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EDUCATION

- 2015 – 2020: National Institute of Development Administration (NIDA), Thailand
Ph.D. in Management (International Program)
- 2012 – 2014: Thammasat University, Thailand
Master of Arts in English for Career (English Program)
- 2008 – 2012: Khon Kaen University, Thailand
Bachelor of Business Administration in Global Business (International Program)

TEACHING/ACADEMIC EXPERIENCE

- 2022 – Present: Full Time Lecturer
International College, National Institute of Development Administration, Thailand
- 2022: Guest Lecturer, Stamford International University, Thailand
- 2020 – 2022: Advisor of Master's Students & Director of Thesis Center
Chinese Graduate School, Panyapiwat Institute of Management, Thailand
- 2021 – 2022: Administrative Consultant to the Rector
Saint John's University, Thailand
- 2020: Guest Lecturer, Prince of Songkla University, Thailand
- 2019 – 2020: Full Time Lecturer & Associate Director of International Marketing
Suvarnabhumi Institute of Technology, Thailand
- 2022 – present: Reviewer of GMSARN International Journal

PUBLICATIONS/CONFERENCES

Sun, X.,* & Ma, Y. (in press). How the perceived threat of Covid-19 aggravates Chinese employees' emotional exhaustion and turnover intention in Thailand: The moderating role of affective commitment. *Creative Business and Sustainability Journal*. [TCI Tier 1]

Sun, X., * & Ma, Y. (in press). The influences of intellectual capital on organizational effectiveness of service industries' listed companies in Thailand [泰国服务业上市公司智力资本对组织效能的影响]. *Chinese Journal of Social Science and Management*, 6(1). [TCI Tier 2].

Ma, Y., Kosolritthichai, W., & Sun, X.* (2021). Exploring motivation in studying English as a major for the Chinese third year students at university in Sichuan province, China. *Saint John's Journal*, 24(53), 160-177. [TCI Tier 2]

Sun, X. (2021). Innovative behavior in the workplace: A study of intellectual capital effect on the service-oriented companies in Thailand. *Thammasat review*, 24(2), 112-132. [TCI Tier 1]

Li, P., & Sun, X.*(2021). A Study on the Construction of Business English Teachers in Local Applied Undergraduate Universities [地方应用型本科院校商务英语专业师资建设初探—以云南省为例]. *Journal of Sinology* 15(2), 1-22. [TCI Tier 3]

Sun, X.,* & Suntrayuth, S. (2020). The effects of intellectual capital, innovative behavior, absorptive capacity on organizational effectiveness: The moderating role of social capital. *TEST Engineering & Management*, 83(July-August), 4035-4045. [Scopus Q4]

Sun, X. (2020). The importance of the Chinese language in Today's international business. *Journal of Suvarnabhumi Institute of Technology (Humanities and Social Sciences)*, 6(1), 601-610. [TCI Tier 2]

Xie, L., & Sun, X.* (2022). Optimization of network marketing strategy for Liuzhou River snails rice noodle under the background of "internet plus" [Poster presentation]. The 6th PIM International Conference, Nonthaburi, Thailand.

Geng, H., & Sun, X.* (2022). The impact of game digital distribution platform quality on consumer behavior intentions – Analysis of mediating effect based on user satisfaction [Poster presentation]. The 6th PIM International Conference, Nonthaburi, Thailand.

ACADEMIC ACTIVITIES

Global Design & Media CoSpace, RheiMain University of Applied Sciences

Panyapiwat Ph.D. Forum VI (online forum) | December 24th, 2021 | Forum Host

Panyapiwat Master's Forum I (online forum) | April 28th, 2021 | Forum Host

Panyapiwat Ph.D. Forum V (online forum) | December 24th, 2020 | Forum Host

The 3rd Sichuan Vocational Education International Expo | December 20th, 2019 | Guest

TEACHING INTEREST:

Research Methodology in Management

International Business Marketing

Quantitative Research Methodology

Global Business Management

Introduction to Statistics

RESEARCH AREAS:

Organizational Management

Creative Capital

Organizational Behaviors

Intellectual Capital

Knowledge Management

Social Capital

Innovative Behaviors