


<b>Nan-Shan Chien (簡南山)</b>		
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## Education

- PhD, Business Administration, National Cheng chi University , 2003/7
- Master, Business Administration, National Sun Yat-sen University, 1991 /7

## Area of Specialty

- Consumer behavior,
- Life-style and market survey analysis,
- Marketing strategy plan and Marketing management
- Business management simulation.

## Academic Experience

- Assistant Professor, Department of Business Administration, Southern Taiwan University, 2003/8 to present

## Publications

### Conference papers

1. **Chien, Nanshan**, Chen Shirng and Mengxun Cai (2011, Nov-Dec), "Chain restaurant industry operating style and green image", The Tourism and recreation resources sustainable management seminar, Tainan, Taiwan.
2. **Chien, Nanshan**, Chen Yiting and Jiayu Yang (2011, Nov-Dec), "Mobile phone lifestyle scale development and related research", The Tourism and recreation resources sustainable management seminar, Tainan, Taiwan.
3. **Chien, Nanshan**, Chen Yunchun and Huizhen Wu (2012, May-Jun), "The differences in subject characteristics and experiential value between restaurant types", Service Management and Innovation Symposium, Tainan, Taiwan.
4. **Chien, Nanshan**, Sun Hanxiang and Jianmin Yu (2012, Oct-Nov), "The staff cohesion and operating performance in Real Estate Brokers franchise", Kaohsiung, Taiwan.
5. **Chien, Nanshan**, Wang Hueijiun and Chen Yunchuen,(2014, Jun-Jul), " Research on mobile phone lifestyle and experience Value", Business and Management Symposium, Taichung, Taiwan.
6. **Chien, Nanshan** and Chen, Shuchao (2014, Apr-May), "Discussion on the

- relationships between self-efficacy, job satisfaction, organizational commitment and organizational citizenship”, Modern Management and Innovation Symposium, Hsinchu, Taiwan.
7. Liou, Jaufen and **Chien, Nanshan** (2015, Jan-Feb), “The relationships between obesity and lifestyle in the psychiatric home care patients”, Mental Health Care Institute of the Republic of China Seminar, Tainan, Taiwan.
  8. **Chien, Nanshan** and Liou, Jiarung (2015, May-Jun), “The research on Information service quality, experience values and intended use - A Case Study of Taiwan cuisine app”, 2015 Joint Symposium on inter-institution, Taichung, Taiwan.
  9. Hung, Chioushia and **Chien, Nanshan** (2015, May-Jun), “Clinical nurses consciously empowerment and Related Factors - A Case Study of the Southern Regional Hospital”, 2015 New Generation Health Care Quality Industry Symposium, Taichung, Taiwan.
  10. **Chien, Nanshan**, Lin Lijie and Lan Jrjie (2015, May-Jun), “The research on staff emotional labor and job satisfaction for between different industrial sales”, Teacher technology & Practice teaching seminars business management, Tainan, Taiwan.
  11. **Chien, Nanshan**, Chen Yiting and Chen Yunchuen (2015, May-Jun), “Research in Taiwan festivals and attribute analysis of the effectiveness of activities”, Teacher technology & Practice teaching seminars business management, Tainan, Taiwan.
  12. **Chien, Nanshan** and Chen Rongtai (2016, May-Jun), “How Object Demand and Pricing Policy Affect Real Property Transaction Efficiency - From the Perspective of Housing brokerages”, The 13th Seminar on Service Industry Management and Innovation, Tainan, Taiwan.
  13. **Chien, Nanshan** and Hong Guizhu (2016, May-Jun), “A Study on the Perception of Housing Quality and the Sense of Lease Value - Taking the Office Workers in Tainan Industrial Zone as an Example”, The 13th Seminar on Service Industry Management and Innovation, Tainan, Taiwan.
  14. **Chien, Nanshan** and Li Buyun (2016, May-Jun), “A Study on the Preference of House Purchasing - Taking Police and Fire Fighting Personnel in Tainan as an Example, The 13th Seminar on Service Industry Management and Innovation, Tainan, Taiwan.
  15. **Chien, Nanshan** and Wang Qiuxiong (2016, May-Jun), “A Study on How Purchasing Attitude and Home Essential Property Requirements Affect the Elasticity of Purchasing Budget”, The 13th Seminar on Service Industry Management and Innovation, Tainan, Taiwan.
  16. **Chien, Nanshan** and Lu Zonghan (2016, May-Jun), “A Study on the Perception of Housing Quality and the Sense of Living Value - Taking the Office Workers in Tainan Industrial Zone as an Example”, The 13th Seminar on Service Industry Management and Innovation, Tainan, Taiwan.
  17. **Chien, Nanshan** and Li Xiaolan (2016, May-Jun), “A Study on the Characteristics of Professional Soldiers, Purchase Motivation and Housing Preference - A Case Study of Volunteer Service Staff in Tainan Area”, The 13th Seminar on Service Industry Management and Innovation, Tainan, Taiwan.
  18. **Chien, Nanshan** and Chen Yahyan (2016, May-Jun), “Research on the Influence of the Overall Factors and the Government Policy on the Real Estate Price Fluctuation - Taking Yongkang District and Tungnan Area of Tainan City as an Example”, The 13th Seminar on Service Industry Management and Innovation, Tainan, Taiwan.

19. Huang Mingcheng and **Chien Nanshan** (2016, May-Jun), "A Study on the Key Successful Characteristics of the Real Estate Broker - Taking the Excellent Real Estate Practitioners as the Research Objects", The 11th International Symposium on Enterprise Internationalization Theory and Practice, Tainan, Taiwan.
20. **Chien, Nanshan** and Gan Huiwen (2016, May-Jun), "A Study on Object types and the degree of brutality Affect the value of housing impairment", The 11th International Symposium on Enterprise Internationalization Theory and Practice, Tainan.
21. **Chien, Nanshan** and Chen Yuzhi (2016, May-Jun), "A Study on Purchasing Situation and Payment Preference", TIIBS Fifth Business and Management Symposium, Taipei, Taiwan.
22. **Chien, Nanshan**, Wu Mingxiao and Chen Yuzhi (2016, May-Jun), "Research on Acceptance of Service Innovation in Self - service Laundromat", Joint Interdisciplinary Seminar in 2016, Kaohsiung, Taiwan.

### **Dissertation**

Chien, Nan-Shan (2003). "The Meta Analysis in Taiwan Life Style Meter Efficiency," Ph.D. Dissertation, National Cheng-chi University, Taipei, Taiwan.

### **Entrusted Practical Projects**

1. **Chien, Nanshan**, 2011/12/01~2012/03/31, "TIMS marketing professional competence certification work plan ( 2011 2<sup>nd</sup> ) ", No: 321000144.
2. **Chien, Nanshan** 2012/05/01~2012/07/31, "TIMS marketing professional competence certification work plan (2012 1<sup>st</sup>)", No: 321000277.
3. **Chien, Nanshan**, 2013/05/01~2013/07/31, "TIMS marketing professional competence certification work plan (2013 1<sup>st</sup>)", No: 321020117.
4. **Chien, Nanshan**, 2013/10/16~2014/02/15, "Tainan Real estate brokerage professional training and certification center work plan (2013)", No: 321020367.
5. **Chien, Nanshan**, 2013/03/01~2014/06/3 "Tainan Real estate brokerage professional training and certification center work plan (2013 1<sup>st</sup>)", 0, No: 321030086.
6. **Chien, Nanshan**, 2014/5/01~2014/7/31, "TIMS marketing professional competence certification work plan (2014 1<sup>st</sup>)", No: 321030119.
7. **Chien, Nanshan**, 2014/09/01~2015/02/28, "Tainan Real estate brokerage professional training and certification center work plan (2014 2<sup>nd</sup>)", No: 321030419.
8. **Chien, Nanshan**, 2015/10/01~2015/12/31, "TIMS marketing professional competence certification work plan (2015 2<sup>nd</sup>)", No: 321040546.

### **Honors and Awards**

1. *The Best Paper*, **Chien, Nanshan** and Chen Rongtai (2016), "How Object Demand and Pricing Policy Affect Real Property Transaction Efficiency - From the Perspective of Housing brokerages", The 13th Seminar on Service Industry Management and Innovation, 2016/05/13, Tainan.
2. *The Best Paper*, **Chien, Nanshan** n and Chen Yahyan (2016), "Research on the Influence of the Overall Factors and the Government Policy on the Real Estate Price Fluctuation - Taking Yong Kang District and Tungnan Area of Tainan City as an

Example”, The 13th Seminar on Service Industry Management and Innovation, 2016/05/13, Tainan.

### **Professional Certifications**

1. IMM Internet Marketing Management Division, No: TDTCCA IMM-10000129, CEO International Certification, 2011.

### **Academic and Professional Service**

1. Consultant of Operations Advisory Committee for Visually impaired massage parlors in Tainan City Government, 2013/01/01~2013/12/31.
2. Consultant of Operations Advisory Committee for Visually impaired massage parlors in Tainan City Government, 2014/01/01~2014/12/31.
3. Consultant of Operations Advisory Committee for Visually impaired massage parlors in Tainan City Government, 2015/01/01~2015/12/31.
4. Consultant of Operations Advisory Committee for Visually impaired massage parlors in Tainan City Government, 2016/01/01~2016/12/31.