

# RESUME

中文姓名：鄒鴻泰

英文姓名：Hung-Tai Tsou

E-MAIL：httsou@scu.edu.tw

個人網頁：

## **Title**

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2022.08~ Associate Professor, Department of Business Administration, Soochow University

## **Education**

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2004~2009 Ph.D., College of Management, Yuan Ze University

2002~2004 Master, Department of Business Administration, Yuan Ze University

1998~2002 Bachelor, Department of Business Administration, Yuan Ze University

## **Experience**

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2021.08~2022.07 Assistant Professor, College of Management and Design, Ming Chi Technology of University, Taiwan.

2016.08~2021.03 Associate Professor, College of Innovation and Entrepreneurial, Wenzhou University, China.

2014.08~2016.07 Associate Professor, Department of Marketing and Logistics, Ming Dao University, Taiwan.

2010.08~2014.07 Assistant Professor, Department of Marketing and Logistics, Ming Dao University, Taiwan.

2012.08~2014.07 Vice dean, Department of Long Education, Ming Dao University

2012.11~2014.07 Director, Program of Management Bachelor Degree, Ming Dao University.

## **Research interests**

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Service innovation

Consumer behavior

Industrial marketing

Creative management