



Curriculum Vitae

Dr. Peter J. Sher

Professor and Director, Institute of Law for Science and Technology
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【Education】

PhD, Marketing and Strategic Management, Warwick Business School, University of Warwick, UK

Master, Institute of Industrial Design, Pratt Institute, USA

B.S., Dept. of Industrial Design, Tatung Institute of Technology, ROC

【Selected Experience】

Professor and Chair, Institute for Law of Science and Technology, 2004.8~

Professor, Dept. of Business Administration, National Chung Hsing University, 2003.8~

Adjunct Professor, Institute of Intellectual Property, National Chengchi University, 2003.8~

Director, Technology Licensing Office, National Chung Hsing University, 2001.8~2004.7

Associate Professor, Dept. of Business Administration, National Chung Hsing University,
2001.8~2003.7

Chair, Dept. of International Business Studies, National Chi Nan University, 2000.8~2001.7

Associate Professor, Dept. of International Business Studies, National Chung Hsing University,
1999.8~2001.7

Lecturer, Dept. of International Business Studies, National Chi Nan University, 1996.8~1999.7

Head, Patent Examination, Dept. of Patent, Intellectual Property Office, Ministry of Economic Affairs,
1991.6~1993.8

Patent Examiner, Dept. of Patent, Intellectual Property Office, Ministry of Economic Affairs,
1988.1~1991.5

Adjunct Lecturer, Dept. of Industrial Design, Tatung Institute of Technology, 1988.9~1993.7

【Research Field】

Management of Innovation & Technology, Intellectual Asset Management, Strategic Management,
International Management

【Publication】

Journal Papers

1. Past Progress and Future Directions in Conceptualizing Consumer Perceived Value Construct Using Covariance Structure Modeling, International Journal of Service Industry Management, 2005, **16**(4), *Forthcoming* (with Isaac C. Lin and Hsin-Yu Shih) (SSCI)
2. The Effects of Innovative Capabilities and R&D Clustering on Firm Performance: The Evidence of Taiwan's Semiconductor Industry, Technovation, *Forthcoming* (with Phil Y. Yang) (SCI)
3. Information Technology as a Facilitator of Enhancing Dynamic Capabilities through Knowledge Management, Information & Management, 2004, **41**(8), pp. 937-945 (with Vivid C. Lee) (SSCI)
4. The Influence of Organizational Factors on New Product Development Effectiveness in

- Stable Networks: The Case of Configuration Management of CSD Firms, National Taiwan University Management Review, 2003, 14(1), pp.149-178 (with Jerry Chang, in Chinese)
5. Ethic Innovation Networks: A Strategic Linkage Explanation for Intellectual Advantage in International Business , Taiwan Academy of Management Journal, 2003, 3(1): 41-58 (in Chinese)
 6. International Strategy under the Framework of International Division of Labor, Journal of Multinational Business, 2001, 26: 53-70 (in Chinese)
 7. How do Firms Enhance their Technological Capability through Collaborating with Foreign Partners, Journal of Management, 2000, 17(2): 297-316 (with J.L. Liang & Homin Chen) (TSSCI)
 8. Intra-firm Learning in Technology Transfer: A Study of Taiwanese Information Technology Firms, International Journal of Innovation Management, 1999, 3(4), December, pp 427-458 (with Wong, V. and V. Shaw)
 9. Effective Organization and Management of Technology Assimilation: The Case of Taiwanese Information Technology Firms, Industrial Marketing Management, 1998, 27, pp 213-227 (with Wong, V. and V. Shaw) (SSCI)
 10. Essay on Design Protection via Analyzing Design Patent, Product Design & Packaging, 1993, Spring: 38-43
 11. Intellectual Property and Competitiveness, Product Design & packaging, 1992, Fall: 1-12

Book Articles

1. Hub-and-Spoke System: International R&D Management in TKE, Case Studies of International Business, 2000: 787-814, Taipei: Hwa-Tai Publishing
2. Technology Assimilation as a Leveraging Strategy: An Empirical Study of Taiwanese Information Technology Firms, 1998 (Unpublished PhD Dissertation)
3. Absorptive Capacity and Learning in Technology Assimilation: The Case of Taiwanese Information Technology Firms, in Hooley, G., D. Wilson (eds) Internationalization: Process, Context and Markets, 1997, London: Macmillan Press Ltd. (with Wong, V. and V. Shaw)
4. A Desk System for Office Automation, 1987, (Unpublished Master Thesis)

Selected Conference Papers

1. Core Competence Based Competitive Advantage in New Product Development, 2002 Annual Conference, Chinese Society for Management of Technology, Kaohsiung, 2002 (with Joseph Y. Lue)
2. The Effects of Innovative Capability and Value-Chain Position on Firm Performance Moderated by R&D Clustering: The Evidence of Taiwan's Semiconductor Industry 2002 Annual Conference, Chinese Society for Management of Technology, Kaohsiung, 2002 (with Yi-Hsing Yang)
3. Exploring Collaborative Relationship: An OEM Supplier's Perspective Based on Technology Dependence, The Third International Conference on Management of Innovation and Technology, Hangzhou, 2002 (with Tsun-Ruei Hsieh)
4. Competitive Analysis of Patent across Leading Nations: The Evidence of the Semiconductor Industry, The Third International Conference on Management of Innovation and Technology, Hangzhou, 2002 (with Joseph Y. Lue)
5. Analyzing Innovation in Value Clusters of Taiwanese Semiconductor Industry, The Third International Conference on Management of Innovation and Technology, Hangzhou, 2002 (with Yi-Hsing Yang)
6. Information Technology as a Facilitator of Enhancing Dynamic Capability through Knowledge Management, The First International Conference on Electronic Business, Hong

- Kong, 2001 (with Vivid C. Lee)
7. Brain Drain and Reverse Brain Drain: A Linkage Perspective toward Resource Advantage in International Business, 2nd Conference of International Business, National Chi Nan University, 2001
 8. Cross-border Network of Innovators: A Study of Taiwanese Information Technology Firms, R&D Management Annual Conference, Wellington, New Zealand, 2001 (with Shaw, V., V. Wong)
 9. Discussion on Policy Advocacy for Product and Process Innovation, Conference on Technology and Innovation Management, National Chiao Tung University, 2000
 10. Managing Inter-firm Relationships in International Technology Transfer, The 2000 International Conference in Management Science, Tamkang University, 2000
 11. Agency Behavior in International Technology Transfer: Determinants of Licensing Contracts, The 2000 International Conference of Inter-disciplinary and Multi-functional Business Management, Soochow University, 2000
 12. Influence of Regimes of Appropriability on Formulating Technology Strategy, The Seventh International Conference on Multinational Enterprise, Chinese Cultural University, 1999
 13. The Absorptive Capacity Factor in International Technology Transfer, The First International Business Conference, National Chi Nan University, 19-20 December, 1997
 14. Organisation and Management that Facilitate Technology Assimilation: The Case of Taiwanese Information Technology Firms, The 23rd Annual Conference of Academy of International Business, Birmingham, UK, 1996 (with Wong, V. and V. Shaw)
 15. Absorptive Capacity and Learning in Technology Transfer: The Case of Taiwanese Information Technology Firms, The 3rd International Product Development Conference, Fontainebleau, France, 1996 (with Wong, V. and V. Shaw)

【Honor】

Research

1. Research Award, National Science Council, 2002
2. Research Award, National Science Council, 2000
3. Research Award, National Science Council, 1998
4. Research Award, National Science Council, 1997
5. The Best Competitive Paper, Academy of International Business, UK, 1996.3
6. Fellowship, Pratt Institute, New York, 1985.9.-1987.6
7. Good Design Award, Good Design Contest, China External Trade Development Council, Taipei, 1984.6

Service

1. Medal of Contribution to Invention, Taipei Inventors Association, 1992.3

【Professional Certificate】

Certificate Patent Attorney, Republic of China (#3500)