

Prof. Bin GU

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Department of Electronic Business, South China University of Technology, Guangzhou, China

Education

PhD in Information Management, Wuhan University	Wuhan, China
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Work Experience

01/2008- Present School of Economics and Commerce, SCUT, Teacher	Guangzhou, China
09/2006-12/2007 School of Electronic Business, SCUT, Teacher	Guangzhou, China

Research Field

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- **Electronic Business**
 - **Knowledge Management**
 - **Innovation Management**

Teaching & Courses

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- **Fundamentals of Management**
 - **Web Programming**
 - **Website Plan and Design**
 - **Management (bilingual education)**
 - **Database System**
 - **Computer Principle and Application (English)**
 - **Industry Management of Modern Information Service (for postgraduate)**
 - **Digital Information Service (for Ph. D.)**

Research Projects

Longitudinal project:

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- Research and Practice of Implementing Innovation Driven Development Strategy in Guangdong Province
 - Knowledge Organization on Virtual Community
 - Admission and Supervision of Foreign Investment in E-commerce
 - Organization and Sharing Model of Knowledge Information in Virtual Communities Based on Super P2P
 - Research on Building Pearl River Delta National Innovation Demonstration Zone
 - Sharing Model of Knowledge Information in Social Network Environment
 - Study on Promoting Information Consumption Policy in Guangzhou City
 - Advantages and Functions of Guangzhou in Platform of National Innovation Demonstration Zone in Pearl River
 - Research on Guangdong Digital Information Service Industry and Market Operation
 - Research on Information Security System Construction in Higher Education
 - Research on Strategy of Information Resources on Developing Digital Library
 - Research on Teaching Reform of Management Science Courses for Creation Cultivation
 - Research on User-oriented Information Integration and Service
 - Network Information Resources Organization and Development Model
 - Study on the Strategy of Sustainable Development on Library and Information Science
 - Study on the Development Strategy of Central China Economic Zone in the Middle Yangtze Valley

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Horizontal projects:

- "Twelve Five" Plan of Strategic Emerging Industries in Huizhou
- "Twelve Five" Plan of Advanced Manufacturing in Huizhou

Publications

Monograph

- Study on the Development Strategy of Central China Economic District (Introduction, Chapter 1, 2 and 15 of Basic Volume; Chapter 2 of Society Volume). Central Committee Documents Press.
- Computer Document Retrieval. Wuhan University Press.
- Study on Modern Information Management Mechanism (Academic Series of Wuhan University), Wuhan University Press.
- Information Services and Users. Wuhan University Press reference.

Paper (2015-present)

- Understanding the Scientific Connotation of National Innovation Demonstration Zone in Pearl River Delta
- Grasp the Focus of the Pearl River Delta National Innovation Demonstration Zone Construction
- Efforts to Build the Pearl River Delta National Innovation Demonstration Zone
- Construction of Knowledge Innovation System Based on Collaborative Product Commerce (CPC)
- Study on Consumers' Willingness to Use Self-media Community Based on "Fan Economy"
- Research on the Comparative Model of Knowledge Innovation Ability in Virtual Communities
- E-commerce Supervisory System Based on Big Data
- Research on Organizational Evolutionary Rule Based on TRIZ
- Research on Knowledge Sharing Model and Architecture of Virtual Community Based on Big Data
- Study on the Performance Evaluation Model of Knowledge Sharing among Virtual Community Members
- Research on the Construction of Knowledge Ontology of Virtual Community Members Based on Formal Concept Analysis and Social Network Analysis
- Research on TRIZ Knowledge Base Construction Oriented to Management
- Study on the Utility Classification Model of Comments Community
- Research on Knowledge Sharing and Personalization Push Model of Virtual Community Based on Social Network Analysis
- User Loyalty Mining Based on Knowledge Sharing in Virtual Community

Honors & Awards

2007 First Prize of 2007 Teaching Reward of School of Electronic Business, SCUT.

2006 Second Prize of 9 Wuhan Social Science Research Results, (Participant).

2008 South China University of Technology Teaching Award

2009 Third Prize of the Sixth Hubei Province Outstanding Social Science

2010 Third Prize of 2010 Annual Undergraduate Science and Technology Innovation Tutor

2010 South China University of Technology 2010 Research Paper Award.

Social Appointments

- Ministry of Science and Technology "Innovation Talent Promotion Plan" will be evaluated as team leader
- China Soft Science Research Association.

- Ministry of Education Science and Technology Award review experts.
- Visiting Fellow, Guangdong Province Provincial Investigation and Research Center.
- Shaoguan City major administrative decision-making consultation demonstration experts.
- Guangdong Province, Ministry of Education, Ministry of Science and Technology Enterprise.
- Production and Research Commissioner.
- Ministry of Science and Innovative Method of a Teacher.
- Innovation Methodology Society Member.
- Guangdong Provincial Science and Technology Commissioner.
- Conghua City Government Consultants.
- Guangdong Province SME Development Association Expert Working Committee.
- Ministry of Education Doctoral Fund Evaluation Experts.
- Guangdong Philosophy and Social Science Planning project review experts.
- Guangdong Province Science and Technology Project Review Experts.
- Guangzhou Science and Technology Plan Experts Library Experts.
- Guangdong Provincial Manufacturing Association Standing Committee.
- Guangdong Provincial Natural Science Foundation Review Experts.
- Shandong Province Natural Science Fund Review Experts.
- Jiangxi Provincial Natural Science Foundation Review Experts.
- Sichuan Provincial Natural Science Foundation Review Experts.
- Jiangsu Province Natural Science Foundation Review Experts.