

Chien, Chun-Cheng (簡俊成)

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Education

- Ph.D. in Management, National Chung Cheng University, 2002/12
- Master, The Graduate School of Business Administration, Chung Yuan Christian University, 1990/6

Area of Specialty

- Strategic Management
- Business Presentation Skills
- Research Method

Academic Experience

- Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2013/8 to present
- Associate Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2003/8 to 2013/7
- Associate Professor, Department of Business Administration, Tatung Institute of Commerce and Technology, 2003/1 to 2003/7
- Lecturer, , Department of Business Administration, Tatung Institute of Commerce and Technology, 1994/8 to 2002/12

Journal Papers

1. Chien, Chun-Cheng, Yu-Yang, Han, (2025) "The Relationship between Experiential Marketing and Purchase Intention: A Parallel Sequential Mediation Model of Customer Delight, Price Sensitivity, and Consumer Self-confidence, Journal of Management Practices and Principles, 19(2): 20~36.
2. Yan, Yun-Chen, Chun-Cheng Chien, Huang, Ching-Chih (2025) " The Impact of Social Skills on Academic Entrepreneurial Intention: The Chain Dual Mediating Role of Social Networks and Opportunity Identification", Journal of Management & Systems, 8: 63-97.

Conference Papers

1. Yang, Chun-Shiung and Chien, Chun-Cheng (2024) "Effects of Light Transportation Network Benefits on Surrounding Housing Prices in Kaohsiung City" 2024 Business Management Decision and Practice Seminar, Southern Taiwan University, Tainan, Taiwan (in Chinese)
2. Xie, Wei-Ting and Chien, Chun-Cheng (2024) "The Impact Assessment of Real Estate-Related Tax System and Policies on Real Estate Market" 2024 Business Management Decision and Practice Seminar, Southern Taiwan University, Tainan, Taiwan (in Chinese)
3. Chiu, Yu-Ying and Chien, Chun-Cheng (2023) "Research on the Correlation Between Customer Value of Mobile Food Truck and Shopkeepers' Purchase Intention" 2023 Business Management Decision and Practice Seminar, Southern Taiwan University, Tainan, Taiwan (in Chinese)
4. Sun, Chien-Fan and Chien, Chun-Cheng (2023) "A study on the Relationships between the Cognition of Cultural and Creative Products and Purchase Intention" 2023 Business Management Decision and Practice Seminar, Southern Taiwan University, Tainan, Taiwan (in Chinese)

Chinese)

5. Li, Chun-Yu and Chien, Chun-Cheng (2022) "Research on the growth strategy of traditional milkfish operators" 2022 Business Management Decision and Practice Seminar, Southern Taiwan University, Tainan, Taiwan (in Chinese)
6. Chang, Ya-Han and Chien, Chun-Cheng (2022) "A Study on Intelligent Vending Machine of Consumer Purchase Behaviors" 2022 Business Management Decision and Practice Seminar, Southern Taiwan University, Tainan, Taiwan (in Chinese)
7. Han, Yu-yang, Chien, Chun-Cheng (2021) " Research on the relationship between experiential marketing and purchase intention: taking customer delight, consumer self-confidence and price sensitivity as intermediary variables" 2021 NTUB Conference of International Business Administration, National Taipei University of Business, Taipei, Taiwan.
8. Li, Chung-Ming, Chien, Chun-Cheng (2021) "The Association between Corporate Social Responsibility and Business Performance—Take SMEs as an Example" The 18th Conference of Innovation of Industry Management, HsiuPing University of Science and Technology, Taichung, Taiwan (in Chinese)
9. Zhao,Chu-Jun and Chien, Chun-Cheng (2020) "The Influence of Tourism APP on Tourism Behavior—The Moderating Effect of Personality Trait" The 17th Conference of Service Management & Innovation, Southern Taiwan University, Tainan, Taiwan (in Chinese)
10. Lin, Shang-Chiao and Chien, Chun-Cheng (2020) "Research on the influence of live broadcasting on consumer's purchasing behavior and stickiness" The 17th Conference of Service Management & Innovation, Southern Taiwan University, Tainan, Taiwan (in Chinese)

Dissertation

- Chien, Chun-Cheng (2002) "External Knowledge Transfer Processes –An Empirical Study on the Roles of Cooperative Relationship and Absorptive Capacity," Ph.D. Dissertation, National Chung Cheng University, Taiwan R.O.C.

Professional Certifications

1. Business Management Certification-Basic, No: 2012BMCB000491, General Chamber of Commerce of the R.O.C., 2012/08.
2. Customer Relationship Management Assistant, No: 2012CRMA000223, General Chamber of Commerce of the R.O.C., 2012/08.

Professional Experience

1. Committee member, Committee of Degree Examination, MBA, Department of Business Administration, National Cheng Kung University, 2021/7
2. Committee member, Committee of Degree Examination, MBA, Department of Business Administration, National Cheng Kung University, 2020/6
3. Committee member, Committee of Degree Examination, MBA, Department of Business Administration, National Cheng Kung University, 2019/6
4. Committee member, Committee of Degree Examination, MBA, Department of Business Administration, National Chiayi University, 2018/5
5. Committee member, Committee of Degree Examination, MBA, Department of Business Administration, National Cheng Kung University, 2018/5

Grants

1. Granted by Ministry of Science and Technology, No: 103-2410-H-218-025 -, "A Case study of the Coopetition Evolution in Industry Cluster " 2014/08~2015/07
2. Granted by National Science Council, No: 100-2410-H-218-016, "When passion bump into institution: The evolution of cultural property's business model" 2011/08~2012/07

Entrusted Practical Projects

1. Chien, Chun-Cheng (2023) , Industrial Talent Industrial Cooperation Promotion Plan , 35001120157-GP-5 。
2. Chien, Chun-Cheng (2021) , Satisfaction survey services of National Tax Administration of Southern Taiwan Province(NTAS) , 33001100195-GP 。
3. Chien, Chun-Cheng (2020) , Satisfaction survey services of National Tax Administration of Southern Taiwan Province(NTAS) , 33001090185-GP 。
4. Chien, Chun-Cheng (2019) , Satisfaction survey services of National Tax Administration of Southern Taiwan Province(NTAS) , 33001080253-GP 。
5. Chien, Chun-Cheng (2018) , Satisfaction survey services of National Tax Administration of Southern Taiwan Province(NTAS) , 321060178-GP 。