

## Professor QIN Zongcai

College	College of Social Science
Current Position	Professor
Types of Tutor	Doctoral Tutor
Language	Chinese/English
Education	<p><b>2005.9-2008.6</b>, history major ,Anhui Normal University, studied for a doctor's, Research direction is historical sociology;</p> <p><b>2013-2017</b>, Post doctoral station of theoretical economics, business school, Nanjing University, Research direction is cultural heritage economics;</p> <p><b>2015.7-8</b>, Exchange visit to Winchester School of art, University of ampton, UK;</p> <p><b>2016.1-2</b>, Global Education Leadership Workshop, School of international education, University of Oregon;</p> <p><b>2016.3-12</b>, Senior visiting scholar, Centre for Culture and Technology, Curtin University, Australia, Research direction is cultural heritage and science and technology;</p> <p><b>2019.2-7</b>, visiting scholar of School of Journalism and communication, Beijing Normal University, Research direction is Cognitive neurocommunication and cultural heritage' contemporary communication;</p>
Research Interests	<p>Cultural communication;</p> <p>Cultural heritage's Contemporary communication and rational utilization;</p> <p>Film and television communication and cultural industry;</p>
Selected Publications	<ol style="list-style-type: none"> <li>1. Research on the Interactive relationship between culture communication and Business during the Ming and Qing Dynasties, Learning Press,2015</li> <li>2. Cultural and creative industry marketing, China University of science and Technology Press, 2013</li> <li>3. Research on the digital film and television communication and industry in the era of Fusion media,Anhui Normal University Press, 2017</li> </ol>

	<p>4. Research on the IP location of Characteristic Towns of Chinese culture and Tourism , Cultural Industry Research, 2019 (22)</p> <p>5. on the logic and path of creative transformation of cultural heritage , The Central Plains Culture Research, 2019 (5)</p> <p>6. Direction and path of rural cultural and creative brand building from the perspective of positioning theor, Journal of Shenzhen University(Humanities &amp; Social Sciences,2019(5)</p> <p>7. cultural industry's supply side dynamic factors and it's path of structural reform in China, Jiangxi Social Sciences, 2017 (9)</p>
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