

Dr. Danni Liang

Senior Lecturer in the Department of Marketing, Strategy & Innovation, Business School, Bournemouth University
Email: yliang@bournemouth.ac.uk | Telephone: +44 1202968196

Personal profile

I am a Senior Academic in the Marketing, Strategy & Innovation department, within the Business School at Bournemouth University. I am also the Programme Leader for MSc International Management and the Senior Fellow of the Higher Education Academy (SFHEA), I held position as level 5 Programme Coordinator of BA (Hons) Business Studies for over 3 years. Prior to academia, I worked as Marketing Management role in O2 Telefónica UK, helped to develop and implement marketing plans. I am an experienced academic with a clear focus on providing student centred course delivery and development. I have been teaching in higher education abroad and in the UK since 2013, my education portfolio involves undergraduate and postgraduate programmes and supervision of PhD research projects. My current research interests are around consumer behaviour, digital marketing, fashion/luxury branding, Higher education and Business strategy. I have disseminated my research in journal articles and at various leading international conferences in the world, and also a journal reviewer for a range of different journals. My education portfolio in Bournemouth University involves teaching in Marketing and Strategy, Sales, Relationships and Customer Services, Strategic Management, International Marketing Management, Global Strategic Management, and supervision of research project at both undergraduate and postgraduate levels, currently has 5 PhD students.

An Overview

A highly motivated, hard-working, adaptable, organized and responsible with a good ability to meeting deadlines and Learn new tasks. Able to use own initiatives and work as a part of a team under pressure. Like reading, pubic speaking, making friends and travelling

EDUCATION

2013 - 2018

Doctor of Philosophy PhD-Full time, Bournemouth University

Bournemouth University | UK

2005 - 2007

MSc: International Marketing Management (Merit)

Bournemouth University | UK

CAREER HISTORY

2020 - present

Senior Lecturer in Business & Marketing, Bournemouth University, UK

Program leader-MSc International Management Bournemouth University

External examiner: PG international Management program at University of Cumbria, UK

COURSES TAUGHT Include Unit leader roles (within last 5 years)

Profile of Teaching PG

Global Strategic Management

Marketing & Strategy

Selling, Relationship and Customer services

Managing Relationships & Networks

Marketing communication & Brand Management

Supervision of research project

Profile of Teaching UG

Strategic Management

Fundamentals of Marketing

Global Business Environment

Digital Marketing Fundamentals

Understanding organisations and human resource management

Organisational Leadership

2017 -2020

Lecturer in Business& Marketing, Bournemouth University, UK

2010 - 2012

Marketing manager / store Leader O2 Tenifonica, UK

PROFESSIONAL DEVELOPMENT

- Senior Fellowship--HEA
- British Academy of Management (BAM), Reviewer
- European Academy of Management (EURAM), Reviewer
- The International Review of Retail, Distribution and Consumer Research, Reviewer
- Young consumers, reviewer
- Information Technology & People, reviewer
- Programme Coordinator (2017-2020), BA (Hons) Business studies, Level 5, Department of People & Organisation
- Phd Viva Voce Chair, Doctoral College
- Programme Leader, Programme Coordinator, MSc International Management, Department of Marketing, Strategy and Innovation
- Member, Faculty Research Degrees Committee
- Independent Panel member, Academic Offence Panel
- Member, TeachBU Panel

- Guest speaker: Portsmouth University, De Montfort University,

AWARDS

Bournemouth University Vice-Chancellor's PhD Scholarship £36,000

Santander Mobility Award, Research Grant to fund conference presentation 2015 £300

The Graduate School Bournemouth University, UK, Research Grant to fund conference presentation,
2016 £500

The Business School, Bournemouth University, UK, Research Grant to Fund conference presentations,
2015, 2016 £798, £1342

Global BU, Bournemouth University, UK, Fund the application to participate the global festival of learning in China, 2017, £1850

Enhancing the joint sphere on value creation between universities and students: a qualitative study of understanding the role of Recruitment Agent, Surplus Fund, 2019, £2879

Establishing a wellbeing tracing system in community charity programme participation- Collaboration with Grounded Community, Charity Impact Fund, 2022, £2245

PROFESSIONAL MEMBERSHIPS

2014-present Member, the British Academy of Management.

2014-present Member, Academy of Marketing

2013-present Associate Fellow, The Higher Education Academy (HEA)

2016 -present Member, ACCI, American Council on Consumer Interests

2017-present Member, Chartered Management Institute (CMI) UK

2020-present Member, Institute for Small Business and Entrepreneurship

PUBLICATIONS AND CONFERENCES

Liang, Y., Ghosh, S. and Oyeyemic, N., 2022. UK Millennials' purchase intentions: what factors are influencing their adoption of mobile Apps shopping. International Journal of Business Management and Economic Review, Volume 5 (Issue 1).

Chen, S., Sun, J. and Liang, Y., 2022. The impact on knowledge transfer to scientific and technological innovation efficiency of talents: analysis based on institutional environment in China. Technology Analysis and Strategic Management. DOI: 10.1080/09537325.2022.2093710

Oe, H., Sunpakit, P., Yamaoka, Y. and Liang, Y., 2018. An exploratory study of Thai consumers' perceptions of "conspicuousness": a case of luxury handbags. *Journal of Consumer Marketing*, 35 (6), 601-612.

Liang, Y., Ghosh, S. and Oe, H., 2017. Chinese consumers' luxury value perceptions – a conceptual model. *Qualitative Market Research*, 20 (2), 247-262.

Liang, Y., Ghosh, S. and Gibson, L., 2022. An exploration of the factors which determine investment behaviours towards Cryptocurrency. In: *British Academy of Management 31 August-2 September 2022 31 August-2 September 2022 Manchester*.

Liang, Y., Oe, H., Kehinde, M. and Young, N., 2022. An investigation into Generation Y's purchase intentions of alternative fuel vehicles: the roles of motivation, constraints and environmental awareness. In: *British Academy of Management 31 August-2 September 2022 31 August-2 September 2022 Manchester*.

Liang, Y. and Ghosh, S., 2022. Digital fitness: the impact of live streaming on trainee engagement and trust. In: *Academy of Marketing Conference 5-7 July 2022 University of Huddersfield*.

Liang, Y., Oe, H., Ghosh, S. and Richards, C., 2022. The Impact of Instagram's Fashion Influencers on Generation Z consumers purchase behaviours. In: *Academy of Marketing Conference 5-7 July 2022 University of Huddersfield*.

Ghosh, S. and Liang, Y., 2022. Service Design Experience within Online Financial Services in the UK. In: *Academy of Marketing 5-7 July 2022 University of Huddersfield*.

Ghosh, S. and Liang, Y., 2021. Recorded teaching materials and their impact on students attendance, engagement and performance during Covid-19. In: *Academy of Marketing 5-7 July 2021 Virtual*.

Liang, Y. and Ghosh, S., 2021. Managing online customer experience of pre and post- impulse purchase during Covid 19 pandemic. In: *Academy of Marketing Conference 2021 5-7 July 2021 online*.

Oe, H., Liang, Y., Sharma, S., Yamaoka, Y. and Takashi, K., 2021. An exploratory discussion of the global expansion strategy of a health sector business in the COVID-19 pandemic: A Perspective of economic security. In: *British Academy of Management 31 August-3 September 2021 online*.

Edge, M., Ghosh, S. and Liang, Y., 2021. Exploring closed loop supply chain strategies for single use medical device manufacturers toward developing sustainable and competitive manufacturing processes following the COVID-19 global pandemic. In: *European Academy of Management 16 June-18 July 2021 Canada*.

Edge, M., Ghosh, S. and Liang, Y., 2020. The Evolution of Virtual Trade Shows: A Literature Review from the UK Medical Device Industry. In: *EMAC (European Marketing Academy) 2020 Regional Conference 16-19 September 2020 online*.

Liang, Y., Ghosh, S., Oe, H. and Chung, H., 2018. Attitudes and purchase intentions towards electric vehicles: an exploratory study of the Taiwanese automobile market. In: *British Academy Management 4-6 September 2018 Bristol Business School, University of West of England*.

Oe, H., Yamaoka, Y. and Liang, Y., 2017. An investigation into the relationships and roles of supporting actors' in incubating SMEs businesses: A case study in the B2B context in Japan. In: 4th AM B2B SIG Colloquium, Academy of Marketing 6 October 2017 Bournemouth University.

Oe, H., Liang, Y. and Chen, J., 2017. An exploratory study of Taiwanese Consumers' perception towards "Sharing economy" service: A case of Airbnb. In: Academy of Marketing 3-6 July 2017 Hull University.

Liang, Y., Ghosh, S. and Oe, H., 2016. The impact of face saving value on luxury consumption: A cross-cultural comparison study of Chinese consumers in China and in the UK. In: British Academy of Management 6-8 September 2016 New Castle.

Liang, Y. and Oe, H., 2016. Conspicuous or inconspicuous consumption? – A comparative study of Chinese and Japanese consumers' attitudes towards luxury brands consumption. In: Academy of Marketing 4 July-7 April 2016 New Castle, UK.

Liang, Y., Ghosh, S. and Oe, H., 2015. Value perception of luxury products: A study of Chinese consumers. In: Asia-Pacific Conference on Business and Social Sciences 2015 23-24 November 2015 Kuala Lumpur.

Liang, Y., Oe, H. and Yamaoka, Y., 2015. An exploratory study of Chinese consumer behaviour in Luxury market. In: Japan Association for Performance Excellence 2015 14 November 2015 Tokyo, Japan.

Liang, Y., Ghosh, S. and Aroean, L., 2015. Understanding the role of how self concept and societal concept in defining the perceptions of luxury values in the context of Chinese. In: British Academy of Management 7-9 September 2015 Portsmouth.

Liang, Ghosh, S. and Aroean, L., 2015. Exploring Chinese consumers' luxury value perceptions. In: Academy of Marketing 7-9 July 2015 Limerick.