Research Field

1. Marketing Research
   - Market Driving
   - Global Branding

2. Strategy and Innovation Research
   - Strategic Alliance
   - Service Innovation
   - Entrepreneurship
   - International Business

Methodology - Quantitative (80%) & Qualitative (20%)

Request - Follow the progress and graduate on time
Previous Theses by Students

**Branding**
- The effect of collaboration, service quality and innovation capability to brand equity and transaction cost, using country of origin effect as a moderator
- The key decisive factors influencing OBM strategies of Taiwanese Firms

**Marketing Driving**
- The Influences of Market-Driving Orientation and Radical Innovation on Organizational Performance
- The Influences of Macro Matching, Micro Matching, and International Business Activities on Market Driving Strategy and Firm Performance
Previous Theses by Students

**Service Innovation**
- Customer Co-creation in Manufacturers’ Service Innovation
- The Influence of Network Capability, Bricolage Capability and Service Orientation on Service Offering and Service Innovation Performance

**Strategic Alliance**
- The Influence of Partner Diversity, Knowledge Distance and Partner Interdependence on Alliance Learning and Alliance Creativity
- The Influence of Alliance Experience, Managerial Ties, Procedural Governance and Contractual Governance on Alliance Learning Capability and Firm Performance