



**NORTHEASTERN**  
STATE UNIVERSITY

Tahlequah | Broken Arrow |



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*A life ought to be larger and longer than itself*

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## Education

I consider myself a student of life in my career pursuit. "To live and to learn" is the most joyful journey at both academics and diverse society at large. I have the earned degrees as follows.

Jurisprudence Doctor (J.D.) [COLLEGE OF LAW](#), THE U. OF TULSA, Tulsa, OK, USA

Doctor of Philosophy (Ph.D.) [SOUTHERN ILLINOIS U.](#), Carbondale, IL, USA

Master of Arts (M.A.) [BALL STATE UNIVERSITY](#), Muncie, IN, USA

Bachelor of Education (B. Ed.) [BEIJING SPORT UNIVERSITY](#), Beijing, CHINA

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## Teaching

Knowledge delivery is the most honorable and rewarding experience for me. "To give someone of a glass of water, a teacher has to prepare with a bulk." My teaching capacity is interdisciplinary and rests with the following.

Marketing -- Marketing Research, Principles of Marketing, Consumer Behavior, Sales & Sales Management, Principles of Marketing, Marketing Strategies, MBA Seminar

Interdisciplinary/Multidisciplinary --- Business Laws in E-Commerce, International Business/Sport Seminar, Principles of Management, Business in Society, Business Statistics, Intro to U.S. Laws, Business Strategies

Sport Management/[marketing](#) -- [Principles of Sport Management](#), Sport Marketing, International Sport Management and Operations, Sport Law, Sport Facility Design & Operations, Sport Sociology

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## Research

Knowledge discovery is the indispensable responsibility for a university faculty member. "With new knowledge discovery, society has the impetus to evolve." My research interest is interdisciplinary and has numerous tracks as follows.

Marketing theories, strategies and research, sport marketing and sport market analysis, International business education, development of cross-culture competence

Business law, e-commerce law, sport law, laws on intellectual property/employment/ immigration,

The Olympic Movement and international sports, the use of banned substances in sports, gender equity in sport

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## Service

Knowledge dissemination is to benefit society at large with what is learned and discovered. "It is much harder to give than to acquire." My service activities are in both academic and practical fields as follows.

I have served as an editorial board member, reviewer or guest reviewer respectively for International Journal of Sport Management; [Journal of American Medical Association](#), [Journal of Sport and Social Issues](#), Journal of Sport Behavior, Journal of Sport Management, Strategies, [West Law](#), Allyn and Bacon, ... Past executive council member for [North American Society for Sport Management \(NASSM\)](#) and reviewer for Sport Management Accreditation Program (NASSM-[NASPE](#)), ...

Involvement in international sport events such as [the Olympic Games](#), Pan American Games, Asian Games, [FIFA U-16](#), [FIVB Women's Championship](#), [FIG Championship](#), [IAAF Indoor Championship](#), [FISU Summer World University Games \(SWUG\)](#), [USOC](#) operations, mission staff of USA delegation to Beijing SWUG in 2001, past Board Director for [Tulsa Global Alliance](#) and chair of Tulsa-Beihai Sister City (2002-03), assistance on numerous projects with [American NCAA](#), Chinese FUSC, and [Oklahoma state government](#), on the board of directors of Oklahoma Institute of Teaching East Asia (OKITEA), etc. ...

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## Honors & Awards:

I attribute these recognitions to team work in a supportive environment. "What we can leave behind us is only our good names with integrity but nothing else." These honors and awards serve as only milestones in my pursuit of perfection in life, .

[U.S. Sailing](#) President's Award, U.S. Sailing Federation's Annual Meeting, Phoenix, AZ, 2007.

NSU Teaching Fellowship Award 2006-2007, Center of Teaching & Learning, NSU, OK.

The Circle of Excellence-Research Award 2005-2006, NSU, OK.

NSU Teacher of Year – Hooray for Teacher Award in Research 2006, NSU, OK.

Nominee for NSU Circle of Excellence-Teaching Award 2004-2005, NSU, OK.

[Phi Delta Phi, The International Legal Honor Fraternity](#) (life membership).

Outstanding Professor, recognized by Chi Omega Sorority (2002), The U. of Tulsa, OK.

Distinguished Research Award by [Allied Academies of Management](#) (2000), Maui, Hawaii.

Research Excellence Award by College of Business (2000), The University of Tulsa, OK.

Citation of Outstanding Staff Performance (1999) by Concordia College, Moorhead, MN.

Appreciation of Contribution to Pan American Games (1999) by U.S. Olympic Committee, CO.

Appreciation of Contribution to Summer World U. Games (1999) by U.S. Olympic Committee, CO.  
Dissertation Research Award (1991-92) by the Graduate School of SIU, Carbondale, IL.  
Certificate of Contribution by 1991 World Gymnastics Championship, Indianapolis, IN  
International Student Scholarship (1991) by International Programs & Services, SIUC, IL.  
Excellent Performance Contribution (1988) by Concordia College, Moorhead, MN  
Excellent Contribution (1987) to 1st IAAF Indoor Track Championship in Indy, IN  
Contribution to Women's Basketball Team (1984) at 23<sup>rd</sup> OG by All-China Sports Federation.

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## **Publications**

My research publications appear on Journal of Business & Leadership, Academy of Educational Leadership Journal, the Mid-Atlantic Journal of Business, Journal of Sport and Social Issues, Journal of Sport Behavior, Journal of ICHPER-SD, International Journal of Physical Education, European Physical Education Review, Journal of Sport Management, Journal of Sports Sciences, Journal of Comparative Physical Education, ...

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## **Presentations**

My presentations have been conducted in both academic conferences and invited seminar/ Media outlets. The former includes annual meetings of Academy of International Business(AIB), Academy of Entrepreneurship (AIE), Sport Marketing Association (SMA), North American Society for Sport Management (NASSM), International Olympic Committee (IOC) Scientific Congress, etc. The later includes colleges, universities, organizations in both USA and China such as Indiana University, United States Olympic Committee (USOC), Beijing Normal University, Beijing Sport University, East China Normal University, Sichuan Normal University, CNN International, Oklahoma department of commerce/chamber of commerce, etc.

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## **Consulting**

My consulting activities are conducted with Cherokee Nation Leadership Development Group, Media Research Group, United States Olympic Committee (USOC), Federation of University Sport of China (FUSC), National Collegiate Athletics Association (NCAA), Oklahoma State Government, ...

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## **Study Abroad - China Program**

"Travel thousands of miles is better than read thousand of books." Today's business students are the business leaders of our future. Cross-cultural competence is a comparable must for business students to develop in addition to their intelligence quotient (IQ) which shows work efficiency and emotional quotient which shows team skill in a given cultural context. Under the college leadership, I have developed China study program through which students travel to China to learn first hand of how businesses and manufacturing activities are conducted, and cross-cultural competence can be developed through visits, lectures, and/or volunteer activities.

The theme for 2008 China study program is on Beijing Olympics and other business activities. Please <http://www.cbt.nsuok.edu/chinatrip> for details.

## Professional Memberships

Life membership for Phi Delta Phi (International Legal Honor Fraternity)

Life membership for Chinese American Professors & Professionals

Academy of International Business

Past membership in American Bar Association (ABA), North American Society for Sport Management (NASSM), Sport Marketing Association (SMA), AAHPERD, NASSS, ICHPER-SD, ...

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For details, please see [Vitae](#) and [selected photos](#).

## Contact Me

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