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NAME: Lijun Tan
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Education :

- Ph.D. 2008 The Beijing Sports University
Major Area: Sports Management
Specialization: Operation and Management of Sports Organization
Dissertation: The Operation of Professional Sport Industrial Chain
- M.A. 2003 The Hunan Normal University
Major Area: Physical Education
Specialization: Athletes' Quality Education
Dissertation: The Goal System On Comprehensive Qualities
Education Of Professional Students
- B.A. 1998 The Huazhong Normal University
Major Area: Physical Education

Research Interests:

- Internationalization of sport industry
- Sport management system
- Sport event marketing and management
- Intercollegiate athletic administration

Publications:

Book Chapter:

Lijun Tan. "The sport broker management" in Sports management for senior, Chunlin Qin, *Advanced Education Press*, 2009.

Journals:

- ◆ Lijun Tan, Chunlin Qin. "Organizational Mode of Professional Sports Industrial Chains in China", *Journal of Wuhan Institute of Physical Education*, 2010,44(1).
- ◆ Lijun Tan, Ruibin Wang. "Developing Status and Advancing Strategy of Sport

Industrial Competitiveness in China”, Journal of Hebei Institute of Physical Education, 2008,22(1).

◆ Lijun Tan, Ruibin Wang. “The Examination of Olympic Games Tickets Pricing and Distribution”, Journal of Graduate Institute, Beijing Sport University, 2007(2).

◆ Lijun Tan. “Theory Research on Sport Industry Competitive in China”, Sport Management, 2005(2)

◆ Lijun Tan. “A Review of Sustainable Development in Mass Sport: From the Perspective of School Physical Education”, Journal of Yunmen, 2002(5).

Conference presentations:

◆ Lijun Tan. “The Value Created in The Professional Sports Industrial Chains in China”, Chinese Society for Sport Management, Annual Conference, 2008.12

◆ Lijun Tan. “Theory Research on Sport Industry Competitive in China”, Conference of Asian Society for Sport Management, 2004.10

Research Grants and Contracts:

◆ Educational Reform Project Approved by Hunan University(2011-2012), Topic: “Study on the Cultivation Mode of Compound Talents of Athletes Training in High Education”.

◆ The National Excellent Young Scientists Fund from The National Education Ministry(2009-2010), Topic: “Current Situation and Development Strategy of the Industry Chain of Domestic Professional Sports ”

◆ General Administration of Sport of China Grant(2006-2007), Topic: “Sports service standards in water-skiing and sailing”.

◆ National Office For Education Sciences Planning Grant(2001-2005), Topic: “The Construction and Practice for the Goal System On Comprehensive Qualities-Education & Educational Park & Educational Evaluation Of professional students”.