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Professor Lu Xiongwen is Dean of the School of Management, and Founding Director of the Chinese Marketing Research Center at Fudan University. Prof. Lu's teaching and research interests cover marketing in China as an immature market, internet marketing in China, service marketing, corporate reorganization, and change management. He has authored or co-authored four books and published over five dozen research papers. As a leading expert in Marketing and Management, Prof. Lu has offered consulting and training services for major multinational and Chinese enterprises including Coca-Cola, Alcatel, MasterCard International, Unilever, Emerson Electric, China UnionPay, Bao Steel, Bank of China, Shanghai Electric and China Jin Mao Group etc. Prof. Lu was appointed Vice Chairman of the Fourth National MBA Education Supervision Committee of China in 2008. He is an Honorable Professor at the University of Hong Kong and Norwegian School of Management. He is also a Committeeman of the Tenth Committee of All-China Youth Federation. Prof. Lu received his PhD in Economics from Fudan University and was a Research Fellow and Visiting Scholar at Tuck School of Business at Dartmouth College, MIT Sloan School of Management, and the Fisher College of Business at the Ohio State University.

SCHOOL OF MANAGEMENT AT FUDAN UNIVERSITY

The School of Management at Fudan University, inheriting the essence of Fudan's tradition and academic thoughts, is the leading business school in China. Fudan University is China's first to establish business education. Fudan also took a leading role in China by re-starting management education in 1977 in the eve of the national reform and opening-up. The school was officially re-established in 1985, and was one of the first in China approved to offer MBA and EMBA degree programs in 1991 and 2002 respectively. The School has also established a solid partnership by co-running a variety of joint programs with internationally prestigious institutions across the world including MIT Sloan School of Management, Norwegian School of Management, the University of Hong Kong, Washington University in St. Louis, University of New South Wales, National University of Singapore and Korea University and others, among which the Fudan-Olin EMBA Program, jointly run by the School and Olin Business School at Washington University in St. Louis, has been ranked by the Financial Times to be Chinese mainland's no.1 and one of the world's top 12 EMBA programs worldwide for the last four consecutive years. The School has established two research institutes and nineteen research centers, and is well ahead of other peer schools in China in academic research, in terms of published papers and books, as well as the research grants supported by the state and industry. In 2009 and 2010 respectively the school won the EQUIS and AACSB accreditation consecutively.