

# Curriculum Vitae | Prof. Dr. Xun Luo

## PROFESSIONAL EXPERIENCE

### *Academic Positions*

#### **Coburg University of Applied Sciences, Germany**

1/2017- Professor in interdisciplinary studies, academic center for sciences and humanities

- Conception and implementation of the master degree program “ZukunftsDesign” with focus on innovation and entrepreneurship.
- Acquisition and coaching of startup projects and innovation projects in collaboration with regional industries, chamber of commerce and non-profit organizations.

#### **University of Jena, Germany**

9/2014-3/2021 Post-doc and lecturer, department of intercultural business communication

4/2009-8/2014 research associate and lecturer, department of intercultural business communication

## EDUCATION

#### **University of Jena, Germany**

8/2009–8/2014 Ph.D. (Dr. Phil.) in Intercultural Business Communication

- Scope of program: intercultural communication, cultural anthropology, cultural and social psychology, human resource development, qualitative and quantitative social research methods
- Dissertation: An investigation of the impact of culture on learning styles of German and Chinese college students – A paradigmatic Reflection and Reconceptualization / Lernstile im interkulturellen Kontext: Eine Paradigmenreflexion und Rekonzeption am Beispiel von Deutschland und China (magna cum laude)

#### **Beijing Foreign Studies University, China**

9/2004-4/2007 Master of Arts. Major in German Studies, Linguistics and Intercultural Communication

9/2000-7/2004 Bachelor of Arts. Major in German Studies

#### **Chengdu Foreign Language High School, China**

9/1994-7/2000 A-Levels. Major in English (C1) and Mathematics

## RESEARCH INTERESTS

- Innovation teams and organizations
- Interpersonal/intercultural communication
- Cultural anthropology
- Chinese diaspora in Germany

## AWARDS AND FELLOWSHIPS

2018 Awards of the Bavarian State Minister for Education, Culture, Science and Art for Outstanding Teaching at the Bavarian Universities of Applied Sciences

2018 Coach of ZukunftsDesign-Award winning project “Mökki – Tiny House”

2017 Coach of ZukunftsDesign-Award winning project “Franken Bräu Malt Beer”

2014 Conference Scholarship from Volkswagen Foundation

2012 Chinese Government Award for Outstanding Doctoral Students Abroad

2010/2011 DAAD STIBET Teaching Assistantship from German Academic Exchange Service

## PUBLICATIONS

### *Dissertations*

- [1] Luo, Xun (2015) Lernstile im interkulturellen Kontext – Eine empirische Untersuchung am Beispiel von Deutschland und China. Dissertation, VS Springer Press.

### *Journal articles (peer-reviewed)*

- [3] Luo, Xun (2013) Guanxi competence as intercultural competence in business contexts - a Chinese perspective. *Interculture Journal* 20:69-89.
- [2] Luo, Xun (2013) The application of learning style theories in cross-cultural communication research: A paradigmatic reflection. *German Literature and Cultural Studies* 1:55-60. (学习风格论在跨文化研究中的应用: 模型的反思。德语人文研究)
- [1] Luo, Xun and Sebastian Kück (2011) Gibt es Lernstile, die kulturspezifisch sind? Eine interkulturelle Annäherung an das Lernstilkonzept anhand einer vergleichenden Untersuchung am Beispiel deutscher und chinesischer Studenten. *Interculture Journal* 15:37-62.

### *Books and Book chapters*

- [5] Luo, Xun and Maja Störmer (2018) Chancen und Herausforderungen der Organisations- und Personalentwicklung im Zeitalter der Industrie 4,0 – Bestandsaufnahme und Ausblick. Pp. 191-210 in *Kommunikation und Technik – Ausgewählte neue Ansätze im Rahmen einer interdisziplinären Betrachtung* edited by Florian Siems and Marie-Christin Papen, Springer. (Peer-reviewed)
- [4] Hoffmann, Mark, Josef Löffl, Xun Luo, Werner Thar, Milena Valeva, and Christian Zagel (2017) *ZukunftsDesign – Offen, Innovativ, Machen*. Cuvillier.
- [3] Luo, Xun and Fergal Lenehan (2014) Varying cultural conceptions of the private sphere and their impact upon the use of social media networks as educational tools: A German and Chinese comparison. Pp. 171-181 in *An Education in Facebook? Higher Education and the World's Largest Social Network* edited by Mike Kent and Tama Leaver, Routledge. (Peer-reviewed)
- [2] Müller, Bettina, Xun Luo and Yeliz Yildirim-Krannig (2011) Qualitative Evaluation einer interkulturellen Trainingseinheit. Zur Kulturgebundenheit schriftlicher und mündlicher Befragungsmethoden und ihrer Eignung zur Evaluation im interkulturellen Kontext. Pp. 189-198 in *Methodische Vielfalt in der Erforschung interkultureller Kommunikation an deutschen Hochschulen* edited by Elke Bosse, Beatrix Kreß and Stephan Schlickau, Peter Lang.
- [1] Luo, Xun (2011) Interkulturelle Kompetenz für China. In *iCulT Handbuch - Train the Intercultural Trainer* edited by Manfred Niedermeyer, Anna Frieling, Thomas Rau, Klaus Schirra and Axel Wilske.

### *Conference Papers*

- [8] Luo, Xun (2020) The family influence on the academic achievement of children and adolescents from immigrant families: A study of Chinese immigrant families in Germany. Presented at the online Conference of DFG Young Researcher's Academy "Conditions and processes of educational integration of children and young people with a migration background", 31. August-2. September 2020. (Peer-reviewed)
- [7] Zagel, Christian, Lena Grimm and Xun Luo (2018) Method cards – A new concept for teaching in academia and to innovate in SMEs. Proceedings to the 9<sup>th</sup> International Conference on Applied Human Factors and Ergonomics, 21-25 July 2018, Orlando, USA. (Peer-reviewed)
- [6] Luo, Xun (2017) Facilitate learning across cultures – A theoretical framework of intercultural learning. Presented at the Jena-Tsinghua International Symposium: Culture, Communication and Innovation, 4-5 December 2017, University of Jena, Germany.
- [5] Luo, Xun (2016) Leadership training for master craftsmen in the age of Industry 4.0 – A case study of a German automotive manufacturer. Presented at the 16th Interdisciplinary Conference of Research Society "European Cultures in Business and Corporate Communication (EUKO)", Dresden University of Technology, Germany (Peer-reviewed)
- [4] Luo, Xun (2013) Cross-cultural adaptation of Chinese students in Germany: A matter of cultural specific learning styles. Presented at the International Conference: Chinese Students, Teachers and Scholars Abroad - Myths and Realities, University of Helsinki, Finland. (Peer-reviewed)

- [3] Luo, Xun (2012) Learning styles revisited – A paradigmatic debate from a cross-cultural perspective. Presented at the 2012 Asian Conference on German Studies - Interlinguality-Interculturality-Interdisciplinarity, Beijing Foreign Studies University, China.
- [2] Luo, Xun (2011) Guanxi competence as intercultural competence in the business context - A Chinese perspective. Presented at the 1st Global Conference: Creating Cultural Synergies - Setting Intercultural Competence to Work in a Changing World, Paris-Lodron University Salzburg, Austria.
- [1] Luo, Xun (2011) Is there a “middle way” between qualitative and quantitative research methods for cross-cultural studies? A hypothesis from a Chinese perspective. Presented at the 2. Summer Symposium "Cross-cultural Studies in German-speaking world – Disciplinary perspectives and interdisciplinary Best Practices", Jena.

#### *Case Studies*

- [1] Luo, Xun (2021) Managing intercultural encounters: Cross the border at an Indian airport. *Interculture Journal* (accepted)

#### *Working papers*

- [1] Luo, Xun and Christian Zagel (2018) Strategies to drive “creative industries”: Lessons learned from a German family business, *Tsinghua Culture Creativity Review* (企业如何在战略上实践“文创创新”？德国百年家族企业的启示，清华文创评论)

#### *Translations*

- [1] Luo, Xun (2021) „Henze, Jürgen (2016) Vom Verschwinden des Interkulturellen und Überleben der Interkulturalität“ in *Classic Theories of German Journalism and Communication Research (德国新闻传播学经典理论)* edited by Jingwei Wu (forthcoming)

### **INVITED TALKS, LECTURES AND WORKSHOPS (SELECTION)**

- 2021.1.24 Building good work relationships in German academic institutions, online workshop invited by the Association of Chinese Chemists and Chemical Engineers in Germany.
- 2019, 2020 Fall. Lectures on intercultural management. MBA program Financial Management, Coburg University of Applied Sciences.
- 2018.9.14 Career prospects of graduates in intercultural communication: A supply-side and demand-side analysis. Fu Jen Catholic University, Taipei.
- 2018.6.21 Social innovation in the digital age – business model and the future of social work. Paraneo Workshop “Mission Children Protection”, Kiel.
- 2018.4.16 ZukunftsDesign – Innovative Lehre par excellence, with Michael Lichtlein, Josef Löffl, Milena Valeva and Christian Zagel, workshop at the Forum of Teaching - Setting Digital Accents, Technical University Ingolstadt, Germany.
- 2018.4.10 Pitfalls or Opportunities? Doing business with Chinese partners. EMBA exchange students of Technical University Munich (TUM), Tsinghua University, Beijing.
- 2017.7.5 “Design thinking” in innovation projects. Cultural Creativity Summer School, Tsinghua University, Beijing.
- 2017.5.2 Intercultural competence and student guidance – The case of China. Bauhaus University Weimar, Weimar.
- 2016 Challenges of intercultural teamwork - A case study of a German-Chinese trainer team, research group for intercultural and complex work environments (Finka), Friedrich Schiller University Jena, Jena.
- 2015 Intercultural communication in higher education. A case study of international office. International Day, Technical University of Berlin, Berlin.
- 2015 Leadership styles across cultures: A Chinese-Western comparison. Key Talent Development Program “Leadership and Innovation” for Bank of Communications China, Zurich.
- 2014 Doing business in China and Guanxi management. Jenaer Wirtschaftsingenieure (JWI) Annual Conference “Business Worldwide – The ways to work abroad”, University of Applied Sciences Jena, Jena.

- 2014 Cultural values and cross-cultural adjustment. Chinese Ph.D. Forum for Oceanic and Atmospheric Science in Germany, Hamburg.
- 2014 How to develop creativity and foster collaboration across cultures? DAAD-CSC Symposium for Chinese Ph.D. students in Berlin and Potsdam 4.0, Berlin.
- 2013 Intercultural competence and teamwork in the scientific community. Educational Office of Chinese Embassy in Germany, Berlin/Göttingen.
- 2013 Cultural specific learning styles of Chinese college students: Implications for teaching and guidance, invited workshop at the iDA Symposium "A reflection on teaching styles and learning styles for college teaching", International DAAD Academy, Berlin.
- 2013 A cross-cultural approach to learning styles – Psychological origins and anthropological reconstructions. Research Group SikKFuT „Game Simulations for Intercultural Communication and Training“, Jena.
- 2011-2018 Get prepared for study in China. International Office, University of Munich (LMU), Munich.
- 2011 Communicating effectively with international students from China: Common problems and coping strategies for administrative and teaching staff. Personnel Department, Friedrich Schiller University Jena, Jena.
- 2011 Guanxi management in business communication – German companies in China. Summer School Program, Faculty of Business Administration, Dresden University of Applied Sciences, Dresden.
- 2010 Intercultural dialog. Developing intercultural competencies for China, invited talk at the Conference „Normality, Diversity and intercultural Competence“, Berlin.
- 2010 Qualitative research methods in cross-cultural communication research – A Sino-German example. Beijing Foreign Studies University, China.
- 2010 "The Nearness of the Distant" – Intercultural learning and competence. Technical University of Munich (TUM), Munich.

### **ORGANIZATION OF CONFERENCES**

- 2017 Tsinghua-Jena Symposium “Culture, Communication, Innovation”, University of Jena, December 4./5., 2017

### **ACADEMIC MEMBERSHIP**

Deutsche Gesellschaft für Soziologie (DGS)  
 Deutsche Gesellschaft für Sozial- und Kulturanthropologie (DGSKA)  
 American Anthropological Association (AAA)  
 European Association for Chinese Studies (EACS)  
 Hochschulverband für interkulturelle Studien (IKS)  
 Gesellschaft für deutsche Professoren chinesischer Herkunft (GDPCH)

### **CONSULTING, COACHING AND TRAINING (SELECTION)**

- 2018 M.A.i GmbH & Co. KG, Kronach/Neuses
- Project coaching: development and implementation of an employer branding strategy to secure skilled workers and young professionals in the mechanical engineering industry
- 2018 Mökki, Coburg/Nürnberg
- Project coaching: development of a business model and the prototype for a startup project which aims to design a mobile tiny house solution for people living in cities
- 2018 Paraneo.de, Coburg/Kiel
- Project coaching: development of a business model based on an online platform for a startup project that aims to improve the quality of child protection in Germany
- 2018 Brose Fahrzeugteile GmbH & Co. KG, Würzburg
- Management coaching: cross-cultural teamwork, leadership, conflict management, cross-cultural adaptation for Chinese expatriates in Germany
- 2017 Staedtler Mars GmbH & Co. KG, Nürnberg

- Project coaching: Development of a digital game to connect the Staedtler FIMO-kids products with digital technology
- 2017 Franken Bräu Lorenz Bauer GmbH & Co. KG, Mitwitz
- Project coaching: Development of an integrated marketing strategy and implementation of the product branding for Franken Bräu malt beer
- 2014-2016 Bayer Group (HealthCare, MaterialScience, CropScience), Leverkusen/Berlin/Frankfurt
- Cross-cultural and management training: Expatriates adjustment in China, Hong Kong
- 2015 Zurich University of Applied Sciences (ZHAW), School of Management and Law
- Translation project German-Chinese: “Wealth Management in Switzerland”
- 2015 Bank of Communications (China), Shanghai/Zurich/Lausanne
- Organization and coordination of the Key Talent Development Program “Leadership and Innovation” in cooperation with IMD business school, ETH Zurich and University of Zurich
  - Delivery of training sessions with regard to leadership and intercultural management
- 2012 Daimler Group, Stuttgart
- Mercedes-Benz Global Training “TechMasters Passenger Cars”
  - Simulation training and evaluation for Mercedes service advisors from 15 countries
- 2011 4flow – Supply Chain Consulting, Berlin
- Management training and consulting: Entry strategies and approaches to Human Resource Management in China
- 2011 Schott Group, Jena
- Cross-cultural training and coaching
- 2010 RKW Co., Ltd., Berlin
- Participation in the third-party research project „TQP - Transnationale Qualitätspartnerschaften“ at the German Centre for Productivity and Innovation (Berlin)
  - Development and implementation of “Train the trainer workshop: Intercultural competences”
- 2010 Interculture.de Consulting, Jena
- Train the trainer workshop “Intercultural competences” at the 11th Summer Academy
- 2007 Carl Zeiss Co., Ltd., Shanghai
- Cross-cultural and management training

## **SERVICES AND NON-PROFIT ACTIVITIES**

### Department and University

- 2018 Chairman of the appointment committee (Berufungskommission)
- 2017-2019 Department chairman of the examination committee (Prüfungskommission)
- 2018 Advisory board member of the university for internationalization
- 2017-2018 Planning committee member of curriculum and program accreditation

### National and International

- 2017- Free Evangelical Church of Coburg, Member of Executive Committee
- 2015- Youta-Center for Leadership and Intercultural Competence e.V., Co-Founder, President and Board of Directors.