

A Young Scholar @AU: Bing ZHU

A young scholar who has dedicated in research on sustainable consumption and innovation never stops pursuing scholarship and the truth.



Dr. Bing ZHU

CURRENT POSITIONS

- Full-time lecturer, Department of Marketing, [Martin de Tours School of Management and Economics](#), Assumption University, Thailand (2011 – present)

EDUCATION

- Ph.D. in Business Administration and Economics: Ingolstadt School of Business and Economics, Catholic University of Eichstätt- Ingolstadt, Germany (October 2013-February 2018) Impact: Magna Cum Laude
- M.B.A. in Marketing, Assumption University, Thailand (December 2008-November 2010)
- B.A. in Business English, Assumption University, Thailand (March 2005-November 2008) Impact: Magna Cum Laude

PROFESSIONAL CERTIFICATIONS

- Microsoft Certified Professional (No.2075916)
- Microsoft Certified System Engineer (No.2075916)
- Data Science and Big Data Analytics: Making Data-Driven Decisions (September 10-October 29, 2018): Massachusetts Institute of Technology

- Qualitative Research Methods: Conversational Interviewing (May 2019-May 2020): Massachusetts Institute of Technology



PUBLICATION

Refereed Articles

1. Zhu, B. (2020). Consumer Intention to Adopt Dockless Bike Sharing Scheme in Southern China- based on Value-Attitude-Behavior Model. Accepted by *Asia-Pacific Social Science Review* on 14 Oct 2020 for the publication in June 2021 edition (SCOPUS/Q1)
2. Zhu, B. (2020). [Millennial consumers' purchase intention for eco-fashion apparel: A study from Southern China.](#) *ABAC Journal*, 41(6), 1-25.
3. Zhu, B. and Habisch, A. (2019). [Smallholder Farmers' Engagement in Non-Certified Organic Farming: A Case from Southern China.](#) *British Food Journal*, 122(2), 465-481. <https://doi.org/10.1108/BFJ-06-2018-0395> (SCI/Q2)
4. Zhu, B., Kowathanakul, S. and Satanasavapak, P. (2019). [Generation Y Consumer Online Repurchase Intention in Bangkok--based on Stimulus-Organism-Response \(SOR\) Model.](#) *International Journal of Retail & Distribution Management*, Vol. 48 No. 1, pp.53-

69. <https://doi.org/10.1108/IJRDM-04-2018-0071> (SSCI/Q2)
5. Sornsri, S. and Zhu, B. (2019). Developing and Testing a Relationship Quality Model: The Context of Understanding Business Program in Thailand, *ABAC Journal*, 39(3), (SCOPUS/Q3)
 6. Zhu, B., Habisch, A. & Thøgersen, J. (2018). The Importance of Cultural Values and Trust for Innovation- A European Study. *International Journal of Innovation Management*, 22(2). (SCOPUS/Q2)
 7. Habisch, A. & Zhu, B. (2017). Cultures as Determinants of Innovation- An Evidence from European Context, *ABAC Journal*, 37 (1). (SCOPUS/Q3)
 8. Zhu, B. (2016). Consumer's motivation, opportunities and abilities for sustainable consumption: A case in China. *uwf UmweltWirtschaftsForum*, 44(4) (EBSCO)
 9. Zhu, B. (2013). Impact of Green Advertising on Consumer Purchase Intention of Green Products. *World Review of Business Research*, July Issue. (EBSCO)
 10. Zhu, B. Chipoopirutana, S. & Combs, W. H., (2011). Green Product Consumer Buyer Behavior in China. *American Journal of Business Research*, 2(11). (EBSCO)

Invited Articles/Reviews

1. Zhu, B & Suwanna, K. (2018). Marketing 4.0: Moving from Traditional to Digital. *Social Science Asia*, 4(1), 86-88. Available at <http://164.115.28.46/nrctejournal/content/index/72>

Book Chapters

1. Zhu, B. & Habich, A. (2018). CSR in the Context of Transition Economy: An Evaluation of Enterprises CSR Practices in China. In Lu, H., Schmidpeter, R., Capaldi, N., Zu, L. (Eds.). *Building New Bridges Between Business and Society: Recent Research and New Cases in CSR, Sustainability, Ethics and Governance* (ISBN 978-3-319-63561-3)
2. Zhu, B. (2012). Exchange Rate and Price: A Granger Causality Test of Consumer Price Index in China (H.Tan (Ed): *Technology for Education and Learning*, AISC 136, pp 89-94. Springer –Verlag Berlin Heidelberg (ISSN 1867-5662 ;ISBN 978-3-642-27710-8; DOI 10.1007/978-3-642-27711-5)

Invited Presentations

STIE MUHAMMADIYAH JAKARTA
PRESENTS:
THE INTERNATIONAL ONLINE WORKSHOP
PROCESSING AND ANALYSIS OF QUANTITATIVE DATA WITH AMOS AND EIEWS

SPEAKERS

OPENING SPEECH
Prof. Dr. H. Eddy Suandi Hamid, M. Ed.
Vice Chairman of Muhammadiyah's Assembly for High Education of Research And Development

KEYNOTE SPEAKER
Dr. Mikalina Laksana (ID: 991558888)
Department chair Management Planning and Logistics American University in the Emirates

EIEWS SPEAKER
Dr. Lela Nuriana Widi, M.W (ID: 917677388)
Head of STIE Muhammadiyah Jakarta Indonesia

AMOS SPEAKER
Bing Zhu, MBA, PhD (ID: 9116174100)
SEAME Business School Assumption University Thailand

Dr. Peggy Retna M. S.P., M. Si. (ID: 972814877)
Deputy head of academic affairs of STIE Muhammadiyah Jakarta Indonesia (ID: 903263100)

FREE SOFTWARE
*Full version of AMOS & EIEWS and will be granted to email on the participants' whatsapp group

REGISTRATION FEE
USD \$20 (International)
IDR 150,000 (Local)

VIA TRANSFER
Bank Mandiri: 221 001 001 0000
*For credit card payment, please send your request to WhatsApp

CONTACT PERSON
WhatsApp: +62 8592222041
Phone: +62 2126482121
Email: +62 2126482121

All benefit of the workshop will be donated as charity funds for the covid-19 scholarship program.

• E-Certificate

JOIN US ON : ZOOM
Saturday, June 27, 2020 | 13.00-17.00 (GMT+7)

REGISTRATION LINK : www.workshop.stiemj.ac.id

- Zhu, B. (2020). Guest speaker for AMOS training : The International Online Workshop: Processing and Analysis of Quantitative Data with AMOS and EIEWS (June 27, 2020, 9:00- 12:00) organized by STIE MUHAMMADIYAH JAKARTA, Indonesia

- Zhu, B. (2020). Guest speaker for “Opportunity and Challenges: Post-pandemic scenario in Thailand” : International Webinar: Emerging from Crisis: The Challenges and Survivals of Business from Academic Perspective organized by University Pembangunan Java, Indonesia

INTERNATIONAL SEMINAR

EMERGING FROM CRISIS:
THE CHALLENGES & SURVIVALS OF BUSINESSES FROM ACADEMIC PERSPECTIVE

SPEAKERS:

OPENING REMARKS:
Eddy Yusuf Ph.D.

MODERATORS:
Bing Zhu, M.B.A., Ph.D.
Dr. Eddy Dena Rana, M., M.Sc.
Nida Khalifah Rendi

Friday, July 10th, 2020
10.00 AM - 11.30 AM (Jakarta and Bangkok Time)
11.00 AM - 12.30 AM (Kuala Lumpur Time)

FREE & E-CERTIFICATE
Registration here:
<https://bit.ly/WebinarInternational>

Zoom
Zoom Meeting
Join Meeting
<https://bit.ly/WebinarInternational>

QR Code

Logos: STIE Muhammadiyah Jakarta, Assumption University Thailand, fhb

RESEARCH GRANTS

- Zhu, B. and Thogersen, J. (2018-2020) The Impact of Energy Label on Chinese Consumer Buying Behavior: Based on An Extension of Theory of Planned Behavior Model, AU Research Grant, Assumption University, Thailand.
- Habisch, A. & Zhu, B. Research workshops on “Sustainability and Transition study in China” funded by Ministry of Education of China (2017)
- Lin, J.Y., Habisch, A. & Zhu, B. The Dynamic Incentive System of Basin Cross-border Compensation and Coordinating Governance: A Study of Multi-level perspective and Actor Network Theory founded by National Natural Science Foundation of China (2016-2018) Sustainable Lifestyles 2.0: End User Integration, Innovation and Entrepreneurship by European Union's Seventh Framework Programme (2014-2016)

Reviewer: Ad Hoc Reviewer for a Journal

- ABAC Journal
- Australian Economic Papers
- British Food Journal (SCI)
- Business Ethics: A European Review (SSCI)
- Environment, Development and Sustainability
- European Journal of Innovation Management
- International Journal of Retail & Distribution Management
- Journal of Clean Production
- Journal of Small Business Management



*She is an
Associate Editor
of
ABAC Journal
indexed
in
SCOPUS*

Reviewer for Other Academic Activities

- (2017, 2018) Reviewer for RSU National and International Research Conference in year 2017 and year 2018

Professional Seminars/Workshops

- (2020, 30th October) Online Asia-Pacific Business Forum. UN ESCAP, Bangkok
- (2019, 11th -14th June) Responsible Business and Human Rights Forum. UN ESCAP Bangkok
- (2018, 28th-29th March) The Fifth Asia-Pacific Forum on Sustainable Development. UN ESCAP Bangkok
- (2017, 6th March- 12th April) 5 Workshops focusing on Sustainability and Transition Study in China. Chongqing University, China
- (2015, 19th October). Bayerischer China Tag. Audi AG.
- (2016, 1st February) Sustainable Lifestyle & User Innovation. Copenhagen Business School, Denmark.

- (2015, 14th -15th January) Introductory Workshop to QCA: QCA and Fuzzy Sets-A Set-Theoretic Approach for Case-Oriented Comparative Research. Tilburg University, Netherlands
- (2015, 19th November) Forum of Innovation-Sustainability-Entrepreneurship. Ingolstadt School of Management, Catholic University of Eichstätt-Ingolstadt, Germany.

Honors

1. Magna Cum Laude: Ingolstadt School of Business and Economics, Catholic University of Eichstätt-Ingolstadt (2018)
2. Magna Cum Laude, Assumption University (2008).
3. Special Certificate of Honors from the President of Assumption University (2007)

Awards

1. Der Vergaberund 2016 für Leistungsprämien als Anerkennung für besondere Leistungen (EN: 2016 Award for Special Achievement): Catholic University of Eichstätt-Ingolstadt (2016)
2. Best Paper in Business (American Institute of Higher Education: 6th International Conference, Carlestown, SC, April 2011)

