

Mike Bastin

Prof. Mike Bastin gained his Master Degree in Administration from University of Southampton, UK in 1989 and had his MBA study in Warwick Business School from 1991 to 1992.

Prof. Bastin has a 25-year experience in teaching business and commerce, administration and marketing of both undergraduate programme and MBA training programme in Europe, Americas, Asia (particularly China). Prof. Bastin's research centers on customer behavior and brand management and many of his research paper has been published in international academic journals. Prof. Bastin is a regular guest scholar of China Daily, China Radio International (CRI), and China Central Television (CCTV). His commentaries have ever been published in Financial Times and Daily Telegraph, and his research data has been quoted by Canada Global Post and Washington Post.

Prof. Bastin maintains a close tie with Chinese academic and cultural circles: Apr. 2013 - now: visiting professor of Business School, UIBE. Sept. 2011 - now: postdoctoral researcher of Department of Contemporary Chinese Studies of University of Nottingham. May 2010 - now: CRI's special guest expert of Chinese culture and consumers and enterprises. Feb. 2010 - now: visiting professor of MBA (consumer behavior and brand management) of China Agricultural University.

Prof. Bastin's research partner in UIBE is Prof. Liu Baocheng.