



Lee, Kuo-Wei

Position/Title

Dean, College of Business
Professor

Education

Ph.D. in Business Administration, National Cheng Kung University, Taiwan
M.B.A. (Master of Business Administration), National Cheng Kung University, Taiwan

Affiliation

Department of Business Administration, National Taichung University of Science and Technology

Expertise/Specialization

Strategic Management
Innovation and Technology Management

Research Room/Phone Extension/ Email

Zhong Shang Building, 7810
6767
kuowei@nutc.edu.tw

Research Profile

Kuo-Wei Lee is a professor in the Department of Business Administration at National Taichung University of Science and Technology. He received his MS and PhD degrees in the Department of Business Administration from National Cheng-Kung University, Taiwan. His research focuses on management learning and electronic commerce. He has published papers in such as Academy of Management Learning & Education, Journal of Knowledge management, International Journal of Project Management and Electronic Commerce Research and Applications.

Personal Website

<https://ba.nutc.edu.tw/Info/75.html?l1=403&l2=431>



Chen, Mei-Ping

Position/Title

Vice Dean, College of Business
Professor

Education

Ph.D. in Administration, National Yunlin University of Science and Technology, Taiwan
Master of Accountancy, University of Oklahoma, Norman, USA

Affiliation

Department of Accounting Information, National Taichung University of Science and Technology

Expertise/Specialization

Behavior Finance
Financial Economics
Computer Auditing
Environmental Economics

Research Room/Phone Extension/ Email

Zhong Shang Building, 7618
6020
meiping@nutc.edu.tw

Research Profile

Mei-Ping Chen is a professor in the Department of Accounting Information at the National Taichung University of Science and Technology. Her research interests include behavioral finance, environmental economics, and financial economics. Professor Chen has contributed over 35 articles to SSCI/SCIE academic journals, including Energy Economics, Environmental Science and Pollution Research, Economic Analysis and Policy, Sustainable Development, Quantitative Finance, Research in International Business and Finance, Emerging Market Review, International Review of Economics and Finance, Tourism Economics, Journal of Cleaner Production, and Journal of Travel Research.



Huang, Yi-Fen

Position/Title

Associate Professor

Education

Ph.D. in Management, National Cheng Kung University, Taiwan

Master of Business Administration, National Cheng Kung University, Taiwan

Affiliation

Department of Business Administration, National Taichung University of Science and Technology

Expertise/Specialization

Technology and Innovation Management

Entrepreneurship

Strategic Management

Corporate Sustainability Management

Global Human Resource Management

Research Room/Phone Extension/ Email

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6516

Research Profile

Yi-Fen Huang is an Associate Professor in the Business Administration Department at National Taichung University of Science and Technology, Taiwan. Her research interests focus on innovation management and entrepreneurship, particularly on understanding the strategic behaviors of individuals, teams, and organizations within the contexts of small and medium-sized enterprises, new ventures, and supply chains. She has published papers in academic journals, including the IEEE Transactions on Engineering Management, Research Policy, Technological Forecasting and Social Change, Technovation, Journal of Business Research, and International Journal of Physical Distribution & Logistics Management, among many others.

Personal Website

<https://ba.nutc.edu.tw/Info/55.html?l1=403&l2=431>



Hsu, Shih-Yun

Position/Title

Associate Professor, Department of Business Management

Education

Ph.D., Auckland University of Technology, New Zealand

M.B.A. (Master of Business Administration, Marketing), Hawaii Pacific University, USA

Affiliation

Department of Business Management, National Taichung University of Science and Technology

Expertise/Specialization

Tourism Marketing

Tourist Behavior

Research Room/Phone Extension/ Email

R2110-1 in the Information Building

#5607

shsu@nutc.edu.tw

Research Profile

Associate Professor Shih-Yun Hsu received both of her undergraduate and graduate degrees in the United States and her postgraduate degree in New Zealand. She has been teaching marketing and management related courses in several universities in the US, New Zealand, and Taiwan for over 20 years. She joined the faculty members of the Department of Business Management at National Taichung University of Science and Technology in 2019. Her research interests include marketing, management, and consumer behavior in tourism related industries. She has published numerous papers in SSCI journals, such as Journal of Business Research, Journal of Travel Research, Tourism Management, Tourism Management Perspectives, Asia Pacific Journal of Tourism Research, etc.

Personal Website

<https://sites.google.com/view/xhsu/>



Chen, Chun-Chih

Position/Title

Assistant Professor

Education

Ph.D. in Business Administration, National Yang Ming Chiao Tung University, Taiwan

Affiliation

Department of International Business, National Taichung University of Science and Technology
Expertise/Specialization

Environmental economy,

Circular economy,
Artificial intelligent,
Data analysis,
E-commerce

Research Room/Phone Extension/ Email

Zhong Shang Building, 7211
elvischen@nutc.edu.tw

Research Profile

Professor Chun-Chih Chen is a dedicated educator within the Department of International Business at Taichung University of Science and Technology since 2022. With a strong focus on research in the realms of data analysis, e-commerce, and sustainability development policy, Professor Chen has contributed significantly to academia with numerous publications in esteemed international journals including the Journal of Global Information Management, The International Journal of Advanced Manufacturing Technology, Journal of Cleaner Production, Ecological Indicators, and Environmental Science and Pollution Research. His research interests encompass environmental economy, circular economy, artificial intelligence, data analysis, e-commerce, and sustainability development policy.

Chen, C. C., & Pao, H. T. (2024). Circular economy and ecological footprint: A disaggregated analysis for the EU. *Ecological Indicators*, 160, 111809.

Tseng, H., Lo, C., & Chen, C.* (2023). The Moderation Role of AI-Enabled Service Quality on the Attitude Toward Fitness Apps. *Journal of Global Information Management (JGIM)*, 31(1), 1-20. <http://doi.org/10.4018/JGIM.318694> Corresponding author DOI Link (33/84-Information science & library science 2021-SSCI)

Personal Website

<https://drchunchihchen.github.io/cv/>



Meng-Chieh, Jeffrey Lee

Position/Title

Associate Dean, College of Design
Professor

Education

Ph.D. in Architecture, National Taiwan University of Science and Technology, Taiwan
Ph.D Course in Architecture, Technical University of Munich, Germany (DAAD Scholarship)
M. Arch. (Master of Architecture), National Taiwan University of Science and Technology, Taiwan

Affiliation

Department of Interior Design, National Taichung University of Science and Technology

Expertise/Specialization

Sustainable Building and Interior Design (Green Building, Net-Zero Development) / Indoor Environment Quality, Wellbeing building and AIoT Control system / Water resource and water plumbing system / Cultural Heritage Preservation

Research Room/Phone Extension/ Email

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Research Profile

Dedicated to the research of Intelligent Self-Sufficient Healthy Building (iSSHB), connect with indoor environmental quality and health, nearly Zero Energy Building design, water resources and water plumbing systems, intelligent and comfortable environment control, and heritage building conservation and preservation. He has been teaching and researching for many years, and has presided many national-level scientific research projects (Ministry of Science and Technology, Ministry of Culture, Ministry of Education, Ministry of Economic Affairs, Ministry of the Interior). 2018 to 2022 was invited as a Keynote Speaker by the Forum of Building Heritage Protection and Development Young Scholars in Beijing University of Civil Engineering and Architecture every year, and was invited to Seoul National University of Science and Technology in South Korea as a keynote speaker in „Design and Challenge of Smart building“ (2019), and to Kanto Gakuin University in Japan as a keynote speaker in "Zero-Energy Building Design and Indoor Comfort Environment Considerations " (2017). He focuses on the Smart Building, preservation of monuments and cultural relics by AIoT technology for maintenance and announced by Apps.

Personal Website

igreat.nutc.edu.tw



Lin, Yi-Hsin

Position/Title

Professor

Education

Ph.D. in Department of Transportation and Communication Management, National Cheng Kung University, Taiwan

Affiliation

Department of Business Administration, National Taichung University of Science and Technology

Expertise/Specialization

Innovation Management

Consumer Behaviour

Organization Behavior

Human Resource Management

Research Room/Phone Extension/ Email

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6754

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Research Profile

Yi-Hsin Lin is Professor of the Department of Business Administration, National Taichung University of Science and Technology, Taiwan. She gained her doctoral degree from National Cheng Kung University, Taiwan. Her research interests include the business industry, transportation and tourism management in marketing, human resource management and organization behaviour.



Chen, Po-Lu

Position/Title

Associate Professor

Education

Ph.D. in Economics, University of Colorado at Boulder, USA

Affiliation

Department of Business Administration, National Taichung University of Science and Technology

Expertise/Specialization

Economics

Research Room/Phone Extension/ Email

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Research Profile

Dr. Po-Lu Chen has been teaching in the Department of Business Administration at National Taichung University of Science and Technology since 2019. His research interests encompass issues regarding international economics with a focus on intellectual property rights protection. He has published papers in academic journals, such as Review of International Economics, Journal of the Asia Pacific Economy, Tourism Management Perspectives, etc.



Chen, Yu-Tsang

Position/Title

**Section Chief, Service-Learning Section
Assistant Professor**

Education

**Ph.D. in Business Administration, National Tohoku University, Japan
M.B.A. (Master of Business Administration), Drexel University, USA**

Affiliation

Department of International Business, National Taichung University of Science and Technology

Expertise/Specialization

**Nonprofit Management
International Trade Practice**

Research Room/Phone Extension/ Email

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Research Profile

Professor Yu-Tsang Chen has been teaching in the Department of International Business at Taichung University of Science and Technology since 2017, focusing on research in the fields of Nonprofit Management and M.I.C.E. (Meeting, Incentive Travel, Convention, Exhibition) Management. She has obtained the Certified in Exhibition Management (CEM) and the Certified Meeting Professional (CMP), two globally recognized designations that demonstrate the highest professional standard throughout the exhibitions, meetings, and events management arena. In recent years, she has committed to teaching practice research and has received subsidies from the Ministry of Education for several times. Her research result has been rated as an outstanding project in 2020. She also serves as a peer reviewer for academic journals related to teaching practice research.



Chiang, Yu-Hung

Position/Title

Assistant Professor

Education

Ph.D. in Department of Industrial and Information Management Institute of Information Management,
National Cheng Kung University, Taiwan

Affiliation

Department of Business Administration, National Taichung University of Science and Technology

Expertise/Specialization

Big Data Analysis

Natural Language Processing

E-Learning

Educational Technology

Information management

Research Room/Phone Extension/ Email

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yhchiang@nutc.edu.tw

Research Profile

Dr. Chiang is affiliated with the Department of Business Administration at the National Taichung University of Science and Technology, where he has been serving since 2021. His research primarily focuses on Big data, E-learning, Natural language processing and Information management. He has contributed multiple papers to SSCI/SCI journals, such as Education and Information Technologies, The Electronic Library, and the International Journal of Engineering Education. Furthermore, he serves as a peer reviewer for The Electronic Library journal and actively participates in international academic conferences.

Personal Website

<https://ba.nutc.edu.tw/Info/97.html?l1=403&l2=431>