

教師簡介

個人資料

姓名：凱達西

職稱：教授 副教授 助理教授 講師

授課課程：

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主要學歷（請填學士級以上之學歷，依最高學歷向前填寫）

學校	主修學門系所	學位	起訖年月(MM / YYYY)
國立台灣大學	國際企業學系暨研究所	博士	09/2008-06/2013
國立成功大學	國際經營管理研究所	碩士	09/2003-06/2005
英屬哥倫比亞大學	生物	學士	09/1995-05/2000

現職及與專長相關之經歷，請由最近者往前追溯

服務機關	服務部門／系所	職稱	起訖年月(MM / YYYY)
國立台北商業大學	國際商務系	副教授	08/2025
國立台北商業大學	企業管理系	副教授	02/2023-07/2025
逢甲大學	行銷學系	副教授	02/2022-01/2023
逢甲大學	行銷學系	助理教授	02/2014-01/2022
逢甲大學	外語教學中心	講師	02/2006-01/2014

專長

企業策略/競爭動態	策略行銷(含行銷哲學、競爭、區隔、定位、環境議題、行銷道德)	國際經營環境	國際行銷
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and Trust Among Non-members. VOLUNTAS: International Journal of
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5. D'Arcy Caskey, Clyde A. Warden (2021, Aug).
Caught in the Middle of a Global Trade War: Singaporean Consumers' Country Brand Evaluations. Journal of International Consumer Marketing, 34(4), 380-393. (Scopus). MOST 110-2410-H-035-009. 本人為第一作者.
 6. D'Arcy Caskey, Judy F. Chen, Clyde A. Warden (2020, Nov).
Surfacing consumer psychosensory perceptions of a non-endemic food: The case of coffee in a tea culture. Journal of Sensory Studies, 36:e12625. (SCI, 46/139, Food Science & Technology). 本人為第一作者.
 7. D'Arcy Caskey, Judy F. Chen, Clyde A. Warden (2019, Dec).
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 8. Chia-wen Hsu, Homin Chen, D'Arcy Caskey (2017, Jun).
Local conditions, entry timing, and foreign subsidiary performance. International Business Review,25(3), 544-554. (SSCI, 38/147, BUSINESS).
 9. Homin Chen, Chia-wen Hsu, D'Arcy Caskey (2013, Jan).
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