

Li Fei

Professor, Tsinghua University

LI Fei is a Professor of Marketing at the School of Economics and Management, where he teaches courses on Marketing Management, Luxury Marketing, and Retailing Management in the required curriculum. He is Deputy Director of the China Retail Research Center of Tsinghua University. Li graduated from Beijing Institute of Business (B.A. in Economics, 1983) and went on to earn an M.A. in 1988 and a Ph.D. in Economics (2002) from Renmin University of China.

His research has focused on marketing positioning decisions, retailing strategy, Chinese-style marketing and luxury marketing. Professor Li is an expert in conducting research by analyzing real cases and he has proposed the Diamond Model and Positioning Map in the marketing positioning area. Four books in a series called *Lifei's Research on Positioning* have been published. The books are *Map of Positioning*, *Case of Positioning*, *Stories of Positioning*, and *Luxury Marketing*. He has published more than 60 papers in state level journals including *Journal of Management World*, *Chinese Journal of Management Science*, *Journal of China Industrial Economy*, *Studies in Science of Science*, *China Soft Science*, and *Nankai Business Review*. A number of his research also appeared in the international leading journals including *Journal of Marketing Channels* (ABI) and *International Journal of Marketing Research* (SSCI). Professor Li is the co-author of two Harvard Business School Cases, Case 9-308-025 and Case 9-308-026. Moreover, he had conducted or participated in over 20 top level research projects, including the projects funded by Ministry of Commerce of China, National Natural Science Foundation of China (NSFC), National Social Science Foundation of China, as well as the '95 National Research Project'. In addition, professor Li has served as a consultant to government agencies on commodity circulation, chain operation, standardization of logistic terminology and foreign investment policy.

Professor Li's research has received a number of commendations: *King of Retailing: Plan and Design of Modern Emporia* was awarded as the 'Excellent Publication' by Chinese University Press Association in 1996. Along with his co-author, WANG Gao, their books, *Positioning Management for Department Store* and *A Study on Retail Customer Satisfaction in China* had won the second prize of the National Business Science and Technology Advancement Awards in 2003 and 2010 respectively. Two articles 'How do China's Department Stores Carry out Service Innovation? --Based on Case Study of Beijing Modern Plaza (first author)' and 'High Growth Marketing Myths - Based on more than 10 Case Studies of Successful Enterprises (first author)' published in *Management World* were selected as the best paper by China Enterprise Management Case Forum in the year 2008 and 2009 respectively. His

series books, *Study on the Cutting Edge of Retailing in China* was listed on the top 10 most influential books of the 60 years in nation's circulation area. In the year 1998, professor Li received Special Research Allowance from the State Council and the award for excellence in teaching in the following year. In 2009, he was awarded the excellence prize for his outstanding work in the circulation development in China since 1949.

Prior to joining SEM, professor Li worked in Beijing Commerce Management Cadre Institute where he taught for nineteen years (July, 1983 – April, 2002). He was also a visiting scholar at Université de Paris VIII (Université Paris 8, Paris, France) between 1991 and 1992. At present, He is member of several top academic associations including China Marketing Association (CMA) and China Commercial Economics Association. Moreover, he serves as the Communication evaluation experts for the projects of National Natural Science Foundation of China (NSFC) and National Social Science Foundation of China. He is now vice president of Chinese Society for the History of Business and Commerce and holds position in the Ministry of Commerce of China as the expert in trade (36 in all). He serves on the advisory boards of the PKU Business Review; in addition, he is editor of Chinese Retail Research and editor-in-chief of Marketing Herald.