國立臺灣科技大學管理學院
院長候選人

一、個人學經歷:

<table>
<tr><td>姓　　名</td><td>任職單位</td><td>職　　稱</td><td colspan="2">聯　絡　地　址</td></tr>
<tr><td>池文海</td><td>國立東華大學</td><td>教授</td><td colspan="2"></td></tr>
<tr><td>學　歷</td><td colspan="4">美國亞利桑那州州立大學工業工程與管理系統學系博士</td></tr>
<tr><td>現　職</td><td colspan="4">國立東華大學企業管理學系教授</td></tr>
<tr><td>經　歷</td><td colspan="4">大葉大學工業工程學系副教授
國立東華大學企業管理學系副教授</td></tr>
<tr><td rowspan="2">電　話</td><td rowspan="2">公：03-8903022</td><td>傳　真</td><td colspan="2">(03) 8903010</td></tr>
<tr><td>E-mail</td><td colspan="2">whchih@gms.ndhu.edu.tw</td></tr>
</table>

二、院長經營理念

Leadership Philosophy for Dean

Dear Members of the Search Committee,

I am currently a Professor of the Department of Business Administration at National Dong Hwa University in Taiwan, ROC. I received my Ph.D. from the Department of Industrial Engineering and Management Systems at Arizona State University. I have been a faculty member for more than 27 years and established myself very well in my career. My expertise in managerial statistics and data analytics, marketing, and research methodology as well as strong passion for both teaching and research, especially interacting with students of diverse backgrounds has made me the most popular and recognized professor at my department. Students with a positive attitude towards learning and solid academic background eagerly join my research team and become my advisees working on their theses. I am interested in the position of Dean of School of Management at Taiwan Tech. My research interests include applied statistical analysis, Internet and social media marketing, e-commerce, virtual communities, marketing management, and consumer behavior. My teaching interests are managerial statistics and data analytics, applied statistical analysis and research, multivariate data analysis, digital marketing, social media, and statistical tools to solve contemporary business problems. My career goals in establishing my research portfolio are to publish in top-tier journals and raise my current 24.81 points on Research Gate to 35.00 points within 5 years. More importantly, I want to deliver my knowledge and experience to students in Taiwan so that they can develop the abilities to compete with others in the world.I am very interested in becoming the next Dean of Taiwan Tech's School of Management for a number of reasons. Firstly, it is about your reputation by itself. Secondly, I share your mission, especially the strategic priorities you have embarked through TIGER (technology, innovation, global thinking, entrepreneurial spirit, and responsibility) and its five goals (quality,

expertise, perspective, responsibility, and innovation). Thirdly, I am at the pinnacle of my career and I see School of Management of Taiwan Tech as the prime institution to apply my unique experience, leadership, enthusiasm, and desire to succeed. Finally, it will allow me to apply my exceptional entrepreneurial flair with a strong business acumen and proven international experience. It is a perfect opportunity for me to make a difference and add a value proposition.

It will be my honor and privilege to take this opportunity as the upcoming Dean of School of Management at Taiwan Tech. I am well equipped with the competencies and skills required to be a successful Dean. I will dedicate myself to work with all the distinguished colleagues and move the School of Management towards a positive and productive direction. As a Dean, I will commit myself to be a facilitator to help the School of Management to maintain and even surpass its current performance as well as nurturing a collegial working environment that will enable us to reach our goals of teaching and research excellence. I will strongly adhere and respect the culture of the School of Management as a fair and consistent Dean to all members.

I have the passion and vision for internationalization. I am constantly thinking on ways to expand and improve the School of Management all the time. I have the ability to bring about strategic change, to lead people, to meet organizational goals and expectations, to manage human, financial, and IT resources, and to build coalitions with distinguished international universities. I am capable to think strategically and align the tactical and operational activities to carry the mission of your institution. I was invited by Dr. Jaime Ortiz, Vice Provost for Global Strategies and Studies at the University of Houston, to be as a visiting scholar for my sabbatical leave between June 2016 and July 2017. I closely worked with him and published five papers in journals within one year. Dr. Ortiz was very impressed with my gentle demeanor and superb performance/productivity. As far as administrative duties, I have successfully grown our MBA, EMBA, and Ph.D. programs when I served as the Department Chair between 2002 and 2006. At that time, the number of students for the MBA, EMBA, and Ph.D. programs was 22, 30, and 5, respectively. These figures drastically grew up to 44, 91, and 10 after 3 years of dedicated work and effort. In addition, I expanded the EMBA programs to two other cities. My annual revenue contribution to National Dong Hwa University was nearly an extra USD 2 million tuition which represented 5.6% of the annual budget of the entire university during my service.

My priorities for the future direction of the Taiwan Tech's School of Management will focus on the following: (1) maintain high reputation for national rank/international ran/notable faculty, (2) establish a platform for long-term enterprise donation, (3) enhance top tier journal research output with attractive incentives, (4) recruit faculty with international standard salary, (5) recruit excellent undergraduate and graduate students with attractive scholarship, (6) establish an excellent learning environment and experience for students, (7) enhance the internship and job-hunting consulting for students. I believe that my teaching, research, and service portfolios will be a great addition to the School of Management at Taiwan Tech.

參選理念

我的名字是池文海目前任教於為國立東華大學企業管學系，於 1992 年取得美國亞歷桑納州州立大學工業工程與管理系統博士學位後，回臺灣任教至今已 27 年，研究能力已臻成熟。研究領域是應用統計與資料分析、行銷管理、研究方法，對教學與研究充滿熱情，喜歡與各種背景的學生互動，積極熱真的研究生喜歡請我指導碩博士論文，所指導的碩博士論文在臺灣管理學界被點閱率曾排名第六/下載率排名第三，我孜孜不倦熱中學術研究，目前在Research Gate 點數是 24.81，仍會持續進行頂尖期刊論文發表，期望在未來 5 年將點數推向 35.00。文海投入教職以來一直認為教授本質是以研究為主，因此長久以來持續投入主要的時間在研究工作，至今已發表 112 篇期刊論文。近年來體認教育行政管理對學生、教授、與學院校發展的重要性，尤以院長一職更擔負了重要的使命。因此更加深了投入貴院的動機，期望以參與院長遴選的方式，與各位共同創造另一個不一樣的臺科大管院。貴校院在臺灣學術界享有崇高的聲望，文海非常認同貴院的宗旨、策略方針、與五大目標，教育的目標是提供學生一個良好的學習環境、理論與實務兼容的學程、拓展國際視野的機會、提供豐厚的獎學金吸引國內外優秀的學生進入學院就讀，更重要的是延攬國內外優秀學者加入研究教學團隊及開闢校友回饋管道，強化產學關係，擴大在職教育、推廣教育、深化產學合作機會，增加管理學院經費來源。文海對於貴院未來的發展方向提出以下幾點淺見：(1)維持貴院在臺灣與全球學術界的卓越聲望與優異師資;(2)建立企業長期捐募平台;(3)提供高額獎金鼓勵教授發表頂級期刊論文;(4)以國際級的薪資延攬優秀師資;(5)以豐厚的獎學金吸引優秀的大學部與研究生就學;(6)建構優異的學習環境與經驗;(7)強化學生在學期間的實習與就業輔導機制。

國際化對管理學院的發展非常重要，文海有能力結合優異師資、財務、資訊等資源引領管院運用適當策略，並與國際著名大學管理學院建立密切的合作關係，開創新局以面對未來劇烈的國際化競爭。文海會有效整合各項做法以達到管院的宗旨與目標。文海於 2016 年至 2017 年至美國休士頓大學(University of Houston)擔任訪問學者，在一年內寫了 6 篇期刊論文，其中 5 篇期刊論文在當年度即已刊登，讓當初邀請的 Dr. Jaime Ortiz (Vice Provost for Global Strategies and Studies)印象極為深刻。文海在 2002 與 2006 期間擔任東華大學企管系系主任，成功地將 MBA,EMBA 與 Ph.D.學程的招生人數在 3 年內分別由原來的 22, 30 與 5 名增加至 44, 91 與 10 名，企管系 EMBA 的學費年收入近 6000 萬新臺幣，佔東華大學當年度預算近 5.6%。文海過去的行政經驗、能力、與服務熱誠，證明有此能力扮演好領頭羊的角色，也有足夠的信心為管院的學術與社會影響力增加更大的價值與做出重大的貢獻。文海如果有此榮幸接任管院院長，將會完全投入工作並與傑出的各位教授邁向正面而有高產值的方向，將扮演協調者的角色促進管院超越目前的績效，同時滋潤一個友善的學術環境以達到教學與研究卓越的目標，更會尊敬與謹守現有管院的文化，做好一位公平公正言行一致的院長。

敬祝各位委員與教授教學研究順利，身體健康。