



WU Man-fang
Professor and Dean, School of Management
Beijing Film Academy

As a professor, doctoral tutor and Dean of the School of Management of Beijing Film Academy, Wu Man-fang is certainly an academic expert in the Chinese film industry. She is the Secretary-General of China Film Association's Film Education and Executive Industry Committee as well as the Executive Dean of the Chinese Film Industry Research Institute. In addition, Wu has published several scholarly works, such as *Government Regulation of Media*, *Movie Companies Listed Operations*, *Study on Media Industry Organization*, *Crisis Public Relations Strategies in Mass Media*, *Cinema Chain Management*, and *County-level Cities Digital Cinema's Research and Development*. She was the Editor of *China Film Industry and Market Blue Book and Reports on China Film Industry Development*. Wu is also executive producer of such films as **Mr. No Problem, Go Together**, **18 Years 18 Days**, **The Blue Windbreaker** and **Ever Loving Ocean of Blues** and was producer and distributor of **Dancing Boy**, and TV series **Cheng River Love Story**.

吴曼芳

教授，博士生导师，制片人
北京电影学院管理学院

现任北京电影学院管理学院院长、中国电影产业研究院执行院长、中国电影产业与教育发展委员会秘书长。其主要研究方向为电影产业研究、院线经营管理、媒介经营管理等。出版著作包括：《媒介的政府规制》、《电影企业上市运营》、《媒介产业组织学》、《大众传媒的危机公关策略》、《院线经营管理》、《县级城市数字影院建设研究》，主编《中国电影产业市场蓝皮书 2015》、《中国电影产业发展报告 2012-2013》、《电影市场营销中的媒体策略研究》、《媒介经营与管理》，译著《选角手册》等。担任制片人、监制、策划、发行人参与的艺术创作包括：电影《不成问题的问题》、电影《一起走吧》、电影《18岁18天》、电影《蓝风衣》、电影《蓝调海之恋》、电视电影《舞动少年》、电视连续剧《澄江情缘》、电视连续剧《起步，停车》等。