

# CURRICULUM VITAE

## Personal Information

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## Educations

Ph.D., National Central University (2002.09~2007.06)

## Specialities

Creative Marketing, Advertising Creativity and Strategy, Customer Relationship Management

## Teaching

### Undergraduate Courses:

Spring 2011: Original Marketing (BA), Special Topic ( II ) (BA), Human Resource Development (BA)

Fall 2011: Original Marketing (BA), Strategic Management (BA), Special Topic ( I ) (BA)

### Graduate Courses:

Spring 2011: Advertising Creativity and Strategy (BA)

Fall 2011: Case Study in Management (TM)