

RESUME

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Title

2024.02~ Associate Professor, Department of Administration, Soochow University
2018.08~2024.01 Assistant Professor, Department of Administration, Soochow University

Education

2013~2018 PhD, Department of Business Administration, National Chengchi University, Taiwan
2005~2006 MSc, Department of Strategic Marketing, Cranfield University, UK
1999~2003 BSc, Department of Business Administration, National Central University, Taiwan

Experience

2016.02~2018.07 Adjunct Lecturer, Department of Business Administration, National Chengchi University
2011.04~2014.09 Project Management Specialist, Ho Tai Development Co., Ltd.
2009.07~2010.03 Senior Product Planner, Synnex Technology International Co., Ltd.
2008.08~2009.10 Managing Director, PGE Corporation Ltd. (UK) (Pou Chen Group)
2006.10~2008.06 Marketing Executive, I-Mei Foods Ltd.

Academic Award and Honors

2022 2024 Soochow University, "Excellence Teaching (教學優良)" Award
2020 2021 Soochow University, "Academic Research (教師學術研究)" Award
2012 Project Management Professional Certification

Research interests

Channel Management
Strategic Marketing
International Marketing
Project Management