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Education

- PhD, Department of Business Administration, Major in Marketing, National Taipei University, 2011.
- M.S., Indiana University—Bloomington, Department of Recreation Management, 1997.

Area of Specialty

- Tourist experience, Experience marketing, Gameplay experience, Customer relationship.

Academic Experience

- Lecturer, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, 1999 to 2011

Journal Papers

1. Shen, M. J. (2011). The relationship between authenticity and the intent of souvenir purchase. *Pan-Pacific Management Review*, 14(2), 109-129.
2. Shen, M. J. (2011). The effects of globalized authenticity souvenir. *International Journal of Innovative Management, Information and Production*, 2(1), 68-76.

Conference Papers

1. Shen, M. J. (2023). Research on the relationship between experience value and satisfaction in Jiading Wetland Park. 2023 Southern Taiwan University of Science and Technology. 2023 Academic Seminar: Thoughts and Management of Tourism and Hospitality Industry, May, 20.
2. Shen, M. J. (2022). Is gaming addiction detrimental to academic achievement? 2022 Southern Taiwan University of Science and Technology. 2022 Research and Practice Seminar on Independent Learning and Educational Innovation, June, 11.
3. Shen, M. J. (2021). The effects of Regular Exercises on Happiness. 2021 Southern Taiwan University of Science and Technology Conference for the Post-Epidemic Era, Southern Taiwan University of Science and Technology, May, 22.
4. Shen, M. J. (2019). The Key Factors of Successful Tourism Factory. 2019 Southern Taiwan University of Science and Technology Conference, Southern Taiwan University Of Science and Technology, May, 25.
5. Shen, M. J. (2017). The Purchasing Behavior of Souvenir. 2017 Southern Taiwan University of Science and Technology Conference, Southern Taiwan University Of Science and Technology, October, 28.
6. Shen, M. J. (2016). The Relation between Leisure Activity, Family Pressure and Satisfaction. 2016 Southern Taiwan University of Science and Technology Conference, Southern Taiwan University Of Science and Technology, October, 29.

Dissertation

- The Interactive Effects between Lighting and Background Music on Customer Behaviors.

Professional Certifications

- The Electronic Commerce System of Asset Management, Taiwan Electronic Commerce

Association, 2009/01.

Professional Experience

- Lecturer, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, 1999 to 2011.

Entrusted Practical Projects

1. Shen, M. J. 2020. Project of Educational Counselling to Local High School for Education Minister.
2. Shen, M. J. 2019. Project of Educational Counselling to Local High School for Education Minister
3. Shen, M. J. 2018. Project of Educational Counselling to Local High School for Education Minister.
4. Shen, M. J. 2017. Project of Educational Counselling to Local High School for Education Minister.
5. Shen, M. J. 2016. Project of Educational Counselling to Local High School for Education Minister.

Honors and Awards

- Journal of Advanced Computational Intelligence and Intelligent Informatics, reviewer, 2020.