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Education

- PhD, Business Administration, National Sun Yat-Sen University, 2011/1
- Master, Department of Business Administration, National Chengchi University, 1992/6
- Bachelor, Department of Computer Science and Information Engineering, National Taiwan University, 1989/6

Area of Specialty

- Entrepreneurship, Qualitative Research Method

Academic Experience

- Assistant Professor, Department of Finance, Southern Taiwan University of Science and Technology, 2011/2 to present
- Instructor, Department of Finance, Southern Taiwan University of Science and Technology, 1997/8 to 2011/1

Journal Papers

1. Yung-Chi Chang, Chi-Hong Wang, Wen-Ling Lin,, Ko-Chieh Chen(2021),Relationship between work passion and job burnout of tour managers: Mediating effect of affectivity, Journal of Tourism and Leisure Studies. 27(1):67-104.
2. Yung-Chi Chang, Amarzaya Nasanjarga, Ko-Chieh Chen(2019),"Service Quality, Customer Satisfaction and Customer Loyalty in Mongolian Banks: An Application of Reflective-Formative Measurement Model for Service Quality", Nankai Journal, 16(2):1-16.

Conference Papers

1. Yung-Chi Chang, Aaron Carve S. Guevarra, Wen-Ling Lin, Ko-Chieh Chen (2015),"Exploring Factors Affecting the Purchase Intention of Tea in Tea Shops: the Case of International Students in STUST", Conference of Finance Accounting and Business Decision 2015, Taiana, Taiwan.
2. Chang, Yung-Chi; Srichuchart, Amornrat; Chen, Ko-Chieh; Zhuang, Jing-Lin (2014)Understanding Soft Drink consumption among Thailand people by the Theory of Planned Behavior", Conference of Finance Accounting and Business Decision 2014, Taiana, Taiwan.

Dissertation

- Chen, Ko-Chieh (2011) "Government Discourses on Female Entrepreneurship," Ph.D. Dissertation, National Sun Yat-Sen University

Books

1. R. Bougie. & Sekaran, U. Research Methods for Business 8th ed.,(Ko-Chieh Chen, Trans. In Chinese). Tsanghai Publishing, Taiwan, 2023.
2. Management , Ching-Fang Lee, Ko-Chieh Chen, and Stephen D.H. Tsai , Tsanghai Publishing, Taiwan, 2023.
3. Anderson, D. R., D. J. Sweeney, T. A. Williams, J. D. Camm, J. J. Cochran, M. J. Fry, and J. W. Ollmann (2020), Statistics for Business & Economics , 14e, (Ko-Chieh Chen, Trans. In Chinese). Cengage Asia.
4. Introduction to Management, Stephen D.H. Tsai, Ching-Fang Lee and Ko-Chieh Chen,

(2018), Tsanghai Publishing, Taiwan, 2018.

5. Management, Stephen D.H. Tsai, Ching-Fang Lee and Ko-Chieh Chen, Tsanghai Publishing, Taiwan, 2016.
6. Anderson, D. R., D. J. Sweeney, T. A. Williams, J. D. Camm, J. J. Cochran, M. J. Fry, and J. W. Ollmann (2016), -An Introduction to Management Science: Quantitative Approaches to Decision Making, 14e, (Ko-Chieh Chen, Trans. In Chinese). Tsanghai Publishing, Taiwan, 2016.

Professional Certifications

1. Stock Agent, No: 1994-06660, The Life Insurance Association of Institution of the Republic of China, 1994/2
2. Certificate for Academic Teaching with Distinction Course.

Professional Experience

1. Member of Equipment Management Committee for Department of Finance, 2015-
2. Coordinator of the AACSB accreditation committee, 2015 -.
3. Tutor of undergraduate class, 1996 to Present.

Entrusted Practical Projects

1. Chen, Ko-Chieh and Ya-Chi Lin (2023), Consultancy for the Compilation of Management Textbook and Teaching Accessories, No.23001120310.
2. Chen, Ko-Chieh and Ya-Chi Lin (2022), Consultancy for the Compilation of Management Textbook, No.23001110272.
3. Chen, Ko-Chieh and Ya-Chi Lin (2021), Consultancy for the Compilation of Research Method Textbook and Teaching Accessories, No.23001100252.
4. Chen, Ko-Chieh and Ya-Chi Lin (2019), Consultancy for the Compilation of Statistics Textbook and Teaching Accessories, No.23001080324.
5. Chen, Ko-Chieh and Ya-Chi Lin (2018), Consultancy for the Compilation of Management Textbook and Teaching Accessories, No.2300107006.
6. Chen, Ko-Chieh and Ya-Chi Lin (2017), Consultancy for the Compilation of Statistics Textbook and Teaching Accessories, No.221060242.
7. Chen, Ko-Chieh and Ya-Chi Lin (2016), Consultancy for the Compilation of Management Textbook, No.221050257.

Honors and Awards

1. Teaching Excellent Grant, 2021, Southern Taiwan University of Science and Technology.
2. Outstanding teacher in service-learning courses, 2019, Southern Taiwan University of Science and Technology.
3. Excellent Advisor Grant, 2017, Southern Taiwan University of Science and Technology.
4. Teaching Excellent Grant, 2010, Southern Taiwan University of Science and Technology.