



● Personal information

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● Education

- National Taipei University of Technology, PhD of College of Management, July 2009
- Southern of New Hampshire University, US Master degree of Business Administration, May 2001

● Experience

- Asia Eastern University of Science and Technology, Department of Industrial Administration, Associate Professor, full-time (August, 2021 ~ Present)
- Oriental Institute of Technology, Department of Industrial Administration · Adjunct Associate Professor (August, 2020 ~ July, 2021)
- HungKuo Delin University of Technology, Department of Business Administration, Associate Professor, full-time (August, 2017 ~ July, 2021)
- De Lin Institute of Technology, Department of Business Administration, Assistant Professor, full-time (August, 2011 ~ July, 2017)
- National Taipei University of Technology, College of Management, Adjunct Associate Professor (August, 2013 ~ January, 2014)
- Soochow University, Department of International Business, Adjunct Associate Professor (August, 2011 ~ July, 2012)
- Taiwan Shofu University, Department of Leisure and Information Management, Assistant Professor, full-time (August, 2010 ~ July, 2011)
- Diwan University, Department of Information Management, Assistant Professor, full-time (August, 2009 ~ July, 2010)
- Diwan University, Department of Information Management, Lecturer, full-time (August, 2002 ~ July, 2009)
- Boys & Girls Clubs of America, Lecturer, full-time (September, 1997 ~ September, 2001)



- Sales Representative of Marketing to US, full-time (September, 2001 ~ September, 2002)

● Expertise

Management of Information System, Big Data Analysis, e-Commerce, Web Design, Consumer Behavior, Organizing Behavior and Management Science.

● Research Outcomes

Journal Papers

1. Tung-Lai Hu, Shao-Yu Chuang*, Wen-Chueh Hsieh, R. J. Kuo (2010), "A Study on Marketing Channel Power, Channel Climate, Partnership and Cooperation Performance: An Empirical Study of the Digital Camera Industry in Taiwan," Journal of Management and Systems, 第十七卷 · 第二期 · 183-205。 (TSSCI) * corresponding Author

Conference Papers

1. Shao-Yu Chuang*, Hu, Tung-Lai, Wen-Chueh Hsieh, Shu-Che Chi, Cheng- Ying Chang(2011), "Invesgating Brand Strategy, Brand Experience, Customer Satisfaction, Customer Loyalty And Brand Performance - An Empirical Investigation Of The Biotechnology Medical Beauty Industry," Accepted by Business And Information (BAI 2011), Bangkok, Thailand, July 4~6, 2011. * corresponding Author
2. Hu, Tung-Lai, Shao-Yu Chuang*, Wen-Chueh Hsieh, R. J. Kuo (2008), "A Relations of Channel Strategy, Channel Power, Retailer Competitive Strategy and Channel Performance," Presentation and Proceedings at The 13th Annual International Conference on Industrial Engineering Theory, Applications & Practice (IJIE2008) , Las Vegas, Nevada, September 7~10, 2008. *Corresponding Author
3. Chang, Cheng-Ying, Tung-Lai Hu, Wen-Chueh Hsieh, Shao-Yu Chuang, Li-Wu Tin (2008)," A Study on Brand Strategy, Channel Strategy and Channel Performance - An Empirical Investigation of the Bare Systems," Presentation and Proceedings at Business and Information (BAI 2008), Seoul, Korea, July 7-9, 2008.
4. Tung-Lai Hu, Chuang, Shao-Yu*, Wen-Chueh Hsieh, Cheng- Ying Chang, Chih-Ming Chang (2008), " Investigating brand strategy, brand equity, and channel strategy on market performance - an empirical investigation of the cosmetic



- industry," Presentation and Proceedings at Business And Information (BAI 2008), Seoul, Korea, July 7-9, 2008. *Corresponding Author
5. Hu, Tung-Lai, Shao-Yu Chuang*, Wen-Chueh Hsieh (2007), "A Study on Channel Strategy, Channel Power, Retailer Competitive Strategy and Channel Performance - Empirical Evidence of the Large Size FPD-TV Industry," Post and Proceedings at 2007 International Conference on Knowledge-Based Economy & Global Management, Taiwan R.O.C, Tainan. December 6-7, 2007. *Corresponding Author
 6. Hu, Tung-Lai, Shao-Yu Chuang*, Wen-Chueh Hsieh, Jih-Bing Sheu (2007), "The Relationships of Channel Power, Channel Climate, and Solidarity in Personal Digital Assistant Firms," Presentation and Proceedings at Business and Information (BAI2007), Tokyo, Japan, July 11-13, 2007. *Corresponding Author
 7. Chuang, Shao-Yu*, Tung-Lai Hu, Wen-Chueh Hsieh (2007), "A Study on Marketing Channel Power, Channel Climate, Partnership and Cooperation Performance: An Empirical Investigation of the Digital Camera Industry," Presentation and Proceedings at Business and Information (BAI2007), Tokyo, Japan, July 11-13, 2007. *Corresponding Author
 8. Hu, Tung-Lai, Jih-Bing Sheu, Wen-Chueh Hsieh, R.J. Kuo, Chienwen Wu, and Shao-Yu Chuang (2006), "Application of Analytical Hierarchy Process for Choosing Web Sites on Internet advertising," Presentation and Proceedings at The 11th Annual International Conference of IJIE 2006, Nagoya, Japan, October 24-27, 2006.
 9. 胡同來、莊紹妤 (2017) . " 消費者購買行為決策之研究 . " 2017 現代經營研討會 . 德霖技術學院, 2017 .
 10. 胡同來、莊紹妤 (2016) . " 行銷通路權力與夥伴關係之研究 . " 2016 現代經營研討會 . 德霖技術學院, 2016 .
 11. 胡同來、紀舒哲、莊紹妤 (2015) . " 關係品質的觀點探討品牌信任、購買傾向與顧客保留之研究 . " 2015 現代經營研討會 . 德霖技術學院, 2015 .
 12. 胡同來、莊紹妤、紀舒哲(2015) . " 品牌策略對品牌績效影響之研究 . " 2015 現代經營研討會 . 德霖技術學院, 2015 .
 13. 胡同來、高楷雲、何怡萱、莊紹妤、紀舒哲、陳昭興(2014) . " 品牌知名度、品牌形象、知覺價值與購買意願關係之研究 - 以環保服飾為例 . " 2014 現代經營研討會 . 德霖技術學院, 2014 .

14. Tung-Lai Hu, Shao-Yu Chuang*, Wen-Chueh Hsieh (2014) . " The Use of Strategy, Power and Retailer Competitive Strategy in Marketing Channels . " 2014 現代經營研討會 . 德霖技術學院, 2014 .
15. 胡同來、高楷雲、王永寧、何怡萱、莊紹妤、蔡佳君 (2014) . " 品牌策略、品牌形象、品牌知名度與品牌忠誠度之研究-以量販業自有品牌為實證 . " 2014 FORMOSA 產業個案及經營管理研討會 . 明志科技大學, 2014 .
16. 莊紹妤(2013) . " 消費者購買行為、市場區隔與行銷策略之研究-以糖果產業為例 . " 2013 現代經營管理研討會 . 德霖技術學院, 2013 .
17. 胡同來、莊紹妤、紀舒哲、謝文雀、許家彰、蔡孟筠(2012) . " 關係信任、知覺風險、轉換成本與顧客忠誠度之研究-金融業財富管理實證 . " 2012 現代經營管理研討會 . 德霖技術學院, 2012 .
18. 胡同來、高楷雲、王永寧、蔡翠旭、何怡萱、莊紹妤、李佳穎(2012) . " 品牌策略、品牌知名度、品牌體驗與品牌績效之研究 - 智慧型手機產業實證 . " 2012 第十三屆科技與管理學術研討會 . 華夏技術學院 . 2012 .
19. 胡同來、謝文雀、紀舒哲、莊紹妤、陳振耀、黃冠傑 (2011) . " 通路權力來源、通路策略與通路績效關係之研究-手機產業實證," 2011 現代經營管理研討會,德霖技術學院, 2011 .
20. 胡同來、莊紹妤*、謝文雀、紀舒哲、陳振耀、唐素玲 (2011) . " 品牌策略、品牌體驗、顧客滿意度、顧客忠誠度與品牌績效之研究-生技醫學美容業實證," 2011 現代經營管理研討會,德霖技術學院, 2011 . *Corresponding Author
21. 謝文雀、胡同來、莊紹妤、紀舒哲、劉軒軒、李佳穎、顧曉儀 (2011) . " 台灣便利商店流行性商品促銷策略之研究," 2011 商業管理研討會發表 . 國立台北科技大學經營管理系 . 2011 .
22. 謝文雀、胡同來、莊紹妤、紀舒哲、莊忠翰、黃苑寧、陳怡任 (2011) . " 品牌策略、通路策略、促銷策略對通路績效之研究 - 筆記型電腦產業實證," 2011 商業管理研討會發表 . 國立台北科技大學經營管理系 . 2011 .
23. 熊婉茜、莊紹妤、陳振耀、胡同來、消費者對個人電腦基礎控制器購買行為決策之研究 . 2009 商業管理研討會 . 國立臺北科技大學 . June-19, 2009.
24. 胡同來、莊紹妤、王麗雯 (2008) . " 行動通訊服務消費者行為模式市場區隔之研究 . " 2008 全球運籌暨管理國際研討會 . 育達商業技術學院 . December 4 . 2008 .
25. 胡同來、莊紹妤、陳如婷(2008) . " 行銷通路成員權力運用與衝突解決機制對通路績效影響之研究 . " 2008 全球運籌暨管理國際研討會 . 育達商業技術學院 . December 4 . 2008 .



26. 胡同來、莊紹妤、梁益禕(2008)，“行銷通路成員權力衝突與通路績效關係之研究，” 2008 全球運籌暨管理國際研討會，育達商業技術學院，December 4，2008。
19. 胡同來、莊紹妤*、謝文雀、張誠英(2008)，“品牌策略、品牌權益、通路策略對品牌績效之研究—化妝品產業實證，” Marketing' 08 行銷學術研討會，國立台北大學商學院，November 1，2008。*Corresponding Author
20. 胡同來、莊紹妤*、謝文雀、王仁怡(2008)，“行銷通路權力、協力關係、成員滿意度與通路績效關係之研究-第三代行動電話廠商實證，” 2008 亞太地區企業經營與貿易研討會，東吳大學國際經營與貿易學系，May 5，2008。*Corresponding Author
21. 胡同來、莊紹妤*、謝文雀、郭家媚(2007)，“通路權力、氣候與夥伴關係於行銷通路之研究，” 2007 中華民國商業流通研討會，國立高雄第一科技大學管理學院行銷與流通管理系，May 18，2007。*Corresponding Author
22. 胡同來、莊紹妤*、謝文雀、郭家媚(2006)，“行銷通路夥伴關係之研究，” 2006 年科技與管理學術研討會，建國科技大學，November 10，2006。
*Corresponding Author
23. 胡同來、莊紹妤*、朱靜盈(2006)，“通路成員策略運用與通路績效之研究 - 大尺寸薄型電視產業實證，” 台灣大學商學研究所校友學術論文研討會，國立台灣大學，December 8-9，2006。*Corresponding Author

● Honors & Awards

- Award for Teaching Excellence, HungKuo Delin University of Technology, 2019.
- Honor Member: A Member of Delta Mu Delta (Delta Mu Delta is the honor society for students enrolled in collegiate business and management programs at institutions with active chapters)