

Zonglai Kou, Ph.D.

BIO/SUMMARY

Dr. Zonglai KOU is Professor of Economics and Deputy Dean of the School of Economics at Fudan University. His main research fields include industrial economics, innovation and intellectual property, digital economy and corporate finance. He was selected as the New Century Excellent Talent of the Ministry of Education in 2011, Shanghai “Shuguang” Talent in 2013, Shanghai Pujiang Talent in 2009 and Feitian Scholar in Gansu Province in 2016. He serves as the editor of *World Economic Papers*.

He was awarded several second and third prizes in Shanghai Philosophy and Social Sciences Excellent Achievements Awards, and the first prize in Shanghai Outstanding Teaching Achievement Award. He has also chaired the National Natural Science Foundation of China, and the National Social Science Foundation. He also served as the chairman for many national and provincial-level projects of the Ministry of Education and other government administrations.

He has published many papers in *The Journal of Industrial Economics*, *Journal of Population Economics*, *Economics Letters*, *Economic Research*, *World Economy*, *Economic Quarterly*, *Financial Research* and other domestic and foreign magazines.

EDUCATION

Fudan University, Shanghai, China
Ph.D in Political Economics, School of Economics

Fudan University, Shanghai, China
Master of Western Economics, School of Economics

Fudan University, Shanghai, China
Bachelor of Physics, School of Physics

PRESENT POSITION

Fudan University
School of Economics, Professor
School of Economics, Deputy Dean
China Center for Economics, Deputy Director
Industrial Development Research Center (FIND), Director

OTHER PROFESSIONAL POSITIONS HELD

Université Toulouse-I-Capitole, Toulouse, France
Postdoctoral Fellow, Institut d'Economie Industrielle (IDEI), 2007-2008

Fudan University, Shanghai, China

Associate professor, School of Economics, 2006-2012

Fudan University, Shanghai, China

Lecturer, School of Economics, 2003-2006

PUBLICATIONS

Journal Articles:

Zonglai Kou and Jun Zhang, "Industrial hubs in 'Sphinx' China", *Oxford Handbook of Industrial Hubs and Economic Development (chapter 29)*, edited by Akerbe Oqubay and Justin Yifu Lin, forthcoming

Chu, Angus, Zonglai Kou and Xilin Wang, "Effects of Patents on the Transition from Stagnation to Growth", *Journal of Population Economics*, forthcoming

Zonglai Kou, Minghe Han and Jiaxin Dai, "An Inverted-U-Shape Relationship Between Research Quality and Coauthor Skill Differentiation - Theory and Empirical Evidence from 12 Chinese Economics Journal", *China Economic Quarterly (Chinese journal)*, 2019, 18(03)

Zhou Min, Ma Shuyao, and Kou Zonglai, "R & D Expenditure, Spillover Pool, and Patent Application: Based on the Empirical Study of Chinese Industrial Listed Enterprises", *Research and Development Management*, 2019.31 (02): 121-132

Kou Zonglai, Liu Yajing, "Regulatory Challenges in the Digital Economy", *Research on Financial and Economic Issues*, 2019 (03): 10-13

Zonglai Kou and Sanxi Li, "Online versus Offline Competition: Theoretical and Policy Analysis", *The Journal of World Economy (Chinese journal)*, 2018, 41(06)

Zhou Min, Chen Ao, and Kou Zonglai, "How does user evaluation affect online market purchases?", *Consumer Economy*, 2018.6

Chu, Angus C., Zonglai Kou and Xueyue Liu, "Labor Union and the Wealth-Income Ratio", *Economics Letters*, 2018, 167

Zhou Min, Bi Ruizheng, and Kou Zonglai, "Official Term, Age Limit and Local Enterprise Investment: Empirical Evidence from Chinese Listed Companies", *Industrial Economics Research*, Issue 3, 2017

Kou Zonglai, Liu Xueyue, Liu Jin, "Does Industrial Policy Lead to Overcapacity? Based on the Empirical Study of China's Industrial Industry", *Journal of Fudan University*, No. 5 2017

Kou Zonglai, "From a Consensus: Key Issues in Industrial Policy from the Perspective of 'Preferential'", *Exploration and Contention*, Issue 2 2017

Zonglai Kou, Yuzhang Pan and Xueyue Liu, "Does Credit Rating Really Affect Debt Issuance Costs in China?", *Journal of Financial Research (Chinese journal)*, 2015.10

Zonglai Kou and Min Zhou, "Hotelling's Competition with Relative Performance Evaluation", *Economics Letters*, 2015.3

Pan Yuzhang and Kou Zonglai, "The Impact of Innovation Policy on Patent Behavior of Chinese Listed Companies: Estimation Based on Patent Production Function", *Industrial Economics Research*, 2015.5

Kou Zonglai, "Finding the Innovative Password in the New Normal", *Jiefang Daily*, 2015.5.10

Kou Zonglai and Hu Wenhao, "Effective referral under deductible prepayment system", *Industrial Economic Review*, 2015.4

Sui Lizu and Kou Zonglai, "Research on E-commerce Competition Based on Hotelling Model", *World Economic Papers*, 2014 (06): 17-27

Kou, Zonglai, Patrick Rey, and Tong Wang, "Non-Obviousness and Screening", *Journal of Industrial Economics*, 2013.9, vol.61, p700-732

Kou Zonglai, Gao Qiong, "Market Structure, Market Performance, and Enterprise Innovation Behavior: Panel Data Analysis Based on the Level of Chinese Industrial Enterprises", *Industrial Economics Research*, 2013 Issue 3

Kou Zonglai, "Diploma-based Labor Market Segmentation and High-Employment Unemployment", *Southern Economy*, 2012.12

Kou Zonglai, Zhou Min, "Analysis of Foreign Entry Models Based on Nash Negotiations", *Southern Economy*, 2012.9

Zonglai Kou and Min Zhou, "Secrecy vs Patent?", *China Economic Quarterly (Chinese journal)*, 2012,11(01)

Zonglai Kou and Min Zhou, "Location-Price Competition under Mixed Performance Evaluation", *Economic Research Journal (Chinese journal)*, 2011.6

Sui Lizu and Kou Zonglai, "The Development of China's Technology Market: Theoretical Logic and Performance Evaluation", *Research and Development Management*, 2011, 23 (03): 118-124

Sui Lizu, Zhou Min, and Kou Zonglai: "Pursuing Profits and Seeking Names: Target Differences and Profit Sharing in Industry-University-Research Cooperation", *World Economic Papers*, No. 1, 2011: p38-55

Zonglai Kou and Lei Shi, "Complementary R&D, Limited Patent Breadth and the 'Paradox of Thrift': An Extended Quality-Improving Endogenous Growth Model", *Economic Research Journal (Chinese journal)*, 2010.6

Kou Zonglai, Zhou Min: "Multitasking Incentives and Ability Screening: How Do Universities Provide Tenure Contracts?" *World Economy*, 2010.6: p99-117

Shi Lei, Zhang Yi, and Kou Zonglai: "The Evolving Chinese Model: Strategy, Mechanism, and Structure", *Social Sciences*, 2010.3: p22-31

Kou Zonglai: "Supporting Medicine with Medicine" and "Expensive and Hard to See a Doctor", *World Economy*, 2010.1: p49-68

Kou Zonglai: "The Optimal Patent Design under the Restriction of Trade Secrets", *Southern Economy*, 2009.12: p44-55

Kou Zonglai: "A Strategic Analysis of ATM Service Charging", *World Economic Papers*, No. 3 2009: p47-59

Kou Zonglai and Shi Lei: "The Operating Mechanism and Rationality of the Patent System", *Fudan Journal*, No. 5 of 2009: p109-115

Kou Zonglai and Shi Lei: "The key to understanding the industrial revolution in Britain rather than China: the patent vacation theory of Needham's mystery", *International Economic Review*, 2009, Issue 3: p44-48

Zonglai Kou, "Technological Gaps, the Trap of Backwardness and Incentives for Innovation: A Model of Vertical Differentiation", *China Economic Quarterly (Chinese journal)*, 2009.2

Kou Zonglai: "Thirty Years of China's Scientific and Technological Reform", *World Economic Papers*, 2008.1: 77-92

Xu Ming and Kou Zonglai: "Strategic Choice and Public Policy Support for the Development of Software Industry in Shanghai", *Social Sciences*, 2007.12: p34-39

Kou Zonglai, Zhou Min, Zhang Jian: "Patentability Requirements and Screening", *World Economy*, 2007.11: p3-10

Kou, Zonglai, and Jian Zhang, "Endogenous licensing arrangements in cumulative innovation", *Frontiers of Economics in China*, 2007.7., vol.3, 424-457;

Kou Zonglai, Zhang Hong, Zhou Min: "Patent Right to Go Down the Altar of Certainty", *Journal of Jiangsu Administration Institute*, 2007.1: p53-58

Kou Zonglai, Zhang Jian, Zhou Min: "Patent Protection Width, Non-infringement Imitation and Monopoly Competition", *World Economy*, 2007.1: 60-68

Kou Zonglai, Zhang Jian: "Endogenous Licenses in Cumulative Innovation", *World Economic Papers*, No. 6 of 2006: p1-30

Kou Zonglai: "A Real Option Model of the Sleeping Patent", *World Economic Papers*, No. 2, 2006: p41-51

Xuebin Wang, Bo Zhao, Zonglai Kou and Lei Shi, "Loses On One Side and Gains On the Other: Bankcard Payment System in the Two-sided Market", *China Economic Quarterly (Chinese journal)*, 2006, 10

Zhang Hong and Kou Zonglai: "Independent Innovation Ability, Patent Licensing and Market Structure", *Industrial Economic Research*, 2006.5: p2-7

He Zhenhua and Kou Zonglai: "Revenue Distribution, Vendor Pricing and Expansion of Durable Goods Consumption", *Southern Economy*, 2006.8: p5-16

Xuebin Wang and Zonglai Kou, "The Influence of ATM Foreign Fee: An Analytical Framework Based on Network Externalities", *China Economic Quarterly (Chinese journal)*.2006.7

Kou, Zonglai, "Patent Breadth and Patenting of Intermediate Results in Cumulative Innovation Race", 2006, *Studies on North-East Asian Economics*, Vol.3, P13-31

Kou Zonglai and Wang Xuebin: "ATM Fees, Bank Competition and Social Welfare", *World Economy*, No.1, 2006: 78-86

Kou Zonglai: "Uncertainty in Demand, Production Capacity Investment and Outsourcing", *World Economy*, Issue 9, 2004, p13-19

Zonglai Kou, "Patent Scope and Patenting of Intermediate Results in Cumulative Innovation Race", *China Economic Quarterly (Chinese journal)*, 2004,03

Shi Lei and Kou Zonglai: "U.S. Trade Deficit and Sino-US Trade Frictions", *Fudan Journal*, August 2004, p23-27

Kou Zonglai: "Inefficient Use of Patent Knowledge and Optimal Patent Design", *World Economic Papers*, No. 5, 2004, p51-59

Kou Zonglai: "Property Arrangement in R & D", *Industrial Economic Review*, 2002, 11: p74-84

Kou Zonglai: "Tragedy against the Commons: A Fishing Model", *World Economic Papers*, 2002.5: p42-52

Kou Zonglai: "A Game Theory Analysis of Software Piracy", *Shanghai Economic Research*, 2001.11: p73-79

Shi Lei and Kou Zonglai: "China's Grain Production Function under a Contract System", *Shanghai Economic Research*, 1999.9: p2-8

Shi Lei and Kou Zonglai, "The Allocation Effect and Cost Constraints of the Dual-track Fee System on College Entrance Examination Sources", *Economic Research*, 1999.6: 66-70

Shi Lei and Kou Zonglai: "Inseparability of Economic Growth and Institutional Innovation and Their Joint Production Model", *Shanghai Economic Research*, 1999.3, 18-22

Books and Journals

Towards An Innovative Country (English version), Cengage Learning, 2010

Towards An Innovative Country (Chinese version), Shanghai People's Publishing House, 2008.9

Function and performance of patent system (Chinese book), Shanghai People's Publishing House, 2005.9

Industrial Economics (Chinese textbook), SDX Joint Publishing Company, 2003.4

COMPILATION & TRANSLATION

Industrial Policy: Summary, Reflection and Prospect, editor-in-chief: Lin Yifu, Zhang Jun, Wang Yong, Kou Zonglai; Peking University Press, March 31, 2018

Innovation, Competition and Economic Platform: Nobel laureate Essays by: Tirole; Translator: Zonglai Kou, Yanhua Zhang, Law Press, July 1, 2017

Beautiful China: From Concept to Action, editor-in-chief: Chen Shiyi, Liu Lancui, Kou Zonglai, Zhang Jun; Science Press, March 1, 2014

Wisdom of Choice: Lectures on Nobel Prize Winners (1996-2000), translators: Kou Zonglai, Wang Yongqin; Peking University Press; July 1, 2006

ACADEMIC PROJECTS PARTICIPATION

- | | |
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| In Progress | "Research on reputation mechanism of credit rating agencies in China's bond market" supported by the General Program of National Natural Science Foundation of China (Grant No.71973032), chair |
| In Progress | "Intellectual property rights, enterprise financing and technological progress" supported by Major projects of Ministry of Education of China (Grant No. 18JJD790003), chair |
| In Progress | "Research on MOOC strategy based on SCP Paradigm" supported by Major online education projects of Ministry of Education of China (Grant No. 2017ZD104), chair |
| 2014 | "Research on the evaluation of innovation value and its driving factors based on China's Micro patent data" supported by Major projects of Ministry of Education of China (Grant No.14JJD790014), completed, chair |

- 2013 "Market value of Chinese patent: Measurement Estimation and policy suggestions" supported by Shanghai Shuguang scholar project (Grant No.13SG09), completed, chair
- 2014.01-2017.12 "Evaluation of patent market value based on Chinese patent update data" supported by the General Program of National Natural Science Foundation of China (Grant No.71373050), completed, chair
- 2011 "Research on the theory and policy of public economy with Chinese characteristics" supported by National Social Science Foundation of China, completed, major participant
- 2011 "The reform of lifelong teaching system in China's colleges and Universities under the double track of salary" supported by Program for New Century Excellent Talents in University, completed, chair
- 2010 General subject of Shanghai Social Science Project, "Intellectual Property Policy, Foreign Investment Entry Model and Technology Transfer", 2010BJL003, completed, chair
- 2009 Shanghai Pujiang Talent Plan, "Intellectual Property Policy and Independent Innovation Ability: Theoretical Analysis and Empirical Research", completed, chair
- 2007 "China's optimal patent policy under cumulative innovation and open economy" supported by Major projects of Ministry of Education of China (Grant No. 2007JJD790120), completed, chair
- 2007 Research Center for New Political Economics, Fudan University, "Exploring the Road to an Innovative Country: Industrial Innovation in the Reform Era", completed, chair
- 2007 Shanghai Municipal Economic Commission project, "Shanghai Software Industry Development and Public Policy", 2007, completed, chair
- 2005 2005 Shanghai Social Science General Project, "The Impact of Intellectual Property Policy and FDI on the Independent Innovation Ability of Chinese Enterprises: Theoretical Analysis and Empirical Research". No.2005BJL003, completed, chair
- 2005 2005 Ministry of Education Youth Fund Project, "Patent Protection, FDI and Independent Innovation Ability of Chinese Enterprises", No. 05JC790095, completed, chair
- 2004 "Research on the width of patent protection in law and Economics" supported by National Social Science Funds for young scholar(Grant No. 04CJL013), completed, chair

ACADEMIC LECTURES

Undergraduates: Industrial Organization, Principle of Economics

Graduates: The Theory of Incentives, Industrial Policy in China

SELECTED HONORS AND AWARDS

- 2017 Selected as the "Feitian Scholar" of Gansu Province
- 2014 Kou, Zonglai, Patrick Rey, and Tong Wang, "Non-obviousness and Screening", *Journal of Industrial Economics*, 2013, 61 (3), 700-732. "Non-obviousness and Screening", Excellent Thesis of Shanghai Philosophy and Social Sciences Second Prize for Achievements
- 2013 Selected as the "Shanghai Shuguang" Talent
- 2011 Selected into the 2011 New Century Excellent Talent Program of the Ministry of Education
- 2010 Kou Zonglai, "Technology Gap, Latecomer Trap, and Innovation Incentives: A Model of Vertical Difference", Third Prize of Outstanding Achievement of Shanghai Philosophy and Social Sciences
- 2009 Selected in 2009 Shanghai Pujiang Talent Plan
- 2006 Kou Zonglai, "Information Disclosure in Patent Protection Width and Cumulative Innovation Competition", Second Prize of Outstanding Achievement of Shanghai Philosophy and Social Sciences

PROFESSIONAL SERVICE

Reviewer for *Economic Research*, *World Economy*, *Economic Quarterly*, *Financial Research*, *World Economic Papers*, *Southern Economy*, *International Financial Research*, *Journal of Institutional and Theoretical Economics*, *Asian Economic Journal*, *China Economic Review*, *Economics Letters*, and *Economic Modelling*