

## **Dr. Wen-ke Liang**

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### **Highest Education**

- Master's Degree, Graduate Institute of International Economics, National Chung Cheng University
- Ph.D. in Marketing, Institute of Business Administration, National Cheng Kung University

### **Research Expertise**

- International Marketing
- Homestay and Leisure Planning
- Tourism Factories
- MICE (Meetings, Incentives, Conferences, and Exhibitions) Marketing
- Brand Positioning
- Social Media Platforms and Big Data Marketing

### **Experience**

- Consultant and Expert Advisor for Tourism Factories, Tainan City
- Evaluation and Supervision Committee Member, Tourism Bureau – Amusement Industry Competition
- Board Member, Asia-Pacific Association for Economics and Management
- Precision Lamination Department, Yung Chao Electronics
- Member of Phi Tau Phi Scholastic Honor Society

### **Professional Training**

- Ministry of Education: Full English Degree Program Enhancement (Australia Training)
- Ministry of Education: European Innovation and Entrepreneurship Module Teaching Model

- Ministry of Education: Vietnam MICE Industry Development Workshop
- Certified Trainer for International Conference Management
- Certified Trainer for International Exhibition Management
- Certified Trainer for Exhibition Marketing

### Professional Certifications

- Foreign Tour Leader (English), Mandarin Tour Leader
- Smart Hotel Information System
- ESG Junior Manager, ESG Sustainability Assistant Manager & Counselor
- Enterprise Digitalization & Big Data Analyst
- E-commerce Manager
- Research Methods & Survey Analyst
- CRM Product Analyst, Marketing Strategy Analyst
- Chain Store Management Technician
- ERP Software Application Specialist – Distribution Module
- Qualification Exam for Futures Specialist
- Qualification Exam for Securities Specialist

### Honor

Guided students to win the **Best Project Award** in the “2024 National New Immigrant E-Commerce Star – Creative Star” Competition (Sep. 2024)

Guided students to receive **Honorable Mention** in the “2024 National E-Commerce Star Competition – Micro Business Star” (Jul. 2024)

Guided students to win the **Silver Award** in the “Kenting Self-Driving Tour Itinerary Planning National Competition” (Sep. 2023)

Guided students to earn **Outstanding Award** in the 12th “Urban-Rural Tourism: Green Feast” National Travel Itinerary Design Competition (May 2023)

Guided students to win the **Best Event Planning Award** in the “10th 2022 Linker National College Creative Marketing and Entrepreneurship Competition” (Sep. 2022)

Guided students to earn **Excellence Award** (Team: Mochi 十足) in the “2021 Master Dong Handmade Mochi Marketing Proposal Competition” (Jan. 2022)

Guided students to receive **Honorable Mention** (Team: 國企三劍客) in the “2021 Master Dong Handmade Mochi Marketing Proposal Competition” (Jan. 2022)

Guided students to receive **Honorable Mention** (Theme: Tea Aroma Journey) in the 10th “National Tourism Elite Cup Travel Planning Competition – Domestic College Group” (Nov. 2021)

Guided students to receive **Honorable Mention** (Theme: 明茶秋毫) in the 10th “National Tourism Elite Cup Travel Planning Competition – Domestic College Group” (Nov. 2021)

Guided a doctoral student to win the **Excellence Thesis Award** in the “14th Topco Thesis Award” (Sep. 2021)

Guided students to win the **Best Creative Marketing Award** in the 9th “2021 Linker National College Creative Marketing and Entrepreneurship Competition” (Aug. 2021)

Guided students to win the **Best Design Concept Award** in the 8th “2020 Linker National College Creative Marketing and Entrepreneurship Competition” (Jun. 2020)

Guided students to earn **Excellence Award** in the “1st National Smart Life 5-Innovation Competition – Online Marketing and Innovation” (Oct. 2019)

Guided students to win the **Best Creativity Award** in the “2017 National Youth Dream Realization Competition” (Dec. 2017)

Guided students to win the **Best Creative Marketing Award** in the “2017 Linker National College Marketing Creativity Competition – Taiwanese Featured Industry” (Jun. 2017)

Guided students to receive **Outstanding Award** in the 5th “Urban-Rural Tourism: Green Feast” National Itinerary Planning Competition (Jun. 2016)

Guided students to win the **Best Research Interview Award** in the “2016 Linker National College Marketing Creativity Competition” (Jun. 2016)

Guided students to win **Third Place** in the 2015 National Marketing Proposal Competition (Nov. 2015)

Guided students to receive **Honorable Mention** in the 2014 National College BAXIAN Tang Hot Spring Marketing Creative Competition (Oct. 2014)

Guided students to win the **Best Oral Presentation Award** in the 2012 Global Cup Business Simulation Competition (May 2012)

Guided students to win the **Team Spirit Award** in the 2012 Global Cup Business Simulation Competition (May 2012)

Guided students to win **Third Place** in the 3rd College Marketing Proposal Expert Competition (May 28, 2011)

Guided students to receive **Honorable Mention** in the 2010 National College Creative Marketing Proposal Competition (Jun. 4, 2010)

Guided students to win **Third Place** in the 2009 National BOSS Business Simulation Competition (May 22, 2009)

Guided students to receive **Honorable Mention** in the 2009 Ministry of Education’s Dream Launch Creative Competition (Apr. 29, 2009)

Guided students to receive **Honorable Mention** in the 2008 National College International Trade Simulation New Product Presentation (May 10, 2008)

Guided students to win **Fifth Place** in the 2008 National College International Trade Simulation Exhibition Practice (May 10, 2008)

Guided students to receive **Honorable Mention** in the 2007 10th Ever Pro National Business Practice Project Competition (May 4, 2007)

Guided students to win **Third Place (Honorable Mention)** in the 2005 Ministry of Education National Technical College Practical Project Competition (May 1, 2005)

#### **(A) Research Projects and Technical Reports**

**Liang, Wen-Ke** (Principal Investigator), 2025, *SME Brand Extension and Internationalization*, Project No.: 22001120063, Duration: 2025.04.01–2026.03.30.

**Liang, Wen-Ke** (Principal Investigator), 2023, *SME Technology and Service Innovation – Li-San Construction*, Project No.: 22001120063, Duration: 2023.03.20–2024.02.20.

**Liang, Wen-Ke** (Principal Investigator), 2020, *Dream-Building Program – Talent Development for Korea's MICE Industry*, Project No.: 22001090166-EDU, Duration: 2020.06.01–2021.12.31.

**Liang, Wen-Ke** (Principal Investigator), 2019, *Academic R&D Capacity, Diversity of Research Fields, and Practical Industry Impact*, Project No.: MOST 108-2813-C-218-026-H, Duration: 2019.01.01–2020.02.29.

**Liang, Wen-Ke** (Principal Investigator), 2019, *Strategic Development Analysis in the Construction Industry*, Project No.: 2200-107P009, Duration: 2019.01.01–2019.07.20.

**Liang, Wen-Ke** (Principal Investigator), 2018, *Talent Development Program for the International MICE Industry (Korea)*, Project No.: P0001070111-EDU-8, Duration: 2018.07.03–2018.09.08.

**Liang, Wen-Ke** (Principal Investigator), 2015, *Talent Development in International Exhibitions (Japan)*, Project No.: 431040081-GP-5, Duration: 2015.07.01–2015.09.15.

**Liang, Wen-Ke** (Co-Principal Investigator), 2015, *Research on Cost Investigation and Standardized Operational Model for Fruit Products*, Project No.: 104 農科-5.1.2-糧-Z1, Duration: 2015.01.01–2015.12.31.

**Liang, Wen-Ke** (Co-Principal Investigator), 2014, *Research on Cost Investigation and Standardized Operational Model for Fruit Products*, Project No.: 103 農科-5.1.1-糧-Z1, Duration: 2014.01.01–2014.12.31.

**Liang, Wen-Ke** (Co-Principal Investigator), 2014, *TIMS Marketing Professional Certification Test – First Phase Work Plan*, Project No.: 321030119, Duration: 2014.03.01–2014.06.30.

**Liang, Wen-Ke** (Principal Investigator), 2013, *Marketing Strategy for Gua Gua Yuan Brand in the Consumer Market*, Duration: 2013.01.01–2013.04.30.

**Liang, Wen-Ke** (Co-Principal Investigator), 2013, *Research on Cost Investigation and Standardized Operational Model for Fruit Products*, Project No.: 102 農科-5.1.6-統-h2, Duration: 2013.03.08–2013.12.31.

**Liang, Wen-Ke** (Co-Principal Investigator), 2012, *Study on Investment Performance in Greater Tainan Area*, Tainan City Government Economic Development Bureau, Duration: 2012.06.30–2012.12.31.

**Liang, Wen-Ke** (Co-Principal Investigator), 2012, *Establishing Statistical Indicators and Data Collection Systems for Food Security and Trade Liberalization*, Project No.: 101 農科-14.1.1-統-h1, Duration: 2012.03.21–2012.12.31.

**Liang, Wen-Ke** (Principal Investigator), 2012, *Corporate Website Development Project*, Taiwan Gong Bao Co., Ltd., Project No.: 211010410, Duration: 2012.08.01–2012.11.30.

**Liang, Wen-Ke** (Co-Principal Investigator), 2011, *Kaohsiung City Industrial and Economic Analysis Quarterly Report (2011)*, Kaohsiung City Government, Duration: 2011.05.27–2012.03.31.

**Liang, Wen-Ke** (Co-Principal Investigator), 2011, *Research on Food Supply-Demand Indicators and Compilation System*, Council of Agriculture, Project No.: 100 農科-5.1.1-統-h1, Duration: 2011.04.20–2011.12.31.

**Liang, Wen-Ke** (Co-Principal Investigator), 2011, *Cross-Strait Agricultural Exchange Strategy and Negotiable Issues after ECFA*, COA Agricultural Economic Science Project, Project No.: 100 農管-1.10-企-01, Duration: 2011.05.01–2011.12.31.

**Liang, Wen-Ke** (Principal Investigator), 2011, *Strategic Analysis for Supply Chain Efficiency Improvement in the Construction Industry*, MOEA SME Real-time

Technology Guidance Project, Project No.: PS100171413, Duration: 2011.07.01–2011.12.31.

**Liang, Wen-Ke & Tsai, Meng-Shan**, 2009, *The Effect of Expected Future Income on Retention Decisions – A Competitive Model of Different Lifestyles*, University Student Research Project, Project No.: 98-2815-C-218-044-H, Duration: 2009.07.01–2010.02.28.

## **(B) Conference Papers**

1. Yeh, Ching-Hui & Liang, Wen-Ke (2025). *A Study on Online Comments and Corporate Response Strategies*. 2025 Conference on Business Decision and Practice, p.1.
2. Lo, Yi-Wen & Liang, Wen-Ke (2025). *A Study on Social Media Marketing in the Hairdressing Industry*. 2025 Conference on Business Decision and Practice, p.1.
3. Kuo, I-Chin, Hsu, Yung-Cheng, Chiang, Yu-Ling, Hou, Yi-Chen, Lin, Hui-Yu & Liang, Wen-Ke (2024). *Perceived Brand Value Positioning Analysis of Chain Beverage Stores*. 2024 Conference on Business Decision and Practice, p.1.
4. Lin, Hsin-Jou, Huang, Yu-Chia, Tsai, Chih-Yen, Cheng, Chieh-Wen & Liang, Wen-Ke (2023). *A Study on Customer Satisfaction and Store Expansion Possibility of Fast-Food Chains: The Case of Dan-Dan Burger*. 2023 Conference on Business Decision and Practice, p.1.
5. Yeh, Ting-Ya, Liao, Pei-Hsin, Huang, Min-Tzu & Liang, Wen-Ke (2023). *A Study on the Market Demand for Professional Organizers in Taiwan*. 2023 Conference on Business Decision and Practice, p.1.
6. Devi Angrahini Anni Lembana, Chang, Yu-Yu & Liang, Wen-Ke (2021.11). *Understanding Company Employee Entrepreneurial Intention: The Mediating Role of Perceived Desirability and Feasibility, and the Moderating Role of Gender*. The 17th International Conference on Knowledge-Based Economy and Global Management, STUST, Tainan, Taiwan.
7. Liang, Wen-Ke & Mai, Bo-Ni (2021.11). *A Study on Mobile Game Continuance Intention: Moderating Effects of Involvement and Variety Seeking*. 2021 16th Annual Conference of the Chinese Society for Business and Technology Management, p.1.
8. Liang, W.-K. & Jheng, J.-J. (2020). *The Study of Consumer Behavior on All-you-can-eat Restaurant*. 2020 16th Conference on Theory and Practice of Business Internationalization.

9. Wannamakok, W., Chang, Y.-Y. & Liang, W.-K. (2020). *An Explorative Study on Entrepreneurial Intention in the Aging Era: A Cognitive Approach*. The 15th International Conference on Knowledge-Based Economy and Global Management, STUST, Tainan, Taiwan.
10. Chang, Y.-Y., Pan, Y.-C. & Liang, W.-K. (2019). *Work Curiosity and Creative Performance: The Mediating Role of Creative Process Engagement*.
11. Wannamakok, W., Chang, Y.-Y. & Liang, W.-K. (2019). *The Driver of Entrepreneurship Education Toward Entrepreneurial Intention: An Institutional Theory*. The 15th International Conference on Knowledge-Based Economy and Global Management, STUST, Tainan, Taiwan.
12. Bronner, A., Chang, Y.-Y. & Liang, W.-K. (2019). *Perceived Overqualification and Radical Creativity: Moderation Effects of Motivation and Technology Uncertainty*. The 15th International Conference on Knowledge-Based Economy and Global Management, STUST, Tainan, Taiwan.
13. Liang, Wen-Ke & Tsai, Hung-Lung (2019.05). *A Study on Self-Congruence, Brand Attachment, Satisfaction, and Loyalty*. 11th Southern Taiwan Graduate Thesis Conference on Management, p.1.
14. Wannamakok, W., Chang, Y.-Y. & Liang, W.-K. (2018). *Knowledge Sharing in Virtual Communities and Entrepreneurial Intentions*. The 14th International Conference on Knowledge-Based Economy and Global Management, STUST, Tainan, Taiwan.
15. Wannamakok, W., Chang, Y.-Y. & Liang, W.-K. (2018). *Institutional Environment as a Driver of Social Entrepreneurial Intentions*. ICSB World Congress, Taipei, Taiwan.
16. Liang, Wen-Ke & Chen, Hu-Wen (2017.06). *Improving Service Quality of Government Accountants: A Case Study of COA Southern Branch*. 12th Conference on Theory and Practice of Business Internationalization, p.1.
17. Liang, Wen-Ke & Chiu, Yu-Hsuan (2017.03). *Influence of Korean Dramas on Travel Intentions among Taiwanese Students*. 2017 Conference on Hospitality, Tourism, and Wellness, p.1.
18. Liang, Wen-Ke & Lin, Fang-Yi (2016.05). *Customer Perceived Value, Satisfaction, and Repurchase Intention in a Tainan BBQ Restaurant*. 2016 Conference on Industry-Academia Collaboration and Patent Practices, p.1.
19. Liang, Wen-Ke & Lin, Wen-Ling (2016.05). *Consumer Behavior toward Drip Bag Coffee*. 2016 Conference on Industry-Academia Collaboration and Patent Practices, p.1.

20. Liang, Wen-Ke & Chiu, Li-Yen (2015.12). *Corporate Social Responsibility Reflected in Crisis Management*. CSR Symposium & 2015 Annual Meeting of Asia-Pacific Society for Economic and Management, p.1.
21. Liang, Wen-Ke & Liao, Chi-Min (2014.05). *Motivation, Service Quality, Satisfaction, and Loyalty in Women's Fitness Centers – The Case of Curves*. 2014 Conference on Sustainable Management in Leisure, Tourism, and Hospitality, p.1.
22. Liang, Wen-Ke & Wu, Rou-An (2013.05). *Attitudes and Behavior toward Ready Meals: A Comparison of International and Taiwanese Students*. 2013 Graduate Thesis Presentation Forum, p.1.
23. Liang, Wen-Ke & Wei, Yin-Ching (2013.05). *Analysis of Functional Demands for Smartphones*. 2013 Conference on Financial Innovation and Corporate Development, p.1.
24. Liang, Wen-Ke & Wu, Rou-An (2012). *Analysis of Coffee Shop Market – A UK Case Study*. 2012 IEEE International Conference on Computer Science and Service System.
25. Liang, Wen-Ke & Chen, Yu-Wen (2012.05). *Consumer Behavior of DSLR Cameras*. 2012 Pacific Business Forum, p.1.
26. Liang, Wen-Ke & Hsu, Pei-Ching (2011.05). *User Behavior Intention of Self-Learning Foreign Language Centers*. 2011 Global Conference on Business and Management, pp.1–11.
27. Liang, Wen-Ke & Yen, Chia-Ching (2011.05). *Effects of Country of Origin on Consumer Behavior – Mediating Role of Ingredient Branding*. 4th Conference on Financial and Economic Competitiveness, pp.1–19.
28. Liang, Wen-Ke & Wang, Sheng-Chu (2010.06). *Service Quality, Satisfaction, and Behavioral Intention*. 2010 Conference on Business Management and Innovation, pp.536–570.
29. Liang, Wen-Ke & Wang, Chiu-Han (2010.06). *Evolution of Knowledge Management Research Topics*. 2010 Conference on Business Management and Innovation, pp.764–794.
30. Liang, Wen-Ke & Lo, Yi-Wen (2010.05). *The Disturbance Effect of Expected Future Income on Retention Decision*. 2010 Conference on Forward-looking Management and Industry Trends, p.315.
31. Liang, Wen-Ke & Su, Hung-Tai (2009.05). *Antecedents of Trust, Perceived Risk, and Customer Loyalty: A Case of Bakeries*. 2009 Taiwan Conference on Business Theory and Practice, p.100.
32. Liang, Wen-Ke & Wang, Shih-Ting (2009.05). *Consumer Behavior toward Women's Swimsuits – A Case Study of O'CANA Brand*. 2009 Global

- Conference on Business Management (ISBN 978-986-7339-42-3), pp.214–224.
33. Liang, Wen-Ke & Chuang, Meng-Jung (2008.05). *Service Quality, Service Value, Visitor Satisfaction, and Revisit Intention in Festival Events – Case of the 2008 World Candy Festival*. 2008 Aletheia University Conference on Tourism, pp.27–42.
  34. Liang, Wen-Ke, Yang, Ya-Bo & Huang, Chien-Chang (2007.05). *Consumer Behavior toward Low-Alcohol Beverages – The Case of Ready-to-Drink Cocktails*. 2007 Kao Yuan University Business and Management Conference.

### (C) Journal Articles

1. Devi Angrahini Anni Lembana & Wen-Ke Liang (2020). *Institutional Environment, Entrepreneurial Self-Efficacy and Entrepreneurial Intention of Company Employees*. **International Journal of Applied Research in Management and Economics**, 3(1), pp. 1–9.
2. Liang, Wen-Ke & Tsai, Hung-Lung (2019). *Actual Self-Congruence, Brand Attachment, Satisfaction and Loyalty – A Case Study of a Luxury Automobile Brand*. **STUST Journal of Social Sciences**, 4(2), pp. 65–81.
3. Wisuwat Wannamakok & Wen-Ke Liang (2019). *Entrepreneurship Education and Entrepreneurial Intention: Perspectives on Institutional Theory*. **Journal of Entrepreneurship, Business and Economics**, 7(2), pp. 106–129. (Indexed in EconLit)
4. Wen-Ke Liang & Yu-Han Li (2017). *A Study on the Purchase Behavior of Buying Children Mobile Phones*. **Psychology and Behavioral Sciences**, 6(1), pp. 9–15.
5. Wen-Ke Liang & Fang-Yi Lin (2016). *Research on Customer Perceived Value, Satisfaction and Repurchase Intention for a BBQ Restaurant*. **Applied Science and Management Research**, 3(1), pp. 179–187.
6. Liang, Wen-Ke & Liao, Chi-Min (2015). *Motivation, Service Quality, Customer Satisfaction, and Loyalty in Women's Fitness Centers – The Case of Curves*. **Asia Pacific Economic and Management Review**, 19(1), pp. 29–54.
7. Liang, Wen-Ke & Lo, Chih-Han (2015). *A Study on the Relationship among Internal Service Quality, Psychological Capital, and Job Satisfaction*. **Journal of Management Information and Computing**, 4(Special Issue 1), pp. 249–262.
8. 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 Sciences)*, Z(1), pp. 125–131. (CSSCI)

9. Liang, Wen-Ke & Lee, Wen-Hsin (2013). *Brand Perception Positioning Analysis of Smartphones. Asia Pacific Economic and Management Review*, 17(1), pp. 83–116.
10. 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 Stores. Quality & Quantity*, 42(3), pp. 303–319. (SSCI, SCI)
11. Ming-Tien Tsai, Wen-Ke Liang & Mei-Ling Liu (2007). *The Effects of Subliminal Advertising on Consumer Attitudes and Buying Intentions. International Journal of Management*, 24(1), pp. 3–14. (ABI)
12. 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), pp. 535–547. (ABI)