


<b>Wei-Chen Yang (楊維珍)</b>		
Department of International Business Southern Taiwan University of Science and Technology No. 1, Nan-Tai Street, Yongkang Dist., Tainan 71005, Taiwan	Office: S508-18 ☎: 886-6-2533131 ext.5138 FAX: 886-6-2544363 ✉: anni@stust.edu.tw	

### Education

- PhD, International Economics Course, Takushoku University, 2000/03
- Master, International Economics Course, Takushoku University, 1997/03

### Area of Specialty

- Social Policy, learning of Contest, Cooperative Learning

### Academic Experience

- Assistant Professor, Department of International Business, Southern Taiwan University of Science and Technology, 2000/8 to present

### Publications

#### **Journal Papers:**

1. Thomas Chiang Blair、Wei-Chen Yang、Chia-Chun Lin(2016), Case studies on how Cola brand using advertising to strengthen its brand awareness through symbol. CIIP International Certification Review, Vol.2 No.1
2. Wei-Chen Yang、Chia-Chun Lin(2015), The Effects of Various Team Training Backgrounds on the Effectiveness of Learning through Competition — A Study of 「2014 Cross-Strait Intercollegiate International Trade MICE Simulation Competition」 Teams participated in the contest. Journal of Southern Taiwan University of Science and Technology, Volume 40 – Issue 04, P1~P22.
3. YANG WEI-CHEN, Lin Chia-Chun (2015), Effectiveness of the Interdisciplinary Team to Integrating Operation RD System— A study of different team backgrounds of the same department affect Contest learning effectiveness. (MIC) Journals, 2014. NO. 4(1)
4. Chia-Chun Lin, Wei-Chen Yang (2015), Public Seating Designs on the Psychology and Use Behavior of Train Passengers, Journal of Southern Taiwan University of Science and Technology. Volume 40, Issue 03. P97~P115.

5. Wei-Chen Yang、Chia-Chun Lin、Chao-Lun Lee、Thomas Chiang Blair (2015), Innovative Local Brand: A Case Study of Zealandia Firm. Asian Journal of Humanities and Social Studies, Volume 03 – Issue 04, P279~P284.
6. YANG WEI-CHEN、Lin Chia-Chun(2014), Interdisciplinary Team Learning Talent Cultivation in Taiwanese Higher Education: A Case Study of Interdisciplinary Team Participation in an Entrepreneurship Competition, Psychology and Social Behavior Research, PSBR 2014, 2(3), P80~P84.
7. YANG WEI-CHEN (1999) “台湾における老人福祉法の制定と歴史的な展開” (Act on Social Welfare Service for Elderly of Systems and historical development in Taiwan) Takushoku University research Annual Report. No.27(P23~P94) (in Japanese )
8. YANG WEI-CHEN (1998) “老人福祉法の制定と歴史的な展開” (Act on Social Welfare Service for Elderly of Systems and historical development in Japan) Takushoku University research Annual Report. No.26(P2~P21) (in Japanese )

### **Conference Papers:**

1. YANG WEI-CHEN, LAI ZHEN-YOU (2005) “Industrial Revitalization Corporation of Japan(IRCI)—Corporation Revitalization Case of Japanese Kanebo Corporation” The 2005 9th Conference on Interdisciplinary and Multifunctional Business Management, Taipei, Taiwan.
2. YANG WEI-CHEN, LAI ZHEN-YOU (2005) “Corporation Revitalization Case of Japanese Kanebo Corporation” Enterprise internationalization theory and practice seminar Conference, Tainan, Taiwan.
3. Chia-Chun Lin<sup>1</sup>、Wei-Chen Yang<sup>2</sup>(2012),The Research of Scenario Oriented Approach Which Apply New Production Development. 2012 International Conference on Information Communications & Creativity, Tainan, Taiwan.
4. Wei-Chen Yang<sup>1</sup>、Chen-yang Chung <sup>2</sup>(2013), A Study on The Attractiveness of Mirrorless Interchangeable-lens A Study on The Attractiveness of Mirrorless Interchangeable-lens Camera, 2013 Finance, Accounting and Management Decision Conference in STUST, Taiwan.
5. Wei-Chen Yang<sup>1</sup>、Chia-Chun Lin<sup>2</sup>、Hsin-Tzu Tsai<sup>3</sup> (2014), Contest learning effectiveness of the Interdisciplinary Team to Integrating Operation RD System—A Case Study of Link Hanger Team—, 2014 Finance, Accounting and Management Decision Conference in STUST, Taiwan.
6. Wei-Chen Yang<sup>1</sup>、Chia-Chun Lin<sup>2</sup> (2014), Interdisciplinary Team Learning Talent Cultivation in Taiwanese, The 2nd International Conference on Social Science and Management (ICSSAM 2014), JAPAN,KYOUTO.
7. Wei-Chen Yang<sup>1</sup>、Chia-Chun Lin<sup>2</sup> (2014),Contest learning effectiveness of the Interdisciplinary Team to Integrating Operation RD System— A Case Study of Leben

Team—, 2014 Interdisciplinary Conference of Innovation Management and Design, Taiwan.

8. Thomas Chiang Blair、Chia-Chun Lin、Wei-Chen Yang\* (2015), Brand Image Communication through Multicultural. 2015 International Conference on Business and Social Sciences (ICBASS). JAPAN, OSAKA.
9. Chia-Chun Lin、Wei-Chen Yang\*、Thomas Chiang Blair(2015), Effects of Fostering the Basic Competence of MICE Talents through Competition Learning: An Example of an Interdisciplinary Team Trained by the RD System. 2015 International Conference on Business and Social Sciences(ICBASS). JAPAN, OSAKA
10. Thomas Chiang Blair、Wei-Chen Yang\*、Chia-Chun Lin(2015),How Brands Enhance Awareness Through Symbols. Taiwan Institute of Marketing Science (TIMS) The Twelfth Annual Conference, National Taiwan University.
11. Thomas Chiang Blair、Chia-Chun Lin、Wei-Chen Yang (2016), Competitiveness of a Nation: How Brand China Rebuild its Image and Reputation. 2016 The 4th International Conference on Business and Social Sciences, JAPAN, KYOUTO.
12. Chia-Chun Lin、Wei-Chen Yang\*、Thomas Chiang Blair (2016), Experiential Marketing and Consumer Purchase Intention— A Case Study of New Magtonic Products. 2016 The 4th International Conference on Business and Social Sciences, JAPAN, KYOUTO.
13. Wei-Chen Yang、Chia-Chun Lin \*、Thomas Chiang Blair (2016) Using OA Metal Jig Lure to Explore Experiential Marketing and Brand Marketing. 2016 The 4th International Conference on Business and Social Sciences, JAPAN, KYOUTO.

## **Books**

1. Wei-Chen Yang (2015), The Teaching and Effect of Practical Topics—The international business and product design department of the cross-cutting team. Kai Wing Printing Design, ISBN: 9789574322541

## **Entrusted Practical Projects**

1. Yang Wei-Chen(2008) , Cheng Yi Trading Co., Ltd. operating diagnosis and frozen fruits and vegetables products in the domestic market Evaluation Survey (1),NO. 210960069
2. Yang Wei-Chen (2008), CHENG YI TRADING CO., LTD. Business Diagnostics & Japanese Market Assessment,NO. 210970220
3. Chia-Chun Lin、Wei-Chen Yang(2011),Product Design and Development of Wood - plate Vibrators ,NO. 520990342
4. Chia-Chun Lin、Wei-Chen Yang(2011),Home life supplies development and design (case 1), NO. 520990402

5. Huang Shuling 、 Wei-Chen Yang(2011),Daily inspection license training program, NO. 351000107
6. Chia-Chun Lin 、 Wei-Chen Yang(2011),Efficient air cleaner design case, NO. 541000140
7. Wei-Chen Yang 、 Chia-Chun Lin(2012), Submitted to the Japanese Ministry of Health drug sales certification document translation production case , NO. 211010514
8. Huang Shuling 、 Wei-Chen Yang(2012),Daily inspection license training program, NO. 351010523
9. Wei-Chen Yang 、 Chia-Chun Lin(2013),V-Bell product market research and exhibition planning , NO. 211020144
10. Wei-Chen Yang 、 Chia-Chun Lin(2013),Submitted to the Japanese Ministry of Health and drug sales certification documents submitted to Japan to submit and study the case , NO. 211020313
11. Wei-Chen Yang 、 Chia-Chun Lin(2015),Submitted to the Japanese Ministry of Health drug sales certification document translation production case , NO. 211040052
12. Wei-Chen Yang 、 Chia-Chun Lin(2015),Cross-domain practice of teaching materials on the development of special case published case , NO. 211040099
13. Chia-Chun Lin 、 Wei-Chen Yang(2015), Storage cabinet panel design , NO.541040306
14. Wei-Chen Yang 、 Chia-Chun Lin(2015),The Curatorial Work of the Sub –committee and the Investigation to Macao ,NO. 211040497
15. Wei-Chen Yang 、 Chia-Chun Lin(2016), Submitted to the Japanese Ministry of Health and drug sales certification documents submitted to Japan to submit and study the case ,NO. 211050349

### **Honors and Awards**

1. 2011 Take off Dream Originality and Innovation Contest, Excellent work.
2. 2011 MICE Talents through Competition, Exhibitors plan (Champion) 、 Products will be published(Excellent work) 、 Exhibition booth Design(Excellent work) 、 Business Communication (Ranked fifth).
3. 2012 Take off Dream Originality and Innovation Contest, first Runner-up.
4. 2012 Brand creation contest, Finalist.
5. 2012 MICE Talents through Competition, Exhibitors plan (Champion) 、 Products will be published(Excellent work) 、 Exhibition booth Design(first Runner-up) 、 Business Communication (Excellent work).
6. 2012 TiC100 Innovative business contest, first Runner-up.
7. 2012 TiC Taiwan Award, first Runner-up.
8. 2012 Campus Entrepreneurship Competition, first Runner-up.
9. 2012 National College students' creativity and entrepreneurship contest, Champion.
10. 2012 red dot design award, Winner.

11. 2013 MICE Talents through Competition, Exhibitors plan (Champion) 、 Products will be published(first Runner-up) 、 Exhibition booth Design(Excellent work) 、 Business Communication (Excellent work).
12. 2013 Entrepreneur TiC Mongolia, Champion.
13. 2013 G-mark (Good Design Award), Finalist.
14. 2013 National College Creative innovation and entrepreneurship Marketing Planning Competition, Champion.
15. 2013 Global Little Giant Elite Entrepreneurship Competition, first Runner-up.
16. 2013 National College Creative Product Marketing Competition, Champion.
17. 2014 MICE Talents through Competition, Exhibitors plan (second runner-up) 、 Products will be published(Champion) 、 Exhibition booth Design(Champion) 、 Business Communication (Champion).
18. 2014 Macao Innovation & Invention Association, SPIN HANGER (BRONZE MEDAL) 、 LINK HANGER(SILVER MEDAL) 、 CUTFEAR (GOLD MEDAL).
19. 2014 National College Creative innovation and entrepreneurship Marketing Planning Competition, Champion.
20. 2014 Brand creation contest, Winner.
21. 2014 Ministry of Culture, Cultural & Creative Star, second runner-up.
22. 2014 MEET TAIWAN MICE Paper Award, Excellent work.
23. 2014 Patent R & D Achievements, Champion.
24. 2014 National tertiary institutions (the third) - three record marketing competition, Champion.
25. 2015 International Trade Simulation Exhibition Competition , Champion; International Trade Knowledge QA Competition : first runner up; English QA Competition in Business Simulation : first runner up; Exhibition Planning Competition : excellent work; Booth Exhibits Contest : 1 st runner up; Booth Decoration Design Competition : runner up; Product Presentation Contest : Champion; Product presentation of the activities of the contest : Champion.
26. 2015 Global Branding Competition - Taiwan Competition , winning.
27. 2015 Global Branding Competition - Global Final, Champion. / Best speaker Award
28. 2015 Cross - Strait College Students' Creative Exhibition Planning Competition , Best Creative Award/ first runner up
29. 2015 National college MICE creative exhibition planning competition , Champion.
30. 2015 Ministry of Culture Creative Star Creative Competition , Third.
31. 2015 National tertiary institutions (the third) three record and marketing planning competition , Champion.
32. 2015 International Trade Show & Presentation Contest , Best Exhibition Commodity Award/ Third.

33. 2016 Ministry of Education Award , Best Popularity Award.
34. 2016 Global Branding Competition - Taiwan Competition , winning.
35. 2016 Global Branding Competition - Global Final , Gold Award.
36. 2016 Patent R & D Achievements , Champion.
37. 2016 International Trade Simulation Exhibition Competition ,Overall result : 1 st runner up; English QA Competition in Business Simulation : Excellent work; Exhibition Planning Competition : Champion; Booth Decoration Design Competition : Excellent work; Product Presentation Contest : Excellent work; Product presentation of the activities of the contest : 1 st runner up.
38. 2016 The first national high school vocational college and international commodity interpretation simulation contest ,Best Exhibition Commodity Interpretation Award/1 st runner up.
39. 2016 National college MICE creative exhibition planning competition , Excellence Award.

### **Professional Certifications:**

1. Yang Wei-Chen, CERTIFICATE OF JAPANESE ABILITY, LEVEL pre-A, Test of Practical Japanese Association. February 7, 1995. NO.9000114.
2. Yang Wei-Chen, CERTIFICATE JAPANESE-LANGUAGE PROFICIENCY, LEVEL 1, Association of International Education, Japan. NO.1D66942.
3. Yang Wei-Chen, Enterprise Resource Planning (Workflow ERP), No: EAE08DS00288, CERPS, Feb. 2008.
4. Yang Wei-Chen, International Introductory Award in Selling, The City and Guild of London Institute, NO. 606149716/860, 2011.
5. Yang Wei-Chen, International Introductory Award in Customer Service, The City and Guild of London Institute, NO. 606149716/480, 2011.
6. Yang Wei-Chen, Innovation and Management Manager, TÜV Rheinland, NO. 114019905-600-003, 2014.
7. Yang Wei-Chen, Entrepreneurial Management Manager, TÜV Rheinland, NO. 114019905-400-002, 2014.
8. Yang Wei-Chen, Cultural & Creative Development Management, WPCI – WORLD PROFESSIONAL CERTIFICATION INSTITUTE, NO. T105810043, 2015.
9. Yang Wei-Chen, Cultural and creative curators, Applied Business Management Association, NO. CCC-T104560043, 2015.
10. Yang Wei-Chen, INTERNATIONAL BUSINESS NEGOTIATION MANAGEMENT, WPCI – WORLD PROFESSIONAL CERTIFICATION INSTITUTE, NO. T105800012, 2016
11. Yang Wei-Chen , BSNA Commercial Sales Negotiation Analyst, Applied Business Management Association, NO. BSNA-T84920053, 2016

12. Yang Wei-Chen ,BPNA Negotiating Analyst for Commercial Procurement t,Applied Business Management Association, NO. BPNA-T84900045,2016
13. Yang Wei-Chen , BNPA Business Negotiation Project Analyst, Applied Business Management Association, NO. BNPA-T84890045,2016
14. Yang Wei-Chen ,IBNA International Business Negotiation Analyst, Applied Business Management Association, NO. IBNA-T84910053,2016