






# Confucius Institute for Business London



Business 商务 • Culture 文化 • Language 语言 • Chinese 中文

姓名 Name	简介 Introduction	照片 Photo
<b>Dr Neil McLean</b> SFHEA, - UK Director	Dr Neil McLean is based at the London School of Economics and Political Science where he is Director of the Academic & Professional Development division, the university's central division for educational and academic enhancement. APD's constituent units are the Teaching and Learning Centre, the Language Centre, LSE LIFE academic personal and professional development centre for taught students and LSE100, a compulsory course for all undergraduates on social scientific research and thought.	
张新生 (Prof. George Xinsheng Zhang)	Dr George ZHANG is Professor of Chinese and Director of the Centre for Modern Languages. He has over 30 years' experience in language teaching in British and Chinese Universities as well as commercial experience in management consultancy and training.  张新生博士现为英国理启蒙大学 (Richmond, the American International University in London) 教授，现代语言中心主任。欧洲汉语教学协会副会长。	
卢红 (Dr Lu, Hong, OBE)	Dr Hong Lu has a PhD in ICT support teaching and training and has been a higher education language instructor & teacher trainer since 1988, both in the UK and China. She specialises in executive education relating to cross-cultural studies and cultural awareness training. As a teacher trainer, education consultant and course developer & designer, her work spans Chinese and British universities. She has presented her research papers at international TESOL conferences across China, as well as in New York, Vancouver and London. She is responsible for 26 projects annually and plays a leading role in managing executive education at CIBL.  卢红博士现任伦敦商务孔子学院执行主任，负责孔子学院常规性项目运作，具有多年教学，教师培训经验。	



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<p>傅似逸 (Prof. FU Siyi)</p>	<p>傅似逸教授是英国卡迪夫大学和南安普顿大学孔子学院的首任中方院长（2007-2014），此前是厦门大学外文学院副院长、教育部外语专业本科教学评估指导专家；曾获“厦门大学十大名师”、“福建省教学名师”、“孔子学院先进个人”等荣誉称号。自 2014 起，担任国家汉办年度中方院长岗前培训和外方院长研修班的讲座专家，并主持编写《孔子学院中、外方院长应知应会》。</p> <p>Prof. FU Siyi serves as Founding Director of Confucius Institutes at both Cardiff and Southampton. Before arriving UK, Prof. Fu was appointed Associate Dean of Faculty of Foreign Language in the Xiamen University and National Specialist Inspector of Undergraduate Degree Assessment. She was awarded various honorary titles and teaching awards. Since 2014, she acted as a senior trainer in the In-service Training Workshop for Confucius Institute Directors.</p>	
<p>方晶 (Jing FANG)</p>	<p>Ms Jing Fang graduated from Beijing Normal University and University of Edinburgh. She has engaged in teaching Chinese literature and language, and teaching Chinese as a foreign language for over 30 years. She is a Senior Advisor of Hanban and used to teach at the University of International Business and Economics (Beijing) and the University of Edinburgh. Since 2000 she has been teaching at the University of Oxford. Her research interests are teaching methodology for teaching Chinese as a foreign language, multimedia aids the language teaching and cross-cultural communication.</p> <p>毕业于北京师范大学中文系和爱丁堡大学语言学系。长期从事中国语言文学及对外汉语教学，国家汉办特聘专家。曾任教于对外经济贸易大学，爱丁堡大学，自 2000 年以来，一直任教于牛津大学中国学术研究所。研究方向是对外汉语教学法，多媒体辅助语言教学和跨文化交际。</p>	



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<p>车文兵</p> <p><b>(Dr Wenbing CHEN)</b></p>	<p>Dr Wendy Che, a senior fellow of British Higher Education Academy, presently a tutor at the Language Center in Oxford University and an associate Lecturer at English and Modern Languages in the Oxford Brookes University, formally is an international project coordinator at Coventry &amp; Warwick Chamber of Commerce. She has 20 years of experience in teaching intercultural communication, business culture and Chinese for international companies and Universities. She received her PhD from Warwick Business School, University of Warwick, UK.</p> <p>车文兵，英国华威大学华威商学院博士，英国高等教育学院高级院士。从事跨文化沟通与交流 and 对外汉语教学工作 20 余年。现任教于英国牛津大学语言中心和牛津布鲁克斯大学现代语言系。曾在英国考文垂与沃里克商会国际贸易部工作多年，为国际大公司商务人员进行跨文化沟通和商务文化培训。</p>	
<p>张派予</p> <p><b>(Dr Paiyu ZHANG)</b></p>	<p><b>Dr Zhang Paiyu, Jerome obtained his PhD in Linguistics from the University of Hong Kong. Before joining LSE CIBL, he served as Honorary Assistant Professor, Assistant Professor, College Fellow in various higher education institutions in both Hong Kong and Macau. He currently serves as Coordinating Business Chinese Teacher at CIBL.</b></p> <p>张派予博士，伦敦商务孔子学院教学主管，毕业于香港大学，在语言学、汉语教学以及课程设计领域有丰富的实践经验。在加入伦敦商务孔子学院团队之前，张派予博士先后供职于香港大学、香港理工大学和澳门大学。</p>	



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李春丽 (Chunli LI)

李春丽，北京师范大学对外汉语硕士，从事海外汉语教学五年，曾执教于智利圣地亚哥和西班牙安达卢西亚大区的孔子学院，从2014年起开始在伦敦商务孔子学院从事商务汉语教学及文化宣传，主要负责推动初级商务汉语教学研究及推广。

Miss Li Chunli obtained her Master's Degree in Teaching Chinese as Foreign Language from Beijing Normal University. Before joining LSE CIBL, she taught various Chinese courses in the Confucius Institutes in Chile and Spain. She joined CIBL in 2014, now she is responsible for Business Chinese teaching and also focuses on promoting, popularizing Chinese culture and at CIBL.



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