



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

**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

yifen@nutc.edu.tw

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](mailto: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

Chang-Ming Building, 4312 room /#6229/ MCJL@nutc.edu.tw

## 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](http://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**

**Zhong Shang Building, 7817**

**6754**

**yhlin1218@nutc.edu.tw**

## **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**

**Zhong Shang Building, 7615**

**6753**

**chenp@nutc.edu.tw**

## **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

Chung Cheng Building, 3807  
pollychen@nutc.edu.tw

## 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.