Thesis Writing, an “NPD” Perspective

Chun-Yao Huang

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<table>
<thead>
<tr>
<th>Professors</th>
<th>Research Interests</th>
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<tbody>
<tr>
<td>BA Shan-Yu Chou</td>
<td>Optimal product line and pricing strategies; Distribution strategy; Internet marketing</td>
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<tr>
<td>BA Nai-Hwa Lien</td>
<td>Product memory; Purchase decision; Process and Effects of Advertising; Consumer Information Process</td>
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<tr>
<td>BA Yi-Wen Chien</td>
<td>Consumer psychology; Consumer information process; Consumer attitude and decision theory</td>
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<tr>
<td>BA Kuan-Chou Ko</td>
<td>New Products, New Product Adoption, Interactivity and Consumer Engagement, Gamification</td>
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<tr>
<td>IB Heng-Chiang Huang</td>
<td>International business management; International marketing; Marketing research</td>
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<td>IB Ming-Huei Hsieh</td>
<td>Cross cultural consumer research; Subcultural consumption; Global branding; Consumer-brand relationship</td>
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<td>IB Li-Chung Jen</td>
<td>Marketing decision models; Strategic database marketing; Customer relationship management</td>
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<tr>
<td>IB J. Chris Lin</td>
<td>Services marketing; Customer retention; Marketing channel relationship; Aesthetics/Brand marketing</td>
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<tr>
<td>IB Yu-Ping Chen</td>
<td>Neuromarketing, Neuroeconomics, Judgment and Decision Making</td>
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innovation  noun  \\i-nə-ˈvā-shən\

: a new idea, device, or method

: the act or process of introducing new ideas, devices, or methods

Full Definition of INNOVATION

1 : the introduction of something new

2 : a new idea, method, or device : NOVELTY

— in·no·va·tion·al  adjective

See innovation defined for English-language learners »
See innovation defined for kids »

Examples of INNOVATION

• She is responsible for many innovations in her field.
• the latest innovation in computer technology
• Through technology and innovation, they found ways to get better results with less work.
• the rapid pace of technological innovation

First Known Use of INNOVATION

15th century
A “New Product Concept”

Form
(Data and Presentation)

Technology
(Research Methods)

Benefit
(Research Questions)
Many Possibilities

• Your own business plan
• Starting from personal interests
• Writing a book (why not)
• Relating to your past and/or future career
• Starting from data and/or methods
Criterion

- Relevance
  - Someone (in the know) would appreciate what you analyze and conclude in your thesis
Advisor's Role

obstetrician