

RESUME

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個人網頁：

Title

2022.02~ Assistant Professor, Department of Business Administration, Soochow University

Education

2015~2021 Ph.D., Department of International Business, National Taiwan University, Taipei, Taiwan

2012~2014 MBA., Department of International Business, National Taiwan University, Taipei, Taiwan

2008~2012 B.S., Department of Accounting, National Chengchi University, Taipei, Taiwan

Experience

2019~2021 Lecturer of Economics and Trade Practice, Taiwan External Trade Development Council, International Trade Institute.

2015~2021 Adjunct Lecturer, National Taipei University of Business

2019~2021 Adjunct Lecturer, Yuan Ze University

2019~2019 Executive Assistant to the President, TAROKO INTERNATIONAL CO., LTD.

2014~2015 Senior Specialist in Holistic marketing department, Cathay Financial Holdings

Academic Award and Honors

2018 2018 Management Theory and Practice Conference, Excellent Paper Award

Research interests

Service marketing

Consumer psychology and behavior

Social network marketing

Human-Robot interaction

Intellectual capital