

Huai-Yuan HAN

Professor
People & Organizations Department
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Education

- 2011, Doctorat, Sciences humaines et sociales, URCA (Université de Reims Champagne-Ardenne), France

La formation de la main d'oeuvre rurale excédentaire en Chine : enjeux et perspectives, sous la direction de COME Thierry

- 1997, Diplôme d'Etudes Doctorales, Economie, Université d'Aix-Marseille III, France

Teaching Areas at RMS

- Language & Civilization
- Economics
- Art & Culture
- Cross-Cultural Management
- Personal Development

Teaching Languages

- English
- French
- Chinese

Main courses taught at RMS

- Négociation à l'étranger, Sup'TG 3
- Indio-China, CESEM 2
- Chinese language and civilization, CESEM 1, CESEM 2
- Le monde Chinois, Sup de Co Cycle Master

Course Coordination at RMS

- Négociation à l'étranger, Sup'TG 3
- Chinese language and civilization, CESEM 1, CESEM 2
- Le monde chinois, Sup de Co Cycle Master
- International business, Sup de Co Cycle Master
- Retail Management , Specialized Master

A. RESEARCH ACTIVITY

Areas of research

- Investment in China

Research Programs Participation

- Since 2010, Member of RMS 'Wine' research centre (Reims Research Centre for Wine-Place-Value)

B. PUBLICATIONS / COMMUNICATIONS

Non-Refereed Articles

- HAN Huai-Yuan, 2007, *Le Champagne gagne les Chinois*, La Champagne Viticole, (n°723) : pp.36-37.

Peer-Reviewed Proceedings

- HAN Huai-Yuan, MENIVAL David, *Wine tourism in Champagne: inan explanation of the impact of the origin of product on the Chinese consumer's behaviour*, 6th AWBR International Conference, BEM, Bordeaux, France, June 09 - June 10 2011.

- HAN Huai-Yuan, *Wal-Mart managerial policy up against the determination of Chinese trade unions (Case Study)*, Conférence Internationale 2010 E-Leader, Budapest, Hongrie, June 07 - June 09 2010.
- HAN Huai-Yuan, *Stratégies gagnantes du groupe Castel sur le marché chinois*, ICABR 2009, Valletta, Chypre, September 21 - September 25 2009.
- HAN Huai-Yuan, EVANS David, *Climbing the glass staircase: a review of precarious rise of women to corporate leadership positions: an example of developments in China*, 9th IFSAM World Congress (The International Federation of Scholarly Associations of Management), Shanghai, China, July 25 - July 28 2008.
- HAN Huai-Yuan, EVANS David, *Climbing the glass staircase: a review of the precarious rise of women to corporate leadership positions: an example of developments in China*, 4th Annual World Conference ICABR 2008, Accra, Ghana, February 18 - February 22 2008.

Non-Refereed Communications

- HAN Huai-Yuan, « *Relation* » en Chine actuelle, Comment aborder la Chine de l'après crise ?, Reims Management School, Reims, France, November 16 2009.
- HAN Huai-Yuan, *Comment se développer sur le marché chinois ?*, Table ronde, RMS, Reims, France, March 20 2003.
- HAN Huai-Yuan, *Demain en Chine : quel potentiel pour les PME françaises ?*, Le marché chinois et la région Champagne-Ardenne, CCIRE, Reims, France, March 19 2002.

C. PROFESSIONAL EXPERIENCE

Teaching

- 09/1998 - To date, Professor, Reims Management School, Reims, France
- 09/2005 - 06/2006, Lecturer, Institut d'Etudes Politiques d'Aix-en-Provence, Aix-en-Provence, France
- 09/1993 - 06/1998, Lecturer, Université de Provence, Aix-en-Provence, France
- 09/1983 - 06/1988, Lecturer, Institut d'Education du Shanxi, Taiyuan, Chine

Executive Education

- 06/2007 - To date, Coordinator in executive education modules, Chinese retailing companies, Beijing, China, UIBE (University of International Business and Economics)