

AI and Higher Education: Reflections and Experiences in Greater China Region



**Institutional logics of knowledge exchange
via social media in the Age of AI:
Chinese academics' perspective**

Professor Gaoming ZHENG
Tongji University

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Biography:

Gaoming Zheng is Associate Professor at Institute of Higher Education (IHE) and the executive director of the Research Center for China-Europe Higher Education Cooperation (CEHEC), in Tongji University, Shanghai, China. She is also Adjunct Professor (Docent) of higher education management, at Higher Education Group (HEG), Faculty of Management and Business, Tampere University, Tampere, Finland. She has work experiences in several higher education institutions in China and in Europe, including School of Foreign Studies in Southeast University in China, HEG in Tampere University in Finland, and Centre for Higher Education Policy Studies (CHEPS) in Twente University in the Netherlands. She has also short-term visit experiences in the Max Planck Institute for Historical Science in Germany and Nordic Institute of Asian Studies (NIAS) in Copenhagen University in Denmark. Her research area covers internationalization of higher education, China-Europe higher education cooperation, academic profession, doctoral education, quality assurance, and institutional logics.