**Associate Professor, Dr. GU Mingyi**



Mentor of Graduate in M.A., Mentor of MBA

Advertising Department, School of Journalism & Communication,

Shanghai International Studies University

**University Studies and Researches**

Ph.D in Marketing Science (May 2007), Tongji University, Shanghai

Post-Doctor in Advertising (Aug 2010 - Apr 2013), Fudan University

**Researching Area**

Consumer Oriented Advertising Theories and Models: (e.g. Involvement & Engagement)

International Advertising: Global Consumer Culture and Advertising Response Process: Attitude, Intention of Information and Persuasion

Classic Advertising Theories and Digital Advertising Theories

**Invited Lectures**

Asian Social Media and Advertising (M.A.) COMM 3012, Alpen-Adria University/ University of Klagenfurt, APR 2015

Social Media Role of Port Enterprises in China (Investigation lectures), Invited Program Instructor, Antwerp Management School, University of Antwerp, Spring 2014

Advertising Response Effect of out-of-home advertising and engagement in China, International Conference Of Research In Advertising (ICORIA), Ljubljana, Slovenia, Jul 2016

* China Advertising Academy Association Scholar
* AAA American Advertising Association & EAA European Advertising Association
* Jury member of 2015 IAI International Advertising Award, China