

LIN, CHENG-HSIEN

Department of Marketing and Logistics
Management
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Education

- PhD student, Department of Business Administration, National Yunlin University of Science & Technology
- M.S., Department of Marketing and Logistics Management, National Yunlin University of Science & Technology
- B.B.A., Department of Marketing and Logistics Management , National Yunlin University of Science & Technology
- A.B.A., Department of Pharmacy, Chia Nan University of Pharmacy & Science

Area of Specialty

- Service Marketing
- Access management
- Customer relationship management
- Marketing management
- Business management
- Marketing case analysis
- Consumer Behavior
- Strategy management
- Chain Store Management

Academic Experience

- National Yunlin University of Science & Technology Teacher Training Center Secondary Education Program Students
- National Yunlin University of Science & Technology Statistical Research Method SPSS Seminar
- National Kaohsiung University of Science & Technology Master's credit class
- Chang Jung Christian University The second phase of the Marketing manager class
- FWUSOW Industry commissioned the Harvard Business Management Center to organize employee training

Conference Papers

1. JHUANG,SHENG-SYONG, LIN, CHENG-HSIEN (2007). Research on Rights and Conflicts between Industrial Channels-Taking Feeding Suppliers as an Example. 21st Century Management Theory and Practice Seminar. Da-Yeh University.
2. TIAN,JHENG-RONG,LIN, CHENG-HSIEN (2008). Analysis of the improvement of cross-cultural medical education by knowledge management training of strategic human data. The 3rd International Symposium on Professional Quality and Medical Humanities Education. Kaohsiung Medical University.
3. TIAN,JHENG-RONG,LIN, CHENG-HSIEN (2008). Analysis of Cross-cultural Differences between Branches of the China and Taiwan. The 3rd International Symposium on Professional Quality and Medical Humanities Education. Kaohsiung Medical University.

Dissertation

- CHENG-HSIEN (2006). Research on Rights and Conflicts between Industrial Channels-Taking

Feeding Suppliers as an Example.

Professional Experience

1. Adjunct Lecturer of Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology
2. Adjunct Lecturer of Department of Marketing and Distribution Management, CTBC Business School
3. Deputy section manager of Business Office, Kuo-hsing Livestock Co., Ltd.
4. Section manager of Business Office, FWUSOW Industry.
5. Specialist of Business Office, FWUSOW Industry.