**HUIJUN LIU, M.B.A.**

Instructor and Researcher

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**EDUCATION**

**October 2017** MBA, China-ASEAN International College Dhurakij Pundit University, Thailand

**June 2010** BBA, Bachelor of International Trade and Financial Professional,

Hubei University of Technology, China

**AREA OF EXPERTISE**

**Marketing:** Business Analytics/Business Model Design/Marketing Plan

International Business and Marketing Management

Wellness Marketing Management

Cross Culture management, Risk management

**Economics:**  Economic Analysis for Global Business Management

Asian Economy in Global Context

**TEACHING EXPERIENCE (selected list)**

**Full-time Lecturer**

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| --- | --- |
| **2019-Present** | **CAIC, Dhurakij Pundit University** |
| Undergraduate Principles of Management and Organization  Business communication  International Financial Management  Enterprise Risk Management |
| **2010-2011** | **Beibuwan secondary vocational technical school, China** |
| secondary vocational E-commerce  Junior Accounting |

**PUBLICATION / PROCEEDING (selected list)**

* Huijun L.(2020).A Study on Marketing Design of Old-age Consumption Trust, The 2nd China-ASEAN International Conference 2020 & The 2nd International Conference on Tourism,Business,& Social Sciences 2020(DOI:10.6947/caicictbs.202004.0024)
* Huijun L.and Lingjun L.(2020).Desired Attributes of network information channel and Medical guide Service: A Case Study of Medical Tourism in Thailand, The 2nd China-ASEAN International Conference 2020 & The 2nd International Conference on Tourism,Business,& Social Sciences 2020(DOI:10.6947/caicictbs.202004.0025)
* Huijun L, Chun-shuo C,and Lingjun L.(2017).The Impact of Environmental Self-accountability on Green Consumption Behavior, The 2nd International Conference on Economics and Management Innovations.Thailand