

Bo-I David Chen, Ph.D.

Curriculum Vitae

陳伯儀 博士

David Chen, Ph. D.

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、運動時勢議題分析

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Research Interests

Sport Management, Sport Communication, Sport Public Relations, Sociology of Sport, Anti-Doping Education.

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), Louisiana Tech University, Ruston, LA.
- B.S.** 1995, Journalism, Chinese Culture University, Taipei, Taiwan.

Honors and Awards

Teaching Excellence Faculty of the Year 2015, University of Taipei

Dr. Chen was nominated by the Nomination Committee among 322 faculties of the University of Taipei due to his effective delivery of knowledge and warm interaction with students.

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 supporting personnel 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.).

Academic Employment

Vice President for Administration (04/2026-Present)

University of Taipei, Taipei, Taiwan

Dean for International Affairs (12/2025-03/2026)

University of Taipei, Taipei, Taiwan

Dean for Student Affairs (08/2025-11/2025)

University of Taipei, Taipei, Taiwan

Chair of the Graduate Institute of Sport Pedagogy (08/2024-07/2025)

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

Professor, Tenured (08/2020-present)

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

Visiting Scholar (08/2016-08/2018)

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

- Develop the new undergraduate program of Sport Management and review/redesign the curriculum for graduate program in Sport Management.

Associate Professor (08/2013-07/2020)

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

Assistant Professor (08/2009-07/2013)

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

Assistant Professor (02/2006-07/2009)

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

- Developed the very first Department of Sports Information and Communication in Taiwan

Teaching

Courses Taught (2021-2026)

■ Graduate Courses

Special Issues in Sociology of Sport
Special Topics in Sport Communication
Special Topics in Sport Event Operation and Management
Special Topics in Sport Organization
Special Topics in Sport Public Relations

■ Undergraduate Courses (2021-2026)

English in Sport
Sociology of Sport

Academic Service

Doctoral Dissertation Committee

2024 Yeh, Chin-Chang. Dissertation Title: Predicting the Achievement of Nations in Mega Sports Events—The Example in Asian Games
2024 Chen, I-Fan. Dissertation Title: An Exploration of Sports for All Policy in Taiwan and Neighboring Asian Countries

Master Thesis Advisor/Committee Chair

2024 Chang, Han-Chieh. A Parent's Study of the Factors that Determine Their Children's Participation in After-School Soccer Clubs
2024 Tai, Yuan-Ting. Research on the Choice and Planning of High School Students' Professional Baseball Careers
2024 Huang, Yi-Ru. Model Organization and Restructure of Good Governance in Sports Associations in Taiwan
2024 Wang, Chen-Hui. A Bond Forged in Softball, a Lifelong Teacher-Student Relationship Embarking on a Journey that Weaves the Ordinary and the Legendary Together
2024 Lai, Yu-Chen. My Cross-Disciplinary Process: An Autoethnography of an English Teacher
2023 Wu, Jia-Cheng. A Study of Maury Thai Sport Quo and Development in Taiwan: Based on The Social Exchange Theory
2023 Lin, Wei-Chih. The Crossroads of a Retired Athlete's Career - A Teacher's College Athlete's Self-Narration

- 2023 Huang, Yi-Fen. A Study on the Experience of Sports Coaches in Rural Schools: Focusing on the Journey of Coaching
- 2023 Lin, Ching-I. "Waywardness?! Steadfastness?!" An Interdisciplinary Preschool Teacher's Narratives
- 2022 Yang, Zi-Hao. Shot put training : A Self-narration of the Conversion Process of a Shot Putter
- 2022 Lo, Kuo-Hsun. A Study on Perfectionism, Coach-Athlete Relationship and Athlete Burnout of Teenager Badminton Players
- 2022 Hsu, Kuo-Wei. The Difference of Usage Motivation and Content on Social Media after College Athletes Accepting Sponsorship
- 2022 Huang, Wei-Cheng. A Study of Vocational High School Brand Marketing by Sports Competition-An Example in Neng Ren Vocational High School's HBL Competition
- 2022 Lee, Jia-Lin. Explore the Golf Simulator with Important Performance Analysis
- 2021 Lu, Yuan-Kai. To Explore the Influence Factors of Student Baseball Players' Career Choice and Job Adaptation
- 2021 Tsai, Chia-Chi. "Mommy! Do Exercise with Me!!" Young Children's Exercise Experience with Their Mother
- 2021 Chiu, Jui-Mei. Healing is Seeing : Dialogue with My Body
- 2021 Tsai, Mi-Chieh. The Effect of Drumming Exercise on the Physical Self-Concept in Junior High School Students
- 2020 Chien, Shih-Chi. A Study on the Cognition of Visitors Regard to the CPBL 30th Anniversary Exhibition
- 2020 Lee, Heng-Chun. Using the Importance-Performance Analysis for the Sport Facilities and the Current Sport Participation of High School Students in Keelung
- 2020 Yang, Li-Ching. A Study on Corporate Employees' Satisfaction towards Participation in Leisure Sports and Stress at Work

Referred Publications -Published Articles in Journals

- Chen, B.** & Tsai, Y. (2020). Intentions and Behaviors of Spectators for Professional E-Sports Events. [https://doi.org/10.5297/ser.202009_22\(3\).0001](https://doi.org/10.5297/ser.202009_22(3).0001). Sports & Exercise Research. 22: 3, 193-204
- Chen B.**, Hsueh MC, Rutherford R, JH Park*, Liao Y*. The associations between neighborhood walkability attributes and objectively measured physical activity in older adults. PLoS One 2019, 14(9): e0222268 (SCI) [2018 Impact factor: 2.77, 24/69 in Multidisciplinary Sciences]

- 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.

Books/Chapters

- Chen, B. (2024).** Sport Public Relations. In Hsu, Y. (Ed.). *Sport Marketing, 3rd Edition* (11/1-34). Taiwan: Wagner Publishing.
- Chen, B. (2024).** The Future of Sport Communication. In Shih, C. (Ed.). *Sport Communication*. 2nd Edition. (15/1-38). Taiwan: Wagner Publishing.
- Chen, B. (2023).** Sport Information Management. In Chen, H. (Ed.), *Sport Management*, 3rd Ed. (pp.5/1-34). Taiwan: Wagner Publishing.

Reviewer of Journals

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

Professional Service and Certifications

■ **Director of Education and Communication (2021-2025)**

The Chinese Taipei Anti-Doping Agency, CTADA, Taipei, Taiwan.

As a director of Education & Communication, I am responsible for planning and facilitating the education program, which includes implementing outreach initiatives, delivering anti-doping lectures, and developing the education plan. Additionally, as a communication coordinator, I handle news releases, crisis management, and public relations events.

■ **English Medium Instruction Certificate for University Lecturers (02/28/2025)**

By Oxford EMI, Oxford, UK

■ **International Doping Control Officer (Since 2007)**

By Australian Sports Drug Agency, Australia

By Chinese Taipei Anti-Doping Agency, Taipei, Taiwan

■ **Communication and Negotiation Manager**

By TÜV Rheinland, Germany

■ **Convention and Exhibition Project Management Manager**

By TÜV 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 (Since 2010)**

By Chinese Taipei Anti-Doping Agency