

Faculty Information

CHEN, Shu-Ching

■ Specialization:

Marketing and Management (MM)

■ Research Area: services marketing, marketing 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 feedback.
- 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 the students' proposed topics are expected to be changed with the progress of their research.
- In general, students who choose to attend this seminar are presumed that their research interests meet any of this faculty's research areas and research interests (see 'Keywords'). 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;
- Quantitative data, and qualitative data analysis.

■ Comments:

- Students are expected to have a basic knowledge of marketing, preferably also to have experience of doing research or business projects.
- Any student under this faculty's supervision is 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>

Biography

She completed her Ph.D. in Marketing from the University of Adelaide, Australia, in December 2003. Her primary research interests are services marketing and marketing management, with a focus on customer-employee interactions, customer experience, customer loyalty and E-loyalty, customer value, market orientation, branding strategy, pricing strategy, and marketing channel management. She is also interested in doing cross-disciplinary research.

Her research work has appeared in the quality journals with the indexes of SSCI, ABDC and Scopus, such as the International Journal of Hospitality Management, Journal of Retailing and Consumer Service, Journal of Services Marketing, Journal of Marketing Management, Asia Pacific Journal of Marketing and Logistics, Australasian Marketing Journal, Journal of Marketing for Higher Education, The Service Industries Journal, and among others. She is also a regular contributor at several well-known international conferences in the fields of services marketing and marketing management, such as the AMA Academic Conference, Frontiers in Service, AMS, SERVSIG, EMAC, and ANZMAC.

Prior to her academic career, she was a marketing practitioner at some international companies in the retail industry.