Yubo Chen
Deputy Chair of Marketing Department, School of Economics and Management
Professor, Tsinghua University

Professor Chen’s main research areas include big data and business innovation in the networked world; social media and network economy; marketing models and business intelligence; and climate change and sustainability strategy. Prof. Chen has published many articles in top marketing and business journals such as the Journal of Marketing, the Journal of Marketing Research, Marketing Science, and Management Science. His research has won many international awards and recognitions. He currently serves as the Area Editor of Journal of Marketing Science and the Assistant Dean on Faculty Recruitment at Tsinghua. Prof. Chen has won many teaching awards and recognitions.

Anne S.Y. Cheung
Professor of Law, University of Hong Kong

Professor Cheung’s research interests are in freedom of expression, privacy, children’s rights (including cyberbullying and domestic violence), and law and society studies. In 2008, she received the Outstanding Young Researcher Award by the University of Hong Kong. She is a committee member of the Hong Kong Press Council. She and her team are currently building a website for seniors in Hong Kong. She worked on the Open Net Initiative (Asia) Project to study online freedom of speech in the form of blogging in China. Currently, she is working with Privacy International (UK) to study privacy protection in Hong Kong and China, and working with Media Alternative (the Philippines) to study eGovernance in Hong Kong and Asia.

Rogier Creemers
Research Officer, Programme in Comparative Media Law and Policy, University of Oxford

Rogier Creemers's main research interests include the nexus between media policy and political change in China, with a particular focus on the processes of cooptation and confrontation between the vested regime and potential challengers. In 2012, Creemers joined the Program for Comparative Media Law and Policy at the University of Oxford, where he coordinates a capacity-building project supporting media law reform in China and is and working on a Dutch Rubicon Scholarship to research the development of Chinese Internet Law. Apart from his academic writing, Creemers also regularly publishes op-ed articles in various outlets, including openDemocracy and the China Law Blog, as well as in Belgian and Dutch newspapers. He is the editor of the China Copyright and Media website, an online resource providing insight into Chinese law and policy regarding public communication.
Jacques deLisle
Stephen A. Cozen Professor of Law, University of Pennsylvania
Deputy Director, Center for the Study of Contemporary China

Professor deLisle’s research and teaching focus on contemporary Chinese law and politics, including: legal reform and its relationship to economic reform and political change in China, the international status of Taiwan and cross-Strait relations, China’s engagement with the international order, legal and political issues in Hong Kong under Chinese rule, and U.S.-China relations. DeLisle is also professor of political science and Director of the Center for East Asian Studies at Penn and director of the Asia Program at the Foreign Policy Research Institute. He has served frequently as an expert witness on issues of P.R.C. law and government policies and is a consultant, lecturer and advisor to legal reform, development and education programs, primarily in China.

Amy Gadsden
Associate Dean and Executive Director for International Affairs, University of Pennsylvania Law School

From 2006-2008, Dr. Amy Gadsden served as Resident Country Director for China at the International Republican Institute (IRI), a non-profit organization dedicated to advancing democracy worldwide. Prior to that, Dr. Gadsden was Special Advisor for China in the State Department’s Bureau of Democracy, Human Rights and Labor. She has worked extensively on joint cooperation projects with Chinese governmental and non-governmental agencies and has done consulting work for the United Nations Development Programme, the United Nations High Commissioner’s Office for Human Rights, the Pew Charitable Trusts, and the National Committee on US-China Relations.

Avery Goldstein
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Professor Goldstein’s research focuses on international relations, security studies, and Chinese politics. He is the author of Rising to the Challenge: China's Grand Strategy and International Security (Stanford University Press, 2005), Deterrence and Security in the 21st Century: China, Britain, France and the Enduring Legacy of the Nuclear Revolution (Stanford University Press, 2000), and From Bandwagon to Balance of Power Politics: Structural Constraints and Politics in China, 1949-1978 (Stanford University Press, 1991). He is also Associate Director of the Christopher Browne Center for International Politics at Penn and Senior Fellow at the Foreign Policy Research Institute in Philadelphia.
Peter Gries
Professor, College of International Studies Department of International & Area Studies, University of Oklahoma
Harold J. & Ruth Newman Chair & Director, Institute for US-China Issues

Professor Gries is the author of China’s New Nationalism: Pride, Politics, and Diplomacy (University of California Press, 2004) and co-editor (with Stanley Rosen) of State and Society in 21st Century China: Crisis, Contention, and Legitimation (Routledge, 2004), and has written dozens of academic journal articles and book chapters. His forthcoming book is The Politics of American Foreign Policy: How Ideology Divides Liberals and Conservatives over Foreign Affairs (Stanford, 2014). He studies the political psychology of international affairs, with a focus on Chinese and American foreign policy. He directs a research lab on the political psychology of US-China relations.

Emily Hannum
Associate Professor of Sociology and Education, University of Pennsylvania


Sharon Hom
Executive Director, Human Rights in China (HRIC)
Professor of Law Emerita, CUNY Law

Sharon Hom leads HRIC’s human rights and media advocacy and strategic policy engagement with NGOs, governments, and multi-stakeholder initiatives. She has testified on a variety of human rights issues before the U.S. Committee on Foreign Affairs and the European Parliament, and has given numerous presentations at major conferences on human rights and China organized by non-governmental groups such as the Carnegie Endowment for International Peace. Hom has published extensively on Chinese legal reforms, international human rights and women’s rights, including most recently chapters in The Unfinished Revolution: Voices from the Global Fight for Women’s Rights (Seven Stories Press, 2012) and Gender Equality, Citizenship and Human Rights (Routledge, 2010). Hom has eighteen years of experience in Sino-American law training and legal exchange initiatives. She sits on the advisory board of Human Rights Watch/Asia and on the Committee on Asian Affairs of the Bar Association of the City of New York.
Min Jiang
Associate Professor of Communication, UNC-Charlotte

Professor Jiang studies the intersections of Chinese Internet politics, digital culture, social activism, media policies, and international relations. A recipient of over a dozen research grants, she was the first Research Fellow at UNC Charlotte’s Center for Humanities, Technology, and Science, a faculty member of the 2009 Annenberg-Oxford Summer Institute and a finalist in 2009 Knight News Challenge. Prior to pursuing her doctorate in the U.S., she worked as an international news editor for BTV and CCTV as well as assistant-to-director for Kill Bill II in China. Her work is highly interdisciplinary, blending new media studies, political communication, international communication, legal studies, and information science, focusing on Chinese digital technologies, Internet policies, social activism, and digital diplomacy.

Marwan Kraidy
Professor of Communication, University of Pennsylvania
Director, Project for Advanced Research in Global Communication (PARGC)

A scholar of global communication and an expert on Arab media and politics, Professor Kraidy has written extensively on the role of media institutions in shaping social experiences of modernity in the non-West. Professor Kraidy is recipient of fellowships from the John Simon Guggenheim Memorial Foundation and the Woodrow Wilson International Center for Scholars. He has lectured worldwide and published more than 100 essays and 6 books. His current book projects include Global Media Studies with Toby Miller), which seeks to elaborate truly worldwide bases for global media studies. Professor Kraidy is widely published in both scholarly and non-scholarly publications and has served on multiple editorial boards, including those of the Journal of Communication and Popular Communication: International Journal of Media and Culture. Professor Kraidy is a regular expert guest on public media programs supported by NPR, the BBC, and the CBC.

Ya-Wen Lei
Harvard University, Society of Fellows

Ya-Wen Lei is a junior fellow at the Harvard Society of Fellows, one of the most prestigious post-doctoral fellowships in the country. The Harvard Society of Fellows admits approximately ten junior fellows a year from across the disciplines and Lei is only the 16th sociologist admitted since the program’s inception in 1933. Her primary research interests are in political sociology, law and society, economic sociology, political communication, and Chinese studies. During the tenure of her fellowship, Lei will work on a book project explaining the emergence and growth of the public sphere in China by investigating the social and cultural relationships that have developed in the process of legal reform, media marketization and globalization.
Rebecca MacKinnon
Ranking Digital Rights, Project Lead
Global Voices Online, Co-Founder
Senior Research Fellow, New America Foundation

Rebecca MacKinnon focuses on the intersection of Internet policy, human rights, and corporate accountability. She is partnering with the University of Pennsylvania on a new project called Ranking Digital Rights, bringing together international research partners to develop a sound methodology to rank the world’s most powerful ICT companies on free expression and privacy criteria. MacKinnon worked as a journalist for CNN in Beijing for nine years and was Bureau Chief and Correspondent for Beijing and Tokyo. She was a Research Fellow at Harvard’s Berkman Center for Internet and Society, where she began her ongoing research on the Chinese Internet. Her first book, *Consent of the Networked: The Worldwide Struggle for Internet Freedom*, was published last year.

Marshall Meyer
Professor of Management and Sociology, University of Pennsylvania


David J. Reibstein
William Stewart Woodside Professor, Professor of Marketing, Wharton School, University of Pennsylvania

Professor Reibstein’s research focuses on competitive marketing strategies, marketing metrics, and product line decisions. He is the Immediate Past Chairman of the Board of Directors of the American Marketing Association. A former Executive Director of the Marketing Science Institute, Professor Reibstein consults extensively with companies worldwide, including GE, Pfizer, Johnson & Johnson, and others. His research has been published in top-tier academic journals including *Marketing Science* and the *International Journal of Research in Marketing*. Professor Reibstein is also the author or co-author of numerous books and chapters in books on subjects including competitive marketing strategy, global branding, and marketing performance measurement. His most recent book is *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance* (2nd ed). Professor Reibstein is a dynamic, award-winning teacher who has been honored with more than 30 teaching awards.
James Reilly
Senior Lecturer in Northeast Asian Politics, University of Sydney

Professor Reilly’s research and teaching are in the areas of Chinese foreign policy, East Asian politics, and international relations. He is the author of *Strong Society, Smart State: The Rise of Public Opinion in China’s Japan Policy* (Columbia University Press, 2012), and the co-editor of *Australia and China at 40* (UNSW Press, 2012). His articles have appeared in a number of academic journals, including: *Asian Survey, China: An International Journal*, *Chinese Journal of International Politics*, *Journal of Contemporary China*, *Modern Asian Studies*, and *Washington Quarterly*. He has also served as the East Asia Representative of the American Friends Service Committee (AFSC) in China from 2001-2008.

Trudy Rubin
*Philadelphia Inquirer*

Trudy Rubin is the foreign affairs columnist for *The Philadelphia Inquirer* and travels abroad frequently to South Asia and the Middle East. Her "Worldview" column appears twice weekly in the *Inquirer* and runs regularly in many other U.S. newspapers. Rubin has special expertise on the Middle East, international terrorism, and U.S. foreign policy. She is the author of *Willful Blindness: the Bush Administration and Iraq*, a book of her columns from 2002-2004. In 2001 she was a finalist for the Pulitzer Prize in commentary and in 2008 she was awarded the Edward Weintal prize for international reporting. In 2010 she won the Arthur Ross award for international commentary from the Academy of American Diplomacy. Before coming to *Inquirer* in 1983, Rubin was a national correspondent for *The Christian Science Monitor*; a staff writer on American politics for *The Economist of London*; and a radio correspondent in Czechoslovakia during the Prague Spring. Rubin is a graduate of Smith College and the London School of Economics.

Zengzhi Shi
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Executive Director, Center for Civil Society Studies, Peking University

Professor Shi’s research interests include media sociology, media culture, public sphere, new media empowerment, and civil society. She has authored two monographs and numerous academic articles on modern publishing and communication. She is also the recipient of several major publication and teaching awards in China.
Ajit Sivadasan
Vice President/General Manager, Global Sales and Marketing, Lenovo

Ajit Sivadasan is the global head of Lenovo.com and manages all key aspects of Lenovo’s global web strategy. This includes business-to-business and business-to-customer web sales and marketing and its overall digital strategy across their extensive web presence in 70+ countries. In his work at Lenovo, Sivadasan focuses on continually improving the user experience, tweaking visual designs and contents to better facilitate usability. Since joining the firm, he has increased web revenues and profitability dramatically, driving customer-satisfaction ratings from the low 60s to a PC-industry high of 78 percent. Sivadasan also reduced costs by establishing centers in India, China, and Argentina. Sivadasan previously served as executive producer of Gateway.com and as a senior consultant in manufacturing, technology, and eCommerce for Deloitte & Touche. He is a frequent speaker at industry events and academia primarily focused on eBusiness and online retailing.

Marina Svensson
Associate Professor, Centre for East and South-East Asian Studies, Lund University

Professor Svensson’s research focuses on human rights, legal issues, social and political movements, cultural heritage policy, and the Chinese media. She has spent extensive periods in China, first as an undergraduate at Fudan University, and later as Ph.D. candidate and as a visiting scholar at different institutions, including Beijing University and the Chinese Academy of Social Sciences. She usually spends between two and three months annually in China doing fieldwork. Her major publications include Debating Human Rights in China: A Conceptual and Political History (Rowman and Littlefield, 2002), and co-edited books such as The Chinese Human Rights Reader (M. E. Sharpe, 2001), Gender Equality, Citizenship and Human Rights (Routledge 2010), and Making Law Work: Chinese Laws in Context (Cornell University Press 2011).

Yuhua Wang
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Yuhua’s research and teaching interests include political economy of development, authoritarian politics, East Asian political economy, Chinese politics, and American politics. Yuhua’s book manuscript titled “Tying the Autocrat’s Hands: The Rise of Rule of Law in China,” currently under contract at Cambridge University Press, examines how China’s reforms and opening up have contributed to a partial form of rule of law. Yuhua received Bachelor of Laws and Master of Laws from Peking University (Beijing, China) in 2003 and 2006 and a Ph.D. in Political Science from University of Michigan in 2011.
Jessica Chen Weiss
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Professor Weiss's research interests include Chinese politics and international relations, nationalism, and social protest. Her book, Powerful Patriots: Nationalist Protest in China’s Foreign Relations (Oxford University Press, 2014) traces China's management of anti-foreign protests—both those that occurred and those that were prevented—and their diplomatic consequences between 1985 and 2012, drawing upon over 14 months of extensive field research in China, Japan and the United States. Her research has been supported by the National Science Foundation, Fulbright-Hays program, and the University of California Institute on Global Conflict and Cooperation. Before joining the Yale faculty, she founded FACES, the Forum for American/Chinese Exchange at Stanford.

David Wertime
Senior Editor, Foreign Policy

David Wertime is a Senior Editor at Foreign Policy, where he covers Chinese media, politics, and Internet. He previously founded Tea Leaf Nation, a Chinese media analysis site which was recently acquired by the Washington Post Company (now Graham Holdings Co.). David first encountered China as a Peace Corps Volunteer in Fuling, and has lived and worked in Chongqing, Beijing, and Hong Kong. He graduated from Yale College in 2001 and from Harvard Law School in 2007, and practiced corporate law for four years before founding TLN. David has written about Chinese media for Foreign Policy and The Atlantic, and has appeared on Al Jazeera English, BBC television, Public Radio International, and other outlets. He is a Truman National Security fellow and ChinaFile fellow at the Asia Society.

Jerry Wind
Lauder Professor
Academic Director, The Wharton Fellows Program
Professor of Marketing, Wharton, University of Pennsylvania

Professor Jerry Wind is internationally known for pioneering research on marketing strategy. He consults with major firms around the world, provides expert testimony in many intellectual property and antitrust cases, and has lectured in over 50 universities worldwide. Professor Wind is one of the most cited authors in marketing, with 22 books and more than 250 research papers, articles and monographs. Over the years he has served on the editorial boards of all major marketing journals. He was instrumental in the creation and development of the Wharton Executive MBA Program, the Lauder Institute, the Wharton International Forum, and the Wharton Fellows Program. He led the development of Wharton’s globalization strategy and is the founding director of the Wharton SEI Center, which partners with global thought leaders in diverse fields to anticipate the needs of management, identify forces of change, and understand and create emerging management paradigms.
Yan Xuan
President, Greater China for Nielsen

Appointed in June 2011, Yan Xuan leads Nielsen’s business initiatives in mainland China, Hong Kong and Taiwan. Before joining Nielsen, Yan Xuan spent close to two decades in China in senior and executive positions with leading global companies such as AT&T, Microsoft, Oracle and Qualcomm. Trained as a U.S. lawyer, Yan Xuan has had an accomplished career in leading sales, business development, strategic investment and government affairs. He was Vice Chairman of the Board of Governors of American Chamber of Commerce in China as well as a member of the Board of Directors of USITO, an association of the leading U.S. IT companies. Born, raised and university-educated in China, Yan Xuan went to the U.S. in the early ’80s as a Richard M. Nixon Scholar and received his J.D. from Duke University School of Law. He attended the Harvard Business School Advanced Management Program in 2000.

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Zhang Chuanjie is a resident scholar at the Carnegie-Tsinghua Center for Global Policy, where he leads a program focusing on the impact of Chinese public opinion on China’s foreign policy. He is also an associate professor in Tsinghua University’s Department of International Relations and the deputy director of Tsinghua’s Center for U.S.-China Relations. His research interests include international relations theory, foreign policy attitudes analysis, and U.S.-China relations.
Z. John Zhang
Murrel J, Ade Professor
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Professor Z. John Zhang's research focuses on targeted pricing and other pricing strategies, competitive strategies, market entry and channel and retail management. Recent work probed the complex, unintended pitfalls of targeted pricing - the process of targeting a competitor's customers with lower prices - in the fast-moving Internet age. Zhang's research suggested that while this approach isn't for every business, it can be an effective tool under the right circumstances. Zhang also provided guidelines to help companies understand when targeted pricing might play an effective role in their marketing strategy. Professor Zhang's research has been published in top-tier academic journals including *Marketing Science, Management Science* and the *Journal of Marketing Research*. He also serves as Area Editor for *Marketing Science, Management Science* and *Quantitative Marketing and Economics*, and has won numerous academic and teaching awards.