

RESUME

Personal Information

Name: Hsiu-Wen Liu (劉秀雯)

Title: Associate Professor, Department of Business Administration

Address: Rm. 2438, No.56, Sec. 1, Guiyang St., Zhongzheng Dist.,
Taipei City 10048, Taiwan (R.O.C.)

Tel: +886-2-23111531 # 3695

Fax: +886-2-2382-2326

E-MAIL : hsiuwen@scu.edu.tw

ORCID: <https://orcid.org/my-orcid?orcid=0000-0002-8849-5719>

Title

2014/10 ~ now Associate Professor, Department of Administration, Soochow University

Education

2002~2007 Ph.D., Department of International Business, National Taiwan University, Taipei, Taiwan

Experience

2009/01 ~ 2014/09 Assistant Professor, Department of Administration, Soochow University

2013/9 ~ 2015/06 Adjunct Assistant Professor, Department of International Business,
National Taiwan University

2007.08~2009.01 Assistant Professor, Department of International Business, Southern
Taiwan University of technology

2004.08~2005.01 Lecture, Department of Administration, Yuan-Ze University

Research interests

Social Media

Big Data & Marketing analytics

Recommendation system

Service Marketing

Internet and Digital Marketing

Bayesian Statistics and Marketing Models

Awards/Honors

2009	Research Award, Soochow University
2011	Research Award, Soochow University
2013	Research Award, Soochow University
2013	Excellent Advisor Awards, Soochow University
2012	Advisor Awards, Soochow University
2017	Research Award, Soochow University
2018	Research Award, Soochow University
2019	Research Award, Soochow University
2020	Research Award, Soochow University
2021	Research Award, Soochow University
2022	Research Award, Soochow University
2023	Research Award, Soochow University

Service

Service to the University

1. 2014 Student Affairs Committee, Soochow University
2. 2013 Student Affairs Committee, Soochow University
3. 2013 School Affairs Committee, Soochow University
4. 2012 Student Affairs Committee, Soochow University
5. 2011 College of Business Affairs Committee, Soochow University
6. 2011 Student Affairs Committee, Soochow University
7. 2010 Student Affairs Committee, Soochow University

Service to the Community/Corporation/Government

1. Nov 2022 - Present: Director, Taiwan Marketing Science Association
2. Dec 2019 - Dec 2023: Supervisor, Taiwan Marketing Science Association
3. Aug 1998 - Present: Examination Question Design Committee Member for TIMS Marketing Certification, Taiwan Marketing Science Association (Since August 1998)
4. Jul 2023 - Aug 2023: External Evaluation Committee Member for Senior Big Data Talent, FamilyMart Co., Ltd.
5. Jul 2020 - Aug 2022: External Evaluation Committee Member for Mid-Level Big Data Talent, FamilyMart Co., Ltd.
6. Jun 2017 - Apr 2022: Instructor for the Big Data Course Collaboration Project, FamilyMart Co., Ltd.

7. Aug 2017 - Jul 2018: Class Director for the Business Extension Class, Soochow University Extension Division (106.08-107.07)
8. Aug 2016 - Jul 2023: Adjunct Associate Professor, Department/Institute of Big Data Management, Soochow University
9. Jul 2021 - Aug 2021: Instructor for the Big Data Course Series, Taipei City Government Project Class, Soochow University Extension Division
10. Jul 2018 - Aug 2018: Instructor for the Big Data Course Collaboration Project, EVA Air
11. Mar 2019 - Jul 2019: Instructor for the Big Data Course Collaboration Project, Wan Hai Lines Ltd.
12. Aug 2013 - Jan 2015: Adjunct Assistant Professor, Department of International Business, National Taiwan University (Marketing Research ongoing since 2013)
13. Nov 2014 - Jan 2015: Editorial Committee Member for the Chinese Marketing Dictionary
14. Aug 2013 - Jul 2014: Committee Member, University Affairs Committee, Soochow University
15. Aug 2009 - Jul 2014: Committee Member, Student Affairs Committee, Soochow University
16. Aug 2013 - Jul 2015: Committee Member, Graduate Student Scholarship Committee, Soochow University
17. Sep 2012 - Jul 2014: Seed Mentor, Department of Business Administration, Soochow University
18. Nov 2014 - Dec 2014: Reviewer, Electronic Commerce Research and Applications Journal
19. May 2015 - Jun 2015: Reviewer, Electronic Commerce Research and Applications Journal
20. 2023 Committee for Taiwan Excellent Brand Competition
21. 2022 Committee for Taiwan Excellent Brand Competition
22. 2021 Committee for Taiwan Excellent Brand Competition
23. 2020 Committee for Taiwan Excellent Brand Competition
24. 2019 Committee for Taiwan Excellent Brand Competition
25. 2018 Committee for Taiwan Excellent Brand Competition
26. 2017 Committee for Taiwan Excellent Brand Competition
27. 2016 Committee for Taiwan Excellent Brand Competition
28. 2015 Committee for Taiwan Excellent Brand Competition

29. 2014 Committee for Taiwan Excellent Brand Competition
30. 2013 Committee for Taiwan Excellent Brand Competition
31. 2012 Committee for Taiwan Excellent Brand Competition
32. 2011 Committee for Taiwan Excellent Brand Competition
33. 2010 Committee for Taiwan Excellent Brand Competition