



Liz Mason

Introduction & Expertise

Liz Mason is a law graduate and highly experienced professional in international business, with over 30 years' experience in the private sector, public sector and higher education. She has worked in industry primarily for SME manufacturing firms in the chemicals, textile and printing industries. In the public sector Liz has worked in a consultancy role as an international trade advisor and has been instrumental in the development and implementation of international business support programmes for firms within the Yorkshire & Humber region. For the last ten years Liz has delivered international business executive education training programmes to firms both at UK and international institutions. Liz is a distance learning tutor and examiner and trainer for the Institute of Export & International Trade. Liz has taught at University level at two leading UK Universities, primarily at the University of Leeds, for the last 10 years. During this time she completed her doctoral research which she undertook in the Centre for International Business, University of Leeds. Her thesis examined "The effect of national intellectual property (IP) protection and enforcement on the IP management strategies of firms: the case of India and China."

Experience

Liz has designed and delivered executive education training courses for businesses in the fields of international business, legal aspects of international business and the protection and enforcement of intellectual property rights. Training courses include Contract Law for Business, International Business Management, International Contracting and Contract Negotiations; Understanding Incoterms 2010, Contracts for Beginners; Introduction to Importing; Export Documentation and Customs Procedures; Contract, Finance, Risk management and Logistics in International Business. Liz has also taught and delivered training sessions on firm strategies for the protection and enforcement of intellectual property rights. Her teaching in higher education includes delivering courses in International Business Management, International Economic Environment, European Business, Managing and Exploiting Intellectual Capital and Globalisation of Innovation. She has also participated in an online distance learning courses including a Management For Innovation MOOC and through scheduled webinar sessions.

Professional Qualifications/Affiliations & Teaching awards include;

- Ph.D. Centre for International Business University of Leeds
- Law Degree (LL.B (Honours), University of Leeds
- Professional Diploma in International Trade, Institute of Export & International Trade (IOE&IT)
- Distance Learning / Executive Education tutor, Institute of Export & International Trade
- Fellow of the Higher Education Academy (FHEA) Professional recognition for teaching and learning in Higher Education
- Professional Trainers Certificate (CIEH)
- Fellow of the Higher Education Academy (FHEA)
- University of Leeds Teaching Award (ULTA-1)
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