

Curriculum Vitae

Dr. Tun-I Hu

Current position

Contract Lecturer at Free University of Bozen-Bolzano, Italy.

Education

10/2007 – 08/2011	Ph.D in Management Science, Department of Management Science, Lancaster University Management School, Lancaster University, UK
Supervisor	Professor Robert Fildes
PhD Thesis title	A behavioural model of adoption and use of new telecommunications media: the effects of communication scenarios and media product/service attributes
Key words	Telecommunications media, decision making, consumer behaviour, media attribute, communication scenario, SMART, Conjoint analysis, Market share forecasting, Substitution effect.
09/2005 – 06/2007	Postgraduate student in Transportation and Communication Management Science, National Cheng Kung University, Taiwan
Supervisor	Professor Dung-chun Tsai
Modules	Decision Making Under Uncertainty, Fuzzy Theory and Application, Wireless Communications, Mathematical Programming, Travel Demand Analysis.
09/2003-06/2005	M.B.A. in Telecommunications Management, National Cheng Kung University, Taiwan
Supervisor	Professor Dung-chun Tsai
Master Thesis title	The communications-effectiveness of comparison advertising in telecommunications industry
Modules	Telecommunication Technology Management, Telecommunications Technology Engineering, Telecommunications Policy and Laws, Communication Network. International Marketing Management, Project Management, Financial Management, Multivariate Analysis, Consumer Behaviour, Advanced Organizational Behaviour, Applications of Artificial Neural Network.
Mark	85.56 over 100 (Distinction). Funded by a scholarship from the Institute of Telecommunications Management, National Cheng Kung University, Taiwan.
09/1999-06/2003	B.B.A in Transportation and Communication Management Science, National Cheng Kung University, Taiwan

Modules	Statistics, Regression, Marketing, Economics, Microeconomics, Accounting, Random Processes, Managerial Mathematics, Computer Programming. Operations Research, Transportation Planning, Distribution Logistics, Transportation Management, Transportation Engineering, Traffic Engineering, Railway Transportation, Air Transportation, Transportation Economics.
Mark	79.7 over 100 (Distinction). Funded by a scholarship from the department of Transportation and Communication Management Science, National Cheng Kung University, Taiwan.

Academic Research Projects and Work Experience

10/2023 - 02/2025	Free University of Bozen-Bolzano, Italy.
Occupation	Contract Lecturer
Course title	Market Research (Master course) Research Methods and Experimental Design (Master course)
10/2023 - 02/2025	Free University of Bozen-Bolzano, Italy.
Occupation	Lecture assistant
Course title	Data Management (Master course) Management of Economic and Business Data (Master course)
03/2018 - 08/2023	MIB Trieste School of Management, Italy.
Occupation	Core faculty
Course title	Business Data Analytics in Excel (Master course) Data Analytics with R and Research method (Master course) Basic Excel for Business Management Applications (Master course) Data analysis and visualization with Microsoft Power BI (Master Course)
06/2018 - 06/2022	Department of Science Economic, Business, Mathematic and Statistic (DEAMS), University of Trieste, Italy.
Occupation	Post-doctoral researcher
07/2012-12/2014	Department of Management Science, Lancaster University Management School, United Kingdom.
Occupation	Visiting Researcher

10/2012-11/2012	Department of Management Science, Lancaster University Management School, United Kingdom. France Telecom/ Orange Business Services (OBS)
Project title	Market Forecasting for Information & Communication Technology (ICT) products and service: a critical literature review
Occupation	Telecom Report re-editing
11/2011-10/2012	Faculty of Economics, Administration and Accounting, University of Sao Paulo, Brazil.
Project title	Survey of graduates and former students dropout the FEA-USP in the last 10 years
Occupation	Post-doctoral researcher Web Survey developer Data Analyst
Main activities and responsibilities	Sixteen online surveys were designed for different kinds of graduate students from Faculty of Economics, Administration and Accounting, University of Sao Paulo. Circulate and data analysis.
10/2009- 07/2011	International Federation of Operational Research Societies (IFORS)
Project title	IFORS Survey of Global OR (Operational Research) Practice http://ifors.org/OR Practice Survey/
Occupation	Co-author Web Survey Developer Data Analyst
Main activities and responsibilities	Design web surveys to enable a better understanding of the usage of quantitative tools, techniques and approaches of Operation Research practice in countries belonging to International Federation of Operational Research Societies (IFORS). Circulate the survey to IFORS Representatives in each country by email. Collate the responses, analysis the data and write a summary report.
02/2010- 11/2010	Institute for Entrepreneurship and Enterprise Development, Lancaster University Management School, United Kingdom
Project title	Entrepreneurial orientation and Firm performance: The role of knowledge exchange and networking activities
Occupation	Web Survey Developer
Main activities and responsibilities	Experience of co-operating with Institute for Entrepreneurship and Enterprise Development to develop a web survey database on understanding small businesses in the North England. Experience of managing staffs for postal survey.
01/2010- 12/2010	Lancaster Centre for e-Science, Lancaster University Management School, United Kingdom
Project title	LUMS and e-learning

Occupation	Web Survey Developer Data Analyst
Main activities and responsibilities	Develop and amend a web survey to evaluate how students use online learning technologies and how these technologies can enhance their ability to learn. Analyze responses' data and summary a report.
07/2004-09/2004	Taiwan Mobile Co., Ltd. (TCC), Taiwan
Occupation	Summer Intern
Main activities and responsibilities	Practical training in the department of technology administration, Taiwan Mobile Co., Ltd (TCC). My major work is to build up a database for radio licenses owned by TCC, including the licenses of 2G, 3G and microwave.

Academic Teaching

10/2023 – 02/2025	Lecturer of Market Research
Details	Master course (Master in Entrepreneurship and Innovation) in Free University of Bozen-Bolzano.
10/2023 – 02/2025	Lecturer of Research Methods and Experimental Design
Details	Master course (Master in Tourism Management) in Free University of Bozen-Bolzano.
10/2023 – 02/2025	Lecture assistant of Data Management
Details	Master course (Master in Public Policy and Administration) in Free University of Bozen-Bolzano.
08/2023 – 02/2025	Lecture assistant of Management of Economic and Business Data
Details	Master course (Master in Data Analytics for Economics and Management) in Free University of Bozen-Bolzano.
03/2022 –05/2022	Lecturer of Data Analysis and Visualization with Microsoft Power BI
Details	Intensive Master course (MBA and Master in Insurance and Risk Management) in MIB Trieste School of Management. Lecturing 47 master students in one classroom.
02/2022 –04/2022	Lecturer of Data Analytics with R and Research method
Details	Intensive Master course (MBA and Master in Insurance and Risk Management) in MIB Trieste School of Management. Lecturing 37 master students in one classroom.
01/2022 –06/2022	Teaching Assistant of Big Data Management
Details	Intensive Master course (MBA and Master in Insurance and Risk Management) in MIB Trieste School of Management.
02/2021 – 06/2021	Teaching Assistant of Big Data Management
Details	Intensive Master course (MBA and Master in Insurance and Risk Management) in MIB Trieste School of Management.
04/2021 – 06/2021	Lecturer of Business Data Analytics with R

Details	Intensive Master course (MBA and Master in Insurance and Risk Management) in MIB Trieste School of Management. Lecturing 36 master students in one classroom.
02/2021 – 03/2021	Lecturer of Basic Excel for Data Management Applications.
Details	Intensive Master course (MBA and Master in Insurance and Risk Management) in MIB Trieste School of Management. Lecturing 47 master students in one classroom.
01/2020 – 02/2020	Lecturer of Business Data Analytics in Excel
Details	Intensive Master course (MBA and Master in Insurance and Risk Management) in MIB Trieste School of Management. Lecturing 45 master students in one classroom.
03/2018 – 05/2018	Lecturer of Data Analytics in Marketing Research
Details	Intensive Master course (MBA and Master in Insurance and Risk Management) in MIB Trieste School of Management. Lecturing 38 master students in one classroom.
09/04/2013-11/04/2013	Tutor in Queue Modelling and DTM Approach
Details	National Taught Course in Operational Research (NATCOR) to PhD students. I was supporting computer workshops on Queue modelling and DTM approach with 50 students in one classroom.
01/2013-04/2013	Tutor in Introduction to Operations Management
Details	Undergraduate course in Management Science, Lancaster University. I was teaching with 30 students per tutorial, three tutorials per week in average.
01/2013-04/2013	Tutor in Techniques for Management Decision Making
Details	Undergraduate course in Management Science, Lancaster University. I was teaching with 30 students per tutorial, five tutorials per week in average.
01/2013-04/2013	Tutor in Quality and Risk Management
Details	Undergraduate course in Management Science, Lancaster University. I was teaching with 60 students per tutorial, two tutorials per week in average.
01/2013-04/2013	Tutor in Introduction to Business Analysis
Details	Undergraduate course in Management Science, Lancaster University. I was teaching with 30 students per tutorial, five tutorials per week in average.
01/2010-05/2010	Tutor in Introduction to Operations Management
Details	Undergraduate course in Management Science, Lancaster University. I was teaching with 30 students per tutorial, four tutorials per week.
01/2010-04/2010	Tutor in Risk and Quality Management
Details	Undergraduate course in Management Science, Lancaster University. I was supporting tutorials with 60 students in one classroom.

09/2009-12/2009 Details	Tutor in Operations Research Undergraduate course in Management Science, Lancaster University. I was teaching tutorials with 50 students in one classroom.
09/2009-12/2009 Details	Tutor in Demand Forecasting and Revenue Management Undergraduate course in Management Science, Lancaster University. I was supporting computer workshops of this course. 50 students per workshop, two workshops per week.
23/03/2009-27/03/2009 Details	Tutor in Queue Modelling and DTM Approach National Taught Course in Operational Research (NATCOR) to PhD students. I was supporting computer workshops on Queue modelling and DTM approach with 50 students in one classroom.
09/2008-12/2008 Details	Tutor in Operations Research Undergraduate course in Management Science, Lancaster University. I was supporting tutorials with 70 students in one classroom.
08/2005-02/2006 Details	Teaching Assistant in Marketing and Logistics Management Undergraduate course in Management School, National Cheng Kung University, Taiwan. Experience of preparing lecture materials, making lecture slides notes and marking students' coursework. 100 students in one classroom.

Publications and Conference Presentations

Journal Publication	<p>Hu, T. and A. Tracogna. "Channel choices and interaction patterns in continuously provided services: A customer journey perspective", <i>Journal of Marketing Theory and Practice</i>, 2023. DOI:10.1080/10696679.2023.2217487</p> <p>Hu, T. and A. Tracogna. "Multichannel search patterns and webrooming behaviours in the service industries: the case of motor insurance", <i>Italian Journal of Marketing</i>, 2021, pages 57-81.</p> <p>Hu, T. and A. Tracogna. "Multichannel customer journeys and their determinants: Evidence from motor insurance", <i>Journal of Retailing and Consumer Services</i>, 2020, Volume 54, 102022.</p> <p>J.C. Ranyard, R. Fildes and Tun-I Hu. "Reassessing the scope of OR practice: The Influences of Problem Structuring Methods and the Analytics Movement", <i>European Journal of Operational Research</i>, 2015. Volume 245, Issue 1, Pages 1-13.</p>
Full paper Published in Conference Proceedings	<p>Hu, T. and R. Fildes. "A behavioural model of the adoption and use of new telecommunications media: the effects of communication scenarios and media product/service attributes", <i>The 21th European Regional ITS Conference, Denmark, Copenhagen, 2010</i></p>

Presentations
and Abstracts in
Conference
Proceedings

Hu, T. and R. Fildes. "A behavioural model of the adoption and use of new telecommunications media: the effects of communication scenarios and media product/service attributes", *The 30th Annual International Symposium on Forecasting, USA, San Diego, 2010*

Hu, T. and R. Fildes. "New forms of communication media and their implications of new ICT product forecasting", *The 29th Annual International Symposium on Forecasting, Hong Kong, 2009*

Hu, T. and R. Fildes. "New forms of communication media and their implications of new ICT product forecasting", *The 28th Annual International Symposium on Forecasting, France, Nice, 2008*

Skills

Languages

Chinese (Native Language)
English (Fluent)
Taiwanese (Native Language)
Spanish (Basic)
Italian (Basic)

Computer skills and competences

SPSS, STATISTICA, R and Rstudio, Python, SQL, Microsoft Power BI, MS Office, Google site, SNAP, SelectSurvey.Net, SurveyMonkey.

Research interests and skills

Consumer Behaviour Analysis, Telecommunications demand Forecasting, New ICT Product Demand Forecasting, Operations Research.

(Web) Survey Design, Large Scale Survey Development, Statistical models, Marketing Modelling, Probability, Clustering Analysis, Regression, Logistic Regression, Multi-attribute models, Decision Trees.

Presentation skills

I have experienced to present a series of management/research topics to academic and business audiences. I have presented in front of sizable international audiences in international academic conferences, university seminars and classrooms teaching university courses. I have practiced my presentation skills both in English and Chinese.

Communication and interpersonal Skills

During my PhD study and working in Lancaster University (UK), Sao Paulo University (Brazil), University of Trieste (Italy), MIB Trieste School of Management (Italy) and Free University of Bozen-Bolzano (Italy), I acquired very good communication skills throughout living in a multicultural environment. I have many teamwork experiences and am good at cooperating with team members to arrange most available resources to deliver to deadlines.