

# Zhang Zhenpeng



Title : Professor, Doctoral supervisor

***Teaching and Research Areas :***

***Art management ,Cultural industries***

## ***Academic Qualifications***

2013- 2016            Shandong University/Management/Doctoral Degree  
2006 - 2008            Shandong University of Finance and Economics/Business Administration  
                              /Master's degree  
1991 - 1995            Fudan University/Accounting/Bachelor's degree

## ***Teaching Experiences***

2020 - Present        Shenzhen University/Cultural Industry Research Institute/Professor, Doctoral Supervisor  
1993 - 2020            Jinan University/School of Business/Teaching Assistant, Lecturer, Associate Professor,  
                              Professor  
2014 - 2015            Communication University of China/Institute of Cultural Development/Senior Visiting  
                              Scholar

## ***Representative Publications***

### ***Journal Articles:***

"The Core Elements and Structural Forms of New Qualitative Productivity in China's Cultural Industry", First, Journal of Shenzhen University (Humanities and Social Sciences Edition) (CSSCI), Issue 4, 2024;

"The Core Proposition of Building a Discourse System for Chinese Characteristic Art Management", First, "Research on Ethnic Art" (CSSCI), Issue 2, 2024;

"The Logic and Practice Strategy of Ecological Governance in Digital Culture Industry", First, Journal of Tongji University (Social Science Edition) (CSSCI), Issue 1, 2024;

"Basic Characteristics, Operating Mechanisms, and Evolutionary Trends of Digital Culture Industry Ecology", First, Academic Forum (CSSCI), Issue 6, 2023;

High Quality Development Direction of Cultural Industry in Chinese path to modernization, first, Journal of Shenzhen University (Humanities and Social Sciences Edition) (CSSCI), Issue 5, 2023 (full text reprinted in the online version of Xinhua Digest);

"Construction and Innovation of the Theoretical System of China's Cultural Industry", first, Journal of Yantai University (Philosophy and Social Sciences Edition) (CSSCI Extended Edition), issue 5, 2023 (reprinted in full in "National People's Congress Photocopy Materials");

"The influencing factors and formation mechanisms of cultural enterprise management innovation", first, "Dongyue Luncong" (CSSCI), Issue 6, 2023;

"The Continuation and Innovation of Rural Culture under the Background of Building a Cultural Power", First, China Cultural Industry Review (CSSCI Series), Issue 1, 2023;

"Theoretical Framework, Realistic Logic, and Implementation Path of Digitalization in the Cultural Industry", First, "Social Science Frontline" (CSSCI), Issue 1, 2024 (reprinted in full by Xinhua Digest online edition);

"Research on the Innovation Mechanism of Cultural Enterprise Business Models Based on Rooted Theory", First, Journal of Theoretical Studies (CSSCI), Issue 4, 2023;

"Digital Operation Mechanism of Public Cultural Product Service Supply", First, Shandong Social Sciences (CSSCI), Issue 2, 2022;

"Factors and Process Mechanisms Influencing Enterprise Management Innovation: Research Review and Integrated Models", First, "Science and Technology Progress and Countermeasures" (CSSCI), Issue 20, 2021;

"Analysis of the Direction and Path of Cultural System Reform in China", First, Journal of Zhengzhou University (Philosophy and Social Sciences Edition), 2015, Issue 5 (CSSCI) (reprinted in full by Xinhua Digest and National People's Congress Photocopies)

"Supply side Reform: Boosting the Transformation and Upgrading of China's Cultural Industry", First, Guangming Daily, January 7, 2016, 16th edition

"Evaluation of Intangible Assets of Cultural Enterprises and Development of Cultural Industries", Volume 1, Dongyue Luncong, 2016, Issue 7 (CSSCI) (reprinted in full in "National People's Congress Photocopy Materials")

"Analysis of the Institutional Dilemma in the Development of Cultural Enterprises in China", First, Shandong Social Sciences, 2015, Issue 12 (CSSCI) (reprinted in full in the "National People's Congress Photocopy Materials")

"A Discussion on the Cultural and Creative Industry Chain from the Appreciation of Durala'", First, Academic Forum, Issue 12, 2010 (CSSCI) (reprinted in full by the National People's Congress Photocopy)

"Outline of China's Cultural Industry Ecosystem", Volume 1, Journal of Jinan University (Social Sciences Edition), Issue 2, 2017 (reprinted in full in "National People's Congress Photocopy Materials" and in full in the online version of "Xinhua Digest")

"Four Core Propositions for the Transformation and Upgrading of China's Cultural Industry", First, Academic Forum, Issue 1, 2016 (CSSCI) (reprinted in full by Xinhua Digest online edition)

"The Protection and Inheritance of Rural Culture in New Urbanization", First, Journal of Fujian Normal University (Philosophy and Social Sciences Edition), Issue 6, 2013 (CSSCI) (excerpt from "Academic Abstracts of Humanities in Higher Education Institutions")

"Monopoly of Cultural Commodity Market and Regulation of Cultural Enterprises", First, Social Science Research, 2014, Issue 2 (CSSCI) (Excerpt from Guangming Daily)

"The Value Logic and Operating Rules of Rural Cultural and Creative Industry Business Models", First, Journal of Fujian Normal University (Philosophy and Social Sciences Edition), 2015, Issue 3 (CSSCI)

Analysis of the Transformation and Upgrading of Traditional Cultural Enterprises, Volume 1, Journal of Hainan University (Humanities and Social Sciences Edition), 2017, Issue 2 (CSSCI)

"The Path and Inspiration of Industrial Structure Upgrading in the Regions Along the Dayun River", First, Shandong Social Sciences, Issue 7, 2018 (CSSCI)

"Fully Utilizing the Driving Role of Suburban Tourism Industry in New Urbanization", First, Economic Crossroads, Issue 2, 2014 (CSSCI)

"Analysis of the Essence and Development Direction of Cities", First, Journal of Zhengzhou University (Philosophy and Social Sciences Edition), 2014, Issue 1 (CSSCI)

A Preliminary Study on the Development of Rural Cultural and Creative Industries in China, Volume 1, East China Economic Management, Issue 2, 2013 (CSSCI)

"Comparison and Inspiration of Business Models between" Benshan Media "and" Disney "- A Discussion on the Internationalization Business Model of Cultural Enterprises in China", Journal of Ocean University of China (Social Sciences Edition), Vol. 2, 2013 (CSSCI)

"Utilitarian Reflections on the Development of China's Cultural Industry", First, Fujian Forum, 2012, Issue 12 (CSSCI)

"Exploring the Development Path of Rural Cultural and Creative Industries in China", First, Academic Forum, Issue 11, 2012 (CSSCI)

"Excellent Characteristics and Implementation of Chinese Cultural and Creative Products", First, "Seeking Truth", Issue 10, 2012 (CSSCI)

"Exploration of the Development of Cultural and Creative Industries in the Context of Cultural Soft Power", First, Science and Technology Progress and Countermeasures, Issue 8, 2012 (CSSCI)

"The Chinese Characteristics and Chinese Path of Cultural and Creative Industries", First, "Exploration of Economic Issues", Issue 11, 2011 (CSSCI)

"Exploration of the Formation Mechanism of Cultural and Creative Industry Clusters", First, Economic System Reform, Issue 2, 2011 (CSSCI)

"Exploration of the Definition and Development Issues of China's Cultural and Creative Industry", Part 1, "Research on Science and Technology Management", Issue 12, 2009 (CSSCI)

"Building a Psychological Contract through Continuous Communication to Improve Enterprise Performance Management", Volume 1, China Human Resources Development, 2009, Issue 2 (CSSCI)

Research on Enhancing the Core Competitiveness of Shandong's Cultural Industry, Volume 1, Shandong Social Sciences, 2009, Issue 2 (CSSCI)

*Academic texts:*

*Monograph "Film Financing", Beijing: Intellectual Property Publishing House, 2024*

*Monograph "Cultural Creativity+Integrated Agricultural Development", Beijing: Intellectual Property Publishing House, 2019*

*Editor in Chief "Management", Shanghai: Shanghai Jiao Tong University Press, 2013*

*Editor in Chief, Financial Management, Beijing: Economic Science Press, 2004*

*Associate Editor in Chief "Economics" (Volume 1 and Volume 2), Jinan: Shandong University Press, 1998*

*Co edited Principles of Accounting, Jinan: Shandong Science and Technology Press, 1995*

### ***Research Grants/Projects***

- 2022 - 2024 National Social Science Foundation Art Key Project "Research on Business Model Innovation and Ecological Governance in the Digital Culture Industries" (Host)
- 2021- 2024 Sub project of the National Social Science Foundation Art Science Major Project "Research on Online Production and Broadcasting Mechanism of Performing Arts" (Host)
- 2021- 2024 Major sub projects of the National Social Science Foundation of China "Research on Digital Innovation and Development of Cultural Enterprises" (Host)
- 2018- 2021 General Project of the National Social Science Fund "Research on the Innovation of Cultural Management System and Cultural Enterprise Management in the New Era" (Host)
- 2014 - 2016 General Project of the National Social Science Fund "Research on Business Models and Development of Small and Micro Cultural Enterprises" (Host)
- 2012- 2015 Humanities and Social Sciences Project of the Ministry of Education "Research on the development of rural cultural and creative industries" (Host)
- 2020 - 2021 The Social Science Project of the Ministry of Culture and Tourism "Research on the Mechanism of Coordinated Development of Regional Cultural Industry Belt" (Host)

### ***Academic and Professional Membership***

*Executive Director of the China Cultural Industry Management Professional Committee*

*Executive Director of the Cultural and Creative Industry Research Branch of the Chinese and Foreign Literary and Art Theory Society*

*Executive Director of the Professional Committee of Chinese Art Theory and Art Management*

*Executive Director of the Cross Strait Cultural and Creative Industry University Research Alliance*

*Executive Director of the National Cultural Think Tank Alliance*

*Expert and Secretary General of Shandong Provincial People's Government Think Tank for High end Talents and Cultural Industry Think Tank*

### ***Professional Qualifications and Awards***

The Second Prize of the 31st Excellent Social Science Achievements in Shandong Province: "Analysis of the Direction and Path of China's Cultural System Reform" (2017)

The Second Prize of the 26th Excellent Social Science Achievements in Shandong Province: "Research on the Clustering and Sustainable Development of Cultural and Creative Industries" (2012)

Third Prize of the 28th Excellent Social Science Achievements in Shandong Province: "Research on Accelerating the Development of Cultural and Creative Industries in Our Province" (2014)

Third Prize of the 25th Excellent Social Science Achievements in Shandong Province: "Research on Core Competitiveness and Sustainable Development of Cultural and Creative Industries" (2011)

Second Prize for Excellent Achievements in Shandong Soft Science: "Research on Clustering and Sustainable Development of Cultural and Creative Industries in Shandong Province" (2011)

Second Prize for Excellent Scientific Research Achievements in Shandong Higher Education Institutions: "Research on Enhancing the Core Competitiveness of Shandong's Cultural Industry" (2010)