

## DING JIA LI, M.B.A.

Lecturer and Researcher

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## EDUCATION

- July 2021:** M.A                      Digital marketing, Master of Business Administration  
Dhurakij Pundit University, Bangkok, Thailand
- May 2019:** B.A                      International business , Bachelor of Business Administration  
Dhurakij Pundit University, Bangkok, Thailand

## AREA OF EXPERTISE

- Communication :** cross-cultural communication/Export/Import
- Business:** International Business/ Marketing Strategy/Hum
- Education:** Active learning/ Online learning/ Social Support/Experimental/Thai language

## TEACHING EXPERIENCE (selected list)

### Full-time Lecturer

- 2021.Present**                      **Chinese International College (CIC), Dhurakij Pundit University**    **instructor**  
Undergraduate: Intrnational Business  
Thai study (cultural-econimic-education)  
Basic understanding of international trade theory  
Case study of commercial trade among countries  
SAR management work
- 2020-2021**                      **Pak Kret School School**                      **Chineses teacher**  
Taught basic Chinese for students in the third grade of elementary school. For example: learn pinyin and simple grammar.  
Teach students from grade one to grade three to learn Chinese and Chinese culture. Such as: learning knowledge in textbooks and teaching students to sing Chinese songs and write calligraphy.

**2019-2020**

**Satriwithaya School**

**Chineses teacher**

Teaching basic Chinese for junior three students. For example, learn pinyin and simple grammar.

Teaching Chinese culture in high school to high school. For example, learn Chinese traditional festivals in the classroom, and sometimes teach students to draw facial makeup and cook Chinese dishes.

## **Internexperience**

**2018.01-2018.4**

**Kingpower Translator**

1. Responsible for translating product information.
2. Solve communication problems for customers and sales.
3. Sell products.

**2015.09-2016.09**

**Guangxi University for Nationalities University Assistant Professor**

1. Help with homework, test papers, tutor students, etc.
2. Communicate the tasks and instructions of the teacher, and help the teacher complete the relevant teaching work.
3. Help university teachers to do exercises and courseware, and help students solve problems encountered in their studies.

## **PUBLICATION / PROCEEDING (selected list)**

- Ding Jia Li, Suravee Sunalai.(2021.06.29)Recognition of Chinese students on safety management in the Covid-19 situation and marketing and marketing mix in the selection at Thai University. Published: TCI
- Ding Jia Li, Suravee Sunalai.DECISION IN SELECTING STUDY AT THAI UNIVRSITIES OF CHINESE STUDENTS DURING COVID-19.The DPU International Conference on Business Innovation and Social Science (ICBISS2021)