


<b>Sheng-Chieh Tseng (曾盛杰)</b>		
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### **Education**

- PhD, Business Management, National Sun Yat-Sen University, Taiwan, 1999/1
- MBA, Business Management, National Cheng Chi University, Taiwan, 1992/6
- BBA, Statistics, National Cheng Chi University, Taiwan, 1990/6

### **Area of Specialty**

- Business Strategies, Resources and Capabilities, Strategic Flexibility

### **Academic Experience**

- Assistant Professor, Department of International Business, Southern Taiwan University of Science and Technology, 2002/8 to present
- Assistant Professor, Department of Finance, I-Shou University, 1999/1 to 2000/8
- Instructor, Department of Finance, I-Shou University, 1998/8 to 1998/12

### **Publications**

#### **Conference Papers:**

1. Tseng, Sheng-Chieh and Shin-Hung Lu (2015) "On the Development of Taiwan Vertical Planting Market: An Industry Life Cycle View," *2015 Inter-College United Academic Conference*, Ming-Chuan University, Taipei, Taiwan. (in Chinese)
2. Tseng, Sheng-Chieh and Shin-Hung Lu (2015) "Customers of Taiwan Vertical Planting Industry: Contrasting Domestic with Foreign Cases," *2015 Inter-College United Academic Conference*, Ming-Chuan University, Taipei, Taiwan. (in Chinese)
3. Tseng, Sheng-Chieh (2014) "Human Resource Practices and Firm Performance: The Mediating Effect of New Product Development Capability," *2014 Inter-College United Academic Conference*, Ta-Tung University, Taipei, Taiwan. (in Chinese)
4. Tseng, Sheng-Chieh and Da-Chen Chin (2012) "A Study on Marketing Capability of Nonprofit Organizations," *2012 Pacific Business Forum and Commercial Technology Education Conference*, Southern Taiwan University, Tainan, Taiwan. (in Chinese)

5. Tseng, Sheng-Chieh and Yen-Hoang Nguyen (2012) "The Strategy of Vietnamese Immigrants' Microenterprises: A Study on Vietnamese Restaurants in Tainan City," *Annual Conference of Southeast Asian Area Studies in Taiwan*, National Chi-Nan University, Nantao, Taiwan. (in Chinese)
6. Tseng, Sheng-Chieh and Young-Zhe Shan (2012) "Market Orientation of Nonprofit Organizations," *2012 Pacific Business Forum and Commercial Technology Education Conference*, Southern Taiwan University, Tainan, Taiwan. (in Chinese)

### **Grants**

1. National Science Council, No: 101-2815-C-218-037-H, "Entrepreneurial Orientation of Non-Profit Organizations," 2012/7-2013/2.
2. National Science Council, No: 100-2815-C-218-038-H, "Strategic Flexibility and Performance of Non-Profit Organizations," 2011/7-2012/2.

### **Entrusted Practical Projects**

1. Tseng, S. C. 2015. Marketing Competency and Firm Growth. No. 211040371.
2. Tseng, S. C. 2014. Evaluation of Operations Capability. No. 211030328.
3. Tseng, S. C. 2013. Market Development of Vertical Planting Products. NSC 102-2622-H-218 -002 -CC3.

### **Professional Service**

1. Referee, Sun Yat-Sen Management Review, 2016/3.
2. Evaluation expert for a course, Chang Jung Christian University, 2015/11.
3. Consultant, Hsin-Linting Botany Garden, 2014/6-2017/5.
4. Assisted students to simulate interview, National Hsin-Feng Senior High School, 2013/6.
5. Lecturer, National Hua-Nan Commercial High School, 2012/12.
6. Referee, Journal of National Kaohsiung Marine University, 2011/11.