



WU Xiaobo

Professor of Innovation and Strategic Management
Dean, Faculty of Social Sciences, Zhejiang University
Cheung Kong Chair Professor, honored by MoE, China

Professor WU Xiaobo is currently serving as Dean, Faculty of Social Sciences, and Director of National Institute for Innovation Management (NIIM), Director of Zhejiang University--Cambridge University Joint Research Center for Global Manufacturing and Innovation Management, and Director of RuiHua Institute for Management Innovation. He also serves as Board member and the vice-president of the Central, East European and Middle Asian Network on Management Development Association (CEEMAN), Board member of China Economic and Social Council, Board member of Global Future Council, Board member of Zhejiang Provincial Government Advisory Committee.

After obtained his Bachelor's Degree in Electrical Engineering in 1982, he conducted as an assistant engineer in Energy Conservation Office of Ministry of Forest in Beijing, and Zhejiang Provincial Energy Conservation Center for more than 4 years. He came back to Zhejiang University 1986, joined postgraduate programs, and gained the MPhil. in Energy Economics 1989 and the PhD in Innovation Management 1992. He conducted his postdoctoral research at Asian Institute of Technology (AIT) in Thailand (Jan.to June, 1996) sponsored by IDRC Sweden, and he had been selected as a visiting scholar of the Institute for Manufacturing and the Judge Institute of Management Studies at Cambridge University, UK (1996-1997), and a Fulbright visiting scholar at Sloan School of Management at MIT, US (2000-2001).

He joined the Faculty of School of Management, Zhejiang University 1992. His primary research interests centered in Managing Technological Innovation, Global Manufacturing and Network-based Competitive Strategy, Inclusive Innovation and Entrepreneurship. He has published over 200 academic papers and over 10 books. And he also serves on the editorial boards of known scholarly journals, including IEEE-Transaction on Engineering Management, Asian Journal of Technological Innovation, Journal of Engineering Management (Chines) and etc.

He proposed the theory of “secondary innovation” based on Chinese manufacturer’s innovative rising in catch up, and initiated the researches on inclusive innovation in China. His recent studies go further focusing on “Beyond Catch up”. As PI, he is conducting grant researches as the Key Project of “the Main Innovation Strategies of Chinese Manufacturing: from Catch-up to Beyond”, and the Key Project of “the Theory, Tools, and the Application of Big Data Driving Innovation Patterns”, both granted by NSF China. Since 1999, he initiated the first Innovation and Entrepreneurship training program in China, and continuously mentoring the students over 20 years, and teaching for it. For the excellence in research and teaching, he has been honored “Changjiang Scholar Chair Professor”, “Leading Scholar in Philosophy and Social Sciences”, “Outstanding

Teaching” etc. national awards.

His service to national education communities includes Member of the Assessment Committee of the National Academic Degree Committee, State Council of China; the Supervisory Committee of Management Sciences and Engineering Management Education, the Ministry of Education of China; and the National MBA Education Steering Committee of China. He was also invited as the Smiths Chair Professor of International Management at Leeds University, UK (2013-2016).

Professor WU has been also actively involved in management consulting and play the role as the advisor and board member of leading companies including Geely Group, Siemens China, Hikvision, Hangyang, Hengtong, XIZI UHC, Alibaba Academy and Maotai Group Academy etc. He had been elected the Senior Vice President of ICSB from 2011 to 2012. He also serves as the president of Zhejiang Provincial Technological Innovation Association and Hangzhou Enterprises Technological Innovation Association.

His recent book is “The Management Transformation of Huawei”, the Chinese version has been published, 2017, and the English version will be published soon by Cambridge University Press.

He’s dedicated in cultivating the Healthy Power who leading the future of China and the world.