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## 學歷

University of Linz  
Social and Economic Sciences

## 現職

僑光科技大學國際貿易系副  
教授

### ▶ 經歷

僑光科技大學國際貿易系副教授  
University of Innsbruck Senior Lecturer

### ▶ 專長

行銷學、國際行銷學、商用英文、消費者行為、企業管理、經貿英語閱讀

### ▶ 研究領域

行銷學(應用行銷), 管理學(人類安全, 新公共管理)

### ▶ 證照

ETS/TOEIC-960分  
英國葡萄酒與烈酒教育基金會(WSET)/高級葡萄酒與烈酒認證 WSET Level 3 Award Wines



## ► 社會服務

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服務機構：Asian Political and International Studies Association (APISA) 服務性質：Executive Board Member

服務機構：Groszer Wein, Austria 服務性質：Consultant

## ► 個人研究

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### A. 期刊論文

1. Massoud Moslehpour, **Christian Schafferer**, Stephen Lewi, Dessy Kurniawati, Van Kien Pham & Sahand E. P. Faez. 2024. "The Influence of Social Media Marketing on Voting Intention in Indonesia." *Journal of Political Marketing*, DOI: 10.1080/15377857.2024.2303509 (期刊屬於 Scopus).
  2. **Christian Schafferer**. 2023. "Political Dynasties and Democratization: A Case Study of Taiwan." *Asian Journal of Comparative Politics*. <https://doi.org/10.1177/20578911221148830> (期刊屬於 Scopus, ESCI).
  3. Wei-Tse Pai, **Christian Schafferer**, Jie-Min Lee, Li-Ming Ho. "Effect of Culture Period and Stocking Density on Input Demand and Scale Economies of Milkfish (*Chanos chanos*) Polycultures with White Shrimp (*Penaeus indicus*)", *Fishes* **2022**, 7(3), 110; <https://doi.org/10.3390/fishes7030110> (期刊屬於 Scopus, SCIE)
  4. **Schafferer, Christian**. 2020. "Taiwan's defensive democratization", *Asian Affairs: An American Review*, DOI: 10.1080/00927678.2020.1730041 (期刊屬於 Scopus).
  5. Chang C-C, Huang J-F, **Schafferer C**, Lee J-M, Ho L-M. 2020. "Impacts of culture survival rate on culture cost and input factors: Case study of the hard clam (*Meretrix meretrix*) culture in Yunlin County, Taiwan." *J World Aquacult Soc.*, 51:139–158. <https://doi.org/10.1111/jwas.12668> (期刊屬於 SCI, Scopus).
  6. Ho, LM., **Schafferer, C.**, Lee, JM. *et al.* 2018. "Raising cigarette excise tax to reduce consumption in low- and middle-income countries of the Asia-Pacific region: a simulation of the anticipated health and taxation revenues impacts." *BMC Public Health* **18**, 1187 (期刊屬於 SCI, Scopus).
  7. **Schafferer, Christian**, Chun-Yuan Yeh, Sheng-Hung Chen, Jie-Min Lee and Chi Jung Hsieh. 2018. "A simulation impact evaluation of a cigarette excise tax increase on licit and illicit cigarette consumption and tax revenues in 36 European countries." *Public Health*, Vol. (162): 48-57 (期刊屬於 SSCI, SCI, Scopus).
  8. Yeh, Chun-Yuan, **Christian Schafferer**, Jie-Min Lee, Li-ming Ho and Chi-Jung Hsieh. 2017. "The effects of a rise in cigarette price on cigarette consumption, tobacco taxation revenues, and of smoking-related deaths in 28 EU countries – applying threshold regression modelling." *BMC public health*, 17(1), 676. DOI 10.1186/s12889-017-4685-x (期刊屬於 SCI, Scopus).
  9. Ho, Li-Ming, **Christian Schafferer**, Jie-Min Lee, Chun-Yuan Yeh and Chi-Jung Hsieh. 2017. The effect of cigarette price increases on cigarette consumption, tax revenue, and smoking-related death in Africa from 1999 to 2013. *International Journal of Public Health* 62 (8):899-909 (期刊屬於 SSCI, SCI, Scopus).
  10. Yeh, Chun-Yuan, Jung-Fu Huang, Jie-Min Lee and **Christian Schafferer**. 2017. "An economic analysis of hard clam (*Meretrix meretrix*) farmer polyculture with milkfish (*Chanos chanos*), silver sea bream (*Rhabdosargus sarba*), and shrimps at different hard clam stocking densities: a case study of Yunlin County, Taiwan." *Aquaculture International* 25(3): 1039 – 1055 (期刊屬於 SCI, Scopus).
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### B. 研討會論文

1. **Schafferer, Christian.** 2022 “*Beer in Asia: Development and Relevance - the Case of Taiwan.*” International Conference, Asian Political and International Studies Association (APISA), *World on Fire: Whither International Cooperation?*, Chiang Mai University, Thailand.
2. **Schafferer, Christian.** 2022 “*Regional integration in Asia: An individual-level analysis of Asian identities.*” XXXIV Annual Convention, Korean International Studies Association (KISA), *A New World Disorder: Security Risks, Challenges, and Opportunities*, Yonsei Institute for North Korean Studies, Seoul, South Korea.
3. **Schafferer, Christian.** 2021 “*Asian Identity: State actors vs. civil society.*” Joint Conference Asian Political and International Studies Association (APISA) and Korean International Studies Association (KISA), *Operationalizing an East Asian Community of Peace and Development: Challenges and Opportunities*, Graduate School of International Studies and the Institute for International and Area Studies, Ewha Womans University, Seoul, South Korea.
4. **Schafferer, Christian.** 2021 “*Taiwan’s foreign policy initiatives during the pandemic.*” XXXIV Annual Congress, Mexican International Studies Association (MISA).
5. **Schafferer, Christian.** 2020 “*Defending sovereignty and democracy: Taiwan’s foreign policymaking in times of crisis.*” Joint Conference Asian Political and International Studies Association (APISA) and Korean International Studies Association (KISA), *New and Future Governance Challenges in East Asia*, Kyung Hee University, Seoul, South Korea.
6. **Schafferer, Christian.** 2019. “*Nationalism, populism and democracy: A case study of Taiwan.*” Asian Conference on Human Security, Multiculturalism and Democracy, Bangkok, Thailand.
7. **Schafferer, Christian.** 2019. “*Foreign Aid, Democracy Promotion and Taiwan’s Quest for Recognition.*” In *The Niche Diplomacy of Asian Middle Powers.* 44th Annual Conference, British International Studies Association, London.
8. **Schafferer, Christian.** 2018. “*Taiwan and the regional interdependencies.*” Joint Conference Friedrich Ebert Stiftung (FES) and Asian Political and International Studies Association (APISA), *Regional Interdependencies of Democratisation in Asia*, Seoul, Korea,
9. **Schafferer, Christian.** 2018. “*Taiwan’s Democratization,*” *Revisiting Bandung: Cultivating Asia’s Insights on Global International Relations and Political*, Bandung, Indonesia.
10. **Schafferer, Christian** and Martin Evenden. 2017. “*Explaining democratic consolidation and regress in East and Southeast Asia: a multivariate analysis.*” 11<sup>th</sup> Congress of the Asian Political and International Studies Association, Phitsanulok.

### C. 專書

1. **Schafferer, Christian.** 2023. “*The political economy of beer in Taiwan: From Japanese pride to national brouhaha, beer wars and craft beer.*” In *Beer in East Asia: A Political Economy*, edited by Paul Chambers and Nithi Nuangjamnong. Routledge: New York, NY.
  2. **Schafferer, Christian.** 2022. “*Taiwan: The limited but beneficial role of presidentialism.*” In *Presidentialism and Democracy in East and Southeast Asia*, edited by Marco Bünte and Mark R. Thompson, 105-127. Routledge: New York, NY.
  3. **Schafferer, Christian.** 2021. “*Foreign Aid, Democracy Promotion and Taiwan’s Quest for Recognition.*” In *The Niche Diplomacy of Asian Middle Powers*, edited by Brendan Howe, 57-78. Lexington: Lanham, Maryland.
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4. **Schafferer, Christian.** 2020. "Das Virus aus Wuhan und die gesellschaftspolitischen Implikationen: die Volksrepublik China und ihre Nachbarn." In *Virenregime - Wie die Coronakrise unsere Welt verändert*, edited by Thomas Schmidinger and Josef Weidenholzer, 257-268. Bahoebooks: Vienna.
  5. **Schafferer, Christian.** 2015. "Taiwanese Democracy." In *The Quality of Democratic Governance in Northeast Asia*, edited by Brendan Howe, 287-318. Basingstoke, United Kingdom: Palgrave/Macmillan.
  6. **Schafferer, Christian.** 2015. "Debating 'Unpopular' Issues in Taiwan." In *The Quality of Democratic Governance in Northeast Asia*, edited by Brendan Howe, 319-339. Basingstoke, United Kingdom: Palgrave/Macmillan.
  7. **Schafferer, Christian.** 2014. "Human Security and Post-Conflict Development in Taiwan." In *Post-Conflict Development in East Asia*, edited by Brendan Howe, 71-89. London: Routledge.
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