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Education

- PhD, Business Management, National Sun Yat-sen University, Taiwan, 1999/1
- MBA, Business Management, National Cheng Chi University, Taiwan, 1992/6
- BBA, Statistics, National Cheng Chi University, Taiwan, 1990/6

Area of Specialty

Business Strategies, Resources and Capabilities, Strategic Flexibility, Dynamic Capabilities

Academic Experience

- Assistant Professor, Department of International Business, Southern Taiwan University, 2002/8 to present
- Assistant Professor, Department of Finance, I-Shou University, 1999/1 to 2000/8
- Instructor, Department of Finance, I-Shou University, 1998/8 to 1998/12

Publications

Peer Reviewed Journals

1. **Tseng, Sheng-Chieh** and Chin-Chung Shih (2008) "Industrial Cluster Innovation: The Case of Koji Pottery," *Journal of entrepreneurship research*, 3(4), 25-37. (in Chinese)

Peer Reviewed Proceedings

1. **Tseng, Sheng-Chieh** and Shin-Hung Lu (2015) " On the Development of Taiwan Vertical Planting Market: An Industry Life Cycle View," *2015 Inter-College United Academic Conference*, Ming-Chuan University, Taipei, Taiwan. (in Chinese)
2. **Tseng, Sheng-Chieh** and Shin-Hung Lu (2015) " Customers of Taiwan Vertical Planting Industry: Contrasting Domestic with Foreign Cases," *2015 Inter-College United Academic Conference*, Ming-Chuan University, Taipei, Taiwan. (in Chinese)

3. **Tseng, Sheng-Chieh** (2014) "Human Resource Practices and Firm Performance: The Mediating Effect of New Product Development Capability," **2014 Inter-College United Academic Conference**, Ta-Tung University, Taipei, Taiwan. (in Chinese)
4. **Tseng, Sheng-Chieh** and Da-Chen Chin (2012) "A Study on Marketing Capability of Nonprofit Organizations," **2012 Pacific Business Forum and Commercial Technology Education Conference**, Southern Taiwan University, Tainan, Taiwan. (in Chinese)
5. **Tseng, Sheng-Chieh** and Yen-Hoang Nguyen (2012) "The Strategy of Vietnamese Immigrants' Microenterprises: A Study on Vietnamese Restaurants in Tainan City," **Annual Conference of Southeast Asian Area Studies in Taiwan**, National Chi-Nan University, Nantao, Taiwan. (in Chinese)
6. **Tseng, Sheng-Chieh** and Young-Zhe Shan (2012) "Market Orientation of Nonprofit Organizations," **2012 Pacific Business Forum and Commercial Technology Education Conference**, Southern Taiwan University, Tainan, Taiwan. (in Chinese)
7. **Tseng, Sheng-Chieh** (2011) "Balancing Exploitation and Exploration: Linking Organizational Learning and Competitive Strategy," **The Sixth Conference on Distribution and Global Logistics**, National Taichung Institute of Technology, Taichung, Taiwan. (in Chinese)
8. **Tseng, Sheng-Chieh** (2011) "Comparison of Strategic Flexibility Types," **The Sixth Conference on Distribution and Global Logistics**, National Taichung Institute of Technology, Taichung, Taiwan. (in Chinese)
9. **Tseng, Sheng-Chieh** (2010) "Market Orientation Types and Strategic Flexibility Types," **Chinese Institute of Industrial Engineers 2010**, Southern Taiwan University, Tainan, Taiwan. (in Chinese)
10. **Tseng, Sheng-Chieh** and Chen-Hwa Chang (2009) "Marketing Capability and Business Performance: A Resource-Based View," **The Sixth Conference on Service Industry Management and Innovation**, National Penghu University of Science and Technology, Penghu, Taiwan. (in Chinese)
11. **Tseng, Sheng-Chieh** and Nen-Wei Yeh (2009) "Human Resource Management Capability and Business Performance: A Resource-Based View," **2009 Conference on Taiwan Management Theory and Practice**, Far East University, Tainan, Taiwan. (in Chinese)
12. **Tseng, Sheng-Chieh** and Shin-Yuan Chuang (2007) "Information Technology Competence and Business Performance: A Resource-Based View," **2007 Conference on Logistics Management**, National Kaoshiung Marine University, Kaoshiung, Taiwan. (in Chinese)
13. **Tseng, Sheng-Chieh** and Wei-Chu Kho (2007) "Market Orientation, Strategic Flexibility and Business Performance: A Case Study of Acer Corporation," **2007 Conference on Logistics Management**, National Kaoshiung Marine University,

Kaoshiung, Taiwan. (in Chinese)

Dissertation

“On the Changes of Business-Level Strategy: A Study of Large Constructing Firms in Kaohsiung City”, Ph.D. Dissertation, National Sun Yat-Sen University, 1999.

Grants

1. National Science Council, No: NSC 102-2622-H-218 -002 -CC3, “Market Development of Vertical Planting Products,” 2013/6-2014/5.
2. National Science Council, No: 101-2815-C-218-037-H, “Entrepreneurial Orientation of Non-Profit Organizations,” 2012/7-2013/2.
3. National Science Council, No: 100-2815-C-218-038-H, “ Strategic Flexibility and Performance of Non-Profit Organizations,” 2011/7-2012/2.
4. National Science Council, No: 99-2815-C-218-009-H, “Human Resource Practices, Strategic Capabilities and Performance of the Firm,” 2010/7-2011/2.