



國立清華大學
NATIONAL TSING HUA UNIVERSITY

Colloquium

Department of Engineering
and System Science,
Institute of Nuclear
Engineering and Science,
National Tsing Hua University

Communication Power Determines Competitiveness

陳明怡教授, M.Y. Chen, Professor,
Department of Marketing, National
Chung Hsing University

In this talk, the following content will be
presented.

15% of successful people rely on
professionalism, and 85% rely on
communication skills

No matter what job you are in the future,
communication skills will be an
indispensable competitiveness.

In this hour's speech, let everyone learn
the formula for successful communication.

15:30-17:20, Wed., December 23th, 2020

NE69 ESS Building, NTHU

**101, Sec2, Kuang-Fu Rd., Hsinchu
30013, Taiwan**

Biography:



Dr. M.Y. Chen (陳明怡) graduated from the Department of Business Administration, National Taipei University. After she received her Ph.D. degree from the Department of Business Administration, National Cheng-Chi University, she served as a Postdoctoral Research Fellow at National Central University. She served as an assistant professor at the Department of Marketing, National Chung Hsing University. The research direction is advertising strategy, causes and green marketing, online marketing, consumer psychology.