

Dr. Zhongwu Li Ph. D



Dr. Zhongwu Li Ph. D graduated from Assumption University, Thailand, Major: Finance , interested filed: Finance, Behavioral Finance, and Economics.

More details as following:

1. **Personal** : 1991 arrived Thailand.

2. **Educational Background** : ( All in English )

•2000-2003 , Bachelor Degree, Major: General Management, Honor of Magna & Laude, Assumption University.

•2005-2008 , Master Degree of ICT, Major: Information Technology Management, Honor of Prof. Srisakdi Charmonman, Assumption University.

•2009-2017 , Ph. D of Business Administration, Major: Finance, Assumption University.

(Due to the personal reasons, retained student's status from 2010 to 2014)

3. **Business Background** :

•1994 to 2018, director and manager of L&Z Trading Development Company Limited.

•2000 to 2018 , director and manager of Shengda Trading Company Limited , engaged in wholesale and retails at Central Department Stores, Robinson Department Stores, The Mall Groups and so on.

#### 4. Academic Achievement:

1. Zhongwu Li (2018). How psychological factor influence loss aversion behavior: A unique utility function explanation. *UTCC International of Business and Economics (UTCC IJBE)* ISSN: 1960-5582. 10 (2), 101-118. (Tier I in 2018)
2. Zhongwu Li (2020). The Impact of Change in Labor Force Structure on Economic Growth—In Case of Thailand. *UTCC International of Business and Economics, and Accountancy*. ISSN: 1906-5582. (Tier II in 2020)
3. Danna Hao and Zhongwu Li (2020). Extrinsic Motivators and Contextual Performance of Communication and Media Teachers in Chinese Colleges and Universities. *Journal of Education and Training Studies* ISSN: 2324-805X. 8 (5), 43-58. (Infotrieve)
4. Na Wei, Zhongwu Li (2020). Determinants of users' intention to adopt mobile learning applications: An empirical study integrating TAM with FT. *Journal of Open Innovation: Technology, Market, and Complexity*. SJR Q1. ISSN: 2199-8531
5. Danna Hao and Zhongwu Li (2020). Research on The Influent Factors of Relationship Performance by An Intrinsic Incentive Growth Model for Chinese Universities' Teachers. *Psychology and Education*. ISSN: 0033-3077
6. Zhongwu Li and Yapeng Lin (2021). Impact of Emotional Intelligence on Job Performance — Examining Mediation and Moderation Mechanisms. *Turkish Journal of Computer and Mathematics Education*. ISSN: 3511-3524
7. Yupei Du and Zhongwu Li (2021). Employee Characteristics, Subjective Norms and Work Performance: Integrating The Achievement Goal Orientation Theory and The Theory of Planned Behavior. *Humanities and Social Sciences Letters*. SJR Q4. ISSN(p): 2312-5659
8. Ling Peng and Zhongwu Li (2021). Psychological contract, organizational commitment, and knowledge innovation: A perspective of open innovation. *Problems and Perspectives in Management*. SJR Q2. ISSN:1727-7051 19(2), 418-432.
9. Liang, Y., Li, Z., & Wong, W.K. (2021). Effects of transformational leadership on tacit knowledge sharing: Mediating roles of transactive memory system and turnover intention. *Journal of Management Information and Decision Sciences*, 24(S1), 1-12.
10. Juntao Zhang and Zhongwu Li (2021). The Influence of Chinese University Students' Reinforcement Sensitivity on Cyber Violence. *Humanities and Social Sciences Letters*. SJR Q4. 2021 Vol. 9, No. 4, pp. 341-350. ISSN(e): 2312-4318; ISSN(p): 2312-5659

11. Jiang Lianxin and Zhongwu Li (2021). Research on influencing factors of elderly care institutions' choice intention based on artificial intelligence and embedded system. *Journal of Ambient Intelligence and Humanized Computing*. SJR Q1.DOI:10.1007/s12652-021-03144-6
12. Ling Xu and Zhongwu Li (2022). Factors Affecting the Knowledge Sharing Behaviors of University Teachers: An Empirical Study in China. *International Journal of Information and Education Technology*. SJR Q3. Vol. 12, No. 1, January 2022
13. Xuemei Luo and Zhongwu Li (2022). Impact of Online Community Interaction on Value Co-Creation: Evidence from China. *Problems and Perspectives in Management*, SJR Q2. Volume 20, Issue 1, 2022.
14. Yajun Qiao and Zhongwu Li (2022). Community Social Capital, Family Support, Confucian Pro-Setback Coping and Geriatric Depression: Evidence from China. *Humanities and Social Science Letters*. SJR Q4. Vol.10 No.1 (2022). ISSN:2312-4318/2312-5659. DOI: <https://doi.org/10.18488/73.v10i1.2934>
15. Xi Tong and Zhongwu Li (2022). An Investigation into the Factors Affecting the Knowledge Sharing Behavior of College Students in Flipped Classrooms. *Journal of Arts Management*. Vol.6 No. 2 (2022): April-June.
16. Yuan Li and Zhongwu Li (2022). Dual-Channel Effect of Job Insecurity on Knowledge Workers' Innovative Behavior. *Discrete Dynamic in Nature and Society*. SJR Q3. Volume 2022. Article ID 1519717. <https://doi.org/10.1155/2022/1519717>
17. Xiaoyuan Qiu and Zhongwu Li (2022). A Research of Occupational Happiness of R Primary School Teachers Based on JD-R Model. *Journal of Multidisciplinary in Management and Tourism*. Vol.6 No. 1 (2022): January-June.

My teaching experience (for both Ph. D and Master Levels)

1. Research Methodology: Quantitative and Qualitative methodology
2. Finance field: Finance Management, Securities Analysis, Investment and Portfolio Management
3. Management field: Managerial Economics, Managerial Accounting, Operation Management
4. Economics: Macroeconomics, Microeconomics