



EDUCATION

Sun Yat-sen University

Sep 2024 - Present

School of Business | Business Administration (A+ rated discipline)

- Overall assessment rank: 4/106; GPA rank in major: 6/106; GPA: 3.83/4.00.
- Core courses: Macroeconomics (A+), Organizational Behavior (A+), Probability and Statistics (A+), Econometrics (A+), and Principles of Accounting (A+).
- Honors: Sun Yat-sen University Outstanding Student Scholarship; Special Scholarship for Academic Competitions; First Prize, university round, "FLTRP · ETIC Cup" English Translation Competition.
- Languages and skills: CET-4 and CET-6; proficient in Word, Excel, and PowerPoint; English-language literature searches and project presentations.

INTERNSHIP EXPERIENCE

Guolian Minsheng Securities Research Institute

Sep 2026 - Present

Research Department Intern

- Support company research, source-material organization, meeting minutes, and other day-to-day research activities.
- Track retail and cross-border e-commerce sectors and key listed companies; compile financial data, company announcements, industry materials, and in-depth research reports.
- Compile profiles of key companies and assist with business-segment breakdowns, financial analysis, and industry research frameworks.

PROJECT EXPERIENCE

Ming Yang Smart Energy | Strategy Analysis Lead

Jul 2026

Overseas Wind Power: Market Entry and Localization in the Middle East and Africa

- Built an overseas market-entry framework grounded in strategic management theory; assessed market access, localization, and entry modes across Saudi Arabia, Ethiopia, Egypt, and Morocco.
- Led qualitative and quantitative analysis of all four markets, assessing policy environments, industry value chains, and market opportunities; built economic models to estimate order volumes, investment requirements, returns, and risk sensitivity under different entry modes.
- Developed differentiated market-entry pathways and localization strategies; co-delivered a 15-minute English pitch. The team received the **Best Market Potential Award**.

MoodBox | Innovation and Entrepreneurship Project Lead

May 2026 - Aug 2026

A Square Meter of Emotional Well-being | Business Plan and Mini-program MVP

- Designed a campus-based emotional well-being space addressing students' stress and need for privacy; completed user-needs analysis and product positioning.
- Independently developed a trial minimum viable product (MVP) and authored the complete **40-page business plan**.
- Applied the Business Model Canvas to analyze customers, channels, costs, and revenue; assessed feasibility and designed the operating plan.

PROJECT EXPERIENCE (CONTINUED)

Sun Yat-sen University | Student Research Project Lead

Dec 2025 - Dec 2026

University-level Student Innovation and Entrepreneurship Program, 2026 Cohort

Generative AI and Doctor-Patient Interaction in Online Health Communities: An Affordance Perspective

- Led a five-member team in preparing the project application and research design, securing university-level project approval. The study addresses limited patient participation and unclear mechanisms linking generative AI to interaction quality in online consultations.
- Coordinated a review of **5 policy documents and 47 Chinese- and English-language publications**; led development of a theoretical model with 2 types of AI affordances, 1 mediator, 6 dimensions of interaction quality, and 5 hypotheses.
- Delivered the research framework, doctor and patient interview guides, and a patient questionnaire to support pilot research and empirical testing.

Sun Yat-sen University | Research Assistant

Dec 2025 - Dec 2026

School of Business, 9th “RAE Rocket Program” | Professor Hui Fu’s Research Group

- Tracked monthly Online First articles in AMA, AMR, ETP, and SEJ across different phases; downloaded papers, recorded missing entries, and organized files by journal, month, and article title.
- Maintained the literature repository for **at least six consecutive months** and submitted compiled materials on schedule; regularly attended research group meetings on emerging topics in entrepreneurship and strategic management.

COMPETITION EXPERIENCE

3rd “Lingnan Cup” Case Analysis Competition on China’s Economic Development

Jan 2025 - Mar 2025

Team Leader

- Led a five-member team studying how Zhijing Technology uses data to address information asymmetry and inefficient production-capacity coordination in traditional textiles; conducted industry PEST analysis and mapped information flows within the business model.
- Combined a **149-minute founder interview** (approximately 45,000 Chinese characters) with multiple secondary sources to analyze digital solutions and industry transformation mechanisms; integrated findings into a **20-page report**.
- The case was recognized as an **Outstanding Case** and included in the competition’s case collection.

CAMPUS AND COMMUNITY EXPERIENCE

Sun Yat-sen University | Admissions Outreach Volunteer

Jan 2025 - Jan 2026

Winter Break Admissions Outreach | Outstanding Volunteer

- Delivered two presentations over two consecutive years, reaching approximately **400 students across 8-10 classes**; independently wrote 5-6 WeChat official-account posts, with up to 524 views on a single post.

Sun Yat-sen University Go Association

Sep 2024 - Present

Head of Event Planning

- Helped plan the “Go at SYSU” campus event; coordinated supplies, on-site organization, and event execution.