



## Faculty

- Full Time Faculty
- Adjunct Faculty
- Advisory Committee



## Department of international economy and trade

▸ >Home> Department of international economy and trade

XUE Xu

2018-07-12

### Job title:

Associate Professor, Department of International Economics and Trade Prof.

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### Education background:

Professor XUE graduated from School of Economics, Peking University in 1986.

### Work experience:

1986-Present, Peking University, the founder of strategic management course of Peking University

1992-Present, Lectures about enterprises marketing

### Research interests:

Strategic management

Marketing

International marketing

Development strategy and marketing of enterprises

### Teaching:

Marketing

Enterprise strategy planning