

許育文



職稱： 副教授
學院： 商學院
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電話：

教育背景

2011 Ph.D.: National Sun Yat-sen University, Management;
2002 M.B.A.: University of South Dakota, Business Administration;
2000 B.A.: Morningside College, Business Administration/Economics.

工作經驗

2019-Present Associate Professor / Macau University of Science and Technology
2011-2019 Assistant Professor / Associate Professor / Tajen University
2003-2011 Staff / Lecturer / Tajen University
2002-2003 Research Assistant / National Sun Yat-sen University
2001-2002 Teaching Assistant / University of South Dakota
1993-1998 Store Manager / Sales Supervisor / Family Mart

教學活動

Marketing, Strategic Marketing, Entrepreneurial Marketing, Marketing Management, Special Topics in Marketing.

研究領域

Marketing and consumer behavior studies in retailing, e-commerce, healthcare, and tourism.

學術成果

近五年代表著作：(*通訊作者)

1. **Shiu, J. Y.**, Liao, S. T., & Tzeng, S. Y.* (2023). How does online streaming reform e-commerce? An empirical assessment of immersive experience and social interaction in China. *Humanities & Social Sciences Communications*, 10,QQ.006(10)Tf1 0 0 1 23