

陳伯儀

現職：臺北市立大學運動教育研究所教授

研究焦點：運動傳播、運動與公共關係、

運動社會學研究、運動禁藥管制教育、
運動組織行為

教授科目：運動傳播與公共關係、運動社會學、

運動賽會管理專題研究

電話：(02) 2871-8288 分機 5906

E-MAIL：daivd2009@utapei.edu.tw



學 歷

Texas Woman's University, Kinesiology, Ph.D.

Louisiana Tech university, PE & Health, M.Ed.

中國文化大學新聞學系學士

專業資歷

美國德州女子大學體育研究所 訪問學者 (2016-2018)

臺北市立大學進修推廣處 組長 (2013-2015)

臺北市立體育學院推廣教育中心組長 (2009 ~ 2013)

真理大學運動管理學系助理教授 (2006 ~ 2009)

競技運動資歷

中華運動禁藥防制基金會 教育宣導組組長

2014 年擔任 2014 Sochi 冬季奧運運動禁藥管制外展計劃講師

國家代表隊運動禁藥教育講師

國內外各大重要賽會之禁藥管制站站長

Research Interests

Sport Management, Sport Communication and Media, Sport Public Relations,
Sociology of Sport, Organizational Behavior in Sport

Education

- Ph.D.** 2005, Sport Management, Texas Woman's University, Denton, TX.
Dissertation Title
The Dynamics of Leadership Functions in a Men's Semi-Professional Basketball Team in Taiwan, R.O.C. (Advisor: Bettye Myers, Ph.D.)
- M.S.** 2000, Health & Physical Education (Kinesiology), minor in Industrial and Organizational Psychology, Louisiana Tech University, Ruston, LA.
- B.S.** 1995, Journalism, Chinese Culture University, Taipei, Taiwan.

Professional Certifications & Licensures

- **International Doping Control Officer**
By Australian Sports Drug Agency, Australia
By Chinese Taipei Anti-Doping Agency, Taipei, Taiwan
- **Communication and Negotiation Manager**
By TUV Rheinland, Germany
- **Convention and Exhibition Project Management Manager**
By TUV Rheinland, Germany
- **ASEP National Coach Certification**
By American Sport Education Program, U.S.A.
- **Core Instructor for Sport Facility Manager Certificate**
By Ministry of Labor, Taipei, Taiwan
- **Core Instructor for Sport Event Manager Certificate**
By Ministry of Labor, Taipei, Taiwan
- **Core Instructor for Doping Control Officer Training Program**
By Chinese Taipei Anti-Doping Agency

Academic Employment

Visiting Scholar (08/2016-08/2018)

Department of Kinesiology, Texas Woman's University, Denton, TX

Associate Professor (08/2013-Present)

Graduate Institute of Sports Pedagogy, University of Taipei, Taipei, Taiwan

Assistant Professor (08/2009-07/2013)

Graduate Institute of Sports Pedagogy, Taipei Physical Education College, Taipei, Taiwan

Assistant Professor (02/2006-07/2009)

Department of Sport Management, Aletheia University New Taipei City, Taiwan

Instructor (08/2004-01/2006)

Department of Sport Management, Aletheia University New Taipei City, Taiwan

Graduate Assistant (08/2001-08/2004)

Department of Kinesiology, Texas Woman's University, Denton, TX

Teaching Assistant (03/1999-05/2000)

Department of Health & Physical Education (Kinesiology), Louisiana Tech University, Ruston, LA

Teaching**Courses Taught at University of Taipei (2009-2016)****■ Graduate Courses**

- Adapted Physical Education (2012)
- Communication and Social Skill for Disabilities (2015-2017)
- Issues in Olympics (2009-2010)
- Issues in Sport Pedagogy (2009-2010)
- Issues in Sport Administration (2011-2014)
- New Media in Sport (2011)
- Policy Making and Leadership in Sport (2012)
- Sport Public Relations (2009-2017)
- Sport Event Operation and Management (2010-2017)
- Sociology of Sport (2010-2017)

■ Undergraduate Courses

- Curriculum Design and Teaching Methods (2011-2014)
- Interpersonal Communication (2011-2014)
- Issues on International Sport Organizations (2014-2017)
- Principle of Physical Education (2009-2016)
- Team Management and Leadership (2015-2016)
- Sport Marketing (2013-2017)
- Sport Administration (2014-2016)
- Sport Facility Management (2009-2010)

Courses Taught at Aletheia University (2004-2009)**■ Undergraduate Courses**

- Sport Communication (2004-2009)
- Sport Public Relations (2004-2009)
- Sport Facility Management (2004-2009)
- Sociology of Sport (2004-2009)

- Sport Organizational Behavior (2008-2009)

Teaching Activities

Doctoral Student Committee Co-Advisor/Chair

2015 – Present [Wei-Bin Ding] Title of the dissertation not decide yet.

Master Thesis Advisor/Committee Chair

2016 - Making Small Steps into a Miracle: Self-Narration of My Life Marathon.
[Ya-Fen Chen]

2016 - The Effects of Team Cohesion and Goal Orientation on the Self-confidence of Players. [Chin-Chang Chen]

2016 - The Study of Students' Learning Satisfaction and Effect of Judo's Falling and Rolling Skills. [Wen-Liang Lin]

2015 - The Stress Sources of Referees in Super Basketball League. [Yi-Chen Chan]

2015 - Dynamic Analysis of the Male Team's Group Dynamics and Leadership in High School Basketball League-A Case Study of Neng-Reng Vocational High School. [Hsin-Ju Chen]

2015 - If I Could Start It Over: A Self-Narrative of Baseball Athlete. [Kuo-Hui Kao]

2014 - Establishing Service Blueprinting in the Facilities Management at Taipei Tatung Sports Center. [Shu-Wan Ma]

2014-A Study of Tourist Leisure Satisfaction for Ski Tours [Hwa-Yin Tsou]

2014- Research on Basketball Referee's Enthusiasm, Pressure, and Work Burnout. [Chun-Hui Hsu]

Master Thesis Advisor/Committee Chair (Continued)

2014-Risk Management Cognition and Implementation Status of Physical Education Teachers - The Case Study of Taipei City Junior High Schools.
[Chun-Yi Lee]

2014 - Research on Brand Equity of a Taiwanese Professional Basketball Team.
[Jia-Xiang Zan]

2014 - The Impact of Tai Chi on the Body Self-Concept of Elders. [Chun-Chia Hsu]

2014 - Establishing Service Blueprinting in the Facilities Management at Taipei Zhongshan Sports Center [Wei-Bin Ding]

- 2014 - The Correlations between Academic Performance, Fitness, and Peer Relationships of Senior High School Students. [Li-Xiu Yang]
- 2014 - The Right Person in Life: A Narrative of the Interdisciplinary Learning Process of a Sports Professional. [Yi-Ying Lu]
- 2013 - The Study of Judo Coaches' Leadership Behavior and Athletics' Satisfaction – the View of Regulatory Fit. [Cheng-Yuan Hsu]
- 2013 - The Influence of Kendo Videos Used in Kendo Courses on Expectancy-value of Elementary School Students. [Cheng-Lin Chen]
- 2013 - Studying Motivation, Learning Needs, and Employment Expectations of Students in the Department of Recreation and Sport Management of Physical Education College. [Ching-Yi Huang]
- 2013 - The Effect of Bike-Riding Activity Program to Students' Self-Concept in Junior High School. [Yu-Shu Tzeng]
- 2012 - Discussion of the Sustainable Development of the Department of Exercise Performing Arts of Taipei Physical Education College. [Hui-Min Tzeng]
- 2012 - A Narrative Inquiry to the Process of Homosexual for a Lesbian Coach. [Chen-Ju Ni]
- 2012 - The Male Athletes' Behavior Of "Hunting" In Pub/Night Club. [Cheng-Kai Lai]
- 2012 - A Study of the Elite Athletes' Reactions to Media Coverages. [Ya-Chieh Tao]
- 2012 - The Study of Developing for Public Senior High School Students' Satisfaction of The Selected Courses of Physical Education. [Shao-Hwa Hsu]

Master Thesis Advisor/Committee Chair (Continued)

- 2012 - The Relationship of Life Styles and Health Physical Fitness: Evidence from the Students' of Night Vocational High School. [Chang-Chia Liu]
- 2011 - The Impact of Swimming Intervention on Health-Related Physical Fitness of Overweight Junior High Students. [Yu-Wei Liu]
- 2011 - A Study on the Relationship between Senior High School Badminton Athletes' Sport Commitment and Fatigue. [Hsin-Yi Wu]
- 2011 - A Study on How Female Tug of War Athletes' Physical Self-presentation and Social Physique Anxiety Affect Their Sport Commitment. [Chih-Wei

Yu]

2008 - The Study of The Relationship Between Leisure Attitude and Leisure Participation of Adventure Education Facilitators. [Yu-Ting Lin]

2008 - The Influence of Personality on Job Performance-A Case Study of Adventure Education Facilitator. [Gi-Ting Hou]

Other Teaching Activities

2006-2016 **Instructor**, Anti-Doping Education Program, Sport Administration, Ministry of Education, Taiwan

2006-2016 **Instructor**, Doping Control Officer Training Program, Chinese Taipei Anti-Doping Agency, Taiwan 2006-2016

2006-2016 **Instructor**, Sport Facility Manager Certificate, Ministry of Labor, Taipei, Taiwan

2009-2016 **Instructor**, Sport Event Manager Certificate, Ministry of Labor, Taipei, Taiwan

2014 **Outreach Program Member**, 2014 Sochi Winter Olympic Game, World Anti-Doping Agency, Montreal, Canada

Other Teaching Activities (Continued)

2014-2015 **Instructor and Session Lecturer**, Space School/Education program hosted by Houston Association for Space and Science Education (HASSE), NASA Johnson Space Center, Houston, TX

2007 **Study Abroad Instructor and Course Lecturer**, American Culture and Sport Industry. Madonna University, Livonia, MI

Conference Presentations and Workshops

2016 **Invited Panelist**, *Clean Sport and Olympic Agenda 2020*, Protecting Athletes and Clean Sport Symposium, Macao, China. (USD \$1,200 Funded)

2016 **Invited Guest Speaker**, Cross-Strait Sport Industry Symposium, Shanghai, China (USD \$4,000 Funded)

2016 **Invited Guest Speaker**, Cross-Strait Sport for All Policy Symposium, Taipei, Taiwan

2015 **Invited Panelist**, Sport for All Policy Symposium, Nanking, China (USD \$4,000 Funded)

2015 **Invited Guest Speaker**, *Protect Athletes and Sport*. National Conference on Innovation and Prospects of the Olympic Agenda 2020, Sport

Administration, Ministry of Education, Taiwan (Advised by International Olympic Committee)

2014 **Invited Guest Speaker**, *The Change and Challenge of 2015 WADA Code*. College of Law, Kook Min University, Seoul, South Korea. (USD \$2,000 Funded)

2012 **Presenter**, *The SWOT Analysis of Anti-Doping Education Program of Chinese Taipei Anti-Doping Agency*, Anti-Doping Education Symposium, Shanghai, China. (USD \$2,000 Funded)

Refereed Publications -Published Articles in Journals

Chen, B. (2017). Organizational Openness and Performance Improvement: Take the Hiring Process of the Sport Management Department of the Texas Women's University as an Example. *National Sports Quarterly*. Sports Administration, Ministry of Education. 46:2, 38-43.

Chen, B. & Ding, W. (2016). Applying Intelligence Technology and Internet of Things in Sports for All. *Sport Management Quarterly*. Taiwan Society for Sport Management. 32, 12-19.

Chen, B. (2016). Research on Previous Olympics and Rio Olympics' Media Communication. *National Sports Quarterly*. Sports Administration, Ministry of Education. 45:2, 12-18.

Chen, B. (2016). Discussion of the Promotion Strategy for National Sports Day. *National Sports Quarterly*. Sports Administration, Ministry of Education. 45:1, 43-50.

Ding, W & **Chen, B. (2016)**. A Study of the National Sports Day Promotional Plans and Its Merits. *National Sports Quarterly*. Sports Administration, Ministry of Education. 43:3, 12-16.

Refereed Publications - -Published Articles in Journals (Continued)

Wei, Y. & **Chen, B. (2013)**. Research of National Sport Venues' Operational Strategies to the Trend of Aging Population with Declining Birthrate. *Chinese Sports Quarterly*. National Society of Physical Education of the Republic of China. 27:2, 113-117.

Wang, W. & **Chen, B. (2013)**. Developing Future Dynamic Thinking Man Power in Sport Industry- From Sport Pedagogy Perspective. *Sport Management Quarterly*. Taiwan Society for Sport Management. 21:3-14.

Chen, B. (2012). Application of Uses and Gratification Theory in Sports Video Games. *Journal of TSSAM*. Taiwan Society for Sport Management. 12:2, 117-129.

Yang, M., Lee, C. & **Chen, B. (2012)**. A Study of the Development of the

Teaching Effectiveness for Critical Thinking in Physical Education Scale. *Journal of Taiwan Sport Pedagogy*. 7:1,1-14.

Eric Zhi-Feng Liua*, Shan Shan Cheng, Sherry Y. Chena, & **Bo-I Chen** (2012). The Impact of Q&A Forums' Level of Elaboration on Students' Learning, *Procedia - Social and Behavioral Sciences*. 64,604-608.

Chen, B. (2012). Green Olympics. *Physical Education of School*. Sports Administration, Ministry of Education. 22:3, 47-50.

Chen, B. & Yu-Fen Liu (2011). Impacts of Feminism on Women's Right in Participating Olympic Game, *Sports Research Review*. 114, 20-25.

Liu, Y., **Chen, B.**, Lee, Y., Chang, C. & Pan, S. (2011). Brand Image, Advertisement Effects, Brand Equity and Relationship Quality of Corporate Sponsor in Beijing Olympics. *Sports & Exercise Research*. 13:4, 359-367.

Chen, B. & Cheng, C. (2010). Research for Coach-Directing Manner and Player-Training Satisfaction of College Baseball. *Journal of Sports Knowledge*. 7, 111-124.

Chang, T., Cheng, C. & **Chen, B.** (2010). A Study of Cognition Attributes of Innovation in Diffusion of Innovation-A Case Study of Taiwan Sports Lottery. *Journal of Sports Knowledge*. 7, 277-286.

Chen, B. (2009). Who Owns the Right of The Statistics of The Game? Legal Cases Study. *Chinese Sports Quarterly*. National Society of Physical Education of the Republic of China. 23:4, 135-140.

Refereed Publications - Published Articles in Journals (Continued)

Chen, B. (2009). Benefit Assessment of Sports Lottery on the Development of Taiwan's Sports Industry. *National Sports Quarterly*. Sports Administration, Ministry of Education. 38:1, 61-66.

Liao, Y. & **Chen, B.** (2008). The State of Play and Development of Taiwan Baseball Labor Donor Under the Globalization Effect. *Journal of Sports Knowledge*. 5, 29-37.

Lu, H. & **Chen, B.** (2008). Examination of User Satisfaction in Sport Park-- Example of Hualien County Sport Park. *Journal of Sports Knowledge*. 5, 231-240.

Chen, Y. & **Chen, B.** (2008). The Introduction and Use of Main Press Center in the International Games. *Journal of Sport Communication*. 1, 26-36.

Jiang, X., **Chen, B.** & Ye, Y. (2008). Teaching Swimming by Applying Multimedia Technology Method. *Journal of Sports Knowledge*. 4, 129-134.

Books/Chapters

- Chen, B. (2016).** Sport Information Management. In Chen, H. (Ed.), *Sport Management* (pp.5/1-34). Taiwan: Wagner Publishing.
- Chen, B. (2016).** Sport Public Relations. In Hsu, Y. (Ed.). *Sport Marketing, 2nd Edition* (11/1-38). Taiwan: Wagner Publishing.
- Chen, B. (2012).** Sport Public Relations. In Hsu, Y. (Ed.). *Sport Marketing, 1st Edition* (11/1-32). Taiwan: Wagner Publishing.
- Chen, B. (2010).** The Future of Sport Communication. In Shih, C. (Ed.). *Sport Communication*. (15/1-36). Taiwan: Wagner Publishing.

Conference Presentations

- Hsu, J & **Chen, B.** (2017,Oct). Government Policy of Promoting Water Safety to Students in Taiwan. The World Conference on Drowning Prevention 2017. **(Oral Presentation)**
- Yu, C. H., **Chen, B.**, & Miloch, K. (2012, Nov). Establishing the interpretation service process by service blueprinting in the facilities management for Texas Woman's University Pioneer Hall. The conference of the 18th Sport Management Association of Australia and New Zealand's (SMAANZ).

Conference Posters

- Chen, B.** & Yu, C. H. (2012, Nov). Is "Linsanity" another incident which occurred because racism still exists in United States? The North American Society for the Sociology of Sport (NASSS) Conference, New Orleans, Louisiana, USA.
- Lee, K. & **Chen, B.** (2009, May). Corporate Sponsorship of Local Athletic Departments. 2009 North American Society for Sport Management Conference (NASSM 2009), Columbia, South Carolina, USA.

Honors and Awards

Teaching Excellence Faculty of the Year 2015, University of Taipei

Dr. Chen was nominated by Nomination Committee among 427 faculties of University of Taipei.

2014 Sochi Winter Olympic Game Outreach Program Member, World Anti-Doping Agency (WADA)

WADA's Outreach Program is developed to inform and unite both athletes and their entourage about anti-doping and the Say NO! to Doping message. WADA Outreach program delivered at major multi-sport events, such as the Olympic and Paralympic Games, and other regional events. Only 10 anti-doping experts and retired athletes are nominated and recruited from around the world by WADA. Dr. Chen is

currently the one and the only personnel which nominated by WADA from Chinese Taipei (Taiwan, R.O.C.). [Play True Magazine P.24](#)

2007 Outstanding Research Award

Content and Message Analysis on Soccer Comedic Book- The Whistle,
2007 International Sport Pedagogy Conference, Taipei, Taiwan

2003 Kitty Winter Magee Honor Student

Department of Kinesiology, Texas Woman's University, Denton, TX

Grants

Bo-I Chen (2016-2018). Co-principal investigator, Research on Life Saving System and Policy. Founded by Sports Administration, Ministry of Education, **3-year project. USD \$88,890 per year for 3 years. Total amount for 3 years is USD \$ 266,670**

Bo-I Chen (2016). Co-principal investigator, Women Get moving, Research on Women Sports for Life. Founded by Sports Administration, Ministry of Education, **USD \$111,110** for a 1-year project.
<https://www.facebook.com/womengetmoving/>

Bo-I Chen (2015). Principal investigator, Is E-Sport a Sport? Investigation and Study on Sport Industry and E-Sport. Founded by Sports Administration, Ministry of Education, **USD 6,350 for 2 months project.**

Bo-I Chen (2015). Principal investigator, Establishing Service Blueprinting and Service Quality Process Mapping in the Taipei Sports Center. Founded by The China Youth Corps, **USD \$7,940** for 5 months project.

Bo-I Chen (2009). Principal investigator, Sport Lottery System Comparison and Legal Issues Research. Founded by Sports Administration, Ministry of Education, **USD 3,150 for a 3-month project.**

Reviewer

Sport Management Quarterly
National Sports Quarterly
Chinese Sports Quarterly
Journal of TSSAM
Journal of Taiwan Sport Pedagogy
Sports Research Review
Sports & Exercise Research
Physical Education Journal
Journal of Sports Knowledge
Journal of Sport Communication

Service

Professional Service

Service Activities for International and National Institute

Chinese Taipei Olympic Committee, Taipei, Taiwan

- 2016 - Present **Board Member**, International Sport Affairs Advisory Board
- 2016 **Representative**, World Anti-Doping Agency's 2016 ADO Symposium, Lausanne, Switzerland
- 2012 - 2014 **Committee Member**, Anti-Doping Investigation Committee
- 2012 **Representative**, Anti-Doping Education Symposium, Shanghai, China
- 2007 – 2016 **Supervisor**, Doping Control Station of mega sport events including The 21st Summer Deaflympics, The World Game, 2009 and so on

Sport Administration, Ministry of Education, Taipei, Taiwan

- 2016 **Board Member**, Advisory Board for “Asia-Pacific Economic Cooperation (APEC) High Level Policy Dialogue on Education and Career Planning for Young Athletes”
- 2016 **Committee Member**, Supervisory Committee for International Sport Event
- 2013 – 2016 **Committee Member**, Sport Policy Communication and Marketing Committee
- 2008 – 2010 **Committee Member**, Supervisory Committee for Sport Lottery Operation

Department of Education, Taipei City Government

- 2012 – 2013 **Committee Member**, Organizing Committee for University of Taipei

Taiwan Society for Sport Management

- 2016 - 2018 **Committee Member**, Sport Industry Development Committee
- 2014 - 2016 **Committee Member**, Sport Event Development Committee
- 2012 - 2014 **Deputy Chair**, International Sport Affairs Committee
- 2005 – 2014 **Media Liaison**
- 2005 – 2014 **International Scholar Network Liaison**

Global Sport Management Summit, World Association of Sport Management (WASM)

- 2011 – 2013 **Organizing Committee**
- 2011 – 2013 **Panel Facilitator**

2012 **Simultaneous Interpreter** for Keynote speaker

Service Activities for University

2013 – 2015 **Division Head**, Office for Continuing Education, University of Taipei

2009 – 2013 **Division Head**, Office for Continuing Education, Taipei Physical Education College

2010 – 2011 **Committee Member**, Gender Equality Committee, Taipei Physical Education College

2010 – 2011 **Committee Member**, Gender Equality Issue Investigation Committee, Taipei Physical Education College

2011 – 2013 **Committee Member**, Foundation of University Development Committee, Taipei Physical Education College

2011 – 2014 **Committee Member**, Curriculum and Program Development Committee,
College of Journalism and Mass Communication, Chinese Culture University.

Service Activities for College and Department

2010 – 2013 **Committee Member**, Library Development Committee, Taipei Physical Education College

2010 – 2013 **Committee Member**, Curriculum and Program Development Committee, Taipei Physical Education College

2013 – 2015 **Committee Member**, Curriculum and Program Development Committee, College of Physical Education, University of Taipei