

# RESUME

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個人網頁：

## **Title**

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2026.02~ Associate Professor, Department of Business Administration, Soochow University

2022.02~2026.01 Assistant Professor, Department of Business Administration, Soochow University

## **Education**

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2015~2021 Ph.D., Department of International Business, National Taiwan University, Taipei, Taiwan

2012~2014 MBA., Department of International Business, National Taiwan University, Taipei, Taiwan

2008~2012 B.S., Department of Accounting, National Chengchi University, Taipei, Taiwan

## **Experience**

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2019~ Lecturer of Economics and Trade Practice, Taiwan External Trade Development Council, International Trade Institute.

2019~2021 Adjunct Lecturer, Yuan Ze University

2015~2021 Adjunct Lecturer, National Taipei University of Business

2019~2019 Executive Assistant to the President, TAROKO INTERNATIONAL CO., LTD.

2014~2015 Senior Specialist in Holistic marketing department, Cathay Financial Holdings

## **Academic Award and Honors**

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2018 2018 Management Theory and Practice Conference, Excellent Paper Award

## **Research interests**

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Service marketing

Social media marketing

Human-Robot interaction and technology applications

Consumer psychology and behavior

Intellectual capital