



西交利物浦大學



## 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 19 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.

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 industry, government, and society collaborations. By expanding an industrial innovation ecosystem and sector-specific expertise, and redefining the University's role in society, we aim to serve as a "catalyst" and "adhesive" for 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 have consistently been working to reshape our 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, aiming to lead innovation in multiple dimensions.

While continuing to deepen the 1.0, 2.0, and 3.0 models, we have broadened our engagement through intensified practical collaboration in primary and secondary education and new vocational education. Today, as XJTLU enters the full implementation stage of its Education + AI strategy, AI, AI tutors, AI agents, and AI scientist-robots are being woven into every dimension of our education and research – from classrooms to laboratories, from pedagogical models to campus life, from pioneering educational models to establishing an ecosystem that integrates industry, academia, government, and society.

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 recognised by 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.

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

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### 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 an XJTLU staff member or student with a story idea, please contact us at [umc@xjtlu.edu.cn](mailto:umc@xjtlu.edu.cn).

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# SCIENCE AND TECHNOLOGY

XJTLU researchers are working at the forefront of various scientific disciplines, including biology, chemistry, physics, maths, drug discovery, and more. 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.

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### 'A bullet train for power': China's ultra-high-voltage electricity grid

5 days ago

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Xiaoying You



Workers construct an ultra-high-voltage (UHV) power line by China's Yangtze River (Credit: Getty Images)

'A bullet train for power': China's ultra-high-voltage electricity grid (BBC, 15 November 2024) featuring Dr Lurui Fang, School of Advanced Technology

**Summary:** China has built a vast network of ultra-high-voltage (UHV) transmission lines to move electricity from inland regions to coastal cities. Since the first line in 2010, it has grown to 38 lines spanning tens of thousands of kilometres, as of April 2024.

“Of all existing technologies, UHV is the only one that can send wind and solar power from far-flung areas to load centres (places with high electricity consumption).”

**Dr Lurui Fang**  
School of Advanced Technology

## OTHER ARTICLES

- Exploring peptide clumping for improved drug and material solutions (Drug Discovery Online, 3 September 2024) featuring Dr Jiaqi Wang, XJTLU Wisdom Lake Academy of Pharmacy
- *Nanopartículas podem tornar possível teste de estresse em casa* [Nanoparticles can make home stress testing possible] (CNN Brasil, 6 September 2024) featuring Tong Ji, PhD student, and Dr Qiuchen Dong, School of Science
- Novel microbes are thriving in the concrete jungle (Forbes, 29 October 2024) featuring Dr Xinzhaoh Tong, School of Science
- Depression may cause period pain, study suggests (The Independent, 27 November 2024) featuring Shuhe Liu, PhD student, School of Science
- China has a new sweeping energy law. Here's what you need to know. (Cipher News, 8 January 2025) featuring Dr Shilei Liu, International Business School Suzhou
- China's biotech hub Suzhou is thriving. Can it become the next Boston? (South China Morning Post, 20 August 2025) featuring Professor Lei Fu, XJTLU Wisdom Lake Academy of Pharmacy

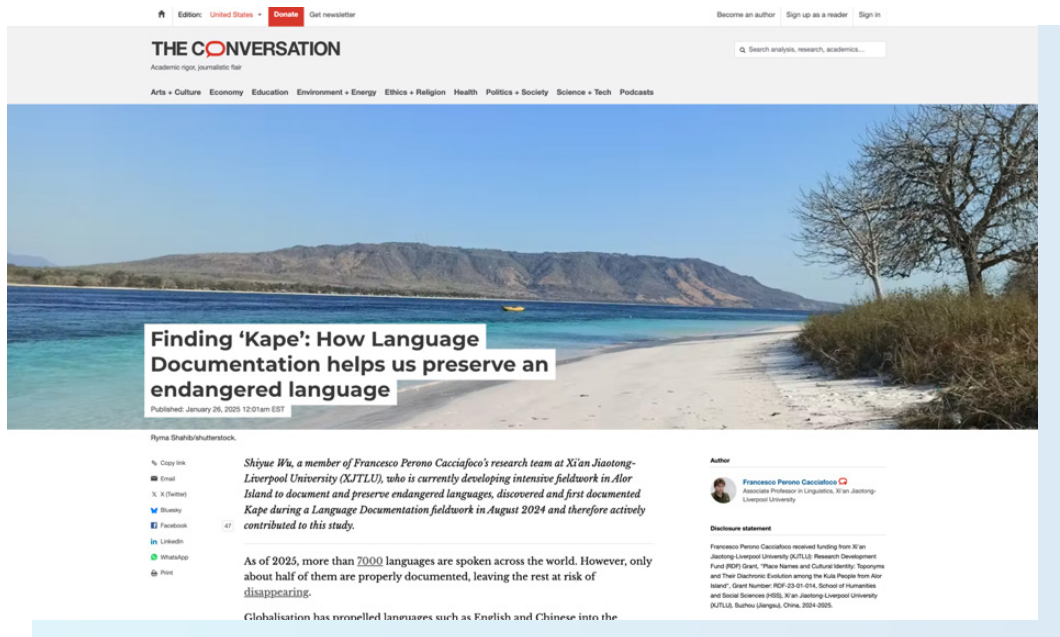
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XJTLU IN THE MEDIA

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XJTLU IN THE MEDIA



# 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.



[Finding ‘Kape’: How language documentation helps us preserve an endangered language](#) (The Conversation, 26 January 2025) featuring Dr Francesco Perono Cacciafoco, School of Humanities and Social Sciences

**Summary:** Dr Francesco Perono Cacciafoco and his research team documented Kape, a previously unrecorded Papuan language spoken in Central-Northern Alor, Indonesia.

“Kape”, which translates to “rope”, represents the linguistic thread that links its speakers across the island’s diverse landscapes – from mountain highlands to coastal shores.



“Not only is the discovery important for mapping the linguistic context of the island, but it also highlights the urgency of preserving endangered languages by employing Language Documentation methods.”

**Dr Francesco Perono Cacciafoco**  
School of Humanities and Social Sciences

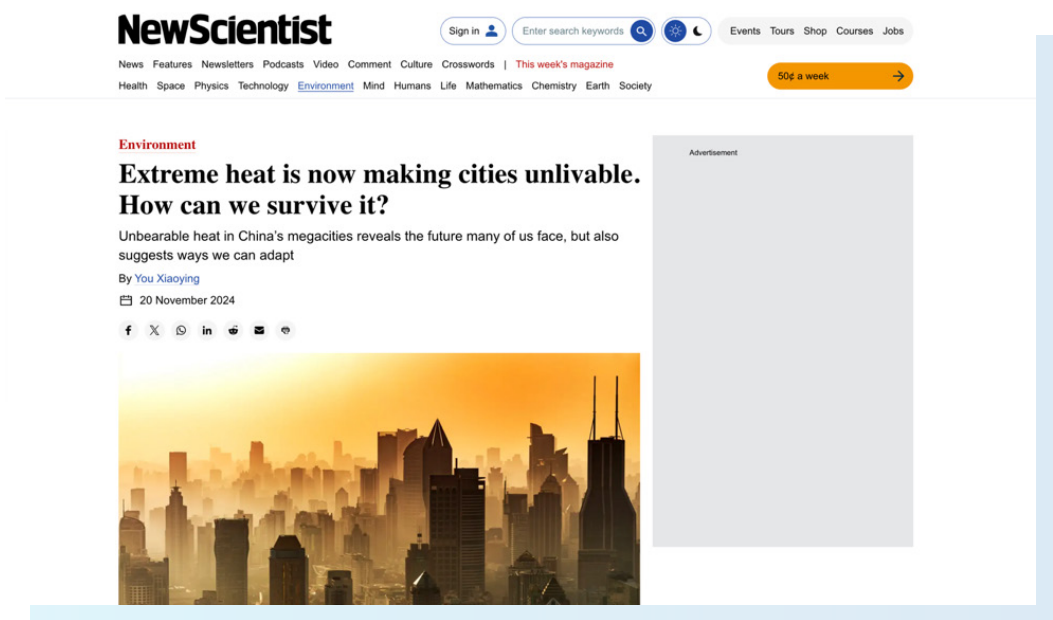
## OTHER ARTICLES

- [Scientific exchange in artificial intelligence between China and ASEAN](#) (China Daily, 9 September 2024) featuring Dr Hong Seng Gan, XJTLU Entrepreneur College (Taicang)
- [The science of polarisation: our model shows what happens when political opponents lose their personal connection](#) (The Conversation, 24 September 2024) featuring Dr Simon Schweighofer, School of Humanities and Social Sciences
- [COP29: Why China sees developed countries under obligation](#) (Table. Briefings, 6 November 2024) featuring Dr Niklas Weins, School of Humanities and Social Sciences
- [Church of Saint Andrew the Apostle](#) (Atlas Obscura, 12 November 2024) featuring Dr Francesco Perono Cacciafoco, School of Humanities and Social Sciences
- [What Trump’s win means for China’s cleantech industry](#) (Cipher News, 19 November 2024) featuring Dr Geoffrey Chun-fung Chen, School of Humanities and Social Sciences



# 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.



[Extreme heat is now making cities unlivable. How can we survive it?](#)  
(New Scientist, 20 November 2024) featuring Dr Jinglu Song, Design School

**Summary:** China’s megacities are enduring record-breaking heatwaves, showing how climate change is making cities increasingly unlivable. Dense infrastructure, humidity, and rapid urbanisation amplify the risks, hitting vulnerable groups hardest. Reliance on air conditioning worsens the cycle by raising emissions and city temperatures, making adaptation through design and policy urgent.

To counter this, Dr Jinglu Song found that urban forests within one kilometre of residential areas are the most effective way to cut heat-related deaths. She suggests city planners prioritise tree planting close to where people live to protect health and improve resilience.



“Our findings suggest that urban greening strategies should focus on tree planting within walkable distances to local residents, in addition to adding other types of vegetation in a specific area.”

**Dr Jinglu Song**  
Design School

## OTHER ARTICLES

- **Urban forests reduce heat-related mortality, study shows** (Newsgram, 14 September 2024) featuring Dr Jinglu Song, Design School
- **As cidades que se inspiram em plantações de arroz para evitar enchentes** [Cities that are inspired by rice plantations to avoid flooding] (BBC News Brasil, 20 October 2024) featuring Dr Yanhui Lei, Design School
- **Study reveals the complex impact of state-led urban change on residential communities in Korea** (Phys.org, 1 November 2024) featuring Dr Kon Kim, Design School



# 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.

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### Study highlights effects of habitat fragmentation on Sri Lankan specialist birds

MALAKA RODRIGO

4 FEB 2025 ASIA

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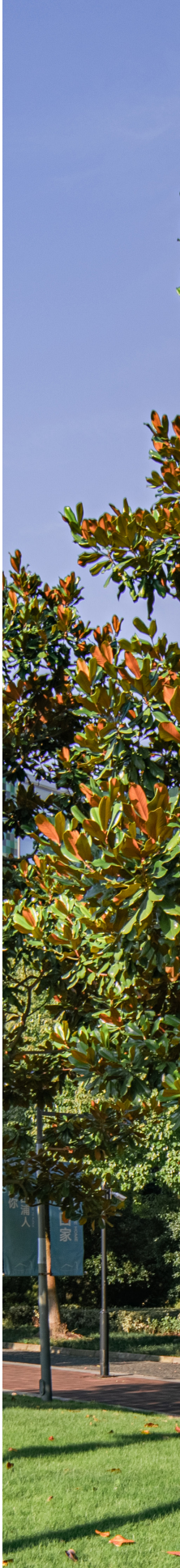


- A research study focusing on the endemic brown-capped babbler (*Pellorneum fuscicapillus*) and Tickell's blue flycatcher (*Cyornis tickelliae*) shows that forest specialist birds fail to return to disturbed lands, and even forest generalists tend to avoid these areas, causing delays in their return.
- Researchers employed a method called "experimental translocation" to understand how species interact

Study highlights effects of habitat fragmentation on Sri Lankan specialist birds (Mongabay, 4 February 2025) featuring Professor Eben Goodale, School of Science

**Summary:** A study on two bird species, the brown-capped babbler and Tickell’s blue flycatcher, shows that birds that depend on forests do not return to disturbed areas, and even those that can live in different environments tend to avoid them.

To understand how birds adapt to different environments, researchers use a method called experimental translocation, where they move birds to new places, like rubber plantations, to see how they react. Professor Eben Goodale explains that this helps study their survival in different land conditions.



“Through this technique (experimental translocations), we move birds across different kinds of land uses and see how they react.”

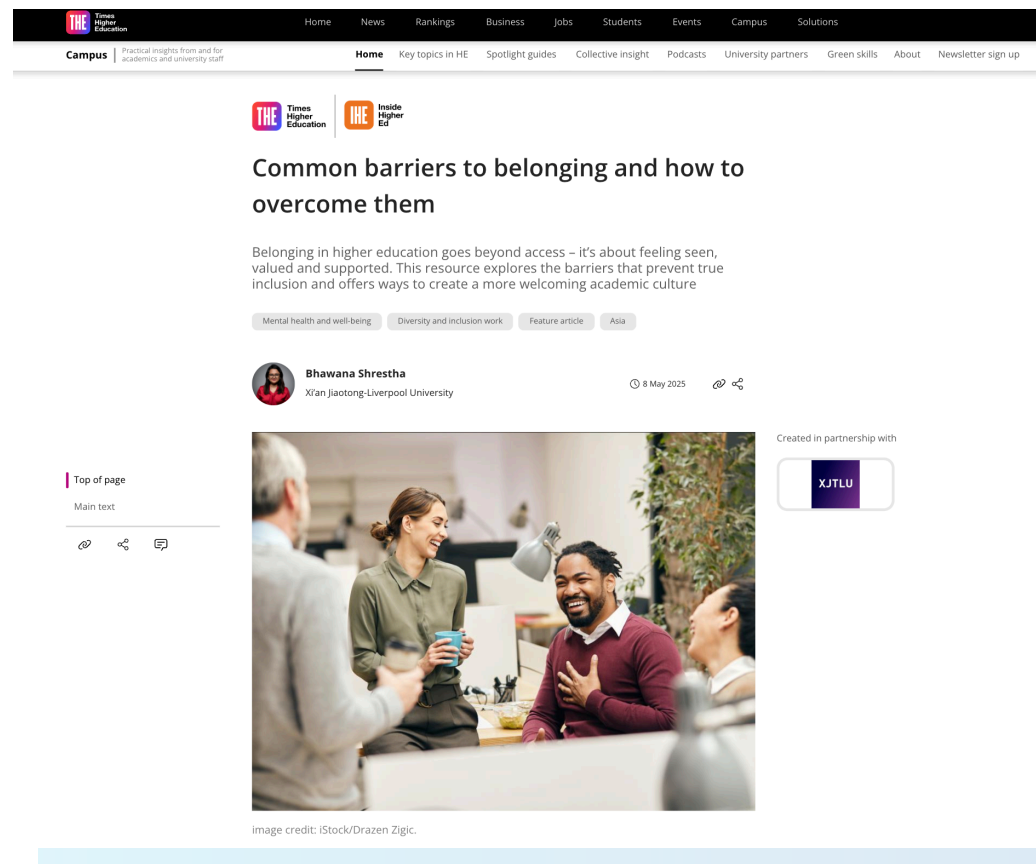
Professor Eben Goodale  
School of Science

## OTHER ARTICLES

- Engineering researchers discover an effective and environment-friendly disinfectant (Science Daily, 6 September 2024) featuring Dr Wanxin Li, School of Science
- Chinese researchers complete world’s largest snow leopard population survey spanning 360,000 square km (Irish Sun, 15 January 2025) featuring researchers at the School of Science
- Managing cropland fragmentation for environmental and economic benefits in China (Current Conservation Magazine, 30 January 2025) featuring Xinlei Guo, PhD student, School of Science



## TEACHING AND LEARNING



Common barriers to belonging and how to overcome them  
(Times Higher Education Campus, 8 May 2025) featuring Dr Bhawana Shrestha, Academy of Future Education

**Summary:** In this article, Dr Bhawana Shrestha explores the hidden barriers to belonging in higher education, emphasising that belonging is not just an individual feeling but a shared responsibility. Drawing from personal experiences, she highlights how impostor syndrome, subtle bias, cultural exclusion, and academic norms can create emotional and professional hurdles, especially for first-generation, international, and minority students and staff.



“True belonging isn’t about blending in, but about making space for different ways of being.”

**Dr Bhawana Shrestha**  
Academy of Future Education

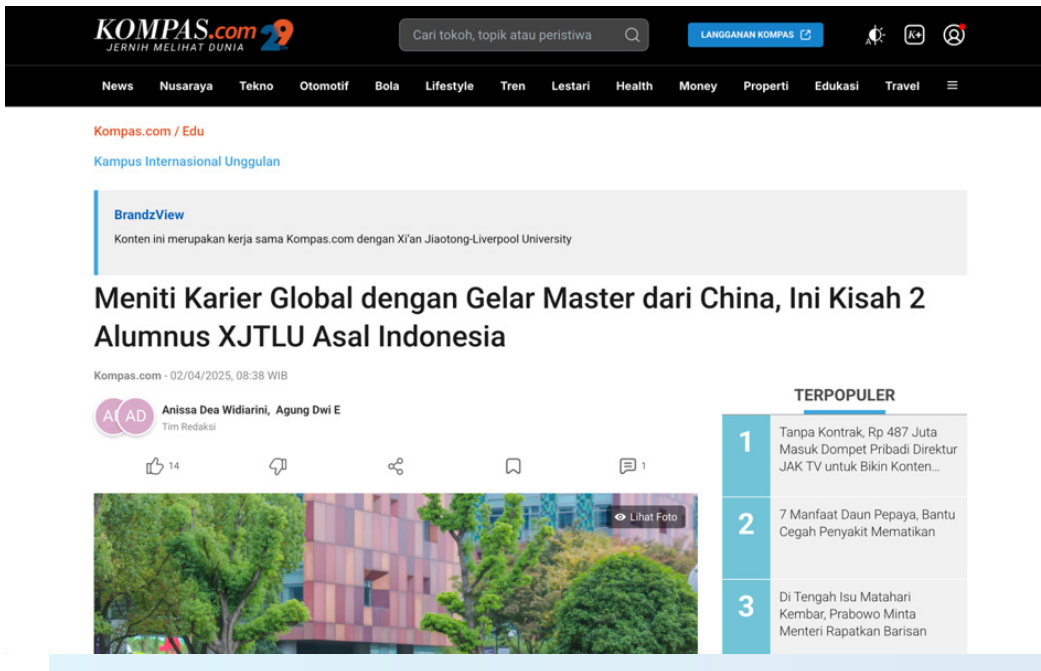
## OTHER ARTICLES

- **Four things you can do right now to improve your teaching** (Times Higher Education Campus, 3 September 2024) featuring Rebecca Wakelin, Educational Development Unit
- **AI transforms education and media landscapes** (The Pinnacle Gazette, 15 November 2024) mentioning XJTLU's use of AI tools to tailor educational content
- **Teaching accounting for tomorrow's workplace** (Education News Today, 17 January 2025) featuring Dr Peng Cheng, International Business School Suzhou
- **Say goodbye to boring presentations** (Times Higher Education Campus, 28 February 2025) featuring Chaonan Xu, Global Cultures and Languages Hub
- ***Um olhar para o Sul Global*** [A look at the Global South] (Valor Econômico, 9 May 2025) featuring Dr Niklas Weins and students at the School of Humanities and Social Sciences



# STUDENT EXPERIENCE

XJTLU is a diverse university with a goal of increasing its 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.



*Meniti Karier Global dengan Gelar Master dari China, Ini Kisah 2 Alumnus XJTLU Asal Indonesia*  
[Pursuing a global career with a master's degree from China: The story of 2 Indonesian XJTLU students] (Kompas.com, 2 April 2025)

**Summary:** Kompas.com featured Ferdian Setyawan and Michael Fortune; both are from Indonesia and studied at XJTLU. They shared why they chose to study for a master's degree in China.



“Learning Mandarin might have been challenging for me without spending significant time in China. However, enrolling in a university in China that offers courses in English allows me to gain both academic and valuable cultural insights, so I chose XJTLU.”

**Ferdian Setyawan**  
MSc Financial Computing



“A master’s degree has been both challenging and rewarding. It has pushed me to think in new ways and adapt to a rapidly evolving field. Every challenge I face helps me grow, and I’m excited to see where this journey takes me.”

**Michael Fortune**  
MSc Data Science

## OTHER ARTICLES

- **Yang Yang: Pioneering sustainable architecture solutions** (New York Weekly, 5 December 2024) featuring Yang Yang, PhD student, Design School
- **Perbanyak Kesempatan Studi Keluar Negeri, PPI Tiongkok Hadirkan Webinar Beasiswa** [Increasing opportunities to study abroad, PPI China presents scholarship webinar] (Suara Merdeka, 25 December 2024) featuring Vionna Fiducia Theja, 2024 graduate
- **When tech meets art: XJTLU team wins six awards at international festival** (Technology Today, 31 December 2024) featuring students and staff at the Academy of Film and Creative Technology
- **Lago di Pergusa e la crisi idrica, in esame di studenti cinesi** [Lake Pergusa and the water crisis, under examination by Chinese students] (ANSA, 21 January 2025) featuring students at the Design School



# XJTLU NEWS

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 higher education both in China and abroad.



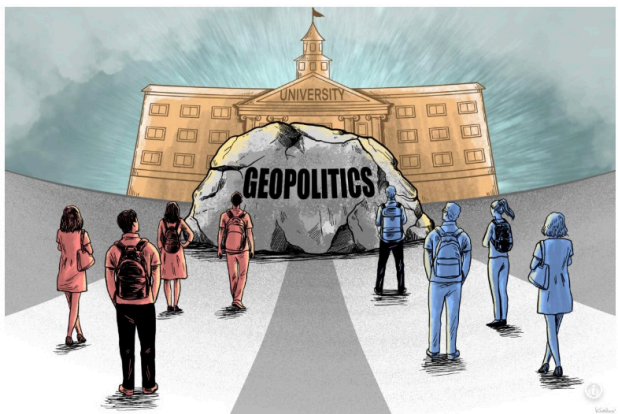
Science China / Science

## Exclusive | For university that bridges China and West, geopolitics is ‘biggest challenge’

Easing visa restrictions for foreign students and visitors could help to improve understanding of China, head of XJTLU says

Reading Time: 5 minutes

Why you can trust SCMP



Holly Chik

Published: 6:00am, 9 Aug 2025 | Updated: 8:17am, 9 Aug 2025

For university that bridges China and West, geopolitics is ‘biggest challenge’ (South China Morning Post, 9 August 2025) featuring Professor Youmin Xi, Executive President of XJTLU

**Summary:** In an interview with South China Morning Post, Professor Youmin Xi, Executive President of XJTLU, said rising geopolitical tensions are threatening academic freedom, scientific collaboration, and international university partnerships.

Despite the uncertain global climate, he believes that international universities like XJTLU can play a vital role in shaping the future of education and cross-cultural understanding.



“Confidence means allowing the world to understand the essence of our culture.”

Professor Youmin Xi  
Executive President of XJTLU

## OTHER ARTICLES

- Science and Technology Daily: From ancient wisdom to modern marvels (Associated Press News, 8 October 2024)
- Nobel laureate Professor Michael Levitt shares his journey in science with students and staff at XJTLU (Yahoo Finance, 10 October 2024)
- Fifth MEGA International Creative Media Festival calls for submissions (Washington City Paper, 6 March 2025)
- XJTLU team sets code-breaking record for testing post-quantum online security (Associated Press News, 7 March 2025)
- XJTLU-Baidu AI joint venture launched (Yahoo Finance, 31 March 2025)



# ABOUT US



## Dr Xin Bi

Chief Officer of Data, Director of 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.



## Xinmin Han

English Writer and Editor

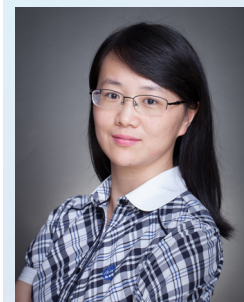
Xinmin joined XJTLU in July 2021 as an English Writer and Editor. She is skilled in writing news articles, student and alumni stories, and cultural explainers. She received her bachelor's degrees in English and Exhibition Management from Beijing International Studies University and a master's degree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



## 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 and reputation for the University. Tiantian received a master's degree in Corporate Communications from the Chinese University of Hong Kong.



## 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 13 years of working experience. She is skilled in public relations management, 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.



## Patricia Pieterse

International Content Manager

Patricia began her media career as an intern during her final year of university, when she was 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 International Content Manager for English Communications, Patricia works with her team to create interesting content for readers locally and abroad.



## Yunji Tao

Communication Officer

As the Communication Officer at XJTLU, Yunji has been focusing on public relations, content marketing, live broadcasts and new media operations 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 XJTU, 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 people as a curator. She received her master's degree in Cultural and Creative Industries Management from Burgundy School of Business in France.



## Luyao Wang

External Liaison Officer

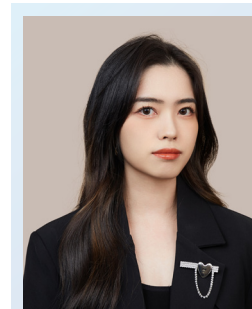
Luyao Wang joined XJTU in 2021 as the External Liaison Officer of the School of Science. She is responsible for school news interviews and writing, brand communication, and new media operations. Luyao holds a bachelor's degree in Media and Communication from the University of Leicester and a master's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



## Yi Qian

External Liaison Officer

Yi Qian is responsible for news writing and editing, content marketing, branding, and social media management for the Design School. She joined XJTU 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.



## Xiaoyan Jin

External Liaison Officer

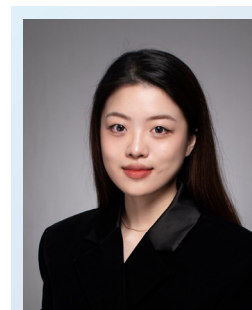
Xiaoyan is responsible for news writing and editing, social media operations, content marketing, branding, and communication strategy planning for the Academy of Future Education. She joined XJTU in 2021. Xiaoyan received her BA in Business English from Chongqing University of Technology, and MA in Media and Public Relations 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 the University of Leeds. She started her career at XJTU in March 2020.



## Qinru Liu

External Liaison Officer

Qinru Liu joined XJTU 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.



## Xinyi Liu

External Liaison Officer

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

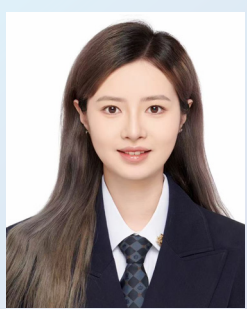


## Yiyi Gu

External Liaison Officer

Yiyi joined XJTU 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 XJTU and her master's degree in Integrated Marketing from New York University.





## Kangli Wang

External Liaison Officer

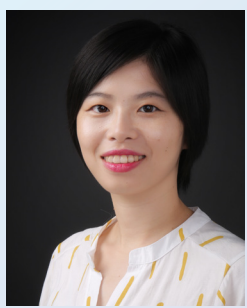
Kangli Wang joined XJTLU in 2025 and is responsible for news editing, social media management, and brand and marketing strategy development for the XJTLU-JITRI Academy of Industrial Technology. Kangli received her bachelor's degree in International Relations and master's degree in Strategic Public Relations from the University of Sydney.



## 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. She holds a master's degree in Translation and Interpretation from the University of International Business and Economics.



## Bo Kou

Chinese Content Manager

As the Chinese Content Manager at XJTLU, Bo is an experienced storyteller and communicator with more than 10 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. In September 2021, Bo started a new journey to lead the Domestic Communications and Marketing Team. She received bachelor's and master's degrees from Peking University.



## Tingting Wang

Marketing Manager

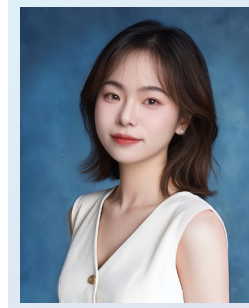
Tingting specialises in brand strategy, event planning, and market promotion, with over 10 years of professional experience in leading internet companies. Previously serving as a brand strategist, Tingting developed and implemented brand and marketing strategies for multiple enterprises. She graduated from XJTLU in 2014 and returned to her alma mater in 2022. She is currently responsible for brand marketing at XJTLU Entrepreneur College (Taicang) and oversees the brand space operations and management of the XJTLU Multimedia Centre.



## 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 contributed to the University's brand building by leveraging the power of storytelling. Luyun graduated from Nanjing Normal University, majoring in Journalism.



## Jiayan Ji

Communication Officer

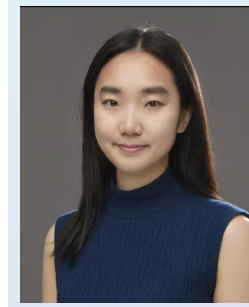
Jiayan joined XJTLU as a Communication Officer in 2024. Her areas of expertise include brand communication, content marketing, news writing, and social media operations. She holds a bachelor's degree in Business English from Beijing Forestry University and a master's degree in Communication from Hong Kong Baptist University.



## Qiuchen Hu

Senior Chinese Writer and Editor

Qiuchen has nearly 10 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.



## Han Zhang

Communication Officer

Han joined XJTLU as a Communication Officer in 2025. Her areas of expertise include news reporting, content marketing, event planning, and new media operations. She holds a bachelor's degree in English and Communication from XJTLU and a master's degree in Digital Communication and Culture from the University of Sydney.