

&XUULFXOXP 9LWD

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'U 56K LXQ /LRX  
\$VVR F3LDRWH HVVRU RI 0DQDJH PHQW  
-RKQ + 6\NHV &ROOHJH RI %XVLQHVV  
7KH 8QLYHUVLW\ RI 7DPSD  
: .HQQHG\ %OYG  
7DPSD )/  
UOLRX#XW HGX

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EDUCATION

3 K

0DQDJH PHQW  
Sam M. Walton College of Business

0D\ <sup>WK</sup>

6KDQ Liou, R 5DIRFKROVRQ<sup>3</sup>:K5DW WR 6D\ DQG +RZ WR 6D\ LW" &  
0HGLD &RPPXQLFDWLRQ International Journal of Statistics  
Communication

Liou, R /DPE 1 /HH&XOWXUDO ,PSULQWV (PHUJLQJ 0DUNHV

Liou, R. /HH . 0 LOOH, Q V 6 L W X W L R Q D O L P S D F W V R Q R Z Q H U V K  
D Q G D G Y D Q F H G ' C r d s C u l t u r a l & S t r a t e g i c M a n a g e m e n t

Liou 5 6 K D & 0 & O G V W U D Q G 8 G S S D F I Q V Q W L W G X W W B Q D I D \$ G G U H V V  
K X P D F Q S L O V D I O R S P H P G W J B D Q U N L H V P Z Q H U W K U L S W H J \ L Q D Q  
D G Y D Q F R I G R F t h u n d e r b i r d I n t e r n a t i o n a l B u s i n e s s R e v i e w

Liou, R. & K D R + & D Q J 0 3 ( P H U F L R Q R P L H Q W V Q G T X W D R V D O \$ V V H V V L  
W I G H I H U H H Q H V L W O V M I L W G X W W L B Q F Z I O V U R V K U L S J o u r n a l o f W o r l d  
B u s i n e s s

7 V D L L i o u , R . 3 ' R H I Q W H U Q H P S H L L R L O F D Q Q W F U Q R F W G W P D U Q D D J H P H Q W  
F R X U H H F W L Y I n t e r n a t i o n a l J o u r n a l o f S e r v i c e s a n d S t a n d a r d s , V o l . 1 1 , N o . 4

Liou, R 5 R V H \$ 6 ( O O V W U D Q G P D \$ U N ( H W P X O ( W H Q D M Q L J R Q D O F R  
( 0 1 & V D V D J H Q W V R I J O R E D O L ] D W L R Q & R Q I O L F W L Q J L  
L V R P R U S K L V P R I J n s t i t u t e o f t h e o r y o f i n t e r n a t i o n a l B u s i n e s s  
' H Y L Q Q H H G H U V H Q 7 7 L \$ G Y D Q Q F H V ( G Q , Q W H U Q D W L R Q D  
9 R O X P H 2 [ I R U G 8 . ( O V H Y L H U - \$ , 3 U H V V

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CONFERENCE PRESENTATIONS

7 R G 6 L i o u , R / H H 7 . K H 3 ( I I H F W V R I & X O W X U H \* R Y H U Q P H Q W D O  
0 H D V X U H P H Q W V R Q D & R X Q W U \ 1 V 2 Z Q H W V S K U L S V R Q W U H S W F  
\$ F D G H P \ R I , Q W H U G R V X W R K E D O \$ V A S K I D O S W R F S W U O U D Q V F H 4 ! P

+ R V V D L Q 7 1 D R X P R , Y D U G I L L i o u , R ) U R P ' H F R X S O L E - G P W R V D L Q O V  
1 H W Z R U N ( F R Q R P \ 0 1 & V \$ G D S W L Y H 5 H V S R Q V H V W R W K H

(OOLLWou,R. )DLIPDQ IDYL<sup>3</sup>JDWLQJ 3ROLWLFDO 5LVNV DW +RPH  
(PHUJLQJ 0DUNHW 0XOWLQDEWRLRGGHDO \$(FTXHVUSWLRQVZQW  
6WUDW@REDO 6WUDWHJ\ -RXUQDO 3DSHU 'HYHORSPHQW  
,QWHUQDWLRQDO %XVLQHVV LQ 0LDPL )ORULGD

Liou, R. <sup>3</sup>LJLWDOLJDWLRQ DQG /RFDOLJHG 6XVWDLQDELOLW\ 3U  
3DSHU SUHVHQWHG DW \$FDGHP\ RI ,QWHUQDWLRQDO %.

Liou, R. )DLIPDQ / <sup>3</sup>00WHF.WLRQLVP DQG 2ZQHUVKLS 6WUDWHJ  
DQG \$FTXLVLWLRQV (VWDEOLVK 2ZQHUVKLS &RSHURO  
SUHVHQWHG DW \$FDGHP\ RI ,QWHUQDWLRQDO %XVLQHVV

Liou, R., 1LVDUH@ . 'L[RQ ' 3HQSDFJMLRQ &XOWXUDO ,QWHO  
&XOWLYDWLQJ (WKQRUHODWLYLVP' 3DSHUWHDWGRQDO  
\$FDGHP\ RI ,QWHUQDWLRQDO\$%&WIDOWRDOHUHQFH

<DQJLiou, R <X & <sup>3</sup>,QGLYLGXDO FXOWDOWHGDOWMLWDXGGVZR'  
ILW DQG JHQHUDWLRQDSHQHVDQWGH PRDRW@W'HUQDWLR  
%XVLQHXWKHDVQ&WIDOWRDOHUHQFH

%URZQLiou/R +DVLMD01&V<sup>3</sup> 0DUNHW DQG 1RQPDUNHW 6WUDWHJ  
\$QLPRVLW\ LQ D 'H\$BZLSWIKGMDZNHW

Liou, R. %URZQDY LJDWSEOLWQIFHDOWDLQVURQV1&MLQPDQGHW  
WUDWICHYHQ RDSHG3DSHNHSUWVKHQS%G@WRXWKHDVW  
&RQIHUHQFH LQRQVRYH@HU71

:HL 6 \$Qa, R7 3\* OREDORFEDKWH/OEDVHGHWLQJ HIRGFHMDRILQJ  
FRXQWIRULJLQGLQYEGXDFUWBIQWDSHRQS UHVHQQWHG DW WK  
6XPPHU \$0\$ &RQIHUHQFH LQ %RVWRQ 0\$ RQ \$XJXVW

/HH Liou, R /DPE'RILQJ JRRG WR GR ZHOO" 'RHV FRUSRUDWH  
ILQDQFLDO SHUIRUPDQFH IRU HPHUJLQJ PDUNHW PXOW  
PDUNH3DS' HU SUHVHQRK@KZHWVWHLRQFLDQWHLRQ \$QQXDO  
&RQIHUHQFH \$OEXTXHUTXH 1HZ 0H[LFR

Liou, R 7DQ \$ \*ULJJVIRIXW(XMFBQVIBQH V , QVSHUQDWERIQD  
HPSDWKFXDQXUDO , QVSHUQISJHQFHQVRHXGWBZHWWH' HFLVLRG  
6FLHQFH VYQW\$Q QW@VHP\$QW&QXHLQTXH 1HZ 0H[LFR

Liou, R 1LFKR@MLRQVPSUWHUV I(LD@H@RQRE VFW DQFRORQQ@  
WHH@UJEDUNLHUPV@R@RUGHUS@S@RUP@Q@SHU SUHVHQQWHG D  
\$FDGHP\ RI , QWHUQDWLRQDO %&RQLQHUVHQBB 6:DXMKK@DW@

+DVLMD



- 5HYLHZLQJ 7H[WERRN
  - 3DUWLFLSDWH LQ WKH &RQWH&KVDSDQHW&RQQHFW GL  
5RWKDHUPHO 6WUDWHJLF DQDQDJHPPHQW &RQFHSWV
  - 3DUWLFLSDWH LQ WKH &RQWH&KVDSDQHW&RQQHFW GL  
5RWKDHUPHO 6WUDWHJLFHSHVQDQDJHPPHQW
  - ,QWHUQDWLRQDO %XVLQHVV E\ - 0LFKDHO \*HULQJH

- ,QGLYLGXDO ILQDQFLDO DQDO\VLV
- 6HULHV 6HULHV1DMLURQDIQHSYVERFWLQMLRQ RI 6HFXULW
- \$UNDQVDV VWDWH LQVXUDQFH OLFHQVH FHUWLILHG

/RJLVWLFV &RRUGLQDWRU \$XJ 2 -DQ

MicroWorld Corp., California

- \$QDO\]HG VDOHV GDWD DQG IRUHFDVW LQYHQWRU\ QHHG
- ([HFXWHG GDLO\ LQYHQWRU\ FRQWURO DQG FIRSUSGLQDFA

,QWHUQ \$XJ 2 1RY

Personnel Decision International, Japan

- \$QDO\]HG VDOHV GDWD DQG IRUHFDVW FXVWRPHU VHUY
- &RQGXFWHG VXUYH\V ZLWK -DSDQHVH ILUPV RQ +5 PDQD
- &RQGXFWHG LQVXUDQFH QZLXQWIDQ WV WR LQYHVWLJDFW

)LQDQFLDO &RQVXOWDQW -XO\ 2 \$XJ

ChengYeh Consulting Firm, Taiwan

- \$QDO\]HG LQGLYLGXDO ILQDQFLDO QHHGV

6WRUH 0DQDJHU -XO\ 2 -XO\

Hi-Life Convenience Store Chain, Taiwan

- 6XSHUYLVHG VWRUH VWDII
- 3DUWLFLSDWHG LQ RSHQLQJ DQG FORVLQJ VWRUHV LQ Y
- \$QDO\]HG GDWD DQG H[HFXWHG LQYHQWRU\ FRQWURO