

# Jiayin Zhang

Peking University, Beijing, China

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## EDUCATION

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**College of Architecture and Landscape, Peking University**

*Beijing, China*

**M.A., Landscape Architecture Major**

*Sept.2021-June.2024*

- **Advisor:** Prof. Fang Wang
- **GPA:** 3.86/4.0 (3/22, Top 13.6%)
- **Honors:**
  - ✧ Liao Kaiyuan Scholarship of Peking University (Top 10%) 2022
  - ✧ Merit Student of Peking University 2022
  - ✧ Outstanding Student Assistant of Peking University Convention Center 2022

**School of Geography, South China Normal University**

*Guangzhou, China*

**B.S., Physical Geography and Resource & Environment Major**

*Sept.2017-June.2021*

- **Advisors:** Prof. Min Wang and Assoc Prof. Ning An
- **GPA:** 3.94/4.0 (1/43, Top 2.3%)
- **Honors:**
  - ✧ Top Ten Liru Scholars of South China Normal University (10 out of all 7000+) 2021
  - ✧ Outstanding Graduate of South China Normal University (Top 1.5%) 2021
  - ✧ National Scholarship (Top 0.5%) 2019
  - ✧ First-Class Scholarship for Outstanding Students of South China Normal University (Top 3%, for four consecutive years) 2018-2021

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## ACADEMIC APPOINTMENT

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**Research Assistant, Institute of Population Research, Peking University**

*Feb.2022-Apr.2022*

- *Participated in the data analysis and report writing of a major social science project, "Implementing a national strategy to actively cope with population ageing based on the Healthy China strategy".*

**Research Assistant, Institute on Rural Vitalization, Peking University**

*Sept.2021-Sept.2022*

- *Discussed the concept of shared development in multiple dimensions through independent collection of literature and case studies, and participated in the writing of the monograph "Shared Development".*

**Internship, Guangzhou Urban Planning & Design Survey Research Institute**

*Sept.2020-Mar.2021*

- *Participated in the surveying and mapping monitoring project and urban map database update of key projects in Guangzhou at the Geographic Information Center, responsible for data processing and mapping.*

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## RESEARCH INTERESTS

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- Social and Cultural Geography
- Cultural Heritage and Landscape
- Adaptation and Perception of the Built Environment at Multiple Scales
- Methods at the Intersection of Geography, Urban and Rural Planning, and Neuroscience

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## LANGUAGE AND SKILLS

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- **Language:** English (Fluent); Mandarin Chinese (Native); Cantonese (Native).
- **Skills:**
  - ✧ **Software:** ArcGIS; Python; SPSS; Stata; ENVI; Origin; SketchUp; Unity; AutoCAD; Photoshop
  - ✧ **Qualification:** Green Building (Junior)
  - ✧ **Others:** Public account operation and typesetting
- **Hobbies:** Calligraphy (Member of the school's calligraphy and painting association); Badminton; Running.

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## PUBLICATIONS

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- [1] **Jiayin Zhang**, Mingliang Lin, Min Wang\*, Yinbin Lin. Scale transformation of place brands: A visual study of Xinhepu, Guangzhou. Submitted to *Humanities and Social Sciences Communications* (under review after major revision), Mar 2023.
- [2] Min Wang (Supervisor), **Jiayin Zhang\***, Haixiang Zou, Zirou Huang, Longlong Zhang. Constructing an ideal home: Affective atmosphere creation as a public participation strategy for urban village renovation. Submitted to *Cities* (under review), Aug 2023.
- [3] **Jiayin Zhang**, Huilin Deng, Mingliang Lin, Min Wang\*. Digital aesthetics and the (re)production of graffiti landscape: A case study of Guangzhou, China. Submitted to *Visual Communication* (under review), Aug 2023.
- [4] **Jiayin Zhang**, Min Wang, Yinbin Lin\*. (2023). Evaluations of Guangzhou's brand building through intangible cultural heritage: A brand equity model. *Place Branding and Public Diplomacy*. <https://doi.org/10.1057/s41254-023-00310-9>
- [5] Shunyi Wang, **Jiayin Zhang**, Fang Wang\*, Ying Dong. (2023). How to achieve a balance between functional improvement and heritage conservation? A case study on the renewal of old Beijing city. *Sustainable Cities and Society*, 98, 104790. <https://doi.org/10.1016/j.scs.2023.104790>
- [6] Ning An (Supervisor), **Jiayin Zhang**, Min Wang\*. (2023). The everyday Chinese framing of Africa: A perspective of tourism-geopolitical encounter. *Geopolitics*, 28(4), 1422-1441. <https://doi.org/10.1080/146-50045.2020.1807957>
- [7] Ruixiang Gao, **Jiayin Zhang**, Yirao Liu, Jielin Zeng, Danying Wu, Xiaoxiao Huang, Xiaoqing Liu, Lei Mo\*, Zehui Zhan\*, Huang Zuo\*. (2022). A sustainability lens on the paradox of Chinese learners: Four studies on Chinese students' learning concepts under li's "virtue-mind" framework. *Sustainability*, 14(6), 3334. <https://doi.org/10.3390/su14063334>
- [8] Fang Wang\* (Supervisor), **Jiayin Zhang**, Chenlong Bian, Shunyi Wang. (2022). Differentiation, reconstruction and mechanism analysis of rural local landscape in ecological adaptation. *Chinese Landscape Architecture*, 39(04), 14-19. <https://doi.org/10.19775/j.cla.2023.04.0014>
- [9] Fang Wang\* (Supervisor), **Jiayin Zhang**, Kaiyu Lei. (2022). Study on self-organized renewal of traditional residences in modern adaptation: A case of Yulin acropolis courtyards in Shaanxi province. //Shiwen Sun et al., Academic Working Committee of Urban Planning Society of China. *Planning for the People*. Beijing: China Architecture & Building Press, 141-154.
- [10] Yuancheng Lin, **Jiayin Zhang**, Luhua Li, Min Wang\*. (2021). Urban emotional geography and spatial governance: A case of publicity outdoor advertising in Guangzhou urban area. *World Regional Studies*, 30(5), 1083-1095. <https://doi.org/10.3969/j.issn.1004-9479.2021.05.2019688>

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## RESEARCH EXPERIENCE

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**The Spatial Effect, Process and Mechanism of Digital Technology in Rural Revitalization** 2023-2026

- *Funded by the National Natural Science Foundation of China. Conducted research on urban and rural renewal and landscape perception in the context of digitalization, wrote and published papers [1] to [4].*

**Theory and Method of the Ecological Planning of Urban and Rural Landscape with Locality for Livability** 2022-2026

- *Funded by the Key Project of the National Natural Science Foundation of China. Conducted research on the adaptability of local landscapes in urban and rural areas, published papers [5] and [8].*

**Village Planning and Construction Study on Human-Land Harmonization and Urban-Rural Synergy** 2021-2023

- *Funded by the Key Project of the National Social Science Foundation of China. Conducted research on rural differentiation reconstruction and targeted development in adaptive mechanisms, published paper [8].*

**The Multi-culturalism and Place Negotiation of Ethnic Communities in Guangdong, Hong Kong and Macao with the Background of Cross-border Mobility** 2019-2022

- *Funded by the National Natural Science Foundation of China. Conducted research on multicultural encounters and spatial perception in the context of mobility, published papers [6] and [10].*

**Urbanization and Locality: Developing a Locality Pattern System with Cities along the Yellow River and the Rhine River as Cases** 2018-2021

- *Funded by the National Natural Science Foundation of China. Conducted research on the self-organized renewal of traditional dwellings in the Yellow River Basin, published paper [9].*

**Spatial Logic and Local Practices of Urban Memory in Old Cities from the Perspective of Mobility** 2018-2021

- *Funded by the National Natural Science Foundation of China. Conducted research on the protection and sustainable development of the cultural heritage in old Beijing city, published paper [5].*

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## ADDITIONAL EXPERIENCE

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**Organization Committee Member, Peking University-University of Cambridge Seminar on Human-Land Relations of Early River Valley Civilizations** Nov.2022

- *Responsible for the speaker liaison, publicity, process arrangement and other conference work of the seminar.*
- *Wrote press releases and was reported by China Social Science Daily and Peking University News Network.*

**Organization Committee Member, Peking University Summer School on Theory and Methods of Cultural Heritage in the Built Environment of Rural and Urban Areas: River Valley Civilizations** Jul.2022

- *Responsible for summer school enrollment, publicity, course scheduling and other work.*
- *Wrote press releases and was reported by China Social Science Daily and Peking University News Network.*

**Class Monitor, South China Normal University** Sept.2017-June.2021

- *Participated in daily management of undergraduate students, organized various class activities.*
- *Led the class to become the school's advanced class group.*