

HUIJUN LIU, M.B.A.

Instructor and Researcher

Research Innovation and Development (RDI) and,

China-Asean International College (CAIC), Dhurakij Pundit University

110/1-4 Prachachuen Road, Laksi, Bangkok 10210, Thailand

Tel: +66 2954-7300 Fax: +66 2589-9605

Mobile: +66 9-2524-6308 E-mail: huijun.liu@dpu.ac.th



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

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