

	Educational Background	Fu Jen Catholic University Master of Business Administration Fu Jen Catholic University Master of Science
	Title	Assistant Professor
	Specialty	Marketing Management 、 Window Display 、 Merchandising plan 、 Clothing Production Management 、 Garment Manufacturing
	Interest	Clothing Design Applied 、 Travel
	Research	Consumer Behavior 、 Marketing Management 、 Retail Management
	Telephone	02-77380145 EXT5215
	E-Mail	Fn005mail.oit.edu.tw
	Journal	<ol style="list-style-type: none"> 1. Implement a smart power switch socket, Journal of Oriental Institute of Technology, 2018, vol.38, pp.85-88. 2. The Effects of Clothing Lookalikes on Consumers' Confusion and Purchase Intention Marketing Review vol.5, No.2, Summer 2008, pp.177-196. 3. Research on Employment Satisfactory for Fashion/ Apparel Majored Graduates Journal of Oriental Institute of Technology, 2004, vol.24 pp.19-1~19-10.
Conference	<ol style="list-style-type: none"> 1. The Impact of Consumer Awareness and Purchase Motivations on Purchase Intention—Using Organic Food as an Example 「2018 Conference and Meeting on Health Industry and Science and Technology Innovation」 p.120-130, Oriental Institute of Technology New Taipei City Taiwan 。 	
Industry Cooperation	<ol style="list-style-type: none"> 1. Questionnaire Design and Survey Method on The Patient' s of Orthopedic Perioperative . Far Eastern Memorial Hospital 2019/02/01-2019/11/30 	