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Li Huimin

Staff Handbook

<i>Please fill out and submit one form per person. Each teacher fills out one form.</i>	
Name surname and personal name	<i>Liu Enpeng</i>
Post position	<i>Teaching area and designation: Lecturer</i>
Academic Career Academic Experience	<i>Doctoral degree (Visual Arts) Oriental University, Thailand 2012.9–2017.7 Master's degree (Art Design) School of Design, Jiangnan University 2012.7–2008.9 Bachelor's degree (art design major) Yunnan Yunnan Art Institute 2019.9--2003.7 Computer Art Department School of Economics</i>
Employment Work Experience	<i>Position Full-time Teacher Employer employer School of Design, Yunnan University of Arts and Design Period October 2008 to now</i>
Research and development projects over the past 5 years	<i>1. The project leader of Yunnan Province's Science and Technology Innovation Project: "Yunnan Province's High-Quality Scenic Area Development and Demonstration Project" is responsible for 3D animation design and production. 2. Provincial Institute and University Cooperation Project of Yunnan Province: Research on Industrialization Development of Yunnan's Characteristic Folk Arts, the leader participated in the research group; 3. Yunnan Provincial Philosophy and Social Science 11th Five-Year Plan project: Research on the protective arrangement and development application of ethnic minority patterns and graphic elements in Yunnan; Project initiation unit [Yunnan Philosophy and Social Science Planning Office], certificate number [2010071]; 4. General project topic of Yunnan Provincial Department of Education "Exploration of Digital Design of Traditional Tin Technology in Gejiu, Yunnan", project unit [Yunnan Provincial Department of Education], project number [2011Y089], completion time [2015 5 month 15 day], certificate number (2015)243 number; 5. First advisor of the National Undergraduate Innovation Training Project: Application Research of Stop Motion Animation and Ethnic Style, Project Number: 201810690015, project approval time: 2018-06-04, not completed;</i>
Industry collaborations over the past 5 years	<i>Collaborating with Huawei Technologies Co., Ltd. on the "Born to Draw" project</i>
Patents and proprietary rights	<i>Not have</i>
Important publications over the past 5 years	<i>Selected recent publications, total number of (please enter total number): 1 In 2023 July, "Analysis of Disruptive Adaptation Strategies for Chinese Animated Films Characters in the New Era" was published. International Standard Serial Number: ISSN1002-6916, Domestic Standard Serial Number: CN52-1014/J, a national Chinese core journal of "Film Review". The first author</i>

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<p>Activities in professional bodies over the past five years</p>	<p><i>1. Academic Secretary of the Digital Media and Animation Art Committee, Yunnan Artists Association</i> <i>2. China Film Art Association Member</i></p>
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Name surname and personal name	<i>Qiu Yunjie</i>		
Post position	<i>Teaching Area and Designation: Digital Media Art Associate Professor</i>		
Academic Career Experience	<i>Master of Fine Arts</i>	<i>Sichuan</i>	<i>2018</i>
	<i>Bachelor's degree in Film and Television Animation (Art Design) (Discipline)</i>	<i>Conservatory of Music, Yunnan University</i>	<i>2009</i>
Employment Work Experience	<i>Full-time teachers</i>	<i>Yunnan University of Economics and Management 2022 8 month to present</i>	
Research and development projects over the past 5 years	<p><i>A practical study on digital painting projects in the context of university-enterprise cooperation 2023.02-2024.03</i></p> <p><i>Beijing Mars Era Technology Co., LTD 20,000 yuan</i></p> <p><i>Digital protection of intangible cultural heritage of Honghe sand gold and Dai pottery in Yunnan Province 2022</i></p> <p><i>Yunnan University of Economics and Management 10,000 yuan</i></p>		
Industry collaborations over the past 5 years	<p><i>Red River Basin Dai pottery intangible cultural heritage documentary</i></p> <p><i>Honghe County Bureau of Culture and Tourism</i></p>		
Patents and proprietary rights	<i>A cultural media billboard</i>	<i>2018.11</i>	
Important publications over the past 5 years	<p><i>Selected recent publications, total number of(5):</i></p> <p><i>Qiu Yunjie. The Shaping of the Face of the Era. Jilin Fine Arts Publishing House. February 2022. Qiu Yunjie. Research on the Artistic Features of MG Animation. Art Appreciation. April 2020.</i></p>		
Activities in professional field over the past five years	<i>China Arts and Crafts Association glass Art Committee</i>	<i>members 2025</i>	
	<i>Membership without a specific role need not be mentioned No mention of membership without a specific role</i>		

Staff Handbook

<i>Please fill out and submit one form per person. Each teacher fills out one form.</i>	
Name surname and personal name	Che Si Man
Post position	<i>Teaching Area and Designation: Art and Design Lecturer</i>
Academic Career Experience	<i>Master's degree (Design) Kunming University of Science and Technology 2013.9-2016.6 Bachelor's degree (Art Design) Kunming University of Science and Technology 2009.9-2013.7</i>
Employment Work Experience	<i>Full-time teachers Yunnan Light Textile Vocational College 2021.10-to date</i>
Research and development projects over the past 5 years	<i>Project Name or Research Focus: Research on Cross-border E-commerce Talent Development Pathways for South and Southeast Asian International Students in the Context of Chinese Vocational Skills Period and any other information 2025.3–2027.2 Partners, if applicable Yunnan Provincial Department of Education Project Amount of financing Amount of financing: 10,000 yuan</i>
Industry collaborations over the past 5 years	<i>Not have</i>
Patents and proprietary rights	<i>Not have</i>
Important publications over the past 5 years	<i>Selected recent publications, total number of (please fill in the total number): 1 (give total number): ISSN1004-7026 Author Che Siman Title "Development Strategy of Tourism E-commerce in Yunnan Plateau under the Background of Rural Revitalization" Any other information Publisher, place of publication, date of publication or name of periodical, volume, issue, page numbers <Shanxi Agricultural Economy>, ISSN 1004-7026, August 2023, Issue 16 of Total 352, Page 99</i>
Activities in professional bodies over the past five years	<i>Not have</i>

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Name surname and personal name	Li Yuanyuan												
Post position	<i>Teaching Area and Designation Teachingfield and title Art Design Professor</i>												
Academic Career Academic Experience	<p><i>German Postdoctoral Qualification (Habilitation)</i></p> <p><i>(discipline) Doctorate (subject)</i></p> <p><i>Doctoral degree (Discipline)</i></p> <p><i>Undergraduate degree (subject) Undergraduate degree (subject)</i></p> <p><i>Bachelor's degree (Discipline) Art Science Hubei Institute of Technology 2006 6</i></p>												
Employment Work Experience	<table border="0"> <tr> <td><i>Position</i></td> <td><i>Teacher</i></td> <td><i>Employer</i></td> <td><i>Period</i></td> </tr> <tr> <td><i>employer</i></td> <td><i>Yunnan University of Commerce</i></td> <td></td> <td><i>timeframe</i></td> </tr> <tr> <td></td> <td></td> <td></td> <td><i>2006.6-2021.8</i></td> </tr> </table>	<i>Position</i>	<i>Teacher</i>	<i>Employer</i>	<i>Period</i>	<i>employer</i>	<i>Yunnan University of Commerce</i>		<i>timeframe</i>				<i>2006.6-2021.8</i>
<i>Position</i>	<i>Teacher</i>	<i>Employer</i>	<i>Period</i>										
<i>employer</i>	<i>Yunnan University of Commerce</i>		<i>timeframe</i>										
			<i>2006.6-2021.8</i>										
Research and development pr- ojects over the past five years	<p><i>Name of project or research focus Project name or research focus</i></p> <p><i>"Yunnan Elements + " Deconstruction and Transformation: A Study on Creative Design Teaching Practice in Applied Undergraduate Universities</i></p> <p><i>Period and any other information</i></p> <p><i>2021 1-2022 1</i></p> <p><i>Partners, if applicable partners(if any)</i></p> <p><i>Yunnan Provincial Department of Education Amount of financing Amount of financing</i></p> <p><i>3 Thousands</i></p>												
Industry collab- orations over the past 5 years	<p><i>Project title: Yunnan Plateau Red Tea Product Packaging Design Service Project</i></p> <p><i>Partners: Yunnan Brownstone Advertising Company</i></p>												

Patents and pro- prietary rights	Title Title	Year
Important ublications	Selected recent publications from a total of approx. Selected Recent Publications, Total	

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<p>Important publica- tions in the past 5 years</p>	<p><i>The number is approximately (please enter the total):</i> <i>(give total number):4</i></p> <p><i>Author(s)Author:Li Yuanyuan</i></p> <p><i>Title Title: Innovation and Practice of the "1+N" Composite Design Talent Network Training Model: A Case Study of New Higher Education Cyber Security Intelligence andAnalytics CSIA 2020 May 2020 Author Author:Li Yuanyuan</i></p> <p><i>Title Title: Innovation and Practice of the "1+N" Compound Design Talent Training Model in Computer Networks: A Case Study of the New Higher Education Group Co- founded Undergraduate Program</i></p> <p><i>Application of Intelligent Systems in Multi-modal Information Analytics MMIA May 2020</i></p> <p><i>Author(s)Author:Li Yuanyuan</i></p> <p><i>Title Title: Inheritance and Innovation of "Yunnan Element + " -Teaching Practice of Illustration Design Project System</i></p> <p><i>IPEC2021-2nd Asia-Pacific Conference on Image Processing, Electronics and Computers,October 2021</i></p>
<p>Activities in specialist bodies over the last 5 years</p> <p>Activities in professional institutions in the past five years</p>	<p><i>Organization orga-Role</i> <i>Period from 2021 to</i></p> <p><i>nization Expert</i></p> <p><i>National</i></p> <p><i>Association for</i></p> <p><i>Basic Computer</i></p> <p><i>Education in</i></p> <p><i>Higher Education</i></p> <p><i>Instituti- ons</i></p> <p><i>Membership without a specific role need not be mentioned(none)</i></p>

Staff Handbook

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Name surname and personal name	<i>Liang Boqin</i>
Post position	<i>Teaching area and designation no title</i>
Academic Career Experience	<i>Master's degree (Art Design) Yunnan University 2019.9—2022.6 Bachelor's degree (Visual Communication Design) Yunnan University 2015.9—2019.7</i>
Employment Work Experience	<i>Position Full-time Teacher Employer Yunnan University of Economics and Management Period March 2024 to now</i>
Research and development projects over the past 5 years	<i>Not have</i>
Industry collaborations over the past 5 years	<i>Not have</i>
Patents and proprietary rights	<i>Not have</i>
Important publications over the past 5 years	<i>Selected recent publications, total number of (please fill in the total number): 1 (give total number): ISSN1004-7640 Author(s) Liang Boqin Title "Application of Dongba Script in Cultural and Creative Design" Any other information Publisher, place of publication, date of publication or name of periodical, volume, issue, page numbers <Literary Youth>, Liaoning Province, 2021 25th issue, Article number: 2021-25-3035WX</i>
Activities in professional bodies over the past five years	<i>Not have</i>

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<i>Please fill out and submit</i>	<i>one form per person. Each teacher fills out one form.</i>															
Name surname and personal name	<i>Lin Yuechao</i>															
Post position	<i>Teaching Area and Designation: Associate Professor</i>															
Academic Career Experience	<table border="0"> <tr> <td><i>Initial academic appointment undergraduate</i></td> <td><i>Institution Yunnan Academy of Fine Arts</i></td> <td><i>Year 2009</i></td> </tr> <tr> <td colspan="3"><i>Habilitation [German post-doctoral qualification] (subject) German post-doctoral qualification (Habilitation) (discipline) Doctorate (subject) Doctorate (discipline)</i></td> </tr> <tr> <td colspan="3"><i>Undergraduate degree (subject)</i></td> </tr> <tr> <td colspan="3"><i>Undergraduate degree (subject)</i></td> </tr> <tr> <td colspan="3"><i>Bachelor's degree (Animation)</i></td> </tr> </table>	<i>Initial academic appointment undergraduate</i>	<i>Institution Yunnan Academy of Fine Arts</i>	<i>Year 2009</i>	<i>Habilitation [German post-doctoral qualification] (subject) German post-doctoral qualification (Habilitation) (discipline) Doctorate (subject) Doctorate (discipline)</i>			<i>Undergraduate degree (subject)</i>			<i>Undergraduate degree (subject)</i>			<i>Bachelor's degree (Animation)</i>		
<i>Initial academic appointment undergraduate</i>	<i>Institution Yunnan Academy of Fine Arts</i>	<i>Year 2009</i>														
<i>Habilitation [German post-doctoral qualification] (subject) German post-doctoral qualification (Habilitation) (discipline) Doctorate (subject) Doctorate (discipline)</i>																
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<i>Undergraduate degree (subject)</i>																
<i>Bachelor's degree (Animation)</i>																
Employment Work Experience	<table border="0"> <tr> <td><i>Position</i></td> <td><i>Position (Vice President)</i></td> <td><i>Employer</i></td> <td><i>employer</i></td> <td><i>Period</i></td> <td><i>time</i></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td><i>period</i></td> <td><i>Yunnan Textile Vocational College 2010-to now</i></td> </tr> </table>	<i>Position</i>	<i>Position (Vice President)</i>	<i>Employer</i>	<i>employer</i>	<i>Period</i>	<i>time</i>					<i>period</i>	<i>Yunnan Textile Vocational College 2010-to now</i>			
<i>Position</i>	<i>Position (Vice President)</i>	<i>Employer</i>	<i>employer</i>	<i>Period</i>	<i>time</i>											
				<i>period</i>	<i>Yunnan Textile Vocational College 2010-to now</i>											
Research and development projects over the past 5 years	<i>Not have</i>															
Industry collaborations over the past 5 years	<i>Not have</i>															
Patents and proprietary rights	<table border="0"> <tr> <td><i>Title</i></td> <td><i>Title</i></td> <td><i>Year</i></td> <td><i>year</i></td> </tr> <tr> <td></td> <td><i>A teaching device for environmental art design</i></td> <td></td> <td><i>2021-12-24</i></td> </tr> </table>	<i>Title</i>	<i>Title</i>	<i>Year</i>	<i>year</i>		<i>A teaching device for environmental art design</i>		<i>2021-12-24</i>							
<i>Title</i>	<i>Title</i>	<i>Year</i>	<i>year</i>													
	<i>A teaching device for environmental art design</i>		<i>2021-12-24</i>													
Important publications over the past 5 years	<i>Selected recent publications, total number of (please enter total number): Not have</i>															
Activities in professional bodies over the past five years	<table border="0"> <tr> <td><i>Organization</i></td> <td><i>organization</i></td> <td><i>Role</i></td> <td><i>role</i></td> <td><i>Period</i></td> </tr> <tr> <td></td> <td><i>Membership without a specific role need not be mentioned in the table</i></td> <td></td> <td></td> <td></td> </tr> </table>	<i>Organization</i>	<i>organization</i>	<i>Role</i>	<i>role</i>	<i>Period</i>		<i>Membership without a specific role need not be mentioned in the table</i>								
<i>Organization</i>	<i>organization</i>	<i>Role</i>	<i>role</i>	<i>Period</i>												
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	<i>role Not have</i>															

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Name surname and personal name	Liu Qianyu									
Post position	<i>Teaching Area and Designation Art Lecturer</i>									
Academic Career Experience	<table border="0"> <tr> <td><i>Master's degree (New Media and Visual Arts)</i></td> <td><i>Yunnan Academy of Fine Arts</i></td> <td><i>2015</i></td> </tr> <tr> <td><i>Bachelor of Arts (Commercial Photography and Media)</i></td> <td><i>Yunnan Academy of Fine Arts</i></td> <td><i>2009</i></td> </tr> </table>	<i>Master's degree (New Media and Visual Arts)</i>	<i>Yunnan Academy of Fine Arts</i>	<i>2015</i>	<i>Bachelor of Arts (Commercial Photography and Media)</i>	<i>Yunnan Academy of Fine Arts</i>	<i>2009</i>			
<i>Master's degree (New Media and Visual Arts)</i>	<i>Yunnan Academy of Fine Arts</i>	<i>2015</i>								
<i>Bachelor of Arts (Commercial Photography and Media)</i>	<i>Yunnan Academy of Fine Arts</i>	<i>2009</i>								
Employment Work Experience	<i>Teacher Yunnan University of Economics and Management 2018.09-present</i>									
Research and development projects over the past 5 years	<i>Research on the Construction of Aesthetic Education Curriculum System in Higher Education and the Cultivation of Students' Well-rounded Personality: A Perspective of Aesthetic Psychology</i> <i>Adoption and usage behavior of TikTok among elderly people in Kunming and Impact factor study</i> <i>Morphological Composition Cloud Textbook</i> <i>Ecological Protection Sustainable Design Project</i>									
Industry collaborations over the past 5 years	<i>Not have</i>									
Patents and proprietary rights	<table border="0"> <tr> <td><i>Graphic AI design software V 1.0 Intelligent integration and analysis software for media resources V1.0</i></td> <td><i>National Copyright Administration of the People's Republic of China</i></td> <td><i>2020.11</i></td> </tr> <tr> <td><i>Comprehensive service platform for graphic design industry V1.0</i></td> <td><i>National Copyright Administration of the People's Republic of China</i></td> <td><i>2021.07</i></td> </tr> <tr> <td></td> <td><i>National Copyright Administration of the People's Republic of China</i></td> <td><i>2021.07</i></td> </tr> </table>	<i>Graphic AI design software V 1.0 Intelligent integration and analysis software for media resources V1.0</i>	<i>National Copyright Administration of the People's Republic of China</i>	<i>2020.11</i>	<i>Comprehensive service platform for graphic design industry V1.0</i>	<i>National Copyright Administration of the People's Republic of China</i>	<i>2021.07</i>		<i>National Copyright Administration of the People's Republic of China</i>	<i>2021.07</i>
<i>Graphic AI design software V 1.0 Intelligent integration and analysis software for media resources V1.0</i>	<i>National Copyright Administration of the People's Republic of China</i>	<i>2020.11</i>								
<i>Comprehensive service platform for graphic design industry V1.0</i>	<i>National Copyright Administration of the People's Republic of China</i>	<i>2021.07</i>								
	<i>National Copyright Administration of the People's Republic of China</i>	<i>2021.07</i>								
Important publications over the past 5 years	<p><i>Selected recent publications, total number of (please fill in the total number): 4</i></p> <p><i>(give total number):</i></p> <p><i>Author(s) LIU QIANYU</i></p> <p><i>Title "The Teaching Status and Improvement Strategies of Aesthetic Education Courses in Colleges and Universities "</i></p> <p style="text-align: center;"><i>Contemporary Educator</i></p> <p style="text-align: center;"><i>Curriculum</i></p> <p><i>Domestic unified serial number: CN:37-1488/G4</i></p> <p><i>International Standard Serial Number: ISSN:2095-3526</i></p> <p><i>Exploring Art Education in Universities in the New Media Era "and"</i></p>									

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	<p><i>Domestic unified serial number:CN:42-1778/G4</i></p> <p><i>International Standard Serial Number:ISSN:1671-0568</i></p> <p><i>Wu Guanzhong's Oil Painting Landscape: The Artistic Beauty and Ethnic Characteristics of 'Double Swallows' in the Journal of Writers' World</i></p> <p><i>Domestic unified serial number:CN:34-1027/I</i></p> <p><i>International Standard Serial Number:ISSN:1003-8760</i></p> <p><i>«Research on the application of new media video installation art in display design» ASSEHR-Advances in Social Science, Education and Humanities Research (ISSN: 2352-5398)</i></p>
<p>Activities in professional bodies over the past five years</p>	<p><i>Organization organization Role role Period timeframe</i></p> <p><i>Membership without a specific role need not be mentioned No mention of membership without a specific role</i></p> <p><i>Not have</i></p>

<p>Staff Handbook</p> <p>Please fill out and submit one form per person. Each teacher fills out one form.</p>													
<p>Name surname and personal name</p>	<p>Rene Zuxian</p>												
<p>Post position</p>	<p>Teaching Area and Designation Art Design Lecturer</p>												
<p>Academic Career Academic Experience</p>	<table border="0"> <tr> <td></td> <td>Yunnan University</td> <td>2018.09-2021.06</td> </tr> <tr> <td>Master of Arts (Art Design)</td> <td>Yunnan University</td> <td>2011.09-2015.06</td> </tr> <tr> <td>Bachelor of Arts (Environmental Art Design)</td> <td>University of Finance and Economics</td> <td></td> </tr> </table>		Yunnan University	2018.09-2021.06	Master of Arts (Art Design)	Yunnan University	2011.09-2015.06	Bachelor of Arts (Environmental Art Design)	University of Finance and Economics				
	Yunnan University	2018.09-2021.06											
Master of Arts (Art Design)	Yunnan University	2011.09-2015.06											
Bachelor of Arts (Environmental Art Design)	University of Finance and Economics												
<p>Employment Work Experience</p>	<table border="0"> <tr> <td>Position</td> <td>Full-time Teacher</td> <td>Employer</td> <td>cloud</td> <td>Period</td> <td>time frame</td> </tr> <tr> <td></td> <td>South Light Textile Vocational College</td> <td></td> <td></td> <td>2021.10-to</td> <td>now</td> </tr> </table>	Position	Full-time Teacher	Employer	cloud	Period	time frame		South Light Textile Vocational College			2021.10-to	now
Position	Full-time Teacher	Employer	cloud	Period	time frame								
	South Light Textile Vocational College			2021.10-to	now								
<p>Research and development projects over the past 5 years</p>	<p>Not have</p>												
<p>Industry collaborations over the past 5 years</p>	<p>Not have</p>												
<p>Patents and proprietary rights</p>	<p>Not have</p>												
<p>Important publications over the past 5 years</p>	<p>Selected recent publications, total number of (please fill in the total number): 1</p> <p>(give total number): ISBN9787507766332</p> <p>Author(s) Ren Zuxian, Liu Yirong</p> <p>Title Impressions of Central Yunnan</p>												

<p>Activities in professional bodies over the past five years</p>	<p>Organization organization Role role</p> <p>Not have</p>	<p>Period timeframe</p>
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Staff Handbook

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Name surname and personal name	<i>Tian Junrong</i>
Post position	<i>Teaching Area and Designation Digital Media Art Associate Professor</i>
Academic Career Academic Experience	<i>Educational University 2024 Inno- vation ofNorthern Chiang Mai 2008 Master's University OfJishou degree Graduate School of Fine Arts Art Design</i>
Employment Work Experience	<i>Full-time teachers Kunming College ofArt 2009.09. To date</i>
Research and development projects over the past 5 years	<i>Name of project or research focus Project name or research focus Period and any other information Period and other information Partners, if applicable partners(if any) Amount offinancing Amount offinancing</i>
Industry collaborations over the past 5 years	<i>Project title Tourism and Culture Strategic Promotion Partners Kunming Xinluda Trading Co., LTD.July 2021 to present</i>
Patents and proprietary rights	<i>Title Title Year year</i>
Important publications over the past 5 years	<i>Selected recent publications,total number of(please enter total number):</i>
Activities in professional bodies over the past five years	<i>Organization organization Role role Period timeframe Membership without a specific role need not be mentioned No need to mention membership without specific roles Not have</i>

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Name surname and personal name	<i>Wang Wei</i>								
Post position	<i>Teaching Area and Designation Digital Media Art Associate Professor</i>								
Academic Career Academic Experience	<i>Master of Yunnan Univer 2013</i> <i>Fine Arts (Art -sity of Arts 2009</i> <i>Studies) and and Hebei</i> <i>Bachelor of Normal</i> <i>Engineering in University of</i> <i>Network Science</i> <i>Enginee- ring and</i> <i>Technolog</i> <i>y</i>								
Employment Work Experience	<i>Teacher Kunming Communication Institute 2013.07 To date</i>								
Research and development projects over the past 5 years	<i>Not have</i>								
Industry collaborations over the past 5 years	<i>Not have</i>								
Patents and proprietary rights	<table border="0"> <tr> <td><i>Title</i></td> <td><i>Title</i></td> <td><i>Year</i></td> <td><i>year</i></td> </tr> </table>		<i>Title</i>	<i>Title</i>	<i>Year</i>	<i>year</i>			
<i>Title</i>	<i>Title</i>	<i>Year</i>	<i>year</i>						
Important publications over the past 5 years	<i>Selected recent publications, total number of (please fill in the total number):</i> <i>5</i> <i>Wang Wei. The Intelligent Era: Media Reimagined. China Atomic Energy Press.2022.09.</i> <i>Wang Wei. Research on Digital Media Technology and Artistic Aesthetics. Jilin Publishing Group Co., Ltd.2021.07. Wang Wei. Exploring the Digital Dissemination of Rural Images in the New Media Era. Education and Research.2022.01.</i> <i>Wang Wei. Teaching Reform of Digital Media Art Major Based on "Course Ideological and Political Education ". Journal of Education.2022.05. Wang Wei. Development Trends of Digital Publishing Art in China. Huaxi.2022.08.</i>								
Activities in professional bodies over the past five years	<table border="0"> <tr> <td><i>Organization</i></td> <td><i>organization</i></td> <td><i>Role</i></td> <td><i>role</i></td> <td><i>Period</i></td> <td><i>timeframe</i></td> </tr> </table>	<i>Organization</i>	<i>organization</i>	<i>Role</i>	<i>role</i>	<i>Period</i>	<i>timeframe</i>	<i>Not have</i>	
<i>Organization</i>	<i>organization</i>	<i>Role</i>	<i>role</i>	<i>Period</i>	<i>timeframe</i>				

Staff Handbook

Please fill out and submit one form per person. Each teacher fills out one form.

Name surname and personal name	<i>Xiang Fengyun</i>
Post position	<i>Teaching Area and Designation: Digital Media Art Lecturer</i>
Academic Career Experience	<i>Master's degree (Chinese teaching) Chinese 2022.8-2024.6 Chongsheng University of Bachelor's degree (Art Design) Economics 2008 9-2012.7 Thai Yunnan University of Finance and</i>
Employment Work Experience	<i>Full-time teachers Yunnan University of Economics and Management 2017.9 – to date</i>
Research and development projects over the past 5 years	<i>Not have</i>
Industry collaborations over the past 5 years	<i>Not have</i>
Patents and proprietary rights	<i>Not have</i>
Important publications over the past 5 years	<i>Selected recent publications, total number of (please enter total number): Not have</i>
Activities in professional bodies over the past five years	<i>Organization organization Role role Period timeframe Membership without a specific role need not be mentioned No mention of membership without a specific role Not have</i>

Staff Handbook

Please fill out and submit one form per person. Each teacher fills out one form.

Name surname and personal name	<i>Xiao Xue</i>
Post position	<i>Teaching Area and Designation: Art and Design, Teaching Assistant</i>
Academic Career Academic Experience	<i>Master's degree (Art Design) Bachelor's degree (Art Design) Yunnan University of Arts, 2017.9--2020.10 Yunnan University 2011.9--2015.7</i>
Employment Work Experience	<i>Employer Yunnan University of Economics and Management Position Full-time Teacher Period: July 2020 to now</i>
Research and development projects over the past 5 years	<i>Not have</i>
Industry collaborations over the past five years	<i>Not have</i>
Patents and proprietary rights	<i>Not have</i>
Important publications over the past 5 years	<i>Not have</i>
Activities in professional bodies over the past five years	<i>Not have</i>

Staff Handbook

<i>Please fill out and submit</i>	<i>one form per person. Each teacher fills out one form.</i>
Name surname and personal name	<i>Xu Shoulei</i>
Post position	<i>Teaching Area and Designation: Associate Professor</i>
Academic Career Academic Exp-erience	<i>Master's degree (Software Engineering) Xiamen University 2005.9--2009.7 Bachelor's degree (Art Design) Yunnan University 2014.9--2017.6</i>
Employment Work Experience	<i>Employer Yunnan University of Economics and Management Position Full-time Teacher Period August 2009 to now</i>
Research and development projects over the past 5 years	<i>Yunnan Provincial Excellent Course "Packaging Design", sponsored by Yunnan Provincial Department of Education, completed; Yunnan University of Economics and Management's university-level curriculum reform project "Packaging Design", led by the university, has been completed. The university-level high-quality video open course 'Illustration Design' at Yunnan University of Economics and Management, hosted by the institution, has been successfully completed.</i>
Industry collaborations over the past 5 years	<i>Not have</i>
Patents and proprietary rights	<i>Painting example teaching software; A digital-based visual communication system</i>
Important publications over the past 5 years	<i>Selected recent publications, total number of (please fill in the total number): 5 "Application of Digital Illustration Art in Yunnan Regional Culture", First author, Art Exchange, August 2024, ISSN 1004-4795 05; "Integration Path of Ideological and Political Education in Curriculum and Digital Media Design Course Teaching", First Author, 2024, Cultural Era, No.31, ISSN 1617-4092 ; "Application and Value of Nationality in Contemporary Digital Illustration Design", First Author, "Beautiful China", 2024, 11, ISSN 2096-7012; "New Approach to Talent Training for Industry-Education Integration in Digital Media Art", First author, 2020, 02, ISSN 2661-376X; "Analysis of the Application of Project Teaching Method in Digital Media Art Teaching", 2020, 02, ISSN 2661-376X-376X(0),,,,,,,,,</i>
Activities in professional bodies over the past five years	<i>Not have</i>

Staff Handbook

Please fill out and submit one form per person. Each teacher fills out one form.

Name surname and personal name	<i>Yang Shuhan</i>		
Post position	<i>Teaching area and designation: Lecturer</i>		
Academic Career Academic Experience	<i>Master's degree (Multimedia Art and Technology)</i>	<i>Accademia di Belle Arti di Roma</i>	<i>2012.9–2017.12</i>
	<i>Bachelor's degree (Digital Media Arts)</i>	<i>Yunnan University of Finance and Economics</i>	<i>2007.9–2011.7</i>
Employment Work Experience	<i>Position</i>	<i>Employer</i>	<i>Period</i>
	<i>Director</i>	<i>employer Mirror and Light Culture Co., LTD Yunnan</i>	<i>October 2018 -- August 2020</i>
	<i>Clerical staf</i>	<i>University of</i>	<i>August 2020--March 2024</i>
	<i>Full-time staf</i>	<i>Economics and Management</i>	<i>2024.08-to date</i>
		<i>Yunnan University of Economics and Management</i>	
Research and development projects over the past 5 years	<i>As the director and editor of the documentary series "Colorful Ethnic Groups", the production team created educational films about Yunnan's ethnic minorities. "Colorful Ethnic Groups" was developed to implement the central government's policies prioritizing educational development and accelerating ethnic education. The Yunnan Provincial Department of Education, Yunnan Provincial Ethnic and Religious Affairs Commission, and Xinhua News Agency's Yunnan Center jointly organized patriotic unity and progress education activities across the province (as documented in "Notice No.312 (2017) of the Yunnan Provincial Department of Education and Yunnan Provincial Ethnic and Religious Affairs Commission on Patriotic Ethnic Unity Activities" and</i>		
Industry collaborations over the past 5 years	<i>Project title "Colorful Ethnic Album"</i> <i>Partners: Jing & Deng Cultural Communication Co., Ltd. Production</i>		
Patents and proprietary rights	<i>Not have</i>		
Important publications over the past 5 years	<i>Not have</i>		
Activities in professional bodies over the past five years	<i>Not have</i>		

Please fill out and submit one form per person. Each teacher fills out one form.

Name surname and personal name	<i>Yang Xiao</i>		
Post position	<i>Teaching area and designation Digital Media Art No title</i>		
Academic Career Academic Experience	<i>Master of Design in Advanced Animation</i>	<i>University of Technology Sydney</i>	<i>2017.07-2019.03</i>
	<i>Undergraduate degree</i>	<i>Xiamen University of Technology</i>	<i>2011.09-2015.06</i>
Employment Work Experience	<i>Full-time teacher, concept artist, illustrator</i>	<i>Yunnan University of Economics and Management Xiamen</i>	<i>2021.02-to date</i> <i>2020.02-2021.02 2018.05</i> <i>-2018.12</i>
		<i>Ximu Society</i>	
		<i>XSOO Thinking</i>	
Research and development projects over the past 5 years	<i>Not have</i>		
Industry collaborations over the past 5 years	<i>Not have</i>		
Patents and proprietary rights	<i>Not have</i>		
Important publications over the past 5 years	<i>Not have</i>		
Activities in professional bodies over the past five years	<i>Not have</i>		

Staff Handbook

Please fill out and submit one form per person. Each teacher fills out one form.

Name surname and personal name	<i>Yao Yichao</i>
Post position	<i>Teaching Area and Designation: Art Design Teaching Assistant</i>
Academic Career Academic Experience	<i>Master's degree (Art Design) Yunnan University of Arts 2020.9-2023.6 Bachelor's degree (Visual Communication Design), Yunnan University of Arts 2015.9--2019.7</i>
Employment Work Experience	<i>Employer Yunnan University of Economics and Management Position Full-time Teacher Period July 2023 to now</i>
Research and development projects over the past 5 years	<i>Not have</i>
Industry collaborations over the past 5 years	<i>Not have</i>
Patents and proprietary rights	<i>Not have</i>
Important publications over the past 5 years	<i>Not have</i>
Activities in professional bodies over the past five years	<i>Not have</i>

Staff Handbook

Please indicate the surname of each teacher in one form.	
Name surname and personal name	Yu Mengyao
Post position	Associate Professor of Visual Communication Design: Visual Communication Design Associate Professor
Academic Career Experience	<p>Master's degree (Visual Communication Design) Hubei University Of Technology 2017</p> <p>Bachelor's degree (Advertising Design) Hubei University Of Technology 2014</p>
Employment Work Experience	<p>Teacher School of Tourism and Culture, Yunnan University 2017.08-2020.06</p> <p>Teacher Yunnan University of Economics and Management 2020.06-to date</p>
Research and development projects over the past 5 years	<p>Illustration Design-2022 Annual College Course Reform Project</p> <p>Exploring Teaching Reform in Visual Communication from an "Internet+" Perspective: A Case Study of the "Business Illustration" Course</p> <p>Graphic Creativity-2023 Annual College Curriculum Reform Project</p> <p>Fundamentals of 3D Modeling-2023 Annual College Curriculum Reform Project</p> <p>Virtual Reality Teaching and Research Office of Digital Media Art</p>
Industry collaborations over the past 5 years	Not have
Patents and proprietary rights	<p>Visual Communication 3D Sensing Software V1.0 National Copyright Administration of the People's Republic of China 2021.07</p> <p>AI visual tracking system V1.0 National Copyright Administration of the People's Republic of China 2021.11</p>

<p>Important publications over the past 5 years</p>	<p><i>Selected recent publications, total number of (please fill in the total number): 7</i></p> <p><i>1. In August 2022, published the paper "Analysis of Users' Demand for Visual Images of Time-honored Chinese Medicine Brands Based on Kano Model" in Proceedings of International Conference on Image, Vision and Intelligent Systems 2022 (EI Conference Paper-Indexed)</i></p> <p><i>2 In August 2023, the paper "The Application of Visual Identity of Time-honored Chinese Medicine Brands Based on Interpretative Phenomenological Analysis (IPA)" was presented at the 4th International Conference on Artificial Intelligence and Computer Engineering (EI conference paper-indexed).</i></p>
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	<p><i>"Vehicle-Intelligent Interaction Interfaces ", 5th International Conference on Information Science, Parallel and Distributed Systems, 2024. (EI conference paper-retrieved)</i></p> <p><i>4.2022.11 Published the paper "Research on the Visual Image Design and Communication Studies of China's Time-honored Brands "in Athena Transactions in Social Sciences and Humanities.</i></p> <p><i>5.2021.05 Published the paper "Research on Tourist Satisfaction with Lijiang's Ancient City Image Based on the IPA Analysis Method"at the 4th International Conference on Literature, Art and Human Development in 2022.</i></p> <p><i>6.2022.08 Published the paper "Improving the loyalty of digital natives in the digitalization of the brand by constructing an innovation model for the national pharmaceutical brand image "in Advances in Social Science, Education and Humanities Research.</i></p> <p><i>7.2023.11 发表论文<交互式遗传算法在人机界面布局设计系统中的应用>于信息与计算机前沿技术国际会议.</i></p>
<p>Activities in professional bodies over the past five years</p>	<p><i>Organization organization Role role Period timeframe</i></p> <p><i>Membership without a specific role need not be mentioned No mention of membership without a specific role</i></p> <p><i>Not have</i></p>

Staff Handbook

<i>Please fill out and submit one form per person. Each teacher fills out one form.</i>																			
Name surname and personal name	<i>N. N. Zhuang Yanling</i>																		
Post position	<i>Teaching Area and Designation Teaching Field and Title Applied Psychology Teaching Assistant</i>																		
<i>Academic Career Academic Experience</i>	<table border="0"> <tr> <td><i>Master degree (subject)</i></td> <td><i>Institution Normal University</i></td> <td><i>Year year</i></td> </tr> <tr> <td><i>Master's degree (Discipline)</i></td> <td><i>Institution</i></td> <td><i>Year 2022</i></td> </tr> <tr> <td><i>Practical psychology</i></td> <td><i>Shandong Sport University</i></td> <td><i>Year year</i></td> </tr> <tr> <td><i>Undergraduate degree (subject)</i></td> <td></td> <td><i>Year 2019</i></td> </tr> <tr> <td><i>Bachelor's degree (subject)</i></td> <td></td> <td></td> </tr> <tr> <td><i>Nauch</i></td> <td></td> <td></td> </tr> </table>	<i>Master degree (subject)</i>	<i>Institution Normal University</i>	<i>Year year</i>	<i>Master's degree (Discipline)</i>	<i>Institution</i>	<i>Year 2022</i>	<i>Practical psychology</i>	<i>Shandong Sport University</i>	<i>Year year</i>	<i>Undergraduate degree (subject)</i>		<i>Year 2019</i>	<i>Bachelor's degree (subject)</i>			<i>Nauch</i>		
<i>Master degree (subject)</i>	<i>Institution Normal University</i>	<i>Year year</i>																	
<i>Master's degree (Discipline)</i>	<i>Institution</i>	<i>Year 2022</i>																	
<i>Practical psychology</i>	<i>Shandong Sport University</i>	<i>Year year</i>																	
<i>Undergraduate degree (subject)</i>		<i>Year 2019</i>																	
<i>Bachelor's degree (subject)</i>																			
<i>Nauch</i>																			
Employment Work Experience	<table border="0"> <tr> <td><i>Position Full-time Teacher</i></td> <td><i>Employer Yunnan University of Economics and Management</i></td> <td><i>Period timeframe July 2022 to present</i></td> </tr> </table>	<i>Position Full-time Teacher</i>	<i>Employer Yunnan University of Economics and Management</i>	<i>Period timeframe July 2022 to present</i>															
<i>Position Full-time Teacher</i>	<i>Employer Yunnan University of Economics and Management</i>	<i>Period timeframe July 2022 to present</i>																	
Research and development projects over the past 5 years	<p><i>Name of project or research focus Project name or research focus None</i></p> <p><i>Period and any other information time period and other information none</i></p> <p><i>Partners, if applicable partners(if any) Not have</i></p> <p><i>Amount offinancing Amount offinancing Not have</i></p>																		
Industry collaborations over the past five years	<table border="0"> <tr> <td><i>Project title Project title</i></td> <td><i>Project title Not have</i></td> </tr> <tr> <td><i>Partners partners</i></td> <td><i>Partners Not have</i></td> </tr> </table>	<i>Project title Project title</i>	<i>Project title Not have</i>	<i>Partners partners</i>	<i>Partners Not have</i>														
<i>Project title Project title</i>	<i>Project title Not have</i>																		
<i>Partners partners</i>	<i>Partners Not have</i>																		
Patents and proprietary rights	<table border="0"> <tr> <td><i>Title No title</i></td> <td><i>Year No</i></td> </tr> </table>	<i>Title No title</i>	<i>Year No</i>																
<i>Title No title</i>	<i>Year No</i>																		

<p>Important publications over the past 5 years</p>	<p><i>Selected recent publications, total number of (please fill in the total number): 1</i></p> <p><i>(give total number):</i></p> <p><i>participate in writing (s) participate in writing</i></p> <p><i>Zhuang Yanling</i></p> <p><i>Title Title</i></p> <p><i>Health education for college students Any other information</i></p> <p><i>Other information</i></p> <p><i>Publisher, place of publication, date of publication or name of periodical, volume, issue, page numbers publisher, place of publication, date of publication or journal name, volume, issue, page numbers</i></p> <p><i>Huazhong University of Science and Technology Press, August 2024</i></p>
<p>Activities in professional bodies over the past five years</p>	<p><i>Organization Role role not No period</i></p> <p><i>n Not have</i></p> <p><i>Membership without a specific role need not be mentioned No mention of membership without a specific role</i></p>

Staff Handbook

<p>Please fill out and submit</p>	<p>it one form per person. Each teacher fills out one form.</p>
<p>Name surname and personal name</p>	<p>LiuHongzhi</p>
<p>Post position</p>	<p>Teaching area and designation Teaching field and title ideological and political theory course teaching assistant</p>
<p>Academic Career Academic Experience</p>	<p>Master degree Institution Year year 2019-2022 (subject) Master's institution degree (discipline) Master's degree in History Yunnan University Year year Undergraduate degree (subject) Institution organization Bachelor's degree (subject) Xiangtan University Bachelor of Management Xiangtan University</p>
<p>Employment Work Experience</p>	<p>Position Position No Employer employer No Period time period No</p>
<p>Research and development projects over the past 5 years</p>	<p>Name of project or research focus Project name or research focus No Period and any other information Time period and other information No Partners, if applicable partners (if any) No Amount of financing Amount of financing No</p>
<p>Industry collaborations over the past 5 years</p>	<p>Project title Project title No No partners</p>
<p>Patents and proprietary rights</p>	<p>Title No Year year No</p>
<p>Important publications over the past 5 years</p>	<p>Selected recent publications, total number of (please enter total number): No (give total number): No Author(s) Author No Title No Any other information. Other information Publisher, place of publication, date of publication, volume, issue, page numbers publisher, place of publication, date of publication or journal name, volume, issue, page numbers</p>

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<p>Activities in professional bodies over the past five years</p>	<p><i>Organization No</i> <i>Organization No</i> <i>Role</i> <i>Role No</i> <i>Period</i> <i>Time period</i> <i>No</i></p> <p><i>Membership without a specific role need not be mentioned No mention of membership without a specific role</i></p>
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Staff Handbook

Please fill out and submit one form per person. Each teacher fills out one form.

Name surname and personal name	<i>Liu Bing</i>
Post position	<i>Associate Professor, Foreign Language, University</i>
Academic Career Experience	<i>Master of Education, Yunnan University He 'nan University 2012</i> <i>English, 2008</i> <i>Bachelor</i>
Employment Work Experience	<i>Teacher Yunnan University of Economics and Management 2013 8 to present</i>
Research and development projects over the past 5 years	<i>Research on the reform path of college English teaching in application-oriented universities driven by internationalization 2019.12-2020. 12</i>
Industry collaborations over the past 5 years	<i>Environmental engineering materials translation Kunming Bihai Lantian Environmental Protection Engineering Co., LTD</i>
Patents and proprietary rights	Intelligent Organization System for College English Teaching Resources V1.0 2024.1 A multimodal English teaching device for English teaching 2020.
Important publications over the past 5 years	<i>Selected recent publications, total number of(5):</i> Liu Bing. Artificial Intelligence Empowering College English Teaching: Challenges and Strategies. May 2025. Liu Bing. Research on a blended teaching model for college English. December 2024. Liu Bing. Exploring the Digitalization of Constructive English Learning Platform Based on RBF Algorithm. 2024.11
Activities in professional bodies over the past five years	<i>Not have</i>

Staff Handbook

<i>Please fill out and submit one form per person. Each teacher fills out one form.</i>						
Name surname and personal name	<i>Peng Jun</i>					
Post position	<i>English/Lecturer</i>					
Academic Career Academic Experience	<i>Master 's degree in Queen's University, Yunnan 2018 English for Education Research, Bachelor 's University degree 2017</i>					
Employment Work Experience	<i>Full-time teachers 2019 August-present, Yunnan University of Economics and Management</i>					
Research and development projects over the past 5 years	<ol style="list-style-type: none"> <i>1. Provincial Quality Engineering: Research on English Curriculum Development for Vocational Cluster Modules Based on Work Process System</i> <i>2. University-level quality project: Design and application research on blended English teaching based on mobile phone (terminal)APP---Taking Lanmo Cloud Class as an example</i> <i>3. University-level research project:AI-assisted personalized English teaching strategies: A case study of college students' learning with GPT</i> 					
Industry collaborations over the past 5 years	<i>Social service project: English speaking training for employees Partner: Kunming Bihai Lantian Environmental Protection Engineering Co., LTD</i>					
Patents and proprietary rights	<p><i>TESOL English Teacher Evaluation and Assessment System V1.0 2021</i></p> <p><i>Big data-based English speaking practice system V1.0 2024</i></p> <p><i>English learning resource organization platform V1.0 2024</i></p>					
Important publications over the past 5 years	<p><i>Selected recent publications from a total of approximately selected recent publications, the total number of (3):</i></p> <p><i>Peng Jun, Research on the Pathways to Enhancing the Effectiveness of English Teaching in Higher Vocational Education, Progress: Teaching and Research, 2022.08</i></p> <p><i>Peng Jun, based on Application of personalized English learning mode of GPT technology in improving the passing rate of College Freshmen CET-4, Modern English, 2024.09</i></p> <p><i>Peng Jun, Research on Digital Innovation Talent Training for Yunnan's Characteristic Industries Enabling by AI, Journal of Yunnan University of Economics and Management, 2024.12</i></p>					
Activities in professional bodies over	<table border="0"> <tr> <td><i>Organization</i></td> <td><i>organization Role</i></td> <td><i>role</i></td> <td><i>Period</i></td> <td><i>timeframe</i></td> </tr> </table>	<i>Organization</i>	<i>organization Role</i>	<i>role</i>	<i>Period</i>	<i>timeframe</i>
<i>Organization</i>	<i>organization Role</i>	<i>role</i>	<i>Period</i>	<i>timeframe</i>		
the past five years mention of	<p><i>Membership without a specific role need not be mentioned No membership without a specific role</i></p>					

Staff Handbook

Please fill out and submit one form per person. Each teacher fills out one form.

Name surname and personal name	Zhou Taojie
Post position	General Studies College/Teaching Assistant
Academic Career Experience	English Language and Literature, Master's degree in English, Yunnan Minzu University 2018 Yunnan Minzu University 2014 Bachelor's degree
Employment Work Experience	Full-time teachers Yunnan University of Economics and Management, November 2019-present
Research and development projects over the past 5 years	Not have
Industry collaborations over the past 5 years	Not have
Patents and proprietary rights	Intelligent listening test for college English and Integrated Oral Practice Software V1.0 2023.10
Important publications over the past 5 years	Selected recent publications from a total of approximately (1): Zhou Taojie. Tragic Interpretation of Female Characters in 'A Quiet Confession' from the Perspective of Simone de Beauvoir. Beidahuang Culture.2025.4.
Activities in professional bodies over the past five years	<i>Organization organization Role role Period timeframe</i> <i>Membership without a specific role need not be mentioned No mention of membership without a specific role</i>

Staff Handbook

Please fill out and submit one form per person. Each teacher fills out one form.	
Name surname and personal name	Zhang Junjie
Post position	Teaching Area and Designation Basic Principles of Marxism
Academic Career Academic Experience	<p>Initial academic appointment Master's degree (subject) Master's degree (discipline) Marxist theory</p> <p>Year year July 2023</p> <p>Institution organization Yunnan Agricultural University Yunnan</p> <p>Undergraduate degree (subject) Bachelor's degree (Discipline) Public Administration</p> <p>Agricultural University July 2020 7</p>
Employment Work Experience	<p>Position Position Full-time teacher Employer Period time period</p> <p>cloud School of Economics and Management, Nanjing 2022.6.18 - 2025.6.18</p>
Research and development projects over the past 5 years	<p>Name of project or research focus Project name or research focus None</p> <p>Period and any other information Period and other information</p> <p>None Partners, if applicable partners (if any) none</p> <p>Amount of financing Amount of financing</p>
Industry collaborations over the past 5 years	<p>Project title Project title None</p> <p>No partners</p>
Patents and proprietary rights	<p>Title No title Year year wu</p>
Important publications over the past 5 years	<p>Selected recent publications, total number of (please enter total number): none</p> <p>(give total number):</p> <p>Author(s) author(s)</p> <p>Title Title</p> <p>Any other information Other information</p>

Publisher, place of publication, date of publication or name of periodical, volume, issue, page numbers publisher, place of publication, date

of publication or journal name,

	<i>Volume, issue, page number</i>
<p>Activities in professional bodies over the past five years</p>	<p><i>Organization organization Role role</i> <i>Period timeframe</i></p> <p><i>Membership without a specific role need not be mentioned No mention of membership without a specific role</i></p>

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Please specify the area a	nd designation ofteachingfield andprofessional title
Name surname and personal name	ShiJianxue
Post position	Teaching Theory Course Tea Therapy Teaching Assistant
Academic Career Academic Experience	<p>Initial academic Institution Year year</p> <p>appoin- tment first organiz- ation</p> <p>academic ap- pointment</p> <p>Baoshan College 2020-2023</p> <p>Master's degree (subject) Master's degree Law of Yunnan Agricu- ltural University 2016-2020</p> <p>Undergraduate degree (subject) Bachelor's degree in Law</p>
Employment Work Experience	Position None Employer No Period No
Research and devel- opment projects over the past 5 years	<p>Name ofproject or researchfocus Project name or researchfocus</p> <p>None Period and any other information time period and other information none Partners, ifapplicable partners(ifany)none</p> <p>Amount offinancing Amount offinancing</p>
Industry collaborati- ons over the past five years	<p>Project title Project title Not have</p> <p>No partners</p>
Patents and propriet- ary rights	Title No title Year No
Important publicati- ons over the past 5 years	<p>Selected recent publications,total number of(please enter total number):none</p> <p>(give total number):</p> <p>Author(s)author(s)</p> <p>Publisher, place ofpublication, date ofpublication or name ofperiodical, volume, issue, page numbers publisher,place ofpublication,date ofpublication,orjournal name,volume,issue,page numbers</p> <p>Any other information Other information</p>

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Activities in professional bodies over the past five years	<i>Organization No organization</i> <i>Role role not</i> <i>No period</i> <i>Membership without a specific role need not be mentioned No mention of membership without a specific role</i>
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Staff Handbook

<i>Please fill out one form per person. Each teacher fills out one form. submit o</i>													
Name surname and personal name	<i>Yan Ni</i>												
Post position	<i>Teaching area and designation Teachingfield and title Ideological and Political Theory Lecturer</i>												
Academic Career Experience	<table border="0"> <tr> <td><i>Initial academic appointment first academic appointment</i></td> <td><i>Institution organiza - tion</i></td> <td><i>Year year</i></td> </tr> <tr> <td><i>Master's degree (subject) Master's degree Social Work</i></td> <td><i>Yunnan University Southwest University for Nationalities</i></td> <td><i>2011-2013 2007-2011</i></td> </tr> <tr> <td><i>Undergraduate degree(subject)</i></td> <td></td> <td></td> </tr> <tr> <td><i>Bachelor's degree in Management</i></td> <td></td> <td></td> </tr> </table>	<i>Initial academic appointment first academic appointment</i>	<i>Institution organiza - tion</i>	<i>Year year</i>	<i>Master's degree (subject) Master's degree Social Work</i>	<i>Yunnan University Southwest University for Nationalities</i>	<i>2011-2013 2007-2011</i>	<i>Undergraduate degree(subject)</i>			<i>Bachelor's degree in Management</i>		
<i>Initial academic appointment first academic appointment</i>	<i>Institution organiza - tion</i>	<i>Year year</i>											
<i>Master's degree (subject) Master's degree Social Work</i>	<i>Yunnan University Southwest University for Nationalities</i>	<i>2011-2013 2007-2011</i>											
<i>Undergraduate degree(subject)</i>													
<i>Bachelor's degree in Management</i>													
Employment Work Experience	<table border="0"> <tr> <td><i>Position None</i></td> <td><i>Employer No</i></td> <td><i>Period No</i></td> </tr> </table>	<i>Position None</i>	<i>Employer No</i>	<i>Period No</i>									
<i>Position None</i>	<i>Employer No</i>	<i>Period No</i>											
Research and development projects over the past 5 years	<table border="0"> <tr> <td><i>Name of project or research focus</i></td> <td><i>Project name or research focus</i></td> </tr> <tr> <td><i>None</i></td> <td><i>Period and any other information time period and other information none</i></td> </tr> <tr> <td><i>Partners, if applicable partners(if any)</i></td> <td><i>none</i></td> </tr> <tr> <td><i>Amount offinancing</i></td> <td><i>Funding amount None</i></td> </tr> </table>	<i>Name of project or research focus</i>	<i>Project name or research focus</i>	<i>None</i>	<i>Period and any other information time period and other information none</i>	<i>Partners, if applicable partners(if any)</i>	<i>none</i>	<i>Amount offinancing</i>	<i>Funding amount None</i>				
<i>Name of project or research focus</i>	<i>Project name or research focus</i>												
<i>None</i>	<i>Period and any other information time period and other information none</i>												
<i>Partners, if applicable partners(if any)</i>	<i>none</i>												
<i>Amount offinancing</i>	<i>Funding amount None</i>												
Industry collaborations over the past 5 years	<table border="0"> <tr> <td><i>Project title</i></td> <td><i>Project title Not have</i></td> </tr> <tr> <td><i>Partners</i></td> <td><i>No partners</i></td> </tr> </table>	<i>Project title</i>	<i>Project title Not have</i>	<i>Partners</i>	<i>No partners</i>								
<i>Project title</i>	<i>Project title Not have</i>												
<i>Partners</i>	<i>No partners</i>												
Patents and proprietary rights	<table border="0"> <tr> <td><i>Title</i></td> <td><i>Title</i></td> <td><i>Year year</i></td> </tr> <tr> <td><i>A comparative study of marketing teaching</i></td> <td></td> <td><i>July 2019</i></td> </tr> <tr> <td><i>Device CN209183006U</i></td> <td></td> <td><i>7</i></td> </tr> </table>	<i>Title</i>	<i>Title</i>	<i>Year year</i>	<i>A comparative study of marketing teaching</i>		<i>July 2019</i>	<i>Device CN209183006U</i>		<i>7</i>			
<i>Title</i>	<i>Title</i>	<i>Year year</i>											
<i>A comparative study of marketing teaching</i>		<i>July 2019</i>											
<i>Device CN209183006U</i>		<i>7</i>											
Important publications over the past 5 years	<table border="0"> <tr> <td><i>Selected recent publications, total number of(Enter the total: 1</i></td> </tr> <tr> <td><i>(give total number):1</i></td> </tr> <tr> <td><i>Author Nong Yanni</i></td> </tr> <tr> <td><i>Title Title</i></td> </tr> </table>	<i>Selected recent publications, total number of(Enter the total: 1</i>	<i>(give total number):1</i>	<i>Author Nong Yanni</i>	<i>Title Title</i>								
<i>Selected recent publications, total number of(Enter the total: 1</i>													
<i>(give total number):1</i>													
<i>Author Nong Yanni</i>													
<i>Title Title</i>													

Title of the paper "Research on the Integration of University Ideological and Political Teaching and Traditional Chinese Culture "Any other information

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	<p><i>Publisher, place of publication, date of publication or name of periodical, volume, issue, page numbers Journal of Yunnan University of Economics and Management, 2022</i></p>
<p>Activities in professional bodies over the past five years</p>	<p><i>Organization No organization</i></p> <p><i>Role role not</i></p> <p><i>No period</i></p> <p><i>Membership without a specific role need not be mentioned No mention of membership without a specific role</i></p>

Staff Handbook

Please fill out and submit one form per person. Each teacher fills out one form.

Name surname and personal name	<i>Chen Su</i>
Post position	<i>Chinese International Education Teaching Assistant</i>
Academic Career Experience	<i>Master's degree Baccalaureate</i> <i>Yunnan Normal University Hubei Second Normal University 2022</i> <i>2019</i>
Employment Work Experience	<i>Full-time teachers</i> <i>Yunnan University of Economics and Management</i> <i>2022 to present</i>
Research development projects over the past 5 years	<i>2022.12-To date, the teacher scientific research fund project of 2022 Yunnan University of Economics and Management: Analysis of the characteristics and influence of family language planning of ethnic minority college students in Yunnan. Yunnan University of Economics and Management, host, in progress.</i>
Industry collaborations over the past 5 years	<i>Not have</i>
Patents and proprietary rights	<i>Not have</i>
Important publications over the past 5 years	<i>Not have</i>
Activities in professional bodies over the past five years	<i>Not have</i>

Staff Handbook

Please fill out and submit one form per person. Each teacher fills out one form.

Name surname and personal name	<i>Li Shiba</i>	
Post position	<i>Ancient Chinese Literature Lecturer</i>	
Academic Career	<i>Master's degree</i>	<i>Yunnan Normal University 2017</i>
Employment Work Experience	<i>Administrative and full-time Yunnan University of Arts, Yunnan School 2017 to 2018 of Economics and Management</i>	
Research and development projects	<p><i>[1] 2025.04-2027.04, Research on the Stele Inscriptions Literature of Yunnan in Successive Dynasties and the Sense of National Community, Annual Project of Yunnan Provincial Philosophy and Social Science Planning, Cultivation Project, funding:10000 yuan, host, in progress;</i></p> <p><i>[2] 2022.01-2023.07, Compilation and research on poetry and prose in color paintings of Tuan Mountain dwellings in Jianshui, Project number:2022J1282, Scientific research fund of Yunnan Provincial Department of Education, funding: 10000 yuan, host, completed;</i></p> <p><i>[3] 2023.12-2024.12, Research on the consciousness of the Chinese national community in the monument and epitaph of Southwest Associated University, Project number:2024J1350, Scientific research fund of Yunnan Provincial Department of Education, funding:10000 yuan, host, completed;</i></p> <p><i>[4] 2024.12-2026.12, Wang Renqiu Stele Inscription Annotation and "National Identity" Research, Project No.:2025J1378, Yunnan Provincial Department of Education Scientific Research Fund Project, funding:10000 yuan, host, in progress;</i></p> <p><i>[5] 2023.03-2024.12, The organization and research of calligraphy and painting works in the decorative paintings of Tuan Mountain dwellings in Jianshui, Project number:2023JK20, Scientific research fund project of Yunnan University of Economics and Management, funding:8000 yuan, host, completed;</i></p> <p><i>[6] 2024.12-2026.12, Anning Hot Spring Cliff Carvings Group: Commentary on Stone Inscriptions and Calligraphy Research, Project No.:2025JK21, Yunnan University of Economics and Management Scientific Research Fund Project, funding:8000 yuan, principal investigator, in progress;</i></p> <p><i>[7] 2025.04-2027.06, Research on the Deep Integration of Chinese University Teaching and Traditional "Poetry Education" in Private Undergraduate Institutions of Yunnan from the Perspective of Strengthening the Sense of Chinese National Community, Yunnan University of Economics and Management, Key Educational Reform Research Project, Funding:20000 yuan, Principal Investigator, Ongoing. Not have</i></p>	
Industry collaborations over the past 5 years		
Patents and proprietary rights	<p><i>Title Title</i></p> <p><i>Li Shiba, Classical Chinese Education, Reading and Writing software</i></p> <p><i>V1.0(6126683)2020.10.30;</i></p> <p><i>[1] Li Bai. On the construction of the connotation of the ancient poetic imagery of "missing home and missing people" in Li Bai's poetry[J].</i></p>	<p><i>Year year</i></p>

Couplets,2021,27(03): 30-32.

[2] Li Shibi. A Study on the Daily Life of Du Fu's Poetry and Its Artistic Features [J]. Young Writers,2021(12):71-72.

[3] Li Shiba. Returning to Artistic Common Sense[N] China Readin

Journal.2022-09-07.

- [4] Li Shiba. *The Confucian Ambience in the Architectural Decoration Art of Tuan Mountain Folk Houses in Jianshui*[J]. *Life Digest*.2023(13):78.
- [5] Li Shiba. *The Poetic Beauty of Tuan Mountain Residential Architecture in Jianshui*[J]. *Beidahuang Literature*.2023(14):201-202.
- [6] Li Shibai. *He possesses the heart of creation. He seeks to sow potatoes- From Yu Jian's Poetry Collection, "Wandering"* [N]. *The City Times · Elephant Literary Weekly*.2023-07-28(24).
- [7] Li Shiba. *He possesses the heart of creation. He seeks to sow potatoes- From Yu Jian's Poetry Collection*[N] "Wandering". *City Times · Elephant Literary Weekly*.2023-07-28(24). *Spring City Literature (Full Reprint)*2023. .27.
- [8] Li Shiba. *The Moon Ascends the Hall, Illuminating Yunnan: Reading Yu Jian's Poetry Collection*[J]' *Wandering'*. *Stars · Poetry Theory*.2024. (02).44-48.
- [9] Li Shiba. *The Inscription Text and Calligraphic Art of the Southwest Associated University Monument*[J]. *Beidahuang Culture*,2024(26).
- [10] Li Shiba. *Literary Thought in the Inscription of the Southwest Associated University Monument and the Study of "National and Ethnic Identity"* [J].2024(30).
- [11] Li Shibai. *On the decorative art of Tuanshan residential architecture through the lens of 'poetic dwelling' in 'Jianshui Ji'* [J]. *Science Exploration*, 2024(30).
- [12] Li Shiba. *On the Decorative Art of Tuanshan Residential Architecture through the Lens of 'Return to Hometown Possibility' in Jian Shui Ji* [J]. *Beidahuang Culture*,2024(26).
- [13] Li Shiba. *The Calligraphic Beauty of the Monument of the National Southwestern Associated University and the National Community Consciousness in the Inscriptions*[C]. *Proceedings of the Fifth Academic Symposium on "Southwestern Associated University and Modern China"*.2025.
- [14] Li Shiba. *Howling Mountain Wind (a series of poems)*[J]. *Dianchi*,2020 (05):93.
- [15] Li Shibai. *Imagen Cover & Back Cover (Cover and Illustration Author)*, *SIMPSON* 7,08 (1) August 2019.
- [16] Li Shibai. *Contraportada (illustrator)*, *Poesia China Contemporary*, August 3, 2021.
- [17] Li Shiba. *Past Days (Another Poem)*[N]. *City Times-Elephant Literary Weekly*,2022-3-11.
- [18] Li Shiba. *Orchid and Jasmine (a series of paintings)* [N]. *City Times · Elephant Arts Weekly*,2022-3-11.
- [19] Li Shiba. *Spring Mountain Painting (with an accompanying illustration and title inscription)* [A]. *Yang Chun, Li Xingze. Discovering Iceland's Flavor: The Taste and Roots of Famous Mountain and Ancient Tree Tea* [M]. *Beijing: China Forestry Publishing House*,2020-1.
- [20] Li Shibai. *The Poetry of Twilight (a series of poems)* [J]. *Dianchi*,2023 (05):88.
- [21] Li Shiba. *Revival of Words (A Poem Series)* [J]. *Dianchi*,2024(05):88
- [22] Li Shiba. *A Shock of Wind and Grass Movement (A Poem Series)* [J]. *Contemporary Poetry*,2024.(05).
- [23] Li Shiba (Editor). *A Complete Guide to the College Entrance Examination (Chinese Language)* [M]. *Line-bound Book Publishing Co., Ltd.*,2022.12(1).

Activities in professional bodies over the past five years	<i>Organization Southwest Associated University</i> <i>New Poetry Research Huaxia Airlines Travel</i>	<i>Role role</i> <i>Bofin</i> <i>2022 Year to date</i>	<i>Period 2015 to present</i>
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	<p><i>Institute Huaxia Airlines Co., LTD</i></p> <p><i>Experience Specialist</i></p>
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Staff Handbook

Please fill out and submit one form per person. Each teacher fills out one form.

Name surname and personal name	<i>Qian Li</i>
Post position	<i>College Chinese Lecturer</i>
Academic Career Academic Experience	<p><i>Master's degree (International Chinese Education) 2013.9--2015.6</i></p> <p><i>Honghe College of Yunnan Minzu University</i></p> <p><i>Bachelor's degree (Chinese as a Foreign Language) 2009.9--2013.7</i></p>
Employment Work Experience	<p><i>Full-time teachers</i></p> <p><i>Yunnan University of Economics and Management 2019.11-to date</i></p>
Research and development projects over the past 5 years	<p><i>A Study on the Dissemination Path of Jiamu Culture, a Traditional Intangible Cultural Heritage of the Bai Ethnic Group in China, in International Chinese Education</i></p> <p><i>2024.12-to date</i></p> <p><i>Yunnan University of Economics and Management</i></p> <p><i>6000 yuan</i></p>
Industry collaborations over the past 5 years	<i>Not have</i>
Patents and proprietary rights	<p><i>Integrated Interaction Department of Chinese International Education Standard V1.0</i> <i>2023.7</i></p> <p><i>Department of Chinese International Education Learning Information Standard V1.0</i> <i>2023.7</i></p>
Important publications over the past 5 years	<p><i>Selected recent publications from a total of approximately selected recent publications, the total number of(1):</i></p> <p><i>Qian Li. Features of Kunming dialect nursery rhymes. Fiction Monthly.2024.2</i></p>
Activities in professional bodies over the past five years	<i>Not have</i>

Staff Handbook

Please fill out and submit one	form per person. Each teacher fills out one form.		
Name surname and personal name	Jian Cai		
Post position	Teaching Area and Title University Sports, Teaching Assistant		
Academic Career Academic Experience	Initial academic appointment	Institution	Year a particular year
	Undergraduate degree (subject)	Shanghai University of Sport	2016.07
	Bachelor's degree (subject) Sports		
	Marketing	University of Kentucky	2019.05
	Graduate degree (subject)		
	Master's degree (Discipline)		
	Kinesiology and Health Promotion		
Employment Work Experience	Position: Teacher Yunnan	Employer:	Period: August 2021 to present
		University of Economics and Management	
Research and development projects over the past 5 years	1.2023.01-2024.11 Research on In-depth Exchange and Cooperation Development of Ethnic Sports in Lancang-Mekong Countries. Hosted by Yunnan University of Economics and Management. Completed.		
Industry collaborations over the past 5 years	None		
Patents and proprietary rights	None		

Important publications over the past 5 years

None

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Activities in professional bodies over the past five years	None
	None

Staff Handbook

<i>Please fill out and submit one form per person. Each teacher fills out one form. one form</i>			
Name surname and personal name	Deng Sixuan		
Post position	Teaching Area and Title University Sports, None		
Academic Career Academic Experience	Initial academic appointment	Institution	Year a particular year
	Graduate degree (subject)	Wuhan Sports University	2018.06
	Master's degree	Wuhan Institute Of Sport	2015.06
	Undergraduate degree (subject)	Wuhan Sports University	
	Baccalaureate	Wuhan Institute Of Sport	
Employment Work Experience	Position: Full-time Teacher Yunnan	Employer: University of Economics and Management	Period: 2024 to present
Research and development projects over the past 5 years	None		
Industry collaborations over the past 5 years	None		
Patents and proprietary rights	None		
Important publications over the past 5 years	None		
Activities in professional bodies over the past five years	None		

Staff Handbook

<i>Please fill out anone form per person.Each teacherfills out one form. submit o</i>	
Name surname and personal name	<i>Huang Yuanqin</i>
Post position	<i>Unrated</i>
Academic Career Academic Experience	<i>Master's degree Baccalaureate</i> <i>Changsha University, Normal University</i> <i>Yunnan 2024</i> <i>2021</i>
Employment Work Experience	<i>Full-time teachers</i> <i>Yunnan University ofEconomics and Management</i> <i>2024 to present</i>
Research and development projects over the past 5 years	
Industry collaborations over the past five years	
Patents and proprietary rights	<i>Title National Badminton Referee of the First Class</i> <i>Year year</i> <i>National badminton first class social instructor,</i> <i>national basketball second class referee</i> <i>National Athletics 2nd Class</i> <i>Referee National Volleyball Level</i> <i>2 Referee</i>
Important publications over the past 5 years	<i>Selected recent publications,total number of(please fill in the total number): 1 (give total number):</i>
Activities in professional bodies over the past five years	

Staff Handbook

<i>Please fill out and submit form per person. Each teacher fills out one form.</i>			
Name surname and personal name	Deng Sixuan Jinli		
Post position	Teaching Area and Title: University Sports (None), Professor		
Academic Career Experience	Initial academic appointment of first academic appointment	Institution	Year a particular year
	Undergraduate degree (subject)	Wuhan Sports University	October 1989
	Baccalaureate	Yunnan Normal University	
Employment Work Experience	Position: Full-time Teacher	Employer	Period
	Retrieved teacher	Kunming Industrial Vocational Technology College	From 1989 to 2022
		Yunnan University of Economics and Management	Since 2022
Research and development projects over the past 5 years	None		
Industry collaborations over the past 5 years	None		
Patents and proprietary rights	None		
Important publications over the past 5 years	None		
Activities in professional bodies over the past five years	None Director of Table Tennis Professional Committee, Yunnan Provincial School Sports Association		

Staff Handbook

Please fill out one form per person. Each teacher fills out one form. submit o										
Name surname and personal name	Tan Yuansen									
Post position	Teaching Area and Title University Sports, Teaching Assistant									
Academic Career Experience	<table border="0"> <tr> <td>Initial academic appointment</td> <td>Institution</td> <td>Year a particular year</td> </tr> <tr> <td>Undergraduate degree (subject)</td> <td>Belarusian State University of Physical Culture</td> <td>2020.01</td> </tr> <tr> <td>Bachelor's degree (subject) Sports Education</td> <td></td> <td></td> </tr> </table>	Initial academic appointment	Institution	Year a particular year	Undergraduate degree (subject)	Belarusian State University of Physical Culture	2020.01	Bachelor's degree (subject) Sports Education		
Initial academic appointment	Institution	Year a particular year								
Undergraduate degree (subject)	Belarusian State University of Physical Culture	2020.01								
Bachelor's degree (subject) Sports Education										
Employment Work Experience	<table border="0"> <tr> <td>Position: Teacher</td> <td>Employer: Yunnan University of Economics and Management</td> <td>Period 2021.06-Now</td> </tr> </table>	Position: Teacher	Employer: Yunnan University of Economics and Management	Period 2021.06-Now						
Position: Teacher	Employer: Yunnan University of Economics and Management	Period 2021.06-Now								
Research and development projects over the past 5 years	None									
Industry collaborations over the past 5 years	None									
Patents and proprietary rights	None									
Important publications over the past 5 years	None									
Activities in professional bodies over the past five years	None									

Staff Handbook

Please fill out and submit one form per person. Each teacher fills out one form.			
Name surname and personal name	Pengyu Xu		
Post position	Teaching Area and Title University Sports, Teaching Assistant		
Academic Career Experience	Initial academic appointment	Institution	Year a particular year
	Undergraduate degree (subject)	Yunnan Normal University	
	Bachelor's degree (subject)		2021.06
	Master of Sports Education(Discipline)	Inner Mongolia Normal University	
	Physical Education and Training Science		
Employment Work Experience	Position: Teacher	Employer: Yunnan University of Economics and Management	Period 2021.07-Now
Research and development projects over the past 5 years	None		
Industry collaborations over the past 5 years	None		
Patents and proprietary rights	None		
Important publications over the past 5 years	None		
Activities in professional bodies over the past five years	None		

Staff Handbook

Please fill out and submit one form per person. Each teacher fills out one form.							
Name surname and personal name	Yang Jianglin						
Post position	Sports professor						
Academic Career Experience	<table border="0"> <tr> <td>Undergraduate</td> <td>Yunnan Normal University</td> <td>2006</td> </tr> <tr> <td>Baccalaureate</td> <td>Yunnan Normal University</td> <td>2006</td> </tr> </table>	Undergraduate	Yunnan Normal University	2006	Baccalaureate	Yunnan Normal University	2006
Undergraduate	Yunnan Normal University	2006					
Baccalaureate	Yunnan Normal University	2006					
Employment Work Experience	<table border="0"> <tr> <td>Full-time teachers</td> <td>Since 2006</td> </tr> <tr> <td>Yunnan Economics and Management Courtyard</td> <td></td> </tr> </table>	Full-time teachers	Since 2006	Yunnan Economics and Management Courtyard			
Full-time teachers	Since 2006						
Yunnan Economics and Management Courtyard							
Research and development projects over the past 5 years	In March 2020, I participated in the project titled "Enhancing Academic Literacy and Competence of Physical Education Teacher Trainees in Southwest Border Regions", which has been completed.						
Industry collaborations over the past five years							
Patents and proprietary rights	<table border="0"> <tr> <td><i>Title</i> Yang Jianglin, Sports Football Match Viewing System VI.02021.01.15</td> <td><i>Year year</i></td> </tr> <tr> <td>Yang Jianglin, Sports E-commerce Information Service Platform VI.0, January 2021</td> <td></td> </tr> </table>	<i>Title</i> Yang Jianglin, Sports Football Match Viewing System VI.02021.01.15	<i>Year year</i>	Yang Jianglin, Sports E-commerce Information Service Platform VI.0, January 2021			
<i>Title</i> Yang Jianglin, Sports Football Match Viewing System VI.02021.01.15	<i>Year year</i>						
Yang Jianglin, Sports E-commerce Information Service Platform VI.0, January 2021							
Important publications over the past 5 years	<p><i>Selected recent publications, total number of (please enter total number):</i></p> <p><i>(give total number):</i></p>						
Activities in professional bodies over the past five years							

Staff Handbook

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Name surname and personal name	Liu Qianyun																		
Post position	Teaching Area and Title University Sports, University Sports, No title, No title																		
Academic Career Academic Experience	<table border="1"> <thead> <tr> <th>Initial academic appointment</th> <th>Institution</th> <th>Year a particular year</th> </tr> </thead> <tbody> <tr> <td>Undergraduate Degree (Department)</td> <td>Hebei Normal University for Nationalities</td> <td>2016.09-2020.06</td> </tr> <tr> <td>Bachelor's degree (subject) Physical education</td> <td>Hebei Normal University for Ethnic Studies</td> <td></td> </tr> <tr> <td>Undergraduate degree (subject)</td> <td>Yunnan University for Nationalities</td> <td></td> </tr> <tr> <td>Master's degree (Discipline)</td> <td>Yunnan Minzu University</td> <td>2023.06</td> </tr> <tr> <td>Physical Education Physical Education Teaching</td> <td></td> <td></td> </tr> </tbody> </table>	Initial academic appointment	Institution	Year a particular year	Undergraduate Degree (Department)	Hebei Normal University for Nationalities	2016.09-2020.06	Bachelor's degree (subject) Physical education	Hebei Normal University for Ethnic Studies		Undergraduate degree (subject)	Yunnan University for Nationalities		Master's degree (Discipline)	Yunnan Minzu University	2023.06	Physical Education Physical Education Teaching		
Initial academic appointment	Institution	Year a particular year																	
Undergraduate Degree (Department)	Hebei Normal University for Nationalities	2016.09-2020.06																	
Bachelor's degree (subject) Physical education	Hebei Normal University for Ethnic Studies																		
Undergraduate degree (subject)	Yunnan University for Nationalities																		
Master's degree (Discipline)	Yunnan Minzu University	2023.06																	
Physical Education Physical Education Teaching																			
Employment Work Experience	<table border="1"> <thead> <tr> <th>Position: Teacher</th> <th>Employer:</th> <th>Period</th> </tr> </thead> <tbody> <tr> <td></td> <td>Yunnan University of Economics and Management</td> <td>2023.07-Now</td> </tr> </tbody> </table>	Position: Teacher	Employer:	Period		Yunnan University of Economics and Management	2023.07-Now												
Position: Teacher	Employer:	Period																	
	Yunnan University of Economics and Management	2023.07-Now																	
Research and development projects over the past 5 years	None																		
Industry collaborations over the past 5 years	None																		
Patents and proprietary rights	None																		
Important publications over the past 5 years	None																		
	None																		

ional bodies over the past five years

None

Staff Handbook

Name surname and personal name	<i>Yang YuanYuan.</i>
Post position	<i>Teaching area and designation Teachingfield and professional title Entrepreneurship Education Lecturer</i>
Academic Career Academic Experience	<p><i>Initial academic Institution organ- appoi- ntment first ization academic Year year appointment Shenyang University of Initial academic app ointment Undergrad Aeronautics and uate degree (subject) Astronautics Kun- 2013 Bachelor of Arts in ming University 2016 De- sign of Technology 2023 Yunnan Master degree (subj ect) University of Eco- nomics and Man- agement Master of Industrial Design Engineering Teaching area and designation Full-time lecturer</i></p>
Research and de- velopment projects over the past 5 years	<p><i>1. Project Name: Exploration and Practice of Business Teaching Model Based on Field Experiment Time period:2021.11-2022.11 Completed Cooperating Party: None Funding amount:5000</i></p> <p><i>2. Project Name: A Practical Study on an Interdisciplinary and Interprofessional Talent Development Model for Entrepreneurial Elite Education Time period:2021.11-2022.11 Completed Cooperating Party: None Funding amount:5000</i></p> <p><i>3. Project Name: Innovation and Design Thinking (Cloud Textbook Development) Period:2021.07-2023.07 Received Cooperating Party: None</i></p>

Funding amount:5000

4. Project Name: Comprehensive Support Research for Value Transformation of Award-Winning Projects in Yunnan Province's University Entrepreneurship Competition

Period:2022.12-2023.12 Received

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	<p><i>Cooperating Party:</i> <i>None Funding</i> <i>amount:5000</i></p> <p><i>5. Project Name: Research on the Path and Mechanism of Innovation Integration in Business Science Majors-Taking Yunnan University of Economics and Management as an Example</i> <i>Time period:2023.01-2024.01 Completed</i> <i>Partner: China Councilfor the Promotion ofInternational Trade Funding amount:5000</i></p> <p><i>6. Project Title: Research on Enhancing Digital Literacy and Development Pathways for Faculty at Private Applied Undergraduate Institutions</i> <i>Time period:2023.09-Now in research</i> <i>Cooperating Party: China Electronic Labor Society Funding amount:5000</i></p> <p><i>7. Project Name: Research and Practice on Talent Cultivation Model Reform Integrating Innovation, Entrepreneurship and Professional Education: A Case Study ofYunnan University ofEconomics and Management</i> <i>Time period:2023 12-now under research</i> <i>Partner: Yunnan University ofEconomics and Management Funding amount:5000</i></p>
Industry collaborations over the past 5 years	<p><i>Project title Project</i> <i>title Not have</i> <i>Partners partners</i></p>
Patents and proprietary rights	<p><i>Title</i> <i>1. Title: Design patentfor "Entrepreneurship Education Activity Card"2023</i> <i>2. Title: Copyright of "Entrepreneurship Talent Training and Evaluation System "2024</i></p>
Important publications over the past 5 years	<p><i>Selected recent publications,total number of(please enter total number):</i></p> <p><i>Select recent publications, total approximately:3 items</i></p> <p><i>1. Author: Liu Kunlin (2nd editor) Title: Basic Entrepreneurship</i></p> <p><i>Other information: Module 3 "Identifying and Evaluating Entrepreneurial Opportunities "</i></p>

*Publisher, place of publication, date of publication: University of
Electronic Science and Technology of China*

	<p><i>Company,2023.01</i></p> <p><i>2. Author: Liu Kunlin</i></p> <p><i>Title:Exploration of Teaching Reform of Innovation Design Thinking Course under the Perspective of OBE Education Concept</i></p> <p><i>Other information: Teaching reform paper</i></p> <p><i>Publisher, place of publication, date of publication:Teacher Professional Development and Innovative Education Research(ISSN 2661-4987),2023.12</i></p> <p><i>3. Author: Liu Kunlin</i></p> <p><i>Title: Research on the Reform ofInnovation and Entrepreneurship Training Mode ofDesign Specialty in Applied Universities under the Background of Integration ofInnovation and Entrepreneurship Other information:</i></p> <p><i>Teaching reform paper</i></p> <p><i>Publisher, place of publication, date of publication:Teacher Professional Development and Innovative Education Research(ISSN 2661-4987),2023.12</i></p>
<p>Activities in professional bodies over the past five years</p>	<p><i>Organization organization Role role Period timeframe</i></p> <p><i>Membership without a specific role need not be mentioned No mention of membership without a specific role is required</i></p> <p><i>Not have</i></p>

Staff Handbook

<i>Please fill out one form per person. Each teacher fills out one form. submit o</i>	
Name surname and personal name	<i>Ma Ruli</i>
Post position	<i>Innovation and Entrepreneurship Teacher Intermediate Economist E-Commerce Specialist Enterprise Human Resources Management Specialist</i>
Academic Career Academic Experience	<p><i>Adjunct Lecturer in Innovation and Entrepreneurship External Lecturer in Innovation and Entrepreneurship</i> <i>Year 2023-2026</i></p> <p><i>Institution Yunnan University of Business Management Yunnan University of Economics and Management</i></p> <p><i>Master of Business Administration (MBA) Master of Business Administration</i> <i>Year 2016-2018</i></p> <p><i>Institution: Siam University, Thailand</i></p> <p><i>Bachelor of Arts in Thai Language and Literature Thai major</i> <i>Year 2009-2013</i></p> <p><i>Institution Rajabhat University of Pibul-Si Gekram, Thailand</i></p>
Employment Work Experience	<p><i>Founding Shareholder Founder and Shareholder</i> <i>2025-to date</i></p> <p><i>One Beam International Trading Co., Ltd., Thailand One Beam International Trading Co., Ltd.</i></p> <p><i>Legal Representative, Executive Director, Shareholder & Manager 法定代表人执行董事股东及经理</i> <i>2024-to date</i></p> <p><i>Yunnan Hai-Tu International Trading Co., Ltd. Yunnan Haitu International Trading Co., Ltd.</i></p> <p><i>Social Security Specialist & Regional Lead 社保专员及区域负责人</i> <i>2020-2023</i></p> <p><i>China (Yunnan) Pilot Free Trade Zone Integrated Service Center Yunnan Pilot Free Trade Zone (Kunm-</i></p>

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	<p><i>Thai Translation and Operations Specialist Thai Translation and Operations</i></p> <p><i>2018-2023</i></p> <p><i>Kunming GeekinE-commerce Co.,Ltd</i></p> <p><i>Kunming Jike Yin E-commerce Co., LTD</i></p>
<p>Research and development projects over the past 5 years</p>	<p><i>1.Integrating innovation and entrepreneurship practices into entrepreneurship education courses, enabling students to gain a practical understanding of:</i></p> <ul style="list-style-type: none"> <i>- The core principles of starting a business,</i> <i>- Critical business fundamentals (e.g., supply chain, compliance),</i> <i>- Entrepreneurial mindsets such as resilience and hands-on execution.</i> <p><i>1. Integrate innovation and entrepreneurship practice activities into entrepreneurship education(1) courses, so that students can gain practical cognition through practice:</i></p> <ul style="list-style-type: none"> <i>- Core operational principles of entrepreneurship (such as logistics optimization and product selection strategy);</i> <i>- Key business elements (supply chain management, compliance risk control);</i> <i>- Essential qualities for entrepreneurs (stress tolerance, execution)</i> <p><i>2.Southeast Asia Multi-Platform Data Aggregation Operational Model</i></p> <ul style="list-style-type: none"> <i>- Focus Integrating data from 8 stores (Shopee/Lazada/TikTok) to improve product selection efficiency.</i> <i>- Period 2024</i> <p><i>2. Multi-platform data aggregation and operation model for Southeast Asia</i></p> <p><i>Integrate 8 store data including Shopee/Lazada/TikTok to improve product selection efficiency in 2024</i></p> <p><i>3.One Beam Light-Brand Compliance Upgrade Initiative</i></p> <ul style="list-style-type: none"> <i>- Focus Unifying brand visuals; developing RCEP tax & labeling compliance tools.</i> <i>- Period 2024-2025</i> <p><i>3. Registered trademark One Beam, One Beam light brand compliance upgrade plan, unified brand vision, development of RCEP tax and label compliance tools 2024- 2025</i></p>
<p>Industry collaborations over the past 5 years</p>	<p><i>Project title Project</i></p> <p><i>title Partners y</i></p> <p><i>partners</i></p>
	<p><i>Tit e Tit e Year ear</i></p>

Patents and proprietary rights

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<p>Important publications over the past 5 years</p>	<p><i>Selected recent publications, total number of (please enter total number):</i></p> <p><i>(give total number):</i></p> <p><i>Author(s) author(s)</i></p> <p><i>Title Title</i></p> <p><i>Any other information Other information</i></p> <p><i>Publisher, place of publication, date of publication or name of periodical, volume, issue, page numbers publisher, place of publication, date of publication or journal name, volume, issue, page numbers</i></p>
<p>Activities in professional bodies over the past five years</p>	<p><i>Organization organization Role role</i> <i>Period timeframe</i></p> <p><i>Membership without a specific role need not be mentioned No mention of membership without a specific role</i></p>

Staff Handbook

Please fill out and submit one	form per person. Each teacher fills out one form.		
Name surname and personal name	Li Lifan		
Post position	Teaching Area and Title Ideological and Political Education, Associate Professor		
Academic Career Experience	Initial academic appointment degree (subject)	Institution	Year a particular year
	Master's degree (subject)	Yunnan Agricultural Extension Undergraduate degree (subject)	2014.12
	Bachelor's degree (subject)	Agricultural University Yunnan Agricultural University	2007.07
	Biological technology biotechnology	Yunnan University	
Employment Work Experience	Employer:	Yunnan	Period
	Position	International	2007.07-2010.05
	Staff	Travel Service,	2010.06-Current
	Teacher	Yunnan Economic Management College	
Research and development projects over the past 5 years	None		
Industry collaborations over the past 5 years	None		
Patents and proprietary rights	None		
Important publications over the past 5 years	None		
Activities in professional bodies over the past five years	None		

None

Staff Handbook

Please fill out and submit one form per person. Each teacher fills out one form.			
Name surname and personal name	N.N. Zhang Junjie		
Post position	Teaching Area and Designation Basic Principles of Marxism		
Academic Career Academic Experience	<p>Initial academic appointment none</p> <p>Habilitation[German postdoctoral qualification] (subject) German postdoctoral qualification (Habilitation) (discipline) None</p> <p>Doctorate (subject) Doctorate (discipline)</p> <p>Master degree (subject) Master degree (discipline) Marxist theory</p> <p>Undergraduate degree (subject)</p> <p>Bachelor 's degree (Discipline) Public Administration</p>	<p>Institution organization</p> <p>Institution organization</p> <p>Institution organization</p> <p>Institution organization</p>	<p>No Year No</p> <p>Year</p> <p>year</p> <p>Year</p> <p>year</p> <p>Year</p> <p>year</p>
Employment Work Experience	<p>Position Full-time teacher cloud School of Economics and Management, Nanjing</p> <p>Employer</p> <p>Period time range 2022.6.18-2025.6.18</p>		
Research and development projects over the past 5 years	<p>Name of project or research focus Project name or research focus None</p> <p>Period and any other information None</p> <p>Partners, if applicable partners (if any) none</p> <p>Amount of financing Amount of financing</p>		
Industry collaborations over the past 5 years	<p>Project title No project title</p> <p>No partners</p>		
Patents and proprietary rights	<p>Title No title</p> <p>Year year wu</p>		

Important publications over the past 5 years Selected recent publications, total number of (please enter total number): none

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<p>Publishing</p>	<p><i>(give total number):</i></p> <p><i>Author(s) author(s)</i></p> <p><i>Title Title</i></p> <p><i>Any other information Other information</i></p> <p><i>Publisher, place of publication, date of publication or name of periodical, volume, issue, page numbers publisher, place of publication, date of publication or journal name, volume, issue, page numbers</i></p>
<p>Activities in professional bodies over the past five years</p>	<p><i>Organization organization Role role Period timeframe</i></p> <p><i>Membership without a specific role need not be mentioned No mention of membership without a specific role</i></p>

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Please fill out and submit one form per person. Each teacher fills out one form.			
Name surname and personal name	Guo Tiao		
Post position	Professor		
Academic Career Academic Experience	Master's degree Baccalaureate	Hefei Artillery Acad-emy of the People's Liberation Army Hefei Artillery Acad-emy of the People's Liberation Army	1995 1988
Employment Work Experience	External teachers serve as training advisors Platoon leader	Yunnan University of Economics and Management Kunming Military Academy 4th Artillery Division, 14th Army Group 31 Artillery Regiment, 14th Army Division, Army	2023 to 1997 and 2018 1995 and to 1997 1988-1992
Research and development projects over the past 5 years	Not have		
Industry collaborations over the past 5 years	Not have		
Patents and proprietary rights	Title No title		Year year 2022
Important publications over the past 5 years	Not have		
Activities in professional bodies over the past five years	Organization organization	Role role	Period timeframe
	Not have		