

# RESUME

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個人網頁：

## **Title**

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1995.08~ Professor, Department of Business Administration, Soochow University

## **Education**

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1991~1995 Ph. D., in Business Administration, National Taiwan University.

1988~1990 Master of Business Administration, National Chung Hsing University

1983-1985 Department of Engineering Management, National Taiwan Institute of Industrial Technology

## **Experience**

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2001-2002 Reviewer of the Golden Tripod Awards for Financial Magazines by the Information Bureau of the Executive Yuan

1996.08~2013.07 Associate Professor, Department of Business Administration, Fu Jen Catholic University

1990-1996 Associate Professor, Sihai Industrial and Commercial College

1988-1991 Business Times reporter

1985-1986 Evergreen Shipping Marketing Planning

1986-1988 Taiwan English magazine marketing plan

Previous corporate practice speeches~:

Taiwan Financial Research and Training Institute, lecturer in bank marketing classes, planning classes, and management skills classes

China Productivity Center, lecturer of management consultant class and marketing manager class,

Lecturer of the Marketing Management Research Class of the International Trade Bureau,  
Lecturer of the Sweet Potato E-era Lecture,

Formosa Plastics, Nanya Plastics Innovation Value Marketing Lecturer, Overseas Chinese Affairs Commission,

Chunyuan Iron and Steel Senior Manager Marketing Lecture Lecturer, China International

Commercial Bank,  
Lecturer of Innovation Value Marketing Lecturer of China Foreign Trade Association,  
Industry Bureau, Yushan Bank,  
First Bank, Wantai Bank, Wantong Bank, Chengtai Bank, General Post Office,  
China Petroleum Corporation, MRT Bureau, Agricultural Training Association, Land Bank,  
Taipower,  
Bank of Communications, Cooperative Bank, Public Bank, Far East Bank, Pan Asia Bank,  
Huanan Bank, Taipei International Commercial Bank, Kaohsiung Enterprise Bank, Hsinchu  
Commercial Bank,  
SME Credit Insurance Fund, etc., have also been invited to mainland China, Malaysia,  
Lectures in Singapore, Hong Kong and other places.

#### **Academic Award and Honors**

2010、2016~2017 "Teaching Excellence" award for the academic years 2010, 2016, and  
2017 by Soochow University

#### **Research interests**

Marketing Management, Consumer Behavior, Service Industry Marketing, Special Topics in  
Marketing