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Education

- PhD, Business Administration, National Cheng Kung University, 2006/10
- Master, International Economics, National Chung Cheng University, 1994/7

Area of Specialty

International Marketing, Leisure & Tourism, Marketing Research, Internet Marketing

Academic Experience

- Associate Professor, Department of International Business, Southern Taiwan University of Science and Technology, 2007/2 to present
- Instructor, Department of International Business, Southern Taiwan University of Science and Technology, 1984/8 to 2007/1

Publications

Journal Papers:

1. 梁文科, 羅之涵, (民104年), 內部服務品質、心理資本、工作滿意度關係之研究, 管理資訊計算, 4(特1), 249-262。
2. **Wen-Ke Liang**, Da-yu Yang, Sheng-hsiung Yang, Yi-ru Chen(2014), "A Comparative Analysis of Actual Usage Behaviors Between Smartphone and Tablet PC", *Economic Management Journal, Chinese Academic Social Science*,Z(1), p125-131.(CSSCI)
3. **Wen-Ke Liang**, Wen-Xin Lee(2013), "The Study on Brand Perception Position of Smart Phone", *Asia-Pacific Economic and Management Review*, 17(1), pp.83-116.
4. Ming-Tien Tsai, Hsueh-Liang Wu, **Wen-ko Liang** (2008) "Fuzzy Decision Making for Market Positioning and Developing Strategy for Improving Service Quality in Department Store", *Quality & Quantity*, 42(3), pp.303-319 (**SSCI, SCI**)
5. Ming-Tiem Tsai, **Wen-ko Liang**, Mei-Ling Liu (2007) "The Effects of Subliminal Advertising on consumer attitudes and buying intentions", *International Journal of management*, 24(1), pp3-14.(**ABI**)
6. Ming-tien Tsai, Shih-wen Hsiao, **Wen-ko Liang** (2005) "Using Grey theory to develop a model for forecasting the demand for telecommunications", *Journal of Information and Optimization Sciences*, 26(3), pp535-547.(**ABI**)

Conference Papers:

1. **Wen-Ke Liang**, Li-Yan Chin, (2015), "Corporate social responsibility- the perspective of corporate crisis", 2015 Symposium on Corporate social responsibility, PP1.

2. **Wen-Ke Liang**, Chi-Min Liao, (2014) “The Study of Members’ Participation Motivation, Service Quality, Customer Satisfaction and Loyalty on Women Fitness Center: A Case Study of Curves,” 2014 Symposium on sports, leisure, tourism and sustainable Hospitality Industry, PP1
3. Wen-Ke Liang, Rou-An, Wu, (2013) ” An Investigation on the Usage Attitudes and Behaviour of Ready Meals-A Case Study in Southern Taiwan University of Science and Technology” , Outstanding Theses Presentation : To Publicize Theses, To Disseminate Knowledge, PP1-160.
4. Wen-Ke Liang, Rou-An, Wu, (2012) ” Analysis of Coffee shop market—a Case study of UK” , The 2nd International Conference on Computer Science and Service System (IEEE conference), PP2201-2204.
5. **Wen-ke Liang** & Pei-Jing Hsu (2011) “Research of Use Intention on Self-access Foreign Language Learning Centers,” 2011 Symposium on Global Business Operation and Management, PP1-11.
6. **Wen-ke Liang** & Chiu-Han Wang, (2011) “A Study of Marketing Strategies of Long-Term Care Facilities—Tainan Private Small Care Facilities,” 2011 Symposium on Business Operation and Marketing Management, PP1-15.
7. **Wen-ke Liang** & Jia-Qing Yan (2011) ”The Effects of brand Origin Country on Purchasing Behavior,” The Fourth Symposium on Financial and Economic Perspectives, PP1-19.
8. **Wen-ke Liang** & Sheng-chu Wang (2010) “The Study on Relationships among Service Quality, Satisfaction and Behavior Intention-An Empirical case of National Museum of Taiwan Literature,” 2010 Symposium on Operation Management and Business Innovation, PP536-570.
9. **Wen-ke Liang** & Chiu-Han Wang, (2010),”A Study on Knowledge Management ” , 2010 Symposium on Operation Management and Business Innovation, PP764-794.
10. **Wen-ke Liang** & I-Wen Lo(2010), ” The Moderating Effect of Predicted Future Income on Retention Decision,” 2010 Symposium on Advances in Business and Industry trend , PP315-316 ◦
11. **Wen-ke Liang** & Hung-Tai Su (2009) “The Relationships among Trust of Antecedents Perceived Risk and Loyalty – An Evidence from Bakeries in Taiwan,” 2009 Symposium on Commerce Theory and Practice, PP100-101 ◦
12. **Wen-ke Liang** & Shin-Ting Wang, (2009) “Female Consumer’s Buying Behavior of Swimsuit Products-An Empirical study of Aquanaut Brand,” 2009 Symposium on Global Business Operation and Management, (ISBN 978-986-7339-42-3), PP214-224.
13. **Wen-ko Liang** & Meng-Jung Chuang, (2008) “The Relationships among Festival Service Quality, Service Value, Customer Satisfaction and Revisiting Willingness: An illustration of 2008 World Culture of Candy Festival,” 2008 International Conference on Tourism Management, PP27-42.

Dissertation

Wen-Ko Liang (2005) “The relationship among Marketing knowledge management capability 、marketing team knowledge creation capability 、marketing innovation and market performance: An empirical study in Taiwan,” Ph.D. Dissertation, National Cheng Kung University

Grants

1. 梁文科(擔任職務:主持人), 2015, 教育部學海築夢-國際會展人才培育, 計畫編號:431040081-GP-5, 執行期間:2015. 07. 01~2015. 09. 15。
2. Council of Agriculture, Executive Yuan, No: 104AS-5.1.2-FD-Z1, “Strengthen fruit agricultural production costsurvey and standardized operating model,” 2015/01-2015/12.
3. Council of Agriculture, Executive Yuan, No: 103AS-5.1.1-FD-Z1, “Strengthen fruit agricultural production costsurvey and standardized operating model,” 2014/01-2014/12.
4. 梁文科(擔任職務:協同主持人), 2014, 2014第一回TIMS行銷專業能力認證測驗工作計畫, 計畫編號:321030119, 執行期間:2014. 03. 01~2014. 06. 30。
5. KUA KUA YUAN Enterprise, “Consumer market brand marketing planning,” 2013/01-2013/04.
6. Council of Agriculture, Executive Yuan, No: 102AS-5.1.6-SO-h(2), “Strengthen fruit agricultural production cost survey and standardized operating model,” 2013/3-2013/12.
7. Taiwan Institute of Marketing Science, No: 321020117, “2013 The Second Session Work Plan on Marketing Specialist Examination,” 2012/12-2013/3.
8. Council of Agriculture, Executive Yuan, No: 101農科-14.1.1-統-h1(2), “A Study on Data Collection of Major Food Production and Utilization,” 2012/3-2012/12.
9. Tainan City Government, A Sutdy of Investment Promoting Performance in Tainan City Government, 2012/4/1-2012/12/31.
10. Kaohsiung City Government, 2011 「The Situational Analysis for Kaohsiung City on Industrial Economics」 -Quarterly Basis, 2011/5/27-2012/3/31
11. Council of Agriculture, Executive Yuan, No: 100 農管-1.10-企-01, “The Research on the Strategy for Cross-Strait Agricultural Issues to be Negotiated after ECFA,” 2011/5-2011/12.
12. Mental Industries Research & Development Centre , No: PS100171413, “ The Research of Supply Chain Efficiency Improvement on Infrastructure Construction,” 2011/7-2011/12
13. Council of Agriculture, Executive Yuan, No: 100 農科-5.1.1-統-h1,” 2011 Research on Supply & Demand of Food Index and Calculation System,” 100/4/20~100/12/31
14. Taiwan Institute of Marketing Science, No: 320990120, “2010 The Second Session Work Plan on Marketing Specialist Examination,” 2010/12-2011/3.
15. National Science Council, No: 98-2815-C-218-044-H, “The Moderate effect of Anticipated Future Income on repurchasing,” 2009/7-2010/2.

Academic Service

- Reviewer, Tourism Management(SSCI), 2010-
- Reviewer, Social Behavior & Personality(SSCI), 2008-
- Reviewer, SCIENCEDOMAIN international, 2014-

Professional Certifications

- B-Enterprise Data Analyst, No:43115080000030, Computer Skill Fundation,2015
- CRM Products analyst, No: CRM2010000948, Micro Analysis Tech, 2010
- Products Marketing Strategy analyst, No: PMA2010000774, Chinese ERP Society, 2010
- Distribution Management Specialist, No: 09T0014, CDDRA, 2009
- ERP Inventory Management, No: EAE08DS00297, Chinese ERP Society, 2008
- the Securities Specialist, No: 11274, Securities and Futures Institute, 1997
- the Futures Specialist, No: 01620, Securities and Futures Institute, 1997
- Personal insurance representative, No: 16193, LIAROC, 1996

Professional Experience

- Pal Wonn(Taiwan) CO., LTD, 1990

Professional Service

- Councilor, Asia-Pacific Economic and Management Review, 2011 to present