

**NAME:** CHENGCHENG

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**ORGANIZATION:** CUNEF

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## EDUCATION

- 2017 – 2020 PhD in Management (Department of Managing People in Organisations), IESE Business School (Spain)
- 2016 – 2017 MRes of Management Sciences, ESADE Business&Law School (Spain)
- 2010 – 2011 MBA (Master of Business Administration), IE Business School (Spain)
- 2011 Exchange of Entrepreneurial studies, The Hebrew University of Jerusalem (Israel)
- 2009 – 2010 M.Sc. (Official Master degree) of Immigration Management, Pompeu Fabra University (Spain)
- 2008 – 2009 M.A. (Official Master degree) of Translation, Interpretation and Cross-cultural studies, UAB (Spain)
- 2004-2008 BA Hons, Spanish and English Literature, Tianjin Foreign Studies University (China)
- 2006-2008 2-year exchange programs in Lleida University and Autonomous University of Barcelona (Spain)

## BRIEF BIO

- Chengcheng Li is PhD candidate in Managing People in Organizations Department in IESE Business School, and a European Commission Marie Skłodowska-Curie (MSCA) Fellow. She received a MBA in Marketing and Entrepreneurship from IE Business School in 2011; she also participated in KITFEM as an exchange research fellow in collaboration with CUNEF (Spain) and Beijing University (China).
- Chengcheng's research focuses on cross-cultural business brokerage and international business alliances between distant cultural agents. Her work aims to explain the dynamic process within a framework using a metaphor as "marriage" formation, and she also tries to explain the key factors which lead to cross cultural business "marriage's" success or failures from the "pre-marriage" process.
- Chengcheng also holds two official master's degrees from Pompeu Fabra University and Autonomous University of Barcelona. She is a passionate graduate university lecturer, as well as an entrepreneur with extensive practitioner's experiences in business, cultural mediation, marketing strategies, and development in different venues. She established several consulting, event organisation, and sport agent enterprises in Spain and China. She is also author for business magazines and other press regarding Chinese business and investment.
- Research Associate at Centre for Knowledge and Innovation in CUNEF.

## KITFEM WORK PACKAGE:

- WORK PACKAGE no. 2 and no. 3. Collaborative innovation among stakeholders & Employee Management for Firm's



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