

**Dr. Shih-Fen S. Chen (陳時奮博士)**  
**Kaiser Professor of International Business &**  
**Director of Center for International Business**  
**College of Business and Economics**  
**Western Washington University**  
Tel: +1 360 986 2536  
E-mail: [chen.shihfen@gmail.com](mailto:chen.shihfen@gmail.com)



**(Currently on Leave of Absence from Ivey Business School)**

I was born and raised in Taiwan. After earning my BBA in Industrial Management at National Cheng Kung University, I served as an army officer for two years and later took the position of product planner at Ford's subsidiary in Taiwan. My experience at Ford was instrumental to the decision of pursuing an MBA at Michigan State University. I returned to Taiwan and continued to work in various executive capacities at several firms for more than six years (including Mitac and China Trust).

While holding a full-time position during the day, I became full of passion for teaching and writing at night. I taught executive training courses at three universities in Taipei and was a regular contributor to the two major business newspapers in Taiwan (*Economics Daily* and *Commercial Times*). I translated two books from English into Chinese and also co-founded a management magazine that still prospers today (*World Manager Digest*, renamed *EMBA* in 1998). Business required me to travel extensively to Canada and the US, and occasionally to other Asian nations. I must admit that the arduous nature of my daytime position made my nighttime job more intellectual and enjoyable.

In 1991, I returned to school to pursue an academic career. I received my Ph.D. in International Business from the University of Illinois at Urbana-Champaign. My doctoral thesis provides theoretical and empirical accounts for why many foreign manufacturers sell their products in the US under the store name or other private labels controlled by retailers, a practice called *private branding*.

My research interests cover foreign investment, international banding, and offshore outsourcing. My work has appeared in the *International Journal of Research in Marketing*, *Journal of International Business Studies*, *Journal of Retailing*, *Strategic Management Journal*, and so on. My comments can be also found in *Boston Globe*, *Business Week*, *Financial Times*, *Globe and Mail*, *New York Times*, *Newsweek*, *USA Today*, *Wall Street Journal*, *Washington Post*, plus numerous local media and blogs around the world.

Prior to joining Ivey in 2006, I was on the faculty of Brandeis University and Kansas State University (plus a brief visit to the University of California-Riverside). My primary teaching areas include *Global Strategy* and *Global Marketing*. I have 20 years of case teaching experience, with training on the case method from Ivey Business School, Harvard Business School, and Babson College. In addition to my regular teaching assignments at Ivey, I run executive training seminars and case workshops in Asia. Up to now, about 7,000 professors from leading business schools in Australia, China, Japan, Hong Kong, Korea, Macau, Malaysia, Singapore, Taiwan and Thailand have attended my case workshops.

I am currently taking a leave of absence from Ivey Business School in Canada and holding the Kaiser Professor of International Business at Western Washington University in Bellingham, Washington.