



## Peirchy Lii

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Peirchy Lii is a professor at the Department of Management Sciences, Tamkang University, New Taipei City, Taiwan, ROC.

He received his Ph.D degree in Strategic Management from University of Arkansas, USA in 1994. Since then, he has been teaching in several universities in Taiwan. His research interests include marketing strategies, corporate competitive analysis, business ethics, and cognitive decision-making processes. He has published papers in Journal of Architectural and Planning Research, Journal of Advertising Research, Asia Pacific Management Review, Teaching Business Ethics, Hong-Kong Journal of Social Science, and African Journal of Business Management, among others.

Peirchy Lii held several administrative positions throughout his academic career. He had served as the Chair of the Department of Management Sciences in Tamkang University, the Dean of the College of Entrepreneurial Development in Tamkang University, the Dean of Research in Asia University, the Dean of Academic Affairs in Asia University, and the Vice-President of Asia University.