MENG-TIEN CHIANG, MSC.

Assistant Director, International Business program

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

D'Habitat Ratchaphruek 99/131 Moo 8 Bangkrang Muang, Nothaburi 11000, Thailand

Mobile: +66 98-275-5528

E-mail: meng-tien.chi@dpu.ac.th



September 2019-Present: Ph.D. student in Education Management, Dhurakij Pundit University, Thailand

September 2015: MSc. Innovation Management and Entrepreneurship,

Bournemouth University, United Kingdom

Dissertation: "Creating a Business Model for an SMEs Travel Agency in Taiwan"

June 2009: BBA. International Business Management

Chang Jung Christian University, Taiwan

SCHOLARSHIPS

2019 Doctoral Scholarship at CAIC, Dhurakij Pundit University, Thailand

AREA OF EXPERTISE

Sustainable Development: Sustainable Development Management

Sustainable Development in ASEAN

Social Sustainability

Sustainability at University

Human Well-being

Consumer behavior: Pro-environmental behaviour

Purchase behaviour

Cross-cultural influence

Marketing: Green marketing

Innovation/Business Model/Marketing Plan

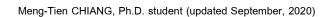
International Business and Marketing Management

Education: Education for sustainable development

Pedagogical Innovation

Game-based learning and gamification/transformative pedagogy

Curriculum Design



TEACHING EXPERIENCE (selected list)

Full-time Lecturer

2016-Present China-Asean International College, Dhurakij Pundit University

Undergraduate Sustainability Management

Business Communication

Principle of Accounting

RESEARCH EXPERIENCE (selected list)

• Chiang, M.T., Chen D & Liu F.L. (2020) <u>Exploring the Effects of Consumer Pro-environmental Behaviour</u> in Bangkok, Thailand.

Thai-China research

PUBLICATION / PROCEEDING (selected list)

- Wang, L.Y & Chiang, M.T. (2020). Influence of Social Support on Entrepreneurial Self-efficacy and Entrepreneurial Intention of University Students in Hainan, China. The 2nd China-ASEAN International Conference 2020 & The 2nd International Conference on Tourism, Business, & Social Sciences 2020 (pp. 427-437). Bangkok: Dhurakij Pundit University.
- Chiang, M.T. (2020). Effect of Blended Learning Model on the Autonomy of University Students. The 2nd China-ASEAN International Conference 2020 & The 2nd International Conference on Tourism, Business, & Social Sciences 2020 (pp. 285-293). Bangkok: Dhurakij Pundit University.
- Chiang, M.T. (2018). Effect of Game-Based Instruction to Chinese College Students Learning in Introductory Accounting. The 1st International Conferences in Tourism, Business and Social Science, ICTBS (pp. 26-27). Bangkok: Dhurakij Pundit University.
- Chiang, M.T. (2017). Developing Business Model Innovation: A Case Study of SMEs Travel Agency. The
 2nd International Conference on Economics and Management Innovation (pp. 109-110). Bangkok, Thailand.