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演講主題 Theme :

彩票品牌社會責任形象的構建與傳播

Building and Communications of a Responsible Brand Image of Lottery

博士、副教授，碩士生導師，廣東省福利彩票社會責任基地主任，廣東財經大學彩票研究中心副主任，民政部彩票公益金本級專案評審專家。主要研究方向為品牌管理、消費者行為、企業社會責任及其與彩票行業的對接。主持國家自然科學基金專案一項，主持省、市級課題多項，主持、參與彩票研究和諮詢課題多項，出版專著一部，在《心理學報》、《南開商業評論》等發表學術論文 20 餘篇。

Dr. Wang Jingyi, associate professor of Guangdong University of Finance & Economics, Master's supervisor, director of Guangdong Welfare Lottery Social Responsibility Research and Practice Base, vice director of the Lottery Research Center of Guangdong University of Finance and Economics, evaluation expert of lottery public welfare funds projects by the Ministry of Civil Affairs. Main research: brand management, consumer behavior, corporate social responsibility and the applications in lottery industry. Hosted 1 NSFC project, hosted several provincial and municipal issues, hosted and participated a number of projects on lottery research and consulting. Published 1 monograph and more than 20 academic articles in "Acta Psychologica Sinica", "Nankai Business Review" and etc.