

CHOU I-WEN, M.B.A.

Instructor and Researcher

Research Innovation and Development (RDI), and

International Business, China-Asean International College (CAIC), Dhurakij Pundit University

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EDUCATION

- June 2014:** Master of Business Administration (MBA),
Exchange program, Gonzaga University, Spokane, U.S.A.
- July 2011-2014:** Master, The Industrial and Business Management Department
Chang Gung University, University of Reading, Taiwan
Dissertation: "Facebook Active Users: Individual Differences and Information Sharing Behavior"
- June 2011:** MSC. Development Special Education (minor in Business Management)
Taiwan

SCHOLARSHIPS

- 2013** Ministry of Education, R.O.C.

AREA OF EXPERTISE

- Business Management:** Global Business Management,
International Business and Marketing Management,
Education Management
- Education:** Educational Administration, Teaching Chinese as second language.

TEACHING EXPERIENCE (selected list)

Full-time Lecturer

- 2015-Present** **School of Management, Dhurakij Pundit University**
Post-graduate, Teaching subjects:
1. Marketing: tourism marketing, principles of marketing, and global marketing (15 semesters)
2. Human Resource Management (3 semesters)
3. International Business Entry Strategy (12 semesters)
4. Leadership (1 semester)
5. Business Ethics and laws (2 semesters)
- Jan2012- Jun 2013** Chang Gung University School of Business Office, Marketing Assistant
- 2010- 2011** National Taoyuan Special School, Taiwan. (Intern)

RESEARCH EXPERIENCE (selected list)

- Chou, I. W. (2020) The effect of Behavioral Cultural Intelligence, Personality and Academic Performance on Perceived Well-Being among International Chinese College Students in Thailand. Chinese Journal of Social Science and Management, 4(2), (July-December,2020)
- Chou, I. W. (2019) Factors Affecting Students' Subjective Well-Being: The Relationship Between Religion, Cultural Intelligence, Personality Traits and Subjective Well-Being (SWB). Journal of Management and Marketing Review
- Pu, R.H., Chou, I. W., and Wisutsakchai S. (2017) An analysis of Stock Price, Earning Yield and Long-term Government Bond Yield in Thailand, ICEMI
- Meng,W. , Guo, J., and Chou, I. W. (2018) Application of Creative Transformation Principle in the Revival of Traditional Chinese Culture, PIM

PUBLICATION / PROCEEDING (selected list)

- Chou, I. W. (2020) The effect of Behavioral Cultural Intelligence, Personality and Academic Performance on Perceived Well-Being among International Chinese College Students in Thailand. Chinese Journal of Social Science and Management, 4(2), (July-December,2020)
- Chou, I. W. (2019) Factors Affecting Students' Subjective Well-Being: The Relationship Between Religion, Cultural Intelligence, Personality Traits and Subjective Well-Being (SWB). Journal of Management and Marketing Review
- Pu, R.H., Chou, I. W., and Wisutsakchai S. (2017) An analysis of Stock Price, Earning Yield and Long-term Government Bond Yield in Thailand, ICEMI
- Meng,W. , Guo, J., and Chou, I. W. (2018) Application of Creative Transformation Principle in the Revival of Traditional Chinese Culture, PIM