian-Sino Committee of Industry and Commerce (1993-96)
President, Chinese Economic Association, Australia (1991, 1992)

Administration

- Director, Sino-US Research Centre on New Market Economy and Management, PKU
- Director, China Research Center on Low Carbon development, PKU
- Deputy Director, Research Centre on Contemporary China, PKU
- Director, MBA and IMBA Programs , PKU (2001, 2002)
- Director, Study Centre Transitional Economy, NUS(1996-2000)

Business Experience

- Senior manager, China Resources (Holding) Co. Ltd. HK (1985-1987)and China Venturetech Corporation Beijing, both are Chinese leading company (1988-1989)
- Senior Adviser and independent board member, Rongsheng Group; Hengyi Group; Hanwang Technology Co. Ltd
- President, Goldenlady Fast Food Co. Ltd (JV) in China and Australia-China Education Investment Pty Ltd (1994-1995)
- Consulting services and adviser for many business companies and government agencies
- Countless seminars and public lectures to international conferences, universities, companies, social groups, and government agencies; comments on television broadcasting such as CCTV, PhTV, newspapers, and magazines

Honors and Awards

Research awards: First Class National Award of Social Sciences on book 2009 (“1P theory – new business models in network economy” , May 2007, Peking University Press)

Honors: Keynote Speaker addressing Marketing World congress 2003, Asian 500 Leaders for 21 Century, Marquis Who's Who of Science and Technology, Who's Who in Asian Community of Australia