

RESUME

中文姓名：鄭鈞云

英文姓名：Chun-Yun, Cheng

E-MAIL：chunyunc@scu.edu.tw

Title

- 2021.2~ Associate Professor, Department of Business Administration, Soochow University
- 2014.8~2021.1 Assistant Professor, Department of Business Administration, Soochow University

Education

- 2006-2011 Ph.D., Department of Internal Business, National Taiwan University, Taipei, Taiwan
- 1996-1998 M.B.A., Department of Internal Business, National Taiwan University, Taipei, Taiwan
- 1992-1996 B.B.A., Department of Internal Business, National Cheng-Chi University, Taipei, Taiwan

Experience

- 2012~2014 Assistant Professor, Department of International Business, Chung Yuan Christian University,
- 2010 Visiting Scholar, Anderson School of Management, University of California, Los Angeles, USA

Academic Award and Honors

- 2021 熱心導師, Soochow University
- 2020 Research Award, Soochow Management Academic Foundation
- 2019 專題研究計畫補助, Soochow University
- 2019 研究論著獎勵, Soochow University
- 2019 Research Award, Soochow Management Academic Foundation
- 2019 Best Paper, Annual conference of the Chinese society for Management of Technology
- 2017 熱心導師, Soochow University
- 2016 Best Paper, The 21th Conference on Interdisciplinary and Multifunctional Business Management
- 2012 三創課程獎勵, Program of Promoting Teaching Excellence Universities(教學卓越計畫)
- 2011 獎勵人文與社會科學領域博士候選人撰寫博士論文獎, National Science Council
- 2010 『千里馬計畫』, National Science Council, (UCLA)
- 2009 Haynes Prize nominee for the Most Promising Scholar(s) award in Academy of International Business, Annual meeting

Research interests

Strategic Management

Marketing Strategies

International Business