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Education

- MBA. Business Administration, National Cheng Kung University , 1995/8
- Bachelor, Business Administration, National Cheng Kung University , 1993/8

Area of Specialty

- Economics
- Strategic Management
- Service Automation

Academic Experience

- Lecturer, Department of Finance, Southern Taiwan University, 2007/8 to present
- PT Instructor, Department of Business, National Open University, 1997/9 to Present.

Dissertation

- Yueh-Er Su (1995), "A Study of Emotional Arousing and Persuasive Message: Advertisements Based on Emotional Appeals for Consumers in ROC, America and Japan," MBA Dissertation, National Cheng Kung University.

Professional Experience

1. Director, TzuChi Teachers' Association, 2012/9 to Present.
2. PT Instructor, Department of Finance, Southern Taiwan University of Science and Technology, 2003/9 to Present.
3. Senior Consultant, Library and Information Center, National Kaohsiung University, 2003/9 to Present.
4. High commissioner, SFM committee, Department of Finance, National Sun Yat-sen University, 1996/2 to Present.