Curriculum Vitae

YUJIE (JACK) WEI
Professor of Marketing
Department of Marketing
Richards College of Business (AASCB Accredited)
University of West Georgia
Carrollton, GA 30118-3000
Office: Room 361, Richards Hall
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EDUCATION

May 2007	Ph.D. in Marketing, Georgia State University, Atlanta, Georgia
January 1990	Graduate Diploma (equivalent to M.A.) in Applied Linguistics, University of Science and Technology Beijing, Beijing, PRC
July 1988	B.A. in English, Shaanxi Normal University, Xi'an, PRC

ACADEMIC EXPERIENCE

Aug. 2017 – Present	Professor of Marketing University of West Georgia, Carrollton, Georgia
Aug. 2012 – July 2017	Associate Professor of Marketing (tenured) University of West Georgia, Carrollton, Georgia
Aug. 2007 – July 2012	Assistant Professor of Marketing University of West Georgia, Carrollton,
Aug. 2003 – May 2007	Georgia State University, Atlanta, Georgia Graduate Teaching / Research Assistant
Sept. 1995 – Dec. 2001	University of Science & Technology Beijing, PRC Associate Professor of English
Feb. 1990 – Aug. 1995	University of Science & Technology Beijing, PRC Assistant Professor of English
Mar. 1999 – July 1999	University of North Carolina at Chapel Hill, NC Visiting Scholar
Aug. 1999 – Mar. 2000	Georgetown University, Washington D.C. Visiting Scholar

RESEARCH INTERESTS

- Social media marketing
- International marketing
- Strategic marketing
- Advertising and branding

GRADUATE AND UNDERGRADUATE COURSES TAUGHT

- Digital Marketing Strategy (Undergraduate)
- Digital Marketing Analytics (Undergraduate)
- Advanced Digital Marketing (Undergraduate)
- Social Media & Online Marketing (Undergraduate & Graduate)
- Principles of Marketing (Undergraduate)
- Business Research (Undergraduate)
- International Marketing (Undergraduate)
- Marketing Management (Undergraduate)
- Marketing Strategy (MBA)
- Strategic Marketing (Georgia WebMBA)
- Marketing Research & Information Systems (MBA)
- International Business Strategy (MBA)

HONORS AND AWARDS

- 2025 Faculty Teaching Award, Richards College of Business, UWG
- 2023 Outstanding Faculty for the Year, Georgia WebMBA Program
- 2023 Best Reviewer Award, *Journal of International Marketing*, AMA.
- 2023 Faculty Service Award, Richards College of Business, UWG
- 2021 Faculty Research Influence Award, Richards College of Business, UWG
- 2019 Faculty Teaching Award, Richards College of Business, UWG
- 2015 Citation of Excellence 2015 by Emerald Publishing
- 2014 Value Recognition of Best of the West, Richards College of Business
- 2014 Strategic Imperative Recognition of Best of the West, Richards
- 2013 Outstanding Faculty for the Year (Cohort 32), Georgia WebMBA Program
- 2013 Faculty Research Award, Richards College of Business, UWG
- 2012 Outstanding Faculty for the Year (Cohort 21), Georgia WebMBA Program
- 2012 Faculty Teaching Award, Richards College of Business, UWG
- 2011 Faculty Research Scholar Grant, Richards College of Business, UWG
- 2009 Highly Commended Award**,** Literati Network for Excellence
- 2009 Faculty Research Award, Richards College of Business, UWG
- 2006 Research Award for Dissertation from Georgia State University
- 1998 Teaching Excellence Award, Beijing Municipal Education Department, PRC

ACADEMIC RESEARCH

Refereed Journal Articles

Wei, Yujie (2024), "Exploring the Evolution of Consumer Attitude from Followers to Brand Enthusiasts: An Experiential Learning Perspective on Social Media", *Qualitative Market Research, an International Journal*, 27(2), 231-253.

Wei, Yujie (2023), "Are Satisfied Consumers Willing to Be Loyal? --- A Qualitative Study of Chinese Consumers," *Journal of Customer Satisfaction & Complaints Behavior*, 36 (2), 41-67.

Wei, Yujie, Salil Talpade, and Hongyan Jiang (2023), "Cross-Border Acquisition and Its Impact on Purchase Intentions: The Weak Acquires the Strong," *Journal of International Business and Cultural Studies,* 13, 1-14.

Wei, Yujie (2022), "The Cultivation of Brand Knowledge and Purchase Intention among Brand Followers on Social Media," *Journal of Digital & Social Media Marketing,* 10(2), 173-186.

Wei, Yujie, Naveen Donthu, and Chunling Yu (2020), "The Role of User Autonomy in Branding on Social Networking Sites: A Perspective of Self-Determination Theory," *Journal of Digital & Social Media Marketing,* 8(2), 166-183.

Jiao, Ruoshui and Yujie Wei (2020), "Brand Expansion through Reverse Socialization - an Example of iPhone in China," *Qualitative Market Research, An Internal Journal.* 23(1), 1-20.

Wei, Yujie, Faye McIntyre, Detmar Straub (2020), "Does Micro-Blogging Lead to a More Positive Attitude Toward a Brand? --- A Perspective of Cultivation Theory," *Journal of Promotion Management,* 26(4), 504-523.

Wei, Yujie and Feisal Murshed (2019), "Reference Group Influence on User Connections with Social Networking Sites: A Study of Facebook," *International Journal of Electronic Marketing & Retailing*, 10(4), 333-350.

Wei, Yujie, Blaise Bergiel, Lingfang Song (2019), "Effects of Parental Cultural Capital on Purchase Intention of Cognac," *International Journal of Wine Business Research,* 31(3): 344-361.

Song, Lingfang, Yujie Wei, and Blaise Bergiel (2018), "Cross-cultural Study on American and Chinese Customers of Cognac," *Wine Economics & Policy*, 7(1), 24-34.

Wei, Yujie, Typhaine Lebegue, and Salil Talpade (2016), "The Role of Susceptibility to Interpersonal Influence on Self Connection with Social Networking Sites: A Cross-Cultural Comparison of France and the United States," *Journal of Digital & Social Media Marketing,* 4(4), 391-409.

Wei, Yujie and Beheruz N. Sethna (2016), "Effects of Cognitive Overweight Status and Food Motives on Food Choice: Implications for Public Policy and Marketing," *Health Marketing Quarterly,* 33(4), 386-401.

Wei, Yujie, Faye McIntyre, and Richard Soparnot (2015), "Effects of Relationship Benefits and Relationship Proneness on Relationship Outcomes: A Three-Country Comparison," *Journal of Strategic Marketing,* 23(5), *436-456*.

Wei, Yujie, Mary K. Rickard, and Cheryl Brown (2015), "The Effects of Consumer Weight Level on Attitude towards Food and Advertisements," *Journal of Food Products Marketing*， 21 (4): 426-441.

Minna Rollins, David Nickell and Yujie Wei (2014), "Understanding Salespeople's Learning Experiences through Blogging: A Social Learning Approach," *Industrial Marketing Management,* 43(6), 1063-1069. (SSCI Indexed)

Wei, Yujie, Pingping Song, and Brian Rutherford (2014), "Corporate blogs, social media links and firm performance: A study of Fortune 500 Companies," *Journal of Digital and Social Media Marketing,* 2(2), 159-175.

Wei, Yujie, Naveen Donthu, and Kenneth Bernhardt (2013), "Effects of Age, Dispositional Time Perceptions, and Time View Manipulations on Product Attribute Evaluation," *Journal of Business Research*, 66(11), 2171-2177. (SSCI Indexed)

Wei, Yujie and Chunling Yu (2012), "How Do Reference Groups Influence Self–Brand Connections among Chinese Consumers? Implications for Advertising," *Journal of Advertising*, 41(3), 41-53. (SSCI Indexed)

Wang, Xia, Chunling Yu, and Yujie Wei (2012), "Peer Communication on Social Media and Its Impact on Purchase Intention: A Consumer Socialization Framework", *Journal of Interactive Marketing,* 26(4), 198-208. (SSCI Indexed)

Rutherford, Brian, Yujie Wei, Jungkun Park, and Won-Moo Hur (2012), "Increasing Job Performance and Reducing Turnover: An Examination of Chinese Female Retail Employees," *Journal of Marketing Theory and Practice,* 20(4), 421-434.

Wei, Yujie, Zhiyuan Li, and Joel Haynes (2012), "Are Chinese Consumers Created Equally Relational?" *Management Research Review*, 36(1), 60-75.

Wei, Yujie, Naveen Donthu, and Kenneth L. Bernhardt (2011), "Volunteerism of Older Adults in the United States," *International Review on Public & Nonprofit Marketing*, 9(1), 1-18.

Wei, Yujie, Faye S. McIntyre, and Salil Talpade (2011), "A Cross-cultural Study of Relationship Proneness and Implications for Relationship Marketing," *International Journal of Customer Relationship Marketing & Management*, 2 (3), 57-78.

Wei, Yujie, Detmar Straub, and Amit Poddar (2011), "The Power of Many: Managing Internet Group Purchasing," *Journal of Electronic Commerce Research,* 12 (1), 19-43. (SSCI Indexed)

Wei, Yujie and Salil Talpade (2009), "Materialism of Mature Consumers in China and U.S.A.: A Cross-Cultural Study," *Journal of International Business and Cultural Studies*, 1 (1), 1-17.

Poddar, Amit, Naveen Donthu, and Yujie Wei (2009), "Website Orientations, Website Quality and Purchase Intention: The Role of Website Personality," *Journal of Business Research,* 62, 441-450. (SSCI Indexed)

Wei, Yujie, Beverly Wright, Haizhong Wang, and Chunling Yu (2009), "An Evaluation of the Consumer Ethnocentric Scale (CETSCALE) among Chinese Consumers," *International Journal of Global Management Studies,* 2 (1), 13-25.

Wei, Yujie (2008), "Does 'Country of Origin' Affect Attitudes of Chinese Consumers? --- Mediating Effect of Brand Sensitivity and Moderating Effect of Product Cues," *Journal of Asia Business Studies,* 3(1), 54-64.

Wang, Haizhong, Yujie Wei, and Chunling Yu (2008), "Global Brand Equity Model: Combining Customer-based with Product-market Outcomes Approaches," *Journal of Product & Brand Management,* 17 (4/5), 305-316.

Yu, Chunling, Haizhong Wang, and Yujie Wei (2006), "Contemporary Marketing Practice and Marketing Innovation of Chinese Firms," *China Soft Science* (Special Issue), 274-279.

CONFERENCE PROCEEDINGS

Wei, Yujie, "Decoding Generation X Audience Engagement on Social Media: Unveiling Captivating Content Preferences". Presented at the 9th International Conference on Marketing, Business and Trade (ICMBT 2024) on March 20 2024 in Fukuoka Japan, and published in the Proceedings.

Wei, Yujie, "Experiential Learning, Simulation, Student Satisfaction" Presented at the 50th annual conference of Association for Business Simulation and Experiential Learning (ABSEL) on March 2023, and published in the Proceedings.

Wei, Yujie, "Teaching Social Media Marketing through Following Firms on Twitter --- A Perspective of Experiential Learning." Presented at the annual conference of Association for Business Simulation and Experiential Learning (ABSEL) on March 2022, and published in the Proceedings.

Wei, Yujie, "Applying the Functional Theory of Attitudes to Understanding of Purchase Intentions of Cognac--- A Cross-Cultural Study", presented at 2019 Western &

Business Management International Research Conference, Sept. 20-21, 2019 in Dijon, France.

Wei, Yujie, Faye McIntyre, Detmar Straub, "Does Micro-Blogging Lead to a More Positive Attitude Toward a Brand?", presented at 2019 Summer AMA conference, Aug. 9-11, Chicago.

Wei, Yujie and Ruoshui Jiao, "Reciprocal Socialization and Consumer Brand Adoption," presented at 2019 Summer AMA conference, Aug. 9-11, Chicago.

Wei, Yujie, Blaise Bergiel, and Lingfang Song, "Parental Cultural Capital, Value Orientations, Attitude toward Brand Country of Origin, and Purchase Intention of Global Brand," presented at 2017 summer AMA conference, Aug. 4-6, 2017, San Francisco.

Wei, Yujie and Kenneth Bernhardt, "Disloyalty Syndrome among Chinese Consumers --- A Historical Perspective," --- A Historical Perspective," presented at 2017 summer AMA conference, Aug. 4-6, 2017, San Francisco.

Wei, Yujie and Feisal Murshed, "Reference Group Influence on User Connections with Social Networking Sites: A Study of Facebook," presented at SMA conference, Nov. 2-5, 2016, Atlanta.

Wei, Yujie, Hongyan Jiang, and Haizhong Wang, "Consumer Ambivalence Toward the Acquired Brand and Mitigating Effects of Acquisition Strategy, Brand Biography, and Moral Identity," 2016 Summer AMA conference, Aug. 5-7, 2016, Atlanta.

Song, Lingfang, Yujie Wei, and Blaise Bergiel, "Cross-cultural study on American and Chinese Customers of Cognac," presented at the 21st Euro-Asia International Research Seminar, June 22-24, 2016, Busan, France.

Wei, Yujie, Hongyan Jiang, and Haizhong Wang, "Cross-border 'The Weak Acquires the Strong', Strategy and Its Influence on Consumer Attitudes Toward the Acquired Brand: Mitigating Effects of Acquisition Strategy," The 5th Theory + Practice in Marketing (TPM) Conference, June 10-12, 2015, Atlanta.

Rollins, Minna, David Nickell and Yujie Wei (2014), "Learning by Blogging: Understanding Salespeople's Learning Experiences on Social Media," HISCSS 47, Hawaii International Conference Proceedings, Jan. 6-9, Hawaii, USA.

Yu, Chunling and Yujie Wei, "Influences on brand extension evaluations: Product and consumer innovativeness," (Abstract) 2013 Summer Educator's American Marketing Association Conference Proceedings.

Wei, Yujie, Typhaine Lebegue, and Salil Talpade (2013), "The Role of Susceptibility to Interpersonal Influence on Self Connection with Social Networking Sites: A Cross-Cultural Comparison of France and the United States," (Abstract) 2013 AAA.

Wei, Yujie, Tarak Talpade , Hans Yu, and Salil Talpade (2012), "*Influence of Consumer Characteristics on Self-Website Connections in the Social Media Context*," presented at the annual conference of Society of Business Industry and Economics Destin, FL.

Wei, Yujie, Minna Halonen-Rollins, and David Nickell (2012), "*Blogging Keeps Me Networked: Understanding Salespeople's Learning Experiences on Social Media*," Presented at CBIM, Atlanta, Georgia.

Wei, Yujie and Yali Zhao (2012), "Does Cultural Capital Helps Sell An Even and Country? ---- A Case Study of 2008 Beijing Olympic Games," (Abstract) 2012 Global Awareness Society International Conference, May 24-26, 2012, New York.

Wei, Yujie, Zhiyuan Li, and Joel Haynes (2011), "Are Chinese Consumers Created Equally Relational?" (Abstract) 2011 Summer Educator's American Marketing Association Conference Proceedings, p.56.

Wei, Yujie, Mary Kay Rickard, and Cheryl Brown (2011), "The Effects of Consumer Weight Level on Attitude towards Food and Advertisements," (Abstract) The 15th Biennial World Marketing Congress of Academy of Marketing Science Proceedings, p.941.

Wei, Yujie (2011), "The Effects of Brand Name, Coo, and Price on Perceived Quality and Willingness to Purchase: A Study of Female Chinese Consumers," (Summary Brief) Society for Marketing Advances Conference Proceedings, 102.

Wei, Yujie, Salil Talpade, Faye S. McIntyre (2010), "Relationship Proneness and Effectiveness of Relationship Investment: Implications for International Retailing," (Summary Brief) Society for Marketing Advances Conference Proceedings, 136-137.

Wei, Yujie, Carolyn Curasi, and Chunling Yu (2010), "The Impact of Physical Health Status on Consumer Behavior: A Study of Mature Consumers in China," (Summary Brief) Society for Marketing Advances Conference Proceedings, 204-205.

Wei, Yujie, Naveen Donthu, and Kenneth Bernhardt (2010), "Effects of Age, Dispositional Time Perceptions, and Time View Manipulations on Product Attribute Evaluation," (Abstract) 2010 Summer Educator's American Marketing Association Conference Proceedings, 556-557.

Rutherford, Brian, Yujie Wei, Jungkun Park, and Won-Moo Hur (2009), "Increasing Job Performance and Reducing Turnover Intentions within the Retail Sales Force: An Examination of Female Employees in China," (Abstract) 2009 Summer Educator's American Marketing Association Conference Proceedings, 203-204.

Wei, Yujie (2009), "Opportunity, Location and Harmonious Relationships ---- Managing Global Marketing in China," 2009 Spring Marketing Management Conference Proceedings, 8-11.

Wei, Yujie and Chunling Yu (2007), "An Empirical Study on Life Satisfaction and Consumption of Chinese Ageing People," 6 th International Management Conference Proceedings, 999-1004.

Poddar, Amit, Naveen Donthu, and Yujie Wei (2006), "Website Orientations, Website Quality and Purchase Intention: The Role of Website Personality," (Abstract) 2006 Summer Educator's American Marketing Association Conference Proceedings, p. 384.

Wei, Yujie (2006), "Does 'Country of Origin' Affect Attitudes of Chinese Consumers? --- Mediating Effect of Brand Sensitivity and Moderating Effect of Product Cues," (Abstract) 2006 Winter Educator's American Marketing Association Conference Proceedings, 220-221.

Bernhardt, Kenneth L. and Yujie Wei (2004), "Customer Satisfaction and Loyalty Measurement: A Two-Sided Approach," (Abstract) 2004 Academy of Marketing Science Annual Conference Proceedings.

Regional Conference Publications

Wang, Haizhong, Ping Zhao, Chunling Yu, and Yujie Wei (2005), "Chinese Consumer Ethnocentrism and Product Preferences", paper presented at the first Annual conference of *China Journal of Marketing Science* in Beijing, PRC.

BOOKS

Wei, Yujie, Yali Zhao, Xiuquan Huang, Xiaoyan Tang, & Jian Zhang (1995). *Handbook of English Advertisements*. Mechanical Industrial Publishing House, Beijing, PRC.

RESEARCH GRANTS

Wei, Yujie, Social Media Marketing Technology Fee Project. $9,000.

Received from the University of West Georgia.

Yu, Chunling and Wei, Yujie (2012-2013). *Consumer Perception of Global Brands in China, $*90,000. Received from Natural Science Foundation China (NSFC).

Yu, Chunling and Wei, Yujie (2008-2009). *Word-of-Mouth Influence in an Online Environment.* $30,000. Received from Natural Science Foundation China (NSFC).

PROFESSIONAL SERVICE ACTIVITIES

2024.3	Session chairs for the 9th International Conference on Marketing, Business and Trade (ICMBT 2024), Fukuoka, Japan
2020 – Present	Editorial Review Board for the *Journal of International Marketing*
2017 – Present	Editorial Board for Social Media and Technology Management for the *Journal of Global Scholars of Marketing Science*

2011 – Present	Academic reviewers for *Journal of International Marketing*
2008 – Present	Paper reviewers for AMA Conferences
2017 – 2022	Academic reviewer for *Journal of Interactive Marketing*
2019	Academic reviewer for *Asia Pacific Management Review*
2016 – 2022	Academic reviewer for *Journal of Business Research*
2017	Academic reviewer for *Qualitative Market Research*
2015 – 2017	Academic Reviewer for *International Journal of Information Management*
2014	Academic reviewer for *Journal of Business & Industrial Marketing*
2012	Academic reviewer for *Journal of Electronic Commerce Research*
2011	Academic reviewer for *Management Research Review*
2011	Academic reviewer for *Journal of Brand Management*
2010	Academic reviewer for *International Journal of Management in Education*
2016 – 2021	Academic reviewer for *HICSS* Conference
2015	Academic reviewer for *B-Quest*
2015	Session Chair for Theory & Practice in Marketing (TPM) Conference
2014	Academic reviewer for *HICSS*-47 Conference
2010	Session Chairs for American Marketing Association (AMA) Conference
2011	Co-chair, Global and Cross-cultural Issues Track, Society for Marketing Advances (SMA)
2010	Session Chair for SMA Conference
2011	Paper reviewer for Society for Consumer Psychology Conference (SCP)
2005 – 2016	Paper reviewers for SMA Conferences

PROFESSIONAL CONSULTING EXPERIENCE

2009–2010 722 Consulting (Asia) Limited

Analyzed sales data and internal data provided by the client; Created and designed segmentation strategies; developed marketing strategies to attract more customers; Co-presented market analysis results to the CEO of the client company.

PROFESSIONAL DEVELOPMENT ACTIVITIES

2025	The 53rd Price-Babson Symposium for Entrepreneurship Education, June 9-12, 2025, Babson College, Boston. Earned a Certificate.
2022	International Business Webinar Series, "Remaining Relevant in IB Education: Perspectives for an Impactful Academic Career through Teaching and Research" by GSU-CIBER on June 9th, 2022.
2021	AACSB Accreditation Workshop, Richards College of Business at UWG
2020	AACSB Accreditation Workshop, Richards College of Business at UWG
2019	Faculty Development Workshop, Richards College of Business at UWG

2018 Faculty Development Workshop, Richards College of Business at UWG
2017 Faculty Development Workshop, Richards College of Business at UWG
2016 Faculty Development Workshop, Richards College of Business at UWG
2015 Certificate of Completion of Quality Matters
2015 Thomas J. Tobin's Ethical Student Conduct, Richards College of Business
2011 Harvard Business Case Method Seminar, Georgia State University (Sponsored by Southeast U.S. Higher Education Consortium for International Business Education)
2011 Teaching International Business Workshop, Georgia State University Sponsored by Southeast U.S. Higher Education Consortium for International Business Education)
2011 Grant Writing Workshop, Georgia State University (Sponsored by Southeast U.S. Higher Education Consortium for International Business Education)
2010 Research Exchange Program with School of Business and Management, ESEM, France
2010–2011 Teaching Workshops, Richards College of Business at UWG

SERVICE ACTIVITIES

University Service

2022. 9 –2024.5 Supervised Honor's Thesis with another faculty
2022. 5 –2023.5 Member, UWG QEP Development Workgroup
2021– Present Faculty Senate (Rules Committee)
2020 Member, RCOB Dean Search Committee
2019– 10– 21 Panelist for Major Things of Advising Center of UWG
2018– 2021 Member, Senate Budget Committee
2013– 2018 Assistance to Registrar's Office with the translation of ZUEL Exchange students' transcripts
2010 –2021 Member, UWG Dispute Resolution Committee
2008 – 2010 Member, Faculty and Administrative Staff Committee
2008 – 2009 Member, Technology Planning Committee
2009 Participant, "The Institution as a Brand – Advertising a University", a project led by Dr. Michael Ruffner, Vice President for University Advancement, UWG

College Service

2024 –Present Graduate Planning Committee (GPC), RCOB
2022.6–Present Course Lead for Georgia WebMBA Program
2021 –2024 Chair, Tenure & Promotion Committee, RCOB.
2023 –2024 Mentor for international graduate students, RCOB
Nov. 2019 Participant, RCOB International Research Collaboration

2017– 2021	Member, Tenure & Promotion Committee, RCOB.
2015– 2021	Member, Post Tenure Committee, RCOB.
2013 – 2018	Liaison and Assisted in coordinating the RCOB Exchange Programs with SUIBE, Shanghai, PRC.
2010 – 2013	Developed an international exchange program with the Shanghai Institute of Foreign Trade (SIFT), 2010 – 2012
2010 – 2012	Assisted in coordinating the exchange program with ZOEL in PRC.
2010 – 2012	Participant, RCOB Exchange Program with ESEAM in France
2007 – Present	Member of the Graduate Faculty, UWG

Department Service

2024	Member of Post Tenure Review Committee
2012 – 2021	Member of Tenure and Promotion Committee
2009 – 2021	Panelist, Dr. James Burton's Sales Management class
2016	Member of Search Committee for new faculty
2009 – 2017	Assisted in China Study Abroad Program
2009 – 2018	Presented on Chinese culture to students of China Study Program
2007 – 2009	Advised over 30 undergraduate students each semester

MISCELLANEOUS SERVICES

2021.2.24	Email Marketing Webinar for members and small business owners of Carroll County Chamber of Commerce
2021– Spring	Supervised an Intern for Rickman Architecture Design Company
2020– Spring	Supervised an undergraduate class for social media and online Marketing project for West Georgia Habitat for Humanity
2019– Summer	Supervised a graduate class for social media marketing project for UWG's Health Service Center
2019– Spring	Supervised an Intern for Rickman Architecture Design Company
2016	Presentation to all faculty members of Jinjiang College of Sichuan University
2016	Research presentation to graduate students of Sichuan Normal University
2014	Attended Georgia WebMBA Webinar for students
2014	Speaker for MBA student orientation
2013–2016	Liaison for periodic meetings between Atlanta Chinese Communities and exchange Chinese students at UWG
2010	Research presentation to faculty and students of the Marketing Department at Shanghai Institute of Foreign Trade, Shanghai, PRC
2010	Research presentation to faculty and students of the Marketing Department at the Anhui Institute of Technology, Anhui, PRC
2008	Presentation to 150 salespeople and managers of Xinjiang Cement

	Group (Ltd.) in PRC.
1993 – 1999	Director, English Program of the Department of Foreign Languages at University of Science and Technology Beijing (USTB), PRC.

(Updated on 9/18/2025)