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Education

- Ph. D. National Cheng Kung University. Department of Business Administration, 2004
- MS. National Cheng Kung University. Department of Business Administration, 1991

Area of Specialty

- Leisure and Recreation Management
- Human Resource Management
- Marketing

Academic Experience

- Adjunct Associate Professor, Southern Taiwan University of Science and Technology, 2021~present
- Adjunct Associate Professor, Chang Jung Christian University, 2019
- Associate Professor, Chia Nan University of Pharmacy & Science, 2008-2019
- Associate Professor, Department Head, Far East University, 1997-2008
- Lecture, Tatung Institute of Technology 1991-1994

Journal Papers

1. Ya-Nan Wang, Lun-Chung Tzeng (2020). Innovative Online Recruitment Models: Taking Lie Cai as an Example. Journal of Business Innovation, 2(3),153-172.
2. Yu Huang, Lun-Chung Tzeng (2020). The Influence of Internet Word-of-mouth and Brand Image on Purchase Intention in MICE Marketing. Mice Prospects, 1(1), 82-91.
3. Lun-Chung Tzeng (2019). Among the Relationships of Customer Value, Use Intention and Loyalty—A Case Study of Gogoro on Taiwan Electric Scooter Industry, Journal of Business Innovation, 1(2),90-99
4. Sin-An Chen, Lun-Chung Tzeng (2017). The Research of Relationships among Home Business Model,Team Identify and Fans willing to purchase, Journal of Leisure Sports Management (休閒運動管理學刊)
5. Jo-Lin Yen, Lun-Chung Tzeng, Yu-Ming Chang (2017). A Study Of Leisure Activities Participation And Self-Perceived Health Status Toward Their Depression Tendency Of Senior Citizen. Journal of Leisure Sports Management (休閒運動管理學刊)
6. Cheng-Nan Chen 、Lun-Chung Tzeng , David D.C. Tarn (2004) , How companies choose Scientific Parks :An empirical study in Taiwan , International Journal of Management(ABI) , VoL.21, No.3,pp338-348 。
7. Cheng-Nan Chen, Lun-Chung Tzeng (2003). The Factors that Influence Participation Behavior and Satisfaction of Fans - In the Case of Lions in Tainan City. Journal of Business Administration, 58, 1-27.
8. Cheng-Nan Chen, Lun-Chung Tzeng, Wen-Horeng Hung (2003). A Survey on the Effect of the Attitude of Consumers on Corporate Sponsoring Effectiveness during the 21st Asian Baseball Championship in 2001. Fu Jen Management Review,10(1), 23-50.
9. Cheng-Nan Chen, Lun-Chung Tzeng (1997). Hospital Inpatients Service Quality Research. Management Review, 16(2), 97-110. (TSSCI List)

Conference Papers

1. Tzeng, Lun-Chung (2004) The Influence of New product Characteristics 、Competitive Strategy and Development Process to New product Performance : The Moderate of Environment Factor. 1st Conference of Service Management & Innovation, Pp1-29
2. Tzeng, Lun-Chung (2003) A Research Framework of Corporate Sponsoring Effectiveness The ACME 2003 international conference Pp644-649
3. Tzeng, Lun-Chung (2001) A Study of Companies' Motive and Evaluation Criterion Towards the Selection of Science Park in Taiwan The Seventh Asia Pacific Management Conference– The Great Asia in 21st Century pp.1-13

Professional Certifications

1. Product Marketing Analyst (PMA)
2. Level 1 International Marketing
3. Customer Service (City & Guilds)
4. Mobile Electronic Business Management
5. Mobile Electronic Business Planning
6. Retail Operations Analyst
7. Investigation and Research Method Analyst

Professional Experience

1. 曾倫崇 2015-2017 上雄生物科技實業有限公司 人事管理顧問
2. 曾倫崇 2015 瑞祥旅行社 行銷管理顧問
3. 曾倫崇 2015 休閒跳跳農莊 行銷管理顧問
4. 曾倫崇 2016 中華民國溫泉觀光協會 學術顧問
5. 曾倫崇 2017-2019 全方位旅行社有限公司顧問
6. 曾倫崇 2019 威爾動力有限公司/行銷總監
7. 曾倫崇 2021 一兆國際貿易有限公司/市場調查專員

Grants

1. 曾倫崇 2010 快樂、休閒療癒的體驗行銷-以宗教文化旅遊為例(NSC 99-2410-H-041 -008) 2010/08~2011/07 國科會(255,000)
2. 曾倫崇 2007 創意與永續：文化創意產業在創意行銷與綠色行銷之發展應用 (NSC 96-2416-H-269 -001) 2007/08~2008/07 國科會
3. 曾倫崇 2006 體驗行銷與商品化整合策略之跨領域研究-以台灣電影產業和LCD-TV產業為例 (NSC-95-2416-H-269-003) 主持人 2006/08~2007/07 國科會
4. 曾倫崇 2006 體驗行銷與商品化整合策略之跨領域研究-以台灣電影產業和LCD-TV產業為例 (NSC-95-2416-H-269-003) 主持人 2006/08~2007/07 國科會
5. 曾倫崇 2005 推動NPO議題通識課程化（非營利組織之管理與倫理議題探討） 主持人 2005/09~2006/01
6. 曾倫崇 2005 文化創意產業之關係行銷、競爭策略、創新類型對新服務績效之影響：環境因素之干擾效應(NSC-94-2416-H-269-001) 主持人 2005/08~2006/07 國科會
7. 曾倫崇 2004 從身、心、靈角度探討影響新產品和新服務發展績效因素NSC-93-2416-H-269-001-H) 2004/08~2005/07 國科會
8. 曾倫崇 2003 生技製藥業技術創新、資源整合、知識能量與市場互動對競爭優勢及創新績效關聯性之研究 國科會專題研究計劃 NSC 91-2416-H-269-001(結案)
9. 曾倫崇 2002 醫療品質與再購傾向、工作人員滿意度、經營績效關係之研究—以台南地區醫院為例 國科會專題研究計劃 NSC 90-2416-H-269-002