

Faculty Information

CHEN, Shu-Ching

■ Specialization:

Marketing Management (MM)

■ Research Area:

Services Marketing and Management, Consumer Behaviors, Hospitality, Marketing Strategy and Management

■ Keywords:

Customer loyalty, Customer value, Customer experience, Service encounters, Market orientation, Branding, E-loyalty, Online community, Digitalization, Experiential marketing

■ Seminar Topic:

Interdisciplinary Research in Marketing

■ Seminar Teaching Method:

- This seminar will be run in an interactive way. It means that students will be expected to actively participate in discussions, make presentations and/or write short reports relevant to their selected research topics, and receive feedbacks from this faculty.
- A series of guidelines will be given with the development of students' research to help them complete their research projects.

■ Possible Research Topics for Students:

- Any topic is welcome, and it is expected to be changed with the progress of research.
- In general, students who choose to attend this seminar are presumed that their research interests meet any of the faculty's research areas and research interest keywords (see above). However, other emerging research areas are possible.
- It is advised that students contact the faculty for a brief discussion about their research ideas and the appropriateness of supervision.

■ Research Method:

A systematic review of academic literature and business articles; Questionnaire survey; Focus group interview; Personal in-depth interview

■ Comments:

Students are expected to have a basic knowledge of marketing, preferably also have experience of doing research or business projects. Student who are interested in this faculty's supervision are expected to behave as an active learner with an open mind, and an independent learner to a certain extent in the research process.

■ APU Researcher Database:

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001524&Language=2>