**ASST. PROF. DR. CHUN-SHUO CHEN**

Dean of China-ASEAN International College (CAIC),

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**EDUCATION**

**Aug 2014 Doctor of Philosophy in Business Administration,** Business School, National Taipei University, Taiwan

Dissertation: “The Impact of Corporate Green Strategy on

Corporate Green Performance and Green Competitive

Advantage”

**Jun 2005 MBA, Management School, Aletheia University, Taiwan**

Thesis: “The Effect of Country-of-Origin Image, Product

Knowledge and Product Involvement on Consumer

Purchasing Decision: An Example of Insurance and Restaurant Service”

**Jun 2003 BBA, International Trade, Chun-Hua University, Taiwan**

**SCHOLARSHIPS**

**2013** 2013 Endorsed Ph.D. Research by the Center for Global Change and Sustainability Science of National Taipei University, Taiwan

**AREA OF EXPERTISE**

**Marketing:** Green Marketing, Consumer Behavior, Brand Equity

**Economics:**  Sharing Economy

**Business Administration:** Corporate Social Responsibility, Corporate Environmental Management

**TEACHING EXPERIENCE (selected list)**

**Full-time Lecturer**

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| **2016-Present** | **China-ASEAN International College, Dhurakij Pundit University** |
| **Post-graduate:** Customer Data Base and Interactively Marketing, Strategic Marketing Management, Strategic Brand Management, Marketing Management, Special Topics in Marketing in the Digital Era  **Ph. D.:** Advanced Reading in Business Administration |
| **2013-2014** | **School of Business, National Taipei University, Taiwan**  **(Adjunct Instructor)** |
| **Undergraduate:** International Business Management |

**RESEARCH EXPERIENCE (selected list)**

* Chun-Shuo Chen and Pao-Cheng Chen (2018). Do it or not? The Influence of Corporate Environmental Management on Corporate Green Performance and Green Competitive Advantage. Principal-researcher: (DPU, CAIC Grant Proposal)
* Chun-Shuo Chen and Hui-Jun LIU (2020). The Key Success Factors of Sharing Economy in China’s Green Consumption Market -Taking Green Travel as an Example. Principal-researcher: (DPU, TH-CN THEMATIC RESEARCH GRANT Grant)

**PUBLICATION / PROCEEDING (selected list)**

* Chunyu Zhang and Chunshuo Chen (2020), ” The effect of Zhong-yong thinking to employee survival ability: taking Chinese employees as an example”, ***International Journal of Sociology and Social Policy***, (), - (Scopus)
* Yan-Hua Diao and Chun-Shuo Chen (2020),” Research on the relationship between job competence and job well-being in service industry—Based on the mediating effect of job insecurity”, ***International Business Research****,* 13(1), 1-10. (EBSCOhost, Infotrieve) (doi: :10.5539/ibr.v13n1p1)
* Qu, Yan., and **Chen Chun-Shuo** (2019),” Research on the impact of firm’s innovation - driven on new product innovation performance”, ***Independent Journal of Management and Production****,* 10(2), 596-614. (Pro Quest) (doi: 10.14807/ijmp.v10i2.847)
* **Chen, Chun-Shuo\*,** Yu, Chih-Ching, and Hu, Jer-San (2018),” Constructing performance measurement indicators to suggested corporate environmental responsibility framework”, ***Technological Forecasting and Social Change: An International Journal***, 135C, 33-43. (**SSCI**) **(Corresponding Author)**
* Wenchang Fang**,** Tuan-Hoon Koh, and **Chun-Shuo Chen\*** (2017),**” Consumers**' identification of corporate social responsibility activity in Taiwan: Does it matter for emotional dimension and purchase intention?”, ***International Journal of Business***, 22(1), 111-124. (EconLit, Scopus, ISSN:1083-4346) **(Corresponding Author)**
* **Chen, Chun-Shuo\*,** Lin, Long-Yi, and Shang, Yi-Yun (2016),**” The** impact of corporate social responsibility in globalization- An example of Asian consumers”, ***International Journal of Business and Information***, 11(2), 233-263. (ABI, ISSN:1728-8673) **(Corresponding Author)**
* Yu, C. C. & **Chen, C. S.** (2014), “From the actual practice of corporate environmental strategy to the creation of a suggested framework of corporate environmental responsibility.” ***Environmental Engineering Science***, 31(2), 61-70. (**SCI**) (**Corresponding Author**)
* Yu, C. C., Lin, P. J. & **Chen, C. S.** (2013), “How brand image, country of origin, and self-congruity influence internet users’ purchase intention.” ***Social Behavior and Personality: An International Journal***, 41(4), 599-612. (**SSCI**) (**Corresponding Author**)
* **Chen, C. S.** & Lin, L. Y. (2011), “A new framework: Make green marketing strategy go with competitive strategy.” ***The Journal of Global Business Management***, 7(2), 184-189. (**ABI**) (**Corresponding Author**)
* Lin, L. Y. & **Chen, C. S.** (2006), “The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: An empirical study of insurance and catering service in Taiwan.” ***Journal of Consumer Marketing***, 23(5), 248-265. (**ABI**)