

Su, Yueh-Er (蘇月娥)

Department of Finance
Southern Taiwan University of Science and Technology
Tainan, Taiwan
yesu@stust.edu.tw

Highest Degree Earned and Year	M.A. (1995/8)
Teaching Subjects	<u>Undergraduate</u> <ul style="list-style-type: none">➤ Statistics➤ Micro Economics➤ Case Study of management➤ Management
Participating Faculty/Supporting Faculty	Supporting Faculty
SA/PA/ SP/IP	IP
Five-Year Summary of Development Activities Supporting SA/PA/ SP /IP Status during 2012/08/01—2017/07/31	<ul style="list-style-type: none">➤ Director, TzuChi Teachers' Association, 2012/9 to Present.➤ PT Instructor, Department of Finance, Southern Taiwan University of Science and Technology, 2003/9 to Present.➤ Senior Consultant, Library and Information Center, National Kaohsiung University, 2003/9 to Present.➤ High commissioner, SFM committee, Department of Finance, National Sun Yat-sen University, 1996/2 to Present.

Required Signature

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

Yueh-Er Su (蘇月娥)

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



✉: yesu@stust.edu.tw

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.

Professional Service

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

Dissertation

1. 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.