

Doctoral Programs

Business Administration

This program helps students have strategic visions, innovative ideas and entrepreneurial spirits as well as the proficiency in a foreign language. They will be capable of research and management skills in industrial and commercial enterprises, economic management departments, teaching or research departments.

1.Areas of Study:

1) *Marketing Management*

Including: Online Marketing and E-consumer behavior, Brand Internationalization, Textile Industry Marketing, Retailing Management, Customer Management, and Circulation Theory, etc.

2) *Organization & Human Resource Management*

Including: Organizational Change and Team Building, Organizational Change and Organizational Innovation, Leadership and Performance, Cross-cultural Management, Human Resource Management, International Compare of HRM, and Knowledge Management, etc.

3) *Finance Management & Asset Operation*

Including: Mergers and Acquisitions, Management Control, Corporate Finance and Asset Management, Venture Capital and Property Management, Asset Management, Investment, and Financial Management Theory, etc.

4) *Strategy & Innovation Management*

Including: Business Strategy Theory, Corporate Strategy and Value Creation, Relationship Factors Associated with Corporate Strategy, Enterprise Innovation Management, Performance Evaluation and Value Creation, Change and Innovation Management, ect.

5) *Service & Quality Management*

Including: Corporate Quality Management System, Product Quality and Operation Management, Product Quality

Management and Control Theory, Service Quality Management, ect.

2.Mentors Information:

Major	Orientation	Mentor	Email Address	Telephone
Business Administration	Marketing Management	SUN Minggui	sunmg@dhu.edu.cn	
		★SHEN Lei	slei@dhu.edu.cn	021-62373955
	Organization & Human Resource Management	★SHEN Lei	slei@dhu.edu.cn	021-62373955
		★ZHAO Xiaokang	zxc@dhu.edu.cn	021-62373959
		★WANG Lei	Wanglei7296@dhu.edu.cn	
	Finance Management & Asset Operation	ZHU Shuzhen	z_shuzhen@dhu.edu.cn	021-62373984
		TIAN Zengrui	zrtian@dhu.edu.cn	021-62379917
		ZHANG Dan	zd@dhu.edu.cn	021-62379332
	Strategy & Innovation Management	GAO Changchun	gcc369@dhu.edu.cn	021-62378382
		★ZHAO Xiaokang	zxc@dhu.edu.cn	021-62373959
		ZHAO Hongyan	zhaohongyan@dhu.edu.cn	
		★WANG Lei	Wanglei7296@dhu.edu.cn	
	Service & Quality Management	SUN Minggui	sunmg@dhu.edu.cn	

The Mentor who teaches courses in English marks ★.

Management Science and Engineering

This major focuses on the research on the theories and methods serves modern production management, science and technology development, to improve the efficiency of management.

1. Areas of Study:

1) Electronic Business & Supply Chain Management

The direction of research includes e-commerce operation and management, cloud computing service system and platform operations management, supply chain coordination and management theory and methods, supply chain finance and e-commerce systems, logistics management and logistics services, technology and innovation of modern logistics carbon logistics management, logistics systems analysis, design and optimization of control, networking and mobile e-commerce.

2) Intelligent Decision & Information Management

The direction of the research includes knowledge discovery and intelligent computing, intelligent decision-making and knowledge management optimization management, modern management information systems and decision support systems theory and application of data mining and knowledge discovery, computational intelligence, big data mining and accurate analysis.

3) Service Science & Creative Management

The direction of the research includes service science and modern service operations management, service operations management, scientific modeling and data services to support the design, service process reengineering, service impact assessments; cultural and creative management, creative industries management, creative fashion management.

4) Industrial Engineering & Complex system

The direction of the research includes the design and operations management, brand engineering and product engineering, production system planning, design, evaluation and innovation, advanced manufacturing and enterprise resource planning systems, quality control management, manufacturing and non-manufacturing

advanced management mode and modern industrial engineering. It also includes financial engineering and financial mathematics (mathematical tools to build financial market model to solve financial problems); funds operational decisions and analysis technology, finance and other financial innovation and the Internet.

2.Mentors Information:

Major	Areas of Research	Mentor	Email Address	Telephone
Management Science and Engineering	Electronic Business & Supply Chain Management	★XU Qi	xuqi@dhu.edu.cn	021-62378860 13611842769
		YAO Weixin	wxyao@dhu.edu.cn	
		★ZHENG Feifeng	ffzheng@dhu.edu.cn	
		★ZHOU Jianheng	zjh001@dhu.edu.cn	021-62378372
		SUN Minggui	sunmg@dhu.edu.cn	
	Intelligent Decision & Information Management	DING Yongsheng	ysding@dhu.edu.cn	021-62372301
		ZHENG Jianguo	zjg@dhu.edu.cn	021-62373130
		★Fan Hong	hongfan@dhu.edu.cn	021-62378366
		★Yang Dong	yangdong@dhu.edu.cn	
	Service Science & Creative Management	★ZHENG Feifeng	ffzheng@dhu.edu.cn	
		GAO Changchun	gcc369@dhu.edu.cn	021-62378606
		★ZHOU Jianheng	zjh001@dhu.edu.cn	021-62378372
		★Yang Dong	yangdong@dhu.edu.cn	
	Industrial Engineering & Complex system	★YANG Dong	yangdong@dhu.edu.cn	
		★ZHENG Feifeng	ffzheng@dhu.edu.cn	
		★ZHOU Jianheng	zjh001@dhu.edu.cn	021-62378372
		★Fan Hong	hongfan@dhu.edu.cn	021-62378366
		ZHU Shuzhen	z_shuzhen@dhu.edu.cn	021-62373984

The Mentor who teaches courses in English marks ★.