

# Wang, Jun-Ren

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## Education

### PH. D., MANAGEMENT, NATIONAL TAIPEI UNIVERSITY

- Major : Strategic Marketing
- Minor : E-marketing
- Others : Sport Marketing, Leisure and Recreation management, Brand Management, NPD

### MBA, MANAGEMENT, NATIONAL TAIWAN SCIENCE AND TECHNOLOGY UNIVERSITY

- Major : Service Management
- Minor : Finance, Accounting
- Others : Organization Behavior, HR, Tourism Management

### B. A., INTERNATIONAL BUSINESS, NATIONAL TAIWAN UNIVERSITY

- Major : International Business Management
- Minor : Economics

## Research Interests

SERVICE QUALITY MANAGEMENT, SPORTS MARKETING, NEW PRODUCT MANAGEMENT, BRAND MANAGEMENT

TOURISM CONSUMER BEHAVIOR

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