

Baocheng Liu

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Dr. Prof. Baocheng Liu earned his MBA and MSc in International Business from Seton Hall University, bachelor degree in International Trade and PhD in Law from University of International Business and Economics (UIBE). He was the founder and dean to Sino-US School of International Management and Sino-French School of International Management after serving as the executive associate dean for the International School of Excellence at UIBE.



He currently serves as director for the Center of International Business Ethics and Center for Green Entrepreneurship, as well as current affairs commentator for CCTV/CGTN and CRI.

His area of research and teaching covers a variety of disciplines including marketing, business ethics, cross-cultural communication and business law. He published extensively in the area of international business, ethics and law. He is the winner of national award on teaching excellence.

Besides research and teaching, he served on the management of London Export Corporation, Union Merchant Overseas Corporation and Cathay Trading Ltd, CEO of Unigene Biotechnology Inc., Chief Representative of Herborium Inc., and Chairman of Novark Consulting. His hands-on business experience covers international trade, joint venture management, marketing research and legal service.

As vice president to the International Green Economy Association, he was awarded the Outstanding Contributor to Sustainable Development in 2018.

He is on the council of World Economic Forum, OECD Academic Council, advisory to UNDP, member of China Social and Economic Council, China Business Ethics Society.

He spoke at the United Nations on Peace Week, UNDP Forums on African Development and held dialogues with think tanks and continue to provide strategic advice for China-African cooperation as well as China-US economic relations.