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EDUCATION

- | | |
|------------------|---|
| 6/2011 – 11/2013 | Master of Business Administration in Integrated Marketing Communication (IMC),
International College (DPUIC), Dhurakij Pundit University (DPU), Thailand |
| 9/2005 – 6/2009 | Bachelor of Arts (BA) in Hospitality and Tourism Management (IHOST),
International College (DPUIC), Dhurakij Pundit University (DPU), Thailand |

AREA OF EXPERTISE

Tourism CSR, Tourist behavior, Technology and innovative of mass market in tourism

TEACHING EXPERIENCE (selected list)

Full-time Lecturer

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| 2014 – present | CHINA-ASEAN International College (CAIC), Dhurakij Pundit University |
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PUBLICATION / PROCEEDING (selected list)

1. Li, H. & Zhang, H (2017). Motivation and Experience for Musical Arts: Situations at Outside Lands Music Festival. International Conference on Social Sciences, Arts and Humanities Bangkok, Thailand. 114-119.
2. You, X. & Li, H., (2019). Total Quality Management on hotel industry. The 1st CHINA-ASEAN International Conference 2019.
3. Li, H. & Wang, S., (2019). Corporate Social Responsibility Performance (CSR) and Perceived Brand Quality on Chinese Students-based Brand Preference in a Private University in Thailand. The 1st CHINA-ASEAN International Conference 2019