

# Li Fei

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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 lea

series books, *Study on the Cutting Edge of Retailing in China* was list 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.