

# 國立澎湖科技大學第九任校長候選人資料表

## 表一、基本資料

姓名	性別	出生年月日	國籍(含雙重國籍)		
鄭明松	男		中華民國		
身分證號碼		護照號碼			
通訊資料	地址： 電話：(公) (宅) 行動電話： 傳真： 電子郵件信箱：				
教授證書 (無則免填)	字號： 起資年月：				
現職	服務機關學校名稱	現職(職稱)	專、兼任	到職年月	
	國立澎湖科技大學	教授	專任	112.08.01	
		人文暨管理學院院長	兼任		
大學以上學歷(博士↓碩士↓大學)	學校名稱(請填全銜)	院系所	學位名稱	指導者	領受學位年月
	Kingston University	Marketing School	博士	Stavros Kalafatis	1999.05
	Birmingham University	Commerce School	碩士		1995.09
	東海大學	資訊科學系	學士		1988.06
教學與行政經歷(擇要至多十五筆)	服務機關學校	職稱(職級)	專/兼任	任職起迄年月	
	國立澎湖科技大學	教授	專任	112.08-迄今	
		人文暨管理學院院長	兼任		
	Faculty of Economics and Business, University of Islam Malang (Indonesia)	Consultant	兼任	113.09-迄今	
		Adjunct Professor			
	University of Economics Ho-Chi-Minh City (Vietnam)	Consultant	兼任	111.10-迄今	
	Journal of Business & Industrial Marketing (SSCI-indexed) (USA)	Asian Editor	兼任	104.01-107.12	
		Associate Editor			
		Editorial Advisory Board			
	Journal of Research in Interactive Marketing (SSCI-indexed) (USA)	Editorial Board	兼任	108.01-迄今	
	Journal of Economics and Development (Vietnam)	Editorial Board	兼任	107.01-迄今	
	Amity Journal of Marketing (India)	Editorial Advisory Board	兼任	104.01-迄今	
	Chandigarh University (India)	Distinguished Visiting Professor	兼任	112.04-112.05	
University of Brawijaya (Indonesia)	Distinguished Visiting Professor	兼任	107.06-107.08		
University of Economics Ho-Chi-Minh City (Vietnam)	Distinguished Visiting Professor	兼任	106.08-107.06		
Faculty of Business and Law, Kingston University London (UK)	Visiting Scholar	兼任	104.12-105.05		

	Marketing Department, Georgia State University (USA)	Visiting Scholar	兼任	98.07-98.12
	Computer Science and Management School, Mongolian University of Science and Technology (Mongolia)	Visiting Scholar	兼任	97.07-97.09
	Fulbright Association	Fulbright Scholar	兼任	98.01-98.07
	中央大學企管系	教授	專任	103.08-112.07
		主任	兼任	100.08-103.07
		副教授	專任	94.08-103.07
		助理教授	專任	88.08-94.07

表二、著作、作品及發明目錄(請以標楷體繕打，以 1000 字為限)

**Publications:**

1. Nguyen, Tessa, Le, Angelina Nhat Hanh, Johnston, Wesley J., and **Cheng, Julian Ming Sung** (accepted), "When learning from limited experience takes off: Linear/curvilinear relationships between decision-making comprehensiveness and sustainability supply chain performance under contingent conditions", *Omega: International Journal of Management Science* (2023 SCIE IF: 6.7; JCR in Management 48/401, Q1; JCR in Operations Research & Management Science 7/106, Q1) (**Corresponding author**)
2. Rahimah, Anni, Do, Ben-Roy, Le, Angelina Nhat Hanh, and **Cheng, Julian Ming-Sung** (2024), "Commitment to and connection with green brands: Perspectives of consumer social responsibility and Terror Management theory", *Journal of Product and Brand Management*, 33(3), 314-329 (2023 SSCI IF: 5.2, JCR in Business 63/302, Q1; JCR in Management 77/402, Q1)
3. Truong-Dinh, Bao Quoc, Nguyen, Tessa Tien, Cheng, Tzu-Chang Forrest, and **Cheng, Julian Ming-Sung\*** (2023), "Effects of consumer perceptions on carbon-offset payment through mediating and moderating mechanisms", *Transportation Research Part D—Transport and Environment*, 115, Article 103584 (2023 SSCI IF: 7.30, JCR in Transportation 17/182, Q1; JCR in Environment Studies 5/57, Q1) (**Corresponding author**)
4. Khalil, Shadab, Pubali, Chatterjee, and **Cheng, Julian Ming-Sung** (2023), "Red matte or glossy blue? How color and reflectance drive consumer indulgence", *European Journal of Marketing*, 57(2), 426-452 (2023 SSCI IF: 3.7, JCR in Business 107/302, Q2)
5. Rahimah, Anni, Phuc, Ryan Dang Huu, Nguyen, Tessa, **Cheng, Julian Ming-Sung**, and Kusumawati, Andriani (2023), "The subsequent effects of negative emotions: From brand hate to anti-brand consumption behavior under moderating mechanisms", *Journal of Product and Brand Management*, 32(4), 618-631 (2023 SSCI) (2023 SSCI IF: 5.2, JCR in Business 63/302, Q1; JCR in Management 77/402, Q1).
6. Trang, Pham Ngoc Thu, Le, Angelina Nhat Hanh, Tan, Luc Phan, and **Cheng, Julian Ming-Sung\*** (2023), "Sustainable marketing management: Using bibliographic coupling to review the State-of-the-Art and identify future prospects", *Journal of Business-to-Business Marketing*, 30(1), 63-85 (202 SSCI IF: 2.0, JCR in Business 185/302, Q3)
7. Loussaief, Aida, Lin, Julia Ying-Chao, Dang, Huu Phuc, Néji, Bouslama, and **Cheng, Julian Ming Sung** (2023), "Eating halal: A serial mediation model for the effect of religiosity on the intention of halal-certified food consumption", *Asia Pacific Journal of Marketing and Logistics*, 36(4) (2023 SSCI JIF: 3.70, JCR in Business 100/302, Q2) (**Corresponding author**)
8. Lin, Marta Yuan-Chen, Nguyen, Tessa Tien, Cheng, Edward Ying Lun, Le, Angelina Nhat Hanh, and **Cheng, Julian Ming-Sung\*** (2022), "Proximity marketing and Bluetooth beacon technology: A dynamic mechanism leading to relationship program receptiveness", *Journal of Business Research*, 141, 151-162 (2022 SSCI) (2021 SSCI IF: 10.969, JCR in Business 17/154, Q1) (**Corresponding author**).
9. Lin, Marta Yuan-Chen, Do, Ben Roy, Nguyen, Tessa Tien, and **Cheng, Julian Ming-Sung\*** (2022), "Effects of personal innovativeness and perceived value of disclosure on privacy concerns in proximity marketing: Self-control as a moderator", *Journal of Research in Interactive Marketing*, 16(2), 310-327 (2022 SSCI) (2021 SSCI IF: 10.176, JCR in Business: 21/154, Q1) (**Corresponding author**).
10. Ho, Huong Xuan, Nguyen, Dong Phong, **Cheng, Julian Ming-Sung**, and Le, Angelina Nhat Hanh (2022), "Customer engagement in the context of retail mobile apps: A contingency model integrating spatial presence experience and its drivers", *Journal of Retailing and Consumer Services*, 66, Article 102950 (2022 SSCI) (2021 SSCI IF: 10.972, JCR in Business 16/154, Q1).
11. Le, Angelina Nhat Hanh, Ho, Huong Xuan, Nguyen, Dong Phong, and **Cheng, Julian**

- Ming-Sung** (2022), "Dataset for cognition processes, motivations, spatial presence experience, and customer engagement in retail mobile apps", *Data in Brief*, 42, Article 108198.
12. Dang, H.P., Rahimah, A., Lin, J.Y.C., Truong-Dinh, B.Q., Glebanov, P.D., Syed, H.R., Li, N.R., and **Cheng, Julian Ming-Sung\*** (2021), "What makes consumers willing to pay for carbon taxes – A View of Terror Management Theory", *Sustainable Production and Consumption*, 28, 1092-1203 (2021 SSCI/SCIE IF=8.921, JCR in Environmental Studies (SSCI): 10/127, Q1, JCR in Green & Sustainable Science & Technology (SCIE): 3/9, Q2). (**corresponding author**)
  13. Le, Angelina N. H., Nguyen, Tessa T., and **Cheng, Julian Ming-Sung\*** (2021), "Enhancing sustainable supply chain management performance through alliance portfolio diversity: the mediating effect of sustainability collaboration", *International Journal of Operations & Production Management*, 41(10), 1593-1614 (2021 SSCI IF=9.360, JCR in Management: 27/226, Q1) (**Corresponding author**).
  14. Rahimah, Anni, Khalil, Shadab, Phuc, Ryan Dang Huu, and **Cheng, Julian Ming-Sung\*** (2020), "The terror of death and consumers' sustainability attitudes", *Journal of Retailing and Consumer Services*, 57, Article 102196 (2020 SSCI IF: 7.135, JCR in Business: 32/154, Q1) (**Corresponding author**).
  15. Le, Angelina Nhat Hanh, Tran, Mai Dong, Nguyen, D.P., and **Cheng, Julian Ming Sung** (2019), "Heterogeneity in the dual personal values-dual purchase consequences-green consumption commitment framework", *Asia Pacific Journal of Marketing and Logistics*, 31(2), 480-498 (2019 SSCI IF: 2.511, JCR in Business: 76/152, Q2)
  16. Johnston, Wesley J., Le, Angelina Nhat Hanh, and **Cheng, Julian Ming-Sung\*** (2018), "A meta-analytic review of influence strategies in marketing channel relationships", *Journal of the Academy of Marketing Science*, 46(4), 674-702 (2018 SSCI IF: 9.360, 2018 JCR in Business: 3/147, Q1) (**Corresponding author**).
  17. Johnston, Wesley J, Le, Angelina Nhat Hanh, Khalil, Shadab and **Cheng, Julian Mung Sung** (2018), "Behavioral implications of international social media advertising - An investigation of intervening and contingency factors", *Journal of International Marketing*, 26(2), 43-61 (2018 SSCI IF: 3.375, JCR in Business: 47/147, Q2)
  18. Khalil, Shadab, Rahimah, Anni, Tran, Mai Dong, **Cheng, Julian Ming-Sung**, and Panwar, Vinod (2018), "Understanding green purchase behavior through death anxiety and individual social responsibility: Mastery as a Moderator", *Journal of Consumer Behaviour*, 17(5), 477-490 (2018 SSCI IF: 1.580, JCR in Business: 108/147, Q3)
  19. Hsu, Melissa Yi-Ting, and **Cheng, Julian Ming-Sung** (2018), "fMRI Neuromarketing and Consumer Learning Theory: Word-Of-Mouth Effectiveness after Product Harm Crisis", *European Journal of Marketing*, 52(1/2), 199-223 (2018 SSCI IF: 1.716, JCR in Business: 99/147, Q3).
  20. Le, Angelina Nhat Hanh, Do, Ben Roy, Azizah, Nurul, Phuc, Dang Huu, and **Cheng, Julian Ming-Sung** (2018), "Forces affecting perception of product comments on social-WOM: An interactive, relational communication perspective", *Journal of Consumer Behaviour*, 17(4), 393-406 (2018 SSCI IF: 1.580, JCR in Business: 108/147, Q3)
  21. Le, Angelina Nhat-Hanh, **Cheng, Julian Ming-Sung**, and Tra, Mai Dong (2018), "The exercise of power sources in distribution channels: A synthesis study", *Journal of Empirical Generalisations in Marketing Science*, 18(1), 1-11.
  22. Do, Ben-Roy, Yi, Hsieh-Chiang, Yeh Pi-Wen, Isharina, Ikhtiara Kaideni, and **Cheng, Julian Ming-Sung** (2017), "Transformational leadership and turnover intention: mediated by organizational culture and perceived organizational support", *Chung-Yuan Management Review* (Taiwan), 15(1), 39-62. (Best yearly paper awarded)
  23. Jain, Megha, Khalil, Shadab, Johnston, Wesley J., and **Cheng, Julian Ming-Sung\*** (2014), "The performance implications of power-trust relationship: The moderating role of commitment in the supplier-retailer relationship", *Industrial Marketing Management*, 43(2),

- 1-20 (2014 SSCI IF=1.820, JCR in Business: 37/115, Q2, in Management: 53/185, Q2) (**corresponding author**)
24. Dao, William Tien-Van, Le, Angelina Nhat Hanh, Chen, Te-Chao, and **Cheng, Julian Ming-Sung** (2014), "Social media advertising value: The case of transitional economies in Southeast Asia", *International Journal of Advertising*, 33(2), 271-294 (2014 SSCI IF= 1.094, JCR in Communication: 28/76, Q2).
  25. **Cheng, Julian Ming-Sung\***, and Hsu, Melissa Yi-Ting (2014), "Product harm crises: The contingent role of information specificity on word-of-mouth effectiveness", *International Journal of Psychophysiology*, 94, 253 (2014 SSCI IF=2.882, JCR in Biological Psychology: 21/85, Q1) (**corresponding author**)
  26. Le, Angelina Nhat Hanh, **Cheng, Julian Ming-Sung**, Kuntjara, Hadi, and Lin, Christy Ting-Jun (2014), "Corporate rebranding and brand preference: Brand name attitude and product expertise as moderators", *Asia Pacific Journal of Marketing and Logistics*, 26(4), 602-20.
  27. Chinomona, R., and **Cheng, Julian Ming-Sung** (2013), "Distribution channel relational cohesion exchange model: A small-to-medium enterprise manufacturer's perspective", *Journal of Small Business Management*, 51(2), 169-184 (2013 SSCI IF= 1.333, JCR in Management: 75/173, Q2).
  28. Paswan, A. and **Cheng, Julian Ming-Sung** (2013), "Franchisee role perception and expectations: A study in Taiwanese franchise industry", *Journal of Marketing Channels*, 20(1-2), 169-184.
  29. Mueangkhrot, Thanyalak, **Cheng, Julian Ming-Sung**, and Kongcharoen, Chaknarin (2013), "Characteristics of Global Calling in VoIP services: A logistic regression analysis", *International Journal of Computer Science Issues*, 10(4), 17-22.
  30. Johnston, Wesley J., Khalil, Shadab, Jain, Megha, and **Cheng, Julian Ming-Sung** (2012), "Determinants of joint action in international channels of distribution: The moderating role of psychic distance", *Journal of International Marketing*, 20(3), 34-49 (2012 SSCI IF=2.050, JCR in Business: 28/116, Q1).
  31. Jain, Megha, Khalil, Shadab, Le, Angelina Nhat Hanh, and **Cheng, Julian Ming-Sung** (2012), "The glocalization of channels of distribution: a case study", *Management Decision*, 50(3), 521-38 (2012 SSCI IF=3.783, JCR in Business: 7/116, Q1, in Management: 13/172, Q1).
  32. Sutikno, B. and **Cheng, Julian Ming-Sung** (2012), "How global companies communicate in host country: A glocalization strategy in web space", *Asian Journal of Communication*, 22(1), 58-77 (2012 SSCI IF=0.170, JCR in Communication: Q4).
  33. Le, Angelina Nhat Hanh, Wang, Michael Chih-Hung, **Cheng, Julian Ming-Sung**, and Huang, S. C-F (2012), "The Mobility Value of Internet Services in a Wireless City: The Case of Taipei, Taiwan", *Asian Journal of Technology Innovation*, 20(1), 51-56 (2012 SSCI IF=0.300, JCR in Communication: Q4).
  34. Wang, Michael Chih-Hung, Jain, Megha, **Cheng, Julian Ming-Sung**, and Aung, GKM (2012), "The Purchasing Impact of Fan Identification and Sports Sponsorship", *Marketing Intelligence and Planning*, 30(5), 553-566.
  35. Le, Angelina Nhat Hanh, **Cheng, Julian Ming-Sung\***, Lee, Y.H., and Jain, Megha (2012), "Brand extension: Parent Brand personality as leverage", *Asia Pacific Journal of Marketing and Logistics*, 24(4), 599-618. (**corresponding author**)
  36. Jain, Megha, Le, Angelina Nhat Hanh, Lin, Julia Ying-Chao, and **Cheng, Julian Ming-Sung\*** (2012), "Insights into B2B mCommerce adoption in Indian SMEs: A TOE perspective", *Tunghai Management Review* (Taiwan), 13(1), 147-. (**corresponding author**)
  37. Wang, Michael Chih-Hung, **Cheng, Julian Ming-Sung**, Purwanto, BM, and Erimurti, K (2011), "The determinants of the sports team sponsor's brand equity: A cross-country comparison in Asia", *International Journal of Market Research*, 53(6), 1-19 (2011 SSCI

IF=0.927, JCR in Business: Q4).

38. Wang, Michael Chih-Hung, Khalil, Shadab, Blankson, Charles, and **Cheng, Julian Ming-Sung** (2011), "The influence of the provision of online channel functions on exporting channel performance: The moderating effect of international experience", *Journal of Global Marketing*, 24(2), 125-135.
39. Sutikno, B. and **Cheng, Julian Ming-Sung** (2011), "Websites glocalization in Indonesia: Do product and websites category matter?", *World Review of Business Research*, 1(1), 201-210.
40. **Cheng, Julian Ming-Sung\***, Wang, Edward Shih-Tse, and Lin, Julia Ying-Chao (2010), "Value Creation through Service Cues - The Case of the Restaurant Industry in Taiwan", *Services Marketing Quarterly*, 31(2), 133-150. (**corresponding author**)
41. Chinomona, Richard, Lin, Julia Ying-Chao, Wang, Michael Chih-Hung, and **Cheng, Julian Ming-Sung\*** (2010), "Dealers' Expert and Referent Powers: Means of Increasing Desirable Relationship Outcomes in Sub-Saharan African Channel of Distribution System – The Case of the SME Manufacturing Sector in Zimbabwe", *Journal of African Business*, 11(2), 1-19. (**corresponding author**)
42. **Cheng, Julian Ming-Sung\***, Blankson, Charles, Wang, Edward Shih-Tse, and Chen, Lily Shui-Lien (2009), "Consumer attitudes and interactive digital advertising", *International Journal of Advertising*, 28(3), 501-525 (2009 SSCI IF=1.091, JCR in Communication: 19/55, Q2). (**corresponding author**)
43. **Cheng, Julian Ming-Sung\***, Wang, Edward Shih-Tse, Lin, Julia Ying-Chao, and Vivek, Shiri D. (2009), "Why Do Customers Utilize the Internet as a Retailing Platform? – A View from Consumer Perceived Value", *Asia Pacific Journal of Marketing and Logistics*, 21(1), 144-60 (**corresponding author**)
44. **Cheng, Julian Ming-Sung\***, Blankson, Charles, Sutikno, Bayu, and Wang, Michael Chih-Hung (2009), "Hybrid convenience stores - the changing role of convenience stores in Taiwan", *Asia Pacific Journal of Marketing and Logistics*, 21(3), 417-443 (**corresponding author**)
45. Blankson, Charles, Omar, Ogenyi Ejye, and **Cheng, Julian Ming-Sung** (2009), "Retail Bank Selection in Developed and Developing Countries: A Cross-National Study of Students' Bank Selection Criteria", *Thunderbird International Business Review*, 51(2), 183-198. (**corresponding author**)
46. Tsai, Wen-Hsien, Yuyun, Purbokusumo, **Cheng, Julian Ming-Sung**, and Tuan, Duc (2009), "E-government evaluation: The case of Vietnam's provincial websites", *Electronic Government, An International Journal*, 6(1), 41-53.
47. Wang, Michael Chih-Hung, Wng, Edward Shih-Tse, **Cheng, Julian Ming-Sung**, and Chen, Alex Fei-Long (2009), "Information Quality, Online Community and Trust: Study of Antecedents to Web Site Shopper Loyalty", *International Journal of Electronic Marketing and Retailing*, 2(3), 203-19.
48. Wang, Michael Chih-Hung, Chen, Lily S.L., **Cheng, Julian Ming-Sung**, and Kuntjara, Hadi (2009), "Consumer Involvement and Brand Loyalty in Services", *International Journal of Services and Standards*, 4(4), 437-452.
49. **Cheng, Julian Ming-Sung\*** and Sutikno, Bayu (2009), "The Typology of Conflict Management Style", *The South East Asian Journal of Management*, 3(1), 1-8. (**corresponding author**)
50. Blankson, Charles, Kalafatis, Stavros P., **Cheng, Julian Ming-Sung\***, and Hadjicharalambous, C (2008), "Impact of Positioning Strategies on Firm Performance", *Journal of Advertising Research*, 48(1), 106-22 (2008 SSCI IF=0.612; 2008 SSCI IF=0.612, JCR in Communication: 34/45, Q4). (**corresponding author**)
51. **Cheng, Julian Ming-Sung\***, Wang, Edward Shih-Tse, Lin, Julia Ying-Chao, Chen, Lily S-L, Huang, Tina W-H (2008), "Extrinsic Cue Effect on Purchase Risk at Global E-tailers Perceived by Online Shoppers", *Journal of Retailing and Consumer Services*, 15(5), 420-42.

(corresponding author)

52. Wang, Michael Chih-Hung, Chen, Lily Shui-Lien, **Cheng, Julian Ming-Sung\***, and Wu, Laura Hsing-Jung (2008), "Distinction between the Success and Failure Factors Driving the Implementation of eChannels of Distribution: The Case of Taiwan", *International Journal of Technology Marketing*, 3(2), 183-201. (corresponding author)
53. **Cheng, Julian Ming-Sung\***, Tsao, Show-Ming, Tsai, Wen-Hsien, and Tu, Hill H.J. (2007), "Will eChannel Addition Increase the Financial Performance of the Firm? – The Evidence from Taiwan", *Industrial Marketing Management*, 36(1), 50-57 (2007 SSCI IF = 0.911, JCR in Business: 40/72, Q3, in Management: 44/81, Q3) (corresponding author)
54. Lin, Julia Ying-Chao, Wang, Edward Shih-Tse, Kao, Leticia L.Y., and **Cheng, Julian Ming-Sung\*** (2007), "A Study of the Perceived Recognition Affecting the Adoption of Innovation with Respect to the Online Game in Taiwan", *Cyber-Psychology and Behavior*, 10(6), 813-816 (2007 SSCI IF=1.368, JCR in Communication: 10/45, Q1, in Applied-Psychology: 22/57, Q2). (corresponding author)
55. **Cheng, Julian Ming-Sung\***, Chen, Lily Shui-Lien, Lin, Julia Ying-Chao, and Wang, Edward Shih-Tse (2007), "Do consumers perceive differences among national brands, international private labels and local private labels? The case of Taiwan", *Journal of Product & Brand Management*, 16(6), 368-337 (corresponding author).
56. **Cheng, Julian Ming-Sung\***, Lin, Julia Ying-Chao, Jen, Hill T.H., and Wu, Nina S.H. (2007), "Toward a Stage Model of the International Franchise System Development: The Experience of Firms from Taiwan", *Journal of Marketing Channels*, 14(4), 65-83 (corresponding author)
57. Blankson, Charles, **Cheng, Julian Ming-Sung**, and Spears, Nancy (2007), "Determinants of banks selection in USA, Taiwan and Ghana", *International Journal of Bank Marketing*, 25(7), 469-489.
58. **Cheng, Julian Ming-Sung\***, Wang, Edward Shih-Tse, Hsu, Ping-Yu, and Tsai, Celia C.Y. (2007), "Effective Communication as a CSF for Successful Integration of ERP and CRM Systems: Case of Taiwan", *International Journal of Technology Marketing*, 2(2), 183-199. (corresponding author)
59. **Cheng, Julian Ming-Sung\***, Sheen, Gwo-Ji, and Lou, Guan-Cheng (2006), "Consumers' Acceptance of the Internet as a Channel of Distribution in Taiwan – A Channel Function Perspective", *Technovation*, 26(7), 856-864 (2006 SSCI IF=0.582, JCR in Engineer-Industrial: 18/32, Q3, in Operations Research and Management Science: 34/60, Q3) (corresponding author)
60. Tsai, Wen-Hsien, Hsu, Ping-Yu, **Cheng, Julian Ming-Sung\***, and Chen, Yun-Wen (2006), "An AHP Approach to Assessing the Relative Importance Weights of ERP Performance Measures", *International Journal of Management and Enterprise Development*, 3(4), 351-375 (corresponding author).
61. **Cheng, Julian Ming-Sung\***, Blankson, Charles, Wu, Paul C.S., and Chen, Somy S.M. (2005), "A Stage Model of International Brand Development: The Perspective of Manufacturers from two Newly Industrialized Economies – South Korea and Taiwan", *Industrial Marketing Management*, 34(5), 504-14 (2005 SSCI IF=0.763, JCR in Business: 34/61, Q3, in Management: 40/71, Q3) (corresponding author)
62. Blackson, Charles and **Cheng, Julian Ming-Sung** (2005), "Have Small Businesses Adopted the Market Orientation Concept? The Case of Small Businesses in Michigan", *Journal of Business and Industrial Marketing*, 20(6), 317-330.
63. **Cheng, Julian Ming-Sung\***, Kalafatis, Stavros, Sheen, G.J., and Wu, Laura H.J. (2005), "Towards a Typology of eChannels of Distribution – An E-tailers' Perspective", *International Journal of Electronic Business Management*, 3(1), 66-74 (corresponding author)
64. Tsai, W.H., Chien, S.W., Fan, Y.W., and **Cheng, Julian Ming-Sung** (2004), "Critical Management Issues in Implementing ERP: Empirical Evidence from Taiwanese Firms",

65. **Cheng, Julian Ming-Sung\***, Chen, R.H.Y., and Lin, C.H. (2004), "A Study of the Firms' Internal Factors that Influence the Performance of the Business Use of eCommerce", *Chung Hua Journal of Management* (Taiwan), 5(1), 1-22 (**corresponding author**).
66. 林艷、韋俊仲、鄭明松、許秉瑜 (2004), "以樹狀序列挖掘企業系統效能規則", *資訊管理學報*, 11(3), 155-178, (2004 TSSCI).
67. 羅庚辛、鄭明松、柯家瑜、許明峰 (2004), "智慧資本揭露程度與智慧資本積效的關聯性研究", *政大智慧財產評論*, 2(2), 51-80.
68. 林華洋、賴科源、蕭文龍、許秉瑜、呂俊德、蔡文賢、鄭明松、范懿文 (2004), "The Evaluation of Post Implementation of ERP Investment Performance by DEA Approach", *電子商務學報*, 6(2), 175-171.
69. **Cheng, Julian Ming-Sung\***, and Wang, W.M. (2003), "A study on the lessening of consumer's perceived risk on the Internet business environment: With a special case to online games," *Industrial Forum* (Taiwan), 4(2), 233-262 (**corresponding author**).
70. 蔡文賢、簡世文、呂俊德、許秉瑜、范懿文、鄭明松 (2003), "建構 ERP 系統之績效評估指標", *電子商務學報*, 5(1), 107-139.

#### **Book Chapters**

1. Aida, Loussaief, Cheng, Edward Ying-Lun, Lin, Marta Yuan-Chen, and **Cheng, Julian Ming-Sung\*** (2023), "Location-based proximity marketing: An interactive marketing perspective", in Wang, Cheng-Lu (ed.), *The Palgrave Handbook of Interactive Marketing: Theoretical Advancement and Managerial Application*, Palgrave Macmillan, London, UK, pp. 753-782 (**corresponding author**).



表三、學術獎勵及榮譽事蹟(請以標楷體繕打，二者總字數以1000字為限)

授 獎 單 位	獎勵及榮譽事項名稱	時 間	備 註
國立中央大學	學術貢獻獎	113	
國立中央大學	學術研究傑出	108-114	
國科會	國科會補助研究計畫	89-114	
國科會	國科會國外短期研究	96/104	
越南胡志明經濟大學 University of Economics Ho-Chi-Ming City (UEH) (Vietnam)	學術推展與國際化貢獻獎 Awards for developing academic publication and international relationship activities	107.07	
Fulbright Association (USA)	Fulbright Scholar	98.1-98.7	
中華民國外交部	中華民國國際青年大使	102	
City of Houston, Texas (USA)	22 <sup>nd</sup> day of August, 2013 as “National Central University Youth Ambassador Day”	102	
崇越科技股份有限公司	崇岳行銷大賞競賽 優良 指導老師	106.01	
中華民國管理科學學會	安泰管理碩士論文獎 優勝/佳作 蔡蟬伊/高莉雅 指導老師	92.09/93.06	

## 表四、治校理念摘要

(請以標楷體繕打，以 3000 字為限，另精簡摘要 500 字以內俾利刊登公報)

### 一、精簡摘要(500 字以內)：

澎湖科技大學位於資源相對稀缺的澎湖群島，然其地理與自然資源具顯著特色。未來發展以「學校在地特色」為核心，透過高教深耕計畫、產學合作及國際化策略，提升教育品質與資源利用，吸引更多學生就讀。

**高教深耕與學校特色：**聚焦水產養殖與觀光產業，成立「水產養殖科技研究中心」，推動永續養殖技術，加強海洋休憩教育，深化觀光資源研究，建立專案申請團隊提升申請效率，並以「特色發展委員會」整合校內外資源。

**推動產學合作：**與地方政府、企業及校友協作，推動智慧觀光、智慧漁業等產業升級，設立創新基金與顧問團，支持學生創業與職涯發展，透過誘因機制鼓勵教師參與產學合作，提升研究應用成效。

**提升學生就學意願：**深化在地高中職合作，舉辦探索營與技能競賽，提供專屬獎學金。針對台灣學生，透過營隊、社群媒體推廣學校特色，改善生活設施，提升學生滿意度。

**國際化發展：**鼓勵師生參與東南／北亞合作，逐步推行英語授課與外籍專班，設立國際學生服務中心，促進文化交流。重新審視與國際島嶼聯盟聯結，提升學校國際能見度。

**結語：**校方需傾聽各界聲音，資源下放各院辦，讓全校共同思考如何以地方特色為基石，結合中央地方資源，推動國際化與跨領域合作，成為具國際競爭力高等教育機構。

### 二、治校理念摘要(3000 字為限)：

澎湖科技大學（以下簡稱澎科大）位於澎湖群島，資源相對匱乏，然地理位置與自然資源頗具特色。作為校長候選人，本人治校理念著重在以「學校在地特色」為基礎，提升資源供給與教育品質，結合地方，共同推動在地發展，吸引更多學生選擇澎科大。以下針對六個方向進行說明：

#### 壹、提高高教深耕總經費

教育部高教深耕計畫投注資源，支持地方大學發展，是澎科大最主要最大宗額外經費來源。澎科大應充分展現、善用自身有別於台灣本島大學的島嶼特色，撰寫高教深耕計畫，爭取更多經費。在撰寫上，澎科大應著重在：

##### 1. 發掘學校特色

澎湖擁有豐富海洋資源，特別適合發展水產養殖技術。澎科大需成立「水產養殖科技研究中心」，聚焦養殖技術創新與生態永續，並與「水產試驗所澎湖漁業生物研究中心」及在地漁民合作，改進養殖效能。

澎湖具世界級玄武岩地質景觀與有別於台灣的海洋文化。澎科大應強化海洋休憩管理相關課程，加強在地業者合作研究觀光資源，提供學生實習機會，深化觀光教育。

##### 2. 強化專案申請能力

建立「深耕專案申請團隊」，負責撰寫提案與執行計畫，邀情台灣具經驗團隊協助撰寫，確保申請計畫的品質與方向符合教育部政策與需求。

主動參與跨校或跨領域合作，例如與其他大學相關科系共同研究海洋產業議題，以提升專案通過率。

##### 3. 校內資源整合

由校長擔任主席，成立「特色發展委員會」，結合校內各領域專家，邀請澎湖產官界，共同規劃發展方向。

每學期定期舉辦檢討會議，檢討高教深耕經費使用績效，確保資源分配在最適地方，並做為來年計畫申請依據。

## 貳、推動產、官、學合作

產學合作提升教師實力與學生競爭力。結合地方政府，更有利整合各方資源，促進跨部門、跨領域合作，提升產學合作效率。澎科大應以四大對象為核心，打造多元產、官、學合作模式。

### 1. 強化與澎湖縣政府合作

推動地方產業升級，例如由資工／管與縣政府共同合作，研擬智慧觀光／漁業，結合物聯網與 AI 技術，提升傳統產業價值。

與縣政府共同申請中央經費，執行地方產業合作專案，讓澎科大成為縣政府政策與在地產業接軌橋樑。

### 2. 與澎湖旅台優秀企業家合作

設立產學顧問團，邀旅外企業家擔任顧問，為學生創業與職涯發展提供指導。

尋求旅外企業支持，創辦創新基金，勵優秀學生創新專案。

### 3. 與台北市澎湖同鄉會合作

透過同鄉會連結更多企業資源，舉辦校友參訪與職涯分享活動。

同鄉會成員提供實習與工作機會，增強學生實務能力。

### 4. 與台灣相關機構合作

邀請台灣相關機構與澎科大教師，共同申請執行產學計畫，增加通過機率，提升教師能力。

### 5. 教師誘因機制

修改辦法，讓參與產學合作績效優等教授免評鑑資格。

產學合作成果納入升等辦法，激勵教師承接產學案。

實質回饋，獎勵教師投入爭取產、官、學合作案件。

### 6. 育成中心技轉一條龍服務

育成中心協助教師提交技術商業化技轉一條龍服務，包括技術評估，專利申請，技術推廣，媒合技轉，合約簽訂等等。

### 7. 成立校級營運管理顧問團

成立校級產業顧問團，協助澎湖地區各級單位與產業，設計營運管理課程及績效提升計畫，安排國外參訪規劃。

## 參、提高澎科大註冊率

註冊率提升將從在地與台灣招生兩方面著手。

### 1. 深化與在地高中職（馬公高中、澎湖水產）的合作

舉辦「澎科大探索營」，讓兩所高中職學生參與校內課程，體驗大學生活。

提供兩所學校畢業生在地兼職機會與專屬獎學金，降低其經濟障礙。

強化與兩校共同辦理技能競賽與展覽，提升其學生對澎科大相關科系興趣。

為澎湖水產設立「海洋專業銜接計畫」，提供技能銜接課程，讓學生順利進入相關科系。

### 2. 吸引外地台灣學生

在寒暑假邀請外地台灣高中職學生來校參加營隊（航管營、海憩營等），體驗澎科大學術與在地自然文化。

利用社群媒體與線上宣傳，推展學校在養殖、觀光等領域優勢。

### 3. 強化招生策略

邀請在校學生擔任其高中職母校招生大使，透過口碑行銷吸引更多新生。

在台舉辦共同招生說明會，提供餐點，鼓勵老師，直接面對學生與家長懇談。  
彈性招生策略，提供誘因給合作高中職，鼓勵其推薦學生至澎科大就讀。

#### 4. 改善學生生活環境

改善校園宿舍設施，提供優質居住環境。

鼓勵學生借用校園運動場地與健身設施，提升學生滿意度。

#### 5. 簽訂國外雙聯學位

簽訂與澎科大特色相符（例如海洋、觀光、綠能）、學術聲譽良好、具合作潛力國外大學雙聯學位（2+2, 3+2, 1+1），增加學生到校誘因，同時提升學校國際化發展（also see below）。

### 肆、國際化發展

因生育率陡降，大學須國際化提升招生與強化競爭力。相較台灣都會大學，離島澎科大資源相對缺乏，國際化發展相對困難。但國際化是生源重要因素，澎科大不得不制定長期政策，依此逐年發展。

#### 1. 東南／北亞大學相關科系交流

鼓勵老師與學生，爭取資源，至東南／北亞相關科系交流，參與其科研團隊與課程，雙方簽訂交換計畫與姊妹校 MOU，深入合作。

#### 2. 國際交換生與國際在學學籍生招募與融入

因資源有限，澎科大先挑選一系所，制定政策鼓勵全校老師，共同支援英文授課，以提供足量課程，具成效後再拓散到個別院系所。藉由以上雙方所簽定交換生計畫，吸引外籍生加入澎科大英文授課學程。中長程計畫，澎科大設立外籍專班，先期以碩班為主。專責老師推行「國際學生文化交流計畫」，設立專屬服務中心，幫助其快速融入校園。整合校園「語言輔導課程」與在地外籍教師，協助國內外學生提升中英文能力，促進交流，推行語言交換計畫。

長期而言，澎科大定期參加教育部相關國際教育展覽會，招收東南／北亞學籍學生。

#### 3. 與澎湖旅外優秀企業家合作

請旅居國外澎湖企業協助，提供獎學金，支援國際學生招募。

#### 4. 推廣澎湖在地英文教育

與在地與外地機構，爭取資源，以澎科大為中心，共同推廣澎湖英文教育，外籍資源的加入（例如外籍生），更有益計畫推廣。

#### 5. 善用「國際島嶼領域傑出聯盟」連結關係

澎科大於 2018 年加入「國際島嶼領域傑出聯盟」，該機構 2024 年由法國 University of Corsica Pasquale Paoli 輪為主席，澎科大應重新審視擬定藉由該機構，提升澎科大國際化發展。

### 伍、跨領域合作

跨領域合作是激發創新與多元化發展的重要途徑，澎科大應善加利用。

#### 1. 跨領域課程設計

校級跨領域創新課程，由博雅學院結合科技、人文、在地創生等推動，例如「海洋大數據分析與在地永續發展」等等。

推動雙學位課程，例如「水產養殖與觀光休閒管理（或海洋遊憩系）」等等。

#### 2. 智慧技術創新

鼓勵老師與學生專題，開發地方特色結合 AI 應用技術，例如智慧觀光導覽系統。

建立智慧校園平台，結合 AI 和物聯網技術提升校園管理效率。

#### 3. 與地方產業多元合作

鼓勵老師聯合傳統在地產業（例如漁業）、科技公司、旅遊業者，共同開發新產品及服務。

推行「地方創新實驗室」，支持教師跨系所合作進行應用性研究，將其研究成果轉化為地方實際應用。

### 陸、爭取中央經費補助

中央經費補助是澎科大最大財政支援之一，需充分利用，支援長期發展。

#### 1. 主動對接政策

教育部深耕計畫、教學卓越計畫，農委會水產養殖技術研究專案，經濟部智慧觀光與地方創生相關計畫等等。

#### 2. 建立長期合作機制

持續與中央部會溝通，提出實際具體需求與建議。

與其他大學結盟，共同爭取大型計畫經費支持。

建立與台灣相關機構合作機制，共同申請執行產學計畫。

#### 3. 提升學校形象

主動對外展示成果，並利用傳統與社群媒體、舉辦學術會議等，提升知名度，吸引更多支持。

### 總結

澎科大發展以地方特色為核心，結合中央政策與地方資源，推動教育、產業與地方共贏。透過國際化與跨領域合作，不僅提升學校經費與註冊率，更讓澎科大成為具國際競爭力的高教機構。這些工作任重道遠，校方應傾聽各界聲音，資源下放各院辦，讓全校有心人士，共同為澎科大服務。

註：本表如不敷使用，請自行延伸。

候選人簽名：

