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Education

- PhD, Business Administration, National Sun Yat-Sen University, 2011/1.
- Master, Department of Business Administration, National Chengchi University, 1992/6.
- Bachelor, Department of Computer Science and Information Engineering, National Taiwan University, 1989/6.

Area of Specialty

Entrepreneurship, Qualitative Research Method

Academic Experience

- Assistant Professor, Department of Finance, Southern Taiwan University of Science and Technology, 2011/2 to present.
- Instructor, Department of Finance, Southern Taiwan University of Science and Technology, 1997/8 to 2011/1.

Publications

Journal Papers:

1. Chin-Chung Shih, **Ko-Chieh Chen** (2011), Introduction of Discourse Analysis: Entrepreneurship and Discourse, *Journal of Entrepreneurship Research*, 6(3): 83-104. (in Chinese)

Conference Papers:

1. Yung-Chi Chang, Aaron Carve S. Guevarra, Wen-Ling Lin, **Ko-Chieh Chen**. 2015. Exploring Factors Affecting the Purchase Intention of Tea in Tea Shops: the Case of International Students in STUST. Conference of Finance Accounting and Business Decision 2015, Tainan, Taiwan.
2. Chang, Yung-Chi; Srichuchart, Amornrat; **Chen, Ko-Chieh**; Zhuang, Jing-Lin. 2014. Understanding Soft Drink consumption among Thailand people by the Theory of Planned Behavior. Conference of Finance Accounting and Business Decision 2014, Tainan, Taiwan.

3. Shongwe Hlengiwe N.a, Yung-Chi Chang, **Ko-Chieh Chen**, Wen-Lin Lin. 2013. Exploring The Impact of Service Quality On Education Satisfaction: A Comparison Study of GMBA/IMBA Students at STUST & NCKU In Taiwan. The 9th International Conference On Knowledge-Based Economy And Global Management, Tainan, Taiwan.

Books

1. *Management*, Stephen D.H. Tsai, Ching-Fang Lee and **Ko-Chieh Chen**, Tsanghai Publishing, Taiwan, 2016.
2. Anderson, Sweeney, T. Williams, J. Cammy, J. Cochran, M. Fry, J. Hollmann (2016), *An Introduction to Management Science: Quantitative Approaches to Decision Making*, 14e, (**Ko-Chieh Chen**, Trans. In Chinese). Tsanghai Publishing, Taiwan, 2016.
3. Sekaran, U. & R. Bougie. 2013. *Research Methods for Business* (**Ko-Chieh Chen**, Trans. In Chinese). Tsanghai Publishing, Taiwan, 2015.

Dissertation

Chen, Ko-Chieh. 2011. *Government Discourses on Female Entrepreneurship*. Ph.D. Dissertation, National Sun Yat-Sen University.

Entrusted Practical Researches

1. **Chen, Ko-Chieh** and Ya-Chi Lin. 2016. Consultancy for the Compilation of Management Textbook, No. 221050257.
2. **Chen, Ko-Chieh** and Ya-Chi Lin. 2015. Consultancy for the Compilation of Research Method Textbook, No. 221040307.
3. **Chen, Ko-Chieh** and Ya-Chi Lin. 2014. Consultancy for the Compilation of Teaching accessories, No. 221030205.
4. Chuang, Chin-Lin and **Ko-Chieh Chen**. 2014. Consultancy for the Finance and Management, No. 221030319.

Honors and Awards

1. Teaching Excellent Grant, 2010, Southern Taiwan University of Science and Technology.

Professional Certifications

1. *Stock Agent*, No: 1994-06660, The Life Insurance Association of Institution of the Republic of China, 1994/2

Academic and professional Service

1. Coordinator of the AACSB accreditation committee, 2015 -2016.
2. Tutor of undergraduate class, 1996 to Present.
3. Member of Equipment Management Committee for Department of Finance, 2015- 2016.