



## MARKETING & COMMUNICATION

### CHARLOTTE WANG

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## BIOGRAPHY

Charlotte Wang is a Researcher-Professor of Organizational Communication, Negotiation and Intercultural Management as well as the Asian Relationship Manager for IPAG Business School. She holds a Ph.D. in Information Science and Communication from the University of Panthéon-Assas Paris II. Prior to teaching at IPAG Business School, Charlotte Wang worked as a journalist for television channels (TV5 Monde, France 24) in France and newspapers in China. Her research is currently focused on organization management and business issues affecting the Chinese market.

## EDUCATION

2009: Doctorate in Information Sciences & Communication. University of Paris II, France  
2000: Bachelor in Lettres. Shanghai International Studies University, China (PRC)

## TEACHING AREAS

- Corporate Communication Strategies
- Intercultural Management
- Interpersonal Communication
- International Negotiation
- Chinese Civilization

## RESEARCH AREAS

- Organizational Management
- Corporate Communication Strategies
- Intercultural Communication
- Chinese Culture & Geopolitics

## TEACHING PROGRAMS

- BBA3/Erasmus
- Bachelor of Digital Marketing
- PGE
- MBA programs

## PROFESSIONAL EXPERIENCES

Since 2014: Assistant Professor at IPAG Business School  
 2012 – 2014: Lecturer, University of Cergy-Pontoise, France  
 Since 2011: Teacher Researcher, IPAG Business School, France  
 Since 2011: IPAG Business School, International Service, Manager of Asian Relations, Paris  
 2009 – 2010: Department of the New Evangelization of Young People - Conference of the Bishops of France, Paris  
 2009: France 24, Department of Strategy and International Development, Issy-les-Moulineaux  
 2009: Artlines Films - Post-production "Tigres et Pandas", broadcast in 2009 on ARTE, Paris  
 2008: TV5 Monde - Writing of the JT, Paris.  
 2000 – 2002: CCIFC, French Chamber of Commerce and Industry in China, Communication Service, Beijing.  
 1998 – 2002: Freelancer for three Chinese entertainment magazines, Beijing.

## SELECTED PUBLICATIONS

- C. Wang, "Television in mainland China. Its political and economic stakes today", a thesis published under the N ° Ref ANRT: 59208, Honorable mention with congratulations of the jury, 2009
- C. Wang, "The luxury sector in China in 2010", *The Circles of the Empires*, N ° 40, December 2010, Paris, P8-9
- J. Barrat, C. Ferro, C. Wang, *Geopolitics of Uzbekistan*, Edition SPM, 2010, Paris.
- J. Barrat, N. Lambert, C. Wang *Geopolitics of Côte d'Ivoire*, Edition SPM, 2011, Paris.
- C. Wang, "The actors of the economic boom of Chinese television: cable and advertising", *Geostrategic*, N ° 33, pp 179-204, 4th quarter 2011
- C. Wang, "Geopolitical approach of the Internet in China", *Geostrategic*, N ° 33, pp 205-220, 4th quarter 2011,
- F. Teulon, G. Bigot, B. Terrany, C., Wang, N. Youssefian, "Rémunération des PDG: toniques ou toxiques?", *Management et Sciences sociales*, n°21, pp.115-128, juillet-décembre 2016
- D. Schlachter, F. Teulon, C. Wang, "BREXIT, un peuple ne devrait pas dire ça...", *Parlements et Politiques Internationales*, N°2, pp 45-48, 2017
- J. Bovet, E. Raiber, W. Ren, C. Wang, P. Seabright, "Parent-offspring conflict over mate choice: An experimental study in China", *British Journal of Psychology*, 2018