

## 洪志滄 HUNG,CHIH-TSANG

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### Education

- Southern Taiwan University of Science and Technology EMBA

### Area of Specialty

- Management ,Hotel management,Service Management,Customer Relationship Management,Business Ethics

### Dissertation

- A Study of the Relationship Among Experiential Marketing,Relationship Marketing and Service Quality to Experiential Value,Relationship Quality,and Customer Lifetime Value -Using Customers at Business Hotel in Tainan Area as Participants

### Professional Experience

- Hwanan Hotel General Manager (2003~迄今)