

# 焦扬

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## 教育经历

2008/1—2015/8	美国佛罗里达大学	人类学博士
2005/8—2007/12	美国佛罗里达大学	人类学硕士
2005/2—2005/6	荷兰格罗宁根大学	交换学生
2001/9—2005/7	复旦大学	哲学学士

## 技能与训练

TESOL认证项目18学分研究生课程训练(迈阿密大学)  
社会网络分析方法训练(佛罗里达大学、美国人类学学会)  
Python语言入门课程(密歇根大学)

## 工作经历

2022/6—	温州大学华侨华人学院	兼职研究员
2019/9—2021/12	西班牙巴塞罗那独立大学“全球气候变化在地影响因子”项目	研究伙伴
2015/8—2019/6	美国俄亥俄州迈阿密大学人类学系	客座助理教授
2013/1—2013/6	美国佛罗里达大学非洲研究中心	研究助理
2011/10—2012/5	中国友发国际工程设计咨询有限公司(加纳)	总经理助理
2010/9—2010/11	加纳森拓钢铁实业有限公司	董事长翻译
2010/9—2011/8	加纳中华工商总会	秘书长助理
2005/8—2008/5	美国佛罗里达大学人类学系	研究助理

## 获奖情况

2014	美国佛罗里达大学研究生院博士论文奖学金
2013	美国非洲人类学协会最佳论文奖(Honorable Mention)
2009	美国佛罗里达大学研究生杰出学术成就奖
2004	复旦大学“望道学者”

## 教学经验

教授指导500多名美本、美高学生,尤其擅长辅导中国留学生。致力于解决留学生不适应美国本科学习环境的困难,通过项目式、研究性学习帮助学生加强人文素养和批判性思维能力。

开设课程：

迈阿密大学： 人类学入门      跨文化关系      商业人类学      世界各国文化  
佛罗里达大学： 文化人类学      语言与文化      人类性行为      环境与文化      世界文明发展

## 科研项目

研究方向：

经济人类学 · 跨国迁徙 · 中国在非投资 · 海外华商 · 中资企业“走出去”与企业社会责任 · 旅游与发展 · 气候变化影响 · “一带一路”战略对边疆少数民族地区发展的影响

2021—	“一带一路”战略对边疆少数民族地区发展的影响	参与
2021—	“一带一路”国家中资企业社会责任认知建构	主持
2019—2021	西班牙巴塞罗那独立大学“全球气候变化在地影响因子” 欧洲研究委员会资助	参与
2015—2016	驻加纳中美金矿企业参与社区发展的比较研究 约翰·霍普金斯大学中非研究倡议资助	主持
2014	中国在尼日利亚的农业投资与合作 约翰·霍普金斯大学中非研究倡议资助	主持
2010—2013	撒哈拉以南非洲营商环境报告2011, 2012 美国教育部国际商业教育与研究项目资助	参与
2005—2008	四个中国少数民族的家庭与人口研究 美国国家科学基金会资助	参与

## 出版与发表

专著：

Translating Modernities: Transnational Chinese Entrepreneurial Migrants in Africa. Under contract with Lexington Books. 签约出版社: 莱克星顿出版社, 预计2022年出版.

论文：

**Jiao, Y.,** Zhang, Y. & Meng, Z. (2022) Constructing a virtual destination for a world audience: Examining the imaginaries and implications of Li Ziqi's Chinese rural idyll on YouTube. *Journal of Teaching in Travel & Tourism*. DOI: 10.1080/15313220.2022.2096178.

**Jiao, Y.,** Zhang, Y. & Meng, Z. (2019). Tourism as Development Aid: Policies and Challenges for Tourism Planning in Xinjiang, China. *Journal of Tourism Planning and Development*, 1-20. DOI: 10.1080/21568316.2019.1597762

**Jiao, Y.** (2019). Flexible Corporate Social Responsibility: Evidence from a Chinese Company in Africa. *International Journal of Business Anthropology*. 8(2), 42-53.

**Jiao, Y.** (2017). Community Engagement in Chinese and American Gold Mining Companies: A Comparative Case Study in Ghana. Policy Brief 20, Johns Hopkins University, School of Advanced International Studies. <http://www.sais-cari.org/s/yang-v5.pdf>

**Jiao, Y.** (2014). Chinese Agribusiness Entrepreneurship in Africa: Case Studies in Ghana and Nigeria. Policy Brief 5, Johns Hopkins University, School of Advanced International Studies. [http://www.sais-cari.org/s/CARI\\_PolicyBrief\\_5\\_Jan2015.pdf](http://www.sais-cari.org/s/CARI_PolicyBrief_5_Jan2015.pdf) DOI: 10.13140/2.1.2411.5202

Spring, A., & **Jiao, Y.** (2013). The Business Environment and Transnational Migration of the Chinese in Ghana. In E. E. Obuah (Ed.), *Integrating African markets and economies in a changing global economy: issues, challenges and opportunities*. Proceedings of the 14th annual conference of IAABD (pp. 648-660). Accra, Ghana: International Academy of African Business and Development. ISBN: 0-9765288-8-6

Spring, A., & **Jiao, Y.** (2008). China in Africa: African Views of Chinese Entrepreneurship. In S. Sigue (Ed.), *Global and local dynamics in African business and development: Proceedings of the 9th annual conference of IAABD* (pp. 55-64). Gainesville, FL: International Academy of African Business and Development. ISBN: 0-9765288-3-5.

### 受邀讲演

Jiao, Y. (2018). Anthropological Inquiries in Place and Destination Branding. Asian Media Research Center, Communication University of China, July 18. 中国传媒大学亚洲传媒研究中心

Jiao, Y. (2016). China Meets Africa: A brief Illustration of the Life of Chinese Migrants in Africa. Department of Tourism Management and Hospitality Colloquium, Purdue University, West Lafayette, IN. Sep 9. 美国普渡大学酒店与旅游管理系

### 学术会议(部分)

Jiao, Y. Zhang, Y. & Meng, Z. (2021). Constructing a virtual destination for a world audience: Examining the imaginaries and implications of Li Ziqi's Chinese rural idyll on YouTube. Paper presented at The 40th Annual Conference for International Society of Travel & Tourism Educators, Purdue University, IN, United States, October 4-6

Jiao, Y. (2019). Constructing Corporate Social Responsibility Perceptions and Development Discourse in Emerging Economies: Case Studies of Chinese Enterprises in Africa. Paper presented at Society for Applied Anthropology. 79th Annual Meeting, Portland, OR. Mar 19-23

Jiao, Y., Zhang, Y. & Meng, Z. (2018). Impacts of Tourism on Ethnicity-building among Uyghur and Kazakh Service Professionals in Xinjiang, China. Paper presented at The 37th Annual Conference for International Society of Travel & Tourism Educators, Niagara Falls, NY. Oct 17-19.

Jiao, Y. (2018). Corporate Social Responsibility Practice of Chinese Overseas Investments: Lessons from Africa. Paper presented at The 7th International Conference on Applications of Anthropology in Business, Ningxia, China. May 25-27.

Jiao, Y. (2018). Resource Thirst? A Network Analysis of Chinese Aid in Africa. Paper presented at Society for Applied Anthropology 78th Annual Meeting, Philadelphia, PA. April 3-7.

Jiao, Y. (2016). The Mediated Migration of Chinese in Africa's Extractive Industries: Evidence from Small-Scale Gold Miners in Ghana. Paper presented at The 115th American Anthropological Association Annual Meeting, Minneapolis, MN. Nov 16-20.

Jiao, Y. (2016). Mediated Migrants, Altered Sovereignty: Chinese Gold Mining Entrepreneurs in Ghana. Paper presented at The 112th American Political Science Association Annual Meeting, Philadelphia, PA. Aug 31-Sep 4

Jiao, Y. (2015). Chinese Illegal Gold Miners in Ghana: Motivations, Mechanisms, and Transnational Migration Experiences. Paper presented at the University of Florida Center for African Studies Conference on China-Africa Relations: Political and Economic Engagement and Media Strategies, Gainesville, FL. Apr 9–10.

Jiao, Y. (2015). The Footprint of Chinese Infrastructure Projects in Africa. Invited Pechakucha presentation at the University of Florida Center for African Studies Carter Conference. Schools of Architecture | Africa: Connecting Disciplines in Design and Development, Gainesville, FL. Mar 13-14.

Jiao, Y. (2014). Chinese Agribusiness Entrepreneurship in Africa: A Case Study in Ghana. Invited presentation at The Johns Hopkins University School of Advanced International Studies (SAIS) China Africa Research Initiative inaugural public conference, Washington, D.C. May 16-17.

Jiao, Y. (2013). The Rise of Chinese Transnational Elites in Africa. Paper presented at the 112th American Anthropological Association Annual Meeting, Chicago, IL. Nov 20-24.

Jiao, Y. (2012). Land Deals by Chinese Private Enterprises in Africa: A Case Study in Ghana. Paper presented at International Academic Conference on Global Land Grabbing II, Ithaca, NY. Oct 18.

Jiao, Y. (2009). Chinese Entrepreneurs in Ghana: Commercial Practice and Law Enforcement. Paper presented at The 108th American Anthropological Association Annual Meeting, Philadelphia, PA. Dec 2-6.

Jiao, Y. (2008). China in Africa: African Views of Chinese Entrepreneurship. Paper presented at the 9th Annual Conference of the International Academy of African Business and Development, University of Florida, Gainesville, FL. May 20-24.

## 学术服务

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|------------|----------------------------|
| 2019       | 《美国民族学期刊》受邀书评作者            |
| 2015, 2018 | 《非洲研究季刊》编辑委员会成员、审稿人        |
| 2017       | 美国迈阿密大学多元化与包容论坛国际学生指导小组召集人 |
| 2016—2019  | 美国迈阿密大学本科生学术导师             |

## 外语能力

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|--------|------------|
| 英语:    | 流利 (雅思8.5) |
| 加纳Twi: | 初级         |