

RESUME

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個人網頁：

Title

2026.02~ Professor, Department of Business Administration, Soochow University

Education

2004~2009 Ph.D., College of Management, Yuan Ze University

2002~2004 Master, Department of Business Administration, Yuan Ze University

1998~2002 Bachelor, Department of Business Administration, Yuan Ze University

Experience

2022.08~2026.01 Associate Professor, Department of Business Administration, Soochow University

2021.08~2022.07 Assistant Professor, College of Management and Design, Ming Chi Technology of University, Taiwan.

2016.08~2021.03 Associate Professor, College of Innovation and Entrepreneurial, Wenzhou University, China.

2014.08~2016.07 Associate Professor, Department of Marketing and Logistics, Ming Dao University, Taiwan.

2010.08~2014.07 Assistant Professor, Department of Marketing and Logistics, Ming Dao University, Taiwan.

2012.08~2014.07 Vice dean, Department of Long Education, Ming Dao University

2012.11~2014.07 Director, Program of Management Bachelor Degree, Ming Dao University.

Research interests

Service innovation

Consumer behavior

Industrial marketing

Creative management