

## **FACULTY RESUME**

**Hsin-Hsin Cindy Lee, PhD**

**Assistant Professor & Director of Public Relations, NTUB**

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Courses (2015 Spring): Marketing Communication, International Business  
English Conversation, Business Chinese and Essential Etiquette, Intercultural  
Business Communication

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### **EDUCATION AND CERTIFICATION**

*PhD in Applied Linguistics & TESOL*, School of Education, University of Leicester, UK

*EMSc in Marketing*, Baruch College, City University of New York, USA

*MA in English and Comparative Literature*, Goldsmiths College, University of London, UK

*BA in English Language and Literature*, Fu-Jen Catholic University, TW

#### **Additional Training and Certificates in:**

*Teaching Chinese for Business Purposes*, Cambridge Academy of Management, UK

### **PRIOR EMPLOYMENT EXPERIENCES**

#### **Teaching**

*Full-time Assistant Professor*, Department of International Business, National Taipei  
University of Business, 2007-present

*Part-time Assistant Professor*, National Open College of Business (Host of Long-Distance  
Learning TV Programs: Business English, Newspaper English), 2007-present

*Part-time Assistant Professor*, English Department, Fu Jen Catholic University, 2007-present

*Full-Time Lecturer*, English Department, Fu Jen Catholic University, 2006-07

*Part-time Lecturer*, English Department, National Chengchi University, 2002-05

#### **Educational Administration**

*Director of Public Relations*, National Taipei University of Business, 2014 – Present

*Director of Research & Development*, National Taipei College of Business, 2009-14

*Director of International Cooperation*, National Taipei College of Business, 2007-8

#### **Marketing Management**

*Coordinator (in Public Relations)*, Council for Economic Planning & Development, Executive  
Yuan, 1999-2001

*Marketing Executive*, TECO Electric & Machinery Co., Ltd., 1998-1999

*Marketing Executive & Operation Manager*, New Wave Telecommunication Co., Ltd., 1997-98

### **SPECIALTIES**

-Intercultural Communication, Business and Professional Communication, Marketing Communication

-Applied Linguistics, English for Specific Purpose (ESP), Chinese for Specific Purpose (CSP)

### **PUBLICATION**

#### **Journal Paper**

Lee, H. H. C. and Chen, L. Y. (2014) Building a Culture Learning Model in the Study of Business Chinese: An Analysis in Business Professionals' Cultural Learning Needs.

*Journal of Chinese Language Teaching*, 9 (4), 43-69. (TSSCI、THCI-Core)

(ISSN1811-8429)

Lee, H. H. C. (2014) The Role of the English for Specific Purposes Teachers: A Study of College Students' Perceptions. *Studies in English Language and Literature*, 33, 37-38.

(THCI) (ISSN:1028-9739)

Chen, L. Y. and Lee, H. H. C. (2012) Culture Study of Fundamental Business Chinese Teaching Material. *Journal of Chinese Language Teaching*, 9 (4), 41-74. (TSSCI、THCI-Core) (ISSN:1811-8429)

Chen, L. Y. and Lee, H. H. C. (2012) Lexical Analysis of Business Chinese Teaching Material: A Study in Teacher Trainees' Needs and Perceptions. *Taiwan Journal of Chinese as a Second Language*, 5 (2), pp.15-42. (TCHI-Core) (ISSN: 2221-1624)

Chen, L. Y. and Lee, H. H. C. (2012), Analysis of Teaching Business Chinese Vocabulary (Intermediate Level) -: A Case Study Student Teachers' Training. *Journal of International Chinese Studies*, 3 (2), pp.32-40. (ISBN:978-7-5486-0489-1)

#### **Book**

Lee, H. H. C. (2014) *Writing Business Letters*. Taipei: CTS. (ISBN 978-957-572-483-2)

Lee, H. H. C. (2013) *International Business English: Conversation Skills and Essential Etiquette* Taipei: New Page. (ISBN 978-986-619-844-1)

Lee, H. H. C. (2012) *Business English: Writing and Reading*. Taipei: New Page. (ISBN 978-986-619-830-4)

Lee, H. H. C. (2011) *International Workplace English*. Taipei: Crane. (ISBN 978-986-147-489-2)

**Lee, H. H. C.** (2011) *Business English*. Taipei: CTS. (ISBN 978-957-572-368-2)

- Lee, H. H. C. (2011) *Newspaper English II*. Taipei: CTS. (ISBN 978-957-572-403-0)
- Lee, H. H. C. (2011) *Newspaper English I*. Taipei: CTS. (ISBN 978-957-572-379-8)
- Lee, H. H. C. (2010) *Business English Conversation*. Taipei: New Page. (ISBN 978-986-862-818-2)
- Lee, H. H. C. (2009) *Enjoy Reading English-language Newspapers*. Taipei: CTS. (ISBN 978-957-572-264-7)
- Lee, H. H. C. (2008) *Reading English-language Newspapers*. Taipei: CTS. (ISBN 978-957-572-231-9)

### **Research Project**

- (1) *Marketing Research for APP- "I Am Here"*, sponsored by Webthink Inc. (2013).
- (2) *Business Chinese Culture Study: In-depth Analysis of Business Chinese Teaching Material and Empirical Study in Intercultural Corporate Communication*, sponsored by National Science Council, ROC. (NSC101-2410-H-003-080) (2012-13)
- (3) *English as an International Language: Research, Development, and Education*, sponsored by YCI, Co., Ltd. (2010-11)
- (4) *Study of Workplace English*, sponsored by Crane Publishing Co., Ltd. (2010)
- (5) *Research in Employment English*, sponsored by NTCB Research Award. (2010)
- (6) *Study & Training of English for Beauty Industry*, sponsored by Dehui Pepide International Co., Ltd. (2010)
- (7) *Research in Beauty English*, sponsored by Dehui Pepide International Co., Ltd. (2010)
- (8) *Internship Training for Tokyo Game Show*, sponsored by XPEC Entertainment. (2009-10)
- (9) *Creative Business English Presentations for "Jellyfish" (LED light)*, sponsored by Yantouch Corporation. (2008)