

姓名 Name	Simon Robinson
照片 Picture	
職稱 Title	Assistant Professor
分機 Extension number	Ex 5347
E-mail	99537@wzu.edu.tw
學歷 Education	PhD Management Information Systems (MIS) National Sun Yat-Sen University, Kaohsiung
經歷 Experiences	10 years University teaching 5 years International Marketing University Of Winchester – International recruitment English Language Centre, York – International Recruitment MIRDC – Public Relations NTSC – Sports English Ministry of Labour- Business Communication Various Talks and Workshops
專長領域 Specialization	Technology, e-Commerce, Ai, Consumer Behavior, Organizational Performance
教授課程 Current courses	Introduction to Business Systems Business communication Public Speaking Discussion and Writing
研究成果 Research & Publications (研討會及期刊論文、專書)	<i>Drivers of consumer group participation in an online shopping event: Alibaba's</i>

	<p><i>singles' day (2025) SSCI</i></p> <p><i>Exploring IT business value creation in a Taobao Village EC ecosystem: A systems theory perspective (2024) (SSCI)</i></p> <p><i>Digital and physical factors influencing an individual's preventive behavior during the COVID-19 pandemic in Taiwan: A perspective based on the S-O-R model (2022) (SSCI)</i></p> <p><i>Sports English, Elite Performers Personality Traits (2022) (Book Chapter)</i></p> <p><i>Online Gaming: The Mediating Role of Situational Engagement in Facilitating Player Value (2021) (SSCI)</i></p> <p><i>Omnichannel retailing: The role of situational involvement in facilitating consumer experiences (2020) (SSCI)</i></p> <p><i>Enhancing English Learning Motivation through Culturally Responsive Pedagogies: A Case Study of a Taiwanese Indigenous Athlete (2019)</i></p>
研究計畫	<p>(助理教授以上必填，講師若有相關研究成果也請一併呈現) National Sports Training Program</p> <p>MIRDC PR Dept training</p>
專業服務	Business Communication Training
產學合作	
其他(Honors and Awards)	

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