



Xiaobo Wu

Prof. Xiaobo WU currently serves as the Dean of the Faculty of Social Sciences and the Director of the National Institute for Innovation Management (NIIM) at Zhejiang University. He is also the Director of the Zhejiang University—Cambridge University Joint Research Center for Global Manufacturing and Innovation Management and Ruihua Institute for Innovation Management. Additionally, he holds the positions of Board member and Vice-President of the Central, East European and Middle Asian Network on Management Development Association (CEEMAN), and is a member of the Global Future Council.

He has authored more than 300 academic papers and over 30 books. He also serves on the editorial boards of prestigious scholarly journals, including IEEE Transactions on Engineering Management, Asian Journal of Technological Innovation, and Journal of Engineering Management, among others. Prof. Wu's contributions to education communities include his involvement in the Supervisory Committee of Management Sciences and Engineering Management Education under the Ministry of Education of China. He has also been a Member of the Assessment Committee of the National Academic Degree Committee, State Council of China, and the National MBA Education Steering Committee of China. Notably, he held the Smiths Chair Professor of International Management at Leeds University, UK, from 2013 to 2016.

Furthermore, Professor Wu has actively participated in management consulting and served as an advisor and board member for prominent companies such as Geely, Siemens China, Hikvision, Hangyang, Hengtong, and XIZI UHC. He holds the role of Executive Vice President of the International Council for Small Business (ICSB) China and was elected Senior Vice President of ICSB from 2011 to 2012. He also holds the presidency of the Zhejiang Provincial Technological Innovation Association and the Hangzhou Enterprises Technological Innovation Association.