

## CONTACT US

If you are a media professional looking for expert commentary for news stories, please contact us at [news@xjtlu.edu.cn](mailto:news@xjtlu.edu.cn).

If you are XJTLU staff or students with story ideas, please contact us at [umc@xjtlu.edu.cn](mailto:umc@xjtlu.edu.cn).

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## FOLLOW US





## PREFACE

Since its establishment in 2006, Xi'an Jiaotong-Liverpool University (XJTLU) has risen to meet the challenges of modern education, driven by a pioneering spirit and a commitment to innovative solutions. Combining Eastern and Western cultural wisdom, XJTLU has created an educational path that not only anticipates future development trends but also reflects its unique characteristics. This progressive approach has positioned the University as a leader in higher education reform, both in China and globally. We are honoured by the continued attention and recognition from both domestic and international media, which inspire us to continue advancing.

Over the past 18 years, XJTLU has made significant progress in five key areas. Firstly, in a world shaped by digitalisation, AI, and instant access to knowledge, we have shifted from traditional knowledge transmission to fostering holistic student development. We guide students to follow their interests, master the art of acquiring knowledge, and embrace lifelong learning. Secondly, we guide students across three key dimensions: personal growth, from child to global citizen; learning, from passive to active and research-driven; and life planning, from aimless study to career-focused development. Thirdly, XJTLU is dedicated to being a research-led university, fostering innovation through research-driven learning for students, teaching, and staff operations. Fourthly, we have adopted the flexibility of American education, the rigorous quality of British education, and the solid foundation of Chinese education to create a distinctive international education model. Finally, these principles have guided the development of a sustainable campus ecosystem, facilitating collaboration with society, government, and industry to foster innovation.

In its first decade, XJTLU focused on developing its 1.0 model, which emphasised creating an educational framework for international professionals, establishing a platform-driven management system, and developing mechanisms for engagement with society. This laid the foundation for future reforms, with the University serving as a hub for leadership, research, and educational innovation.

Looking ahead, particularly with advancements in AI and robotics, XJTLU recognises the need to refine its system for training industry leaders and explore new methods for developing versatile talent capable of navigating the age of intelligent human-machine interaction.

Our vision for the future talent development system aims to produce professionals with comprehensive skills, industry knowledge, cross-cultural leadership, and entrepreneurial spirit. The establishment of XJTLU Entrepreneur College (Taicang) in 2017 launched our 2.0 model, combining cross-disciplinary education with business partnerships to cultivate future industry leaders. Our collaboration with the government to establish a modern campus reflects our commitment to blending technology, innovation, and education. This is evident at XJTLU Entrepreneur College (Taicang), where we invite everyone to witness these developments firsthand.

XJTLU has remained committed to educational exploration, offering valuable insights to China and the global educational community for nearly two decades. Our 3.0 model builds on previous innovations, focusing on deeper business, government, and society collaborations. By expanding sector-specific expertise and redefining the University's role in society, we aim to serve as a "catalyst" and "bridge", harnessing social resources to create a new ecosystem for education, research, and innovation.

In the face of rapid technological advancements, particularly AI, XJTLU is determined to remain at the forefront of educational transformation. We are working to reshape education through systematic thinking and strategic planning, using AI to enhance our educational philosophy, teaching models, training methods, and support systems. In 2023, we launched the "Education+AI" initiative, driving innovation in teaching, assessment, and policy. Our efforts extend beyond higher education, addressing the entire educational chain to offer comprehensive solutions for the intelligent era.

As you explore this booklet, behind every achievement lies the collective efforts of everyone at XJTLU, supported by the wider community. Looking ahead, XJTLU will continue collaborating with society, government, and industry to lead educational reform and contribute to an innovative industrial ecosystem.

We extend our deepest gratitude for your support, which has made our journey possible, and we look forward to your continued partnership as we shape a new future for XJTLU and education in China.

**Professor Youmin Xi**

Executive President of Xi'an Jiaotong-Liverpool University  
Pro-Vice-Chancellor of the University of Liverpool



## ABOUT XJTLU

Xi'an Jiaotong-Liverpool University (XJTLU) is an international joint venture university founded by Xi'an Jiaotong University in China and the University of Liverpool in the UK. As a Sino-foreign cooperative university, it captures the essence of both parent universities and is the largest of its kind approved by China's Ministry of Education.

The University offers more than 100 degree programmes, all taught in English. Upon successful completion, undergraduate students will earn two degrees – an XJTLU degree from China's Ministry of Education, and a globally recognised degree from the University of Liverpool. Postgraduate students will receive a degree from the University of Liverpool, which is recognised by China's Ministry of Education. All departments at XJTLU offer PhD programmes, which fulfils XJTLU's vision to be a research-led international university in China and a Chinese university recognised internationally for its unique features.

## ABOUT THE INTERNATIONAL COMMUNICATIONS TEAM

The International Communications Team is part of XJTLU's University Marketing and Communications (UMC) division. We create content to tell the stories of our researchers, staff, students, and alumni to audiences outside the Chinese mainland. We prioritise coverage of current topics that have wide impact, are novel or unusual, challenge conventions, offer solutions to problems, and illuminate the human experience.

While most of our content is produced in English, we also publish press releases in languages including Arabic, Indonesian, Malay, Thai, Vietnamese, Japanese, Korean, Czech, Polish, Russian, Slovak, Ukrainian and more, depending on our intended audience.

We are happy to brief journalists on newsworthy topics and to find experts for comment among our broad range of academic disciplines.

**04**  
SCIENCE AND  
DRUG DEVELOPMENT

**06**  
AI AND  
TECHNOLOGY

**08**  
HUMANITIES, SOCIAL  
SCIENCE AND BUSINESS

**10**  
DESIGN AND  
ARCHITECTURE

**12**  
BIODIVERSITY AND  
SUSTAINABILITY

**14**  
TEACHING AND  
LEARNING

**16**  
STUDENT  
EXPERIENCE

**18**  
XJTLU NEWS

**20**  
ABOUT US

**SPONSORED BY:** Xi'an Jiaotong-Liverpool University

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**EDITOR IN CHIEF:** Xin Bi

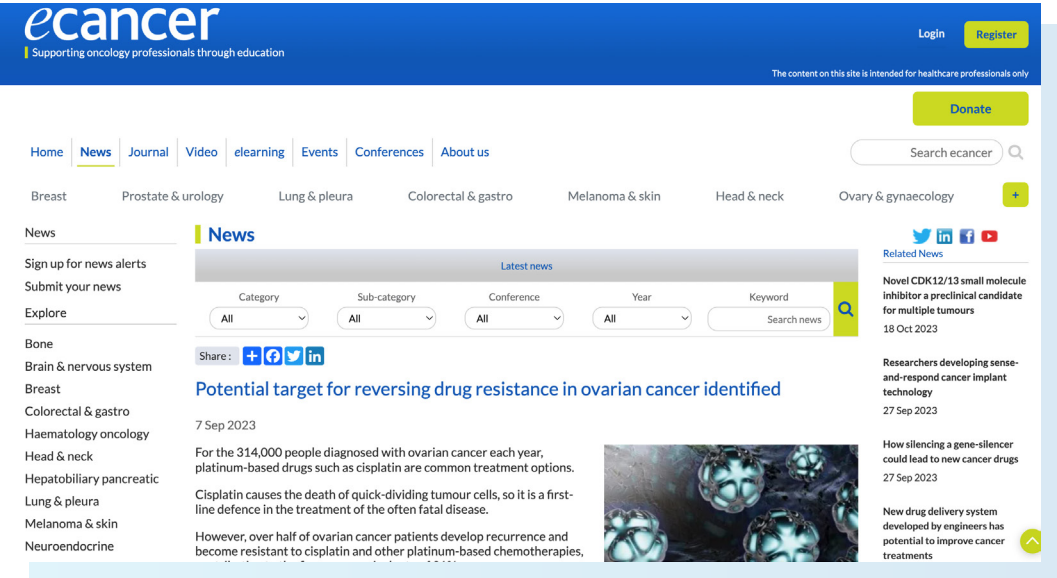
**MANAGING EDITOR:** Xinmin Han and Yunji Tao

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# SCIENCE AND DRUG DEVELOPMENT

XJTLU researchers are working at the forefront of various scientific disciplines, including biology, chemistry, physics, maths, and drug discovery and development. They are actively engaged in interdisciplinary collaborations, seeking to pioneer innovative solutions in these fields. Their work is driven by a commitment to advancing scientific knowledge and making a meaningful impact on global health and well-being.



Potential target for reversing drug resistance in ovarian cancer identified (ecancer, 7 September 2023) featuring Professor Mu Wang, Academy of Pharmacy

In a recent study, a team of researchers from China and the UK were able to reduce the growth of cisplatin-resistant tumours in female mice by decreasing the activity of a gene called superoxide dismutase 1 (SOD1).

The study extends previous work on ovarian cancer cells that showed cisplatin-resistant tumour cells had high levels of SOD1 as a result of damage induced by cisplatin treatment side effects. The results suggested that reducing SOD1 levels can stop cells from becoming resistant to the chemotherapeutic drug.

Professor Mu Wang, from XJTLU Wisdom Lake Academy of Pharmacy, is the corresponding author of the paper.

This news was also reported by EurekAlert, Medical Xpress, Newswise, Scienmag, AlphaGalileo, and Bioengineer.org.



“We hope this result will provide new ideas and important scientific references for clinical exploration to overcome tumour cisplatin resistance, and the drug resistance problem that has plagued ovarian cancer chemotherapy for a long time will hopefully be resolved.”

Professor Mu Wang  
XJTLU Wisdom Lake Academy of Pharmacy

## OTHER ARTICLES

- **Joining the dots: Mathematicians solve hot coloring problem** (Tech and Science Post, 18 September 2023) featuring Dr Xujun Liu, Department of Foundational Mathematics
- **Chemists develop new sensor for microvolume pH detection** (Nanowerk, 3 November 2023) featuring Dr Qiuchen Dong, Department of Chemistry
- **Revolutionizing cysteine-rich peptide production for drug discovery** (News Medical, 22 March 2024) featuring Dr Antony Kam, Department of Biological Sciences, and Dr Shining Loo, Academy of Pharmacy
- **El alimento que comen en Japón para vivir 100 años y desconocido en España: adiós al marisco** [The food they eat in Japan to live 100 years and unknown in Spain: goodbye to seafood] (Noticias Trabajo, 26 May 2024) featuring Professor Lei Fu, Academy of Pharmacy
- **Artificial DNA 'Warhead' Targets Mutated TP53** (Technology Networks, 30 May 2024) featuring Dr Sijin Wu, Academy of Pharmacy

# AI AND TECHNOLOGY

Researchers at XJTLU are driving innovation in artificial intelligence (AI) and technology initiatives that span across diverse fields such as machine learning, robotics, materials science, renewable energy, natural language processing, and intelligent systems. XJTLU’s commitment to advancing AI technology is evident through its partnerships with industry leaders and government agencies, ensuring that its research not only pushes the boundaries of knowledge but also has practical applications in addressing real-world challenges.

TOPICSEXPLOREPROJECTS

Dialogue Earth


NEWSLETTERS

ENGLISH

BUSINESS

### China’s position in the global race for alternative EV batteries

From sodium-ion to all-solid-state batteries, companies worldwide are betting on emerging technologies to win the electric vehicle race



China’s position in the global race for alternative EV batteries (Dialogue Earth, 18 June 2024) featuring Professor Li Yang, Department of Chemistry, and Dr Chenguang Liu, School of Robotics

A recent article published by Dialogue Earth introduced China’s advancements in battery technology, including all-solid-state batteries.

This news was also reported by Eco-Business.



Professor Li Yang  
Department of Chemistry

“[The all-solid-state batteries] offer higher energy densities, improved safety as they are less prone to catching fire, and potentially longer lifespans.”



Dr Chenguang Liu  
School of Robotics

“The primary distinction between [Nickel Manganese Cobalt (NMC) and Lithium Iron Phosphate (LFP) batteries] is that NMCs usually have a greater energy density while LFPs are safer.”

## OTHER ARTICLES

- Love Bytes: How a New Runaway Hit Game Is Wooing Single Chinese Men (Sixth Tone, 14 December 2023) featuring Dr Jing Sun, School of Cultural Technology
- Enter the gridworld: Using geometry to detect danger in AI environments (Tech Xplore, 27 February 2024) featuring Dr Robert Tang, Department of Pure Mathematics
- How Innovative Is China in the Robotics Industry? (Information Technology & Innovation Foundation, 11 March 2024) featuring Dr Anwar Majeed, School of Robotics
- Research Indicates That Achieving A Frame Rate Of 120fps Is Crucial In Preventing VR-Induced Dizziness (Gaming Deputy, 18 March 2024) featuring research from staff at the Department of Computing
- Smart Waste Solutions: Optimizing Urban Waste Management with AI Technology (Dev Discourse, 6 June 2024) featuring research from staff at the Department of Civil Engineering

# HUMANITIES, SOCIAL SCIENCE AND BUSINESS

Researchers at XJTLU engage in interdisciplinary studies that offer nuanced perspectives on topics such as diplomacy, global governance, and cross-cultural communication, contributing to a deeper understanding of international relations and fostering constructive dialogues. XJTLU is also a hub for scholarly exploration of China’s historical, cultural, and geopolitical landscape, as well as its evolving role in global affairs. The University’s business research endeavours encompass a wide range of areas, from management and marketing to sustainable business practices and entrepreneurship, reflecting a commitment to addressing contemporary economic challenges and opportunities.

THE CONVERSATION

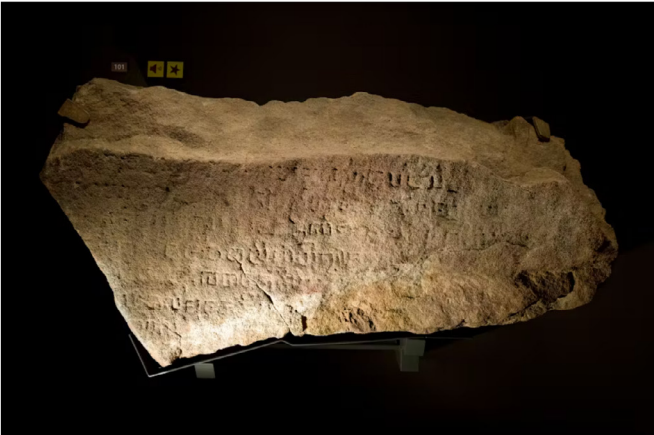
Academic rigour, journalistic flair

Arts + Culture Books + Ideas Business + Economy Education Environment + Energy Health Politics + Society Science + Tech


Q Search analysis, research, academics...

The Singapore Stone’s carvings have been undeciphered for centuries – now we’re trying to crack the puzzle

Published: June 11, 2024 1:57am AEST



Author



Francesco Perono Cacciafoco


Associate Professor in Linguistics, Xian Jiaotong-Liverpool University

Disclosure statement

Francesco Perono Cacciafoco does not work for, consult, own shares in or receive funding from any company or organisation that would benefit from this article, and has disclosed no relevant affiliations beyond their academic appointment.

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The Singapore Stone’s carvings have been undeciphered for centuries, now we’re trying to crack the puzzle (The Conversation, 11 June 2024) featuring Dr Francesco Perono Cacciafoco, Department of Applied Linguistics

Scientists are using AI to decipher the Singapore Stone, an ancient artefact with an incomprehensible inscription. Found in 1819, the stone’s origins and meaning remain unknown. Led by Dr Francesco Perono Cacciafoco, Associate Professor at XJTLU’s School of Humanities and Social Sciences, the project aims to utilise AI models for decipherment.

This news was also reported by Big News Network, MENAFN, Malaysia Sun, Singapore Star, Singapore News, MSN.com, and more.



“A general, unwritten rule of crypto linguistics states that the more text we have – for comparisons, frequency analyses and pattern recognition – the higher our chances of deciphering it. The opposite situation leads to failure. The Singapore Stone is no exception.”

Dr Francesco Perono Cacciafoco  
Department of Applied Linguistics

## OTHER ARTICLES

- Chinese sci-fi steps into the spotlight (Daily Mail, 22 October 2023) featuring Dr Xi Liu, Department of China Studies
- 全球排名虽跌五位 我国蝉联亚洲最幸福国家 [Although dropping five places in the global rankings, our country retains its title as the happiest country in Asia] (Lianhe Zaobao, 21 March 2024) featuring Dr Shun Wang, Department of Economics
- Il ruolo dei cartoni animati nelle generazioni, cosa è cambiato [The role of cartoons in generations, what has changed] (Rai News, 1 June 2024) featuring Dr Marco Pellitteri, Department of Media and Communications
- ‘New model for human civilisation’: What is so unique about China’s style of modernisation? (Channel News Asia, 18 July 2024) featuring Dr Miguel Hidalgo Martinez, Department of China Studies
- Growing clout (The Statesmen, 19 July 2024) featuring Dr Lingbo (Ariel) Shangguan, Department of International Studies
- Cameroon spends 90% of Chinese development loans on its French region: this could deepen the country’s divisions (The Conversation, 11 August 2024) featuring Dr Afa’anwi Che, Department of International Studies
- Earth is covered in ‘Gates of Hell’ (Popular Science, 13 August 2024) featuring Dr Francesco Perono Cacciafoco, Department of Applied Linguistics

# DESIGN AND ARCHITECTURE

XJTLU’s design and architecture research is driven by a commitment to addressing contemporary challenges and opportunities in the design industry, as well as contributing to the advancement of design theory and practice. Its researchers are engaged in a wide spectrum of design-related areas that explore the intersection of design, technology, and societal needs. These include sustainable regeneration and revitalisation, green and smart cities, digital design for enhanced human environments, sustainable and advanced materials, and social innovation.

BBC

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### How Asia's 5,000-year-old rice terraces are inspiring modern flood control

6 August 2024

Share

Xiaoying You



The green roof of Thammasat University in Bangkok, Thailand is designed to protect from flooding, cool temperatures and grow crops (Credit: Landprocess)

How Asia’s 5,000-year-old rice terraces are inspiring modern flood control (BBC, 6 August 2024) featuring Dr Yanhui Lei, Department of Urban Planning and Design

The article discusses the adoption of nature-based solutions and traditional agricultural techniques, like rice terraces, to absorb rainwater and reduce flooding in urban areas, particularly focusing on Asian cities that are sinking rapidly.

10

2023-2024  
XJTLU IN THE MEDIA

“In many of these cities, rainwater cannot penetrate the paved surfaces, which means the soil underneath does not have the chance to soak up and store rainwater to contribute to the natural water cycle system.”

Dr Yanhui Lei  
Department of Urban Planning and Design

## OTHER ARTICLES

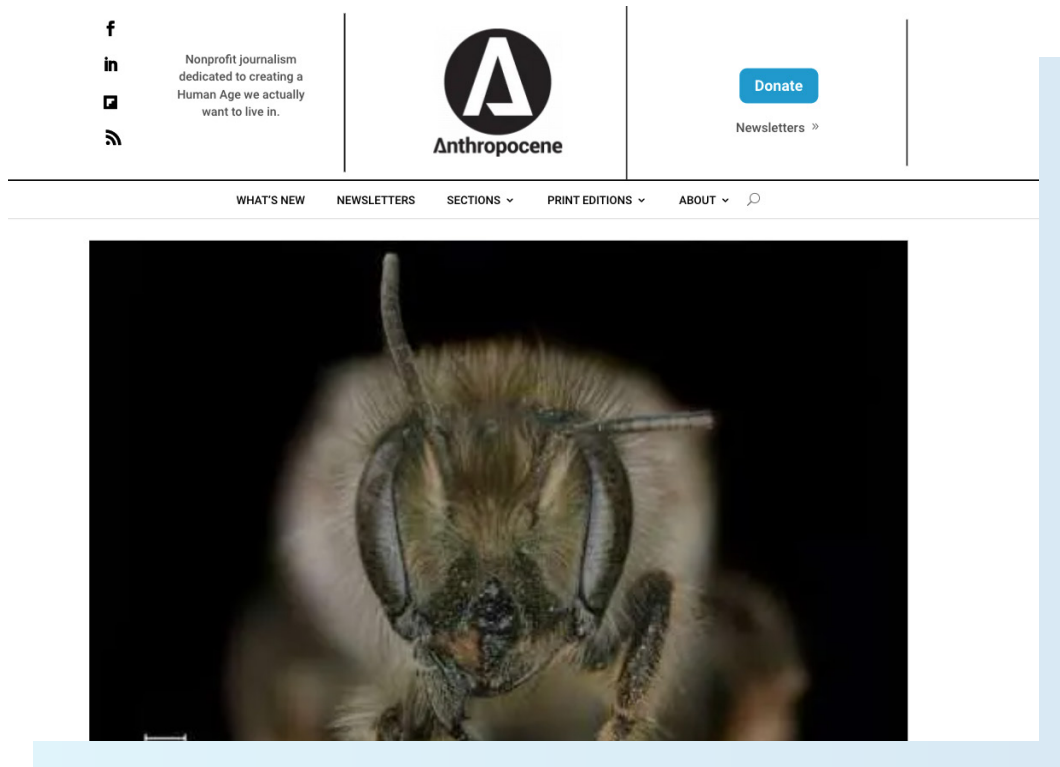
- *Dos nuevos estudios constatan que los espacios verdes en las ciudades salvan muchas vidas* [Two new studies confirm that green spaces in cities save many lives] (Tiempo, 8 November 2023) featuring Dr Jinglu Song, Department of Urban Planning and Design
- *How Traditional Chinese Window Patterns Are Redefining Modern Architecture* (SciTech Daily, 29 March 2024) featuring Dr Iasef Md Rian, Department of Architecture
- *Kowloon, la Ciudad Gótica del mundo real que llegó a albergar hasta 50 mil habitantes* [Kowloon, the real-world Gotham City that once housed up to 50,000 residents] (El Sol de México, 22 June 2024) featuring Dr Sofia Quiroga Fernández, Department of Architecture

11

2023-2024  
XJTLU IN THE MEDIA

# BIODIVERSITY AND SUSTAINABILITY

XJTLU is deeply committed to research in sustainability and biodiversity, driving impactful initiatives that address pressing environmental issues. The University’s interdisciplinary approach brings together experts from fields such as ecology, environmental science, and urban planning to explore solutions for preserving biodiversity and promoting sustainable practices. Research projects at XJTLU focus on diverse areas including habitat conservation, ecosystem management, sustainable development, and climate change adaptation.



[What’s better for bees? More habitat or less pesticides?](#)  
(Anthropocene, 17 July 2024) featuring Dr Yi Zou, Department of Health and Environmental Sciences

Worldwide, hedgerows and wild grass in field margins which previously served as semi-natural habitats are being swallowed up into agricultural production. While scientists have suggested both pesticide use and habitat loss are detrimental to pollinators, their relative impacts have been unclear.

A recent study in the Journal of Applied Ecology reveals that seminatural habitats are more important than pesticide use in preserving pollinator diversity in rice fields. Conducted in the Yangtze River Valley in China, the research focused on honeybees and mason bees across 20 rice fields. Dr Yi Zou at XJTLU’s School of Science co-led the study.

This news was also reported by Phys.org, Yahoo Canada, AsiaOne, The Manila Times, The Korea Herald, and more.



“Although the impact of pesticides cannot be ignored in efforts to reduce the decline in pollinator diversity, our results suggest it would be better to concentrate on conservation of seminatural habitat than on reduction of pesticide use in rice fields.”

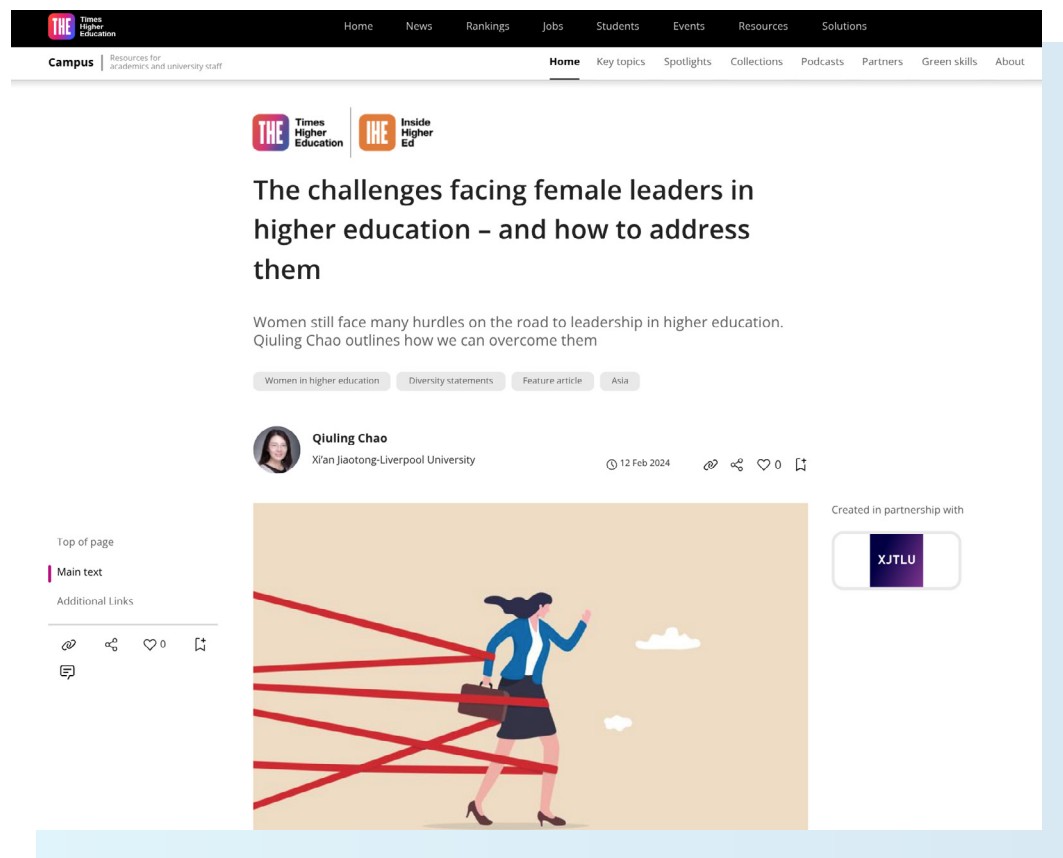
**Dr Yi Zou**  
Department of Health and Environmental Sciences

## OTHER ARTICLES

- **Under global warming, experts recommend ecological infrastructure renovation for snow leopard migration corridors** (Teller Report, 23 October 2023) featuring Dr Juan Li, Department of Health and Environmental Sciences
- **New methods for improving water management to develop sustainable cities** (Smart Water Magazine, 4 December 2023) featuring Jiayi Chen, XJTLU alumni
- **Grande emissor de carbono cuida da mitigação** [A large carbon emitter takes care of mitigation] (Valor Econômico, 23 January 2024) featuring Dr Niklas Weins, Department of International Studies
- **Sustainable cities: Seeds of change for a greener future** (Asia Research News Magazine, 20 February 2024) featuring Dr Ju Hyun Lee, Department of Urban Planning and Design; Dr Yi Lin, Department of Chemistry; Dr Mia Tedjosaputro, Department of Architecture; and Professor Uromi Goodale, Department of Health and Environmental Sciences
- **Local Communities Are Indispensable to Ecosystem Restoration, Say Researchers** (Technology Networks, 8 July 2024) featuring Dr Li Li and Huxuan Dai, Department of Health and Environmental Sciences

# TEACHING AND LEARNING

XJTLU’s diverse academic staff excel in innovative pedagogy and combining global expertise with local insights. Our educators employ cutting-edge teaching methods to foster active learning and critical thinking. In the 2023-24 academic year, our staff published their insights in a range of publications, on topics from equality and mental resilience to generative AI and gamification.



[The challenges facing female leaders in higher education – and how to address them](#) (THE Campus, 12 February 2024) featuring Professor Qiuling Chao, Vice President for Student Affairs and Information

In the lead-up to International Women’s Day, Professor Qiuling Chao, Vice President for Student Affairs and Information at XJTLU, published an article about the challenges female leaders face in higher education and how to overcome them. She also offered advice on promoting women’s career opportunities and enhancing women’s leadership.



“Studies indicate that, due to overwhelming family responsibilities, up to 83% of women struggle to fully commit to careers, often finding themselves torn between home and the workplace. I can personally relate to this. Having grown up in a traditional Chinese family, I faced the deep cultural influence of a ‘male outside, female inside’ mindset.”

**Professor Qiuling Chao**  
Vice President for Student Affairs and Information

## OTHER ARTICLES

- **Students with strong self-belief are happier and more successful – as our study shows** (The Conversation, 23 October 2023) featuring Dr Na Li, Department of Educational Studies; Dr Pengfei Song, Department of Mechatronics and Robotics; and Dr Xiaojun Zhang, Academy of Future Education and XJTLU Entrepreneur College (Taicang)
- **How university students can use AI in their studies** (Top Universities, 14 November 2023) featuring Dr Juan Carlos Dall'Asta, Department of Architecture; Dr Erick Purwanto, Department of Computing; and Ling (Angela) Xia, English Language Centre
- **What Has 2023 Taught Us About Tomorrow’s Universities? From AI to Palestine** (Opinio Juris, 19 January 2024) featuring Dr Mohsen al Attar, Department of International Studies
- **Use gamification to teach complex international relations concepts** (THE Campus, 12 July 2024) featuring Dr Linjia Zhang and Dr Yingchan Luo, both from the Department of Economics
- **Role of universities in the AI era** (The Korea Times, 14 July 2024) featuring Dr Changhee Kim, HeXie Management Research Centre

# STUDENT EXPERIENCE

XJTLU is a diverse university with a goal of increasing our international student population. UMC regularly publishes international student and alumni stories on our website and promotes these stories through social media. These stories highlight international student and alumni achievements, experiences, and the impacts they have made in their respective fields. By sharing these stories, we aim to inspire current and prospective students, strengthen alumni engagement, and promote the international reputation of our institution.



*De XJTLU à Huawei : comment l'éducation façonne la réussite professionnelle*  
[From XJTLU to Huawei: How education shapes professional success] (Tech Tribune France, 9 January 2024)  
featuring Leon Irfan, XJTLU alumni

Leon Irfan, from Indonesia, graduated with a BA in International Business with a Language at XJTLU in 2019. After graduation, he worked as an Account Manager at PT Huawei Tech Investment in Indonesia, one of China's biggest technology companies. In the article, he shared his learning experience at XJTLU and how it benefitted him in the workplace.



"The University really helped me to elevate my communication and interpersonal skills. This helped me to create and maintain relationships with my customers. Also, studying in China boosted my Chinese speaking ability, making communication and getting hired easier."

**Leon Irfan**  
Class of 2019  
International Business School Suzhou

## OTHER ARTICLES

- **Entrepreneurial contest seeks innovative student teams from across the globe** (Singapore Star, 2 August 2024)
- **XJTLU Siapkan Lulusan yang Kompeten dan Kompetitif di Pasar Kerja Global** [XJTLU prepares graduates who are competent and competitive in the global job market] (Kompas.com, 27 December 2023)
- **Navigating challenges: Indonesian students' journey in China** (The Jakarta Post, 2 April 2024)
- **Balancing theory and practice: elevating the academic and professional journey at XJTLU** (The Jakarta Post, 10 May 2024)



XJTLU strives to become a research-led international university in China and a Chinese university recognised internationally for its unique features in learning and teaching, research, social services, and education management. The University is committed to improving higher education and exploring new models for it both in China and abroad.

Eng

XJTLU launches College of Industry-Entrepreneurs, X-Eco Mall

PR Newswire (美通社)  
更新於 2023年11月17日21:21 · 發布於 2023年11月17日20:58 · PR Newswire

追蹤

SUZHOU, China, Nov. 17, 2023 /PRNewswire/ -- Xi'an Jiaotong-Liverpool University launched the College of Industry-Entrepreneurs (CIE) on 15 November at the annual XJTLU Communications and Media Reception held at the University.

According to Professor Youmin Xi, Executive President of XJTLU and Dean of CIE, the College will foster the industries of the future and educate and empower industry entrepreneurs. To do so, it will serve as a platform to integrate diverse resources, he said.

"CIE's vision is to build an innovation 'ecosystem' that is deeply intertwined with academia, industry and society," Professor Xi said.

XJTLU launches College of Industry-Entrepreneurs, X-Eco Mall  
(Line Today, 17 November 2023) featuring Professor Youmin Xi, Executive President of XJTLU, and Dr Yinmin Ding, Vice President of XJTLU

XJTLU launched the College of Industry-Entrepreneurs (CIE) on 15 November at the annual XJTLU Communications and Media Reception held at the University. According to Professor Youmin Xi, Executive President of XJTLU and Dean of CIE, the College will foster the industries of the future and educate and empower industry entrepreneurs.

This news was also reported by Vulcan Post, Australian Associated Press, China Briefing, zonautara.com, One News Page, TechSign.in, and more.



Professor Youmin Xi  
Executive President of XJTLU



Dr Yinmin Ding  
Vice President of XJTLU

“By embracing the roles of 'catalyst', 'binder' and 'accelerator' in the transformation of strategic industries and technological industrialisation, we are redefining the social responsibilities of universities.”

“We aim to consolidate diverse resources, nurture industrial ecosystems, enable industry entrepreneurs, and generate multiple types of value.”

OTHER ARTICLES

- XJTLU Global Education Forum engages ambassadors and experts (Yahoo Finance, 3 November 2023)
- A cross border MoU to establish the International Joint Frontiers Materials Research Laboratory (JEC Composites, 15 January 2024) featuring Professor John Moraros, School of Science
- Fourth MEGA International Creative Media Festival seeks submissions (Yahoo Finance, 13 March 2024) featuring Professor Li-Chuan (Evelyn) Mai, School of Film and TV Arts

# ABOUT US



## Dr Xin Bi

Chief Officer of Data, Director of the Centre for Knowledge and Information

Dr Xin Bi joined XJTLU in its infancy. He is now in charge of University Marketing and Communications, the Management Information Technology and System Office, the Library, the Museum, and the Learning Mall. Dr Bi has rich experience in teaching. His research interests include learning and teaching, management and the academic publishing mode in the internet age. He has published three monographs, one textbook and co-authored two books. Many of his papers have been published in renowned international academic journals.



## Tiantian Xu

Deputy Head of University Marketing and Communications

As the Deputy Head of UMC at XJTLU, Tiantian is an experienced communicator and marketer in the field of higher education. She is skilled in brand and public relations, marketing and international communications. Tiantian is responsible for developing XJTLU's communications and marketing strategy and execution plan, managing media and government relations, and also managing UMC teams with different functions, which contributes to enhancing brand awareness for the University. Tiantian received a master's degree in Corporate Communications from the Chinese University of Hong Kong.



## Tamara Kaup

International Content Manager of English Communications

Tammy (Tamara) has more than 25 years of experience in writing and editing and seven as a manager. A US citizen, she has lived both in Lanzhou and Suzhou in China. At XJTLU, she manages the creation of content about XJTLU's unique place in higher education, cutting-edge research, award-winning instructors and accomplished students. She helps lead XJTLU's international communications strategy. In this role, she considers University goals for brand awareness and recruitment, the current international media landscape and the specific audience for each project.



## Patricia Pieterse

Senior English Writer and Editor

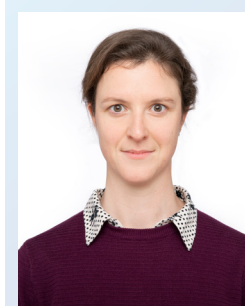
Patricia began her media career as an intern during her final year of university, studying journalism at the University of Johannesburg in South Africa. She has more than 15 years' writing and editing experience with a diverse range of publications and has written on business, technology, health, décor and more. She has lived in China since 2016, first in Xi'an then in Suzhou, where she discovered her passion for communications in education. At XJTLU, as Senior English Writer and Editor, Patricia crafts and refines interesting content for readers locally and abroad.



## Xinmin Han

English Writer and Editor

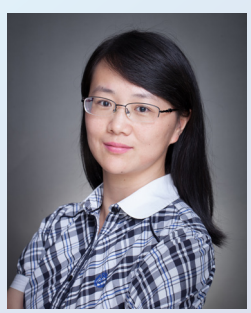
Xinmin joined XJTLU in July 2021 as an English Writer and Editor. She is skilled in writing news articles, student and alumni stories, and cultural explainers. She received her bachelor's degrees in English and Exhibition Management from Beijing International Studies University and a master's degree in Teaching English to Speakers of Other Languages (TESOL) from the University of Bath. She also obtained a diploma with distinction from the London School of Journalism.



## Dr Catherine Diamond

English Writer and Editor

Catherine creates content that highlights the quality of academic research happening at the University and enhances the worldwide reputation of XJTLU. She is passionate about using engaging and accessible stories to communicate research to a general audience. Catherine completed her PhD in Neuroimmunology in 2018 at the University of Manchester, UK, and A\*STAR Institute, Singapore. She has since worked as a research communicator and earned an Honours Diploma from the London School of Journalism.



## Guojuan Wang

Intercultural Communications Manager

As Intercultural Communications Manager at XJTLU, Guojuan is an experienced communications and public relations manager and marketer in higher education with over 12 years of working experience. She is skilled in public relations managing, content marketing, international communications, translation, writing, editing and brand event planning. Guojuan received her BA in English from Xi'an Jiaotong University and MA in Foreign Linguistics and Applied Linguistics from Zhejiang Normal University.



## Yunji Tao

Communication Officer

As the Communication Officer at XJTLU, Yunji has been focusing on public relations, content marketing, live broadcasts and new media operation to build the brand awareness and reputation of the University in China and worldwide. Yunji received her BA in Communication Studies from Xi'an Jiaotong-Liverpool University and an MSc in Media and Communication from the University of Liverpool.



## Wenzhen Li

External Liaison Officer

As an External Liaison Officer at XJTLU, Wenzhen is an experienced marketing and communications professional who has worked in both state-owned companies and multinational corporations. She has planned a number of exhibitions and events for young generation as a curator. She received her master's degree in Cultural and Creative Industries Management from Burgundy School of Business in France.



## Yi Qian

External Liaison Officer

Yi Qian is responsible for news writing and editing, content marketing, branding, and social media management for Design School. She joined XJTLU in 2020. Yi received her bachelor's degree in Translation and Interpretation from Shanghai International Studies University, and her master's degree in Cross-cultural Communications and Media Studies from Newcastle University.



## Huatian Jin

External Liaison Officer

Huatian is responsible for news writing and editing, content marketing, branding and social media management for the School of Advanced Technology. Huatian received her bachelor's degree in Cultural Industries Management from Nanjing University of the Arts, and her master's degree in Society Culture and Media from University of Leeds. She started her career at XJTLU in March 2020.



## Xinyi Liu

External Liaison Officer

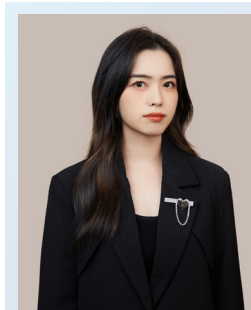
Xinyi Liu is responsible for marketing and communication content creation and multi-channel distribution for the School of Languages, including news creation, multi-media materials design and social media operation. She joined XJTLU in 2020. Xinyi received her master's degree in Communication from Hong Kong Baptist University.



## Luyao Wang

External Liaison Officer

Luyao Wang joined XJTLU in 2021 as the External Liaison Officer of the School of Science. She is responsible for school news interviews and writing, brand communication and new media operation. Luyao holds a bachelor's degree in Media and Communication from the University of Leicester and a master's degree in Digital Asset and Media Management from King's College London.



## Xiaoyan Jin

External Liaison Officer

Xiaoyan is responsible for news writing and editing, social media operation, content marketing, branding and communication strategy planning for the Academy of Future Education. She joined XJTLU in 2021. Xiaoyan received her BA in Business English from Chongqing University of Technology, and MA in Media and Public Relations from Newcastle University.



## Qinru Liu

External Liaison Officer

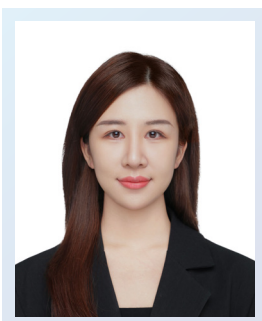
Qinru Liu joined XJTLU in 2023 as the External Liaison Officer of the School of Mathematics and Physics. She is responsible for news writing and editing, content marketing, branding, and social media management for the School of Mathematics and Physics. She received her bachelor's degree in Advertising from Nanjing Forestry University, and her master's degree in Media Management from Hong Kong Baptist University.



## Nan Wu

External Liaison Officer

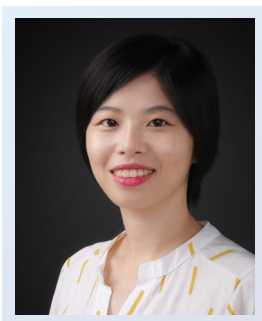
Nan Wu joined XJTLU in 2023 and is responsible for the news editing, social media management, brand and marketing strategy development of the XJTLU-JITRI Academy of Industrial Technology. Nan Wu received her bachelor's degree from the Beijing Technology and Business University and her master's degree from the University of Sydney.



## Yiyi Gu

External Liaison Officer

Yiyi joined XJTLU in 2023 as the External Liaison Officer of the School of Humanities and Social Sciences. In this role, she is responsible for news writing and editing, content marketing, branding, and social media operations for the School. Yiyi received her bachelor's degree in Media and Communication from XJTLU and her master's degree in Integrated Marketing from New York University.



## Bo Kou

Chinese Content Manager

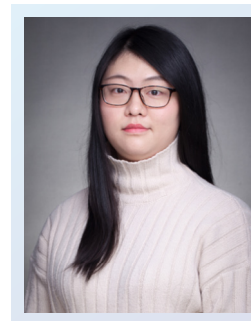
As the Chinese Content Manager at XJTLU, Bo is an experienced storyteller and communicator with more than ten years of experience working in higher education, media, and cultural and creative industries. After joining University Marketing and Communications in 2015, she has continued her passion for writing, editing, and communications and developed her content marketing and marketing research knowledge and skills. Since September 2021, Bo has started a new journey to lead the Domestic Communications and Marketing Team. She received bachelor's and master's degrees focused on politics and economics from Peking University.



## Luyun Shi

Chinese Writer and Editor

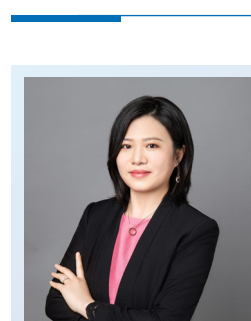
"Content is King" – that is a motto Luyun has always borne in mind as a passionate storyteller and experienced communications professional. She has more than two decades' experience in Higher Education and FMCG sectors with expertise in writing, public relations and content marketing. Since joining XJTLU in 2017, she has been contributing to the University's brand building by leveraging the power of storytelling. Luyun graduated from Nanjing Normal University majoring in Journalism.



## Qiuchen Hu

Senior Chinese Writer and Editor

Qiuchen has over seven years of experience in higher education and content marketing. She possesses expertise in writing, communications, social media operations, and digital marketing. Qiuchen holds a BA in English (English and Communications Studies specialisation) from Xi'an Jiaotong-Liverpool University and an MA in Digital Media and Culture from the University of Warwick. She has collaborated closely with designers and photographers, creating captivating content. With her strong language skills and understanding of effective communication, Qiuchen excels in connecting with diverse audiences and delivering compelling messages.



## Wei Zhang

Public Relations Specialist

Wei joined XJTLU in 2020 and works on brand events and brand communication. Prior to joining XJTLU, she performed roles related to international outreach at China Development Institute in Shenzhen. She holds a master's degree in Translation and Interpretation from the University of International Business and Economics in Beijing.