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Education

- PhD, Business Administration, National Cheng Chi University, 2003/7
- Master, Business Administration, National Sun Yat-sen University, 1991 /7

Area of Specialty

- Consumer behavior,
- Life-style and market survey analysis,
- Marketing strategy plan and Marketing management
- Business management simulation.

Academic Experience

- Assistant Professor, Department of Business Administration, Southern Taiwan University, 2003/8 to present

Conference Papers

1. Zeng Qiong-yin and Chien Nan-Shan, "A preliminary study on the enterprise development pattern of modern housekeepers", 2023 Business Management Decision and Practice Seminar, 2023/04/20, Tainan.
2. Liu Su-zhen and Chien Nan-Shan, "Changes in housing transaction volume before and after the implementation of Real Estate and Land Integration 2.0 - Taking Tainan City as an example", 2023 Business Management Decision and Practice Seminar, 2023/04/20, Tainan.
3. Weng Yi-Ying and Chien Nan-Shan, "The impact of public bicycle rental network benefits on surrounding housing prices-Taking the West District of Taichung City as an example", The 17th Symposium on Theory and Practice of Enterprise Internationalization, 2022/05/27, Tainan.
4. Chen Lu-Yan and Chien Nan-Shan, "An Empirical Study on the Influence of Property Management Quality on the Growth of Housing Prices-Taking Anping District and Yungkang District of Tainan City as Examples", The 17th Symposium on Theory and Practice of Enterprise Internationalization, 2022/05/27, Tainan.
5. Li Yi-Jin and Chien Nan-Shan, "A study on the value-added effect of construction company reputation on real estate - a case study of Tainan City's Toutian Residence", 2022 Business Management Decision and Practice Seminar, 2022/05/12, Tainan.
6. Lu Yong-Yu and Chien Nan-Shan, "Research on Consumption Value, Involvement Degree and Auto Beauty Consumption Behavior", 2022 Business Management Decision and Practice Seminar, 2022/05/12, Tainan.
7. Wang Hong-Rong and Chien Nan-Shan, "A study on the influence of life cloudification on the preference of residential decoration design", 2022 Business Management Decision and Practice Seminar, 2022/05/12, Tainan.
8. Fang Yong-Hong and Chien Nan-Shan, "Using Conjoint Analysis to Explore Consumers' Preference Tendency for the Types of Rejuvenation and Reuse of Historic Sites in China", 2021 Sustainability and Marketing Seminar, 2021/07/01, Taipei.
9. Zhou Yi-Kai and Chien Nan-Shan, "Conjoint analysis to explore the needs and preferences of young people in Taiwan for social housing", 2021 Sustainability and Marketing Seminar,

2021/07/01, Taipei.

10. Tang Jie-Ru and Chien Nan-Shan, "A Study on the Impact of Different Types of MRT Stations on Residential Housing Prices Taking Kaohsiung MRT Red Line as an Example", 2021 Sustainability and Marketing Seminar, 2021/07/01, Taipei.
11. Yu Ming-Zhe and Chien Nan-Shan, "A study on the difference in housing price growth in different surrounding areas affected by the development of science parks A case study of Tainan Science Park", 2021 Sustainability and Marketing Seminar, 2021/07/01, Taipei.

Dissertation

- Chien, Nan-Shan (2003). "The Meta Analysis in Taiwan Life Style Meter Efficiency," Ph.D. Dissertation, National Cheng-chi University, Taipei, Taiwan.

Professional Experience

1. Kaohsiung City Government Labor Bureau Visually Impaired Massage Establishment Evaluation Program, 2025/17/1~2025/12/31.
2. Kaohsiung City Government Labor Bureau Visually Impaired Massage Establishment Evaluation Program, 2024/07/1~2024/12/31.
3. Tainan City Government Operations Advisory Committee for the Plan that Visually impaired persons set up medium-sized massage parlors, 2024/01/01~2024/12/31.
4. Kaohsiung City Government Labor Bureau Visually Impaired Massage Establishment Evaluation Program, 2023/07/1~2023/12/31.
5. Tainan City Government Operations Advisory Committee for the Plan that Visually impaired persons set up medium-sized massage parlors, 2023/01/01~2023/12/31.
6. Kaohsiung City Government Labor Bureau Visually Impaired Massage Establishment Evaluation Program, 2022/07/1~2022/12/31.

Entrusted Practical Projects

1. Chien, Nan-Shan and Wu Gu-De, "TIMS marketing professional competence certification work plan (2025 2nd)", 2025/11/01~2026/02/28, No:33001140318
2. Chien, Nan-Shan and Wu Gu-De, "TIMS marketing professional competence certification work plan (2024 2nd)", 2024/11/01~2025/02/28, No:33001130355
3. Chien, Nan-Shan and Wu Gu-De, "TIMS marketing professional competence certification work plan (2023 2nd)", 2023/11/01~2024/02/28, No:33001120411
4. Chien, Nan-Shan and Wu Gu-De, "TIMS marketing professional competence certification work plan (2022 2nd)", 2022/11/01~2023/02/28, No:33001110432
5. Chien, Nan-Shan, "BAP Business Briefing International Certification Technical Service Plan", 2022/04/15 ~2022/10/31, No: 33001110127
6. Chien, Nan-Shan and Wu Gu-De, "TIMS marketing professional competence certification work plan (2021 2nd)", 2021/11/01~2022/02/28, No: 33001100425
7. Chien, Nan-Shan and Wu Gu-De, "TIMS marketing professional competence certification work plan (2020 2nd)", 2020/10/01~2020/12/31, No: 33001090242

Honors and Awards

1. The Best Paper, Chien, Nan-Shan and Zhuang Wei, "The Influence of Funeral Facilities on the Price of Neighboring Houses: A Case Study of the Original Tainan City", The 15th Seminar on Service Industry Management and Innovation, 2018/05/17, Tainan.
2. The Best Paper, Chien, Nan-Shan and Chen Rong-tai, "How Object Demand and Pricing Policy Affect Real Property Transaction Efficiency - From the Perspective of Housing brokerages", The 13th Seminar on Service Industry Management and Innovation, 2016/05/13, Tainan