

## 個人資料表 (Personal Profile)

<b>姓名</b> Name	廖俊芳 Jun -Fang Liao (Melody Liao)	
<b>職稱</b> Job Title	助理教授 Assistant Professor	
<b>教育程度</b> Education Level	DBA, Golden Gate University, San Francisco, USA MBA, 國立中山大學(NSYSU), Kaohsiung, Taiwan BS, Marine Food Science, National Taiwan Ocean University, Taiwan	
<b>研究領域</b> Research Field	服務業行銷、消費者行為 Services Marketing, Consumer Behavior	
<b>教授課程</b> Course Instruction	行銷管理、管理學、國際企業個案研究、產業經營與管理、服務業行銷 Marketing Management, Management, International Business Case Study, Industrial Operation and Management, Services Marketing	
<b>工作經歷</b> Professional Work Experience	<p>曾有 13 年任職於國際外商銀行以及證券業的實務工作經驗，先後任職於美國運通(American Express)、統一證券、花旗銀行(Citibank)、匯豐銀行(HSBC)與渣打銀行(SCB)等跨國知名銀行及企業集團。擔任過之職務如：資深副總裁、分行經理、分公司負責人、房貸部協理、證券經紀商營業員、及行銷企劃專員等。現今常於業界、公部門擔任卓越服務品質及行銷企劃實做講師，並擔任 LCCI 國際證照及商務企劃能力檢定(TBSA) 考照輔導老師，曾獲得學校「優良導師獎」(2012)、「產學合作研究傑出獎」(2014;2016)、「私立學校教育事業協會模範教師」(2012;2017)、「教學優良獎」(2018)及「教學研究特殊優秀人員彈性薪資獎勵」(2018)等殊榮。</p> <p>Throughout her thirteen years of practical professional work experience in top international banks and Securities company, including American Express, President Securities Corporation, Citibank, HSBC, and Standard Chartered Bank, Melody served as former Senior Vice President, Branch Manager, Vice President, Stock Broker, Marketing Specialist, etc. in those corporations. Currently, Melody regularly conducts workshop and speech in marketing planning and excellent service quality in both industries and public sector. She is also a certified tutor of LCCI International Qualifications in Marketing (London Chamber of Commerce and Industry) and TBSA Certified Business Planning (Taiwan Business Strategy Association). She received “Excellent Mentor Award of Wenzao Ursuline University” in 2012, and also has been awarded “Industry-Academic Cooperation Research Excellence” in 2014 and 2016, “Model Teacher in ROC Private Education Association” in 2012 and 2017, “Teaching Excellence Awards” and “Flexible Compensation Awards for Exceptional Teaching and Research Personnel” in 2018.</p>	
<b>專業證照/協</b>	1. 英國倫敦商會考試局 (簡稱 LCCI ) Customer Service 國際證照	

<p>會 Professional Certification/ Association</p>	<ul style="list-style-type: none"> <li>➤ LCCI International Qualifications in Customer Service (London Chamber of Commerce and Industry)</li> <li>2. 會議展覽專業人員初階認證 <ul style="list-style-type: none"> <li>➤ Certification in MICE Professional (basic)</li> </ul> </li> <li>3. TBSA 商務企劃能力進階檢定 <ul style="list-style-type: none"> <li>➤ TBSA Certified Advanced Business Planner (Taiwan Business Strategy Association)</li> </ul> </li> <li>4. 中華民國管理科學學會會員 <ul style="list-style-type: none"> <li>➤ Member of Chinese Management Association</li> </ul> </li> <li>5. 中華商管科技學會會員 <ul style="list-style-type: none"> <li>➤ Member of Chinese Association of Business and Management Technology</li> </ul> </li> <li>6. 中華企業倫理教育協進會會員 Member of Chinese Business Ethics Education Association</li> <li>7. 財團法人中華民國消費者文教基金會南區分會「南區分會專業委員會委員」 <ul style="list-style-type: none"> <li>➤ Professional committee member in southern district branch, Consumers' Foundation, Chinese Taipei</li> </ul> </li> <li>8. Reviewer of Universal Journal of Industrial and Business Management Horizon Research Publishing Corporation, USA</li> </ul>
<p>期刊/研討會 論文 Periodical/ Seminar/ Publication</p>	<ol style="list-style-type: none"> <li>1. 廖俊芳 (2018)。“因應高齡化社會的醫療挑戰-從內部行銷觀點探討醫療志工管理”。永續與消費特刊研討會暨台灣行銷研究學會年會，臺灣行銷研究學會。</li> <li>2. 廖俊芳、高鈺評、劉子圓、彭紫晴、吳宛庭 (2018)。從行銷觀點檢視台灣商管教育的國際化趨勢。2018 第十三屆企業國際化理論與實務學術研討會，長榮大學。</li> <li>3. 廖俊芳 (2018)。“一縷茶香，繞樑百年：有記名茶品牌故事”。台北：前程文化出版社。(ISBN:978-957-0348-74-3) (專書 Book)</li> <li>4. 廖俊芳 (2018)。“雷諾瓦「拼」出一片天：產業中的馬拉松好手”。台北：前程文化出版社。(ISBN:978-957-0348-73-6) (專書 Book)</li> <li>5. Yen-Hsien Lee, Jun-Fang Liao*, David K. Wang (2017). “Examining Trading Duration of TAIEX Index: Impact of 2008 Price-Down-Limit Policy”. International Research Journal of Applied Finance. Vol. VIII Issue-6, June, p342-371. (ISSN 2229 – 6891) <b>【Corresponding Author】</b></li> <li>6. 廖俊芳(2016)。“從海峽兩岸文化差異探討兩岸國際觀光旅館業內部行銷策略之研究”。北商大學學術論壇-國際經營與管理實務研討會。(ISBN:978-986-05-0798-0) <b>【單一作者 Single Author】</b></li> <li>7. Oleksandra Aleksandrova and Jun-Fang Liao (2015). " The Effect of Ambient and Traditional Advertising on Advertisement Effectiveness: Brand Familiarity and Ad Repetition as Moderators". International Conference on Business and Internet (ICBI) Taipei, Taiwan. <b>【Corresponding Author】</b></li> <li>8. 廖俊芳、蕭智文、張素玉、周宛柔、周玲玲(2015)。“探討醫院志工『工作滿意度』與『工作績效』關聯性之研究”。第二屆華人地區醫務社會工作國際研討會。<b>【第一作者 First Author】</b></li> </ol>

	<p>9. Jun-Fang Liao, Jacob Y. H. Jou, Yi-Fen Liu (2014), "Conceptual Model of the Dual Effects of Waiting on Satisfaction with Health Service – Exploring the Optimal Outpatient Waiting Time and Conditions", International Conference on Innovation and Management (IAM Winter), Bangkok, Thailand. (ISSN:2218-6387)【Grant by Ministry of Science and Technology: First Author】</p> <p>10. 廖俊芳 (2014)。"探討藥妝業花大錢請明星當廣告代言人有用嗎?"第九屆中華商管科技學會研討會，雲林科技大學。(ISBN:978-986-83435-6-6)。</p> <p>11. Jun-Fang Liao (2013), "Antecedents and Consequences Of Internal Marketing to Service Quality ", BAI 2013 International Conference on Business and Information, Bali, Indonesia. (ISSN:1729-9322) 【Single Author】</p> <p>12. Jun Fang Liao (2013), " Investigating Consumer Attitudes and Behavioral Intention Toward Online Mass Customization ", The 12th International Decision Sciences Institute &amp; The 18th Asia Pacific DSI Conference, Bali, Indonesia. 【Grant by Ministry of Science and Technology, Single Author】</p> <p>13. I-Ling Ling, Chih-Hui Shieh, Jun-Fang Liao (2012), " The Higher the Price the Better the Result? The Placebo-Like Effects of Price and Brand on Consumer Judgments ", Theoretical Economics Letters (Scientific Research), Vol.2, pp.264~269. (EconLit)</p> <p>14. Jun-Fang Liao (2011), "If Job Satisfaction Really Matter? ", 21st International Conference on the Pacific Rim Management Annual Conference , ACME International Annual Conference. (ISSN:1532-8260) 【Single Author】</p> <p>15. Jun-Fang Liao, I-Ling Ling (2011), "The Order Effect within Product Attributes on Consumers'Food Decision Making ",International Conference Northeast Decision Sciences Institute Annual Conference, Montréal, Canada 【Grant by Ministry of Science and Technology, First Author】</p> <p>16. 廖俊芳 (2010)，組織內部行銷作為對員工顧客導向之影響—以銀行業為實例，行銷研究學術交流論壇，國立中興大學。 【單一作者】</p> <p>17. Jun-Fang Liao, Cedric H.J.Wu, Yih-Hen, and Yu-Ying Huang, (2004), "A Study of the Relationship between of Internal Marketing, Job Satisfaction and Customer Oriented Behaviors", Sun Yat-Sen Management Review, Vol 12, Iss S2, Dec , pp.181~201. (TSSCI) 【第一作者】</p>
<p><b>校外產學研究計畫</b> Off Campus Academic-Industrial Cooperation Project</p>	<p><b>教育部計畫</b> (Plan Granted by Ministry of Education)</p> <p>1. (2018-2019)「溫暖白色巨塔的小螺絲釘—文藻國際志工共創就醫無障礙」USR 社會實踐計畫 ➤ The Tiny Screws of Babylon – International Volunteers for the Futherment of Accessibility to Helathcare USR ( University Social Responsibility)</p> <p>2. (2018-2019) 教學實踐研究計畫-探討融入式服務學習在服務業行銷課程施行歷程和成效研究 ➤ A Study of the Learning Portfolio and Effect of Integrated Service Learning on Guiding Students' Interdisciplinary Teamwork and Leadership – the Case of Business Administration Courses</p>

## **科技部計畫** (Plan Granted by Ministry of Science and Technology)

門診等待對醫療滿意之雙元影響－最適門診等待時間與條件之探討

- Exploring the dual effects of perceived waiting on healthcare service satisfaction among outpatients

## **校外產學研究** (Industry-Academic Cooperation Research)

1. (2018-2019) 外籍及新住民病患就醫無障礙志工服務計畫(教學醫院)
  - Accessible Medical Service Volunteer Project for Foreign and Immigrant Patients.
2. (2018) 『企業導入APP行銷策略分析與研究—以國際連鎖品牌餐飲業為例』
  - " An Analysis and Study on the Introduction of APP Marketing Strategies - the Case of a Branded International Chain Restaurant
3. (2017)從內部行銷觀點探討醫院醫療志工組織承諾與工作績效之關聯性研究-以工作輪調為調節變項 (教學醫院)
  - Study on the relationship between Organizational Commitment and Job Performance from the International Marketing perspective-take medical Volunteer as example. (Teaching Hospital)
4. (2017) 探討國際醫療志工團隊之管理挑戰與效能 (教學醫院)
  - Exploring the challenges and the effectiveness of managing international medical volunteer teams
5. (2017) 社會創新創業國際論壇-食養農創計畫暨成效研究 (財團法人西子灣教育基金會)
  - Social Entrepreneurship Forum and Workshop (SEFOW) - Agriculture Humanity study project (Siziwan Educational Foundation).
6. (2016)活動創新規劃人員認證班-教育訓練計畫研究(高雄市政府公務人力發展中心-共同主持人)
  - A Study on Innovative Marketing Planning Qualification Class (Kaohsiung City Government)
7. (2015-2017)台灣生醫產業創新管理及國際行銷經營策略(生醫公司)
  - A study on the innovative management and international marketing strategy of Taiwan biomedical industry (Biomedical Company)
8. (2013-2015)醫院志工內部行銷知覺與病患對志工服務滿意度關係之探討－以組織公民行為為干擾變項 (教學醫院)
  - Exploring the relationship between the internal marketing perception and the patient's satisfaction level on volunteer's services – Organizational Citizen behavior as moderator. (Teaching Hospital)
9. (2015) 初探社會企業創業行銷議題-以歐美與台灣為例(財團法人西子灣文教基金會)
  - A Preliminary Study on Marketing Issue of Social Entrepreneurship – Taking Europe, America and Taiwan as examples (Siziwan Educational

	<p>Foundation)</p> <p>10. (2015)從醫療服務國際化之趨勢探討醫院志工管理機制(教學醫院)  ➤ A Study on managing hospital volunteers from the internationalization of medical services (Teaching Hospital)</p> <p>11. (2015)社會企業的育成實踐紀錄與分析-眾社企計畫 (財團法人西子灣文教基金會)  ➤ The Record and Analysis of Cultivation Practice of Social Enterprise –take Our CityLove as example (Siziwan Educational Foundation)</p> <p>9. (2015)社會企業的育成實踐紀錄與分析-2021 社會企業(財團法人西子灣文教基金會)  ➤ The Record and Analysis of Cultivation Practice of Social Enterprise –take 2021 Social Enterprise as example (Siziwan Educational Foundation)</p> <p>12. (2013)消費者購屋行為之研究—品牌認知之探討 (上市櫃公司)  ➤ A Study on the Consumer Purchasing House Behavior -Discussion of Brand Recognition (A Listed Company)</p> <p>13. (2011)運用內部行銷作為提升服務品質之研究(上市櫃公司)  ➤ A study on the Enhancement of Service Quality through Internal Marketing (A Listed Company)</p>
聯絡 Contact	07-3426031# 6221 ; melodyliao@mail.wzu.edu.tw