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Dhurakij Pundit University
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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
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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

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)