



Ying Hua is a professor in E-Business and the associate dean of Information School at UIBE. And she also serves as the deputy secretary general of steering committee of E-Business Education for Ministry of Education(MOE). Professor Hua got her Doctoral degree in Economics, and has been doing joint research in UW-Madison and Purdue University for two years. Her research interests include E-Business innovation, Internet Marketing, Big Data Marketing, Digital Economy & Digital Transformation.

She has been teaching Internet Marketing and Internet-based Business Model Innovation to foreign students and government officials from various countries.

Her research paper have been published in leading journals as *Decision Sciences*, *Decision Support Systems*, *Information & Management*, *European Journal of Information Systems*, *Journal of Business Research*,

*Economics Letters* and etc. She is the team leader of the Key Projects of National Social Science Fund, and the core team member of National Educational Achievement Award. And she has got the honorary title as distinguished young professor of Beijing.