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LIU Xi is an associate professor of marketing at the School of Economics and Management of Tsinghua University. She received her B.A. in English Literature from Peking University in 1995 and Ph.D. in mass communication from the University of Iowa in 2002. She teaches Marketing Management, Advertising and Promotion Strategies, and Managerial Communication.

Professor Liu's research focuses on corporate social responsibility, crisis management, and qualitative methods. Her past research was funded by National Natural Science Foundation of China (NSFC), the Ministry of Education of China or Minoru Kobayashi China Economic Research Fund. Her current study on the social meaning of online shopping is funded by NSFC. Her recent publications appeared in *Public Relations Review*, *Journal of Marketing Channels* and *International Journal of Advertising*. Her book, *Mult Countries: An Interpretive Study of Public Relations Culture* was published in 2005. Her work was also presented at the annual conferences of the National Communication Association and Beijing Forum. Professor Liu once was a public relations assistant at Microsoft China.