

# RESUME

中文姓名：林智偉

英文姓名：Chih-Wei Lin

E-MAIL：[chihwei.lin@scu.edu.tw](mailto:chihwei.lin@scu.edu.tw)

## **Title**

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2018.08~ 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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2022 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**

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Channel Management

Strategic Marketing

International Marketing

Project Management