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SUBJECT RESPONSIBLE   Strategic Thinking for Global Business

ACADEMIC BACKGROUND

Doctor of Philosophy (Management of Technology)   Vanderbilt University, USA 2000

Master of Sciences (Management of Technology)   Vanderbilt University, USA 1998

Master of Business Administration (Business Administration)   Chung-Yuan Christian University, USA 1990

Bachelor of Sciences (Electronic Engineering)   Chung-Yuan Christian University, USA 1988

SELECTED PUBLICATION

Chen, S.-S., Li, T.-L., Wu, Y.-C., & Singh, V. (2023) An Algorithm-based approach for Mapping customer journeys by identifying customer browsing behaviors on E-commerce Clickstream data. *HORA 2023 - 2023 5th International Congress on Human-Computer Interaction, Optimization and Robotic Applications, Proceedings*. 5th International Congress on Human-Computer Interaction, Optimization and Robotic Applications, HORA 2023 Istanbul.

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Chen, S.-S., Choubey, B., & Singh, V. (2021). A neural network-based price sensitive recommender model to predict customer choices based on price effect. *Journal of Retailing and Consumer Services*. 61: 15 pages.

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Chuang, C.F. & Chen, S.S. (2019). Developing a customized web mining system with PHP language: a case of Kaohsiung land administration website data. *Journal of Internet Technology*. 20(6): 1781-1786.

Lee, Z.Y., Chu, M.T., Chen, S.S. & Tsai, C.H. (2018). Identifying comprehensive key criteria of sustainable development for traditional manufacturing in Taiwan. *Sustainability*. 10(9): 19 pages.