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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

Publications

Journal Papers

- 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.
3. Shongwe Hlengiwe N.a, Yung-Chi Chang , Ko-Chieh Chen, Wen-Lin Lin(2013)," Exploring The Impact Of Service Quality On Education Satisfaction: A Comparison Study Of GMBA/IMBA Students At STUST & NCKU In Taiwan", The 9th International Conference On Knowledge-Based Economy And Global Management, Tainan, Taiwan.

Dissertation

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

Books

1. 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.
2. Introduction to Management, Stephen D.H. Tsai, Ching-Fang Lee and Ko-Chieh Chen, (2018),Tsanghai Publishing, Taiwan, 2018.
3. Management, Stephen D.H. Tsai, Ching-Fang Lee and Ko-Chieh Chen, Tsanghai Publishing,

Taiwan, 2016.

4. 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.
5. Sekaran, U. & R. Bougie (2013). Research Methods for Business (Ko-Chieh Chen, Trans. In Chinese). Tsanghai Publishing, Taiwan, 2015.

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.

Grants

Entrusted Practical Projects

1. Chen, Ko-Chieh and Ya-Chi Lin (2019), Consultancy for the Compilation of Statistics Textbook and Teaching Accessories, No.23001080324.
2. Chen, Ko-Chieh and Ya-Chi Lin (2018), Consultancy for the Compilation of Management Textbook and Teaching Accessories, No.2300107006.
3. Chen, Ko-Chieh and Ya-Chi Lin (2017), Consultancy for the Compilation of Statistics Textbook and Teaching Accessories, No.221060242.
4. Chen, Ko-Chieh and Ya-Chi Lin (2016), Consultancy for the Compilation of Management Textbook, No.221050257.
5. Chen, Ko-Chieh and Ya-Chi Lin (2015), Consultancy for the Compilation of Research Method Textbook, No.221040307.
6. Chen, Ko-Chieh and Ya-Chi Lin (2014), Consultancy for the Compilation of Teaching accessories, No.221030205.
7. Chuang, Chin-Lin and Ko-Chieh Chen(2014), Consultancy for the Finance and Management, No.221030319

Honors and Awards

1. Excellent Advisor Grant, 2017, Southern Taiwan University of Science and Technology.
2. Teaching Excellent Grant, 2010, Southern Taiwan University of Science and Technology.

Patents