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Ph.D.: Southwest Jiaotong University (China); Marketing

Master: Southwest Jiaotong University (China); Management

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Marketing Research Methods ( \$ \$ )

(MBME05, \$ )

Advertising and Promotion Management ( \$ \$ )

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Digital Marketing

Services Marketing

Governance Strategy in Marketing Channels

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2. " " " " \$ □
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### Recent Research Projects

1. 6 S R PR NR R PR R QSN R N Q N R T P N R  
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4. . I N P: QR S R2SSRP S2 R PR N I J R: =