# GENG DAN

Zhuyuan A-524, Liulin Campus, Southwestern University of Finance and Economics 555 Liutai Avenue, Wenjiang District, Chengdu, Sichuan, P.R.China 611130

86-13699458399

hellogengdan@qq.com

## **EDUCATION**

**Bachelor of Management & Economics (Dual Degree)** 

Expected Jun 2012

Major: Info Management & Info Systems (Financial Intelligent)

Southwestern University of Finance and Economics (SWUFE), Chengdu SIC

Core Courses: C Language Programming, Data Structures, Database Theories and Application, Oracle Application Technology, Analysis of Data and Business Intelligence, Principles of Management, Management Information System

**GPA: 3.9 Average Score: 89.01/100** Ranking: 3/37(8%)

#### RESEARCH EXPERIENCE

# A Research on Knowledge Sharing in E-business Virtual Social Network

Oct 2011 - present

- **Independent Research** Advisor: Prof. XU, Yun
- Building up the basic model and making questionnaires according to the variables in the model Using Structural Equation Modeling to assess the extent to which each factor contributes to the knowledge sharing

behavior and to analyze the information sharing behavior in E-business virtual social network

**Data Analysis in Hospital Management Systems** 

Apr 2011 - Jun 2011

**Research Team Member** 

- Advisor: Prof. LI, Jingkun
- Designed the database and built a data warehouse on SqlServer2005 to store the data collected from the hospital
- Used OLAP method to perform data analysis and evaluated the operational performance of the hospital
- Set variables to real-time monitor the profit of the hospital

# Research Project and Entrepreneurial Project Management Information System

Oct 2010 - Jan 2011

**Research Team Member** Advisor: Prof. XU, Yun

- Designed the database and the interface of the information system on Microsoft Access
- Used data mining methods such association rules, decision tree and clustering on SAS to perform data analysis

## Literature Review on The Research Advances of The Computer Simulation

Apr 2010 - Jun 2010

Technology in Financial Market

**Research Team Member** Advisor: Prof. WANG, Peng

- Reviewed the early computer simulation technology (including Monte Carlo method)
- Introduced other revised simulating methods applied to the financial market and suggested the development in this area

## **W**ORK EXPERIENCE AND ACTIVITIES

Hawdee Info Tech Co., Ltd.

Chengdu, SIC

Jul 2011 - Aug 2011

**Summer Intern** 

- Participated in a system development project -- Xincheng Assurance Management System, which greaty enhanced the operational efficiency of the Xincheng Assurance Co.,Ltd
- Assisted with the work in demand analysis, database design, coding and system testing
- Drafted documents including Project Development Plan, Database Design Manual, Installation Guide, and User's Manual

### **Student Union in School of Information**

**SWUFE** 

Dec 2008 - Jan 2009

Intern

- Assisted with documents preparation and conference organization
- Cooperated with other team members to organize activities and competitions in SWUFE
- Wrote reports of the big events in the School of Economic Information Engineering and updated the website every week

### Personal skills and competencies

#### STANDARD ENGLISH TEST

- Graduate Management Admission Test (GMAT): 720 (94%) (Quantitative 51 (98%) Verbal 35 (74%) AWA 5 (57%))
- International English Language Test System (IELTS): 7 (Listening 8 Reading 7 Writing 6 Speaking 6)
- **Business English Certificate Vantage: Grade C**

#### **COMPUTER SKILLS AND COMPETENCIES**

- **National Computer Rank Examination Certificate: Grade 3**
- National Computer Rank Examination Certificate: Grade 2 Language Java
- Programming Languages: C, Java, Matlab, Sql
- Software: SAS, Eviews, Matlab, Microsoft Access, MySql, SqlServer, Oracle Databases

### HONORS AND AWARDS

- Second-class Academic Excellence Scholarship (Twice 10%)
- Third-class Academic Excellence Scholarship (Three Times 15%)

Sep 2008 - Sep 2011

Sep 2008 - Sep 2011

Excellence Award in SWUFE Undergraduate Mathematical Contest in Modeling

May 2010