

個人資料表 (Personal Profile)

姓 名 Name	廖俊芳 Jun -Fang Liao (Melody Liao)	
聯絡電話 Tel.	07-342-6031 #6221	
電子郵件 E-mail	melodyliao2009@gmail.com	
職 稱 Job Title	副教授 Associate Professor	
教育程度 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	
研究領域 Research Field	企業管理 Business Management;服務業行銷 Services Marketing	
教授課程 Course Instruction	管理學、行銷管理、國際企業個案研究、產業經營與管理、服務業行銷 Management, Marketing Management, International Business Case Study, Industrial Operation and Management, Services Marketing	
工作經歷 Professional Work Experience	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;2019)、「私立學校教育事業協會模範教師」(2012;2017;2024)、「教學優良獎」(2018)、「教學研究特殊優秀人員彈性薪資獎勵」(2018;2020;2025)、「私立學校教育事業協會大勇獎」(2025)。並獲得 2020 年 13th 台灣企業永續獎-大學 USR 永續方案獎的銀級、2021《遠見》USR 大學社會責任「楷模獎」及 2021《教育部》USR ONLINE EXPO 大學社會實踐博覽會「最佳亮點故事」之殊榮 (擔任該 USR 計劃之總主持人)。 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 ever received “Excellent Mentor Award of Wenzao Ursuline University ” in 2012、2017	

	and 2024 respectively, and also has been awarded “Industry-Academic Cooperation Research Excellence” in 2014、2016 and 2019 respectively, “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 and 2020. Also, her outstanding USR team won silver level in the 13th Taiwan Corporate Sustainability Awards for USR Project in 2020; granted “Model Award” in 2021 University Social Responsibility Awards by Global Views Monthly; and "Best Feature Story" honor in "Ministry of Education" 2021 University Social Responsibility Online Expo. (Melody is the Principal Investigator)
專業證照/ 協會 Professional Certification /Association	1. 生成式 AI 能力認證 (財團法人資訊工業策進會) 2. ESG 永續助理管理師認證合格/輔導資格證 (財團法人商業發展研究院) 3. CPAS 諮詢師校園培訓班初階資格證 (Career) 4. 英國倫敦商會考試局 (簡稱 LCCI) Customer Service 國際證照 ➢ LCCI International Qualifications in Customer Service (London Chamber of Commerce and Industry) 5. 會議展覽專業人員初階認證 ➢ Certification in MICE Professional (basic) 6. TBSA 商務企劃能力進階檢定 ➢ TBSA Certified Advanced Business Planner (Taiwan Business Strategy Association) 7. 中華民國管理科學學會會員 ➢ Member of Chinese Management Association 8. 中華商管科技學會會員 ➢ Member of Chinese Association of Business and Management Technology 9. 中華企業倫理教育協進會會員 Member of Chinese Business Ethics Education Association 10. 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」 ➢ Professional committee member in southern district branch, Consumers' Foundation, Chinese Taipei 11. Reviewer of Universal Journal of Industrial and Business Management Horizon Research Publishing Corporation, USA 12. 中華看見需要全人發展協會副理事長 ➢ Vice President of China See Needs All Round Development Association
期刊/研討 會論文 Periodical/ Seminar/ Publication	1. Jun-Fang Liao (2024). The USR in support of the SDGs-The Case of the USR Project at Wenzao Healthcare Communication, 2024 Talent Cultivation in Africa-International Seminar on International Health Field Alliance。 2. Hui-Chung Yao, I-Ling Ling, Chihyi Liu & Jun-Fang Liao (2023) Hospitals with a Tarnished Reputation: Stealing Thunder, Concealment Intention, and Learning from an Organizational and Industrial History of Crisis Concealment, Journal of Public Relations Research, DOI: 10.1080/1062726X.2023.2215989 (<i>SSCI</i>) ; <i>JIF</i>=4.4 ; 5-year <i>IF</i>=6.8 3. 陳泰良、陳俊鴻、廖俊芳、成竣昇(2021). 建構智慧翻譯與地域查詢之

LINE-Bot 供醫療院所查詢與多國語溝通服務 Develop an LINE-Bot with Intelligent Translation and Local-Based Services for Medical Institution Search and Multilingual Communication Services。2021，中國工業工程學會年會暨學術研討會。

4. I-Jane Janet Weng & **Jun-Fang Liao** (2021). Students' Perspective on Intercultural Service-Learning as Non-medical Volunteers for Foreigners: A Case in Taiwan. The Southeast Asian Conference on Education (SEACE)。
5. Liu, Yi-Fen & **Liao, Jun-Fang** & Jou, Jacob (2019). Exploring the dual effects of perceived waiting on healthcare service satisfaction among outpatients. Asia Pacific journal of marketing and logistics, 32, no. 2, (2019): 495-518
【Corresponding Author】(SSCI; JIF=3.9; 5-year IF= 4.6)
6. **Jun-Fang Liao** (2019).” 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”. 7th Asia-Pacific Regional Conference on Service-Learning, Singapore. 【單一作者 Single Author】
7. **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。【單一作者 Single Author】
8. **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。【第一作者 First Author】
9. **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)
10. **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)
11. 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) 【Corresponding Author】
12. **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) 【單一作者 Single Author】
13. 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. 【Corresponding Author】
14. **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。【第一作者 First Author】
15. **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】 16. 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)。 17. 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】 18. Jun Fang Liao (2013), " Investigating Consumer Attitudes and Behavioral Intention Toward Online Mass Customization ", The 12th International Decision Sciences Institute & The 18th Asia Pacific DSI Conference, Bali, Indonesia. 【Grant by Ministry of Science and Technology, Single Author】 19. 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) 20. 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】 21. 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】 22. 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】 23. 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】
校外產學 研究計畫 Off Campus Academic- Industrial Cooperatio n Project	<u>教育部計畫</u> (Plan Granted by Ministry of Education) 1 (2025~2026)教學實踐研究計畫-從零到一的國際行銷企劃-結合 AI 工具與做中學理念的實踐教學 (主持人) 2 (2025~2027)第四期大學特色類萌芽型計畫:「文藻螺絲釘·鏈結世界心-科技送暖、永續傳情」USR 社會實踐計畫 (計畫總主持人) 3 (2022-2023)產業學院計畫-創新國際行銷策略與跨域人才培育精進師生實務職能方案(主持人) 4 (2022-2023)教學實踐研究計畫-專題式服務學習 USR 彈性課程之實踐與成效(主持人)The Implementation and Effectiveness of USR Course with Flexible Credits Via Project-based Service Learning 5 (2020-2022)第二期大學特色類萌芽型 USR 計畫:「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(計畫總主持人) The Tiny Screws of White Tower – International Volunteers for the Furtherment

of Accessibility to Helathcare (University of Social Responsibility Social Practice Project)

- 6 (2021-2022) **教學實踐研究計畫**-專業服務學習彈性課程落實大學社會責任之行動研究(主持人)Action research on USR fulfillment through flexible courses of professional service learning
- 7 (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(主持人) 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
- 8 (2018-2019)**第一期種子型 USR 計畫**:「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(計畫總主持人)The Tiny Screws of White Tower – International Volunteers for the Furtherment of Accessibility to Helathcare (University of Social Responsibility Social Practice Project)

行政院國家科學委員會 (Plan Granted by Ministry of Science and Technology)

- 『初探臺灣國際醫療行銷與挑戰』國科會大專生計畫(指導老師) 113/7/1 ~114/2/28
- 『構建一套基於移動社交網路平台上之多語言智慧型醫療資訊查詢機器人』(共同主持人) 109/08/01 ~111/07/31。
- 『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』(共同主持人) 101/08/01~103/07/31。

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

1. (2024-2025) 探討台灣國際醫療行銷機會與挑戰(主持人) Exploring Taiwan's Opportunities and Challenges in International Medical Marketing
2. (2022-2025)多元文化雙語營隊計畫(主持人) Multicultural Bilingual Camp Program
3. (2021-2023)千哩微笑越南語言治療計畫之越南語翻譯合作計畫(主持人) Operation Smile Vietnam Speech Therapy Project: A Collaborative Translation Project in Vietnam
4. (2020-2021)小港醫院 LINE@官方帳號醫療資訊自動回覆系統(LINE Bot)之開發與效能評估(共同主持人) Development and Efficacy Evaluation of LINE Bot, an Auto-reply Message System for Kaohsiung Municipal Siaogang Hospital's Healthcare Information on LINE App
5. (2020-2021)『雲端臨床實作訓練』建置計畫(科技公司)(共同主持人) "Cloud Clinical Training" development plan.
6. (2020)多國語防疫資訊(CVID-19) LINE@官方帳號社群行銷研究(市立醫院)(計畫主持人) Multilingual Epidemic Prevention Information (COVID 19) Line@ official account social media marketing and research.
7. (2019-2020) 醫療國際通之 APP 分析開發設計(市立醫院) (計畫主持人) Global Medical APP - Design and Development (Municipal Hospital)
8. (2019-2021) 醫院衛教服務國際化產學合作研究案(市立醫院) (計畫主持人) Industry-academia Cooperation of Global Hygiene Education in Hospital (Municipal Hospital)

9. (2018-2020) 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. (計畫主持人)
10. (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(計畫主持人)
11. (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) (計畫主持人) Study on the relationship between Organizational Commitment and Job Performance from the International Marketing perspective-take medical Volunteer as example. (Teaching Hospital)
12. (2017) 探討國際醫療志工團隊之管理挑戰與效能 (教學醫院) (計畫主持人)
Exploring the challenges and the effectiveness of managing international medical volunteer teams
13. (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) (計畫主持人) Social Entrepreneurship Forum and Workshop (SEFOW) - Agriculture Humanity study project (Siziwan Educational Foundation).
14. (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)
15. (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) (主持人)
16. (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) (計畫主持人) 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)
17. (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) (計畫主持人) A Preliminary Study on Marketing Issue of Social Entrepreneurship – Taking Europe, America and Taiwan as examples (Siziwan Educational Foundation)
18. (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) (主持人)
A Study on managing hospital volunteers from the internationalization of medical services (Teaching Hospital)
19. (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) (計畫主持人) The Record and Analysis of Cultivation Practice of Social Enterprise –take Our CityLove as example (Siziwan Educational Foundation)
20. (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) (計畫主持人) The Record and Analysis of Cultivation Practice of

	Social Enterprise –take 2021 Social Enterprise as example (Siziwan Educational Foundation) 21. (2013)消費者購屋行為之研究—品牌認知之探討 (上市櫃公司) (主持人) A Study on the Consumer Purchasing House Behavior -Discussion of Brand Recognition (A Listed Company) 22. (2011)運用內部行銷作為提升服務品質之研究(上市櫃公司) (主持人) A study on the Enhancement of Service Quality through Internal Marketing (A Listed Company)
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