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Instructor and Researcher

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EDUCATION

- | | |
|-------------|---|
| 2020 | Master of Teaching Chinese to Speakers of Other Languages (MTCSOL),
Jinan University , Guang Dong, CHINA |
| 2016 | M.B.A. (Integrated Marketing Communications) Dhurakij Pundit University,
THAILAND |
| 2011 | B.A. (Teaching Chinese as Foreign Language), Hainan University, Scholarship, China |

SCHOLARSHIPS

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|------------------|--|
| 2020 | Jinan University, Master of MTCSOL, Full Scholarship, China, |
| 2014-2016 | Dhurakij Pundit University, M.B.A, Scholarship, Thailand |
| 2007-2011 | Hainan University, National scholarship, China |

AREA OF EXPERTISE

- Cross-cultural business communication
- Consumer Behavior
- Integrated Marketing Communications
- Advertising Linguistics
- Overseas Chinese Society and Cultural Studies

WORK EXPERIENCE

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|----------------|---|
| 2016.5-present | Dhurakij Pundit University, Bangkok, Thailand
Instructor of IB, Director of China Marketing and Admissions Affairs(IC) |
| 2014.10-2016.4 | The Sing Sian Yer Pao Daily News, Bangkok, Thailand
Marketing manager and director of new media department |
| 2012.5-2014.4 | Sawang Boriboon Wittaya School,Pattaya,Thailand
Chinese teacher and Assistant principals of Confucius Classroom |
| 2011.5-2012.4 | Hua Chiaw School,Phichit, Thailand
Chinese teacher and Assistant principals |

OTHER POSITIONS

- Standing director, The foundation of Chinese news reporters of Thailand
- Standing director, The Quan zhou & Jin jiang Business Association of Thailand
- Consultant Associate Editor, The Sing Sian Yer Pao Daily News of Thailand
- Director, Research Division of Chinese Teacher (Thailand) Association

PUBLICATIONS/PROCEEDING

- Bo Wang, Dr. Leela Tiangsoongnern, Factors Influencing Customer Satisfaction and Customer Loyalty of the Sing Sian Yer Pao Daily News, (2016)
11th National Academic Conference on "Multicultural: Opportunities and Challenges"
- You Xiang, Li Haofu, Bo Wang, A Study on Total Quality Management College Performance of Private Universities in Thailand: The Mediating Effects of Market Orientation (2018) The First International Conference in Tourism, Business and Social Science
- Tiantong Yuan, Glenn R. Pace, Bo Wang, How online Shopping Platform Service Quality, online Store Image, And Consumer Trust Affect online Purchase Intention of Chinese International Students In Thailand, (2019)
Panyapiwat International Conference on Social Science And Management, Bangkok, Thailand
- Bo Wang, Lingfen Mo, A study on the new characteristics of promoting Chinese culture in the "new immigrants" community of overseas Chinese in Thailand, (2020) The 2nd China-ASEAN International Conference (CAIC 2020)
- Bo Wang, Ling fen Mo, Haiying Zhang, The Historical Process of Chinese Language Education in Thailand from the Perspective of Language Policy and its In-Depth Influence on the Belt and Road Advancement in the New Era, (2020) 6th ASIA International Conference, Malaysia.