
CV – Jie Zhang

Nationality	Danish
Year of birth	1955
Degrees	PhD in economics, Institute of Economics, University of Southern Denmark
Position	Senior researcher
Start	2007
Academic network	Member of European Regional Science Association (ERSA), member of International Input-Output Association (IIOA), member of the International Academy of Culture, Tourism and Hospitality Research (IACTHR), and member of the UN World Tourism Organization (WTO) TSA expert network.

Specific area of expertise

International and regional economics; input-output modelling, tourism modelling and tourism impact analysis; tourism satellite accounts and tourism statistics; tourism survey-based analysis, tourism destination competitiveness and tourism flows; analysis of Danish local and island economic development;

Education and training

PhD in economics, Institute of Economics, University of Southern Denmark

MA in economics, Foreign Trade Dept., Dongbei University of Finance and Economics, China

Training at the seminars organized by the UN's International Trade Centre for university teachers of international marketing and management which took place in Beijing, Guangzhou, Hong Kong and Rotterdam

BA in economics, Foreign Trade Dept., Dongbei University of Finance and Economics, China

Courses in project management, communication, SAS Institute's statistical package

Work accomplished

2007 -

Centre for Regional and Tourism Research (CRT) , Denmark

1999 – 2006

Institute of Local Government Studies – AKF, Denmark

1) In the period as **senior researcher**, the research projects were carried out as follows:

Tourism modelling within the LINE model and tourism impact analysis financed by the Danish National Tourism Organization (Visit Denmark);

Regional tourism satellite accounts financed also by the Danish National Tourism Organization (Visit Denmark);

Analysis for regional labour market financed by the county of Storstrøm

Possibilities for developing the Danish minor Islands financed by the Danish Ministry of Internal Affairs

Publication of 5 articles in the UK and the US journals, such as Regional Studies (UK) and Annals of Tourism Research (US).

Author or co-author of 3 books: Regional Tourism Satellite Accounts, The Labour Market- Regional and Regional development possibilities.

2) In the period as **research fellow**, the research projects were carried out as follows:

Modelling development for LINE model and SAM-K financed by AKF and municipality foundation;

Tourism impact analysis financed by the Danish National Tourism Organization (Visit Denmark);

Tourism analysis for agricultural and city regions financed by the council of Social Science Research (SSF)

Publication of 2 articles in the UK journals, such as Annals of Regional Science plus others.

Author of 2 books: The Impact of Tourism on the Economies of Danish Regions and Tourism Impact Studies published in Denmark.

From 1996 – 1999

Centre for Regional and Tourism Research (CRT), Denmark

As **research fellow**, research projects were carried out as follows:

Tourism impact analysis for Bornholm financed by the SSF;

Input-output modelling financed by the SSF;

Bornholm's regional economy and EU's regional economic development;

Consulting works for Bornholms Traffikken, The Danish Defence Administration and The Tourism Development Centre at North Jutland.

Publication of 2 articles in the UK journal, such as The Annals of Regional Science and others

Author of 3 books: The Traffic's Importance for Bornholm's Economic Growth and Cross Cultural Misunderstandings.

From 1993 – 1996

Institute of Economics, University of Southern Denmark

Research within the **PhD project** focused on international economic theory; economic relations between EU and East Asia countries; modelling techniques based on econometrics, Input-output technique and gravity model.

Publication of 4 articles in the international journals, such as US journal Geographic Analysis, the Chinese journal International Trade Journal, the UK journal Applied Economics and the Danish journal Økonomi & Politik. The article in Applied Economics was awarded as the most quoted article in 1996.

Teaching in the course of Chinese economic reforms and market structure at the Business College Odense.

From 1987 – 1992

Foreign Trade Dept., Dongbei University of Finance and Economics, China

As **lecturer** in the university, I taught several courses: International economics; international marketing; market research and

marketing forecasting.

Research with focus on international economics and international marketing.

Publication of 4 articles in International Trade Journal and other journals in China.

Author of a textbook in International Marketing, and co-author on Encyclopaedia of International Economics and Trade, Tanjing, China

From 1984 – 1985

Seminars at the UN 's International Trade Centre

As **representative** for Dongbai University of Finance and Economics, China, I participated into the UN 's International Trade Center 's seminars for training teachers for international marketing. Seminars took place in Beijing, Guangzhou, Hong Kong and Rotterdam during 1984-85.

Topics were concentrated on management, marketing research, product development and logistics

From 1982 – 1987

Foreign Trade Dept., Dongbei University of Finance and Economics, China

As **assistant professor** in the university, I taught two courses: International economics; international marketing;

Participation on different training courses, such as 6 months stay in University of International Economics and Foreign Relations at Beijing; one month stay in Guangzhou for the course of international marketing and the seminars at the UN's international Trade Centre (as shown above).

Co-author in Professor C. Liu 's textbook on International trade

Previous positions

From 1999 – 2006

Researcher and senior researcher at AKF

From 1996 – 1999

Researcher at CRT

From 1993 – 1996

PhD student / visiting scholar at University of Southern Denmark

From 1987 – 1992

Lecturer at Dongbei University of Finance and Economics, China

From 1982 – 1987

Assistant professor at Dongbei University of Finance and Economics, China

Publications

Peer-reviewed articles

- Jensen, Camilla and Jie Zhang (2011): Tourism as Trade in Service – Explaining tourism trade and the impact of the GATS on the gains from trade, *The Journal of International Trade & Economic Development*, (forthcoming).
- Zhang, Jie and Anders Hedetoft (2011): Tourism Satellite Accounts and Tourist Consumption Patterns in Denmark, *Økonomi og Politik*, (forthcoming)
- Madsen Bjarne and Jie Zhang (2010): Towards a New Framework for Accounting and Modelling the Regional and Local Impacts of Tourism, *Economic System Research*, 22 (4), 313-340.
- Zhang, Jie and Camilla Jensen (2007): Comparative Advantage Explaining Tourism Flows, *Annals of Tourism Research*, 34(1), 223-243.
- Zhang, Jie, Bjarne Madsen and Chris Jensen-Butler (2007): The Regional Economic Impacts of Tourism: The Case of Denmark, *Regional Studies*, 41 (6) 839-853.
- Zhang, Jie (2006): Review of Book 'Tourism and Hotel Development in China: from Political to Economic Success', *Tourism Review International*, 2006.
- Madsen, Bjarne, Jie Zhang and C. Jensen-Butler (2003): The regional impacts of traffic regulation on tourism: The case of Denmark, *Review of Urban & Regional Development Studies*, 15 (2), 148-169.
- Zhang, Jie (2002): Tourism impact analysis for Danish regions, *Tourism Economics*, No. 8 (2):165-188.

- Zhang, Jie and Gustav Kristensen (2001): The paradox of unequal regional investment and equal regional economic growth in China, *The Annals of Regional Science*, 35:637-655.
- Kristensen, Gustav and Jie Zhang (2000): European Economic Convergence and the Entrance of New Members in the European Union, in Reggiani, A. and M. Gastaldi (ed.): *New Analytical Advances in Transportation and Spatial Dynamics*, 253-273, Ashgate Publishing Limited, UK.
- Zhang, Jie and Birgit Nahrstedt (1999): Estimates of trade flows between the EU and the East Asian countries - a panel data analysis on a gravity-type model, in Kohno, H., Nijkamp, P and Poot, J. (ed.): *Regional Cohesion and Competition in the Age of Globalization*, 167-184, Edward Elgar Publishing, UK.
- Kristensen, Gustav and Jie Zhang (1998): The Linder effect in trade blocs, *Applied Economics Letters*, 5: 401-406, UK.
- Hansen, Jørgen Drud and Jie Zhang (1996): A Kaldorian approach to regional economic growth in China, *Applied Economics*, 28, 679-685, UK.
- Zhang, Jie and Gustav Kristensen (1996): The development and application of gravity models in international trade, *International Trade Journal*, 1, 29-37, China.
- Zhang, Jie and Gustav Kristensen (1995): Den dansk-kinesiske handel i EU-sammenhæng, *Økonomi & Politik*, 68 (4), 3-11, Denmark.
- Zhang, Jie and Gustav Kristensen (1995): A gravity model with variable coefficients: The EEC trade with third countries, *Geographical Analysis*, 27 (4), 307-320, USA.
- Zhang, Jie (1992): Development strategy for foreign trade in Liaoning province, *Foreign Economics and Trade Journal*, No.1, China.
- Zhang, Jie (1991): Pricing strategy in international business, *International Economics, Business and Law*, No.7, China.
- Zhang, Jie (1990): New strategy of South Korea in developing foreign trade, *International Economics, Business and Law*, No.1, China.
- Zhang, Jie (1990): The impact of export on a nation's economy as revealed by South Korea's experience, *International Trade Journal*, China.

Reports and books

- Zhang, Jie and Anders Hedetoft (2010): Regionaløkonomisk Analyse af Turismen på Bornholm, Rapporten af Turismebarometre for Bornholm, CRT Denmark.
- Zhang, Jie and Anders Hedetoft (2010): Scenarier for Turistudvikling af den Afledte Økonomiske Betydning, Rapporten af Turismebarometre for Bornholm, CRT Denmark.
- Zhang, Jie (2010): Investigation on the Economic Contribution of Cultural and Creative Industries in Denmark from a Regional Perspective. CRT report.
- Christoffersen, Henrik, Jie Zhang and Bjarne Madsen (2007): Consumption of Educated labor in the municipalities and regions in the light of knowledge society and municipality reform. AKF publication.
- S. Lundtorp, Jie Zhang and B. Madsen (2005): Labour Market in Storstrøms Amt. AKF publication.
- Zhang, Jie (2005): Documentation on Regional Tourism Satellite Accounts in Denmark. AKF publication.
- Andersen, Anne, et al og Jie Zhang (2003): Læsø, Samsø and Ærø - Development and Possibilities, AKF publication.
- Zhang, Jie (2001): The Impact of Tourism on the Economies of Danish Regions. AKF publication.
- Zhang, Jie and C.R. Rassing (2000): Tourism impact studies - A case of Bornholm, Research Centre of Bornholm.
- Zhang, Jie and C.R. Rassing (1999): Betydning af turismen på Bornholm, Research Centre of Bornholm.
- Zhang, Jie (1999): The Economic Relations between the European Union and East Asia, Dongbei University of Finance and Economics Publishing, China.

- Zhang, Jie and S. Lundtorp (1999): The economic and employment impact of BornholmsTrafikken on the island of Bornholm, Research Centre of Bornholm.
- Zhang, Jie and D. Bouchet (1998): Avoiding Cross Cultural Misunderstandings, Maison Éditions Quaille, Hong Kong.
- Zhang, Jie (1997): The Economic Relations between the European Union and East Asia, (PhD thesis) published by both Odense University and Research Centre of Bornholm, Denmark.
- Zhang, Jie (1991): Encyclopaedia of International Economics and Trade. Tianjing Foreign Translation Publishing House, 1991, China (as one of co-authors).
- Zhang, Jie (1990): International Marketing, Dongbei University Press, 1990, China.
- Zhang, Jie (1988): International Trade (textbook), Dongbei University Press, 1988, China (as one of co-authors).

Conference and seminar papers

- Zhang, Jie (2010): Regional Environmental Impact of Tourism – Linking the regional tourism satellite accounts and the regional environmental accounts within the Danish regional model framework, paper presented at the 18th International Input-output Conference, Sydney, Australia, June, 2010
- Madsen Bjarne and Jie Zhang (2009): Towards a New Framework for Accounting and Modelling the Regional and Local Impacts of Tourism, paper presented at the 17th International Input-output Conference, Sao Paulo, Brazil.
- Zhang, Jie (2008): Regionalized Tourism Satellite Accounts for Denmark: Methodology and Results, paper presented at the UNWTO conference: "Knowledge as value advantage of tourism destination", Malaga, Spain, 29-31 October 2008.
- Marcussen, Carl Henrik and Jie Zhang (2007): Comparing tourist motives, activities and satisfaction between first-time and repeat visitors in Denmark, paper presented at the 16th Nordic Symposium in Tourism Research, September, 2007, Helsingborg, Lund University, Sweden.
- Zhang, Jie and Carl Henrik Marcussen (2007): Tourism Motivation, Market Segmentation and Marketing Strategies, paper presented at 5th Bi-Annual Symposium of the International Society of Culture, Tourism, and Hospitality Research, June, 2007, Charleston, South Carolina, USA.
- Zhang Jie (2006): The Regional Economic Impacts of Tourism: The Case of Denmark, International Tourism Conference: Cutting Edge Research in Tourism at University of Surrey, UK.
- Zhang Jie (2005): Comparative Advantage in Explaining Tourism Flows – Supply Sides Analysis, at ERSA (European Regional Science Association) conference, 45 Congress, Amsterdam, the Netherlands.
- Zhang Jie (2005): Regional tourism satellite accounts for Denmark: accounting and modelling. 15th International Input-output Conference at Renmin University, Beijing, China.
- Zhang Jie (2004): Island tourism and tourism multipliers, Nordic Regional science research seminar, Sweden.
- Zhang Jie (2003): Models user's system – Experience of developing a tourism model, Nordic Research Seminar: Regional Development – Policy, models and data at Trondheim, Norway.
- Zhang Jie (2003): Regional Tourism Satellite Account for Denmark at Travel and Tourism Research Association, 34th Annual Conference at St Louis USA.
- Zhang Jie (2002): Tourism Impact Analysis within the Framework of an Interregional Model at 8th Annual Conference Asia Pacific Tourism Association (APTA), Dalian, China.
- Zhang Jie (2001): Tourism impact analysis on Danish regions. ERSA, at ERSA conference, 41 Congress, Zagreb, Croatia.
- Zhang Jie (2000): Modelling repeat visitation, at ERSA conference, 40 Congress, Barcelona, Spain.
- Zhang Jie (1999): Economic impact of tourism on Bornholm, at summer

institute of ERSA, Faro, Portugal.

- Zhang Jie (1998): The paradox of unequal regional investment and equal regional economic growth in China, at ERSA conference, 38 Congress, Vienna, Austria.
- Zhang Jie (1997): Regional disparities in Europe - and the entrance of new member in the European Union at ERSA conference, 37 Congress, Rome, Italy.
- Zhang Jie (1996): The Linder effect in trade blocs at Symposium on the Expansion Method - in the Context of the Family of Models and Methodologies with a Focus on Parametric Variation, Vol. 2, 119-137. Denmark.
- Zhang Jie and G. Kristensen (1995): A gravity model with variable coefficients: The EEC trade with third countries at ERSA conference, 35 Congress, Odense, Denmark.
- Hansen, Jørgen Drud and Jie Zhang (1994): A Kaldorian approach to regional economic growth in China at ERSA conference, 34 Congress, Groningen, the Netherlands.

Popular writing

- Ø turisme og turismemultiplikatorer, AKF Nyt, 2/2004, Denmark.
- En turismemodel, AKF Nyt, 1/2003, Denmark.

Language proficiency

	Speaks	Reads	Writes
English	X	X	X
Danish	X	X	X
Chinese	X	X	X