**BO WANG, M.B.A.**



Lecture and Researcher

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**EDUCATION**

**2020** Master of Teaching Chinese to Speakers of Other Languages (MTCSOL), Full Scholarship,

Jinan University (JNU), Guang Dong, CHINA

**2016** M.B.A. (Integrated Marketing Communications) Dhurakij Pundit University, Scholarship,

THAILAND

**2005** B.A. (Teaching Chinese as Foreign Language), Hainan University, Scholarship, China 2554

HuangShan High School, Shan Dong, CHINA

**SCHOLARSHIPS**

**2020** Jinan University (JNU), Master of MTCSOL, Full Scholarship, China,

**2014-2016** Dhurakij Pundit University, M.B.A, Tuition Reduction Scholarships of 50%, 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**

|  |  |
| --- | --- |
| 2016.5-present | Dhurakij Pundit University, Bangkok, Thailand  Lecturer 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**

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| --- |
| * 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 |

**PUBLICATIONS/PROCEEDING**

* Bo Wang, Dr. Leela Tiangsoongnern, Factors Influencing Customer Satisfaction and Customer Loyalty of the Sing Sian Yer Pao DailyNews,(2016)

11th National Academic Conferenceon "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)