

## Yun-Chen Lee

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### Education

- Ph.D., Graduate School of Business and Operations Management, Chang Jung Christian University (Sept. 2003 – Aug. 2012)
- MBA, Department of Marketing and Distribution Management, National Kaohsiung First University of Science and Technology (Sept. 1999 – Jun. 2001)
- Bachelor of Business Administration (BBA), Communication Management, Shih Hsin University (Sept. 1995 – Jun. 1999)

### Area of Specialty

- Marketing management
- Consumer behavior
- Service marketing
- Brand management
- Retailing management

### Academic Experience

- Department of International Business Management, Tainan University of Technology
- Department of Business Administration, I-SHOU University
- Department of Marketing and Distribution, National Kaohsiung First University of Science & Technology
- Department of Marketing and Distribution, National Kaohsiung First University of Science & Technology
- Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology

### Journal Papers

1. A study of satellite navigation fleet management system usage in Taiwan with application of C-TAM-TPB model (Information Technology Journal, Vol. 12, No. 1, pp. 15 ~ 27, 2013 (EI))
2. A study of user acceptance of destination management systems in Taiwan tourism with the modified technology acceptance model (Journal of Convergence Information Technology, Vol. 7, No. 10, pp. 360 ~ 371, 2012 (EI))
3. The Impact of Task Technology Fit, Perceived Usability and Satisfaction on M-Learning Continuance Intention (International Journal of Digital Content Technology and its Applications, Vol. 6, No. 6, pp. 35-42, 2012 (EI))
4. Impact of Service Orientation on Frontline Employee Service Performance and Consumer Response (International Journal of Marketing Studies, Vol. 2, No. 2, pp. 67-74., 2010)
5. Confirmation of Expectations and Satisfaction with the Internet Shopping: The Role of Internet Self-efficacy (Computer and Information Science, Vol. 3, No. 3, pp. 14-22., 2010)

### Professional Experience

- Founder and CEO, Pet Care & Grooming Workshop