



EDUCATIONS

1998-2001

Doctor of Education
(Higher Education Management)

Oklahoma State University, USA

Dissertation Title:
An Application of Marketing
in Higher Education in Thailand

1995-1996

Master of Business Administration
Griffith University, Australia

1987-1990

Bachelor of Arts
(Major in Business French, Minor in Marketing)
Assumption University, Thailand



List of parent disciplines

Choice Process

Decision Making Process

CSR (Corporate Social Responsibility)

Brand Satisfaction and Loyalty

CRM (Customer Relations Management)



LANGUAGE

English

Thai



Asst. Prof. Dr. Jirawan
Deeparsert



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RESUME



Assistant Prof. Jirawan Deeprasert, Ed.D.

Date of Birth June 30, 1969 Age 52

Address 1174 Soi Petchkasem 94 Petchkasem Rd., Bangkae Bangkok 10160

Mobile Tel. 66 85-5617888

E-Mail Address kamolmasratana@hotmail.com

Education Background

1998-2001 Doctor of Education (Higher Education Management) at Oklahoma State University, USA

Dissertation Title: An Application of Marketing in Higher Education

1995-1996 Master of Business Administration at Griffith University, Australia

1987-1990 Bachelor of Arts (Major in Business French, Minor in Marketing)
Assumption University

Working Experiences

January 2019 – Present As Lecturer of Rattanakosin International Creative Entrepreneur, Rajamangala University of Technology Ratanakosin

Responsibilities: Teach and advise Ph.D. students of Business Administration, program in management, do researches to qualify as responsible lecturer in Ph.D. curriculum

June 2015- December 2018 As Chair of Master Business Administration, Program in Aviation Management College of International Aviation, Nakhon Phanom University

Responsibilities: Enhance and support lecturer to do researches, manage curriculum to meet the requirement of the rules and regulations and provide academic service to public and private sectors

January 2010- May 2015 As Deputy Director of Research and Development, Punyapiwat Institute of Management and Editor of Academic Punyapiwat Journal

Responsibilities: Enhance and support quality researches, Develop lecturers to attain the academic positions and develop skills and expertise of lectures in term of research

May 1997-December 2009 Head of Marketing Department of Siam University

Responsibilities: Teaching marketing subjects such as principles of marketing, marketing management, seminar in marketing and etc., manage faculty according to the University policy, plan marketing and public relations for Siam University

October 2006 – December 2009

Assistant to Dean of Graduate College, Faculty of Business

Administration, Siam University

Responsibilities: Manage MBA Curriculum, Advisor of MBA students

1993-1995

Thai Escorp Ltd. As Sales Coordinator

Responsibilities: Coordinate with the international and domestic suppliers

April – September 1991

Thai Airport Ground Services Co.,Ltd. (TAGS) as
Customer Service Officer

Responsibilities: Ground services for international passengers

Business Experiences

2013-2014 E-commerce Working Team of CP ALL and PIM

2011-20112 Franchise Committee, Ministry of Commerce

2003-2004 Marketing Consultant of Center Point Sport Club

Academic Document for Assigning the Position of Assistant Professor

Marketing Management (in Thai)

Academic Journal Article and Proceedings for Assigning the Position of Assistant Professor

- 1.Jirawan Kamolmasratana (1999). E-Commerce. *Siam Academic Review*. 2 (2), 25-28.
- 2.Jirawan Kamolmasratana. (November, 2001). Strategic Planning and Professionalization. In ASAIHL Conference. Kualalumpur: Malaysia.

Researches, Research Journal Articles and Proceedings

1. Deeprasert, J. (2007). Study of Satisfaction of Vehicle Users toward Vehicle not Less than 7 people in Bangkok. *Siam Academics*, 8(2), 59-70.

2. Deeprasert, J. (March, 2009). *Factors Influencing on Selecting Higher Education Institution of Students*. In 2nd Conference of Research in Business Administration. Chiang Mai University, Chiang Mai.
3. Aonnalane, V., Deeprasert, J. & Lomprakone, J. (2009). *Tourist Satisfaction toward Floating Market: Case Study Don Wai Floating Markey*. Siam Academics, 9(3), 24-35.
4. Deeprasert, J. (March, 2009). *Factors Affecting the Elder Purchasing Behavior on House Brand Products*. In 2nd Conference of Research in Business Administration. Chiang Mai University, Chiang Mai.
5. Deeprasert, J. (May,2010). *Consumption Behavior of Thai people toward Consumer Products*. In Naraesuan Academic Conference "Life Pave on Sufficiency Economy". Naraesuan University, Pisanulok.
6. Deeprasert, J. (November, 2011). *Lifestyles and Purchasing Behaviors of Working Women at Convenience Stores in Bangkok*. In 4th Conference of Research in Business Administration. Chiang Mai University, Chiang Mai.
7. Deeprasert, J.& Lomprakone, J. (2013). *Lifestyles and Purchasing Behavior of The Elderly toward Luxury Products*. *APHEIT Journal*, 19(2),124-131.
8. Deeprasert, J. (2014). *Lifestyles and Purchasing Behaviors of Working Women at Convenience Stores in Bangkok*. *Srinakharinwirot Research and Development (Journal of Humanities and Social Sciences)*. 6(12). 59-69.
9. Deeprasert, J. (2016). *Marketing Mix toward Historic, Art, Cultural and traditional Tourist Sites in Nakhon Phanom Province*. *Nakhon Phanom Journal*. 6 (กันยายน-ธันวาคม 2559). 39-47.
10. Deeprasert, J. & Hongsawong, N. (2017). *Awareness of Good Governance and Flight Attendants' Working Efficiency of Listed Company in The Stock Market of Thailand*. *Sripathum Review of Humanities and Social Sciences*.17(2), 7-17.
11. Deeprasert, J. (August, 2012). *CAUSAL RELATIONSHIP MODEL OF MARKETING FACTORS AFFECTING PURCHASING BEHAVIOR OF WORKING WOMEN TOWARD HOUSE BRAND PRODUCTS IN BANGKOK METROPOLITAN AREAS*. In The 10th International Conference on Industrial Management (ICIM 2012). Tokyo, Japan

12. Channoi, P. Pitpol, C. & Deeprasert, J. (2016). Loyalty in Low Cost Airline of Thailand. *Panyapiwat Institute of Management*. 8(Supplement), 40-50.
13. Kopolrat, S. & Suriyasit, N. (2018). The Study of Feasibility of Establishing Aircraft Maintenance, Repair and Overhaul (MRO) in Nakhon Phanom Province of Thailand. *Bu Academic Review*. 17(1). 133-144

Academic Journal Articles

1. Deeprasert, J. (2010). Direct Marketing: Marketing Tool To Be Accessible to Individual Consumers. *Executive Journal*. 30 (4), 112-118.
2. Deeprasert, J. (December 2011- May 2012). The Use of Marketing Mix Strategy in Thai Higher Education Institutions. *FEU Academic Review*. 5 (2),13-27.
2. Deeprasert, J. (2012). AEC and Use of Effective Marketing Tools. *APHEIT Journal*. 18 (2), 109-119.
3. Deeprasert, J. (2014). Luxury Products in China and India. *Sripatum Review of Humanities and Social Science*. 14 (1), 94-99.

Advisor of MBA Students

- Aviation Management
- Higher Education Management
- Retail Management

Advisor and Co-advisor of Ph. D. Program

- Management and Education from 2015 till present time

Editorial Board

1. Panyapiwat Journal between 2013-2017
2. Nakhon Phanom Journal between 2018-2019

Peer Reviewer

1. Southeast Bangkok Journal (Humanities and Social Sciences)
2. Valaya Alongkorn Review
3. BU Academic Review



Dr. Nuttapong
Jotikasthira



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EDUCATIONS

Doctor of Business Administration

Southern Cross University, Australia

Master of Business in Marketing

Southern Cross University, Australia

Master of Management in
General Management

College of Management, Mahidol University

Maitrise (Tourisme)

IUP Perpignan, France

B.A. (International Relations)

Chulalongkorn University, Thailand



List of parent disciplines

Destination Choice

Destination Image

Choice Process

Marketing Strategy

Attitude

Marketing Strategies

Competencies Identification



LANGUAGE

English

French

Thai

Nuttapong Jotikasthira (DBA)
9/190 Moo 7 Pibulsongkram Road, Tumbol Suanyai
Amphoe Muang, Nonthaburi 11000
Tel: 085-254-9535
E-mail: jotikasthira@gmail.com

Motivation: Seeking collaborations with international professional and educational institutions and provide quality formal and non-formal education programs

Education

2007-2010 Southern Cross University
Tweed- Gold Coast Campus, New South Wales, Australia
Doctor of Business Administration
Thesis Topic: Salient Factors Influencing Medical Tourism Destination Choice

2001-2003 University of Technology, Sydney
New South Wales, Australia
Master of Business in Marketing

2001-2003 College of Management, Mahidol University
Bangkok, Thailand
Master of Management (General Management)

1999-2000 Institut Universitaire Professionnalis   de L'Universit   de Perpignan
Perpignan, Languedoc Rousillon, France
Ma  trise (Tourisme)

1994-1997 Faculty of Political Sciences , Chulalongkorn University
Phyathai, Bangkok
Bachelor of Arts in Political Sciences (International Relations)

Experience

April 2018 - Present Rattanakosin International College of Creative Entrepreneurship – RICE
Rajamangala University of Technology, Rattanakosin
Director / Dean
Work as founding director of the International College of RMUTR to create double degree programs/ international programs for Thai and International Students

March 2017 S & J International Enterprises Public Company Limited (Sahabhat Group)
Keynote speaker for High Ranking Executives from Sahabhat Group about Value Creation in Business Operation

March 2017 Faculty of Liberal Arts, Siam Technological College
Present Assistant Dean

- Sorting issues with Office of Higher Education Commission
- Negotiating partnership with foreign hospitality school to create a double degree international program in hospitality and culinary arts

October 2016 Thai and International Technological College (TIFTEC)
-Present Senior Consultant to the School Director and International Affairs Director

November Institut des Hautes Etudes Economiques et Commerciales – INSEEC
- December Paris

2016 Visiting Lecturer for MBA Luxury Tourism and Hospitality Program for 3 Modules

- Luxury Tourism Market and Marketing
- MICE Selling Strategy
- Consumer Behavior

2003-2016 College of Tourism and Hospitality, Rangsit University

Current position: Associate Dean for Academic Affair, and Research and Development

Responsible for **curriculum design and operation** supervision, **research support plan for the college**, bidding research projects from external grant sources
FOUNDER OF CHEF SCHOOL PROGRAM – curriculum design, program marketing, negotiate deals with foreign institution, supervise program operation from end to end

Other Positions Held: Associate Dean for Student Affairs

Responsible subjects: Marketing for Tourism and Hospitality Industry
Tourist Behavior
Social Sciences Research Methodology in
Tourism and Hospitality Industry Contexts
Principle of Marketing

2014-Present Mahidol University International college

Part-time Lecturer: Teaching Marketing Strategy (ICMK 428)

2000 Queen Sirikit National Convention Center

Sales Executive (Government Market)

1998-1999 Turismo Thai Co., Ltd.

Phyathai, Bangkok

Executive Assistant to the Director of Marketing

Academic Works:

Research:

Main Researcher:

- Jotikasthira, N., Wangpaichitr, S., Ourairat, A., Cholkongka, N., Bhutipunth, S., Chuaychoo, I., . . . Klangsin, T. (2014). MICE Operation Planner and MICE Coordinator Performance and Competency Identification Funded by Convention Promotion Fund, Thailand Incentive and Convention Association, Thai Exhibition Association, Business of Creative and Event Management Association, Thailand Convention and Exhibition Bureau,. Bangkok.

Research Grant Source: Convention Promotion Fund, TICA, TEA, EMA, and TCEB

Grant Amount: 2,000,000 Baht

Co-Researcher:

- Wangpaichitr, S., Jotikasthira, N., Atcharyapotha, P., Shoowong, D., Triamnak, S., Weerawat, L., & Saowalee, T. (2007). Sustainable Tourism Development of Phuket and Andaman Cluster. Research. Rangsit University and Phuket Provincial Administration Organization. Bangkok.

Research Grant Source: Phuket Provincial Administration Organization

Grant Amount: 3,000,000 Baht

Academic Work:

- Jotikasthira, N., Wangpaichitr, S., Ourairat, A., Chuaychoo, I., Shoowong, D., Wetsanarat, N., . . . Cholkongka, N. (2014). MICE Working Standard Manual for MICE Coordinator and MICE Operation Planner (Thailand). Bangkok: Convention Promotion Fund.

The manual is now used as reference for working standard for MICE major two positions in Thailand

Book Chapters:

- Jotikasthira, N., Bhutiphunthu, S., & Chuaychoo, I. (2016). Competency-based Hiring as a Tool to Improve the Thai meeting and Convention Industry: A Sales Executive Perspective In A. Matias, P. Nijkamp & J. Romao (Eds.), *Impact Assessment in Tourism Economics* (pp. 273). Switzerland Springer
- Jotikasthira, E., & Jotikasthira, N. (2012). Strategic Management for Tourism Business. In W. Silparcha (Ed.), *Professional Experience for Tourism Management* (Vol. 1, pp. 850). Nonthaburi: Sukhothai Thammathirat University.
- Jotikasthira, N., & Jotikasthira, E. (2012). Marketing Planning and Decision in Tourism Business. In W. Silparcha (Ed.), *Professional Experience for Tourism Management* (Vol. 1, pp. 870). Nonthaburi: Sukhothai Thammathirat Open University.

Journal Article:

- Jotikasthira, N. (2015). Increasing Tradeshow and Exhibition Industry Competitiveness Through Competency-based Hiring and Promotion: A Sales Executive Perspective. *Global Journal of Management and Business Research*:F, 15(1), 1-15.
- Jotikasthira, N., Bhutiphunthu, S., & Chuaychoo, I. (2016). Competency-based Hiring as a Tool to Improve the Thai meeting and Convention Industry: A Sales Executive Perspective In A. Matias, P. Nijkamp & J. Romao (Eds.), *Impact Assessment in Tourism Economics* (pp. 273). Switzerland Springer

Conference Proceedings:

- Jotikasthira, N., & Cox (Nee Tideswell), C. (2010). Understanding the motivation, information search and choice behavior of medical tourists. Paper presented at the APACHRIE 2010.
- Cholkongka, N., & Jotikasthira, N. (2013). Sales Competency Identification: A Thai Incentive Travel Business Case. Paper presented at the international Conference 2013 on Hospitality and Tourism Management, Sri Lanka.
- Jotikasthira, N., Bhutiphunthu, S., & Chuaychoo, I. (2014). Increasing Thai meeting and convention industry competitiveness through competency-based human resource management: a sales executive perspective. Paper presented at the *Advances in Economic Tourism*, Lucida University, Lisbon, Portugal
- Ourairat, A., & Jotikasthira, N. (2015, June 18-19,2015). Setting Recruitment Standard for Thai MICE Industry through Identifying MICE Core Competencies Paper presented at the *Touravel'15*, Point Hotel, Taksim, Istanbul.

References

- Mr. Seree Wangpaichitr : Rector Faculty of Tourism and Hospitality Industry, Rangsit University, Tel: 094539445
- Mr. Yingsak Jonglertjesdawong, Chairman of Thai and International Food Technological College, Tel: 081-613-7184
- Assoc. Prof. Dr. Carmen Cox, Bond University, QLD, Australia



Dr. Nutteera
Phakdeephrot



Curriculum Vitae (CV)

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Background

Nutteera Phakdeephrot finished Ph. D. from University of Toulouse I with the research topic: The Tourism Cooperation and Conflict in the Mekong Sub-Region (GMS). A lecturer in the Graduate Department of Management, Rattanakosin International College of Creative Entrepreneurship Rajamangala University of Technology Rattanakosin, Nakhon Pathom, Thailand. The research interest lies in the areas of tourism and customer relations, tourism businesses, tourism economic, etc.



List of parent disciplines



Consumer Behavior



Holistic in Health, Wellness
and Senior Tourism



Marketing Management



MICE destination and competitive
advantage



Strategic Management



Sustainable Development in Tourism
and service Industry



The economic impact
of tourism and climate change



Community Based Tourism
and Rural Development



LANGUAGE

English

Thai

Nutteera Phakdeephrot

52/52, Moo 3, T.Khong Nueng, A. Khong Luang, Phathumthanee, 12120, Thailand.

Email : nutteeraphakdeephrot@gmail.com, Tel.099-3213807

Education

- 2013 PhD in Sciences political and economic, University of Toulouse I Capitole, France
Thesis Title: The Tourism Cooperation and the Conflict in the Greater Mekong sub-region (GMS)
Advisors: The professor François Vellas and Professor Michel-Louis Martin
- 2006 Etude Compliment DEA from Institut d'Etude Politique (IEP), Toulouse, France
- 2004 Master degree in Economy of International Tourism (DESS de
Economie du Tourisme International) from Institut d'Etude Politique,
Toulouse, France (Université Sciences Sociales Toulouse I, France)
- 2002 Diploma French Language at Caen University, France
- 1998 Bachelor Degree in Business Computer from Rangsit University, Thailand

Employment

- 2020-Present Rattanakosin International College of Creative Entrepreneurship (RICE),
Rajamangala University of Technology Rattanakosin
- 2017-2020 School of Management, Tourism Management Program Mae Fah Luang
University
- 2014-2016 College of Tourism and Hospitality, Rangsit University: Lecturer
- 2014 Dusit Thani College: Lecturer
- 2005-2006 Asie Import-Export (France): Contact customer & supplier from Asia
- 2002 Mercru hotel at Cean city (France): Customer service
- 2000-2001 Thai-China Flavor & Fragrant Co., Ltd., Thailand: Assistant Marketing
- Analysis with marketing team for possible launch of new product
 - Registered and processed order taken by phone, fax and computer
 - Update customer files
- 1999 TFF Import and Export, Thailand: Secretary
- Letter and memo typing, diary update, call screening

Research Experiences

- 2020 The economic impact analysis of culture and nature tourism destinations in Chiang Rai province applied in the guidelines of the Global Sustainable Tourism Council (GSTC)
- 2019 Fieldtrip Advantages for Tourism Students: Contributing Towards Hierarchical Aspect of the Stimulus-Organism-Response (S-O-R) Theory
- 2018 Impacts of Service Quality on Tourists' Selection of Lodging in 4-5 Star Hotels in Thailand
- 2017 The Customers' Assessment taking part in The Service Products of The Tourist Lodging concerning the 4-5 Star Hotels inside Thailand
- 2016 The Key Factors of Service Marketing Mix in Tourism Accommodation regarding the 4-5 Stars Hotels in Thailand
- 2016 Thai Tourism and Hospitality Education: Current Conditions and Strategic Directions
- 2009 Upper Mekong -France Cooperation Academic in Mae Fah Luang University

- Research team that focus on tourism product in Mekong counties
 - Exploration with the Thailand Research Center for the project “Burma culture compare with Thai culture”
- 2003, 2004 Groupe Development, France
- Organize the seminar with the United Nation (UNESCAP) at Bangkok
 - Study the tourism alleviation poverty project in Thailand
 - Examine the sustainable tourism in Thailand

Certificate GSTC Sustainable Tourism

Training GSTC Sustainable Tourism Training STTP
GSTC Assessor Training Program

Computing skills Word, Excel, Internet, Power point

Languages Thai, French, English and Chinese

Interests Reading, Traveling

References Professor François, Professor Michel-Louis Martin



Dr. Jason Songyu Jiang



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Background

Ph.D in management, Rajamangala university of technology Rattanakosion, Thailand.

Master of arts in Applied linguistics, Shandong normal university, China.

Bachelor of arts in Secretary Education, Changzhi university, China.



List of parent disciplines

Fundamentals of Management

Advanced Research Methodology

Language industry

Tourism and technology management

Education management

Culture and gender

Online education management

Behavior science

Creative industry



LANGUAGE

English

Chinese

Curriculum Vitae

Personal Information

Name : Songyu Jiang

Gender: Male

Nationality : Chinese

Birth Date: September 15th, 1991

Marital Status: Single

Email: jiang.song@rmutr.ac.th



Academic Qualifications

★ Graduated from Rattanakosin International College of Creative Entrepreneurship, Rajamangala University of Technology with a Doctor's degree in Management in 2022.

★ Graduated from Shandong Normal University with a Master's degree in Linguistics and Applied linguistics in 2017.

★ Graduated from Changzhi University with a Bachelor degree of Arts in Secretary education in 2014.

Working Experience

★ From July 2017 to present, lecture in faculty of Literature and Media, Pass college of Chongqing technology and Business University.

★ From July 2018 to present, Senior Consultant of Chongqing Shipeng Culture Communication Co., Ltd.

Research Interests

★ Social language, language industry, language and culture

★ gender, culture, sustainable consumption behavior

- ★ sustainable management, digital management, pioneer issues in management
- ★ higher education, distance education, online education

Selected publications (2015~2022)

★Papers

1. Pu, R., & Jiang, S. (2021). Understanding the consumption behaviors in online education towards promoting the sustainable development goals (SDGs). *Academy of Entrepreneurship Journal*, 27(6), 1-16. (Scopus index)
2. Jiang, S., & Pu, R. (2022). An Empirical Investigation on Sustainable Consumption Behaviors in the Online Education Industry: Perspectives from Chinese College Students. *International Journal of Entrepreneurship*, 26, 1-17. (Scopus index)
3. Jiang S, Jotikasthira N and Pu R (2022). Toward Sustainable Consumption Behavior in Online Education Industry: The Role of Consumer Value and Social-identity. *Front. Psychol.* 13:865149. doi: 10.3389/fpsyg.2022.865149 (Scopus index)
4. Pu, R., Tanamee, D., & Jiang, S. (2022). Digitalization and higher education for sustainable development in the context of the Covid-19 pandemic: A content analysis approach. *Problems and Perspectives in Management*, 20(1), 27-40. doi:10.21511/ppm.20(1).2022.03 (Scopus index).
5. Jiang, S., & Pu, R. (2021). Reconceptualizing and modeling sustainable consumption behavior: A synthesis of qualitative evidence from online education industry. *Innovative Marketing*, 17(3), 144-156. doi:10.21511/im.17(3). 2021.12. (Scopus index)
6. Songyu, J. (2021). A STUDY OF VOCABULARY IN HEADLINES OF ONLINE NEWS AND THE SOCIAL IDEOLOGY IT REFLECTS. *IETI Transactions on Social Sciences and Humanities*, 12, 39-53. (Scopus index)
7. Jiang Songyu & Ke Xiaojun. (2020). Research on the Development Status of The Chinese Industry. *Economic Research Herald*(31), 19-20.
8. Jiang Songyu. (2019). A Study on the Naming Characteristics of European and American Blockbusters under Linguistic Theory. *Drama House* (26), 86-87.
9. Jiang Songyu. (2019). A Study on Japanese Anime Vocabulary in Contemporary Chinese. *Chinese Character Culture*(12), 52-54.

doi:10.14014/j.cnki.cn11-2597/g2.2019.12.024.

10. Jiang Songyu. (2019). An Empirical Study on the Names of Sichuan-Chongqing Maocai Restaurants. China National Expo(05),81-82.

11. Jiang Songyu. (2019). Research on International Brand Names in Europe and the United States. Art Science and Technology(04), 202-203.

12. Jiang Songyu. (2019). "A Comparative Study of Experiences" and "Experiences". Yangtze River Series(09), 46-47.

13. Jiang Songyu. (2018). A review of research on Chinese foreign words. Modern Languages(02), 65-69.

14. Jiang Songyu. (2017). A Comparative Study of Alien Words of Heterogeneous English Origin on Both Sides of the Strait (Master's Thesis, Shandong Normal University). <https://kns.cnki.net/KCMS/detail/detail.aspx?dbname=CMFD201801&filename=1017226498.nh>

15. Jiang Songyu (2022). A Study on the Semantic Classification of "Abbreviations" in the Language Life of "Post-00s" College Students. Modern Education and Practice, 4(4),

16. Jiang Songyu & He Xiaoling (2021). A Study of Economic and Political Vocabulary Perceptions of College Students in the Context of the "Belt and Road Initiative". Finance & Marketing, 4(1),

17. Jiang Songyu & Ma Xiaoyang (2021). The Value of modern Chinese Dictionary in teaching Chinese as a foreign language. Education and Teaching, 3(1),

18. Songyu Jiang & Xiaojun Ke (2022). Place Identity of Heritage Tourism from Tourist Perspective: A Case Study of Quanzhou City. Finance and Market.

19. Songyu Jiang & Xiaojun Ke (2020). A Review of Leadership Empowerment and Employee Creativity: Based on the Chinese Enterprises Context. Modern Management Forum.

20. Jiang Songyu. (2016). Study on "English Foreign Words" in Dictionary of Chinese Foreign Words. Macao Linguistic Journal.(2)

21. JIANG Songyu. (2016). Research on lexical method of modern Chinese trisyllabic lexical construction. Chinese (Taiwan).

22. Zhang Huimei, Jiang Songyu. (2016). A study on the lexical method of "MEIYOU". Chinese (Taiwan).

23. Zhang Huimei, Jiang Songyu. (2017) Sina Micro News Vocabulary Style Study. Chinese (Taiwan).
24. JIANG Songyu. (2016), Reading Law and Second Language Teaching. Read and write. 13 (4).
25. Jiang Songyu. (2016). A Brief Discussion on the Subjectivity of Word Meaning:Re-understanding the Definition of Word Meaning. Science Review, (5).
26. JIANG Songyu. (2016). The Questions Linguistics and Applied Linguistics Should Answer - How to Do It?. Human, 196(1):206-206.
27. JIANG Songyu. (2015). An analysis of the foreign morpheme "基". Chinese Information, 2015(8).
28. JIANG Songyu. (2015). A Brief Discussion on Cultural Phenomena in Lexicology. Kaneda, 2015(7).
29. JIANG Songyu. (2014). Exploration of the generation law of new words in modern Chinese. The Years of Youth, 2014(22).
30. Jiang, S & Zhao Y (2022). Reconstruction of Culture-Teaching of Chinese as a Foreign Language. Educational Research. 5(2).
31. Jiang, S & Wang D(2022). A Qualitative Exploration for the Language Industry in Chongqing City. Insight. 4 (2).

★Conference (2020-2022)

Jiang, S., & Pu, R. (2021). Purchasing decision-making style of college students towards the cost of foreign language training: evidence from Chongqing city of China. THE 2ND RMUTR international conference. (International conference)

Jiang, S., & Pu, R. (2020). Framework of Purchasing decision-making style towards the foreign language training: evidence from Chongqing city of China. THE 4TH international workshop on education, big data and information technology. (International conference)

Jiang, S., & Zhao, Y. (2021). Reinterpretation for Etymological Teaching Method: Perspective of Teaching Chinese as a Second Language. THE 3ND RMUTR international conference. (International conference)

★Project (2020-2022)

The hot vocabulary of contemporary college student under the background of one

belt, one road. Scientific research project of Pass College of Chongqing technology and business university. No.:KY201931.

"One belt, one road" Policy Guided the Construction of Jinke in Modern Chinese.Chongqing Higher Education Teaching Reform Research Project. No.: 203526

2016 National Social Science Foundation project "Research on Chinese Foreign Words Based on Late Qing Missionary Literature" [16BYY142] Phased Research Results.

Honors and Awards

★ “Excellent Teacher” Prize, Pass college of Chongqing technology and Business University, 2018.

★ “Excellent Graduate” Prize, Pass college of Chongqing technology and Business University, 2019.



Dr. Chadanat
Piyawiboon



Curriculum Vitae (cv)

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Background

Chadanat received her undergraduate degree and graduate in Accounting, and her Doctorate in Business Administration.

Chadanat is currently working as a full-time Lecturer at the Faculty of Business Administration, Rajamangala University of Technology Rattanakosin, Nakhon Pathom, Thailand. her research area has been about business and accounting.



List of parent disciplines

● Decision Making Process

● Company Valuation

● Innovation Management
in Higher education context



LANGUAGE

Thai

English

Chadanat piyawiboon, DBA.

Date of Birth: April 12, 1973

Full time lecturer at the Faculty of Business Administration, Rajamangala University of Technology Rattanakosin, Nakhon Pathom.

E-mail: kob.rmutr@gmail.com.



EDUCATION

- 1997 Bachelor of Business Administration in Accounting, Rajamangala University of Technology Thanyaburi.
- 2002 Master of science in Accounting, Thammasat university, Thailand
- 2017 Doctor of Business Administration, College of Innovation Management, Rajamangala University of Technology Rattanakosin, Thailand.

WORKS EXPERIENCE

- 1987 – 1998 Accounting Officer
- 1998 – present lecturer of accounting department, faculty of business administration, Rajamangala University of Technology Rattanakosin
- 2002-2012 Head of the Department of Accounting, faculty of business administration, Rajamangala University of Technology Rattanakosin
- 2012-2018 Director of quality assurance, Rajamangala University of Technology Rattanakosin
- 2018-present Associate dean, faculty of business administration, Rajamangala University of Technology Rattanakosin

Teaching Experience

Twenty- two years of teaching experience: Business finance, Introduction in Accounting1, principle of accounting, Intermediate in accounting 2, Advanced accounting 2.

Research Experience

1. ธัญนันท์ วรเศรษฐพงษ์., วัลลภ อรุณธรรมนาถ, ชฎาณัฐ ปิยะวิบูลย์ และวุฒิศักดิ์ เจริญวงศ์มิตร., พฤติกรรมการเปิดรับข่าวสารเกี่ยวกับภัยแล้ง และระดับความเครียดของประชากรในเขตชุมชนตลาดน้ำดอนหวาย., การประชุมวิชาการระดับชาติ มหาวิทยาลัยเทคโนโลยีราชมงคล (Rmutcon) ครั้งที่ 11 ประจำปี 2562, 24-26 กรกฎาคม 2562, เชียงใหม่.
2. Kannikar Mamwong, Chadanat Piyawiboon., Study of the problems in conducting accounting in Nakhon Pathom province's local enterprises., การประชุมวิชาการระดับนานาชาติ (SusLab2) ครั้งที่ 11-12, 11-14 มกราคม 2561 , กรุงเทพฯ.
3. Chadanat Piyawiboon., The relationships between audit quality and earnings quality., Sripatum Chonburi Journal. february 2016 หน้า 61-69
4. Chadanat Piyawiboon, Soibuppha Sartmool., Signal Earning Quality through Dividend Payment, The 19th International Society for Business Innovation and Technology Management Conference, 12-14 Jun 2016, Bangkok, Thailand.
5. Chadanat Piyawiboon., Audit Quality, Effectiveness of Board audit committee and Earning Quality., 27th – 28th, SIBR 2014 Hong Kong Conference on Interdisciplinary Business and Economics Research 14, Hong Kong, China.



Prof. Dr. Chunyan Dai



Curriculum Vitae (cv)

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Background

Postdoctoral, Tsinghua University

Ph.D. Technology Economic and management, The Institute of the economic and management, Chongqing University, China;

M.S. Computer Applied Technology, The South-West Normal University, China;

B.E. Electronic Engineering, Yuzhou University, China.

Visiting Scholar, Malardalen University, Sweden

Visiting Scholar, Julius-Maximilians University Wurzburg, Germany

Guest Researcher, Wuppertal Institute for Climate, Environment and Energy, Germany

Full time job, Chongqing Technology and Business University



List of parent disciplines

Energy management

Low-carbon development

Sustainable development

Energy economy

Clean energy



LANGUAGE

English

Chinese

Dai Chunyan' s CV

Email Address: daichunyan@ctbu.edu.cn;daichunyan@tsinghua.org.cn

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Address:19 Xue Road, Nanping district,Chongqing,China,400067

Sex: Female

Date of Birthday: Feb 20,1975

Academic Posts:

Professor, School of Management, Chongqing Technology and Business University.Member of the Energy System Engineering Committee of the Chinese Energy Research Society.Member of the Energy Economics Committee of the Chinese Energy Research Society.Member of the Climate Change Branch of the Chinese Society of Environmental Sciences. Member of the Resource Economic Research Committee of the Chinese Society of Natural Resources, Chinese Society of Ecological Economics Member of the Special Committee of Urban Ecological Economy.Member of the Special Committee of Carbon Neutrality and Energy Transition of China (Germany) Technology Innovation Alliance. Visiting scholar at the University of Würzburg, Germany.Visiting scholar at the Wuppertal Institute for Climate, Environment and Energy.Executive Deputy Director of Chongqing Development Information Management Engineering Technology Research Center.

Research Interests:

Renewable energy; Intelligent Energy Utilization; Business model of future energy system; Project management and invest decision making; energy economics

Professional Experiences:

[1] Sept 1.2019 till Nov 27.2019, Visiting Scholar in Malardalen University, Sweden, The International Clean Energy Talents Program supported by Chinese Scholarship Council, which research on the field of clean energy and smart energy. The CO-SUPERVISOR is Professor Jinyue Yan, Fellow of the KTH Royal Institute of Technology, Sweden.

[2]10.2012-Present, Teaching and researching at the School of Management, Chongqing Technology and Business University, Responsible for the management research of the Center for Energy Management and Low-Carbon Development of Chongqing Technology and Business University. Leading the team to carry out the researches in the fields of low-carbon development, regional sustainable development, intelligent energy, renewable energy and resource utilization;

[3]02.2016-08.2016, Visiting Scholar in Julius-Maximilians-University Wurzburg, Germany, and the collaborative mentor was professor Doris Fisher. Researched on the regional low-carbon development and green campus and also had a Chinese course for Postgraduates of the Department of Economic Management of the University, named "Low-carbon Sustainable Development of China" ;

[4]10.2015-02.2016, Guest Researcher in Wuppertal Institute for Climate, Environment and Energy, conducted the researches on the solid waste disposal, learning cities and smart cities. During those periods, had participated in the COP21 of Paris as an observer to witness the signing of the Paris Agreement.

[5]10.2010-10.2012, Postdoctoral fellow in the Institute of Energy, Economy and Environment of Tsinghua University. The CO-SUPERVISOR are Professor Jiankun He and Professor Xiliang Zhang, Engaged in the research of renewable energy model construction and policy.

[6]12.2008-10.2010, Teaching and researching in the field of information management and investment decision-making in the School of Management, Chongqing Technology and Business University.

Education:

[1]03.2003–06.2010: Ph.D. Technology Economic and management, The Institute of the economic and management, Chongqing University, China;

[2]09.1997–06.2000: M.S. Computer Applied Technology, The South-West Normal University, China;

[3]09.1993–06.1997: B.E. Electronic Engineering, Yuzhou University, China.

Foundations:

[1] National Key Research and Development Program for the Intergovernmental Cooperation Project, Ministry of Science and Technology of China ,

NO.2018YFE196500, EIR Plan - New Urban Energy Interconnect System and its Pilot Application,11.2019-10.2022. Project leader.

[2] Ministry of Education Humanities and Social Science Fund Project, NO.13XJC630003, Analysis of Co-Benefits of Municipal Solid Waste Garbage Generation Based on the Whole Life Cycle Perspective, 09.2013-07.2018, Project leader.

[3] The Fund Grant of the Clean Development Mechanism Project, NO.201661, Low-Carbon Campus Evaluation Index System and Chongqing' s Pilot Work Program,10.2016-06.2018, Project leader.

[4] National Social Science Fund Key Project, NO.17AJY006, Research on the Path of Low-Carbon Economic Growth Driven by the Yangtze River' s Economic Belt Driven by Supply-side Structural Reforms,07.2017-06.2020, First Consultant.

[5] National Social Science Fund Key Project, NO.14AGL024, Research on New Type Urbanization Carbon Unlocking Path in Central and Western Regions of China from the Perspective of Consumption,07.2014-06.2018, First Consultant.

[6] National Social Science Foundation Project, NO.17BGL203, Study on the Coordinated Paths for Carbon Emissions in the Upper Reaches of the Yangtze River, 09.2017-12.2019, First Consultant.

[7] National Self-Research Fund Youth Project, 71301178, Research on Pricing, Service Competition and Channel Coordination in Dual-Channel Supply Chain under Recovery Regulation,02.2014-12. 2016. First Consultant.

[8] Chongqing Major Decision Consulting Project (B), ZDKTB201407, Public Opinion Survey and Support Policy Research on Domestic Waste Classification in Nine Districts of Chongqing Main City,12.2014-04.2015. Project leader.

[9] The National Development and Reform Commission's key project on climate change, "13th Five-Year Plan" to solve the carbon lock-in problem of new urbanization in central and Western China,09.2014-05.2015. First Consultant.

Academic Books:

[1]Chunyan Dai.The Investment valuation of the CCER Project for Waste-to-Power. Lambert Academic Publishing.02.2019

[2]Chunyan Dai. Research on Carbon Unlocking Path of New Urbanization in Midwest China --- Based on Consumption Perspective. 10.2018

[3]Chunyan Dai., Data, Method and Model Research in China Renewable Energy Decision Support System. Economic Management Publishing House. 08.2014

Publications:

Chunyan Dai(*), Hui Liang, Chenchen Song, Li Ding, Jijiang He, Guangming Rao. Business Model of Energy Prosumer -Case Study of Espoo, Finland. China Energy. 2021.2

Weiwei Zhang ,**Chunyan Dai(*)**, Xuemei Luo,Xunmin Ou.Policy incentives in carbon capture utilization and storage (CCUS) investment based on real options analysis. Clean Technologies and Environmental Policy.2021
<https://doi.org/10.1007/s10098-021-02025-y>

Kejun Jiang(*), Pianpian Xiang, Chenmin He, Shengbo Feng, Changyi Liu, Xin Tan, Sha Chen, **Chunyan Dai**, Liangchen Deng.Analysis of the impact of zero-carbon power on China's industrial sector layout[J].Global Energy Internet,2021,4(01):5 -11.

Kejun Jiang(*),Chenmin He,Weiyi Jiang,Sha Chen,**Chunyan Dai**,Jia Liu,Pianpian Xiang.Transition of the Chinese Economy in the Face of Deep Greenhouse Gas Emissions Cuts in the Future. January 2021.Asian Economic Policy Review. DOI: 10.1111 /aepr.12330

Chunyan Dai(*),Kai Chen,Yiting Lei,Ying Yang.Research Hotspots and Evolution of Energy Prosumer: A Literature Review and Bibliometric Analysis. Mathematical Problems in Engineering.2020.10.

Chunyan Dai(*),Ming Tang,Ying Liu,JiJiang He,Zhongqing yang,Ying Yang,Rui Jing,Jiangyi Huang.Building a smart energy interconnection ecosystem for smart and sustainable city. Applied Energy Symposium 2020: Low carbon cities and urban energy systems.2020.10

Chunyan Dai(*),Yiting Lei. Research status and prospects of hydrogen fuel cell vehicle technology, economy and environment. Energy of China. 2020-06.

Chunyan Dai. Accelerate the construction of Chongqing's "Waste-Free City". Chongqing Daily Thought Weekly. 2020, 6.17:14, published on the 14th edition of Chongqing Daily Thought Weekly, and reprinted by learning to become a powerful nation.

Min Tang ,Sheng Wang, **Chunyan Dai(*)**, Yiping Liu. Exploring CO2 mitigation pathway of local industries using a regional-based system dynamics model International Journal of Information Management. 2020, 52: 1-14.

KejunJiang(*), **Chunyan Dai**, Chenmin He, Songli Zhu. Analysis of the impact of China's atmospheric haze control on economic development after 2013: taking the Beijing-Tianjin-Hebei region as a case. Bulletin of the Chinese Academy of Sciences, 2020 35(06): 732-741

Xia Liu(*), **Chunyan Dai**, and Zhuan Gu.Why does China's foreign direct investment increase domestic carbon emissions?——Analysis and explanation based on industrial structure[J].Western Forum,2019,29(06):73-83.

Chunyan Dai(*),Fan Chen, Low-Carbon Campus Evaluation Model and Its Application Based on Fuzzy Comprehensive Analysis Hierarchy Process, Proceedings of the Twelfth Interational Conference on Management Science and Engineering Management, 2018.7

Chunyan Dai(*),Yixian Wang, Yanlin Zhang.Research on the Investment Valuation of the CCER project for waste to power on the real option model. Journal of Economics,Business and Management,2018.

Bofeng Cai, Can Cui,, Da Zhang, Libin Cao, Pengcheng Wu, Lingyun Pang, Jihong Zhang, **Chunyan Dai**.China city-level greenhouse gas emissions inventory in 2015 and uncertainty analysis.Applied Energy. 2019.11

Bofeng Cai(*),Jun Lu,Jinnan Wang,Hujuan Dong,Xiaoman Liu,Yang Chen,Zhangming Chen,Jianhui Cong,Zhiping Cui,**Chunyan Dai** etc. al.,A benchmark city-level carbon dioxide emission inventory for China in 2005 , Applied Energy, 2019.1

Kejun Jiang(*), Chenmin He, Chenfei Qu, Chunyan Dai, Yifei Zhang, Sha Chen, Pianpian Xian. Are China's Nationally Determined Contributions (NDCs) so bad? Science Bulletin, 2019.1

Bofeng Cai, Xiaoman(*) Liu, Jun Lu, Jinnan Wang, Hongguang Liu, Yang Chen, Zhanming Chen, Jianhui Cong, Zhipeng Cui, Chunyan Dai, Huijuan Dong, etc. 2005 China Urban CO2 Emission Data Set, China Population. Resources. Environment, 2018.4

Chunyan Dai(*), Yanling Zhou, Research on Investment Value Evaluation of Waste Incineration Power Generation CCER Project Based on Real Options, Ecological Economy, 2016, 32(4): 123~127

Academic rewards:

[1] Chunyan Dai, Research on the Data, Methods and Models in Chinese Renewable Energy Decision Support System, was awarded "Excellent Postdoctoral Academic Achievements", Office of National Postdoctoral Management Committee, China Postdoctoral Science Foundation Committee, 12.2014

[2] Chunyan Dai, The 13th Five-Year Plan for Solving the Carbon Locking Problem of New Urbanization in Central and Western China, won the third prize of the 6th Social Science Development Research Award, Chongqing Municipal People's Government. 06.2018

[3] Li Zhou, Min Tang, Chunyan Dai, Yulan Jian, Chongqing Municipal Social Science Association, Outstanding Research Achievement Award of Chongqing Philosophy and Social Science, Third Prize, Chongqing Tourism Talent Development Report, 2014.



Prof. Dr. Li Hongxia



Curriculum Vitae (cv)

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Background

● Doctor of Philosophy in Business Administration,
Dhurakij Pundit University, Bangkok, Thailand

● Master of Business in Computer Software and Theory,
Chongqing University, Chongqing, China



List of parent disciplines

● Destination Choice

● Destination Image

● Choice Process

● Marketing Strategy

● Attitude

● Marketing Strategies

● Competencies Identification



LANGUAGE

English

Chinese

RESUME



Professor. Hongxia Li, Ph.D

Date of Birth: Sep 14, 1976 Age 45

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E-Mail: lihongxia@ctbu.edu.cn

ACADEMIC & TEACHING EXPERIENCES

- | | |
|---------------|---|
| 2020-present | Doctoral supervisor of management
As Lecturer of Rattanakosin International Creative Entrepreneur,
Rajamangala University of Technology Ratanakosin |
| 2017-present | Professor of Business Administration
Chongqing Technology and Business University, China |
| 2006- present | Taught Courses for Under and Postgraduate Program as follows:
Management Information Systems
Customer Relationship Management
Enterprise Resource Planning
Data Model and Management Decision
Information System Developing Toolkit
E-commerce Security
Government Information Resource Management
Business Model Innovation and System Support
Principles of Management
Quantitative Research Methods |

EDUCATION BACKGROUND

- 2013-2018 **Dhurakij Pundit University, Thailand**
Doctor of Philosophy (Business Administration)
- 2003-2005 **Chongqing University, China**
Master of Science (Computer Software and Theory)
- 1995-1998 **Chongqing Technology and Business University, China**
Bachelor of Management (Marketing Management)
- 2017-2018 **Fudan University, China**
Certificate of Completion, Visiting Scholar & Research Fellow in
the field of in Information Management and Information System

MAJOR HONOR & AWARDS

- 2018 **Monitoring & Evaluation Expert**, National Science and
Technology Academic Works Publishing Foundation of China
- 2017 **Teaching Achievement Award**, Research and Practice of Project-
driven Innovative Talents Training in Economic Management
Based on Science and Education Integration, Chongqing
Technology and Business University, China
- 2016 **Science and Technology Progress Awards**, Theory Exploration
and Simulation Practice of Management Honeypot, Chongqing
Municipal People's Government of China
- 2015-present **Senior Data Analyst**, Ministry of Industry and Information
Technology Information Center
- 2013-present **Senior Consultant**, the Specialist Judgement Committee of
Chongqing Science & Technology
- 2010-present **Monitoring & Evaluation Expert**, National Natural Science
Foundation of China

PRESIDED SCIENTIFIC PROJECTS

- 2018-2019 **Project Head**, Research on the portrait of business administration
talents driven by big data, Chongqing Technology and Business
University, China
- 2014-2017 **Project Head**, Research on the development path of E-commerce
industry, Chongqing Education Commission, China
- 2014-2016 **Project Head**, Research on multi-dimensional game of transaction
credit and revenue in mobile e-commerce, Chongqing Education
Commission, China
- 2013-2015 **Project Head**, Research on multidimensional game among business,

- consumer and government in e-commerce environment, Chongqing Social Science Planning Office, China
- 2013-2015 **Project Head**, Research and Practice on the training mode of economic management professionals in Colleges and Universities on project driven and innovation oriented, Chongqing Education Commission, China
- 2010-2012 **Project Head**, Theoretical research and simulation practice of management honeypot, National Natural Science Foundation of China

PUBLICATIONS

- Yuan Shuangyun, Li Hongxia* (2020). Knowledge Mapping of Ethnic Identity and Acculturation Based on the Method of Bibliometric. *Journal of Ethnic and Cultural Studies*, Vol. 7, No. 3, 17-33. doi.org/10.29333/ejecs/370. (http://dx.doi.org/10.29333/ejecs/370) (Scopus Q1).
- Chunlai Yan, Li Hongxia* (2020). Knowledge Mapping of Virtual Academic Communities: A Bibliometric Study Using Visual Analysis. *Advances in Science, Technology and Engineering Systems Journal* Vol. 5, No. 5, 493-499. doi.org/10.25046/aj050561 (Scopus Q3).
- Li, H., Yang, X. (2018). When a calling was living: job crafting mediates the relationships between living a calling and work engagement. *Journal of Chinese Human Resource Management*. 9 (2), pp. 77-106. DOI: 10.1108/JCHRM-12-2017-0030. Document Type: Article. (Scopus Indexed)
- Chen, J.-M., Li, H.-X. (2017). Behavioural decision game between organizational support and work engagement. *Journal of Discrete Mathematical Sciences and Cryptography*, 20(6-7), 1327-1332. DOI: 10.1108/JCHRM-12-2017-0030. Document Type: Article. (Scopus Q3 and EI Indexed)
- Li Hongxia, Chen Junming (2017). Decision-making Game between the organization and employee behavior relationship. *Management World*, 2017(04). (CSSCI and CNKI, Chinese key indexed).
- Li Hongxia, Chen Junming, Ni Zhen (2017). Comparison of User behavior factors between micro-blog and Wechat. *Journal of Chongqing Technology and Business University (Social Sciences Edition)*, 34(03) (CNKI, Chinese key indexed).
- Li Hongxia, Chen Junming (2016). Business data decision-making of foreign fast-food chains. *Technoeconomics & Management Research*, 2016(09) (CSSCI and CNKI, Chinese key indexed).
- Li Hongxia, Chen Junming (2016). A Study of Per Capita Income Doubled in 10 Years by Applying Intuitionistic Fuzzy Number Method. *East China Economic Management*, 30(04) (CSSCI and CNKI, Chinese key indexed).
- Li Hongxia (2016). Research on the Catering Business Information Consciousness

Based on Logistic Regression Model of Principal Component Analysis. *Journal of Chongqing Technology and Business University (Social Sciences Edition)*,33(04) (CNKI, Chinese key indexed).

Li Hongxia (2015). Research on development path selection of e-commerce industry. *Shandong Social Sciences*, (09) (CSSCI and CNKI, Chinese key indexed).

CHEN Jun-ming, **LI Hong-xia** (2015). Multi-attribute Risk preference Decision Making with Intuitionistic Fuzzy Weight and Intuitionistic Fuzzy Attribute. *Fuzzy Systems and Mathematics*. (CSCD and CNKI, Chinese key indexed).

Li Hongxia (2014). Comprehensive Evaluations on rebated website. *Journal of Chongqing Technology and Business University (Social Sciences Edition)*, 31(03) (CNKI, Chinese key indexed).

Li, H.,Chen, J. (2012). Research on the theoretical models and applications of functions of Management Honeypot. *International Journal of Digital Content Technology and its Applications*, v 6, n 22, p 195-204. (Scopus Q3 and EI Indexed)

CHEN Jun-ming, **LI Hong-xia** (2012). Possible its Degree Definition Using Probability of Intuitionistic Fuzzy Numbers and Its Decision-making. *Fuzzy Systems and Mathematics*. (CSCD and CNKI, Chinese key indexed).

WANG Xiao-hua, **LI Hong-xia**, YUAN Yuan (2012). Design and Implenmatation of Online Labs Booking System Based on LINQ to SQL. *Computer and Modernization*. 2012,11 (CNKI, Chinese key indexed).

CHEN Junming, LI Hongxia (2011). Similarity measures between Vague sets regarding hesitating degree. *Computer Engineering and Applications*, 2011, 47 (5) : 196-198. (CSCD and CNKI, Chinese key indexed).

Li Hong-xia (2010). On Application of Information Technology in Rural Areas—— — Taking a County Chongqing as an Example. *Technology and Innovation Management*. 2010,04 (CSSCI and CNKI, Chinese key indexed).

Li Hong-xia (2010). Innovated Research on the Management Honeypot. *Technology and Innovation Management*. 2010,05 (CSSCI and CNKI, Chinese key indexed).

CHEN Lan, WANG Pu, **LI Hong-xia** (2010). Comparative Research on Auto Recall System among China, the United States and Japan. *West Forum*.2010,3. (CSSCI and CNKI, Chinese key indexed).

Li Hongxia (2008). Innovated Exploration of Business Management Technology Based on the Honeypot Technologies. *World Sci-Tech R & D*. 2008,5 (CSCD and CNKI, Chinese key indexed).

Li Hongxia (2008). Management innovation caused by honeypot technology. *Productivity Research*. 2008,18. (CSSCI and CNKI, Chinese key indexed).

Li Hongxia (2007). Analysis and design of real estate marketing decision support system. *Market Modernization*. 2007(CNKI, Chinese key indexed).

Li Hongxia, Xiang Hong (2006). Asymmetrical Encryption Technology in Software Registration Protection Application. *China Information Security*. 2006,7(CNKI, Chinese key indexed).

ACADEMIC MONOGRAPH

Li Hongxia, Chen Junming (2021). The Influence of Living a Calling on Work Engagement for Knowledge Workers: Mediating Effects of Job Crafting and Moderating Effects of Regulatory Focus. Eliva Press. <http://www.elivapress.com/>. ISBN 978-1-63648-065-7

Li Hongxia, Chen Junming, Su Lili (26th December, 2014). Research on the theory of management honeypot. *Science Press*. ISBN:9787030429919. (Chinese book)

Li Hongxia, Su Lili (September, 2015) The business transaction ecology of e-commerce. *Southwest University of Finance and Economics Press*. ISBN:9787550421424(Chinese book)

Li Hongxia, Chen Junming (February, 2010). Software Trusted Measure based Internet. *Southwest Jiaotong University Press*. ISBN: 9787564309312(Chinese book)

INTERNATIONAL CONFERENCE PROCEEDINGS & PUBLICATIONS

Hongxia Li, Chunmei Wang (2021). Research Significance and Direction of Chinese Public undergraduate University Faculty's Performance Appraisal. The 2nd RMUTR international conference and the 1st RICE international conference “Innovative Technology and Creative work toward Sustainable Development”.

Hongxia Li, Jian Zhang (2021). A review of business model research from the perspective of value. The 2nd RMUTR international conference and the 1st RICE international conference “Innovative Technology and Creative work toward Sustainable Development”.

Hongxia Li, Shanshan Ying (2021). Deconstructing the Physical Activity Behavior of University Faculty Based on a Social Ecology Perspective. The 2nd RMUTR international conference and the 1st RICE international conference “Innovative Technology and Creative work toward Sustainable Development”.

Li,H (2015). The multidimensional game towards online sellers. *2015 International Conference on Logistics, Informatics and Service Science, LISS 2015*; ISBN-13: 9781479918904; DOI: 10.1109/LISS.2015.7369666 (Scopus and EI Indexed).

Li, HX., Chen, JM. (2012) A Teaching Reform thinking on Project Driving of University Information Management Courses. *2012 International Conference on Education Reform and Management Innovation (ERMI 2012)*.v5. wos000322283700005. IDS: BGC46. ISBN:978-1-61275-044-1. (ISSHP Indexed)

Li Hongxia, Yang xiaoqiong (2010). A study on promotional management

honeypot. *2010 International Conference on E-Product E-Service and E-Entertainment*, ICEEE2010. ISBN-13:9781424471614.

DOI:10.1109/ICEEE.2010.5660835. (Scopus and EI Indexed)

Hongxia L., Pu W., Jian Z., et al. (2010). Exploration on the Connotation of Management Honeypot[C]// *Proceedings of the International Conference on E-Business and E-Government, ICEE 2010 5591984*, pp. 1152-1155. ISBN-13:9780769539973. DOI:10.1109/ICEE.2010.297. (Scopus and EI Indexed)

Hongxia L., Xiaoqiong Y. (2010). An Early Warning Model of the Management Honeypot Based on Toyota Recalls. *Proceedings - 3rd International Conference on Information Management, Innovation Management and Industrial Engineering, ICIII 2010 1*, 5694442, pp. 442-446. ISBN-13:9780769542799.

DOI:10.1109/ICIII.2010.113. (Scopus and EI Indexed)

Li, H., Yang, X., Qu, L. (2011). On the offense and defense game in the network honeypot. *Lecture Notes in Electrical Engineering, 123 LNEE*, pp. 239-246.

(Scopus and EI Indexed)

Li, H., Chen, J., Jin, X. (2011). An Outlook on Network Honeypot. *2011 International Conference on Computer Science and Service System, CSSS 2011 – Proceedings*. 5972238, pp. 1102-1105. (Scopus and EI Indexed)

Wang Pu, Li Hongxia, Kou Xiaoling (2010). Study on the Relational Model between Dynamic Capabilities and Enterprise Sustainable Competitive Advantage. *International Conference on Engineering and Business Management (EBM 2010)*. (ISSHP Indexed)



Asst. Prof. Dr. Mahachai
Sattayathamrongthian



Curriculum Vitae (cv)

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Background

Mahachai received his undergraduate degree in accounting and his graduate and doctorate in international business. Mahachai is currently working as a Full-Time Lecturer at the Faculty of International Business, Business Administration, Rajamangala University of Technology Rattanakosin, Nakhon Pathom, Thailand. His research area has been about entrepreneurship and international business management.



List of parent disciplines

Entrepreneurship

International Business Management



LANGUAGE

English

Thai

Assistant Professor Mahachai Sattayathamrongthian D.B. A.

Date of Birth: December 6, 1984

Full-Time Lecturer at Faculty of International Business, Business Administration,
Rajamangala University of Technology Rattanakosin, Nakhon Pathom

Email: Yoonsk120@Rmutr.ac.th Yoonsk120@hotmail.com



Education

2002 Suankularb Wittayalai School

2007 Bachelor of Accounting, Kasetsart University

2009 Master of Business, International Business, Pacific States University, USA

2012 Doctor of Business, International Business, Pacific States University, USA

Other Professional Training

2007 Restaurant Entrepreneurship Training, Thai food to the World, Kasetsart University
Thai Chef National License Level 1

Work Experience

2008-2012 Thai Chili Restaurant, California, USA.: Catering and food delivery, Sale Representative

2011-2012 Bella Bloom Studio, California, USA.: Photographer

2012-2013 Full-Time Lecturer at Graduation School, Raja Phat Phranakhon Sri Ayutthaya

2010-Present TED.com: English-Thai Translator

2013-Present Faculty of International Business, Business Administration, Rajamangala University of Technology Rattanakosin, Nakhon Pathom

2019-Present Head of the faculty, Faculty of International Business, Business Administration, Rajamangala University of Technology Rattanakosin, Nakhon Pathom

Teaching Experience

Eight years of teaching experience: International Business, Import and Export Management, Entrepreneurship, and Listening and Speaking English

Book Publication

Introduction to International Business 1st edition Bangkok: Danex Inter corporation Co., Ltd., 2016
274 Pages. ISBN: 978-616-468-174-3

Translation Experience

1. *Rory Stewart, 2011: Time to end the war in Afghanistan*
2. *Skylar Tibbits, 2012: Can we make things that make themselves?*
3. *May El-Khalil, 2013: Making peace is a marathon*
4. *Amy Lockwood, 2014: Selling condoms in the Congo*
5. *David Kwong, 2015: Two nerdy obsessions meet — and it is magic*
6. *Teitur, 2016: Home is the song I have always remember*
7. *Joel Jackson, 2017: A vehicle built in Africa, for Africa*
8. *Suzie Sheehy, 2018: The case for curiosity-driven research*

Research Experience

1. M. Sattayathamrongthian, 2013,

Significant Factors and their Correlation Associated with Airline Selection of the Tourist in Bangkok.

Publish in HKU Electronic Resource, the University of Hong Kong ISBN/ISSN 9781267425133: **Author**

2. M. Sattayathamrongthian, 2013,

The Power-Conflict-satisfaction Model of Thai Petroleum Franchising: Author

3. M. Sattayathamrongthian, 2013

Success factors Associated with Small and Medium Size Restaurant in Ayutthaya ([In Thai](#))

RMUTT Global Business and Economics Review, ISSN: 1905-8446, page 46-56: **Author**

4. Piyawong Panjatevacoop, M. Sattayathamrongthian, 2013

The Willingness to spend in order to work in Thailand. Case Study Myanmar Migrant Worker. ([In Thai](#))

Published at Faculty of Economics Website, discussion paper no 32, Thammasat University: **Co-Author**

5. M. Sattayathamrongthian, Y. Vanpetch, 2014

The Influence of Business Environment associated with Business Human Resource management in Bangkok, Thailand ([In Thai](#))

Presented at National Conference, Sripratum Universit.: **Author**

Published at Sripratum Chonburi Journal, ISSN 1686-5715, February-May 2016 page 19-29

6. M. Sattayathamrongthian, Y. Vanpetch, 2016

Foreign's Tourists Perception of Visiting Thailand after the Erawan Shrine Bombing Presented at "ACTUAL ECONOMY: LOCAL SOLUTIONS FOR GLOBAL CHALLENGES (ACE-16)", 21-22 January 2016 in Twin Towers Hotel, Bangkok, Thailand. **Author**

Published at Actual Economy: Local Solutions for Global Challenges proceeding page 126-239

7. M. Sattayathamrongthian, Y. Vanpetch, 2016

Myanmar Migration Workers in Thailand: Case Study of Samut Sakhon: **Author**

Published at Journal Actual Problems of Economy No2 (176) Ukraine, **ISSN 2450-7393, SCOPUS indexed** page 215-223:

8. Y. Vanpetch, - M. Sattayathamrongthian, 2016.

Myanmar migrants in the Thai economy: current problems of economic, social integration (the case of Samutsakhon, Thailand)

Presented at Crowne Plaza Copenhagen Tower Hotel in Copenhagen, Denmark, 20-21 May 2016 Published in ACTUAL

ECONOMY: LOCAL SOLUTIONS FOR GLOBAL CHALLENGES (ACE-16) Ukraine: **Co-author**

9. M. Sattayathamrongthian, Piyawong Panjatevacoop 2016

Expedition Mode of Myanmar worker in Thailand: Case Study of Myanmar Workers in Samut Sakhon Published in University of Thai Chamber of Commerce Journal, ISSN 2561-254 Page 36-49 ([In Thai](#))

10. W. Tongniam, R.Pasukree, M. Sattayathamrongthian, 2016

Presented at The Empowering Management of production for the Organic Farmers in Nakhon Prathom, 2016 Technical and Vocational Education and Training International Conference (TVETIC 2016), to be held on 18 – 20 November 2016 at KSL Resort & Hotel, Johor Bahru.: **Co-author**

11. P.Thangpreecharparnich, K. Namwong, C. Piawiboon, M. Sattayathamrongthian, 2016

Development of the Financial Accounting of the Organic Farmer in Nakhon Pathom

Presented at Technical and Vocational Education and Training International Conference (TVETIC 2016), to be held on 18 – 20 November 2016 at KSL Resort & Hotel, Johor Bahru.: **Co-author**

12. T. Tanakitiaueaungkur, M. Sattayathamrongthian, 2016

Development of Marketing Trends of the Organic Farmer in Nakhon Pathom

Presented at Technical and Vocational Education and Training International Conference (TVETIC 2016), to be held on 18 – 20 November 2016 at KSL Resort & Hotel, Johor Bahru.: **Co-author**

13. Y. Vanpetch, M. Sattayathamrongthian, 2017.

Small and Medium Business Owners and Constructs of Entrepreneurs: A Case Study of Thai Business Owners in Southern California, USA: **Co-Author**

Presented at ACTUAL ECONOMY: Social Challenges and Financial Issues in XXI century (ACE-FIIS: 2017) PROGRAM OF International Conference Saint-Petersburg, Russia MAY, 2017

Published at ACTUAL ECONOMY: Social Challenges and Financial Issues in XXI century (ACE-FIIS: 2017) proceeding page 340-346

14. M. Sattayathamrongthian, Y. Vanpetch 2017

Exploration of the Practicality of Small-Scale Cultural Tourism Business in Ayutthaya, Thailand

Presented at International Academic Conference on Educational & Social Innovations AC-ESI-201721-24 December 2017 in Pyramid Hotel, Prague, Czech Republic. **Author**

15. M. Sattayathamrongthian, Y. Vanpetch, 2018

The Influence of Customer Experience Management toward Insurance Purchase Decision in Bangkok, Thailand. Case Study Muang Thai Life Insurance.

Presented at International Conference, 2nd Multidisciplinary View on Sustainable Living & Built Environment: Sus-Lab 2, 11-14 January, the Royal City Hotel: Author. Published at Multidisciplinary View on Sustainable Living & Built Environment: Sus-Lab 2proceeding page181-192

16. Y. Vanpetch, - M. Sattayathamrongthian, 2018

The exploratory study of sustainable tourism to promote Nakhon Pathom's tourism industry:

Present at the 2018 ICBTS International Academic Multidiscipline Research Conference in Lucerne12 - 14 December 2018: **Co-author**

Published at International Academic Multidiscipline Research Conference in Lucerne online proceeding page 116-121

17. M. Sattayathamrongthian, Y. Vanpetch, 2019

The Exploratory Observation of Agricultural Tourism to Promote Tourism in Samut Sakhon: **Author**

Present at the 1st Rajamangala University of Technology Rattanakosin International Conference (RMUTR–Icon 2019), “Increasing Research to Sustainable Economic and Society” on June 26 – 28, 2019, Bangkok, Thailand.

Published at 1st Rajamangala University of Technology Rattanakosin International Conference “Increasing Research to Sustainable Economic and Society” proceeding page 93-101

18 Y. Vanpetch, - M. Sattayathamrongthian, 2019

Local Entrepreneurial project failure in Thailand: The case of Suphanburi OTOP

Present at the International Academic Conference on educational and social innovation in PRAGUE, CZECH REPUBLIC, DECEMBER, 2019

19. M. Sattayathamrongthian, Y. Vanpetch, 2019

Revisited Foreign Tourist’s Perception toward Crime and Violence Issue in Bangkok, Thailand

Published at International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8, Issue-2S11, September 2019

20. Y. Vanpetch, - M. Sattayathamrongthian, 2019

The Current Situation of Myanmar Migrants in Thai Economy: Social Integration Case of Samut Sakhon Province, Thailand

Published at International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8, Issue-2S11, September 2019

21. M. Sattayathamrongthian, Y. Vanpetch, 2020

The Sugar Cane Farming Obstacle of the farmer in Samchuk District, Suphanburi Province, Thailand

Published at International Academic Conference on Educational & Social innovation- AC-ESI-2020 proceeding page 351-355 February 15, 2020

22. Y. Vanpetch, - M. Sattayathamrongthian, 2020

The challenge and opportunities of Thailand education due to the covid-19 pandemic: case study of Nakhon Pathom, Thailand,

Published at E3S Web of Conferences **210**, 18058 (2020) Innovative Technologies in Science and Education (ITSE-2020) page 1-6

23. M. Sattayathamrongthian, Y. Vanpetch, 2021

The consequence of logistics development toward economy and local community (the case of Bangkok, Thailand)

Published at E3S Web Conf. **Volume 244**, 2021 XXII International Scientific Conference Energy Management of Municipal Facilities and Sustainable Energy Technologies (EMMFT-2020) page 1-6



Dr. Lu Yang



Curriculum Vitae (CV)

Curriculum Vitae (CV)

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EDUCATIONS

- Kobe University, Kobe, Japan, Ph.D. in Economics (10/2009-09/2014)

List of parent disciplines

- Financial Risk Management
- Empirical Asset Pricing
- Climate Finance
- Law and Economics
- Econometrics



LANGUAGE

- English
- Chinese
- Japanese

Lu Yang

College of Economics

Shenzhen University

3688 Nanhai Avenue Nanshan District,

Shenzhen 518061, P.R.China

Email (primary): kudeyang@szu.edu.cn

Research Interest

- Primary: Empirical Asset Pricing, Risk Management, Financial market;
- Secondary: Banking System, Econometric Model, Energy Finance

Teaching Interest

- Primary: CFA curriculum; Risk Management, Financial Market
- Secondary: Banking System, Asian Economy, ACG

Peer-Reviewed Journal Articles

1. **Lu Yang**, Shigeyuki, Hamori. 2021. Systemic risk and economic policy uncertainty: International evidence from the crude oil market. *Economic Analysis and Policy*. 69,142-158. (Scopus, Q1)
2. **Lu Yang**, Lei Yang, Kung-Cheng Ho, Shigeyuki, Hamori#. 2020. Dependence structures and risk spillover in China's credit bond market: A copula and CoVaR approach. *Journal of Asian Economics*, 2020, 68, 101200. (Scopus, Q2)
3. Chen, Wang & Ho, Kung-Cheng & **Lu Yang**#, 2020. Network structures and idiosyncratic contagion in the European sovereign credit default swap market. *International Review of Financial Analysis*, 72, 101594 (Scopus, Q1)
4. Nannan Yuan., **Lu Yang**#. 2020. Asymmetric risk spillover between financial market uncertainty and the carbon market: A GAS–DCS–copula approach. *Journal of Cleaner Production*, 59, 25920.(Scopus, Q1)
5. Ma, Z., **Yang, L***. 2020. Revisit the 'pure' co-movement between exchange rate and oil price: Evidence from partial wavelet coherence analysis. *Singapore Economic Review*,10,1142. (Scopus, Q3).
6. Wu, Kai & Zhu, Jingran & Xu, Mingli & **Lu Yang**#. 2020. Can crude oil drive the co-movement among the international stock market? *North American Journal of Economics and Finance*, 53, 101194. (Scopus, Q2)
7. **Lu Yang** & Shigeyuki Hamori#. 2020. Forecasts of Value-at-Risk and Expected Shortfall in the Crude Oil Market: A Wavelet-Based Semiparametric Approach, *Energies*, 13(14), 1-24.

- (Scopus, Q2).
8. **Lu Yang**. 2019. Connectedness of economic policy uncertainty and oil price shocks in a time domain perspective. *Energy Economics*, 80, 219-233. (Scopus, Q1)
 9. **Lu Yang** & Lei Yang & Kung-Cheng Ho & Shigeyuki Hamori#. 2019. Determinants of the Long-Term Correlation between Crude Oil and Stock Markets. *Energies*, 12, 1-15 (Scopus, Q2).
 10. Kung-Cheng Ho & Jason Z. Ma & **Lu Yang** & Lisi Shi#. 2019. Do anticorruption efforts affect banking system stability? *Journal of International Trade and Economic Development*, 28(3), 277-298. (Scopus, Q2)
 11. Wei, Peng., Shichao, Hu., Wang, Chen., Yu-feng, Zeng., **Lu Yang**#. 2019. Modeling the Joint Dynamic Value at Risk of the Volatility Index, Oil Price, and Exchange Rate. *International Review of Economics and Finance*, 59, 137-149. (Scopus, Q1)
 12. **Lu Yang**, Jason, Z., Ma., Shigeyuki, Hamori#. 2018. Dependence structures and systemic risk of government securities markets in Central and Eastern Europe: A CoVaR-copula approach. *Sustainability*, 2018, 10(2), 1-23. (Scopus, Q1)
 13. Jason Z. Ma., **Lu Yang**., Kung-Cheng, Hoo., Chien-Chi Chu*. 2018. Market Sentiment and Investor Overreaction: Evidence from New York Listed Asian Country Exchange Traded Funds. *Emerging Market Finance and Trade*, 54, 2455-2471. (Scopus, Q1)
 14. **Lu Yang** & Shuairu Tian., Wei Yang, Mingli, Xu., Shigeyuki, Hamori#. 2018. Dependence structures between Chinese stock markets and the international financial market: Evidence from a wavelet-based quantile regression approach. *The North American Journal of Economics and Finance*, 45, 116-137. (Scopus, Q2)
 15. **Lu Yang**, Lei Yang, Shigeyuki, Hamori#. 2018. Determinants of dependence structures of sovereign credit default swap spreads between G7 and BRICS countries. *International Review of Financial Analysis*, 59, 19-34. (Scopus, Q1)
 16. **Lu Yang**, Xiaojing, Cai., Shigeyuki, Hamori# 2018. What determines the long-term correlation between oil price and exchange rate?. *North American Journal of Economics and Finance*, 44, 140-152. (Scopus, Q2)
 17. **Lu Yang**., XiaoJing., Cai, Shigeyuki, Hamori#....2017. Does the crude oil price influence the exchange rates of oil-importing and oil-exporting countries differently? A wavelet coherence analysis. *International Review of Economics & Finance*, 49, 536-547. (Scopus, Q1)
 18. **Lu Yang**, Shigeyuki, Hamori#.... 2016. Hot Money and Business Cycle Volatility: Evidence from

- Selected ASEAN Countries. *Emerging Markets Finance and Trade*, 52(2), 351-363. (Scopus, Q1)
19. **Lu Yang**, XiaoJing., Cai., Huimin, Zhang., Shigeyuki, Hamori#. 2016. Interdependence of foreign exchange markets: A wavelet coherence analysis. *Economic Modelling*, 55, 6-14. (Scopus, Q2)
 20. **Lu Yang**, Shigeyuki, Hamori#. 2015. Interdependence between the bond markets of CEEC-3 and Germany: A wavelet coherence analysis. *The North American Journal of Economics and Finance*, Elsevier, vol. 32(C), pages 124-138. (Scopus, Q2)
 21. **Lu Yang**., XiaoJing., Cai., Mengling, Li., Shigeyuki, Hamori#. 2015. Modeling dependence structures among international stock markets: Evidence from hierarchical Archimedean copulas. *Economic Modelling*, 51, 308-314. (Scopus, Q2)
 22. **Lu Yang**, Shigeyuki, Hamori#. 2014. Spillover effect of US monetary policy to ASEAN stock markets: Evidence from Indonesia, Singapore, and Thailand. *Pacific-Basin Finance Journal*, 26, 145-155. (Scopus, Q2)
 23. **Lu Yang**, Shigeyuki, Hamori#. 2014. Dependence structure between CEEC-3 and German government securities markets. *Journal of International Financial Markets, Institutions and Money*, Elsevier, vol. 29(C), pages 109-125. (Scopus, Q1)

Employment

Rajamangala University of Technology Rattanakosin, Associate Professor, 2021- Present, Thailand

Shenzhen University, College of Economics, Associate Professor, 7/2020-2021, Shenzhen

University of Alberta, Alberta School of Business, Visiting Professor, 11/2018-11/2019, Edmonton, Canada

Zhongnan University of Economics and Law, Associate Professor, 10/2014-6/2020

Kobe University, Research Assistant, 07/2012-10/2014 Kobe, Japan

Yonsei University, Research Assistant, 07/2010-10/2010 Seoul, Republic of Korea

Education

Kobe University, Kobe, Japan

- Ph.D. in Economics (10/2009-09/2014)

Invited Presentations

International Conference

December, 2020, Greater China Finance Conference. Xiamen

July 2018, ASSA, University of Sydney, Sydney, Australia

August 2017, IFABS Asia 2017, Ningbo, China

July 2017, 8th International Research Meeting in Business and Management, Nice, France

November 2016, Vietnam Symposium in Banking and Finance (Session Chair), Hanoi, Vietnam

October 2016, 2nd CAG Conference on Evolving Finance, Trade and Investment, Singapore

August, 2016, IFABS Asia 2016 (Session Chair), Brunei

Professional Activities

Academy

Reviewer for *North American Journal of Economics and Finance*, *Emerging Markets Finance and Trade*, *Applied Economics*, *International Journal of Emerging Markets*, *Journal of Multinational Financial Management*, *Singapore Economic Review*, *International Review of Economics and Finance*, *China Finance Review International*, *Journal of Contemporary Management*, *Journal of Stock & Forex Trading*, *Journal of Review on Global Economics*, *Empirical Theoretical Letter*, *Economic Bulletin*

Qualifications

Certified International Investment Analyst (CIIA) Certificate

Chartered Financial Analyst (CFA) Certificate

Research Project

Principle Investigator, The evolution of dependence structure in the fixed-income securities' market based on high dimension copula model, *National Natural Science Foundation of China* (No.71601185). Jan. 2016 to Dec. 2019.

Principle Investigator, The applications of nonlinear model in China's financial market, *Fundamental Research Funds for the Central Universities* (No.31541410516), Oct.2014 to Oct. 2016

Honors & Awards

Distinguished Graduate, 2014

Wenlan Young Scholar, 2017



Assoc. Prof. Dr.
Cheng-Jui Tseng



Curriculum Vitae (cv)

Attached (CV)

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Background

PZENG received his undergraduate degree in finance and investment in UK, and his doctorate in business administration. ZENG is currently working as a Full-Time Asst. Prof. at the Graduate School of Technology in Finance, CTBC Business School, Tainan City, Taiwan. His research area has been about corporate finance, investment project pricing and management.



List of parent disciplines



Corporate Finance, Investment Project
Pricing and Management



LANGUAGE

Thai

English



Curriculum Vitae

I. Personal Details		
Name	ZENG Chenrui	
Previous Academic Post	Director and Chair, Department of Business Administration, Krirk University	
Contact	+886-910311535 (Taiwan) Email: exeterwasabi@gmail.com LineID: ppyygg99	
II. Education, Research Expertise and Academic Research Achievements		
Education	Highest Degree: Doctor of Business Administration Institution: National Sun Yat-sen University Department: Graduate Institute of Business Administration Advisor: Prof. Lu Iuan-Yuan Study Period: August 2006-June 2010	
	Master’s Degree: MA in Finance & Investment Name of Institution: University of Exeter, UK Name of Department: Graduate Institute of Finance Study Period: August 2000–August 2001	
	Bachelor’s Degree: Bachelor of Business Administration Name of Institution: National Central University Name of Department: Department of Business Administration Study Period: September 1993–June 1997	
Research Expertise	Investment Decision Analysis, Technology Innovation Management, Real-option Evaluation, Service Science	
Courses taught and able to teach	1. Economics, Accounting, Statistics 2. Business Research Methods 3. Financial Management 4. Cost Accounting 5. Derivatives	6. Quality Management 7. Financial Statement Analysis 8. FinTech and Business Practices 9. Monetary Banking 10. Service Industry Management

- **Able to provide active assistance in development, bilateral cooperation, and communication regarding Thai student admission affairs, as well as signing of cooperation MOUs.**
- Able to actively support and assist in administrative work.
- Able to assist school in making multidisciplinary, cross-registration system, cross-period, multi-regional (domestic and overseas) teaching arrangements.
- Able to support English course instruction.

Research Methods and Tools Used	1. Questionnaire surveys: SPSS; AMOS 2. Analytic hierarchy process (AHP): Super Decision 3. Data envelopment analysis (DEA): Solver	4. Analytic network process (ANP): UCIn 5. Real option pricing models
Programming Language	Python—Quantitative Data Analysis	
Autobiography and introduction to academic and research fields	My research expertise is in cross-cultural and service industry empirical analysis, based on decision analysis models and financial evaluation and analysis methods, such as analytic hierarchy process (AHP) and data envelopment analysis (DEA). My research areas cover analysis of models for innovation activities and investors' behavior in service industries; analysis and study of network relationships in service industry innovation activities; analysis and application of asset valuation in service industries; and more. All my research focuses on theories and models of service science in the service industries. As for publications, I have 4 SSCI citations, 4 SCI citations (one in revision), 6 SCOPUS/EI journal articles, and 3 Chinese articles published, as well as having translated 2 books into Chinese: <i>Guest Service in the Hospitality Industry</i>, and <i>Managing for Quality in the Hospitality Industry</i>. In addition, I have presented dozens of papers on service industry research topics at conferences, including the Asian Network for Quality (ANQ) and the International Conference on Sustainability Management (ICSM). In terms of research projects, I hosted 2, and co-hosted 4, Ministry of Science and Technology (MOST) industry-academia general collaboration projects between 2011 and 2013, and received the MOST Special Outstanding Talent Award from the Asia University. My academic research achievements are as follows: English Academic Journal Articles: Cheng-Jui Tseng*, Collin, W. K. Chen (2020). "Interaction Between the Forgetting Learning on Sustainable Innovation Based on Slack Resources: Empirical Research from	

Thailand". The *International Journal of Electric Engineering & Education*. **In Revision. [SCI]**

Cheng-Jui Tseng, Yi-Chun Lin* (2020). "Green Consumption Decision-making under Environmental Attitudes and Perceived Green Quality". *Journal of Environmental Protection and Ecology*, Vol. 21, Iss. 5, 1775-1785. **[SCI]**

Cheng-Jui Tseng, Tzu-Chia Chen (2020). "Impact of Web-Based Teaching on the Learning Performance of Education and Training in the Service Industry During COVID19". *Contemporary Educational Technology*, Vol. 12, Iss. 2, 1-8. **[SCOPUS Index]**

Tzu-Chia Chen, **Cheng-Jui Tseng***, Shu-Yan Yu (2020). "Evaluation of real estate project construction quality used on entropy - VIKOR method". *EurAsian Journal of BioSciences*, Vol. 14, Iss. 2, 2799-2804 **[SCOPUS Index/ Corresponding Author]**

Tzu-Chia Chen, **Cheng-Jui Tseng**, Shu-Yan Yu (2020). "Environmental impact assessment in coal-burning power plants based on AHP and entropy weight VIKOR method". *EurAsian Journal of BioSciences*, Vol. 14, Iss. 2, 2855-2865 **[SCOPUS Index]**

Cheng-Jui Tseng, Ya-Hui Kuo, (2017). "The Effect of Web-based Training on Hospitality Students' Internship Learning". *Anthropologist*, Vol. 16, Iss. 3, 495-503 **[SSCI/ IF:0.195]**

Yueh-Hsin Wu, Ya-Hui Kuo, Chih-Yun Yang, **Cheng-Jui Tseng**, Yen-Ling Chang, Bo-Ching Li (2016). "Leisure Involvement and Recreation Specialization of Paragliders from the Perspective of Sensory Pursuit and Addictive Tendency". *Annals of Leisure and Recreation Research*, Vol. 8, Iss. 2, 1-36

Wu-Chung Wu, **Cheng-Jui Tseng*** (2013). "A Study of Consumers' Perception of the Effectiveness of Vegetarian Restaurants Involved in Cause-Related Marketing". *Actual Problems of Economics*, Vol. 2, Iss. 3. **[SSCI/ Corresponding Author/ IF:0.054]**

Cheng-Jui Tseng, Ya-Hui Kuo (2013). "The Measurement Of Eco-Component Of Service Quality In Taiwan's International Tourist Hotels - An Empirical Case". *International Journal of Organizational Innovation*, Vol. 5, Iss. 3, Jan. 247-257 **[ABI/EI]**

Hsien-Tang Tsai, **Cheng-Jui Tseng***, Shian-Yang Tzeng (2011). "The Impacts of Natural Hazards on Taiwan's Tourism Industry". *Natural Hazards*, 62:83-91 **[SCI/ Corresponding Author/ IF:1.42]**

Cheng-Jui Tseng, Shuo-Chang Tsai* (2011). "Effect of Consumer Environmental Attitude on Green Consumption Decision-Making". *Pakistan Journal of Statistics*, Vol. 27, Iss. 5, pp. 713-722. **[SCI / IF:0.286]**

Shuo-Chang Tsai, **Cheng-Jui Tseng*** (2011). "Addiction as a factor of Switching Barriers in Fan Loyalty – A Case Study of the Chinese Professional Baseball League". *Actual Problems of Economics*, Vol.2, Iss. 12, pp. 324-335. **[SSCI/ Corresponding Author/ IF:0.039]**

Iuan-Yuan Lu, **Cheng-Jui Tseng*** (2010). "The Study on the Service Innovation Activities of Tourist Hotels in Taiwan". *International Journal of Organizational Innovation*, Vol. 2, Iss. 5, Spring, pp. 223-240 **[ABI/EI]**

Iuan-Yuan Lu, Chih-Yun Yang, **Cheng-Jui Tseng*** (2009). "Push-Pull interactive model of service innovation cycle- under the service encounter framework". *African Journal of Business Management*, Vol. 3, Iss. 9, pp. 245-262. **[SSCI/ Corresponding Author]**

Chinese Academic Journal Articles:

Tian Chuan, **Cheng-Jui Tseng*** (2020). "A Study of Anchoring Effect's Influence on Consumer Purchase Intention". *Romphruek Journal*, accepted and in preparation for publication. [TCI/ **Corresponding Author**]

Zhen-Yang Lu, **Cheng-Jui Tseng** (2020). "The Pursuit of Uniqueness and the Propensity for Conspicuous Consumption among College Students: The Mediating Effect of Self-esteem and Narcissism". *Journal of Baoji University of Arts and Science (Social Science Edition)*, Vol. 40, Iss. 4. (Serial No. 196)

Conference Papers:

Xiaoqing Liang, **Cheng-Jui Tseng*** (2020). "The Sustainable Development of GHRM in Jiangxi, China", *Proceedings of IOP Conference Series: Earth and Environmental Science*, [SCOPUS Index/ **Corresponding Author**]

Lyu Zhenyang, **Cheng-Jui Tseng** (2020). "Sacredness and Secularity: A Study on the motivation of the public to choose religious tourism", 1st International Conference of Sustainable Management, 15-17 Jan., Bangkok, Thailand

Zhu Fengyi, **Cheng-Jui Tseng** (2020). "Differences in Sales of Skin Care Products Between Men and Women in the Chinese Market", 1st International Conference of Sustainable Management, 15-17 Jan., Bangkok, Thailand

Hong Jianghai, **Cheng-Jui Tseng** (2020). "Research on the Status Quo, Opportunities and Future Development Direction of China's Animation Industry", 1st International Conference of Sustainable Management, 15-17 Jan., Bangkok, Thailand

Sun Xiu, **Cheng-Jui Tseng** (2020). "Sacredness and Secularity: Discussing Catering Service Staff Based on Social Exchange Theory Research on the Impact of Over-Service on Customer Satisfaction", 1st International Conference of Sustainable Management, 15-17 Jan., Bangkok, Thailand

Cheng-Jui Tseng, Tzu-Chia Chen, RunZong, Chih-Yun Yang (2019). The 1st CHINA-ASEAN International Conference 2019: Insight to Chinese and ASEAN's Experience and Adaptation P38-45 [DOI: 10.6947/caicictbs.201904.0005]

Chih-Yun Yang, **Cheng-Jui Tseng*** (2011). "A Study On The Hotel Innovation Activities And Butler Service From The View of Resource Based", 9th Asian Quality Congress, 19-22 Oct., 2011, Ho Chi Minh City, Vietnam. [**Corresponding Author**]

Iuan-Yuan Lu, Chih-yun Yang, **Cheng-Jui Tseng** (2011). "The Study on Critical Driving Factor of Service Innovation - From the View of Push and Pull Theory", The 20th International Conference on Management of Technology, 8-14 Apr., 2011, Miami, Florida, USA. (ISBN:0-9815817-2-2)

Iuan-Yuan Lu, **Cheng-Jui Tseng***. "Photovoltaic Evolution in Taiwan Electricity Industry: A Multi-level Perspective on Technological Transitions". 11th Asia Pacific Industrial Engineering & Management Systems Conference, 7-10 Dec., 2010, Malaysia. [**Corresponding Author**]

Guo-Ciang Wu, Yu-Hui Cheng, Iuan-Yuan Lu & **Cheng-Jui Tseng***. "The Relationship between Social Capital and Green Supply Chain Management". 8th Asian Quality Congress, 19-22 Oct., 2010, India. [**Corresponding Author**]

Chih-yun Yang, Iuan-Yuan Lu, **Cheng-Jui Tseng** (2010). "The Enhancement of Menu Analysis- Using Binomial Real Option Pricing Method on An Empirical Case", The 19th International Conference on Management of Technology, 08-11 Mar., 2009, Cairo, Egypt.

(ISBN:0-9815817-3-0)

[Honor Award of Presenter & Author]

Chih-yun Yang, Iuan-Yuan Lu, **Cheng-Jui Tseng**, Sheng-Chan Chiu (2009). “A Study of the Inter-effective between the Servicescape System and the Waiting Experience of Customers – On the View of Dramaturgy and System Dynamic”, The 7th Asian Quality Congress, 15-18 Sep., 2009, Tokyo, Japan.

Yu-Hui Cheng, Guo-Ciang Wu, Iuan-Yuan Lu, **Cheng-Jui Tseng** (2009). “The Study on the Green Supply Chain Risk”, The 18th International Conference on Management of Technology, 5-9 Apr., 2009, Orlando, Florida, USA. (ISBN:0-9815817-2-2)

Iuan-Yuan Lu, Chih-yun Yang, **Cheng-Jui Tseng** (2008). “The New Method for Menu Engineering – Applying Real Option in Empirical Case”, The 9th Asia Pacific Industrial Engineering & Management System, 3-5 Dec., 2008, Bali, Indonesia.

(ISBN:978-979-18925-0-6)

Iuan-Yuan Lu, Chih-yun Yang, **Cheng-Jui Tseng** (2008). “The Study on the Service Innovation Activities of Tourist Hotels in Taiwan”, The 6th Asian Quality Congress, 28-31 Oct., 2008, Bangkok, Thailand.

Award:

MOST (Ministry of Science and Technology) Special Outstanding Talent Award

MOST Projects:

Principal Investigator, 2012/08/01-2013/07/31, “A Study of the Fitness Carbon Emissions Structure on F&B Service Process and It’s Reduction Analysis—from the Point of View of Carbon Footprint”, MOST One-year Project, NSC 101-2410-H-468-027. [Completed]

Principal Investigator, 2011/01/01-2011/08/31, “A Study on Twenty Years (1990-2010) of Research Themes, Concepts, Development and Relationships in Tourism and Leisure Academic Field - an Applying of Social Network Analysis Method”, MOST One-year Project, NSC 100-2410-H-468-001. [Completed]

Co-Principal Investigator, 2011/08/01-2012/07/31, “Carbon Footprint-Based Discussion of Introducing Green Supply Chain”, MOST One-year Project, NSC 100-2221-H-110-075. [Completed]

Co-Principal Investigator, 2011/08/01-2012/07/31, “Applying Multi-Level Perspective Technological Transitions for the Study of Evaluation Criteria on Decision Making of Deploying Photovoltaic in Taiwan”, MOST One-year Project, NSC 100-2221-H-110-074. [Completed]

Co-Principal Investigator, 2011/08/01-2012/07/31, “Construction the Strategies Indicators and Competitive Model of Tea Cultural Tourism Development Tourist Factory in Taiwan: Based on Resource-Based View”, MOST One-year Project, NSC 100-241-H-328-010. [Completed]

Academia-Industry Collaboration Projects: Co-Principal Investigator, 2010/01/01-2010/12/31, “A Study on the Real Options Menu Analysis and Evaluation System Introduced at a Classical European-style French-themed Restaurant”, MOE Science Park Academia-Industry Collaboration Project 2010. Co-Principal Investigator, 2009/01/01-2009/12/31, “Service Quality Improvement Training System Implementation for Alishan Gou Hotel Staff Service and Training Performance Measurement System Establishment Project”, MOE Science Park Academia-Industry Collaboration Project 2009, 98F-61-033. Co-Principal Investigator, 2008/06/01-2009/02/28, “Green Ecological Educational and Leisure Ostrich Farm Planning, Food Product Designing and Experiential Marketing Planning Project”, MOE Science Park Academia-Industry Collaboration Project 2008, 97A1019-3. Translated Books: 《餐旅服務業顧客管理》(Original title: <i>Guest Service in the Hospitality Industry</i>), EC Link Ltd. Publisher, 2015 《餐旅服務業品質管理》(Original title: <i>Managing for Quality in the Hospitality Industry</i>), EC Link Ltd. Publisher, 2008	
III. Academic Review Service	
Assistant Editor, International Journal of Organization Innovation Reviewer, Cornell Hospitality Quarterly Reviewer, Service Industry Journal Reviewer, International Journal of Contemporary Hospitality Management	
IV. Professional Association Memberships	
Chinese Society for Quality Control (CSQC) – Permanent member Chinese Tourism Management Association (CTMA)	Chinese Society for Management of Technology (CSMOT) Asia Pacific Industrial Analysis Association (APIAA)
V. Professional Certifications	
MOE Certified Assistant Professor (Reg. No.: 030736) AH & LA (CHT) Certified Hospitality Trainer APIAA Certified Industrial Analyst (Reg. No.: 10145) MOE Certified Lecturer (Reg. No.: 085226) Senior Securities Specialist Certification (Reg. No.: 3005567)	

Futures Specialist Certification (Reg. No.: 1046911)

Securities Investment Trust and Consulting Professionals Certification (Reg. No.: 2550003004)

Certificate of Completion of Professional MICE Marketing Talent Training Program by the MOEA, R.O.C.

Certificate of Completion of Professional MICE Talent Training Program by the MOEA, R.O.C.

Certificate of Completion of the MICE Execution and Development Programme by the School of Hotel and Tourism Management, The Hong Kong Polytechnic University

VI. Work Experience

Company	Rajamangala University of Technology, Rattanakosin, Thailand		
Department	Faculty of Business Administration	Title	Part-time Assistant Professor
Duration	August 2020-present		
Job Description	Doctoral student teaching; dissertation advising.		
Company	Krirk University, Thailand		
Department	International College	Title	Full-time Assistant Professor; Chair, Department of Business Administration
Duration	August 2018-present		
Job Description	Doctoral and master’s students teaching; thesis and dissertation advising; administrative duties.		
Company	RGIS Inventory Specialists		
Department	Inventory Affairs Department	Title	Inventory Auditor
Duration	August 2014-June 2018		
Job Description	Inventory taking; management and analysis.		
Note: Canada			
Institution	Asia University		
Department	Department of Leisure and Recreation Management	Title	Full-time Assistant Professor
Duration	August 2007-July 2014		
Courses Taught	Research Methods; Service Quality Management; MICE Service Industry Management; Investment Management; Accounting		

Institution	Cheng Hsiu University		
Department	Department of Information Management; Department of Financial Management	Title	Part-time Lecturer
Duration	August 2007-2008		
Courses Taught	Statistics; Economics; Knowledge Management; Business Valuation		
Company	Alishan Gou Hotel		
Department	General Administration Division	Title	Consultant
Duration	January 2006-December 2009		
Job Description	Hotel service quality planning and management; staff training.		
Company	Country Garden Restaurant, TSC Pingtung Plant		
Department	Management Department	Title	Manager
Duration	January 2004-February 2007		
Job Description	Restaurant operations management		
Institution	Tajen University		
Department	Department of Hospitality Management	Title	Part-time Lecturer
Duration	January 2004-June 2007		
Courses Taught	Hospitality Accounting; Cost Control; Financial Management; Service Quality Control		
Institution	Ling Tung University		
Department	Department of Finance	Title	Part-time Lecturer
Duration	August 2003-January 2004		
Courses Taught	Financial Management, Service Quality Control, Financial Instruments, Mutual Fund, Investment Management		
Company	Concord Futures Corp.		
Department	Research Department	Title	Chief
Duration	November 2003-April 2005		

Job Description	Research on futures promotion, service strategy, and quality in consumer markets.		
Company	PCA Life Assurance Co., Ltd.		
Department	Education and Training Department	Title	Assistant Manager
Duration	November 2001-October 2003		
Job Description	Product research; customer relationship management education and training.		
Company	International Investment Trust Co., Ltd.		
Department	Marketing and Sales Department	Title	Assistant Manager
Duration	January 1998-October 1999		
Job Description	Mutual fund sales and marketing; marketing research planning.		
Company	Fubon Securities		
Department	Brokerage Department		
Duration	June 1997-December 1997		
Job Description	Securities trading.		