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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. Chou, Yu-Hua, Chun-Cheng Chien,(2021) "A study on the relationships about the participation motivation on behavior of marathon runners in Taiwan, Journal of Sport and Recreation Research, 15(3): 9~22.
2. Tseng, Jen-Jen, Yung-Cheng Lai, Chun-Cheng Chien, (2020) " The Change of Managerial Risk Taking Based on Behavioral Theory and AMC Model: Evidence from Taiwan's Electronics Manufacturing Firms' FDI in China", Journal of Management & Systems, 27(1):53-76.
3. Wu, Yi-Ting, Chun-Cheng Chien, Ding, Jyh-Hong, & Lv, Zhang-Min (2019) "A Study of the Impact of Police Workplace Stress on Emotional exhaustion: The Moderating Role of Leisure Participation", Journal of Tatung Institute of Technology, 25:89-105. (in Chinese)
4. Tseng, Jen Jen , Chun-Cheng Chien, (2018) "The Multiple-points of Risk-taking Decision: Evidence from Corporate R&D Activities", Organization and Management, 11(1):101-125. (in Chinese)

Conference Papers

1. 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.
2. 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)

3. 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)
4. 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)
5. Liew, Chi Leng and Chien, Chun-Cheng (2019) "The Influence of Transformational Leadership and Psychological Empowerment on Well-Being: Leader Member Exchange as Moderator Variable" The 11th Conference on Management Master Theses in Southern Taiwan, Southern Taiwan University, Tainan, Taiwan. (in Chinese)
6. Chen,Fu-Chia and Chien, Chun-Cheng (2019) "A study on the relationship between internal control cognition and job deficit - Take the branch office of Tainan post office as an example" The 11th Conference on Management Master Theses in Southern Taiwan, Southern Taiwan University, Tainan, Taiwan. (in Chinese)
7. Liu, Jung-Jung and Chien, Chun-Cheng (2018) "The relationship of experiential value and revisiting willingness in tourism factory- The moderating effect of leisure involvement" The 15th Conference of Service Management & Innovation, Southern Taiwan University, Tainan, Taiwan (in Chinese)
8. Chen, Li-Chiu and Chien, Chun-Cheng (2018) "Study on the Business Model of Sheltered Workshop - Taking Zhanyi Bakery as an Example" The 15th Conference of Service Management & Innovation, Southern Taiwan University, Tainan, Taiwan (in Chinese)
9. Yeh, Tsai-Chen and Chien, Chun-Cheng (2017) "A Study on the Development Model of Local Cultural Industry Brand—Take Tai-Hwa Pottery as an example," The 9th Conference on Management Master Theses in Southern Taiwan, Southern Taiwan University, Tainan, Taiwan (in Chinese)
10. Wang, Hwei-Teh and Chien, Chun-Cheng (2017) "The analysis on establishment of core competency and its application – A case study on GAEA Biotech Co., Ltd.," The 9th Conference on Management Master Theses in Southern Taiwan, 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
6. Committee member, Committee of Degree Examination, MBA, Department of Business Administration, National Cheng Kung University, 2017/5
 7. Committee member, Committee of Degree Examination, MBA, Department of Business Administration, National Cheng Kung University, 2016/5

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 (2020) , Satisfaction survey services of National Tax Administration of Southern Taiwan Province(NTAS) , 33001090185-GP ◦
2. Chien, Chun-Cheng (2019) , Satisfaction survey services of National Tax Administration of Southern Taiwan Province(NTAS) , 33001080253-GP ◦
3. Chien, Chun-Cheng (2018) , Satisfaction survey services of National Tax Administration of Southern Taiwan Province(NTAS) , 321060178-GP ◦
4. Chien, Chun-Cheng (2017) , Satisfaction survey services of National Tax Administration of Southern Taiwan Province(NTAS) , 321050160-GP ◦
5. Chien, Chun-Cheng (2016) , Outsourcing services of Yu-cheng company fans group , 321040422 ◦
6. Chien, Chun-Cheng (2016) , Outsourcing services of Tak-Fu company fans group , 321040423 ◦
7. Chien, Chun-Cheng (2015) , Satisfaction survey services of National Tax Administration of Southern Taiwan Province(NTAS) , 321040114-GP ◦