

**PROFESSOR ERSI LIU**  
**Citation for the conferral of**  
**Doctor of Business (*honoris causa*)**

Vice-Chancellor, I present Professor Ersi Liu for admission to the degree of Doctor of Business (*honoris causa*). The University Council has resolved to confer this award on Professor Liu in recognition of his exemplary service to the University through his significant contributions to Sino-Australian education.

Professor Liu has had a long association with Charles Sturt University (CSU). In his position as Dean of the International Business School at the Yunnan University of Finance and Economics, he has been instrumental in ensuring the continued quality and growth of the CSU Joint Cooperation Program.

During his tenure as Dean he has played an active part in not only the continued recruitment of high quality students to the CSU program but has actively supported the upskilling of the teaching staff to ensure continuous improvement in the quality of education offered to the CSU students in Yunnan. His breadth of understanding of the Australian and indeed international higher education systems has expanded through his continual involvement with the leadership of CSU. His never ending support of CSU and Joint Cooperation Program students has ensured that the value of an international degree is well recognised, while his expertise and passion for this area and his high standing has also ensured that CSU and the Joint Cooperation Program have achieved a reputation for excellence with the Chinese Ministry of Education. With his effort, Yunnan Provincial and Chinese Central Ministers of Education, has significantly contributed to CSU's reputation in China and the continued success of the program.

At the 2017 Joint Australian Embassy China/Chinese Service Centre for Scholarly Exchange International Education Conference in Beijing, the President of the Service Centre, publicly noted that "CSU was the model Joint Cooperation program".

Professor Liu commenced his academic career in 1984 at Yunnan University of Finance and Economics in a lecturing and management position and continued in this role until 1990. In 1990, he was employed as a Senior Executive at the Shenzhen Jinxu Zhonghua Company. He left there in 1991 to take up a role as the Deputy General Manager of the Kunming national tourism resort Yunnan Nationality Village. In 1996 he returned to the Yunnan University of Finance and Economics and has remained there since. He has been Dean of the International Business School since 2000. Professor Liu's research areas are in Micro and Macro-Economics, Investment, Project Financing, Risk Investment and Management, and Regional Economics.

During his tenure as Dean, approximately 2000 students have graduated with a dual degree from CSU and Yunnan, with almost an exceptionally high employment rate. Up to one four of these graduates have gone on to complete a Masters at high standing international and Chinese universities. In the same period, he has financially and academically supported teaching staff to attend CSU in Australia as visiting academics to improve their teaching skills, to modernise curriculum development (including the introduction of work place learning and entrepreneurship programs), and with some undertaking joint research with CSU academics.

Vice-Chancellor, it is with great pleasure that I present to you Professor Ersi Liu, Bachelor of Economics, Yunnan University of Finance and Economics, Master degree in Management, Kunming University of Science and Technology, and PhD in Regional Economics Research, University of Technology Sydney, scholar, and friend to Charles Sturt University, for admission to the degree of Doctor of Business (*honoris causa*).

**Dated this Fifth Day of June Two Thousand and Eighteen**