**JIA-FURE WANG, PH.D.**



Program Director, PhD program in Business Administration

China-ASEAN International College (CAIC), Dhurakij Pundit University

110/1-4 Prachachuen Road, Laksi, Bangkok 10210, Thailand

Tel: +66 2954-7300 Fax: +66 2589-9605

Mobile: +66 637-599246 E-mail: jiafure.wan@dpu.ac.th

**EDUCATION**

**2009 Ph.D., Business Administration, National Taipei University, Taipei, Taiwan.**

Dissertation: “The Effects of Organizational Justice on Extra-Role Behaviors of Frontline Service Employees”

**1992 MBA., School of Management, Asian Institute of Technology, Bangkok, Thailand.**

Thesis: “Financing of High-tech Firms: A Study on the Venture Capital Industry in Taiwan”

**1980 BBA., Collage of Business Administration, National Chengkong University, Tainan, Taiwan.**

**SCHOLARSHIPS**

**1990-1992** MBA Program, School of Management, Asian Institute of Technology, Bangkok, Thailand.

**AREA OF EXPERTISE**

**Logistics**: Supply Chain Management

**Marketing:** Strategic Marketing Management, Business and Marketing Management, *etc*.

**Brand Management**: Brand Equity, Brand Positioning, *etc*.

**Consumer Behavior:** Consumer Decision Making**,** On-line Consumer Behavior, Luxury Product Consumer Behavior, Green Product Consumer Behavior, *etc*.

**Organization Behavior:** Organization Innovational Behavior, Organization Performance, Organization Human Resource Management, *etc*.

**TEACHING EXPERIENCE (selected list)**

**Full-time Lecturer**

**2017-Present** MBA Program & PhD in BA Program, CAIC, DPU., Bangkok, Thailand.

Graduate: Research Seminar in Marketing Strategy

Marketing Management

Special Topics in Marketing in the Digital Era

Consumer Behavior

Business Statistics

**PUBLICATION / PROCEEDING (selected list)**

* Zhang L. and Wang JF. (2018) “Research on the relationship between relational capital and relational rent”. Cogent Economics & Finance, Vol.6 No.1, pp.1-18.
* Hong L. and Wang JF. (2018) “Entrepreneurial Intention of Two Patterns of Planned Behaviour and Alertness: Empirical Evidence in China”. The Journal of Asian Finance, Economics and Business, Vol.5 No.2, pp.69-78.
* Hong L. and Wang JF. (2018) “Explanatory Framework of Entrepreneurial Intention: To Integrate the Theory of Alertness and the Theory of Planned Behavior”. The 5th Global Advanced Research Conference on Management and Business Studies (GARCOMBS 2018) Bangkok, Thailand, 25-26 July, pp.1-5.
* Beibei Yu and Jia-Fure Wang. (2020) “The Influence of Brand Reputation, Brand Characteristics and Brand Recognition on Gym Brand Preferences: The Mediating Variable of Brand Image and the Moderating Variable of Brand Value and Brand Experience” The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr., pp. 423-433.
* RunZong Yu and Jia-Fure Wang. (2020) “The Influence of Brand Image, Service Quality and Customer Experience on Consumer Loyalty: The Mediating Variables of Perceived Value and Customer Satisfaction, and The Moderating Variables of Consumer Personality Traits”, The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr., pp. 61-70
* Jinlin Ma and Jia-Fure Wang. (2020) “Research on the Relationship between Future Time Perspective and Turnover Intention: The Mediating Effect of Career Commitment and the Moderating Effects of Work Engagement, Inclusive Leadership and Job Satisfaction”, The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr., pp. 667-677.
* Jian Ren and Jia-Fure Wang. (2020) “The Influence of Brand Image on Consumer Brand Preference: An Empirical Study on Automobile Modification Parts”, The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr., pp. 253-262.
* Liping Sun and Jia-Fure Wang. (2020) “The Influence of Lao-Gan-Ma Chili Sauce’s Brand Image on Consumer Brand Trust：The Mediating Variable of Brand Preference and the Moderating Variable of Brand Word-of-Mouth”, The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr., pp. 1343-1350.
* Xueqi Zhu and Jia-Fure Wang. (2020) “The Influence of Customer Experience and Brand Awareness on Customer Citizenship Behavior and Repurchase Intention：Perceived Value and Brand Trust as Mediators, Brand Preference and Perceived Risk as Moderators” , The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr., pp. 263-273.
* XuDong Yan and Jia-Fure Wang. (2020) “The Impact of Service Atmosphere on Customer Citizenship Behavior: An Empirical Study on Meinian One-health Club in Yinchuan City, China”, The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr., pp. 223-233.
* Minglu He and Jia-Fure Wang. (2020) “The Impact of Perceived Value and Brand Experience on the Intention to Buy Luxury Products: The Mediating Variable of Brand Preference and the Moderating Variable of Brand Image”, The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr., pp. 304-312.
* Xinyi He and Jia-Fure Wang. (2020) “The Impact of Digital Influencer’s Charisma on Consumers’ Intention to Purchase: The Mediating Variables of Cognitive Attitude and Emotional Attitude, and the Moderating Variables of Brand Image, Brand Promotion and Online Comments”, The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr., pp. 1091-1101.
* Qizhu Chang and Jia-Fure Wang. (2020) “The Impact of Psychological Capital on Intention to Leave: The Mediating Variable of Job Burnout and the Moderating Variables of Emotional Labor，Organizational Climate and Leader-member Exchange” , The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr., pp. 2006-2015.
* Qinrui Li and Jia-Fure Wang. (2020) “The Impact of Perceived Value on Brand Preference in Chongching Shopping Mall -The Mediating Role of Brand Trust and The Moderating Roles of Self-Congruity and Brand Association”, The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr. 2020, pp. 728-738.
* Shaoyu Yi and Jia-Fure Wang. (2020) “The Impact of Employee's Emotional Intelligence on Emotional Exhaustion: The Moderating Variables of Organizational Identity, Organizational Atmosphere and Organizational Commitment and the Mediating Variable of Emotional Labor”, The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr. pp. 621-632.
* Qian Qiu and Jia-Fure Wang. (2020) “The Influence of Psychological Capital on Enterprise Salesman’s Job Performance: The Mediating Variables of Job Burnout, Job Stress and the Moderating Variables of Leadership-member Exchange and Emotional Intelligence”, The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr., pp. 587-597.
* Junjie Hu and Jia-Fure Wang. (2020) “The Impact of Performance Appraisal on Workplace Deviant Behavior: The Mediating Variable of Working Pressure and the Moderating Variable of Organizational Justice”, The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr., pp. 546-555.
* Jianxin Tang and Jia-Fure Wang. (2020) “The Influence of Authentic Leadership on Employee's Innovation Behavior: The Mediation Effects of Self-efficacy and Organizational Innovation Atmosphere”, The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr., pp. 610-620.
* Jia Gao and Jia-Fure Wang. (2020) “The Impact of Interpersonal Conflict on Employee Performance”, The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr., pp. 1934-1945.
* Tingting Zhang and Jia-Fure Wang. (2020) “The Impact of Experiential Marketing and Self-Consistency on Customer Citizenship Behavior: The Mediating Variables of Perceived Value and Brand Identity and the Moderating Variables of Corporate Social Responsibility and Brand Trust”, The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr., pp. 184-193.
* Guangyu Cao and Jia-Fure Wang. (2020) “The Impact of Brand Experience on Brand Loyalty: The Mediating Variables of Brand Attitude, Brand Preference and the Moderating Variable of Personality Traits”, The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr., pp. 1351-1357.
* Yukun Cao and Jia-Fure Wang. (2020) “The Influence of Brand Authenticity on Brand Attachment: The Mediating Effects of Brand Identity and Brand Trust, and the Moderating Effects of Brand Image and Brand Commitment”, The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr., pp. 688-698.
* Xin Zhai and Jia-Fure Wang. (2020) “The Effect of Personal-organizational Value Fit of Medical Staffs on Work Performance: The Mediating Variable of Organizational Support and the Moderating Variables of Personality Traits and Psychological Capital”, The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr., pp. 18-27.
* Yiming Cai and Jia-Fure Wang. (2020) “The Effects of Advertising Appeal and Brand Image on Purchase Intention：The Mediating Variable of Brand Attitude and the Moderating Variables of Perceived Risk and Purchase Convenience”, The 2nd China-ASEAN International Conference (CAIC 2020), Bangkok Thailand, 22-24 Apr., pp. 274-284.
* Shuyan Yu and Jiafure Wang. (2020) “An empirical study on the model of aged home-care service process improvement for the elders”, Journal of Information and Optimization Science, Vol. 41, No., 5, pp.1269-1290.