

QIJIA LIAO

☎ +86 158 6233 8348 • ✉ mb74502@umac.mo • in www.linkedin.com/in/liaoqijia

EDUCATION

-
- University of Macau,** • MBA Jul. 2017 – Jan. 2020
Marketing Concentration • MBA Student Representative • GPA: 3.67/4.0
- University of Lisbon** • Erasmus Exchange Program Feb. 2019 – Jul. 2019
the only student of MBA 2017 Cohort who went abroad for exchange
- Chengdu Institute Sichuan International Studies University,** • B.A. Sep. 2010 – Jun. 2014
English Translation • Class Commissary in charge of studies • GPA: 78%

WORK EXPERIENCE

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- Sales Representative** – PT. Konstruksi Indo Machinery Dec. 2016 – Jun. 2017
Jakarta, Indonesia
- Serve as a sales representative of construction equipment in Indonesian market, including crawler crane, and rotary drilling rig.
- Sales Representative** – Sany Heavy Industries Co., Ltd Sep. 2015 – Nov. 2016
Jakarta, Indonesia
- Serve as an expatriate sales representative of mining equipment in Indonesian market, such as dump truck.
- English - Chinese Translator** – Sinohydro Corporation, Branch in Georgia Apr. 2014 – Jul. 2015
Tbilisi, Georgia
- Serve as a Translator for 2 international infrastructure projects (funded by Asian Development Bank) based in Kobuleti, Tbilisi, Georgia.

RESEARCH INTERESTS

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- [Marketing-Finance Interface, Marketing Strategy and Shareholder Value](#)
 - [Brand Management, Applied Econometric](#)

PROJECTS

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- Applying Financial-based Approach to Measure Brand Equity in Casino Industry, Exam-ple from Macao and Las Vegas** – MBA Dissertation Jan. 2019 – Dec. 2019
University of Macau, Macau
- Grade A, Advisor: Prof. Matthew Tingchi Liu, Professor in Marketing, University of Macau,
 - Rejected by IJRM, Revise Resubmit
- Brand Architecture and Brand Personality on Firm Risks, Evidence from the Casino Industry** – Academic Thesis Nov. 2019 – Jun. 2020
University of Macau, Macau
- Co-author: Prof. Matthew Tingchi Liu, Professor in Marketing, University of Macau; Zhidong Zhao, PhD candidate in Finance, Nottingham University Business School China.
 - Submitted to IJRM, Under Review
- Using Secondary Databases for Empirical Generalization in Marketing and Shareholder Value Studies: A Literature Review** – Review Paper Dec. 2019 – Present
University of Macau, Macau
- Co-author: Prof. Matthew Tingchi Liu, Professor in Marketing, University of Macau
 - 50% Completion of Manuscript

TECHNICAL SKILLS

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- Statistical Skills: SPSS, Eviews, STATA(Very Basic)
 - Financial Database: WRDS Compustat, Datastream, Eikon Terminal
 - Others: Overleaf (Basic), VosViewer, Web of Science, Endnote

QUALIFICATION AND MEMBERSHIP

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- Test for English Majors - Band 4, in China in 2012
 - China Accreditation Test for Translators and Interpreters- Level III in May. 2012
 - Member of Translators Association of China

HONORS AND AWARDS

- OES Outgoing Scholarship** – Based on GPA, for postgraduate student studying abroad Feb. 2019
awarded by University of Macau, Macau
- Luso International Bank Scholarship** – Based on GPA Dec. 2018
awarded by University of Macau, Macau
- Merit Student Scholarship – 2-tier** – Based on GPA May. 2011
awarded by Chengdu Institute Sichuan International Studies University

RESEARCH ASSISTANT EXPERIENCE

- CHINAs Road Belt Initiative** Dec.2017 – Jan.
Principal Investigator: Prof Jack Yuk-Chow So, BNU Chair Professor in Finance, University of Macau
- A Study of Product Development and Sales Processes in Start-ups: A Cross-National study in China** May. 2011
Principal Investigator: Prof. Joseph Sy Changco, Assistant Professor in Marketing, University of Macau

ACADEMIC REFEREES

Prof. Matthew Tingchi LIU
Professor in Marketing
Faculty of Business Administration (FBA),UM
Phone: (853) 8822-8884
Email: MatthewL@um.edu.mo
Web: <https://fba.um.edu.mo/faculty/matthewliu/>

Prof. Jacky Fok Loi HONG
Associate Professor in Management
Programme Director of MBA
Faculty of Business Administration (FBA),UM
Phone: (853) 8822-4709
Email: fbaflh@um.edu.mo
Web:<https://fba.um.edu.mo/faculty/jackyhong/>

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