**SHUJIAN YIN, M.B.A.**



Instructor and Researcher

Research Innovation and Development (RDI), and

IB program in 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: +66 638-125812 E-mail: [shujian.yin@dpu](mailto:shujian.yin@dpu).ac.th

**EDUCATION**

**July 2010:** Sun Yat-sen University, MBA

**July 2003;** Central China Normal University, Bachelor of Law

**AREA OF EXPERTISE**

**Marketing:** Business Analytics/Strategic Management

**Economics:**  Economic Analysis

**TEACHING EXPERIENCE (selected list)**

**Full-time Lecturer**

|  |  |
| --- | --- |
| **2017-Present** | **China-Asean International College (CAIC), Dhurakij Pundit University** |
| Undergraduate Human Resources Management  Introduction to Economics  Principles of Management and Organization  Strategic Management  Business Information Systems |

**RESEARCH EXPERIENCE (selected list)**

Xichang Huang and Shujian Yin (2020). Exploratory Research into Marketing Strategy in

Internationalization Education of Private University in Bangkok Thailand.

Co-researcher: (The 2nd China-ASEAN International Conference 2020

The 2nd International Conference on Tourism, Business, & Social Sciences 2020

Insight to China and ASEAN’s Wellness, Tourism, & Innovation)