

# Curriculum Vitae

**Dr. Tun-I Hu**

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## Current position

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

## Education

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- 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**

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<b>10/2023 –present</b>	<b>Free University of Bozen-Bolzano, Italy.</b>
Occupation	<b>Contract Lecturer</b>
Course title	<b>Market Research (Master course) Research Methods and Experimental Design (Master course) Marketing B2B and Sales management (Master course) International Management (Bachelor course)</b>
<b>10/2023 – present</b>	<b>Free University of Bozen-Bolzano, Italy.</b>
Occupation	<b>Lecture assistant</b>
Course title	<b>Data Management (Master course) Management of Economic and Business Data (Master course) Economics of Digital Markets (Bachelor degree) Introduction to Data Management and Data Analysis (Master course)</b>
<b>03/2018 – 08/2023</b>	<b>MIB Trieste School of Management, Italy.</b>
Occupation	<b>Core faculty</b>
Course title	<b>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)</b>
<b>06/2018 – 06/2022</b>	<b>Department of Science Economic, Business, Mathematic and Statistic (DEAMS), University of Trieste, Italy.</b>
Occupation	<b>Post-doctoral researcher</b>
<b>07/2012-12/2014</b>	<b>Department of Management Science, Lancaster University Management School, United Kingdom.</b>

Occupation	<b>Visiting Researcher</b>
<b>10/2012-11/2012</b>	<b>Department of Management Science, Lancaster University Management School, United Kingdom. France Telecom/ Orange Business Services (OBS)</b>
Project title	Market Forecasting for Information & Communication Technology (ICT) products and service: a critical literature review
Occupation	<b>Telecom Report re-editing</b>
<b>11/2011-10/2012</b>	<b>Faculty of Economics, Administration and Accounting, University of Sao Paulo, Brazil.</b>
Project title	Survey of graduates and former students dropout the FEA-USP in the last 10 years
Occupation	<b>Post-doctoral researcher Web Survey developer Data Analyst</b>
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.
<b>10/2009- 07/2011</b>	<b>International Federation of Operational Research Societies (IFORS)</b>
Project title	<b>IFORS Survey of Global OR (Operational Research) Practice</b> <a href="http://ifors.org/OR_Practice_Survey/">http://ifors.org/OR Practice Survey/</a>
Occupation	<b>Co-author Web Survey Developer Data Analyst</b>
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.
<b>02/2010- 11/2010</b>	<b>Institute for Entrepreneurship and Enterprise Development, Lancaster University Management School, United Kingdom</b>
Project title	<b>Entrepreneurial orientation and Firm performance: The role of knowledge exchange and networking activities</b>
Occupation	<b>Web Survey Developer</b>
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.
<b>01/2010- 12/2010</b>	<b>Lancaster Centre for e-Science, Lancaster University Management School, United Kingdom</b>

Project title	<b>LUMS and e-learning</b>
Occupation	<b>Web Survey Developer Data Analyst</b>
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.
<b>07/2004-09/2004</b>	<b>Taiwan Mobile Co., Ltd. (TCC), Taiwan</b>
Occupation	<b>Summer Intern</b>
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**

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

<b>04/2021 – 06/2021</b>	<b>Lecturer of Business Data Analytics with R</b>
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.
<b>02/2021 – 03/2021</b>	<b>Lecturer of Basic Excel for Data Management Applications.</b>
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.
<b>01/2020 – 02/2020</b>	<b>Lecturer of Business Data Analytics in Excel</b>
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.
<b>03/2018 – 05/2018</b>	<b>Lecturer of Data Analytics in Marketing Research</b>
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.
<b>09/04/2013- 11/04/2013</b>	<b>Tutor in Queue Modelling and DTM Approach</b>
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.
<b>01/2013-04/2013</b>	<b>Tutor in Introduction to Operations Management</b>
Details	Undergraduate course in Management Science, Lancaster University. I was teaching with 30 students per tutorial, three tutorials per week in average.
<b>01/2013-04/2013</b>	<b>Tutor in Techniques for Management Decision Making</b>
Details	Undergraduate course in Management Science, Lancaster University. I was teaching with 30 students per tutorial, five tutorials per week in average.
<b>01/2013-04/2013</b>	<b>Tutor in Quality and Risk Management</b>
Details	Undergraduate course in Management Science, Lancaster University. I was teaching with 60 students per tutorial, two tutorials per week in average.
<b>01/2013-04/2013</b>	<b>Tutor in Introduction to Business Analysis</b>
Details	Undergraduate course in Management Science, Lancaster University. I was teaching with 30 students per tutorial, five tutorials per week in average.
<b>01/2010-05/2010</b>	<b>Tutor in Introduction to Operations Management</b>
Details	Undergraduate course in Management Science, Lancaster University. I was teaching with 30 students per tutorial, four tutorials per week.
<b>01/2010-04/2010</b>	<b>Tutor in Risk and Quality Management</b>

Details	Undergraduate course in Management Science, Lancaster University. I was supporting tutorials with 60 students in one classroom.
<b>09/2009-12/2009</b> Details	<b>Tutor in Operations Research</b> Undergraduate course in Management Science, Lancaster University. I was teaching tutorials with 50 students in one classroom.
<b>09/2009-12/2009</b> Details	<b>Tutor in Demand Forecasting and Revenue Management</b> Undergraduate course in Management Science, Lancaster University. I was supporting computer workshops of this course. 50 students per workshop, two workshops per week.
<b>23/03/2009-27/03/2009</b> Details	<b>Tutor in Queue Modelling and DTM Approach</b> 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.
<b>09/2008-12/2008</b> Details	<b>Tutor in Operations Research</b> Undergraduate course in Management Science, Lancaster University. I was supporting tutorials with 70 students in one classroom.
<b>08/2005-02/2006</b> Details	<b>Teaching Assistant in Marketing and Logistics Management</b> 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**

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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 21<sup>th</sup> 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 30<sup>th</sup> 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 29<sup>th</sup> 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 28<sup>th</sup> Annual International Symposium on Forecasting, France, Nice, 2008*

## Skills

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### 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.

