

2021
-
2022

XJTLU IN THE MEDIA





PREFACE

Since its inception in 2006, XJTLU has been on a path to identifying a new, innovative educational model that combines the wisdom of both the East and the West, while breaking free from restrictive norms and having overcome seemingly insurmountable challenges along the way.

Our achievements have been widely recognised by our peers and media both in China and around the world. We are humbled by your support, which will continue to motivate us to go forward with our mission.

In the face of this era of great uncertainty, XJTLU is determined to become a premier international university and identify the appropriate model for education in the future, by combining best practices from the East and West while adapting to the new yet challenging environment.

To date, we believe XJTLU has made significant progress in the following five areas:

First, we live in a world that is increasingly digital and where information is abundant and can be accessed with greater ease. In light of this, the philosophy of teaching has evolved from simple knowledge dissemination to using teaching to help students achieve personal well-being and learn the right way of studying, which is driven by interest.

Secondly, in order to help students achieve interest-driven learning, we strive to help them successfully progress and grow:

- from children, to young adults and finally to world citizens;
- from passive learning, to proactive learning, leading to research-oriented learning; and
- from ineffective studying, to interest-driven learning, and then to life planning.

Thirdly, we believe in a model that is research-driven, which can be applied to learning, teaching and working. The three areas affect one another to ensure longevity in innovation.

Fourthly, in the area of teaching, we have adopted what we believe are the best of the existing models: the flexibility typically seen in American education, the stringent quality control mechanisms offered by the British system, and various useful aspects of the traditional Chinese and former Soviet branches of educational philosophies, combining them to create a unique model exclusive to XJTLU.

Lastly, using the philosophies and models mentioned above, we have managed to achieve a collaborative and interactive relationship with the outside world, enabling the creation of a three-layer ecosystem that consists of nature, knowledge and society.

The last decade has been the work of XJTLU's 1.0 Model: an innovative, globally minded training model for cultivating professional elites, underpinned by a management system that rests on an online network backbone and a singular platform, an open campus built on an interactive and symbiotic ecosystem that connects the University to the outside world, an industry thought-leadership status within the country, and a leading, cutting-edge research and training bastion.

However, we must also realise that in a world where revolutionary advancements in artificial intelligence and robotics are bound to take place, XJTLU must continue to build on the strength of its current infrastructure to create a highly hybrid talent cultivation model that can withstand the test of the new age.

Industry elites are professionals who are equipped with relevant subject matter expertise, deep knowledge of the sector, managerial capabilities, cross-cultural awareness, and the ability to integrate these tools.

Implemented in 2017, XJTLU 2.0 bred a syntegrative educational model that broke the boundaries between academic disciplines through the establishment of industry colleges. Partnerships with industry players have enabled a type of education that is future-looking, industry-driven, innovative and integrated, producing talents who will serve as leaders in their respective fields.

In September 2022, the XJTLU Entrepreneur College (Taicang) moved to our new Taicang campus. It is an exciting new landmark that meshes technology, innovation, and design, waiting to be explored.

Over the last 16 years, with a goal to advance social developments, XJTLU has remained firmly committed to its original mission of carrying out educational reform, providing invaluable experiences and insights for the Chinese and global education communities.

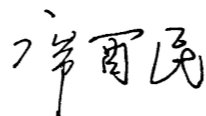
By integrating deeper into society, XJTLU 3.0 is a step beyond Model 2.0. Through establishing industry colleges and reshaping the social responsibilities of universities, XJTLU acts as the adhesive and catalyst for leveraging all available resources and creating an ecology of education, research, innovation and entrepreneurship for future industries.

From 2020 to 2021, we witnessed the launch of the XJTLU Wisdom Lake Academy of Pharmacy, the XJTLU-JITRI Academy, the Academy of Future Education, and the Academy of Film and Creative Technology. Significant achievements have been made over the last year.

The University will continue to deepen its ties with industry and establish more joint platforms. For example, the Yangtze River Delta National Technology Innovation Centre in Taicang, and the Zhihui Valley Entrepreneurship Facility jointly launched with the local government and industry partners are more examples of an ecosystem that aims to support interest-driven lifelong learning, innovation, entrepreneurship, research and development, and sector transition and upgrade.

Last year was a crucial time for XJTLU to execute its grand strategy, with its ambitious plans drawing praise and controversy alike. We are grateful to the wide attention these endeavours have attracted, which consequently has sparked a healthy debate amongst members of the general public and media. We appreciate everyone's comments and take them very seriously, as we continue to improve and strive for excellence.

Thank you for your suggestions and advice on our way forward as an institution. The University could not have come this far if it weren't for your continuous support. A bright future awaits all of us!



Professor Youmin Xi

Executive President, XJTLU

Pro-vice-chancellor of the University of Liverpool

CONTENTS

04

COMMUNICATION
HIGHLIGHTS

05

CHINA INSIGHTS

11

LEADING
PERSPECTIVES

16

ACHIEVEMENTS
AND IMPACT

22

GLOBAL CITIZENS

29

RESEARCH WITH
REACH

42

EXPERT
COMMENTARY

46

EDUCATION
EXPERTISE

48

ABOUT US

SPONSORED BY: Xi'an Jiaotong-Liverpool University

PRODUCED BY: University Marketing and Communications

EDITOR IN CHIEF: Xin Bi

MANAGING EDITOR: Patricia Pieterse

EDITORIAL: Tiantian Xu, Tamara Kaup,
Guojuan Wang, Xinyi Liu

ART SUPERVISOR: Junli Fan

CONTACT US

Media professionals looking for comments on news stories: please contact us at news@xjtlu.edu.cn.

XJTLU people providing story ideas: please contact us at umc@xjtlu.edu.cn.

FOLLOW US



COMMUNICATIONS HIGHLIGHTS

The rapid spread of communications over the internet and social media has meant that the information we receive does not always contain accurate facts. Academics can play a key role in countering false information with research-based data and commentary. In the 2021-22 academic year, Xi'an Jiaotong-Liverpool University academics made impactful contributions to public understanding.

As an international university based in China, XJTLU's staff play a key role in providing insights about China. This year, our experts shared understanding about Suzhou becoming the Pharmacy Valley of China, the impact of China's 14th Five-Year Plan on the education sector, doing business in today's China, sustainable architecture in China, and the challenges of using English as a corporate language.

Other academics led discourse with their research-based perspectives on diverse topics including ecology, luxury retail branding and teaching.

The University, and its academics and students, made news on the international stage with achievements and impact in research excellence, sustainability, new campus design and helping launch China's first ranking programme for the global intelligent manufacturing industry.

Stories about XJTLU's global citizens – especially its students and alumni – provided an inside look into the benefits of learning and student life at the University.

Articles about recent XJTLU research reached international audiences, and stories about the studies informed the public about a range of topics relevant to our world and everyday lives.

XJTLU academics provided expert commentary in influential publications including Science Magazine, Nature, FT Adviser and The Independent. In addition, XJTLU staff shared their education expertise by writing articles published in Times Higher Education's THE Campus.

XJTLU proudly earned media attention in major global news outlets that reach large audiences (represented here in millions of unique visitors per month). They included: Antara News (4.5m), Apple News (241.2m), Athens Voice (1.2m), Big Think (3.5m), CGTN (7.5m), Channel News Asia (6.8m), Chiba Daily (2.1m), China Daily (4.3m), The Conversation UK (13.8m), CNET Japan (2.3m), El Español (32.3m), Financial Times (11.9m), IFL Science (3.2m), Il Giornale (7.3m), The Independent (51.6m), Irish Examiner (1.6m), The Jakarta Post (1m), La Razón (8.1m), Liverpool Echo (9.5m), NewsBreak (9m), The Philippine Star (4.7m), Phys.org (3.7m), RT en Español (5.5m), Science Daily (4.4m), Science Magazine (10.2m), SciTechDaily (3m), Times Higher Education (1.5m), The Wire (India) (2.5m), Xinhua News Agency (6.5m), Yahoo!Finance (46m), and Yahoo!News UK (2.6m).

CHINA INSIGHTS

SUPCHINA

Move over, Shanghai and Beijing? Suzhou wants to be the 'Pharmacy Valley of China'

SUPCHINA

Building a green future in China

THE PIE NEWS

China's 14th Five Year Plan: what does it mean for the education sector?

SUPCHINA

At this international firm's China office, English is power and refusing to speak it is a form of resistance

SUPCHINA

Multinationals in 2021: The new reality of doing business in China



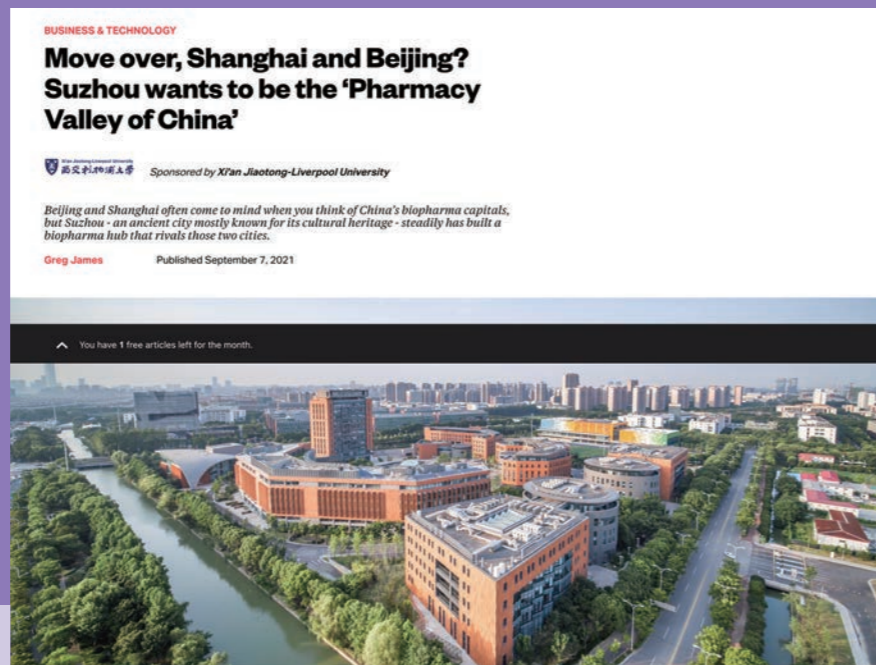
MOVE OVER, SHANGHAI AND BEIJING? SUZHOU WANTS TO BE THE 'PHARMACY VALLEY OF CHINA'

7 September 2021 By Greg James

In April 2020, Suzhou unveiled a plan to create a biopharmaceutical ecosystem and to build a "Pharmacy Valley of China". Some of the most essential components of the ecosystem are "practice-oriented, interdisciplinary, and high-end global talents", "research in cutting-edge areas of bioscience," and "opportunities for cross-discipline cooperation," explains Dr Yimin Ding, Vice President of Xi'an Jiaotong-Liverpool University. "And that's where XJTLU comes in."



Scan the QR code to read the full story



Read later

Share this article

This article is brought to you by *Xi'an Jiaotong-Liverpool University*, a leading international joint venture university based in Suzhou, Jiangsu, China.

China has an ambitious plan to become a pharmaceutical heavyweight on the global stage, and it has come close to succeeding. With an increasing number of international and local companies expanding their manufacturing and development facilities in the country, China is currently the world's second-largest market for pharmaceuticals and the fastest emerging market for the sector, behind only the U.S.

CHINA'S 14TH FIVE YEAR PLAN: WHAT DOES IT MEAN FOR THE EDUCATION SECTOR?

25 November 2021 By Raye Wu



In March, China released the newest Five-Year Plan, which guides universities to pay more attention to scientific research and technological innovation. "The Plan indicates future directions, key topics, strategic measures, policies, and regulations," says Professor Youmin Xi, Executive President of Xi'an Jiaotong-Liverpool University.



Scan the QR code to read the full story

15 December 2021 By Greg James

In this article, Dr Laurie Underwood, Professor Roberto Donà and Dr Haili Wu offer suggestions to multinational corporations on how to navigate China's many challenges and translate its growth trends into profitable, sustainable enterprises.

Dr Underwood, an academic and consultant who has taught at International Business School Suzhou (IBSS), recently published the second book in her China CEO series.



Read later

Share this article

This article is brought to you by Xi'an Jiaotong-Liverpool University, a leading international joint venture university based in Suzhou, Jiangsu, China.

China is the ultimate "make or break" market for many international companies today. Since its economic reform — and subsequent growth spurt — took off in the 1980s, the country has been racing to become the world's largest economy. It is now home to some of the fastest-growing companies in the world and an enormous, high-growth, highly savvy consumer market whose spending is set to more than double in 10 years.



Scan the QR code to read the full story

22 February 2022 By Greg James

Sustainable architecture is designed to minimise negative impact on the environment. Dr Adam Brillhart in the Department of Architecture at XJTLU says: "Sustainable design is a search for a natural alliance by necessity." Dr Yiping Dong says: "Particularly in the built environment, sustainability emphasises the benefits for future generations." Dr Jiawen Han adds that for sustainable design to reach its full potential in China, the biggest obstacle is the cultural psyche of the population.

The article also mentioned the solar-powered, sustainable house designed by Y-team. Dr Marco Cimillo, who served as the faculty lead, says that their project has resulted in distinctive architectural outcomes and user experience.

Dr Cimillo says that XJTLU's Design School aims to equip the graduates for the complexities of an increasingly articulated professional world. "The new generation must have the ability to think collaboratively and out of the box to lead the transition to a more sustainably built environment and society, the greatest challenge of our time."



Ningbo History Museum, designed by Pritzker-winning Chinese architect Wang Shu

SOCIETY & CULTURE

Building a green future in China



Sponsored by Xi'an Jiaotong-Liverpool University

At a time when floods, wildfires, and other climate-related disasters have become more frequent and destructive than ever, the global construction industry, which has long been criticized for its carbon emissions, is moving toward a more sustainable future. In China, a government initiative and a growing eco-conscious public are major factors in heralding green buildings.

Greg James Published February 22, 2022



Scan the QR code to read the full story



AT THIS INTERNATIONAL FIRM'S CHINA OFFICE, ENGLISH IS POWER AND REFUSING TO SPEAK IT IS A FORM OF RESISTANCE

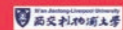
27 June 2022 By the editors

At a time when more and more multinational companies are mandating English as the common corporate language, a study by Dr Xiaoyan Liang at International Business School Suzhou (IBSS) highlights the difficulty of the shift in one office in Shanghai and sheds light on the possible influence of culture on the mechanisms of organisational power and resistance.



SOCIETY & CULTURE

At this international firm's China office, English is power and refusing to speak it is a form of resistance



Sponsored by Xiamen Jiaotong-Liverpool University

At a time when more and more multinational companies are mandating English as the common corporate language, a new study has highlighted the difficulty of the shift in one office in Shanghai and shed light on the possible influence of culture on the mechanisms of organizational power and resistance.

The editors

Published June 27, 2022



Scan the QR code to read the full story

LEADING PERSPECTIVES

THE CONVERSATION

Creature that inspired Pikachu is being blamed for an ecological crisis – but it may be innocent

THE CONVERSATION

Western luxury brands are entering a risky pact with China's influencers

THE CONVERSATION

China's wildlife food ban is vital for public health and threatened species – our research reveals what must happen next

CHINA.ORG.CN

China looks to improve qualifications of teachers

CREATURE THAT INSPIRED PIKACHU IS BEING BLAMED FOR AN ECOLOGICAL CRISIS – BUT IT MAY BE INNOCENT

4 October 2021 By Dr Li Li

According to statistics, half of the meadows on the Tibetan Plateau are at risk of turning into black soil. Local communities often blame the pika – a small, rabbit-like mammal – for grassland degradation. However, Dr Li Li at XJTLU believes that “the key to saving the plateau’s meadows is not to demonise the pika, but to develop a culturally acceptable solution that both controls this wild mammal’s populations and allows pastoral nomads to continue making a living.”

The screenshot shows the article's title, a photo of a pika, and the beginning of the text. The text discusses the Tibetan Plateau's role as the 'water tower of Asia' and the impact of grassland degradation on nomadic livelihoods.



Scan the QR code to read the full story

CHINA'S WILDLIFE FOOD BAN IS VITAL FOR PUBLIC HEALTH AND THREATENED SPECIES – OUR RESEARCH REVEALS WHAT MUST HAPPEN NEXT

12 October 2021 By Dr Lingyun Xiao and Dr Binbin Li

The screenshot shows the article's title, a photo of a snake, and the beginning of the text. The text discusses the impact of the COVID-19 pandemic on wildlife trade and the need for a global plan for protecting nature.

In February 2020, China issued a ban on eating wild meat and its related trade. The country aims to close loopholes in existing legislation, which was last amended in 2016 and is being revised again now.

Dr Lingyun Xiao, a field ecologist at XJTLU, says the ban “is a useful, short-term stopgap, but must now be backed up by updated, evidence-based legislation and regulation for the future”.

This section includes social media sharing options (Email, Twitter, Facebook, LinkedIn, Print), a list of authors (Lingyun Xiao and Binbin Li) with their titles and affiliations, and a disclosure statement regarding funding and potential conflicts of interest.



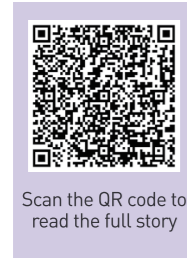
Scan the QR code to read the full story

WESTERN LUXURY BRANDS ARE ENTERING A RISKY PACT WITH CHINA'S INFLUENCERS

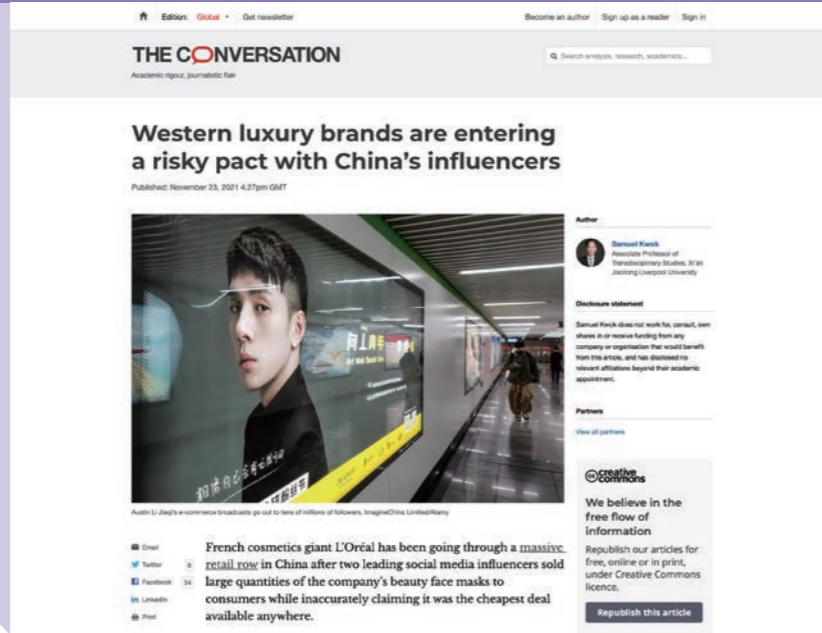
23 November 2021 By Dr Samuel Kwok

In November, French cosmetics company L'Oréal underwent a pricing controversy after two leading livestreamers sold large quantities of its facial masks while inaccurately claiming it was the cheapest deal.

Dr Samuel Kwok, Associate Professor from the Department of Accounting at Xi'an Jiaotong-Liverpool University, analyses the changing face of luxury retail and provides insights into e-commerce in China.



Scan the QR code to read the full story



CHINA LOOKS TO IMPROVE QUALIFICATIONS OF TEACHERS

31 December 2021 By Dr Bo Xie

In December 2021, China released a draft amendment to the Teacher's Law, aiming to raise the academic threshold for teachers in order to improve educational quality.

Dr Bo Xie from XJTLU's Chinese Cultural Teaching Centre says the document regulates the rights and obligations of teachers, and also prioritises their welfare and benefits. He also believes teachers should be able to exercise their legal rights according to the law, and have a fair wage as well as the opportunities to advance in their careers.



A teacher teaches a lesson at a secondary school in Beijing on Dec. 23, 2021. [Photo/cfp.cn] China's education authorities recently released a draft amendment of the Teacher's Law, raising the threshold for teachers' academic certifications so as to improve the quality of education. The draft amendment shows the country's resolve and efforts to boost its education reform.



Scan the QR code to read the full story

ACHIEVEMENTS AND IMPACT

ASIAONE

XJTLU now in ESI Top 1% in the world in 3 fields

ARCHIEXPO E-MAGAZINE

Q&A: Design and build challenges for sustainable houses in Zhangjiakou

YAHOO!FINANCE

XJTLU sustainability initiative wins international award

CHINADAILY

China to unveil global top 100 smart manufacturing companies

THAT'S

An innovative college for tomorrow's students

asiaone XJTLU NOW IN ESI TOP 1% IN THE WORLD IN 3 FIELDS

26 October 2021 By XJTLU



SUZHOU, China, Oct. 26, 2021 /PRNewswire/ -- In Clarivate Essential Science Indicators' latest release, Xi'an Jiaotong-Liverpool University entered the ESI Top 1% list of institutions in the field of Social Science, General, for the first time.

The number of XJTLU's citations in Social Science, General is in the top 1% globally when compared to institutions also publishing in the same field over the last 10 years. Following Engineering and Computer Science, this is the third field earning XJTLU a spot on the ESI Top 1%, with the University's overall global ranking continuing to rise.

The number of ESI research fields entering the global Top 1% is an important indicator of the scholarly performance and impact of academic institutions.

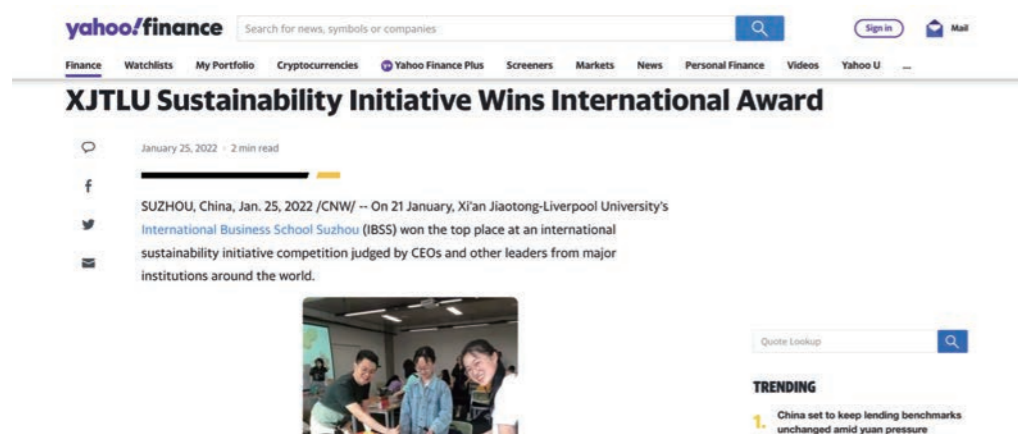
Xi'an Jiaotong-Liverpool University entered the Essential Science Indicator (ESI) Top 1% list of institutions in the field of Social Science, General, for the first time. Following Engineering and Computer Science, this is the third field earning the University a spot on the ESI Top 1%.



Scan the QR code to read the full story

XJTLU SUSTAINABILITY INITIATIVE WINS INTERNATIONAL AWARD

■ 25 January 2022 ■ By XJTLU



XJTLU's International Business School Suzhou (IBSS) won the top place at an international sustainability initiative competition judged by CEOs and other leaders from major institutions around the world.

The Association of MBAs and Business Graduates Association (AMBA & BGA) presented XJTLU with the gold medal for Best CSR and Sustainability Initiative 2022 at their annual Excellence Awards ceremony.

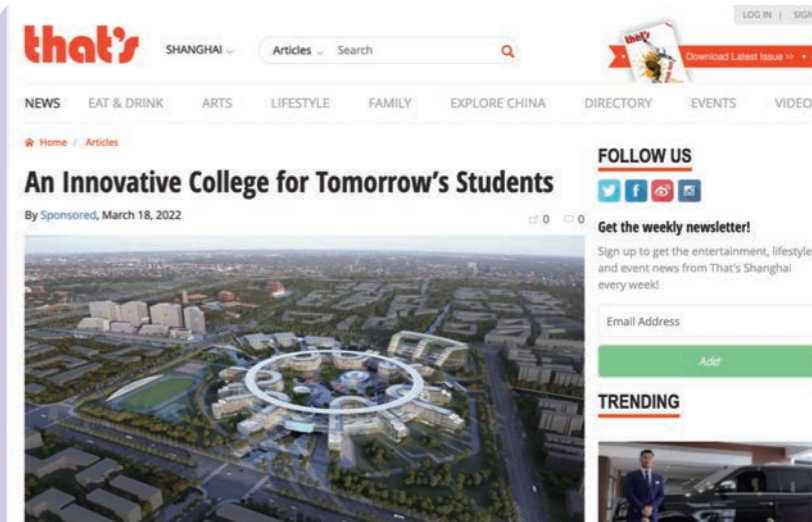
XJTLU was the only university from China that had been short-listed for the sustainability initiative award category. Judges from companies including IKEA, Google, and Rolls Royce, and the conservation organisation World Wildlife Fund deemed XJTLU's entry in the corporate social responsibility and sustainability category the best over other short-listed business schools from Spain, Germany, Italy, India, the UK and Portugal.



Scan the QR code to read the full story

AN INNOVATIVE COLLEGE FOR TOMORROW'S STUDENTS

■ 18 March 2022 ■ By XJTLU



In September 2022, XJTLU Entrepreneur College (Taicang) moved to the new Taicang campus, a space to prepare industry elites and future business leaders for the world of tomorrow.

Professor Stuart Perrin, Associate Principal of XJTLU Entrepreneur College (Taicang), says: "Traditional universities have walls around them physically and they also have intellectual barriers. However, our university is open. We want to be welcoming so that whoever is around will feel a part of us."

HPP Architects, one of Germany's leading architectural partnerships, recently won a bronze award for this collaborative campus concept in the Future Projects: Education category at the World Architecture News (WAN) awards.



Scan the QR code to read the full story

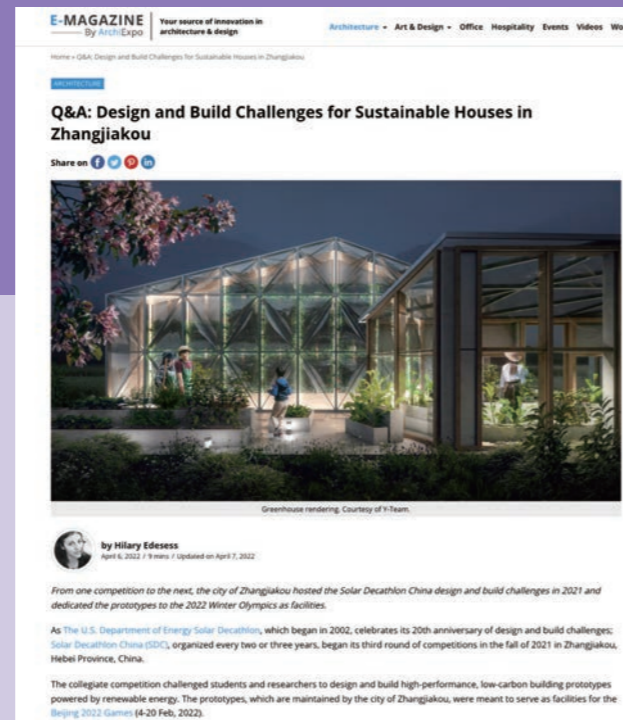
Q&A: DESIGN AND BUILD CHALLENGES FOR SUSTAINABLE HOUSES IN ZHANGJIAKOU

6 April 2022 By Hilary Edesess

Led by XJTU and composed of partners from China and the US, Y-Team created a fully solar-powered house in Zhangjiakou, one of the main 2022 Winter Olympics events sites.

Dr Marco Cimillo, Associate Dean for Learning and Teaching at XJTU's Design School, served as the faculty lead of the interdisciplinary team. He says the sustainable design has resulted in distinctive architectural outcomes and user experiences.

“The house has a multi-layered architectural envelope that includes the main structure in laminated bamboo, which is a natural low-impact material,” says Dr Cimillo. “And the house can be built in different climates by adapting the current configuration.”



Scan the QR code to read the full story

CHINA TO UNVEIL GLOBAL TOP 100 SMART MANUFACTURING COMPANIES

22 August 2022 By staff writers and Zhu Xuehan

The Global Top 100 Smart Manufacturing Companies 2022 Ranking Program was launched at World Robot Conference 2022, drawing wide attention from the industry.

At the Intelligent Manufacturing for Future international summit, ChinaIT.com, Xi'an Jiaotong-Liverpool University, IncoPat Global Patent Database and other partners officially unveiled the country's first ranking programme for the global intelligent manufacturing industry – Global Top 100 Smart Manufacturing Companies.



Scan the QR code to read the full story

GLOBAL CITIZENS

THAT'S

Become a better professional by being a student again in China

THAT'S

Starting over at 31: an unconventional journey to a computer science degree

THAT'S

More than politics: pursuing an international relations degree in China

EQ INTERNATIONAL

Students unite across borders in 'Olympic' contest for sustainable homes

KOMPAS

Ready to face tough competition in the world of work, Xi'an Jiaotong-Liverpool University provides students with world class education (Indonesian)

THE JAKARTA POST

Strong university academics, practical skills ensure future graduates' readiness



BECOME A BETTER PROFESSIONAL BY BEING A STUDENT AGAIN IN CHINA

11 September 2021 By XJTLU



SHANGHAI

Articles Search

NEWS EAT & DRINK ARTS LIFESTYLE FAMILY EXPLORE CHINA

Home / Articles

Become a Better Professional by Being a Student Again in China

By Sponsored, September 11, 2021

0 0

It's back-to-school time again, and among the ranks of new university students are working professionals.

Two new adult learners at Xi'an Jiaotong-Liverpool University in Suzhou say despite the challenges of returning to school after years away, they are confident of the rewards. Both plan to boost what they can offer in the workplace through master's degrees from XJTLU's International Business School Suzhou (IBSS).

Back to School Again

While Hamed Azimidizaj has become an experienced engineer and manager over nearly 15 years in the automotive industry, he wants to broaden his knowledge. Originally from Iran, he's lived for five years in China and is Technical Manager and Advisor at Suzhou Hengmei Electron Technology Inc.

"Now I see that experience alone is not enough. You need to bring knowledge to the industry to make improvements, and I'm seeking more knowledge so that I can make a change," he says.

Two new adult learners, Hamed Azimidizaj and Qin Qian, plan to boost what they can offer in the workplace through master's degrees from XJTLU's International Business School Suzhou. Azimidizaj is enrolled in the part-time MSc Project Management programme, while Qian is enrolled in the part-time International MBA programme.



Scan the QR code to read the full story



STARTING OVER AT 31: AN UNCONVENTIONAL JOURNEY TO A COMPUTER SCIENCE DEGREE

3 November 2021 By XJTLU

Christopher Champion graduated from XJTLU's BSc Information and Computing Science programme at the School of Advanced Technology. Armed with his degree, Champion recently got a job as a Business Developer at Daimler Group Services Berlin.



CHINA

Search



Home / Articles

Starting Over at 31: An Unconventional Journey to a Computer Science Degree

By Sponsored, November 3, 2021

0 0



In his early 20s, Christopher Champion, a young American, started his bachelors degree in French at Eastern Michigan University. However, unsure of what he wanted from his future career, he dropped out.

At the age of 31, Champion became a student again on the other side of the globe – China.

"Don't worry if you need more time than someone else for something," he says. "Keep at it and usually, life finds a way of working things out."



Scan the QR code to read the full story



MORE THAN POLITICS: PURSUING AN INTERNATIONAL RELATIONS DEGREE IN CHINA

11 January 2022 By XJTLU

Two students enrolled in the MA International Relations programme at XJTLU say it has broadened their horizons and helped them understand globalisation and all that comes with it.

Mika Peltonen says he chose to study at XJTLU because it's unique. Founded by two parent institutions from different countries, the University of Liverpool and Xi'an Jiaotong University, XJTLU combines the best of both worlds.

Tianhui Xie says the programme has improved her critical thinking skills. With its examination of the global relations between different countries, the programme helps her better understand global challenges.



SHANGHAI

Articles

Search



NEWS EAT & DRINK ARTS LIFESTYLE FAMILY EXPLORE CHINA

Home / Articles

More Than Politics: Pursuing an International Relations Degree in China

By Sponsored, January 11, 2022

0 0



With climate change, financial crises, the pandemic and the world becoming increasingly complicated, perhaps a degree in International Relations can help us confront the complexities of the 21st century.



Scan the QR code to read the full story

STUDENTS UNITE ACROSS BORDERS IN 'OLYMPIC' CONTEST FOR SUSTAINABLE HOMES

7 February 2022 By Anand Gupta

Led by Xi'an Jiaotong-Liverpool University, the interdisciplinary Y-Team, consisting of partners from China and United States, created a fully solar-powered home in Zhangjiakou, one of the main 2022 Winter Olympics events sites.

Students unite across borders in 'Olympic' contest for sustainable homes - EQ Mag Pro



Zhangjiakou, one of the three main 2022 Winter Olympics events sites, is also host to another "Olympic" game - one that has united students internationally in a quest for clean-energy solutions.

A house designed by student and staff teams from universities in China and the US that demonstrates cutting-edge sustainable design and architecture techniques is on display in the Chinese city, along with 14 more units modelling green methods.



International university teams competing in the US Department of Energy's biennial worldwide Solar Decathlon competition - dubbed "the Olympic Games in the solar energy and green building industry" - collaborated on the houses' designs.

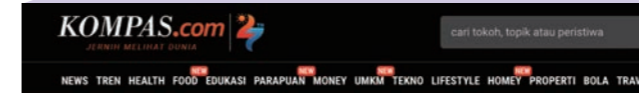
The potentially marketable and sustainable home integrates semi-transparent photovoltaics and other energy saving strategies. Xi Chen, a PhD Architecture student at XJTLU, worked onsite throughout the construction.



Scan the QR code to read the full story

READY TO FACE TOUGH COMPETITION IN THE WORLD OF WORK, XI'AN JIAOTONG-LIVERPOOL UNIVERSITY PROVIDES STUDENTS WITH WORLD CLASS EDUCATION (INDONESIAN)

14 April 2022 By staff writers



ADVERTORIAL

Siap Hadapi Persaingan Ketat di Dunia Kerja, Xi'an Jiaotong-Liverpool University Bekali Mahasiswa dengan Pendidikan Kelas Dunia

Kompas.com - 14/04/2022, 09:29 WIB



Kampus Xi'an Jiaotong Liverpool University di China. (Bok XJTLU)

TERPOPULER

- 1 [POPULER NASIONAL] PDI-P Sindir Balik SBY | Pertemuan Prabowo dan KSAD
Dibaca 23.589 kali
- 2 Hasil Lyon Vs PSG: Mbappe Frustrasi, Paris Menang berkat Neymar-Messi
Dibaca 14.971 kali
- 3 Uji Coba Pembatasan Pertalite, Pertamina: Tak Ada Lagi Kendaraan yang Isi BBM...
Dibaca 13.149 kali
- 4 Ganjar Tak Diundang di Acara Konsolidasi PDI-P Jateng yang Dihadiri Puan, Bambang Pacu...
Dibaca 11.606 kali
- 5 Survei Litbang "Kompas": Mayoritas Publik Nilai Maraknya Korupsi Jadi...
Dibaca 9.800 kali

Kompas featured XJTLU as a leading international university in China. Alumni from Indonesia spoke about how studying at XJTLU gave them a competitive edge when job hunting, especially with companies who have dealings with China.



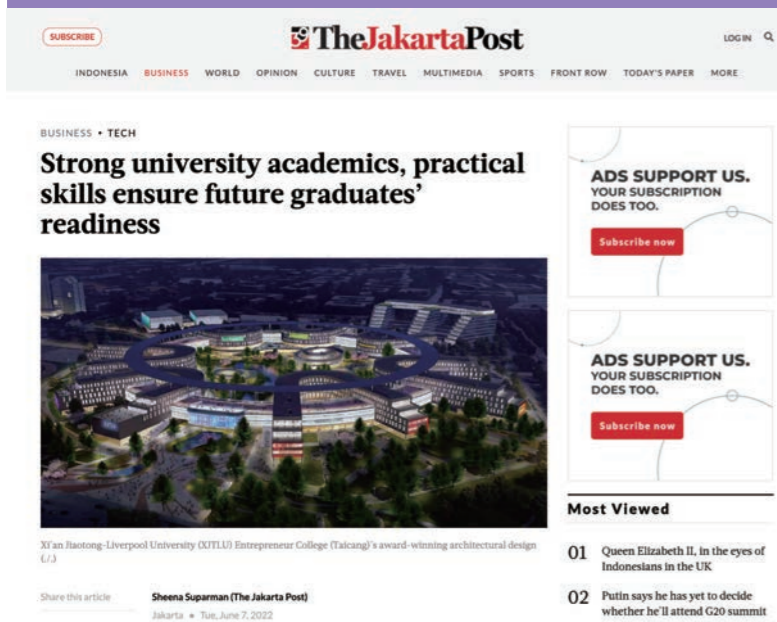
Scan the QR code to read the full story

STRONG UNIVERSITY ACADEMICS, PRACTICAL SKILLS ENSURE FUTURE GRADUATES' READINESS

7 June 2022 By Sheena Suparman

With a future that experts say will be marked by change and uncertainty, today's students must take more care than ever in choosing a university.

XJTLU Entrepreneur College (Taicang) prepares students from around the world to meet challenges brought about by rapid developments in new technologies. Students can study programmes in fields like artificial intelligence, big data, intelligent manufacturing engineering, internet of things, intelligent supply chain, cultural technology, microelectronic science and engineering, and intelligent robotics.



Scan the QR code to read the full story

RESEARCH WITH REACH

ASIAN NEWS INTERNATIONAL

Study suggests the likelihood of unhappy employees becoming entrepreneurs is determined by culture

AJOT

New study reveals impact from COVID-19 pandemic on supply chains

MEDICALXPRESS

New research finds virtual reality could help treat anxiety

NEW YORK POST

Eating sea squirts may reverse the signs of ageing, study shows

TECHXPLORE

Compression rate can predict cybersickness

PHYS.ORG

Researchers use bacteria to enhance concrete resistance

LINUS

Umberto Eco and the comics (Italian)

EUREKALERT!

Is organic farming always good for the environment? – Researchers create strategy to help decide

EUREKALERT!

Can AI predict thermal comfort from the layout of a room?

IT USER

More efficient encryption for distributed storage in Web 3.0 (Spanish)

EUREKALERT!

The shape of things to come: tropical birds are changing because of us

PHYS.ORG

Scientists identify 'bottleneck' in drug delivery pathways in stem cells



STUDY SUGGESTS THE LIKELIHOOD OF UNHAPPY EMPLOYEES BECOMING ENTREPRENEURS IS DETERMINED BY CULTURE

13 September 2021 By the editors

MON, SEP 19, 2022 | UPDATED 11:52 IST

South Asia's Leading Multimedia News Agency

GET IT ON Google Play | Download on the App Store

National World Business Sports Lifestyle Entertainment Health Science Tech Environment Videos

Study suggests the likelihood of unhappy employees becoming entrepreneurs is determined by culture

ANI | Updated: Sep 13, 2021 13:52 IST

Liverpool [UK], September 13 (ANI): The level of entrepreneurial intention among dissatisfied employees is greatly affected by their cultural context, suggests the findings of a new study.

The study led by a team of researchers from Xi'an Jiaotong-Liverpool University (XJTLU) and Shanghai University in China was published in International Small Business Journal Researching Entrepreneurship.

Dr Jie Li, of XJTLU's International Business School Suzhou, says studies in the past have shown a positive correlation between job dissatisfaction and entrepreneurial intent, but focusing on only job satisfaction doesn't tell the whole story.

Know about seven lifestyle habits to reduce risk of dementia in people with diabetes?

Updated: Sep 12, 2022 16:30 IST Eco-friendly certifications do not financially help hotels: Study

Updated: Sep 11, 2022 07:13 IST Study explores best way to integrate sports and school

Updated: Sep 08, 2022 06:15 IST Research finds Facebook, Instagram addiction in adolescents associated with inequality

Updated: Sep 08, 2022 05:50 IST Researchers find DNA linked with physically active lifestyle

Dr Jie Li, from XJTLU's International Business School Suzhou, found that in societies that support entrepreneurial ventures, and countries where people are more likely to take risks, there's a far stronger link between low job satisfaction and the intention to start a business.



Scan the QR code to read the full story



NEW RESEARCH FINDS VIRTUAL REALITY COULD HELP TREAT ANXIETY

21 October 2021 By Massey University

Medical press | Topics | Conditions | Week's top | Latest news

Home / Psychology & Psychiatry

OCTOBER 21, 2021

New research finds virtual reality could help treat anxiety

by Massey University

Credit: CC0 Public Domain

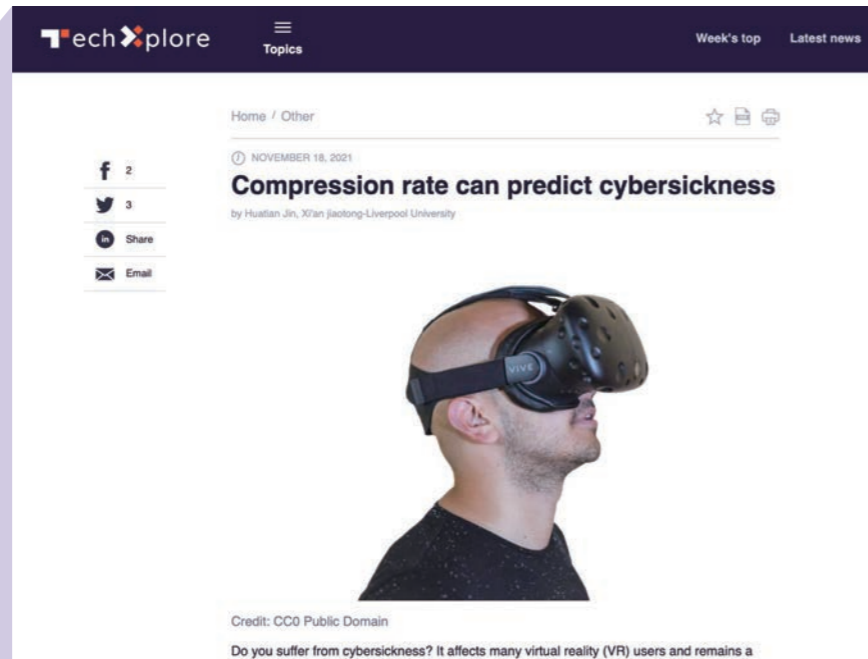
Virtual reality (VR) has been found to be an effective treatment method for anxiety, according to a new study, led by Computer Science Senior Lecturer Dr. Nilufar Baghaei and co-authored by Ph.D. student Vibhav Chitale.

A recent study, co-authored by Professor Hai-Ning Liang of XJTLU's Department of Computing, found that virtual reality can help treat anxiety. The study was done in collaboration with Auckland Institute of Studies, and the Mental Health Clinical Research Unit at the University of Otago, both in New Zealand.



Scan the QR code to read the full story

18 November 2021 By Huatian Jin



Cybersickness is a form of motion sickness caused by a disconnect between what the eyes see and the body feels. Researchers from the School of Advanced Technology recently developed a novel prediction technique to identify at which points of a virtual reality game cybersickness is more likely to occur.



Scan the QR code to read the full story

January 2022 By Marco Pellitteri



While many know of the late Umberto Eco (1932-2016) for his world-leading work as a semiotician, philosopher of language, and novelist, few may be aware of his deep interest in comics, both on a personal and academic level. In January, linus, the prestigious Italian magazine on comics and culture, published an article by Dr Marco Pellitteri of XJTU's School of Humanities and Social Sciences about Eco's relationship with and scholarship on comics.





CAN AI PREDICT THERMAL COMFORT FROM THE LAYOUT OF A ROOM?

25 January 2022 By XJTU

Currently, 55% of a building's operational energy is spent on heating, ventilation and air-conditioning (HVAC). In their recent study, Dr Cheng Zhang and Dr Bing Chen, both from XJTU's Design School, set out to determine whether AI can predict the thermal comfort of different areas of a room, and how factors such as sunlight exposure, windows, and HVAC positioning affect each area.

The screenshot shows the top of the news release page. It features the EurekaAlert! and AAAS logos, a navigation bar with 'HOME', 'NEWS RELEASES', 'MULTIMEDIA', and 'MEETINGS', and the article title 'Can AI predict your thermal comfort from the layout of a room?'. Below the title is a sub-headline: 'Scientists develop novel machine learning-based approach to study the impact of spatial parameters on indoor thermal comfort'. It also includes a 'Peer-Reviewed Publication' badge and the affiliation 'XI'AN JIAOTONG-LIVERPOOL UNIVERSITY'. Social media icons for Facebook, Twitter, LinkedIn, Weibo, and a plus sign are visible. There are also icons for 'Print' and 'Email App'. The main text begins with 'We spend more than 90% of our time indoors, so it's essential that buildings are designed to maximise our comfort...'. A QR code is located at the bottom right of the screenshot.



Scan the QR code to read the full story



THE SHAPE OF THINGS TO COME: TROPICAL BIRDS ARE CHANGING BECAUSE OF US

14 April 2022 By XJTU

The screenshot shows the top of the news release page. It features the EurekaAlert! and AAAS logos, a navigation bar with 'HOME', 'NEWS RELEASES', 'MULTIMEDIA', and 'MEETINGS', and the article title 'The shape of things to come: tropical birds are changing because of us'. Below the title is a sub-headline: 'A new study finds that human activity has led to changes in the body shapes and diets of birds on the tropical island of Hainan'. It also includes a 'Peer-Reviewed Publication' badge and the affiliation 'XI'AN JIAOTONG-LIVERPOOL UNIVERSITY'. Social media icons for Facebook, Twitter, LinkedIn, Weibo, and a plus sign are visible. There are also icons for 'Print' and 'Email App'. The main text begins with 'Hainan has a unique tropical environment with abundant biodiversity and is home to over 400 species of birds...'. A photograph of a bird is shown on the right side of the page. A QR code is located at the bottom right of the screenshot.

IMAGE: GENERALIST BIRD EAT A VARIETY OF FOODS.

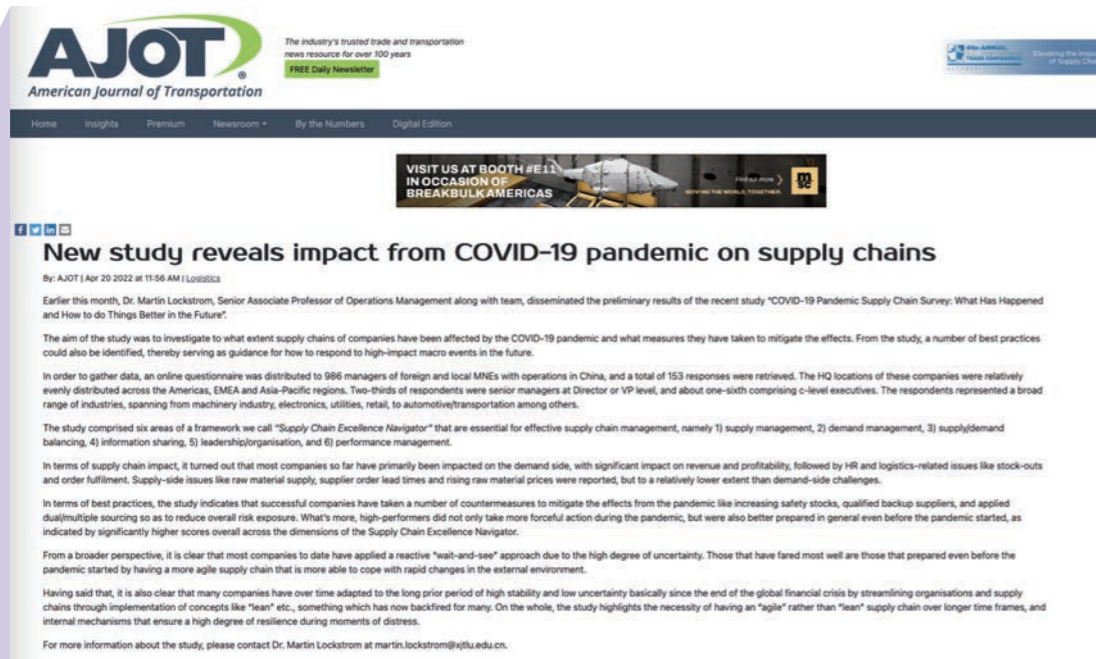


Scan the QR code to read the full story

A new study has shown that human activity on Hainan island has led to biotic homogenisation in birds, with communities and species becoming increasingly similar.

Dr Emilio Pagani-Núñez, Assistant Professor at XJTU's Department of Health and Environmental Sciences, says: "There is hope for biodiversity, that economic growth and enhanced biodiversity conservation are possible. However, a price will be paid, and it is our duty to prevent such negative effects by developing targeted policies on especially diverse or sensitive ecosystems and communities."

20 April 2022 By AJOT

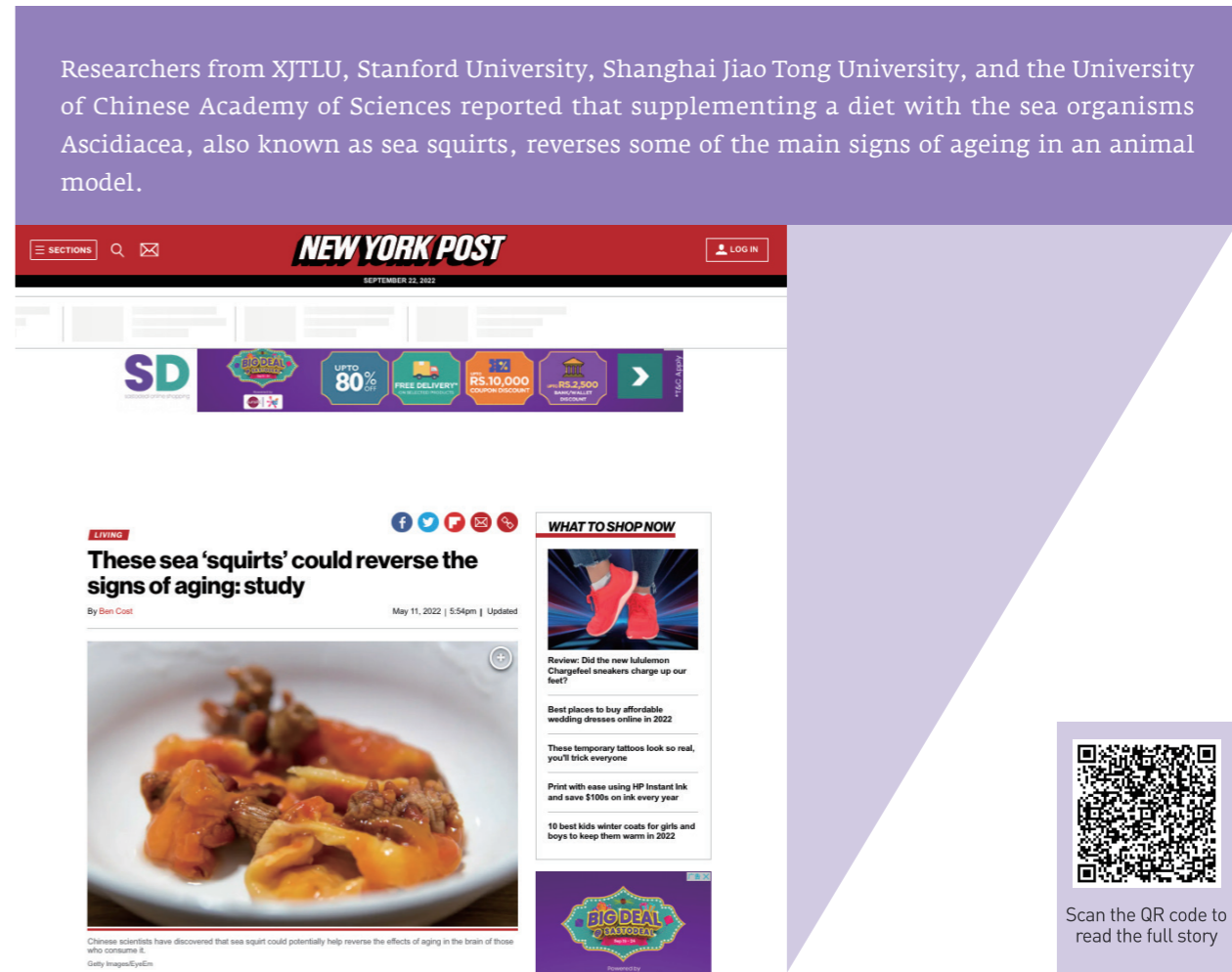


In his recent study, Dr Martin Lockström, Senior Associate Professor at International Business School Suzhou (IBSS) investigated to what extent companies' supply chains have been affected by the pandemic and what measures they have taken to mitigate the effects.



Scan the QR code to read the full story

11 May 2022 By Ben Cost



Researchers from XJTU, Stanford University, Shanghai Jiao Tong University, and the University of Chinese Academy of Sciences reported that supplementing a diet with the sea organisms Ascidiacea, also known as sea squirts, reverses some of the main signs of ageing in an animal model.



Scan the QR code to read the full story

RESEARCHERS USE BACTERIA TO ENHANCE CONCRETE RESISTANCE

24 May 2022 By XJTLU

Researchers at XJTLU's Department of Civil Engineering applied denitrifying bacteria to recycled coarse aggregate concrete (RCAC), and enhanced its strength and durability. The treated RCAC can withstand 225 freeze-thaw cycles, which is 75 more than those without treatment, making it suitable for widespread usage in cold areas.

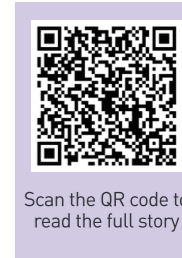
The screenshot shows the article page on the PHYS ORG website. The title is "Researchers use bacteria to enhance concrete resistance" by Xi'an Jiaotong-Liverpool University, dated May 24, 2022. The article includes a diagram titled "Concrete mixing procedure" and "Improvements" showing a 30.3% increase in compressive strength and a 30.3% increase in flexural strength. A QR code is provided for the full story.



IS ORGANIC FARMING ALWAYS GOOD FOR THE ENVIRONMENT? – RESEARCHERS CREATE STRATEGY TO HELP DECIDE

12 July 2022 By XJTLU

The screenshot shows the article page on the EurekAlert! website. The title is "Is organic farming always good for the environment? – Researchers create strategy to help decide" from Xi'an Jiaotong-Liverpool University, dated July 12, 2022. The article discusses the challenges of global food production and the impact of organic farming on biodiversity. A QR code is provided for the full story.



A team of researchers at XJTLU's Department of Health and Environmental Sciences developed a method to help farmers and policymakers decide if switching from conventional to organic farming will increase biodiversity while maintaining productivity.

MORE EFFICIENT ENCRYPTION FOR DISTRIBUTED STORAGE IN WEB 3.0 (SPANISH)

29 June 2022 By the editors

The screenshot shows a news article on the 'it User' website. The main headline is 'Cifrado más eficiente para el almacenamiento distribuido en la Web 3.0'. Below the headline is a QR code and a photograph of a woman. The article text is partially visible, mentioning 'FUJIFILM' and 'Entrevista IT'.

A team of scientists from XJTU, Taiyuan University of Technology in China and De Montfort University in the UK have come up with a new and more secure encryption scheme. They explain that their scheme does not require the proxy to transfer the ciphertext to a new one, which reduces computation and operation time by allowing a new user to access the same file.

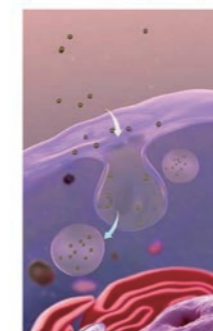
SCIENTISTS IDENTIFY 'BOTTLENECK' IN DRUG DELIVERY PATHWAYS IN STEM CELLS

22 July 2022 By Cat Diamond

The screenshot shows a news article on the Phys.org website. The main headline is 'Scientists identify 'bottleneck' in drug delivery pathways in stem cells'. Below the headline is a QR code and a microscopic image of a cell. The article text is partially visible, mentioning 'nanoparticles' and 'drug delivery'.

In a study, researchers from Xi'an Jiaotong-Liverpool University and Nanjing University in China, and Western Washington and Emory University in the US, shed some light on why the delivery of therapeutics to cells can be so difficult.

Their findings suggest that, in certain types of cells, nanoparticles become “trapped” within bubble-like vesicles and so are prevented from reaching their intended target. The team also created a mathematical model that can predict how efficient the delivery of nanoparticles into cells will be, and aid the design of future therapies.



In order to gain entry to a cell, nanoparticles can be engulfed by the membrane surrounding the cell, for... Our bodies have evolved formidable barriers to protect themselves against foreign substances—from our skin, to our cells and every component within the cells, each part of our bodies has protective layers. These defenses, while essential, pose a significant challenge for pharmaceutical drugs and therapies, such as vaccines, that have to bypass multiple barriers to reach their targets.

COLLECTION: EXPERT COMMENTARY

XJTLU researchers provided expert commentary for articles in influential publications including Nature, Science, South China Morning Post, SupChina (now The China Project), FT Adviser, Puntal, Ambition, The Independent, China Minutes, and Snow Leopard Trust.

NATURE

Did the coronavirus jump from animals to people twice?



SCIENCE

Biodiversity summit offers China a chance to burnish its environmental credentials



SOUTH CHINA MORNING POST

Full steam ahead for Chinese rail diplomacy?



SUPCHINA

Global biodiversity is collapsing. What is China doing to bend the curve of nature loss?

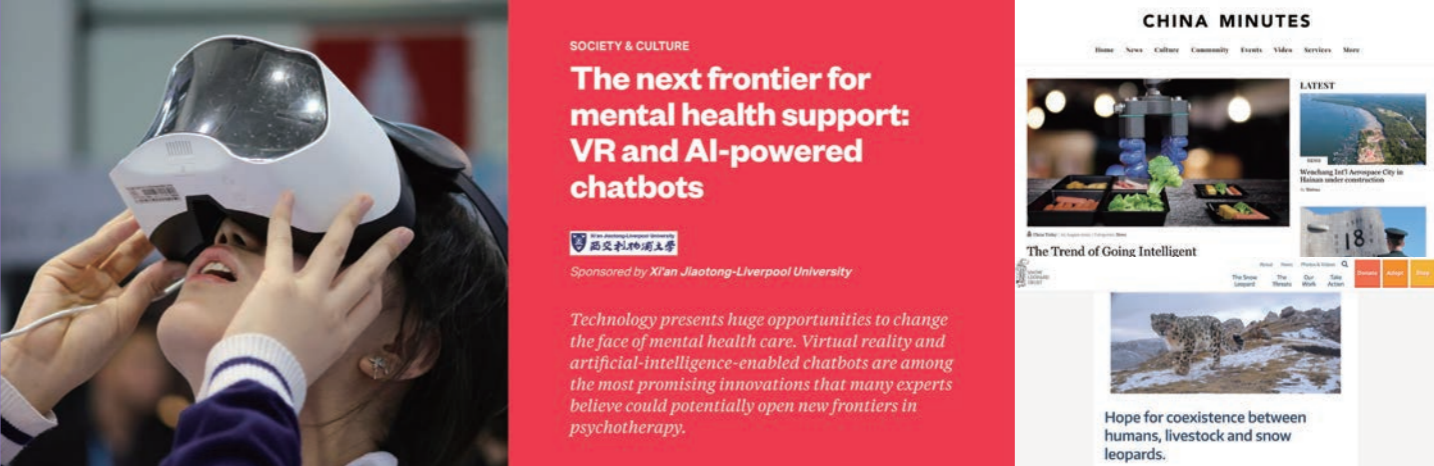


PUNTAL

He has worked in companies on three continents and proposes to combine product development models (Spanish)



Experts who commented in international media in Academic Year 2021-2022 are from across XJTLU, including the School of Science, School of Humanities and Social Sciences, Design School, School of Advanced Technology, Academy of Future Education, International Business School Suzhou, and XJTLU Entrepreneur College (Taicang).



The next frontier for mental health support: VR and AI-powered chatbots

SUPCHINA



CHINA MINUTES

The trend of going intelligent



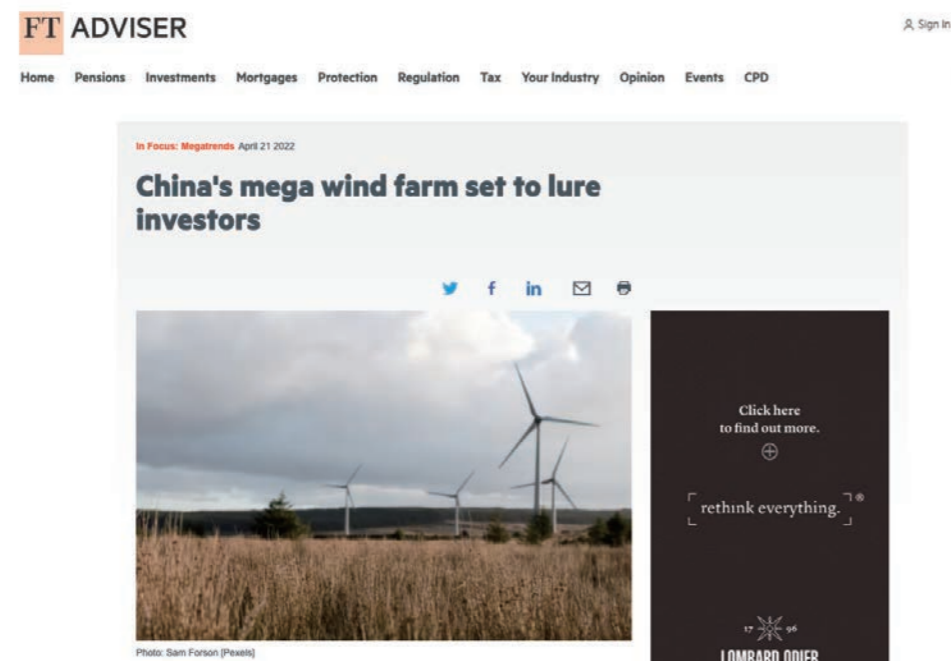
SNOW LEOPARD TRUST

Hope for coexistence between humans, livestock and snow leopards



FT ADVISER CHINA'S MEGA WIND FARM SET TO LURE INVESTORS

21 April 2022 By Calum Kapoor



Recently, China revealed plans to build a mega wind farm in the Gobi Desert to further combat climate change. Dr Geoffrey Chen, Department Head of China Studies at XJTLU, says: "In terms of manufacturing, domestic wind and solar power equipment manufacturers have rapidly built up their knowledge through using foreign-sourced technologies."



Scan the QR code to read the full story

Ambition DRIVING SUSTAINABLE BEHAVIOURAL CHANGE TO SAVE PEOPLE AND PLANET

June 2022 By Dr Ellen Touchstone



Dr Ellen Touchstone, Associate Dean for Responsible and Sustainable Business Education at International Business School Suzhou (IBSS) says business schools must refocus the "can-do" attitude displayed during the pandemic towards meeting the United Nations Sustainable Development Goals.



Scan the QR code to read the full story

COLLECTION: EDUCATION EXPERTISE

Xi'an Jiaotong-Liverpool University staff are skilled in the delivery of learning and teaching. In the 2021-22 academic year, staff shared this expertise with a global audience of educators in higher education on THE Campus, a section of the Times Higher Education website. THE Campus is a toolkit for content on quality teaching and learning; impact and sustainability; internationalisation; early career research; research management; and equality, diversity and inclusion.

How does national culture affect the adoption of learning technology?



How using digital workbooks can increase student engagement and help institutions go green



Boosting student engagement in an online learning environment



Developing a faculty-IT partnership for seamless teaching support



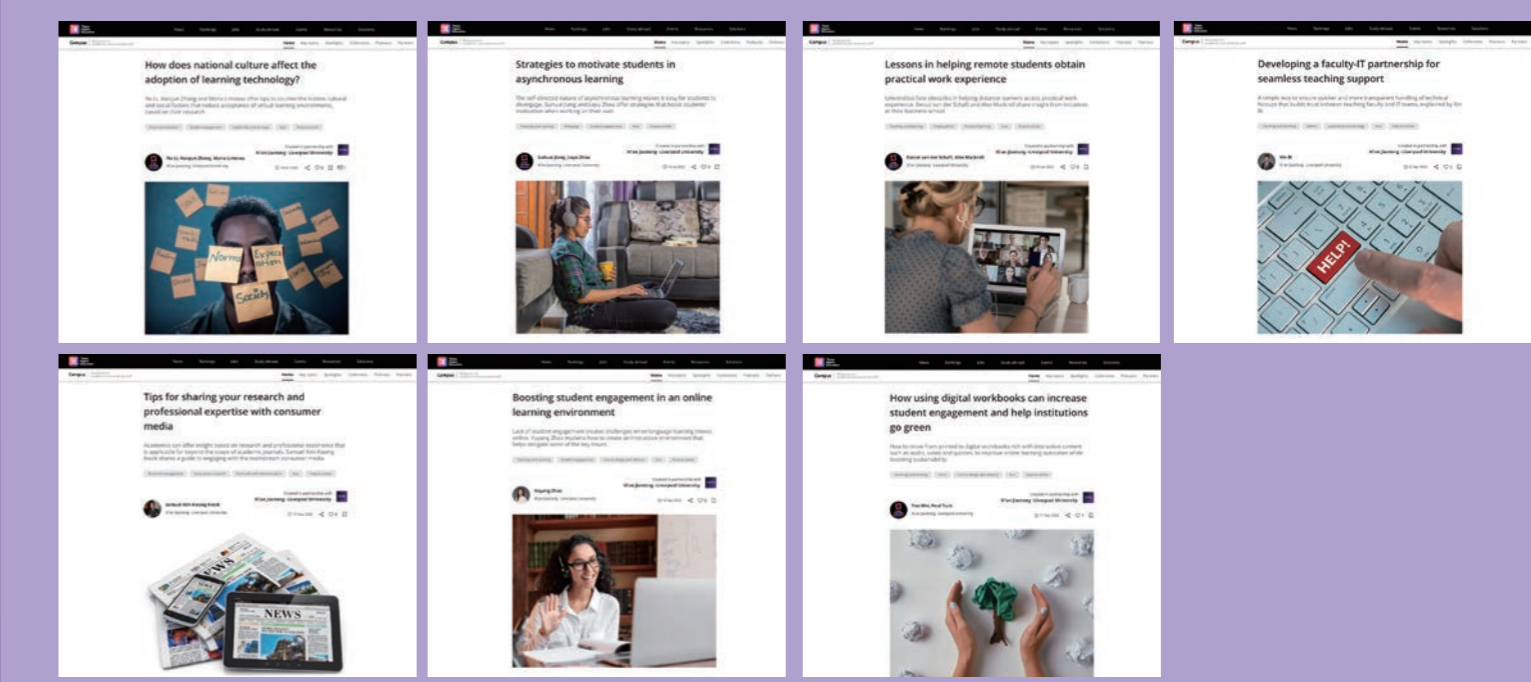
Tips for sharing your research and professional expertise with consumer media



Lessons in helping remote students obtain practical work experience



Strategies to motivate students in asynchronous learning



SCAN QR CODE TO READ ALL OF
XJTLU'S THE CAMPUS ARTICLES



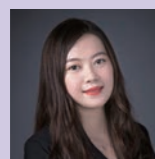
ABOUT US



Dr Xin Bi

Director, Centre for Knowledge and Information

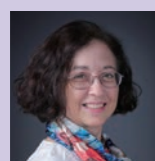
Dr Xin Bi joined XJTU in its infancy. He is now in charge of University Marketing and Communications, the Management Information Technology and System Office, the Centre for Educational Technology, the Library, the Museum, and the Learning Mall. Dr Bi has rich experience in teaching. His research interests include learning and teaching, management and the academic publishing mode in the Internet age. He has published three monographs, one textbook and co-authored two books. Many of his papers have been published in renowned international academic journals.



Tiantian Xu

Deputy Head of University Marketing and Communications

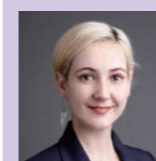
As the Deputy Head of UMC at XJTU, Tiantian is an experienced communicator and marketer in the field of higher education. She is skilled in brand and public relations, marketing and international communications. Tiantian is responsible for developing XJTU's communications and marketing strategy and execution plan, managing media and government relations, and also managing UMC teams with different functions and businesses, which contributes to enhancing brand awareness and reputation for the University. Tiantian received a master's degree in Corporate Communications from the Chinese University of Hong Kong.



Tamara Kaup

International Content Manager of English Communications

Tammy (Tamara) has more than 25 years of experience in writing and editing about a variety of topics, including business, technology, science and education. A US citizen, she has lived both in Lanzhou and Suzhou in China. At XJTU, she manages the creation of content about XJTU's unique place in higher education, cutting-edge research, award-winning instructors and accomplished students. She helps lead XJTU's international communications strategy. In this role, she considers University goals for brand awareness and recruitment, the current international media landscape and the specific audience for each project.



Patricia Pieterse

Senior English Writer and Editor

Patricia began her media career as an intern during her final year of university, studying journalism at the University of Johannesburg in South Africa. She has 14 years' writing and editing experience with a diverse range of publications and has written on business, technology, health, décor and more. She has lived in China for six years, first in Xi'an then in Suzhou, where she discovered her passion for communications in education. At XJTU, as Senior English Writer and Editor, Patricia crafts and refines interesting content for readers locally and abroad.



Xinmin Han

English Writer and Editor

Xinmin joined XJTU in July 2021 as English Writer and Editor. She is skilled in writing news articles and student stories. She received her bachelor's degrees in English and Exhibition Management from Beijing International Studies University and a master's degree in TESOL from the University of Bath. She is currently enrolled in London School of Journalism as a part-time student.



Catherine Diamond

English Writer and Editor

Catherine helps to create content that highlights the quality of academic research happening at the University and enhances the worldwide reputation of XJTU. Catherine completed her PhD in Neuroimmunology in 2018 at the University of Manchester, UK, and A*STAR Institute, Singapore, and has since worked as a research communicator, writer, and editor. She is passionate about using engaging and accessible stories to communicate research to a general audience.



Guojuan Wang

Intercultural Communications Manager

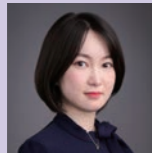
As Intercultural Communications Manager at XJTLU, Guojuan is an experienced communications and public relations manager and marketer in higher education with over 10 years of working experience. She is skilled in public relations management, content marketing, international communications, translation, writing, editing and brand event planning. Guojuan received her BA in English from Xi'an Jiaotong University and an MA in Foreign Linguistics and Applied Linguistics from Zhejiang Normal University.



Yunji Tao

Communication Officer

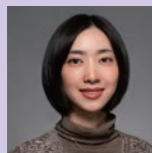
As the Communication Officer at XJTLU, Yunji has been focusing on public relations, content marketing, live broadcasts and new media operation to build the brand awareness and reputation of the University in China and worldwide. Yunji received her BA in Communication Studies from Xi'an Jiaotong-Liverpool University and an MSc in Media and Communication from the University of Liverpool.



Wenzhen Li

External Liaison Officer

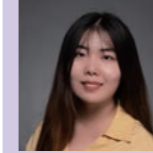
As a liaison officer at XJTLU, Wenzhen is an experienced marketing and communications professional who has worked in both state-owned companies and multinational corporations. She has planned a number of exhibitions and events for young audiences as a curator. She received her master's degree in Cultural and Creative Industries Management from Burgundy School of Business in France.



Yi Qian

External Liaison Officer

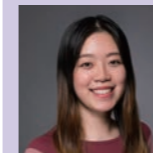
Yi is responsible for news writing and editing, content marketing, branding, and social media management for the Design School. She joined XJTLU in 2020. Yi received her bachelor's degree in Translation and Interpretation from Shanghai International Studies University, and her master's degree in Cross-cultural Communications and Media Studies from Newcastle University.



Huatian Jin

External Liaison Officer

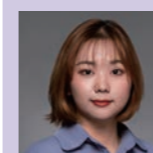
Huatian is responsible for news writing and editing, content marketing, branding and social media management for the School of Advanced Technology. Huatian received her bachelor's degree in Cultural Industries Management from Nanjing University of the Arts, and her master's degree in Society Culture and Media from the University of Leeds. In March 2020, she started her career at XJTLU.



Ying Jiang

External Liaison Officer

As a liaison officer at XJTLU, Ying is proficient in news writing and editing in the field of higher education. With additional experience in working as a journalist and public relations officer in both China and the UK, Ying has developed a solid understanding of the communications, branding, and marketing function in a university. Also as an alumni of XJTLU, Ying has a great passion in both improving the awareness of the University and building the bridge between the school and external and internal stakeholders.



Xinyi Liu

External Liaison Officer

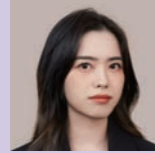
Xinyi is responsible for marketing and communication content creation and multi-channel distribution for the School of Languages, including news creation, multi-media materials design and social media operation. She joined XJTLU in 2020. Xinyi received her master's degree in Communication from Hong Kong Baptist University.



Luyao Wang

External Liaison Officer

Luyao joined XJTLU in 2021 as the External Liaison Officer for School of Science. She is responsible for school news, brand communication and new media management. Luyao holds a bachelor's degree in Media and Communication from the University of Leicester and a Master's degree in Digital Asset and Media Management from King's College London.



Xiaoyan Jin

External Liaison Officer

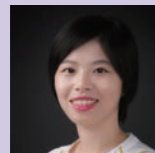
Xiaoyan is responsible for news writing and editing, social media management, content marketing, branding and communication strategy planning for the Academy of Future Education. She joined XJTU in 2021. Xiaoyan received her BA in Business English from Chongqing University of Technology, and an MA in Media and Public Relations from Newcastle University.



Liwen Yu

External Liaison Officer

Liwen is responsible for news writing and editing, branding and social media management for XJTU Wisdom Lake Academy of Pharmacy. She joined XJTU in 2022. Before that, she worked at the National University of Singapore (Suzhou) Research Institute and Duke Kunshan University. Liwen received a BA in English and Finance from Xi'an Jiaotong-Liverpool University and an MSc in International Business from the University of Leeds.



Bo Kou

Chinese Content Manager

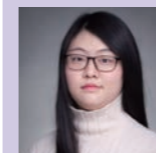
As a Chinese content manager at XJTU, Bo is an experienced storyteller and communicator with more than 10 years of experience working in higher education, media, and cultural and creative industries. After joining University Marketing and Communications in 2015, she has continued her passion for writing, editing, and communications and developed her content marketing and marketing research knowledge and skills. Since September 2021, Bo has started a new journey to lead the Domestic Communications and Marketing Team and Brand, Design, and Video Team. She received her bachelor's and master's degree focused on politics and economics from Peking University.



Luyun Shi

Chinese Writer and Editor

“Content is King” — that is a motto Luyun has always borne in mind as a passionate storyteller and experienced communications professional. She has almost two decades' experience in Higher Education and FMCG sectors with expertise in writing, public relations and content marketing. Since joining XJTU in 2017, she has been contributing to the University's brand building by leveraging the power of storytelling. Luyun graduated from Nanjing Normal University majoring in Journalism.



Qiuchen Hu

Chinese Writer and Editor

Qiuchen is a professional communications practitioner and marketer with a calm, can-do attitude. She is skilled in writing, communications, content marketing, social media operation and digital marketing. Qiuchen received a BA in English (English and Communications Studies specialisation) from Xi'an Jiaotong-Liverpool University and an MA in Digital Media and Culture from the University of Warwick.



Wei Zhang

Public Relations Specialist

Wei joined XJTU in 2020 and works on brand events and brand communication. Prior to joining XJTU, she performed roles related to international outreach at China Development Institute in Shenzhen. She holds a master's degree in Translation and Interpretation from University of International Business and Economics in Beijing.