

CURRICULUM VITAE

(一) 曾祥景教授個人基本資料

Timmy H. Tseng, 專任副教授

輔仁大學企業管理學系

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專長: 數位行銷、行銷研究、行銷數量分析、顧客體驗管理與評估



(二) 學歷

2009~2015 國立政治大學企業管理學系 博士

2007~2009 國立交通大學經營管理研究所 M.B.A.

2003~2007 國立中興大學行銷學系 學士

(三) 經歷

輔仁大學企業管理學系

2021/08~迄今 專任副教授 (三年升副教授)

2020/02~2021/07 專任助理教授

2018/08~2020/01 專案助理教授

吳鳳科技大學行銷與流通學系

2017/02~2017/06 兼任助理教授

國立政治大學企業管理學系

2013/03~2014/06 兼任講師

(四) 任教科目

- 電子商務與網路行銷 (大學部)
- 社群媒體行銷 (大學部 & 研究所)(全英文 EMI 課程)
- 新興科技產業概論 (大學部 & 研究所)
- 管理數學 (大學部)(全英文 EMI 課程)
- 行銷管理 (研究所)(全英文 EMI 課程)
- 農業行銷管理 (大學部 & 研究所)
- 智慧零售管理 (大學部)
- 企業管理專題-行銷 (大學部)
- 輔大使命與社會創新創業講座(研究所 EMBA)
- 通路與零售管理 (研究所 EMBA)
- 彼得杜拉克的管理智慧 (衛理女中國際人文學程)

(五) SSCI 期刊論文

發表近 30 篇學術國際期刊論文

研究領域: 品牌 APP 行銷、網紅行銷、品牌體驗行銷、網路創業教育、數位教育

1. **Tseng, T. H.***, & Wang, H.-Y. (2023). Consumer attitudes and purchase intentions towards internet celebrity self-brands: an integrated view of congruence, brand authenticity, and internet celebrity involvement. *Journal of Product & Brand Management* (Online Published: January 12, 2023), <https://doi.org/10.1108/JPBM-03-2022-3892>. (SSCI) (IF: 5.248, 排名: 71/154, Q2, Business) (第一與通訊作者) (輔大名義發表)
2. Hsieh, S. H., Lee, C. T., & **Tseng, T. H. *** (2022). Psychological empowerment and user satisfaction: Investigating the influences of online brand community participation. *Information & Management*, 59(1), 103570. (IF: 10.32, 排名: 3/84, Q1, Information Science & Library Science) (通訊作者) (輔大名義發表) (Top 期刊)
3. **Tseng, T. H.**, Wang, Y. M., Lin, H. H., Lin, S. J., Wang, Y. S., & Tsai, T. H. (2022). Relationships between locus of control, theory of planned behavior, and cyber entrepreneurial intention: The moderating role of cyber entrepreneurship education. *The International Journal of Management Education*, 20(3), 100682. (SSCI) (IF: 4.564, 排名: 34/270, Q1, Education & Educational Research) (第一作者) (輔大名義發表)
4. **Tseng, T. H.**, Lin, S., Wang, Y. S. *, & Liu, H. X. (2022). Investigating teachers' adoption of MOOCs: the perspective of UTAUT2. *Interactive Learning Environments*, 30(4), 635-650. (SSCI) (IF: 4.965, 排名: 26/270, Q1, Education & Educational Research) (第一作者) (輔大名義發表)
5. Hsieh, S. H., **Tseng, T. H.**, & Lee, C. T. (2022). Feeling psychologically close: examining the determinants of branded app engagement. *Journal of Product & Brand Management*, <https://doi.org/10.1108/JPBM-07-2021-3565> (SSCI) (IF: 5.248, 排名: 71/154, Q2, Business) (輔大名義發表)
6. Lin, G. Y., **Tseng, T. H.**, Yeh, C. H., Wang, Y. M., Wang, Y. Y., & Wang, Y. S. (2022). Development and validation of an internet unethical behavior scale. *Library & Information Science Research*, 44(2), 101153 (IF: 3.209, 排名: 36/84, Q2, Information Science & Library Science) (輔大名義發表).
7. Lin, Y. T., **Tseng, T. H. ***, Chang, A., & Yang, C. C. (2022). A value adoption approach to sustainable consumption in retail stores. *International Journal of Retail & Distribution Management*, 50(11), 1412-1435 (SSCI) (IF: 4.743, 排名: 82/154, Q3, Business) (通訊作者) (輔大名義發表).
8. **Tseng, T. H.**, Hsieh, S. H., & Lee, C. T. (2022). Capturing behavioural outcomes through branded applications: the perspective of the investment model. *Internet Research*, 32(5), 1532-1561. (SSCI) (IF: 6.353, 排名: 53/154, Q2, Business) (第一作者) (輔大名義發表).

9. **Tseng, T. H.***, Lee, C. T., Huang, H. T., & Yang, W. H. (2022). Success factors driving consumer reuse intention of mobile shopping application channel. *International Journal of Retail & Distribution Management*, 50(1), 76-99. (SSCI) (IF: 4.743, 排名: 82/154, Q3, Business) (第一與通訊作者) (輔大名義發表).
10. **Tseng, T. H.*** (2021). Facilitation of “strong” branded application outcomes-the self-concept perspective. *Journal of Product & Brand Management*, 30(7), 976-989 (SSCI) (IF: 4.355, 5 year IF: N/A, 排名: 76/153, Q2, Business) (單一作者) (輔大名義發表)
11. Hsieh, S. H., Lee, C. T., & **Tseng, T. H.*** (2021). Branded app atmospherics: Examining the effect of pleasure – arousal – dominance in brand relationship building. *Journal of Retailing and Consumer Services*, 60, 102482. (通訊作者) (SSCI) (IF: 7.135, 排名: 32/153, Q1, Business)
12. **Tseng, T. H.**, Hsieh, S. H., & Lee, C. T. (2021). How gamified branded applications drive marketing effectiveness?. *Marketing Intelligence & Planning*, 39(5), 633-648 (第一作者) (SSCI) (IF: 3.491, 排名: 90/153, Q3, Business)
13. Lin, H.-H., **Tseng, T. H.**, Yeh, C.-H., Liao, Y.-W., & Wang, Y. S.* (2020). What drives customers’ post-purchase price search intention in the context of online price matching strategy. *Journal of Retailing and Consumer Services*, 54, Article 102015. (SSCI) (IF: 4.219, 5 year IF: N/A, 排名: 39/152, Q2, Business) (輔大名義發表)
<https://www.sciencedirect.com/science/article/pii/S0969698919305740>
14. Wang, Y. S., **Tseng, T. H.***, Wang, Y.-M., & Chu, C.-W. (2020). Development and validation of an Internet entrepreneurial self-efficacy scale. *Internet Research*, 30(2), 653-675. (SSCI) (IF: 4.708, 5 year IF: 5.355, 排名: 33/152, Q1, Business) (通訊作者) (輔大名義發表)
15. Wang, Y. S.* , Yeh, C. H., Wang, Y. M., **Tseng, T. H.**, Lin, H. H., Lin, S., & Xie, M. Q. (2019). Investigating online consumers’ responses to product presentation modes: Does product type really matter?. *Internet Research*, 29(6), 1233-1255. (SSCI) (IF: 4.708, 5 year IF: 5.355, 排名: 33/152, Q1, Business) (輔大名義發表)
16. **Tseng, T. H.**, Wang, Y. S.* , & Tsai, Y. C. (2021). Applying an AHP Technique for Developing A Website Model of Third-Party Booking System. *Journal of Hospitality & Tourism Research*, 45(8), 1440-1463. (SSCI) (IF: 5.161, 排名: 19/58, Q2, Hospitality, Leisure, Sports & Tourism) (第一作者) (輔大名義發表)
17. **Tseng, T. H.**, Wang, Y. S.* , & Tsai, Y.-C. (2019). Applying an AHP technique for developing a website model of third party booking system. *Journal of Hospitality and Tourism Research*, Accepted: November 5, 2019. (SSCI) (IF: 3.816, 5 year IF: 4.719, 排名: 13/56, Q1, Hospitality, Leisure, Sports & Tourism) (第一作者) (輔大名義發表)
18. **Tseng, T. H.** and Hsieh, S. H.* (2019). Determinants of emoticon usage in mobile instant messaging: A construal level theory perspective. *Behaviour & Information Technology*, 38(3), 289-301. (SSCI) (IF: 1.781, 5 year IF: 2.102, 排名: 9/16, Q3, Ergonomics) (第一

作者) (輔大名義發表)

19. Wang, Y. S. *, **Tseng, T. H.**, Wang, W. T., Shih, Y. W., & Chan, P. Y. (2019). Developing and validating a mobile catering app success model. *International Journal of Hospitality Management*, 77, 19-30. (SSCI) (IF: 6.701, 5 year IF: 7.780, 排名: 4/56, Q1, Hospitality, Leisure, Sport & Tourism) (輔大名義發表)
20. Wang, Y. S. *, Lin, S. J., Li, C. R., **Tseng, T. H.**, Li, H. T., & Lee, J. Y. (2018). Developing and validating a physical product e-tailing systems success model. *Information Technology and Management*, 19(4), 245-257. (SSCI) (IF: 1.222, 5 year IF: 1.736, 排名: 56/87, Q3, Information Science & Library Science)
21. Lin, H. H., **Tseng, T. H.**, Wang, Y. S. *, & Liu, S. H. (2018). A dual-path communication model for the context of mobile apps. *International Journal of Mobile Communications*, 16(6), 644-668. (SSCI) (IF: 1.328, 5 year IF: 1.325, 排名: 61/92, Q2, Communication)
22. Yeh, C. H., Wang, Y. S. *, Lin, S. J., **Tseng, T. H.**, Lin, H. H., Shih, Y. W., & Lai, Y. H. (2018). What drives internet users' willingness to provide personal information?. *Online Information Review*, 42(6), 923-939. (SSCI) (IF: 1.805, 5 year IF: 2.305, 排名: 39/87, Q2, Information Science & Library Science)
23. **Tseng, T. H.**, & Lee, C. T. * (2018). Facilitation of consumer loyalty toward branded applications: The dual-route perspective. *Telematics and Informatics*, 35(5), 1297-1309. (第一作者) (SSCI) (IF: 4.139, 5 year IF: 4.454, 排名: 11/87, Q1, Information Science & Library Science)
24. Yieh, K., Yeh, C. H., **Tseng, T. H.**, Wang, Y. S. *, & Wu, Y. T. (2018). An investigation of B-to-B brand value: evidence from manufacturing SMEs in Taiwan. *Journal of Business-to-Business Marketing*, 25(2), 119-136. (SSCI) (IF: 0.543, 5 year IF: 1.141, 排名: 145/152, Q4, Business)
25. Lin, H. H., Li, H. T., Wang, Y. S. *, **Tseng, T. H.**, Kao, Y. L., & Wu, M. Y. (2017). Predicting customer lifetime value for hypermarket private label products. *Journal of Business Economics and Management*, 18(4), 619-635. (SSCI) (IF: 1.640, 5 year IF: 1.741, 排名: 117/152, Q4, Business)
26. Hsieh, S. H., & **Tseng, T. H.** * (2017). Playfulness in mobile instant messaging: Examining the influence of emoticons and text messaging on social interaction. *Computers in Human Behavior*, 69, 405-414. (通訊作者) (SSCI) (IF: 5.003, 5 year IF: 5.696, 排名: 12/138, Q1, Psychology, Multidisciplinary)
27. Ding, C. G. *, & **Tseng, T. H.** (2015). On the relationships among brand experience, hedonic emotions, and brand equity. *European Journal of Marketing*, 49(7/8), 994-1015. (SSCI) (IF: 2.135, 5 year IF: 2.611, 排名: 97/152, Q3, Business)
28. Chang, A., & **Tseng, T. H.** * (2015). Consumer evaluation in new products: the perspective of situational strength. *European Journal of Marketing*, 49(5/6), 806-826.

(通訊作者) (SSCI). (IF: 1.716, 5 year IF: 2.549, 排名: 97/152, Q3, Business)

29. Chang, A., Hsieh, S. H.*, & **Tseng, T. H.** (2013). Online brand community response to negative brand events: The role of group eWOM. *Internet Research*, 23(4), 486-506 (SSCI). (IF: 4.708, 5 year IF: 5.355, 排名: 33/152, Q1, Business)

(六)研討會文章

行銷領域

1. **Tseng, T.H.***, Chang, A., Lin, Y. T., and Yang, C. C. (2020). A Value Adoption Approach to Sustainable Consumption Behavior: Moving beyond the Theory of Planned Behavior. In **2020 American Marketing Association (AMA) Summer Academic Conference Proceedings**, Vol. 31, 257-258, August 18-20, San Francisco.
2. Chang, A., **Tseng, T. H.**, & Tung, P.-J. (2016). Consumers' response to negative corporate social responsibility event: The perspective of construal level theory. In **2016 Academy of Marketing Science (AMS) World Marketing Congress**, July 19-23, Paris, France.
3. **Tseng, T. H.*** (2015). The contagion effects of other-customer misbehavior in the servicescape: The perspective of social learning. In **2015 Association for Consumer Research Asia-Pacific (APACR) Conference**, June 19-21, Hong Kong.
4. **Tseng, T. H.*** (2015). Coping strategies for other-customer misbehavior: The perspective of relationship norms. In **2015 Association for Consumer Research Asia-Pacific (APACR) Conference**, June 19-21, Hong Kong.
5. Chang, A., Tung, P.-J., & **Tseng, T. H.** (2014). The antecedents and consequences of consumers' value co-creation. In **2014 American Marketing Association Summer Educators Conference**, August 1-3, San Francisco.
6. Chang, A., **Tseng, T. H.***, & Tung, P.-J. (2014). The mediating roles of brand engagement and brand psychological ownership in brand co-creation. In **2014 Academy of Marketing Science (AMS) Annual Conference**, May 21-23, Indianapolis.
7. Chang, A., **Tseng, T. H.***, & Chien, E. (2013). The determinants of CSR images: Examining the interaction of the valence and type of CSR initiatives. In **2013 Academy of Marketing Conference**, July 8-11, University of Prifysgol, Cardiff.
8. Chang, A., **Tseng, T. H.**, & Chien, E. (2013). The self-definitional approach to corporate social responsibility: The moderating roles of CSR support and ethical ideology. In **European Conference of the Association for Consumer Research**, July 4-7, IESE Business School, Barcelona.
9. Lee, C. T., Lou, Y.-C., & **Tseng, T. H.*** (2012). Multi-channel signals: The role of "physical store presence" and "e-Tailers' own web site" in online shopping. In **2012 American Marketing Association (AMA) Summer Marketing Educators**

- Conference**, August 17-19, Illinois, Chicago.
10. **Tseng, T. H.*** & Chen, I.-S. (2012). Examining the linkage of brand experience, service quality, and brand equity: The moderating role of purchase involvement. In **2012 American Marketing Association (AMA) Summer Marketing Educators Conference**, August 17-19, Illinois, Chicago.
 11. **Tseng, T. H.*** (2012). Is a smile from service providers important for emotional contagion or service quality? The moderating role of relationship norms. In **2012 Academy of Marketing Conference**, July 2-5, Southampton, UK.

數位行銷&教育領域

1. **Tseng, T. H.***, Lee, C. T., Hsieh, S. H., & Wu, W. X. (2022). Why Consumers Stay Connected with Branded Applications: The Embeddedness Perspective. **PACIS 2022 Proceedings**. 50. <https://aisel.aisnet.org/pacis2022/50>
2. **Tseng, T. H.***, Lian, Y. H., Zhuang, B. K., & Chang, L. W. (2022). A Value Adoption Approach to Online Learning in Internet Entrepreneurship Education: The Moderation of Platform Type. **PACIS 2022 Proceedings**. 51. <https://aisel.aisnet.org/pacis2022/51>
3. **Tseng, T. H.***, Sara H. Hsieh, S. H., & Lee, C. T. (2021). What is branded app embeddedness? How to measure it? Does it affect branded app loyalty and deleting intention?」, 2021 Academy of Marketing Conference , ONLINE , 英國 , Academy of Marketing , 2021-07-05
4. **Tseng, T. H.***, Hsieh, S. H., & Lee, C. T. (2020). Examining Antecedents of Branded Application Loyalty from the Perspective of Investment Model. In **2020 American Marketing Association (AMA) Summer Academic Conference Proceedings**, Vol. 31, 85-86, August 18-20, San Francisco.
5. Hsieh, S. H., **Tseng, T. H.**, & Lee, C. T. (2020). How Branded App Build Brand Relationship: A PAD Model Perspective. In **2020 American Marketing Association (AMA) Summer Academic Conference Proceedings**, Vol. 31, 87-88, August 18-20, San Francisco.
6. **Tseng, T. H.***, Lee, C. T., & Hsieh, S. H. (2019). Investigating the effects of design factors on the marketing effectiveness of gamified branded applications. In **52nd Academy of Marketing Conference**, July 2-4, London, United Kingdom.
7. **曾祥景*** (2019)、檢驗社群媒體品牌社群設計與數位消費者特性之契合度對社群參與之影響。第一屆台灣商業教育與管理學術研討會，6月23日，南臺學校財團法人南臺科技大學。
8. Hsieh, S. H., **Tseng T. H.***, & Lee, C. T. (2018). Drivers of online brand community value creation: The role of psychological empowerment. In *Proceedings of the 51st Hawaii International Conference on System Sciences (HICSS)*, Paper 0266.
9. Hsieh, S. H. & **Tseng, T. H.** (2016). A dual-route perspective on emoticon usage in

- mobile instant messaging. In **2016 Global Marketing Conference (GMC)**, July 21-24, Conrad Hong Kong, Hong Kong.
10. Hsieh, S. H. & **Tseng, T. H.** (2015). The effects of emoticons and text-messaging on social interaction: Playfulness in mobile instant messaging. In **2015 Pacific Asia Conference on Information Systems (PACIS)**, July 5-9, Singapore.
 11. Hsieh, S. H., **Tseng, T. H.**, & Lee, C. T. (2014). The self-expressiveness of footprints: Understanding the drivers of check-in. In **2014 Pacific Asia Conference on Information Systems (PACIS)**, June 24-28, Chengdu.
 12. Hsieh, S. H., Lee, C. T., & **Tseng, T. H.** (2014). Transforming smartphone owners into partial employees: The effect of value creation and innovativeness on consumer coproduction behavior. In **2014 Pacific Asia Conference on Information Systems (PACIS)**, June 24-28, Chengdu.
 13. Yen, W.-C. & **Tseng, T. H.** (2014). Building buyers' long-term relationship with the B2B e-marketplace: The perspective of social capital. In **2014 Pacific Asia Conference on Information Systems (PACIS)**, June 24-28, Chengdu.
 14. **Tseng, T. H.*** & Yen, W.-C. (2014). Examining the role of brand relationship types in online brand community: The relationship norm perspective. In **2014 American Marketing Association Summer Educators Conference**, August 1-3, San Francisco.
 15. Lee, C. T., **Tseng, T. H.***, & Hsieh, S. H. (2014). Can't live without smartphones: device attachment as a dual route process promoting consumer loyalty. In **2014 Academy of Marketing Science Annual Conference**, May 21-23, Indianapolis.
 16. **Tseng, T. H.***, Hsieh, S. H., & Lee, C. T. (2013). Information seeking that drives mobile device attachment: The perspective of uncertainty reduction. In **2013 Academy of Marketing Conference**, July 8-11, University of Prifysgol, Cardiff.
 17. Hsieh, S. H., Lee, C. T., & **Tseng, T. H.** (2013). Is angry more fun than happy for mobile game name? A pleasure-arousal perspective. In **2013 European Conference of the Association for Consumer Research**, July 4-7, IESE Business School, Barcelona.
 18. Hsieh, S. H., **Tseng, T. H.**, & Lee, C. T. (2013). Draw me closer: The role of psychological distance on mobile device attachment. In **2013 European Conference of the Association for Consumer Research**, July 4-7, IESE Business School, Barcelona.
 19. Yen, W.-C. & **Tseng, T. H.** (2013). The impact of impression management on purchase intentions in online auctions: The moderating effects of relationship norms. In **2013 Pacific Asia Conference on Information Systems (PACIS)**, June 19-22, Jeju.

(七) 書籍

- 曾祥景 (2021)、社群媒體行銷 1 版，普林斯頓。
曾祥景 (2022)、社群媒體行銷 2 版，普林斯頓。

(八) 國科會專題研究計畫

年度	計畫名稱	計畫內角色	起訖年月	補助機構	經費
111	持續散發品牌 APP 吸引力以促成消費者品牌投入與行銷效能: 印象管理策略之運用 (111-2410-H-030-032-MY2)	主持人	111.08.01 至 113.07.31	國科會	1,600,000
109	為什麼消費者離不開品牌 APP: 使用品牌 APP 嵌入度預測品牌 APP 忠誠度與刪除意圖 (MOST 109-2410-H-030 -038 - MY2)	主持人	109.08.01 至 111.07.31	科技部	1,476,000
109	以有效網路創業課程屬性提升大學生網路創業自我效能 (MOST 109-2511-H-030-002 MY2)	主持人	109.08.01 至 111.07.31	科技部	1,130,000
108	從投資模式的觀點檢驗品牌 App 忠誠度之前置因素 (MOST 108-2410-H-030 -080 -)	主持人	108.08.01 至 109.07.31	科技部	701,000
107	遊戲化品牌行動應用程式影響行銷效能之設計因素探討 (MOST 107-2410-H-030-083 -)	主持人	107.10.1 至 108.09.30	科技部	712,000

(九) 教育部教學實踐研究計畫

年度	計畫名稱	計畫內角色	起訖年月	補助機構	經費
111	以學生導向教學法激發大學生對管理數學課程之投入: 永續消費之量化實踐 (PBM1110056)	主持人	111.08.01 至 112.7.30	教育部	273,000
110	自我決定式教學法在大學生網路創業教育之實踐與成效 (PBM1100898)	主持人	110.08.01 至 111.7.30	教育部	240,000

(十)產學計畫

年度	計畫名稱	計畫內角色	起訖年月	補助機構	經費
108	樺欣機械數位行銷優化 (學校產學合作案)	主持人	109.02.01 至 110.2.28	樺欣機械 工業股份 有限公司	353,378
1. 舉辦校內競賽，運用同學創意製作多款行銷影片以推廣公司形象。 2. 協助公司建置 LinkedIn 官方帳號，並進行經營。 3. 協助公司進行社群媒體行銷之教育訓練，成功協助該公司進入社群媒體與數位行銷的領域。					

(十一) 指導學生獲得大專生科技部計畫補助

年度	學生	計畫名稱	起訖年月
109	王涵郁	從一致性理論、品牌真實性與網紅涉入自創品牌程度，探討消費者對於網紅自創品牌之購買意願 (109-2813-C-030-023-H)	109.07.01 至 110.2.28
110	連育萱	以價值接受模式探討線上學習平台網路創業教育之成效:課程類型之調節效果 (110-2813-C-030-048-H)	110.07.01 至 111.02.28
111	翁寧	以創新擴散理論、獨有性、品牌依附探討消費者對於社群媒體之訂閱意願(111-2813-C-030-037-H)	111.07.01 至 112.02.28

(十二) 教學計劃與說明

年度	計畫名稱	計畫內角色	起訖年月	補助機構	經費
109	輔仁大學 109 年高教深耕計畫 【教學創新課程師生成長社群】-企業管理教育整合與創新實踐	召集人	109.02.01 至 109.06.30	輔仁大學 大教師發展中心	30,000
1. 邀請同學進行貓空地方創生 2. 提案與短影片					
110	輔仁大學 109 年高教深耕計畫 【教學創新課程師生成長社群】-企業管理教育之數字實踐	召集人	110.08.01 至 110.11.30	輔仁大學 大教師發展中心	30,000
1. 請同學針對凱基銀行的智慧選股機器人進行市調數據分析能力培養					
110	輔仁大學 110 年高教深耕計畫 【產學成果導向課程】-農業行銷管理 合作公司: 芭芭果食學有限公司	主持人	110.02.01 至 110.06.30	輔仁大學 大教師發展中心	40,000
3. 運用同學創意, 協助公司拍攝微電影 4. 擬定推廣企劃 5. 後因疫情嚴峻, 無法拍攝					
111	輔仁大學 110 年高教深耕計畫 【教學創新課程師生成長社群】-企業管理教育之設計實踐	召集人	111.02.01 至 111.06.30	輔仁大學 大教師發展中心	30,000
1. 讓同學學習文案技巧 2. PS 與 AI 之技能					
111	輔仁大學 111 年高教深耕計畫 【產學成果導向課程】-農業行銷管理 合作公司: 懷緯(HerbRay)生技股份有限公司	主持人	111.02.01 至 111.06.30	輔仁大學 大教師發展中心	40,000
1. 運用同學創意, 協助公司拍攝產品行銷影片 2. 擬訂整合行銷企劃書					
111	輔仁大學 111 年高教深耕計畫 【數位敘事力課程】-電子商務與網路行銷	主持人	111.08.01 至 111.11.30	輔仁大學 大教師發展中心	25,000

	1. 請同學分組進行模擬網路創業 2. 架設網站、社群媒體，並經營之 3. 請同學拍攝短影片，為其網站產品進行行銷				
111	輔仁大學 111 年高教深耕計畫 【強棒培育奪標計畫】	主持人	111.08.01 至 111.11.30	輔仁大學 大教師發 展中心	40,000
指導輔大企管大四與研究所同學參與 Line 聊天機器人比賽					
112	輔仁大學 112 年高教深耕計畫 【教學創新課程師生成長社 群】-企業管理教育之職場實踐 合作企業：碩益科技股份有限 公司	召集人	112.02.01 至 112.11.30	輔仁大學 大教師發 展中心	40,000
1. 與企業合作推出職場大補帖式的訓練，提升同學職場相關技能 2. 實習媒合 3. 企業參訪					

(十三) 擔任期刊論文評審

- European Journal of Marketing (SSCI)
- Information & Management (SSCI)
- Internet Research (SSCI)
- Journal of Business Research (SSCI)
- Journal of Retailing and Consumer Services (SSCI)
- Journal of Product and Brand Management (SSCI)
- Computers in Human Behavior (SSCI)
- Psychology & Marketing (SSCI)
- Journal of Strategic Marketing (SSCI)
- International Journal of Information Management (SSCI)
- International Journal of Retail & Distribution Management (SSCI)
- 管理學報 (TSSCI)

(十四) 獎項與榮譽

- 輔仁大學 111 學年度教學績優獎
- 科技部 111 年度補助大專校院研究獎勵
- 科技部 110 年度補助大專校院研究獎勵
- 科技部 109 年度補助大專校院研究獎勵
- 科技部 108 年度補助大專校院研究獎勵
- 2018 年陳文賢教授研究傑出紀念獎
- 2015 年崇越論文大賞博士組優勝
- Outstanding Reviewer for Internet Research in the 2015 Emerald Literati Network Awards for Excellence

(十五) 其他

- 112-116 年度高等教育深耕計畫國家隊『永續賦權，轉型平權』計畫共同主持人 (負責 ESG 教育訓練)
- 111-1 擔任輔大管理學院永續發展與管理研究中心執行長 (負責中心教育訓練安排、網站設計與管理)
- 109 年科技部應用科學教育學門之初審委員
- 輔大管理學院永續管理微學分學程共同發起人
- 108-1、109-1 於天主教高中(衛理女中)國際人文學程教授彼得杜拉克的管理智慧
- 108 學年籌備輔大企管系研討會、新生、前三章論文發表三大活動
- 2019 Academy of Marketing Conference Session Chair (Track 6 7/4 10:45-12:00 E-Marketing and Digital Marketing Session)
- 參與輔仁大學 109 學年度大學社會責任實踐計畫
- 109-1 擔任明志科技大學經營管理系課綱外審委員
- 擔任 109 學年度輔大企管系產業實習委員會校內委員
- 擔任 109 碩士班暨碩專班新生檢定考「統計學」出題、閱卷老師

(十六) 產學合作方向

- 消費者需求調查與資料分析
- 市場區隔分析
- 定位分析
- 數位行銷優化
- 服務品質優化
- 顧客體驗流程優化