

## GUO JING, M.B.A.

Instructor and Researcher

Research Innovation and Development (RDI), and

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### EDUCATION

- |                       |  |
|-----------------------|--|
| <b>2013.8 –2015.5</b> | Master of Business Administration, Strategy,<br>Asian Institute of Technology, Pathumthani, Thailand           |
| <b>2008.9 –2012.6</b> | Bachelor of Management, Tourism Management,<br>Hui Hua College of Hebei Normal University, Shijiazhuang, China |

### SCHOLARSHIPS

- |             |                |
|-------------|----------------|
| <b>2013</b> | AIT Fellowship |
|-------------|----------------|

### AREA OF EXPERTISE

- |   |   |
|---|---|
| <b>Lean Operation:</b>                    | Lean Operation in hybrid teaching methods     |
| <b>Marketing:</b>                         | Customer Loyalty based on customer experience |
| <b>Corporation Social Responsibility:</b> | New technology dilemma of customers           |

### TEACHING EXPERIENCE (selected list)

#### Full-time Lecturer

- |                     |  |
|---------------------|--|
| <b>2015-Present</b> | <b>Dhurakij Pundit University, CAIC</b>          |
|                     | Marketing Management                             |
|                     | Operation Management                             |
|                     | Business Information System                      |
|                     | Cooperative Education in Business Administrative |

### RESEARCH EXPERIENCE (selected list)

- Thesis Title: The Development of Volunteering Tourism (Bachelor Degree)
- Project Title: O2O Business Model in China- A study of Didi Taxi (Master Degree)

### PUBLICATION / PROCEEDING (selected list)

- A time series analysis on the relationship between Gross fixed capital, Labor force and Economic growth in China, ICEMI 2017, Dr. Ruihui Pu, Aj. Guo Jing

- The Application Of Creative Transformation Principle In The Revival Of Traditional Chinese Culture — Take The Qualitative Analysis Of I Ching's Materialism As An Example, PIM 1st International Conference, Asst.Prof.Dr.Wei Meng (The First Author), Aj.Jing Guo, Aj.I Wen Chou