

## Chen, Ko-Chieh (陳可杰)

Department of Finance  
Southern Taiwan University of Science and Technology  
Tainan, Taiwan  
06-253-3131 ext. 5323  
kochieh@stust.edu.tw

<b>Highest Degree Earned and Year</b>	Ph.D. (2011/01)
<b>Teaching Subjects</b>	Undergraduate ➤ Management ➤ Basic Computer Concepts(I) ➤ Basic Computer Concepts( II ) ➤ Business Management Strategies ➤ Case Study on Business Management
<b>Participating Faculty/Supporting Faculty</b>	Participating Faculty
<b>SA/PA/ SP/IP</b>	PA
<b>Five-Year Summary of Development Activities Supporting SA/PA/ SP/IP Status during 2013/08/01—2018/07/31</b>	➤ Practical research projects entrusted by industries : 5

Required Signature

Teacher	Chair of Dept. Teacher Evaluation Committee	Chair of College Teacher Evaluation Committee

## **Ko-Chieh Chen (陳可杰)**

Department of Finance  
Southern Taiwan University of Science  
and Technology  
No. 1, Nan-Tai Street, Yongkang Dist.,  
Tainan 71005, Taiwan

Office: S408-4B  
TEL: 886-6-2533131 ext.5323  
FAX: 886-6-3010006  
EMAIL: [kochieh@stust.edu.tw](mailto:kochieh@stust.edu.tw)



### **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**

#### **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.

#### **Books**

- 1 · *Introduction to Management*, Stephen D.H. Tsai, Ching-Fang Lee and Ko-Chieh Chen, Tsanghai Publishing, Taiwan, 2018.
- 2 · *Management*, Stephen D.H. Tsai, Ching-Fang Lee and Ko-Chieh Chen, Tsanghai Publishing, Taiwan, 2016.
- 3 · Anderson, Sweeney, T. Williams, J. Cammy, J. Cochran, M. Fry, J. Hollmann (2016), -An Introduction to Management Science: Quantitative Approaches to Decision Making, 14e,

(Ko-Chieh Chen, Trans. In Chinese). Tsanghai Publishing, Taiwan, 2016.  
4 · Sekaran, U. & R. Bougie (2013). Research Methods for Business (Ko-Chieh Chen, Trans. In Chinese). Tsanghai Publishing, Taiwan, 2015.

### **Dissertation**

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

### **Entrusted Practical Researches**

- Chen, Ko-Chieh and Ya-Chi Lin (2017), Consultancy for the Compilation of Management Textbook and Teaching Accessories, No.2300107006.
- Chen, Ko-Chieh and Ya-Chi Lin (2016), Consultancy for the Compilation of Management Textbook, No.221050257.
- Chen, Ko-Chieh and Ya-Chi Lin (2015), Consultancy for the Compilation of Research Method Textbook, No.221040307.
- Chen, Ko-Chieh and Ya-Chi Lin (2014), Consultancy for the Compilation of Teaching accessories, No.221030205.
- Chuang, Chin-Lin and Ko-Chieh Chen(2014), Consultancy for the Finance and Management, No.221030319

### **Honors and Awards**

- Excellent Advisor Grant, 2017, Southern Taiwan University of Science and Technology.

### **Professional Certifications**

- *Stock Agent*, No: 1994-06660, The Life Insurance Association of Institution of the Republic of China, 1994/2

### **Academic and professional Service**

- Coordinator of the AACSB accreditation committee, 2015 -2016.
- Tutor of undergraduate class, 1996 to Present.
- Member of Equipment Management Committee for Department of Finance,2015-2016