

# FACULTY RESUME

## I. PERSONAL INFORMATION

NAME: Wen-Ruey Lee

PRESENT POSITION: ☒ PROFESSOR

☐ ASSOCIATE PROFESSOR

☐ ASSISTANT PROFESSOR ☐ LECTURER

COURSES: Global Marketing Management, Service Marketing and Management, Topics on  
International Economics and Management

SPECIALTY: Global Marketing Management, International Business Management,  
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## II. EDUCATIONAL BACKGROUND (HIGHEST EARNED DEGREE FIRST)

DEGREE	ACADEMIC DISCIPLINE	SCHOOL NAME	PERIOD ( MM / YYYY )
Ph.D	International Business	National Taiwan University	FROM 09 /1988 TO 04 /1993
Master	Business Administration	National Taiwan University	FROM 09 /1984 TO 06 /1986

## III. PRIOR EMPLOYMENT EXPERIENCE

POSITION HELD	DEPARTMENT	NAME OF ORGANIZATION	PERIOD ( MM / YYYY )
Professor	International Business	National Taipei University of Business	FROM 08 /2014 TO /
Professor	International Business	National Taipei College of Business	FROM 08 /2006 TO 07 /2014
Professor	International Business	Ming Chuan University	FROM 08 /2000 TO 07 /2006
Associate Professor	International Business	Ming Chuan University	FROM 08 /1993 TO 07 /2000
Lecturer	International Trade	Ming Chuan University	FROM 08 /1987

			TO	07 /1993
Senior Clerk	International Division	International Commercial Bank of China	FROM	09 /1986
			TO	07 /1987

#### IV. PUBLICATIONS & PAPER PRESENTED

1. Lu-Jui Chen and Wen-Ruey Lee, “A Study on the Antecedents of Trust toward Partner : Social Embeddedness and Process Perspectives,” *Journal of Chinese Management Review*,15(4), 2012, November, pp.1-30.
2. Wei-Chung Chao and Wen-Ruey Lee, “The Analysis of the Modes of Firm’s Practical Operations in International Trade by Means of Offshore Companies and Offshore Banking Units,” *Journal for SME Development*, 23, 2012, March, pp.23-53.
3. Lu-Jui Chen and Wen-Ruey Lee, “Alliance Relationships and Performance : An Empirical Investigation from Taiwan-based and China-based Taiwanese Businesspeople in the Information Technology Industry,” *International Journal of Business Performance Management*, 12(3), 2011, September, pp.203-216.
4. Hsiu-Hua Hu, Chin-Tien Hsu, Wen-Ruey Lee, Jui-Huang Chang, and Meng-Hui Hsu, “Mediating and Moderating Processes in the Relation between Problem Customer Perceptions and Work-Family Conflict,” *The Service Industries Journal*, 31(7-8), 2011, May, pp.1365-1380. **【SSCI】**
5. Wen-Ruey Lee, Shih-Chieh Chen, Jui-Huang Chang, and Feng-Pin Liao, “The Impacts of Internal Marketing Mechanism on Employees’ Organizational Commitment : The Mediating Effects of Job Satisfaction,” *Journal of National Taipei College of Business*, 19, 2011, January, pp.1-20.
6. Lu-Jui Chen, Chun-Chung Chen, and Wen-Ruey Lee, “MNE Headquarter-Subsidiary Relationship and Subsidiary External Network Linkage,” *Journal of Management*, 27(6), 2010, December, pp.527-546. **【TSSCI】 (Best Paper of the Journal Award 2010)**
7. Wen-Ruey Lee, Shih-Chieh Chen, Wei-Chung Chao, Lu-Jui Chen, and Jing-Yi Yang, “The Impact of Host Country Characteristics, CEO Attributes, and Firm Strategy Orientation on the Choice of Foreign Market Entry Mode and Performance : An Empirical Study on Taiwanese Firms’ Investing in China,” *Journal of National Taipei College of Business*, 18, 2010, July, pp.1-16.
8. Wen-Ruey Lee, Chi-Jui Huang, Hsiu-Hua Hu, Lu-Jui Chen, and Fen-Jung Hsieh, “Impacts of

CEO Characteristics and Firm Attributes on the Choice of Foreign Market Entry Timing and Mode : An Empirical Study on Taiwanese Firms Investing in China,” *Journal of Chinese Management Review*, 12(4), 2009, November, pp. 32-54.

9. Hung-Chang Chiu, Yi-Ching Hsieh , Sheng-Hsiung Chang, and Wen-Ruey Lee, “Exploring the Effects of Anticounterfeiting Strategies on Customer Values and Loyalty,” *Ethics & Behavior*, 19(5), 2009, October, pp.403-413. **【SSCI】**
10. Wen-Ruey Lee, Lu-Jui Chen, Shih-Chieh Chen, and Hsiang-Heng Chen, “The Influence of Product Attributes on the Satisfaction to Cellular Phone Provider : The Moderation Effect of Mobile Number Portability Service,” *Journal of Customer Satisfaction*, 5(2), 2009, September, pp.83-102.
11. Lu-Jui Chen, Wen-Ruey Lee, and Shih-Chieh Chen, “A Study on the Antecedents of Alliance Relationship and Alliance Performance : An Investigation on the Taiwanese SMEs,” *Journal of Chinese Management Review*, 12(3), 2009, August, pp.1-25.
12. Wen-Ruey Lee, Shih-Chieh Chen, Lu-Jui Chen, and Yi-Hsun Chang, “The Impact of Differences of Corporate Culture and Human Resource Management before and after M&A on Employees’ Organizational Commitment : An Empirical Study on a Domestic Bank Holding Company,” *Journal of National Taipei College of Business*, 16, 2009, July, pp. 65-80.
13. Wen-Ruey Lee, Hui-Lien Lin, Chi-Jui Huang, Chung-Han Lee, and Chih-Ming Huang, “The Impact of Corporate Governance and R&D Capability on Firm Performance : An Empirical Study on Taiwanese Information and Electronic Firms,” *Journal of Business & Economic Studies*, 2(1), 2009, June, pp.1-20.
14. Wen-Ruey Lee, Shih-Chieh Chen, Chen-Yi Hsu, and Hsiang-Heng Chen, “A Study on the Antecedents of Employees’ Job Satisfaction and Propensity to Leave,” *The Journal of Innovation Research & Development*, 4(2), 2009, April, pp.127-136.
15. Chi-Jui Huang, Tse-Ping Dong, and Wen-Ruey Lee, ”The Determinants of Location Choice of Chinese Banks’ Internationalization,” *Mainland China Studies*, 52(1), 2009, March, pp.1-27. **【TSSCI】**
16. Wen-Ruey Lee, Shih-Chieh Chen, Chi-Jui Huang, and Hsiang-Heng Chen, “Importance of Job Attributes : An Investigation on Work-Study Behavior of Vocational College Students,” *Journal of National Taipei College of Business*, 15, 2009, January, pp.41-52.
17. Wen-Ruey Lee and Hsiang-Heng Chen, “A Study on the Part-Time Job Behavior of Vocational College Students,” *Journal of Management Practices and Principles*, 2(4), 2008, December,

pp.73-86.

18. Lu-Jui Chen, Chun-Chung Chen, and Wen-Ruey Lee, “Strategic Capabilities, Innovation Intensity, and Performance of Service Firms,” *Journal of Service Science and Management*, 1(2), 2008, September, pp.111-122.
19. Shih-Chieh Chen, Wen-Ruey Lee, Hsiu-Hua Hu, Chi-Jui Huang, and Lu-Jui Chen, “The Impact of Technology, Firm and CEO Characteristics on Mainland China Market Entry Mode Choice,” *Sun Yat-Sen Management Review*, 16(3), 2008, September, pp.575-612. 【TSSCI】
20. Hsiu-Hua Hu, Chin-Tien Hsu, Wen-Ruey Lee, and Chen-Ming Chu, “A Policy-Capturing Approach to Comparing the Reward Allocation Decisions of Taiwanese and U.S. Managers,” *Social Behavior and Personality*, 35(9), 2007, November, pp.1235-1250. 【SSCI】
21. Shih-Chieh Chen, Wen-Ruey Lee, Yen-Po Tang, and Chun-Wei Yang, “The Antecedents and Impacts of Social Embedded Network of Taiwanese SMEs in China,” *Marketing Review*, 4(1), 2007, March, pp.1-18.
22. Tzu-En Lu, Lu-Jui Chen, and Wen-Ruey Lee, “Subsidiary Initiatives in Subsidiary Role Changing : In the Case of the Bartlett and Ghoshal Typology,” *The Journal of American Academy of Business*, 11(1), 2007, pp.280-284. 【ABI】
23. Shih-Chieh Chen, Wen-Ruey Lee, Kuang-Peng Hung, Lu-Jui Chen, and Ray Chai, “A Study on the Impact of Internet Utilization and Communication on Technology Transfer and Alliance Performance,” *Chiao Da Management Review*, 26(2), 2006, December, pp.215-242.【TSSCI】
24. Kuang-Peng Hung, Wen-Ruey Lee, and Yi-Chen Hsieh, “The Effects of Organizational Attributes and Contractor’ s Relational Activities on Outsourcing Effectiveness in Information Services : Exploring the Mediating Role of Outsourcing Firm’ s Trust,” *Management Review*, 25(4), 2006, October, pp.49-72. 【TSSCI】
25. Wen-Ruey Lee and Ting-Ie Wang, “How Relationship Marketing Bond Types Affect Relationship Quality and Customer Loyalty,” *Journal of Credit Cooperative*, 88, 89, 2006, April, July, pp.57-62, 58-72.
26. Hung-Chang Chiu, Wen-Ruey Lee, and Ya-Ping Chao, “The Development of 3G in Japan and Taiwan,” *International Journal of Mobile Communications*, 4(1), 2006, pp.47-62. 【EI】
27. Wen-Ruey Lee, Shu-Hua Chen, and Konica Lee, “Service Firms’ Foreign Market Entry Mode Choice : An Investigation on the Taiwanese Service Firms in Mainland China,” *Review of Taiwan Economics*, 10(4), 2005, March, pp.78-96.