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Selling beauty in digital China: gender, platform, and economy

Guan, Z.

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Curriculum Vitae

Zexu Guan was born on May 29, 1993 in Puyang, China. She received her bachelor degree in Editing and Publishing from East China Normal University in 2014. Then she got her master degree in Mass Communication from Peking University. Her master dissertation received the honor of excellent master dissertation. Life at Peking University sparked her interest in academic research, so she decided to pursue a PhD. Being awarded the CSC-Leiden University scholarship, she came to Leiden University and started her PhD research about China's wanghong economy in October 2016. During her doctoral project, she attended the spring school of Università degli Studi di Perugia and the Fudan-Havard Yenching Institute Training Workshop. She participated in academic conferences and delivered presentations in Shanghai, Brussels, Leicester, Stirling, Copenhagen, and Leiden. At the 2019 Critical Communication Annual Conference in Shanghai, she was awarded the travel grant for young scholars. At the 2019 UK-China Media and Cultural Studies Associations Biannual Conference in Leicester, her paper won the best paper award. Her research has been published in *Celebrity Studies* and *Chinese Journal of Journalism & Communication*. Her book review appeared in *Chinese Journal of Communication*. Deeply knowing the importance of community for PhDs, she joined the PhD Council and contributed to the community building within Leiden University Centre for Arts in Society (LUCAS) from 2019 to 2020; she was also the representative of Leiden University at the Research School of Media Studies (RMeS) from 2019 to 2021.