

FACULTY RESUME

I. PERSONAL INFORMATION

NAME: Wei-Ling Chen

PRESENT POSITION: ☐ PROFESSOR ☒ ASSOCIATE PROFESSOR

☐ ASSISTANT PROFESSOR ☐ LECTURER

COURSES: Global Industry Analysis, Global Strategic Management,
International Business Project, International Business Research Method

SPECIALTY: Strategic Management, Industry Analysis, Research Method

TEL: 886-2-3226476 FAX: 886-2--2322-6395 E-MAIL: wlchen@ms2.kntech.com.tw

PERSONAL WEBPAGE:

II. EDUCATIONAL BACKGROUND (HIGHEST EARNED DEGREE FIRST)

DEGREE	ACADEMIC DISCIPLINE	SCHOOL NAME	PERIOD (MM / YYYY)
PhD	Institute of Business & Management	National Chiao Tung University	FROM 09/1999 TO 01/2004
Master	Institute of Business & Management	National Chiao Tung University	FROM 09/1996 TO 01/1999

III. PRIOR EMPLOYMENT EXPERIENCE

POSITION HELD	DEPARTMENT	NAME OF ORGANIZATION	PERIOD (MM / YYYY)
Associate Professor	International Business	National Taipei College of Business	FROM 02/2004 TO now
Lecturer	International Business	National Taipei College of Business	FROM 01/2004 TO 08/2000

IV. PUBLICATIONS & PAPER PRESENTED

- [1] Wei-Ling Chen and Mei-Jen, Chen ,A Content Analysis Study for Shopping Website: From Internet Interactive View, *Electronic Commerce Studies*, Vol.8, No.1, 2010, pp.123-152.
- [2] Wei-Ling Chen, *Project Research : Concept, Method, and Practice*, 2nd, Taipei: CHWA, 2010 .

- [3] Wei-Ling Chen, A Study of Internet Interactive for Taiwan's weblogs, *Journal of National Taipei College of Business*, Vol.15, 2009, pp.65-81
- [4] Wei-Ling Chen, *Introduction to International Business*, 1st, Taipei: CTS, 2009 °
- [5] Wei-Ling Chen, *Business Essential*, 2nd, Taipei: PearsonEd, 2009 °
- [6] Wei-Ling Chen, *Strategic and Competitive Analysis* , 1st, Taipei: PearsonEd, 2007 °