

CURRICULUM VITAE

Personal Information

Name Hsu, Chiu-Ping
Position Assistant Professor: Newly Employed
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Educations

Ph.D., Department of International Business, National Taiwan University
(2005.09-2011.06)

Specialities

Marketing Management, E-Commerce, Service Marketing, Consumer Behavior,
Customer Relationship Management

Teaching

Undergraduate Courses:

Spring 2011:

Fall 2011: Leadership and Development (BA), Consumer Behavior (BA)

Graduate Courses:

Spring 2011:

Fall 2011: Special Topics in Electronic Commerce (BA), Special Topics in Electronic
Commerce (BA)