

Resume of Gan Jun

Basic Information



School :	School of Economics and Management
Gender:	Female
Date of Birth:	197209
Title:	Associate Professor
Education:	Master of Management
Tutor:	Master degree
Email:	908532438@qq.com
Interest of research:	Marketing Management, Service Marketing, Consumer Behavior

Academic Background

From September 1990 to July 1994, Zhongnan University of Finance and Law, Bachelor's degree in Economics, majored in Marketing;

From September 2002 to July 2005, Hubei University of Technology, Master's degree of Management;

From September 2000 to July 2003, Zhongnan University of Finance and Law, Master's degree of Management;

Oversea visiting

2014/01-2014/04, Teaching and research experiences exchange of majoring economic & management in Lambton College, Sarnia, Canada.

2006/08-2007/03, Visiting scholar in Chuo University, Japan

2004/01-2004/02, Vocational Teacher Training in the Bournemouth Poole College, UK

Since July 1994, I have been teaching at the School of Economics and Management at Hubei University of Technology as an associate professor. Main research areas: Marketing Management, Service Marketing, Consumer Behavior

Enrollment information

1. Admission Disciplines: Business Administration
2. Research Direction: Marketing Management, Service Marketing, Consumer Behavior,
3. Enrollment Year: 2023-2024

Recent Research work

In 2018, paper "Research on influencing factors of information acceptance willingness in social media"

In 2018, published a book titled "Marketing"