

TKU PROFESSORS TO READ PAPERS IN CROSS STRAIT BUSINESS
MANAGEMENT CONFERENCE, MAINLAND CHINA

英文電子報

Dr. Chao-kang Feng, Vice President for Academic affairs and Dr. Horng-Jinh Chang, former TKU President led professors from Departments of Management Sciences and Decision Making, Accounting, Insurance, Statistics, and of Information Management to attend a cross strait conference, “2005 Cross Strait Management Sciences and Decision Making Conference,” at Jilin University, Mainland China, on April 19 and 20.

The conference was hosted by Dr. Sheng-chin Wang, Vice President of Jilin University. The participants of the conference include Dr. Chi-shan Chang, Dean of College of Business, and Dr. Song-tung Sheng, Vice Dean of College of Business, Jilin University, and two TKU Deans, Dr. Ting-ko Chen, Dean of College of Management, Dr. Fong-hsiung Hsiao, Dean of College of Business. The keynote speeches include Dr. Ting-ko Chen’s “The Art of Leadership and Company Management,” and “A Study on the Human Resource Strategies and Efficiency in Taiwan Electronics Industry” by Dr. Yuan-tuen Lee, Dean of College of Management, Jilin University.

Many TKU professors presented papers in this conference.

- Dr. Wei-tzen Yang, “A Study on the Demand of Functions in New Product”
- Dr. Yen-sen Ni, “A Pragmatic Study on Treasury Stock in Taiwan Electronics Stocks”
- Dr. Hai-ming Chen, “The Application of Encouraging Payment System in Wining Competition”
- Dr. Peir-chyi Lee, “The Interaction between Experience Sales and Brand Images”
- Dr. Kuo-long Huang, “The Influence of Administrator’s Personnel Categorization on Achievement Evaluation and Reward Distribution”
- Dr. Hsu-shih Shih, “Constructing the Supporting System to Group

Decision in Screening Supplier”

●Dr. Hsin-fu Tsai, “Criteria of Human Resources Evaluation in Accounting Office”

●Dr. Kuo-ren Lou, “A Pragmatic Study on Brand Trust, Customer Satisfaction, Sales Promotion, Brand Loyalty, and Permanent Value” (~ Chi-szu Chen)