

HONGYANG GAO

School of Media · Northeast Normal University
Changchun City, Jilin Province China 130117
86 ·15526855955 (M), 86 431 84536287 (O)
Gaohy808@nenu.edu.cn

Curriculum Vitae

Objective:

Pursuing a visiting scholar position on digital media and communication

Education:

- 2007.12 - 2010.12, Postdoctor. in Applied Economics, Northeast Normal University, Changchun, Jilin.
- 2001.9 - 2005.12, Ph.D. in Technology Economics and Management, Jilin University, Changchun, Jilin.
- 1996.9 - 1999.9, M.S. in Economics, Northeast Normal University, Changchun, Jilin.
- 1992.9 - 1996.7, B.S. in Information Management, Northeast Normal University, Changchun, Jilin.

Professional experience:

- 1999.7 - Present, Faculty of School of Media, Northeast Normal University, China, Associate Professor since 2005.
 - Taking charge of “Marketing Analysis Group”, 5 faculty members and 7 graduate students.
 - Teaching courses for undergraduates and graduates: “Marketing Analysis”, “Media Economics”, “The Development of Media Industry” and “Mass Media and Society”.
- 2010.9 - 2011.7, Visiting Scholar (Ministry of Education University Key Teacher Domestic Visiting Scholar Program), School of Journalism and Communication, Wuhan University, Wuhan, China.
- 2007.1 - 2007.3, Participant of Dentsu Visiting and Research Program (China Ministry of Education and Dentsu Advertising Talent Foundation), Dentsu Inc., Tokyo, Japan.

Research Summaries:

•Marketing and Advertising Communication

Focus on new media marketing and advertising communication, including the impact of new media on communication, the effect of marketing and advertising communication, marketing and communication strategy.

•Media Economy , Media Industry and Digital Media Communication

Focus on the development of media industry using the theory of Infonomics and Industry Economics, including the formation of the theoretical framework of advertising industry economics, current situation and countermeasures of the media industry in China, media convergence and marketing communication.

•Advertising Education

Focus on advertising education system, contents, methods of teaching under the

current background of media revolution and convergence.

•Asymmetric Infonomics Theory and Application in the Field of Journalism and Communication

Focus on the application research on the Asymmetric Infonomics in the field of Journalism and Communication, including the form and utility of information, principal-agent theory and incentive mechanism, adverse selection and moral hazard, market signal, searching and price dispersion, which have formed the micro-analysis foundation.

Selected Publications:

- HongyangGao**, Wang Shui(2013),“Advertising Effectiveness and Application on Corporate Crisis PR: Analysis of 100 Cases of Crisis PR,” Modern Communication and Social Development of China, Changchun:Jilin Publishing Group LLC,190-195.
- HongyangGao**, Liu Yang (2012),“Rough Analysis of Concentration Ratio, Market Share and Income Distribution of Newspaper Advertising Industry in Jilin Province: Based on Media Perspective,” China Media Development Report(2011 • Media Volume), Wuhan: Wuhan University Press,307-313.
- HongyangGao**(2011),“Difficulty to Eliminate the Crux Problems with Illegal Advertising via the Advertising Management: An Information Economics Framework,” The 5th 2011 International Conference on Management and Service Science, EI indexed.
- **HongyangGao**(2011),“Discussion on the Basic Theoretical Framework of Advertising Industry Economics,” Wuhan University Journal(philosophy & social sciences),64(314):185-189.
- **HongyangGao**, Wen Pan(2011),“Research on Status and Countermeasures of Television Advertising Industry in Jilin Province,” Modern Advertising (quarterly), 1:76-82.
- HongyangGao**, Liu Yang (2010),“A Content Analysis of General Newspaper Ads in Jilin Province,” Journal of Advertising Study,2:45-49.
- HongyangGao**, Wei Tian(2009),“Marketing Strategy of Non-Olympic Sponsors: An SCP Model,” The Proceedings Of The 2009 American Academy Of Advertising Asia-Pacific Conference And International Symposium Of Advertising Development And Education, Beijing, May: 38-43.
- **HongyangGao**, Xia Zhang(2009),“Application of Asymmetric Infonomics in Library Science Research in China,” Journal of Library Science in China,2:106-110.
- HongyangGao**(2008),“Integration of Teaching and Racing: Discussion on Innovative Practice Teaching Model of Advertising Education in Chinese Universities,” Teaching Research,57:67-71.
- **HongyangGao**, Wei Tian, Yilong Peng(2008),“Research on Brand Economic Situation and Path in Jilin Province,” Brand Blue Book 2008-2009, Beijing:China Market Press, Nov: 461-467.
- HongyangGao**(2008),“Combination of Knowing and Doing: On the Enlightenment of Advertising Teaching in Universities and Colleges in China from the Relationship Between Knowledge and Practice in Dewey's Educational Thoughts,” The seventh annual advertising Conference,Aug, Key Presentation Paper.

- **Hongyang Gao**, Wei Tian, Yilong Peng(2008),“Analysis of Ideal Brand Cognition Situation of Consumers in Changchun City in 2008(II),” Jilin Advertising, 9: 29-42.
- **Hongyang Gao**, Wei Tian, Yilong Peng(2008),“Analysis of Ideal Brand Cognition Situation of Consumers in Changchun City in 2008(I),” Jilin Advertising, 8: 19-33.
- **Hongyang Gao**, Chunmei Li(2007),“The Aspects And Productions About Information Economics,” China Information Review,12:4-7.
- **Hongyang Gao**(2006),“Review , Introspection and Innovation on the Basic Theoretical Research of Asymmetric Information Economics,” Information and Documentation Services,1:17-20.
- **Hongyang Gao**(2005),“Review on the Asymmetric Infonomics,” Contemporary Economic Research,10:23-28. Full Text Republished in Replicated Journals of Renmin University,2006,1:69-75.
- **Hongyang Gao**(2004),“Sublation and Fusion: Research on the Internal Relationship Between Behavior Economics and Information Economics,” Contemporary Economic Research,2:63-66. Republished in Replicated Journals of Renmin University,2,2004.

Funding:

- Participate in “The Industrialized Development of Chinese Movie in Digital Distribution and Screening Conditions”, supported by Ministry of Education Humanities and Social Science Youth Foundation, 2011.1 - 2013.12.
- Participate in “Research on current situation and Countermeasures of cultural consumption problem in Jilin Province”, supported by Jilin Province Philosophy and Social Science Fund, 2012.12 - 2014.12.
- Take Charge of “Micro-analysis and application of asymmetric infonomics”, supported by the Social Science Foundation for Young Teachers of Northeast Normal University, 2006.4 -2009.12.
- Take Charge of “On the innovation of teaching mode of major courses in advertising”, supported by Teaching and Subject Construction Project of Northeast Normal University, 2010.10 -2012.6.
- Take Charge of “Marketing Analysis: BB Platform Course Construction Project”, supported by Teaching and Subject Construction Project of Northeast Normal University, 2013.9 -2015.9.
- Take Charge of “Survey of Ideal Brands of Chinese City Consumers: Changchun Part”, supported by Chinese Business Advertising Association, 2009.6 -2010.12.

References:

Professor Wendong Zhang, Ph.D.

Dean of School of Media
 Northeast Normal University
 86 431 84536018 (O)
zhangwd724@nenu.edu.cn

Professor Hai Zhang, Ph.D.

Vice-dean of School of Media
 Northeast Normal University
zhangh219@nenu.edu.cn