HE, Kai

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EDUCATION

Master of Management in Enterprise Management   2015-2018

  Shandong Normal University, Jinan, Shandong

Dissertation title: "Study on the Business Model Research Focus and Development Trend: A Bibliometric Analysis Based on CiteSpace."

Advisor: Professor CHENG Daoping

Committee: XU Hong, LI Shouwei, LIU Zuankuo, ZHU Lilong, XIE Yongzhen(Chair)

Awards: Excellent Master's Degree Thesis at University (Top 3%)

Bachelor of Management in Human Resources Management   2010-2014

  Anhui Normal University, Wuhu, Anhui

Dissertation title: "Analysis on the Incentive Mechanisms of SOE Managers: Based on Corporate Governance Theory."

Committee: GONG Jiyun, YAN Ruili, ZHU Bing, HU Min, WU XiuLian(Chair)

Bachelor of Arts in English (Minor)   2011-2013

  Anhui Normal University, Wuhu, Anhui

Dissertation title: "Translation and Reflection on Black and White Temperament."

RESEARCH EXPERIENCE

Empirical Study of the Economic Well-Being of Wuhu Residents and Its Influencing Factors. (Project Leader)   2013
- Organized a four-member research team whose members came from three courses to apply for the *Student's Platform for Innovation and Entrepreneurship Training Program* in China.
- Got primary sources by interviewing the residents and having questionnaires researches.
- Analyzed data and summarized outcomes and limitations by having numerous academic discussions. A paper was published in a national journal.

Research on the Scope and Standard of Shanty District in China.   2016
- Designed the analytic hierarchy process, mainly positive and negative indicators.
- Collaborated to process the interview content using Nvivo software and draw the graphs using SPSS.

Planning of Population's Citizenry in Ji'nan City (2016-2020).   2016
- Participated in the data collecting and assessing the population's citizenry in Ji'nan city, the first citizenization plan in history
.

Transition and Upgrading Implementation Plan of Real Estate Industry in Tai'an City.   2015
- Had interviews with the citizens and entrepreneurs in Tai'an City to know the local real estate development status.
- Wrote report sections under the guidance of the supervisor.
- Drafted the report and attended the project review meeting with the supervisor.

PUBLICATIONS

He, K (2018). *Study on the Business Model Research Focus and Development Trend: A Bibliometric Analysis Based on Cite Space* (Master's Degree Master's Thesis). Shandong Normal University, Retrieved from https://oversea.cnki.net/KCMS/detail/detail.aspx?dbcode=CMFD&dbname=CMFD201802&filename=1018221117.nh

K. He, D. Cheng (2016). *Research on Risk Measurement of Urban Real Estate Market in China: Based on Comprehensive Evaluation in Jinan City.* Price Theory and Practice (10), 148-151. doi:10.19851/j.cnki.cn11-1010/f.2016.10.035

K. He, Q. Hu (2013). *Research of Internet Development Trending Index of China. Computer Knowledge and Technology, 9* (27), 6106-6112. Retrieved from https://oversea.cnki.net/KCMS/detail/detail.aspx?dbcode=CJFQ&dbname=CJFD2013&filename=DNZS201327020

K. He, Q. Hu, S. Wang, C. Wang, J. Li, L. Shen (2014). *The Empirical Study on the Subjective Well-being Sources of Wuhu Citizens by Analyzing Influencing Factors. China Venture Capital* (7), 461-462. Retrieved from https://xueshu.baidu.com/usercenter/paper/show?paperid=66bf63b349e0192cddc17fa7c47bc6fc

CONFERENCE PRESENTATIONS

"Big Data Analysis and Commercial Value." Shandong Normal University Postgraduate's Academic Forum, Jinan, Shandong, October 2018.

"Bibliometric Analysis Based on CiteSpace: Taking Business Model Research as an Example." Shandong Normal University Postgraduate's Academic Forum, Jinan, Shandong, May 2018.

"Research on Risk Measurement of Urban Real Estate Market in China-Based on the Method of Comprehensive Weight Evaluation in Jinan City." China Real Estate Academic Symposium (CREA), Ma'anshan, Anhui, October 2017.

"Foreign literature retrieval and synchronization of the world's latest information-Taking Enterprise Management as an Example." Shandong Normal University Postgraduate's Academic Forum, Jinan, Shandong, March 2017.

"Retrieval and Utilization of Foreign and Chinese Language Database Resources in Library-Taking Enterprise Management as an Example." Shandong Normal University Postgraduate's Academic Forum, Jinan, Shandong, November 2016.

"Fundamental of system dynamics and its application and research prospect in enterprise management." The ninth postgraduate academic science and technology forum. Business School of Shandong Normal University, Jinan, Shandong, December 2015.

HONORS AND AWARDS

Excellent Master's Degree Thesis, Shandong Normal University (SDNU), Jinan, Shandong (Top 3%)	2018
National Scholarship for Graduate Students, China. Ministry of Education of China (Top 1%)	2017
The honorary title of Excellent Postgraduate, SDNU, Jinan, Shandong (Top 15%)	2017
First Prize in Retrieval Skills Competition, SDNU, Jinan, Shandong (Top 0.7%)	2016
First Rank in Postgraduates' Comprehensive Assessment, SDNU, Jinan, Shandong (Top 10%)	2016
Outstanding Graduate Cadres, SDNU, Jinan, Shandong (Top 10%)	2016
Third Prize in Graduate Contest on Smart-city Technology and Creative Design, SDNU, Jinan, Shandong	2016

PROFESSIONAL SERVICE

Marketing Researcher   **2018**
   China Vanke Co., Ltd. Jinan Branch

- Designed the Python applications to incremental crawling the Real Estate Web data.
- Forecasted the market tendency using statistical methods.
- Researched real estate market competitors.
- Completed market data reporting weekly.
- Carried out two or three researches related to representative projects in the real estate market monthly.

Lecturer 2016-2017

Department of Engineering Administration, Shandong Urban Construction Vocational College

- Taught a subject named real estate development and project, including the real estate market and its operation rules, real estate development, land acquisition for real estate development, REITs, and property management.
- Integrated various approaches to teaching literature using film and instructional technology.
- Planned lessons and assignments, led discussion sections, graded papers and exams.
- Organized and led group discussions on social and academic issues related to real estate.

UNIVERSITY SERVICE

Academic Vice-Minister 2016-2017

The postgraduate student union, Shandong Normal University

- Cooperated with five other colleagues to make plans and select candidates initially for the Top Ten Academic Graduates on Campus Program.
- Organized and served a dozen academic forums.
- Sometimes coordinated the jobs of other departments for the sake of the postgraduate student union.

Master's degree thesis defense secretary 2015

Faculty of enterprise management, Business School, Shandong Normal University

- Served on the thesis defense committee to help make sure that the registration form was filled correctly.
- Prepared the final report for submission to the Graduate College Dean.
- Coordinated the jobs of other departments for the sake of the postgraduate student union.

TECHNICAL SKILLS

- Specialist software packages: CiteSpace, CRExplorer, Pajek, Stanford TMT, Python, Vensim, Eviews, SPSS.

LANGUAGES

- English: IELTS Overall Band Score 7.0. Specifically, 7.5 in Listening and Reading, 6.0 in Writing, and 6.5 in Speaking. The Test Report Form Number is 20CN071653HEK004A.

REFEREES

CHENG, Daoping. Professor of Business School at Shandong Normal University, chengdaoping@sdnu.edu.cn

ZHU, Lilong. Professor of Business School at Shandong Normal University, zhulilong@sdnu.edu.cn