

Dr Yongmei Carol Zhang, PhD, MA, MBA, TESOL, PGCert, PGCAP, FHEA, ACIPD, MCMI

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Personal Statement

My experience working in varied environments has enabled me to develop a range of practical skills. As a passionate university lecturer, I possess excellent administrative and communicative skills. As an active researcher, I am good at data collection and analysis and have published widely in peer-reviewed journals. Most importantly, I have the proven ability to successfully work to tight schedules and deadlines. In addition, I am able to work in a managerial role or as part of team.

TEACHING EXPERIENCE

20 Mar-1 Apr 2016, Visiting Professor-Northwest A & F University, China

Delivering a module of Professional Development and Entrepreneurship

Sep 2012-Present, Senior Lecturer in HR, OB and PPDP (Full-time) – School of Business and Entrepreneurship, Royal Agricultural University. Responsibilities and duties mainly involve

- Leading, managing and teaching HRM related modules
- Supervising research projects and dissertations
- Program manager of Foundation Degree Business and Enterprise
- 1st Year Manager BSc (Hons) International Business Management
- 1st Year Manager BSc (Hons) International Business Management (Food & Agribusiness)

1 Aug-21 Aug 2015, Visiting Professor – Ramkhamhaeng University, Bangkok, Thailand
Responsibilities and duties mainly involve managing and teaching MBA modules of

- Managing Human Capitals
- International Business

Oct 2009-Sep 2012, International Teaching Officer (Full-time) - SOB Royal Agricultural College. Responsibilities and duties mainly involve

- Supporting teaching and learning of international students
- Developing and delivering pre-sessional course
- Co-ordinating with departments of marketing and registry
- Helping with recruiting Chinese students
- Liaising with Chinese partners

Jan 2004-Oct 2009, Teaching Assistant (Full-time) – Liverpool Business School, Liverpool John Moores University. Responsibilities and duties mainly involve teaching Level-2 undergraduates' modules of

- Operations Management
- Business Management
- Human Resource Management

March-May 2007, Visiting Professor – Ramkhamhaeng University, Bangkok, Thailand
Responsibilities and duties mainly involve managing and teaching part-time MBA modules of

- Human Resource Management
- Change Management

Jun 2007-Jan 2008, Commercial Specialist (Part-time) – HSBC, Merseyside, being responsible for developing and managing commercial accounts for Chinese community, and cross-selling other banking products.

Oct 2004-Jun 2007, Customer Service Representatives (Part-time) – HSBC, Wrexham, North Wales – being responsible for support of sales and operation team on banking related activities; including addressing customer needs, referring sales opportunities to appropriate sales specialist, branch administrative tasks.

EDUCATIONAL BACKGROUND

Jan 2005- Jul 2010, PhD 'Performance Appraisal in China: an analysis of stakeholder perceptions in the Chinese State-owned Banking Industry', Liverpool Business School, Liverpool John Moores University, fully funded research project by Liverpool Business School

Sep 2003-Jul 2004, MBA, Liverpool Business School, Liverpool John Moores University

Sep 2000-Jul 2003, MA in Linguistics, Henan University, P.R.China

Sep 1995-Jul 1999, BA in International Business and English, Henan University, P.R. China

Sep 1991-Jul 1994, Teaching Certificate Henan Teaching School, P.R. China

PROFESSIONAL MEMBERSHIP

- Associate Member of Chinese Economic Association (CEA), UK
- Associate Member of Chartered Institute of Personnel and Development (CIPD)
- Member of Chartered Management Institute (MCMI)
- Fellow of The Higher Education Academy (FHEA)
- Member of Academic Quality and Standard Committee (AQSC)

OTHER PROFESSIONAL QUALIFICATIONS

- Feb 2015 FHEA, Higher Education Academy
- Jan 2015 PGCAP, University of Gloucestershire
- Jan 2009 PGCE, Liverpool John Moores University
- Aug 2004 TESOL, Trinity College

CONFERENCES & TRAINING COURSES

- Dec 2015 HEA annual conference, Manchester, UK
- Dec 2014 SPSS and Nvivo Training, Bishop Grosseteste University, UK
- Nov 2014 CIPD Annual Conference, Manchester, UK
- Apr 2008 CEA Annual Conference, University of Cambridge, UK
- Jan 2008 CIPD Conference
- Apr 2006 Research methods training, Burton Manor

OTHER INTERESTS & SKILLS

- Chinese opera performer
- IT skills, Microsoft Office, Statistics Package, etc

ACADEMIC ACHIEVEMENT

- Topolansky, F., Zhang, Y., Gonzales, M. and Clemence, M. (2016) Does the conventional paradigm help to analyse the competitiveness of an industry? *International Journal of Academic Research in Business and Social Sciences* 6 (9), pp.68-84. ISSN: 2222-6990
- Zhang, Y (2015) Evaluating my practice of engaging students learning: an evidence based practice using self-reflection. *HEA Annual Conference*. Manchester Studio, 3-4 Dec.
- Zhang, Y., Topolansky, F. and Baird, Thomas. (2015) Competitiveness in a Saturated Market. A Case Study of the Scottish Craft Beer Industry. *International Journal of Business and Social Sciences* 6 (8), pp. 28-46
- Zhang, Y., Topolanski, F. & Goodhow, W (2014) The perceptions of salient stakeholders on the conversion from 'renewable obligations' to 'contract for

differences' in the UK low carbon energy sector. *International Journal of Business and Social Sciences* 5, 8(1), pp. 25-34

- Zhang, Y. (2013) *Performance Appraisal in China*. Lambert, Germany
- Zhang, Y. & Lovegrove, I. (2010) Performance Appraisal for Chinese State-owned Banking Industry, *Journal of Organisational Transformation and Social Change* 6 (3), pp. 189-200
- Zhang, Y. & Lovegrove, I. (2008) Performance Appraisal in Chinese State-owned Banking Industry, Conference Paper, Annual CEA conference, University of Cambridge, UK
- Zhang, Y. (2004) Managing Successfully International Joint Ventures in China, MBA dissertation, Liverpool John Moores University
- Lai, A. & Zhang, Y. (2004) *Advanced English*, Guangming Daily Publishing House
- Zhang, Y. (2003) Comparison of Compliment and Compliment Responses between American and Chinese People, MA dissertation, Henan University
- Zhang, Y. (2001) *Skills to identify grammar faults*, A Social Garden of English, Henan University publishing house