

April 25, 2018

Ms. Xiang-Rong Zhang
Associate Professor
School of Literature and Education
Bengbu University
1866 Caoshan Road, Bengbu, 233030, P.R. China

Dear Ms. Zhang:

Thank for your interest in the College of Business and Public Management scholar exchange program. After a review by the College faculty and upon their recommendation, it is my pleasure to invite you to the University of La Verne campus as a visiting scholar from September 1, 2018 to August 31, 2019. Several of our Marketing faculty have similar research interests and are very excited to have you on our campus.

While at La Verne, you will do your research on branding and advertisement, teaching methodology, and the effect of culture on the effectiveness of advertisement campaigns. This should help you to further develop your current research on branding. In addition, I encourage you to collaborate with our faculty in conducting research on these issues. After conducting your research, we ask that you share your research findings with the faculty in the College and present them in a professional conference. We also encourage you to publish your findings in an academic journal.

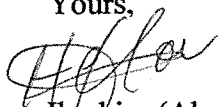
The University of La Verne will give you access to the materials in the library and to its computing capabilities. You should also seek feedback on your research from faculty members, observe classroom activities with approval of instructors, and give guest lectures if invited by specific instructors.

Unfortunately, at this point in time, the College of Business and Public Management will not be able to provide you with a private office, you can reserve some office space in the library or, if possible, share an office with one of our full-time faculty.

The University of La Verne College of Business and Public Management will not provide any financial support for this position and it will be your or your sponsor's responsibility to pay for all your expenses.

We look forward to having you on our campus. If I can be of any help, please do not hesitate to contact me at (909) 448-4455 or via email at ihelou@laverne.edu.

Yours,

A handwritten signature in black ink, appearing to read 'I. Helou', written over the printed name.

Ibrahim (Abe) Helou, Ph.D.
Dean, College of Business and Public Management
Professor of Finance
1950 3rd St
La Verne, Ca 91750