

## 科技部邀請國際科技人士短期訪問演講通告



演講者：Prof. JASON CHOU-HONG CHEN  
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Editors-in-chief, IJBSR and IJRM



### **EDUCATION**

Ph.D. in Business Administration with Management Science and Computer Science, The University of Texas at Austin, Austin, Texas, USA  
M.S. Computer Science and Mathematics, Eastern Washington University, Cheney, WA, USA  
B.S. Mathematics, National Taiwan Normal University, Taipei, Taiwan

### **EXPERIENCE**

September 2001 to Present Professor of the Management Information Systems, Gonzaga University, Spokane, USA.  
April 2014 Visiting Professor, Academy of Chinese Energy Strategy, China University of Petroleum (Beijing)  
February 2014 to July 2014 Visiting Professor of Management Information Systems, National Taipei University of Technology, Taiwan.  
January 2009 to April 2009 Professor of Business Administration, Florence program in Italy, Gonzaga University, Italy

### **Editor-in-Chief**

International Journal of Business and Systems Research (IJBSR), 2006-present,  
International Journal of Revenue Management (IJRM), 2005-present,  
International Journal of Mobile Learning and Organization (IJMLO), 2005-2015

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演講題目：Strategy for Improving Organizational Competitive Advantage:  
Information Systems Strategy Perspective with a case of Healthcare Company

地點：中山醫學大學醫學資訊學系 正心樓0832教室

時間：10:10-12:00 AM

### **ABSTRACT:**

We are in the era of dynamic business environment. Therefore, it is important to know what and how to sustain, improve and create competitive advantage. The talk begins with discussion of information systems strategy triangle model and highlights the alignment necessary between decisions of strategies. Next, the hypercompetition model will be introduced to study how to confront the turbulent business change from slow-moving, stable oligopoly to the intense, rapid changing environment. The talk concludes with a case discussion using a healthcare company.

指導與補助單位: 科技部

主辦單位: 中山醫學大學 醫學資訊學系 醫療決策科學實驗室

協辦單位: 健行科技大學 大學工業管理系 元智大學 資訊學院

