

RESUME

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Title

2010~ Professor, Department of Administration, Soochow University

Edutation

1992~1997 Ph.D. Graduate Institute of Business Administration, National Taiwan University

1990~1992 M.S. Graduate Institute of Information Management, National Chiao Tung University (1992)

1986~1990 B.A. Dept. of Management Information Systems, National Central University

Experience

2005~2010 Associate Professor, Department of Administration, Soochow University

1999~2005 Assistant Professor, Department of Administration, Soochow University (2009.02~2011.09)

1997~2005 Assistant Professor, Dept. of Information Management, National Pingtung University of Science and Technology

2008~2011 Chair of the Dept. of Business Administration, Soochow University

2005~2008 Vice Chair of the Dept. of Business Administration, Soochow University

2003~2005 Director, Division of Information, School of Extension Education, Soochow University

1998~1999 Director, Division of Education & Information, Computer Center, National Pingtung University of Science and Technology

2012~ Editorial Advisory Board Member, Internet Research

Academic Award and Honors

Research interests

Electronic Commerce

Consumer behavior in online environments

Computer-Mediated Communications

Social & organizational implications of communication & computing technologies