


Wen-Ke Liang (梁文科)		
Department of International Business Southern Taiwan University of Science and Technology No. 1, Nan-Tai Street, Yongkang Dist., Tainan 71005, Taiwan	Office: 5101 ☎: 886-6-2533131 ext.5129 FAX: 886-6-2544363 ✉: wenke@stust.edu.tw	

Education

- PhD, Business Administration, National Cheng Kung University, 2006/10
- Master, International Economics, National Chung Cheng University, 1994/7

Area of Specialty

- International Marketing, Leisure & Tourism, Trade Show Marketing, Internet Marketing

Academic Experience

- Associate Professor, Department of International Business, Southern Taiwan University of Science and Technology, 2007/2 to present
- Instructor, Department of International Business, Southern Taiwan University of Science and Technology, 1984/8 to 2007/1

Publications

Journal Papers:

1. Wen-Ke Liang, Fang-Yi Lin(2016), "Research on Customer Perceived Value, Satisfaction and Repurchase Intention for a BBQ Restaurant", Applied Science and Management Research, 3(1), P179-187.
2. Wen-Ke Liang, Chi-Min Liao(2015), "A Study of Members' Participation Motivation, Service Quality, Customer Satisfaction and Loyalty on Women Fitness Center: A Case Study of Curves", Asia-Pacific Economic and Management Review, 19(1), p. 29-54.
3. Wen-Ke Liang, Chih-Han Lo (2015),A Study of Relationships among Internal Service Quality, Psychological Capital and Job Satisfaction, Management Information Computing, 4(S1) · 249-262 °
4. Wen-Ke Liang, Da-yu Yang, Sheng-hsiung Yang, Yi-ru Chen(2014), "A Comparative Analysis of Actual Usage Behaviors Between Smartphone and Tablet PC", Economic Management Journal, Chinese Academic Social Science,Z(1), p125-131.(CSSCI)
5. Wen-Ke Liang, Wen-Xin Lee(2013), " The Study on Brand Perception Position of Smart Phone", Asia-Pacific Economic and Management Review, 17(1), pp.83-116.

6. Ming-Tien Tsai, Hsueh-Liang Wu, Wen-Ko Liang (2008) "Fuzzy Decision Making for Market Positioning and Developing Strategy for Improving Service Quality in Department Store", *Quality & Quantity*, 42(3), pp.303-319 (SSCI, SCI)
7. Ming-Tiem Tsai, Wen-ko Liang, Mei-Ling Liu (2007) "The Effects of Subliminal Advertising on consumer attitudes and buying intentions", *International Journal of management*, 24(1), pp3-14.(ABI)
8. Ming-tien Tsai, Shih-wen Hsiao, Wen-ko Liang (2005) "Using Grey theory to develop a model for forecasting the demand for telecommunications", *Journal of Information and Optimization Sciences*, 26(3), pp535-547.(ABI)

Conference Papers:

1. Wen-ko Liang and Fan-yi Lin, (2016.05) , A Study on Customer Perceived Value, Satisfaction and Repurchase Intention for a BBQ Restaurant in Tainan City , The 2016 Conference on Patent and Information Practice, Taipei, 5 May, 2016.
2. Wen-ko Liang and Wen-lin Lin , (2016.05) , A Consumer Behavior Study on Filter Coffe Markets, The 2016 Conference on Patent and Information Practice, Taipei, 5 May, 2016.
3. Wen-Ke Liang, Li-Yan Chin, (2014), " Corporate social responsibility- the perspective of corporate crisis , 2014 Symposium on Corporate social responsibility, PP1.
4. Wen-Ke Liang, Chi-Min Liao, (2014) "The Study of Members' Participation Motivation, Service Quality, Customer Satisfaction and Loyalty on Women Fitness Center: A Case Study of Curves," 2014 Symposium on sports, leisure, tourism and sustainable Hospitality Industry, PP1
5. Wen-Ke Liang, Rou-An, Wu, (2013) " An Investigation on the Usage Attitudes and Behaviour of Ready Meals-A Case Study in Southern Taiwan University of Science and Technology" , Outstanding Theses Presentation : To Publicize Theses, To Disseminate Knowledge, PP1-160.
6. Wen-Ke Liang, Rou-An, Wu, (2012) " Analysis of Coffee shop market—a Case study of UK" , The 2nd International Conference on Computer Science and Service System (IEEE conference), PP2201-2204.
7. Wen-ke Liang & Pei-Jing Hsu (2011) "Research of Use Intention on Self-access Foreign Language Learning Centers," 2011 Symposium on Global Business Operation and Management, PP1-11.
8. Wen-ke Liang & Chiu-Han Wang, (2011) "Research on Long-Term Care Institution's Strategic Marketing Planning," 2011 Symposium on Business Operation and Marketing Management, PP1-15.
9. Wen-ke Liang & Jia-Qing Yan (2011)"The Effects of brand Origin Country on Purchasing Behavior," The Fourth Symposium on Financial and Economic

Perspectives, PP1-19.

Grants

10. Ministry of Education, Project Leader of International Trade and Exhibition Development for Young Leaders, No. 431040081-GP-5, 2015.07.01~2015.09.15 .
11. Council of Agriculture, Executive Yuan, No: 104AS-5.1.2-FD-Z1, "Strengthen fruit agricultural production cost survey and standardized operating model," 2015/01-2015/12.
12. Council of Agriculture, Executive Yuan, No: 103AS-5.1.1-FD-Z1, "Strengthen fruit agricultural production cost survey and standardized operating model," 2014/01-2014/12.
13. Council of Agriculture, Executive Yuan, No: 102AS-5.1.6-SO-h(2), "Strengthen fruit agricultural production cost survey and standardized operating model," 2013/3-2013/12.
14. Taiwan Institute of Marketing Science, No: 321020117, "2013 The Second Session Work Plan on Marketing Specialist Examination," 2012/12-2013/3.
15. Council of Agriculture, Executive Yuan, No: 101-14.1.1--h1(2), "A Study on Data Collection of Major Food Production and Utilization," 2012/3-2012/12.
16. Tainan City Government, A Study of Investment Promoting Performance in Tainan City Government, 2012/4/1-2012/12/31.
17. Kaohsiung City Government, 2011 「The Situational Analysis for Kaohsiung City on Industrial Economics」 -Quarterly Basis, 2011/5/27-2012/3/31
18. Council of Agriculture, Executive Yuan, No: 100-1.10-企-01, "The Research on the Strategy for Cross-Strait Agricultural Issues to be Negotiated after ECFA," 2011/5-2011/12.
19. Council of Agriculture, Executive Yuan, No: 100-5.1.1--h1," 2011 Research on Supply & Demand of Food Index and Calculation System," 100/4/20~100/12/31
20. Taiwan Institute of Marketing Science, No: 320990120, "2010 The Second Session Work Plan on Marketing Specialist Examination," 2010/12-2011/3.
21. National Science Council, No: 98-2815-C-218-044-H, "The Moderate effect of Anticipated Future Income on repurchasing," 2009/7-2010/2.

Entrusted Practical Projects

1. Mental Industries Research & Development Centre , No: PS100171413, " The Research of Supply Chain Efficiency Improvement on Infrastructure Construction," 2011/7-2011/12

Honors and Awards

1. The Phi Tau Phi Scholastic Honor Society of the Republic of China(1994)

Professional Certifications

1. B-Enterprise Data Analyst, No:431150800000030, Computer Skill Foundation, 2015
2. CRM Products analyst, No: CRM2010000948, Micro Analysis Tech, 2010
3. Products Marketing Strategy analyst, No: PMA2010000774, Chinese ERP Society, 2010
4. Distribution Management Specialist, No: 09T0014, CDDRA, 2009
5. ERP Inventory Management, No: EAE08DS00297, Chinese ERP Society, 2008
6. the Securities Specialist, No: 11274, Securities and Futures Institute, 1997
7. the Futures Specialist, No: 01620, Securities and Futures Institute, 1997
8. Personal insurance representative, No: 16193, LIAROC, 1996

Professional Service

1. Councilor, Asia-Pacific Economic and Management Review, 2011 to 2016
2. Reviewer, Tourism Management(SSCI), 2010-
3. Reviewer, Social Behavior & Personality(SSCI), 2008-
4. Reviewer, SCIENCEDOMAIN international, 2014-