

## Chen, Meng-Shiou (陳孟修)

Department of Hospitality Management  
Southern Taiwan University of Science and  
Technology  
No. 1, Nan-Tai Street, Yung Kang Dist., Tainan City  
71005, Taiwan

Office T0917  
☎ 886-6-2533131 ext 8117  
📠 886-6-3010006  
✉ cmshiou@stust.edu.tw



### Education

- PhD, Business Administration, National Sun Yat-sen University, 1999/7
- Master, Business Administration, National Sun Yat-sen University, 1986/7

### Area of Specialty

- Statistic, Economic, Organization and Human Resources Management, Marketing Management, Financial Management, Production Management and Industry Analysis

### Academic Experience

- Associate Professor, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University, 2015/08 to now.
- Associate Professor, Department of Finance, Southern Taiwan University, 2005/8 to 2015/07.
- Associate Professor, Department of Business Administration, Nanhua University, 2002/8 to 2005/7
- Associate Professor, Department of Business Administration, NJIT, 2001/8 to 2002/7
- Lecturer, Associate Professor, Department of Business Administration, Cheng Shiu University, 1994/8 to 2001/7
- Lecturer, Department of Accounting and Statistics, Ling Tung University, 1991/2 to 1994/7

### Journal Papers

1. Chen, Meng-Shiou, et al. (2021), "Study on the Impact of Service Innovation and Service Quality on Customer Value and Customer Satisfaction with Structural Equation Modeling", Journal of National Formosa University, Vol.35, No.3, pp.1-19.
2. Chen, Meng-Shiou, et al.. (2020), "Research on Customer Relationship, Service Quality and Perceived Value to Customer Commitment", Journal of University of Kang Ning, No.10, pp.19-45.
3. Chen, Meng-Shiou, et al. (2019), "Study on the factors affecting revisiting intention by SEM analysis", International Journal of Organizational Innovation, Vol.4, No.11, pp. 285 -296.(EI)

### Conference Papers

1. Chen, Meng-Shiou, et al. (2020), Exploring the difference between digital finance and service innovation of different financial consumers in the financial industry on business friendship and consumer behavior, 2020 Management and Marketing Innovation Seminar, October 30, 2020, Shu-Te University.
2. Chen, Meng-Shiou, et al. (2020), Using two-factor variance analysis to explore the main validity and interactive validity of Robo Advisor and Financial Advisor on Customer's Risk Perception and Willingness to Use, 2020 Management and Marketing Innovation Seminar, October 30, 2020, Shu-Te University.
3. Chen, Meng-Shiou, et al. (2020), Use cluster analysis to explore the differences between consumer groups in financial industries on the factors that affect consumer behavior, 2020 Management and Marketing Innovation Seminar, October 30, 2020, Shu-Te University.
4. Chen, Meng-Shiou, et al. (2020), Using two-factor variance analysis to explore the main and interactive effects of the combination of Fintech and marketing mix on the customer value and customer loyalty of financial consumers, 2020 Management and Marketing Innovation Seminar,

- October 30, 2020, Shu-Te University.
5. Chen, Meng-Shiou, et al. ( 2020) , Use cluster analysis to explore the differences between different financial industry consumer groups on FinTech, customer relationship management, relationship quality and customer commitment , 2020 Management and Marketing Innovation Seminar, October 30, 2020, Shu-Te University.
  6. Chen, Meng-Shiou, et al. ( 2020) , Discuss the difference research in Brand Image, Price Promotion, Customer Satisfaction and Consumer Behavior -- Taking bicycle consumers in Tainan, 2020 Management and Marketing Innovation Seminar, October 30, 2020, Shu-Te University.
  7. Chen, Meng-Shiou, et al. ( 2020), Discussing the differences in Perceived Organizational Support, Internal Marketing, Job Vigor and Marketing Capabilities among employees of a housing company in Tainan , 2020 Management and Marketing Innovation Seminar, October 30, 2020, Shu-Te University.
  8. Chen, Meng-Shiou, et al. ( 2020) , Use t-test and Variance Analysis to explore the differences between different financial customers in digital finance, service innovation, relationship inertia and customer retention , 2020 Management and Marketing Innovation Seminar, October 30, 2020, Shu-Te University.
  9. Chen, Meng-Shiou, et al. ( 2020) , Analyze the difference between Fintech and digital finance on relationship quality and consumer behavior with basic personal data , 2020 Management and Marketing Innovation Seminar, October 30, 2020, Shu-Te University.
  10. Chen, Meng-Shiou, et al. ( 2020),” Research on the Relevance of Information Technology Services and Marketing Strategies to Customer Value and Consumer Behavior--Taking Convenience Stores as an Example,”2020 The 17th Service Industry Management and Innovation Seminar, Southern Taiwan University of Science and Technology June 10.
  11. Chen, Meng-Shiou, et al. ( 2020),”Research on the Relevance of Information Technology and Marketing Combination to Customer Value and Consumer Behavior--Taking Life Insurance Consumers as an Example “,2020 The 17th Service Industry Management and Innovation Seminar, Southern Taiwan University of Science and Technology June 10.
  12. Chen, Meng-Shiou, et al. ( 2020),”SEM analysis to explore the impact of personality traits and career management on the willingness to dispatch foreigners”,2020 The 17th Service Industry Management and Innovation Seminar, Southern Taiwan University of Science and Technology June 10.
  13. Chen, Meng-Shiou, et al. ( 2020),”Use regression analysis to explore the impact of digital finance and service quality on relationship inertia and customer lifetime value”,2020 The 17th Service Industry Management and Innovation Seminar, Southern Taiwan University of Science and Technology June 10.
  14. Chen, Meng-Shiou, et al. ( 2020),”Digital Finance and FinTech's Research on the Correlation between Customer Satisfaction and Customer Lifetime Value-Taking Financial Institution Consumers as an Example”,2020 The 17th Service Industry Management and Innovation Seminar, Southern Taiwan University of Science and Technology June 10.
  15. Chen, Meng-Shiou, et al. ( 2019),” Exploring Difference Between Digital Finance and FinTech’s Customer Satisfaction Customer Lifetime Value Based on Personal Basic Data—A Case Study of Financial Institution Consumers, 2019 STUST International Conference on Finance Accounting and Management Decisions,May 17, 2019, South Taiwan University of Science and Technology.
  16. Chen, Meng-Shiou, et al.( 2019),”Use basic personal data to explore psychological contract and perceptual organization Support analysis and research on the difference between job satisfaction and job performance”, 2019 Marketing X Big Data X Aesthetics" Management and Marketing Innovation Seminar , October 25, 2019,Shude University of Science and Technology °
  17. Chen, Meng-Shiou, et al.( 2019), “Using regression analysis to explore the impact of psychological contract and perceptual organization support on job satisfaction and job performance”, 2019 Marketing X Big Data X Aesthetics" Management and Marketing Innovation

Seminar › October 25, 2019 › Shude University of Science and Technology ◦

18. Chen, Meng-Shiou, et al.( 2019), "Psychological contract and perceptual organization support to study the correlation between job satisfaction and job performance—Taking insurance company employees in Tainan as an example", 「BAMI 2019 Marketing X Big Data X Aesthetics" Management and Marketing Innovation Seminar › October 25, 2019, Shude University of Science and Technology ◦
19. Chen, Meng-Shiou, et al.( 2019), "Regression analysis to explore the impact of Fintech and marketing strategies on perceived value and consumer behavior", BAMI 2019 Marketing X Big Data X Aesthetics" Management and Marketing Innovation Seminar › October 25, 2019, Shude University of Science and Technology ◦
20. Chen, Meng-Shiou, et al.( 2019), "Fintech and marketing strategy research on the correlation between perceived value and consumer behavior Taking Consumers of Financial Institutions as an Example", 2019 Marketing X Big Data X Aesthetics" Management and Marketing Innovation Seminar › October 25, 2019, Shude University of Science and Technology ◦
21. Chen, Meng-Shiou, et al.( 2019), "Use basic personal data to explore the difference between Fintech and marketing strategies on perceived value and consumer behavior: a case study of consumers in financial institutions", 2019 Marketing X Big Data X Aesthetics" Management and Marketing Innovation Seminar › October 25, 2019, Shude University of Science and Technology ◦
22. Chen, Meng-Shiou, et al.( 2019), "Using regression analysis to explore the impact of Fintech and service innovation on customer satisfaction and customer lifetime value taking financial institution consumers as an example", 2019 Marketing X Big Data X Aesthetics" Management and Marketing Innovation Seminar › October 25, 2019, Shude University of Science and Technology ◦
23. Chen, Meng-Shiou, et al.( 2019), "Discussing the Difference Analysis of Fintech and Service Innovation on Customer Satisfaction and Customer Lifetime Value with Personal Basic Data---Taking Financial Institution Consumers as an Example", 2019 Marketing X Big Data X Aesthetics" Management and Marketing Innovation Seminar, October 25, 2019, Shude University of Science and Technology.
24. Chen, Meng-Shiou, et al.( 2019), "Research on the Relevance of Fintech and Service Innovation to Customer Satisfaction and Customer Lifetime Value Taking Financial Institution Consumers as an Example, 2019 Marketing X Big Data X Aesthetics" Management and Marketing Innovation Seminar, October 25, 2018, Shude University of Science and Technology.
25. Chen, Meng-Shiou, et al. ( 2018) , "Regression Analysis to Study the Influence of Advertising Effect and Price Promotion on Customer Value and Customer Satisfaction, 2018 Marketing X Big Data X Aesthetics" Management and Marketing Innovation Seminar, October 26, 2018, Shude University of Science and Technology.
26. Chen, Meng-Shiou, et al. ( 2018) , "The Relationship Between After-Sales Service and Value-Added Service on Relationship Inertia and Consumer Behavior, 2018 Marketing X Big Data X Aesthetics" Management and Marketing Innovation Seminar, October 26, 2018, Shude University of Science and Technology.
27. Chen, Meng-Shiou, et al. ( 2018) , "Exploring the Differences between Organizational Identity and Job Morale by Discussing Organizational Change Cognition and Job Stress with Personal Basic , 2018 Marketing X Big Data X Aesthetics" Management and Marketing Innovation Seminar, October 26, 2018, Shude University of Science and Technology.
28. Chen, Meng-Shiou,, et al. ( 2018), "Regression Analysis to Study the Influence of Service Innovation, Service Quality and Customer Relationship Management on Relationship Inertia and Consumer Behavior", 2018 Marketing X Big Data X Aesthetics" Management and Marketing Innovation Seminar, October 26, 2018, Shude University of Science and Technology.
29. Chen, Meng-Shiou, et al.( 2018), "Regression analysis to explore the influencing factors of the vacancies of the employees of the municipal government Taking the employees of Tainan Municipal Government as the research object", 2018 financial accounting and business

management decision-making seminar

30. Chen, Meng-Shiou, et al.( 2018), "Employee Assistance Program and Work Stress Research on Organizational Identity and Retention", 2018 Financial Accounting and Business Management Decision-making Seminar
31. Chen, Meng-Shiou, et al. (2017), "Relationship between Fintech and Bank 4.0 on Relationship Quality and Consumer Behavior", 2017 Supply Chain Management Seminar
32. Chen, Meng-Shiou, et al. (2017), "Research on the impact of Fintech and Bank 4.0 on relationship quality and consumer behavior by regression analysis", 2017 Supply Chain Management Seminar
33. Chen, Meng-Shiou, et al. (2017), "Research on the Impact of Post Office Service Innovation and Service Quality on Customer Value and Customer Satisfaction with Regression Analysis", 2017 Supply Chain Management Seminar
34. Chen, Meng-Shiou, et al. (2017), "Research on the Correlation between Postal Service Innovation and Service Quality on Customer Value and Customer Satisfaction", 2017 Supply Chain Management Seminar
35. Chen, Meng-Shiou, et al.( 2017), "A Study on the Relationship between Knowledge, Learning Organization, Organizational Commitment and Organizational Citizenship Behavior of Bankers", Five countries in the five economic policy in the financial accounting and business decision-making application seminar.
36. Chen, Meng-Shiou, et al.( 2016), "A Study on the Relationship between Bank 4.0 and Service Quality in Relation to Inertia and Customer Lifetime Value - A Case Study of Bank Consumers ", 2016 Supply Chain Management Seminar.
37. Chen, Meng-Shiou, et al.( 2016), "Study on the Differences between the Inertia and the Customer's Life-long Value of Service Quality by Bank 4.0 - Taking Bank Consumers as an Example ", 2016 Supply Chain Management Seminar.
38. Chen, Meng-Shiou, et al.( 2016), "Study on the Differences of Service Innovation, Service Quality, Customer Relationship Management, Relationship Inertia and Consumer Behavior with Personal Basic Information ", 2016 Supply Chain Management Seminar.
39. Chen, Meng-Shiou, et al.( 2016), "The relationship between service innovation, service quality, customer relationship management, relational inertia and consumer behavior is studied by correlation analysis. ", 2016 Supply Chain Management Seminar.
40. Chen, Meng-Shiou, et al.( 2016), " Study the Differences of Leadership Style, Colleague Relationship, Job Satisfaction and Turnover Intention by Personal Basic Information", 2016 Business Seminar on Management and Marketing Innovation.
41. Chen, Meng-Shiou, et al.( 2016), "A Study on the Relationship between Leadership Style and Colleague Relationships in Job Satisfaction and Turnover Intention - A Case Study of Tainan Practitioners", 2016 Business Seminar on Management and Marketing Innovation.
42. Chen, Meng-Shiou, et al.( 2016), "A Study on the Factors Affecting the Turnover Intention of Employees in Tainan Region", 2016 Business Seminar on Management and Marketing Innovation.

#### **Dissertation**

- Meng-Shiou Chen (1999) "Research on The Influence of Employee's Personality And QWL on Work Attitude And Job Performance in Retail Industry" Ph.D. Dissertation, National Sun Yat-sen University
- Meng-Shiou Chen (1986) "Expert system of material requirement planning" Master Dissertation, National Sun Yat-sen University

#### **Professional Certifications**

1. Mobile e-commerce planner, Taiwan Mobile Business Management Association, 201509
2. Mobile e-commerce manager Taiwan Mobile Business Management Association, 201509
3. Logistics planner, Taiwan Mobile Business Management Association, 201509

4. Logistics Manage, Taiwan Mobile Business Management Association, 201509

## Professional Experience

1. Until 2021, Chen, Meng-Shiou Is TOP 41th Advisor in Taiwan ,2021, thesis of graduated students directed by Dr. Chen, Meng-Shiou are cited about 5686 references by the other authors in National digital library of thesis and dissertation in Taiwan, there are about 50000 teachers teach in the college and university in Taiwan.
2. Chen, Meng-Shiou Is 134 Master's advisor, 2000/8 to 2021
3. Served as a member of the 2020 National Kaohsiung University of Science and Technology Risk Management and Insurance Master's degree candidate Fan Luokai's master's degree examination committee
4. Served as a member of the 2020 National Kaohsiung University of Science and Technology Risk Management and Insurance Master's degree candidate Hong Zhengfeng Master's degree exam
5. Served as a member of the 2020 National Kaohsiung University of Science and Technology Master's degree in financial management, Lin Lili's master's degree examination committee
6. 109 academic year, four-year science and technology school and two-year unified entrance test for technical colleges, chief examiner
7. 2020, Served as a member of the oral examination of the research project of Dr. Huang Cailin of the Department of Resource Engineering of Chenggong University in the 109 academic year
8. 2019 oral examination and commentary students Chen Shihong, Zhong Shangyou, Su Deen, "Small-value, non-chain merchants introduce blockchain mobile payment multi-faceted analysis", serving as the 2019 National Kaohsiung University of Science and Technology Master's degree graduate student Yan Ru'e
9. 2019 oral examination and commentary on students Li Jiazhen, Zhu Jiawei, Liu Qianyin, "Customer Satisfaction Analysis-Taking Kaohsiung Light Rail as an Example", serving as the 2019 National Kaohsiung University of Science and Technology Graduate Student Yan Ru'e Degree Examination Committee
10. 2019 oral exam and commentary on students Wu Meixuan and Chen Guanzhen, "Research on Consumer Behavior of Mobile Payment Users and Their Satisfaction Analysis", serving as a member of Yan Ru'e, a graduate student of the 2019 National Kaohsiung University of Science and Technology Master's Program in Supply Chain Management
11. 2019 oral exam and commentary students Fu Aiwei, Huang Yijing, Huang Yongzhen, "Taiwan Aquatic Products Supply Chain Model Analysis", serving as the 2019 National Kaohsiung University of Science and Technology Master Program Graduate Student Yan Ru'e Degree Examination Committee
12. 2019 oral examination and commentary on students Zeng Xinchen, Li Jiayun, and Chen Qiaolin, "Discussing the live broadcast operation model-taking J Cosmetics as an example, serving as the 2019 National Kaohsiung University of Science and Technology Master Program Graduate Student Yan Rue's Degree Examination Committee
13. 2019 oral examination and commentary on students Chen Jiasheng and Liang Fangqing, "The Development and Impact of Artificial Intelligence App in Elderly Care-Taking WaCare as an Example", serving as the 2019 National Kaohsiung University of Science and Technology Graduate Student Yan Ru'e Degree Examination Committee
14. In the 108 academic year, the four-year science and technology school and the two-year unified entrance test for technical colleges
15. In 2018, served as a member of the thesis oral examination of Jiang Fanghua, a postgraduate student of the Department of Supply Chain Management in the second semester of the 106 academic year, Nanzi Academic Affairs Office No. 10700795, High-tech University
16. 2018 Special Research Project for College Students of the Ministry of Science and Technology, MOST 107-2813-C-218-020-H, Research on the impact of Bank4.0 and FinTech on relationship quality and customer lifetime value---taking financial institution consumers as an example
17. In 2018, served as a member of the thesis oral examination of Hao Zixuan, a postgraduate

student of the Department of Risk Management and Insurance in the second semester of the 106 academic year, Gaoke University Jinzi No. 1078100100

18. In 2018, served as the member of the oral examination of the research project thesis of Zeng Junjie, a graduate student of the educational management and management of the Department of Education in the 106th school year, NTU Education Bo Pin No. 106127
19. Served as the first director of the Taiwan Association of Risk Management Services, Tai Nei Tuan Zi No. 1070040888
20. In 2017, served as a member of the thesis oral examination of Zhu Yichang, a graduate student of the Kaohsiung First University of Science and Technology in the second semester of the 105 academic year
21. In 2017, served as a member of the thesis oral examination of Liao Jianyan, a graduate student of the Kaohsiung First University of Science and Technology in the second semester of the 105 academic year
22. In 2017, served as a member of the thesis oral examination of Cai Minhui, a graduate student of the Kaohsiung First University of Science and Technology in the second semester of the 105 academic year
23. In 2017, Served as a member of the thesis oral examination of Hong Qiqin, a graduate student of the Kaohsiung First University of Science and Technology in the second semester of the 105 academic year
24. The 2017 Special Research Project for College Students of the Ministry of Science and Technology, MOST 106-2813-C-218-012-H, Research on the influence of FinTech and Bank4.0 on relationship inertia and consumer behavior –Taking financial consumers in Tainan as an example
25. In 2016, served as a part-time teacher qualification review committee of the School of Service of Mingxin University of Science and Technology
26. Thesis committee member, 2000/8 to 2021
27. Group General Manager of the Office of Long Valley, 1990

## Grants

1. Chen, Meng-Shiou( 2010),Ministry of Economic Affairs, 220990150, “Chung Cheng Electric Heating Co., Ltd. Qigong wave buoyancy bed logistics systems reengineering plan”,20101201 -- 20110531. , NT 72000 .
2. Chen, Meng-Shiou( 2011),,Ministry of Economic Affairs, No: 221000053, “Stone Care Technology R & D Program” 2011/8-2011/12, NT 60000 .

## Entrusted Practical Projects

1. Chen, Meng-Shiou( 2011),Stone Technology Innovation Research and Development Care Project Government Industry-University Project, 2011/08/01-2011/12/31
2. Chen, Meng-Shiou( 2010),Chung Cheng Electric healing Co. LTD, Qigong wave buoyant bed logistics system reengineering plan, government industry-university plan, 2010/12/01-2011/05/31

## Honors and Awards

1. TOP 41th Advisor in Taiwan ,2021, thesis of gradulated students directed by Dr. Chen, Meng-Shiou are cited about 5686 references by the other authors in National digital library of thesis and dissertation in Taiwan, there are about 50000 teachers teach in the college and university in Taiwan.
2. 2021 National Case Group1, Excellent Work Award, 2019 9th National College and University Ethics Case Analysis and Micro Film Competition
3. 2021 National Case Group2, Excellent Work Award, 2019 9th National College and University Ethics Case Analysis and Micro Film Competition
4. Silver Medal Award , 2019 National Case Group, 2019 9th National College Ethics Case Analysis

and Micro Film Competition

5. 2019 National Micro Film Group, Excellent Work Award, 2019 9th National College and University Ethics Case Analysis and Micro Film Competition
6. Senior and excellent teachers of the Ministry of Education, serving for 20 years, 20190928
7. 2018 8th National College Ethics Case Analysis and Micro Film Competition, Excellent work in the micro film group
8. 2018 8th National College Ethics Case Analysis and Micro Film Competition, [Case Analysis Team---Coming Out Team] Second place
9. 2017 7th National Ethics Case Analysis and Micro Film Competition, [Ethics Case Analysis Group] Winner
10. 2016 6th National Colleges and Universities Ethics Case Analysis and Micro Film Contest, [Micro Film Group--Banana Micro Film] Winner, 20161217
11. Excellent Teacher of Service Learning Course (Second Semester of 104 School Year), Service Learning Center, 20160812
12. Excellent Teacher of Service Learning) (First semester of the 104 school year), Service Learning Center, 20160218
13. 2015 5th National Colleges and Universities Ethics Case Analysis and Micro Film Competition [Case Group-Is Heipi Food Group Really Happy?] Winning,, 20151219
14. 2015 5th National Colleges and Universities Ethics Case Analysis and Micro Film Competition, [Case Group-Dingcaigua Company Poisoned Oil Incident] Winner, 20151219
15. Awarded service senior and excellent personnel in 104 years, service for 10 years, 20151212
16. TOP 41th Advisor in Taiwan(202010), thesis of gradulated students directed by Dr. Chen, Meng-Shiou are cited about 5637 references by the other authors in National digital library of thesis and dissertation in Taiwan, there are about 50000 teachers teach in the college and university in Taiwan.
17. Excellent Service Learning Teacher (2015)
18. 2015 Fifth National universities Ethics Case Study-cum-micro-film contest prize (the nation's first fourth)
19. 2015 Fifth National universities Ethics Case Study-cum-micro-film contest finals Winner (the nation's first fifth)
20. 2015 annual reward good service senior staff
21. Four years(1997-2000), won the school Research Award and Prize for outstanding teachers
22. The Republic of China in 1988 Phi Tau Phi Scholastic Honor Society Honorary Member