


<b>Chia-Te Wu (伍家德)</b>		
Department of <b>Business Administration</b> Southern Taiwan University of Science and Technology No. 1, Nan-Tai Street, Yong Kang Dist., Tainan 71005, Taiwan	Office: <b>S308-7</b> TEL: 886-6-2533131 ext. <b>4526</b> FAX: 886-6-2422460 EMAIL: <a href="mailto:w116@stut.edu.tw">w116@stut.edu.tw</a>	

## Education

- Ph.D. in Department of Business Administration, National Cheng-chi University, 2000/7
- Master in Department of Business Administration, National Cheng-chi University, 1990/7

## Area of Specialty

Strategic Management, Technology Management

## Academic and Work Experience

- Associate Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2001/2 to present
- Assistant Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2000/8 to 2001/1
- Lecturer, Department of Business Administration, Southern Taiwan University of Science and Technology, 1995/8 to 2000/7

## Publications

### **Journal Papers:**

1. **Wu, Chia-Te** (2014) "A Study of Sense of School Community and Its Relationship with Student Satisfaction," Journal of Southern Taiwan University of Science and Technology, 39(4), 47-62 (in Chinese).
2. **Wu, Chia-Te**, Wang, Pei-Chuen and Huang, Wen-Hung (2016) "A Study on the Relationship among Creative Personality and Creative Behavior - Evidence from A University of Science and Technology," Management Information Computing, 5(2), 47-57 (in Chinese).

### **Conference Papers:**

1. **Wu, Chia-Te** and Lu, Chih Ming (2011, Oct.) "The Sense of School Community and Student Satisfaction: an Example of Southern Taiwan University of Science and Technology", 2011 Business Administration and Marketing Innovation Conference,

- Kaohsiung, Taiwan (in Chinese).
2. **Wu, Chia-Te**, Hu, Pao-Hung and Wang, Shiao Ling(2012 May) " The Empirical Study on Service Quality and Satisfaction of Higher Education-A case Study of EE Department at a National University", The 9<sup>th</sup> Service Management and Innovation Conference , Tainan, Taiwan (in Chinese).
  3. **Wu, Chia-Te**, Lin, Yi Ching and Hsu, Jui-Feng (2012 May). "Practice and Management of Self-access Foreign Language Learning Centers", The 9<sup>th</sup> Service Management and Innovation Conference , Tainan, Taiwan (in Chinese).
  4. **Wu, Chia-Te**, Wang, Pei-Chuen and Lu, Chih-Ming (2012 Nov.) "A Study on the Relationship between Consumers' CSR Perception and Purchase Intention - A Case Study of General Consumer in Tainan", 2012 the 8<sup>th</sup> Conference on Theories and Practices in International Business, Tainan, Taiwan (in Chinese).
  5. **Wu, Chia-Te**, Guo, Yaosheng and Hu, Pao-Hung (2013 May), A Study on the Relationship of Job Stress and Job Burnout for the Teachers of Elementary School in Tainan 2013 The 5<sup>th</sup> Management and Decision Conference, Chiayi, Taiwan (in Chinese).
  6. Chou, Pin-Fenn, **Wu,Chia-Te** and Chen, Chieh-Shen (2013 May) " The Study on Return Service", 2013 Industrial Design Marketing and Innovative Service Management Conference, Kaohsiung, Taiwan (in Chinese).
  7. Chou, Pin-Fenn, **Wu,Chia-Te** and Chen, Chieh-Shen (2013 June) "The Study on the Relationship among Electronics Retail Chain Stores' Image, Satisfaction and Loyalty", 2013 ICIMD Conference , Tainan, Taiwan (in Chinese).
  8. **Wu, Chia-Te**, Xu, Jialing and Wang, Pei-Chuen (2013 Oct.) "A Study on the Relationship among Positive Emotion and Creative Behavior - Evidence from Southern Taiwan University of Science and Technology", 2013 Business Administration and Marketing Innovation Conference, Kaohsiung, Taiwan (in Chinese).
  9. **Wu, Chia-Te** and Chen. Yu-Jia (2014 May). "A Study of Service Quality and Customer Satisfaction-An Example of PX-mart in Tainan", the 11<sup>th</sup> Service Management and Innovation Conference, Tainan, Taiwan. (in Chinese)
  10. **Wu, Chia-Te** and Lee, Tsai Chieh (2014 May). "A Study of Service Quality and Customer Satisfaction -An Example of Kingstone Bookstore in Tainan", the 11<sup>th</sup> Service Management and Innovation Conference, Tainan, Taiwan. (in Chinese)
  11. **Wu, Chia-Te**, Yang, Chih Kun and Chen, Yu-Jia (2014 Oct.). "A Study of Service Quality, Customer Satisfaction and Customer Loyalty -An Example of PX-mart in Tainan",2014 Business Administration and Marketing Innovation Conference, Kaohsiung, Taiwan (in Chinese).
  12. **Wu, Chia-Te**, Lin, Liang-Zi and Lee, Tsai Chieh (2015 May). "A Study of Service

Quality, Customer Satisfaction and Customer Loyalty -An Example of Kingstone Bookstore in Tainan”, 2015 Business Management Teachers’ Technology and Practice Teaching Conference, Tainan, Taiwan. (in Chinese)

13. **Wu, Chia-Te**, SIE, Jia-Yun and Yang, Chih Kun (2016 May). “A Study on the Relationship among Positive Emotion, Negative Emotion and Creative Behavior - Evidence from Southern Taiwan University of Science and Technology,” The 13th Service Management and Innovation Conference, Tainan, Taiwan. (in Chinese)

### **Dissertation**

**Wu, Chia-Te** (2000) “Research on the Type of Product Innovation 、Functional Involvement and New Product Development Performance,” Ph.D. Dissertation, National Cheng-chi University, Taipei, Taiwan.

### **Entrusted Practical Projects**

1. **Wu, Chia-Te** (2012), 2013 Service Personnel Training Plan, No: 321000325.
2. **Wu, Chia-Te** (2013), 2013 Service Personnel Training Plan, No: 321020166.
3. **Wu, Chia-Te** (2014), 2014 Service Personnel Training Plan, No: 321030314.
4. **Wu, Chia-Te** (2015), 2015 Service Personnel Training Plan, No: 321040389.
5. **Wu, Chia-Te** (2016), 2016 Service Personnel Training Plan, No: 321050295.

### **Professional Certifications**

- Business Application Professionals Certification Programs- Fundamentals level: Documents 2010 Using Microsoft Word2010, No: 16-A-BAP-DM-FD-886005891.
- Business Application Professionals Certification Programs- Fundamentals level: Documents 2010 Using Microsoft PowerPoint2010, No: 16-A-BAP-PT-FD-886005924.
- Business Management Certification-Basic, No: 2015BMCB-T00084, the General Chamber of Commerce of ROC, 2015/06/01.
- Customer Relationship Management Assistant, No: 2015CRMA-T00084, the General Chamber of Commerce of ROC, 2015/06/01.
- Survey and Research Analyst, No: SRM20120019, Tri-Star Statistics Service Company, 2012/10/01.
- Certificate of Primary Statistical Qualification, No: CP2012020010, the Chinese Applied Statistics Association, 2012/09/01.
- Labor-Management Affairs Officer, No: 04021, the Foundation of Chinese Labor-Management Affairs, 2012/06/01.

### **Academic Service**

1. *Reviewer*, Journal of Chang Jung Christian University, 2012/08/01~2012/08/22.
2. *Reviewer*, Journal of Southern Taiwan University of Science and Technology, 2015/05/01~2015/05/25.
3. *Ombudsman Invigilators* of Tainan Test District in the 2-Year TVE Joint College Entrance Examinations in 2016, 2016/04/18.
4. *Ombudsman Invigilators* of TIMS Marketing Professional Competence Certification, 2015/12/20.
5. The Promotion Project of Entrepreneur Human Resource: Lectures on Jiugong Grid Method, 2015/06/26.
6. *Ombudsman Invigilators* of Non-Life Insurance Salesman Qualifications Test, 2014/12/12.
7. *Ombudsman Invigilators* of TIMS Marketing Professional Competence Certification, 2014/06/01.
8. The Training Lecture of Uni-President's Employees: Emotional Management, 2014/05/14.
9. Consultant of Fushoushan Chazhuang Co., Ltd, 2013/10/01~2014/09/30.
10. The Workshop of Official Members: Emotional Management, 2013/10/04.
11. *Ombudsman Invigilators* of TIMS Marketing Professional Competence Certification, 2013/05/26.