**SHEN-YIN .LIU**

Bachelor of Business Administration (Tourism Management) Program

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**EDUCATION**

**September 2012:** Department of Tourism, School of Management, Xiamen University

Xiamen city of China
**June 2007:** Department of Tourism, School of Management, Shih Hsin UniversityTaipei of Taiwan

**June 1986:** International Business College Banking and Insurance Department

Kaohsiung of Taiwan

**SCHOLARSHIPS**

**2005-2006** TransAsia Airways Lin Deng Culture and Education Foundation Education Scholarship

**AREA OF INTERESTS**

**Customer service :** Customer relationship management

**International**  International etiquette, reception etiquette, social etiquette...life etiquette

**etiquette**:

**Airport** Airport operation management, ground handling service management,

**management:** international airport contract processing and signing

**Cross Cultural** Cultural analysis and comparison integrates new environment and thinking

**Communication** from a cross-cultural perspective

 **and Management:**

**TEACHING EXPERIENCE (selected list)**

**Full-time Lecturer**

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| **2008-Present** | Lecturer **, Taipei Marine Science and Technology University**  |