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Program Director, PhD program in Business Administration
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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 Chongqing 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.