



LEI Ping

Associate Professor in Marketing

Chambéry Graduate School of Business

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Ms. Lei Ping has been on the Chambéry Graduate School of Business lectureship for 1 year. She is specialized in marketing research and consumer behavior in Chinese service market as well as French market. She had been Head of Marketing Management Department for 6 years. Her teaching interests are “introduction to business management”; “marketing research”; “service marketing”; “statistics and mathematic finance”; “data mining techniques and application”. Ms. Lei Ping holds a BS, 3 Master's degrees (Business Administration; International Finance and Master Research), a Ph.D (management science), and was an invited professor by University Pierre Mendès France at Grenoble in France.

EDUCATION

PhD in Management Science - Marketing (October 2009)

Université Pierre-Mendès-France (Grenoble, France)

Thesis: "The influence of the perceived quality of service on the satisfaction of patients in China's hospitals: the role of perceived risk"

Director: Professor Marie-Laure Gavard-Perret, UPMF

DSR (2007) (Master of Scientific Recherche – M2)

Université Pierre-Mendès-France (Grenoble, France), EDSG

Sciences de Gestion

MBA of Business Administration (2006)

Shanghai Jiaotong University (Shanghai, China)

Stratégie marketing et comportement du consommateur

Master of International Finance (2005)

Shanghai Financial University (Shanghai, China)

Comptabilité internationale

Bachelor Degree of Business Administration (2004)

Singapore Raffles International Business School (Shanghai, China)

License of General Medicine (1998)

Hubei Nan Zhang Xian Medical School (Hubei, China)

PROFESSIONAL EXPERIENCE IN TEACHING AND RESEARCH**Groupe Ecole Supérieure de commerce Chambéry Savoie (2010-présent)**

Chambery, France

Business Lecturer and researcher

Teaching subjects:

- Introduction to business management
- Marketing research
- Service marketing
- Statistic and Mathematic finance
- Marketing strategy
- Data mining techniques and application
- Management science-a quantitative approach

Lecturer:

University of Fudan (2007 – 2008)

Shanghai, China

Department of Hospital Management, College of Shanghai Public Health

Teaching Assistant

Teaching subject: Service marketing, Consumer behavioral and marketing research

Scientific activities:

Université Pierre-Mendès-France (2010)

Grenoble France

Professeure invité par Université Pierre-Mendès-France, Ecole Doctoral Science de Gestion

Subject: the dynamic model of service quality, customer satisfaction and customer loyalty relationship-a quantitative approach

University of Fudan, (2007-2008)

Shanghai, China

Research association with McKinsey Company

Subject: The productivity of public hospitals in China urban area

Assistant researcher

University of Fudan, (2006)

Shanghai, China

Research association with Fudan Hospital and Healthcare Management Company

Subject: Health service quality and patient satisfaction evaluation in China hospitals-methodologies and tools comparison

Research director

Fudan Hospital and Healthcare Management Company (2006)

Shanghai, China

Research association with American John pharmaceutical company

Subject: Health education marketing: the perspectives of hospitals leaders

Research director

Fudan Hospital and Healthcare Management Company (2006-2007)

Shanghai, China

Research association with China Medical University No.4 Hospital

Subject: Job satisfaction and working performance in China public hospital

Research director

Fudan Hospital and Healthcare Management Company (2005)

Shanghai, China

Subject: Health education marketing: the perspectives of training consumers

Research director

CONSULTING EXPERIENCE

Shanghai Fudan Hospital & Health Care Management Co., Ltd (2005/06 – 2009/12)
Shanghai, China

- Program director / Marketing Director
- Strategy Development Manager
- Program Manager
- Program Assistant

TUL Pharmaceutical Company (Hong Kong); (2004/03 – 2005/05)
Shanghai, China

- Pharmaceutical Sales Manager

JiangSu Xinluo Medicine Trading Company (1998/10 – 2002/01)
Suzhou, China

- Sales Department, Sales Supervisor
- Sales Department, Sales Person

PUBLICATIONS

Working Papers

Articles en cours de soumission (to be submitted ?)

Ping, Lei; Marie-Laure Gavard-Perret; Alain Jolibert “The influence of the perceived quality of service on the satisfaction of patients in China’s hospitals: the role of perceived risk”
Preparing for submission to *Journal of Marketing*

Ping, Lei; Marie-Laure Gavard-Perret “The relationship between service quality, customer satisfaction and buying intentions in China public hospital industry”
Preparing for submission to *Journal of Health Care Marketing*

Ping, Lei; Marie-Laure Gavard-Perret “Patient satisfaction with nursing care at Shanghai Hospitals in China”
Preparing for submission to *Journal of Nursing Care Quality*

Ping, Lei; Alain Jolibert; Marie-Laure Gavard-Perret “Perceived risk and hospital services: an analysis from the perspective of the patients”
Preparing for submission to *Journal of Health Service Marketing*

Ping, Lei; Alain Jolibert; Marie-Laure Gavard-Perret “Patient satisfaction in China hospitals: an analysis using SERVQUAL dimensions”

Preparing for submission to *Journal of Health Care Marketing*

RESEARCH INTERESTS

- Quality, satisfaction and loyalty relationship in service marketing
- Marketing strategy and implication in consumer market
- Consumer behavior in service market
- Health insurance marketing
- Consumer risk perception analysis in service marketing
- Measuring marketing
- Marketing science –a quantitative approach

PROFESSIONAL ASSOCIATIONS

- Membership of Euro-Asia Marketing Research Institution (France) (2009)
- Director assistant of Shanghai Hospital Management Organization (2007-2008)
- Director assistant of Shanghai Songjiang Health Care Institution (2006-2007)

TEACHING SPECIALITIES

- Introduction to business management
- Marketing research
- Service marketing
- Marketing strategy
- Statistic and Mathematic finance
- Data mining techniques and application
- Management science-a quantitative approach

OTHER PERSONAL INFORMATION

Language ability: Chinese (native);
English (good)
French (average)