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YU Chunling is an associate professor in Marketing at Economics and Management School, Tsinghua University, China. Besides, she is the research fellow at the China Business Research Center, Tsinghua University and the consulting expert of branding board, Samsung Electronics Co. Ltd. China. Dr. YU received her bachelor degree (in Management and in Electronic Engineering) in 1993, and master degree in management in 1996 from Tianjin University, and Ph.D. in Management from Tsinghua University in 2004. Currently she is teaching Strategic Brand Management, Marketing Management, and Business Simulation for MBA and Executive Develop program.

Her research interest focuses on the creation, management and valuation of brand asset. She has published more than 20 papers in state level journals including *Journal of Management World*, *Journal of China Industrial Economy*, *Acta Psychologica Sinica*, *China Soft Science*, *Studies in Science of Science*, *Marketing Science*, and *Nankai Business Review*. A number of her research also appeared in the international journals such as *Journal of Brand Management*, *Journal of Product and Brand Management*, *International Journal of Global Management Studies*, and *Frontiers of Business Research in China*. Seven of her cases in marketing and branding have been included in the China Business Case Center Tsinghua SEM and

MBA Education Supervisory Committee in 2010. Yu also participated in editing the book of *Innovation in Retailing Management in China, Marketing Cases* (domestic cases, Volume I), and *Products Management*. Besides, she translated the book *The Brand Gap* with the other two scholars in 2004. As the sub-project director, she is undertaking a major project of National Natural Science Foundation, "*Research on Brand Management in China*" and a major research project of Ministry of Education, "*Research on Accelerating the Development of global Brands of Chinese*

She has served as consultant to a number of corporations including CNCP, China Mobile, TD-SCDMA, and COSFRE. Besides, she has been a visiting scholar at Hong Kong University (School of Business), Lingnan University, Hong Kong, and Sloan Management School, MIT. At present, she serves as a reviewer for the *Journal of Marketing Science*, *Acta Psychologica Sinica*, *Nankai Business Review*. In addition, she is the peer reviewer for the projects of National Natural Science Foundation of China (NSFC).