

# RESUME

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## **Title**

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

## **Education**

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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**

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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**

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2025 Soochow University, Excellence Mentor Award  
2024 NTSC, Academic Outstanding Talent Award, Research Excellent  
2022 202 Soochow University, Excellence Teaching Award  
2020 2021 Soochow University, Academic Research Award  
2012 Project Management Professional Certification

## **Research interests**

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Channel Management  
Strategic Marketing  
International Marketing  
Project Management