The 13th International Conference on Advanced Communication Technology 2011

February 13 – 16, 2011, Phoenix Park, Republic of Korea, http://www.icact.org

Speaker's Biography

Paper code		20110263		
Title of Paper		The impact of customer's affective trait on e-service quality and		
		satisfaction - travel website cases		
Speaker's Name		Tsai, Wei-Chen		
Title		Dr.		
Organization		Aletheia University		
Position in Organization		Assistant Prof.		
E-mail		au5724@ mail.au.edu.tw		
Full Mailing Address		32 Chen-Li Street, Tamsui, Taipei, 25103 Taiwan, R.O.C		
City	Taipei		State	
Country Taiwan			Postal Code	251
Tel. No. 886-2-26212121-5536		Fax. No.	886-2-26260520	

Speaker's Biography (Please detail below special points of background experience)

Tsai Wei-Chen is Assistant Professor of department of Information Management, Aletheia University. Ph.D. in the college of Management, Yuan Ze University, Taiwan. Research area: e-Business management, IT adoption, supply chain management and service innovation in using of empirical surveys as well as modeling techniques.

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