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EDUCATION

Ph.D., Marketing Management

National Chen Kung University, Tainan, Taiwan

Field of Specialization: Consumer Behavior

Date: January 2002

M.B.A., Marketing Management

University of Oklahoma, Norman, Oklahoma

Date: December 1988

B.F.A., Film Video Art

University of Oklahoma, Norman, Oklahoma

Date: May 1986

TEACHING EXPERIENCE

National Chung Hsing University

www.nchu.edu.tw Marketing Dpt.

Full Prof. 2005/08-Present

National Chen Kung University

www.ncku.edu.tw International MBA

Adjunct Full Prof. 2003/07-Present

National Chung Hua University of Education

www.ncue.edu.tw Business Admin.

Full Prof. 2003/08-2005/07

ChaoYang University of Technology

www.cyut.edu.tw Applied Foreign Languages
(Coordinator of Business Track)

Full Prof. 1997/08-2003/07

Associate Prof. 1997/08-2001/01

Overseas Chinese Institute of Technology

www.ocit.edu.tw International Trade

Associate Prof. 1995/08-1997/07

Instructor 1989/08-1995/07

WEB SITES

ONLINE TEACHING SITE HTTP://CWARDEN.ORG



MARKETING PODCAST & VIDEOCAST HTTP://CCC.QBOOK.TV



ECOMMERCE BUSINESS HTTP://QBOOK.ORG



RECENT INTERNATIONAL RESEARCH REVIEW WORK

- 1) CyberPsychology and Behavior (SSCI) **editorial board** Member and Reviewer.
- 2) Annals of Tourism Research (SSCI) **Reviewer**.
- 3) TESOL Quarterly (SSCI) **Reviewer**.
- 4) Language Learning (SSCI) **Reviewer**.
- 5) Canadian Modern Language Review (SSCI) **Reviewer**.
- 6) External **Reviewer** for Victoria University, Office for Postgraduate Research.
- 7) TOEFL Committee of Examiners Grant Proposal **Reviewer**.

RECENT AWARDS

- 1) **Best Research Paper** of the Year Award (2007). Chinese Management Association, ROC (社團法人中華民國管理科學學會) for the paper appearing in the top ranked local *Journal of Management* (管理學報論文獎).
- 2) Second Place **Outstanding Researcher** Award (2007). National Chung Hsing University (中興大學, 學術研究成果發表獎勵, 乙類第一級).
- 3) **Best Research Paper** Award (2006). Academy of E-Business at their 4th Annual conference, held in Atlantic City, USA. This research work was published in the journal of *CyberPsychology & Behavior*, an SSCI journal.
- 4) **Best Research Paper** of the Year Award (2004). Emerald Publishing, for the paper appearing in the SSCI ranked journal *International Journal of Service Industries Management*.

BOOKS

- 1) The Mind of the Chinese Consumer (Drafting Stage).
- 2) The Handbook of Quick Business Letters (2007). QBook International Publishing.
- 3) Quick Presentations in English, with 5 CDs & 4 DVDs (2006). QBook International Publishing.
- 4) English Mechanics (). QBook International Publishing.
- 5) Communication & Culture in the Global Economy (2000). Crane Publishing.



PEER-REVIEWED PUBLICATIONS

- 1) Warden, C., Huang, C.T., and Chen, J.F. (in Print, 2008). Restaurant service failure recoveries: Role expectations of customers, *The Journal of Hospitality & Leisure Marketing*.
- 2) Warden, C., Huang, C.T., Liu, T.C., and Wu, W.Y. (In Print, 2007). Global media, local metaphor: Television shopping & marketing-as-relationship in America, Japan, & Taiwan, *Journal of Retailing*, 83(4) (SSCI).
- 3) Warden, C., Wu, W.Y., and Tsai, D.C. (2006). Online shopping interface components: Relative importance as peripheral and central cues, *CyberPsychology & Behavior*, 9(3), 285-295 (SSCI Journal, Impact Factor 0.87).
- 4) Chen, J., Warden, C., and Chang, H.T. (2005). Motivators that do not motivate: The case of Chinese EFL learners and the influence of culture on motivation, *TESOL Quarterly*, 39(4), 609-633 (SSCI Journal, Impact Factor: 1.0).
- 5) Huang, C.T., Warden, C., and Liu, T.C. (2006). Virtual relationship marketing: A cross-cultural analysis among television home shopping channels in Taiwan, Japan and USA (虛擬關係行銷之跨文化比較—以台、日、美三文化之電視購物為例), *Journal of Management (管理學報)* (in Chinese), 23(2), 263-87 (TSSCI Journal).
- 6) Chen, J., Warden, C., and Chang H.T. (2006). Is English a brand: The impact of English language learning on product evaluation, *Journal of Language for International Business*, 17(1), 29-42 (ABI Journal).
- 7) Warden, C., Chen, J., and Caskey, D. (2005). Cultural values and communication online: Chinese and Southeast Asian students in a Taiwan international MBA class, *Business Communication Quarterly*, 68(2), 222-232 (ABI Journal).
- 8) Huang, C.T., Liu, T.C., and Warden, C. (2005). The tacit knowledge flow of R&D personnel and its impact on R&D performance, *Asia Pacific Management Review*, 10(4), 275-86.
- 9) Huang, C.T., Warden, C., Lee, C.H., and Liu, T.C. (2004). Service recovery effects: An inter-cultural service encounters examination (服務失誤之補償效果：跨文化服務接觸的檢視), *Management Review (管理評論)* (in Chinese), 23(3), 23-52 (TSSCI Journal).
- 10) Warden, C., Liu, T.C., Huang, C.T., and Lee, C.H. (2003). Service failures away from home: benefits in intercultural service encounters, *International Journal of Service Industries Management*, 3(3,4), 436-457 (SSCI Journal, Impact Factor: 0.49).
- 11) Warden, C., Lai, M.K., and Wu, W.Y. (2002). How world-wide is marketing communication on the World Wide Web?, *Journal of Advertising Research*, 42(5), 72-84 (SSCI Journal, Impact Factor: 0.88).
- 12) Warden, C., and Chen, F. (2002). Study of e-marketing mix, *The Journal of Chaoyang University of Technology (朝陽學報)*, V7(1), 43-56.
- 13) Warden, C., Wu, W.Y., and Tsai M.T. (2001). Electronic market sales opportunities (EMS0) model for Web marketing decisions, *Journal of Internet Technology*, Vol. 2(3), 185-192.

- 14) Liu, T.C., Warden, C., Lee, C.H., and Huang, C.T. (2001). An Exploratory Study on Service Failure of Restaurants with Critical Incident Technique (服務失誤類型、補償措施與再惠顧率之探索性研究—以 C I T 法應用於餐飲業為例), *Management Review (管理評論)* (in Chinese), 20(1), 65-97 (TSSCI Journal).
- 15) Liu, T.C., Warden, C., Lee, C.H., and Huang, C.T. (2001). Treating a fatal service failures in unique cultural settings, *Journal of Hospitality & Leisure Marketing*, 8(1), 93-111.
- 16) Warden, C., and Lin, H.J. (2000). Existence of integrative motivation in Asian EFL setting, *Foreign Language Annals*, Vol. 33(5), 535-547 (SSCI Journal, Impact Factor: 0.528).
- 17) Warden, C. (2000). EFL business writing behaviors in differing feedback environments, *Language Learning*, Vol. 50:4, 573-616 (SSCI Journal, Impact Factor: 0.68).
- 18) Warden, C., Chen, F. and Reynolds, R. (2000). PC evaluation and impact on EFL errors (a Java-based interactive paper), *Computers and Composition Online*. (online interactive paper)
- 19) Warden, C., and Tai, D. (1999). Getting your class on the Web & creating interactive online activities, assignments and quizzes, *Communication & Culture Conference Proceedings*, Taipei: The Crane Publishing, 211-227.
- 20) Warden, C., and Lin, H.J. (1999). The existence and importance of utility (instrumental) in non-English students' motivation in studying English, *Communication & Culture Conference Proceedings*, Taipei: The Crane Publishing, 67-84.
- 21) Warden, C. (1998). Methods of Objects, *CAELL (Computer Assisted English Language Learning) Journal*, 9(1).
- 22) Warden, C. (1998). Properties of Objects, *CAELL (Computer Assisted English Language Learning) Journal*, 8(4).
- 23) Lin, H.J. and Warden, C. (1998). Different attitudes among non-English major EFL students, *The Internet TESL Journal* (Japan) [On-line], October.
- 24) Warden, C. (1998). Programming Objects, *CAELL (Computer Assisted English Language Learning) Journal*, 8(3), 18-19.
- 25) Warden, C. and Chen, F. (1998). The application & impact of PC-based software in evaluating Taiwan students' writing error types, *The Journal of Chaoyang University of Technology (朝陽學報)*, Vol. 3, 215-225.
- 26) Warden, C., Lambert, W., Murphy, C. and Hu, F. (1998). English Teaching in Taiwan: A Western Perspective, *The English Teacher: An International Journal*, 2(3).
- 27) Warden, C. (1997). Let's taste some Java, *CAELL (Computer Assisted English Language Learning) Journal*, 8(2), 26-27.
- 28) Chen, J.F. and Warden, C. (1997). A Review of Computer Error Correction in the EFL Research, *CALL Electronic Journal* (Japan) [On-line], 2(1).
- 29) Warden, C. (1997). Let's sell it! In T. Boswood (Ed.), *New Ways of Using Computers in Language Teaching*. Alexandria, VA: TESOL.

- 30) Warden, C. (1997) The MessagePad 130. *TESL-EJ* [On-line], <http://violet.berkeley.edu/~cwp/tesl-ej/index.html>, 2(3).
- 31) Warden, C. (1997). Begin with the BASICS, *CÆLL* (Computer Assisted English Language Learning) *Journal*, 8(1), 21-22.
- 32) Warden, C. (1997). To code or not to code, *CÆLL* (Computer Assisted English Language Learning) *Journal*, 7(3), 20-21.
- 33) Warden, C. (1997). Price of progress, *TESOL Matters*. (February/March), 9
- 34) Warden, C. (1996). Statistical correlation techniques in EFL research. *Journal of The Overseas Chinese College of Commerce*. V14, 219-227.
- 35) Yao, Yi-Chien, Warden, C. (1996) Process Writing and Computer Correction: Happy Wedding or Shotgun Marriage. *CALL Electronic Journal* (Japan) [On-line], 1(1).
- 36) Warden, C. (1996). Development and application of software for improving feedback while decreasing teacher burden in English writing classes, *Papers from The Eleventh Conference on English Teaching and Learning In the Republic of China*, Taipei: The Crane Publishing, pp327-356.
- 37) Warden, C. (1995). Expert system's impact on students' writing errors in Taiwan EFL business writing classes, *CÆLL* (Computer Assisted English Language Learning) *Journal*, 6(2), 22-29.
- 38) Warden, C. (1995). Improving feedback while decreasing teacher burden in R.O.C. ESL business English writing classes, *Explorations in English for Professional Communication*, Hong Kong: City University of Hong Kong , pp125-137.
- 39) Warden, C. (1995). Coping with 500 EFL writing students in Taiwan. *TESOL Matters*, 5 (2), 11.