

## MENG-TIEN CHIANG, MSC.

Assistant Director, International Business program

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

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### EDUCATION

**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/transformational 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) Exploring the Effects of Consumer Pro-environmental Behaviour 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 2<sup>nd</sup> 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 2<sup>nd</sup> China-ASEAN International Conference 2020 & The 2<sup>nd</sup> 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 1<sup>st</sup> 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 2<sup>nd</sup> International Conference on Economics and Management Innovation* (pp. 109-110). Bangkok, Thailand.