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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

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

服務機構：Asian Affairs: An American Review (SCOPUS) 服務性質：Consulting Editor

服務機構：Asian International Studies Review (SCOPUS) 服務性質：Editorial Board Member

服務機構：Asia-Pacific Social Science Review (SCOPUS) 服務性質：Member International Advisory Board

► 個人研究

A. 期刊論文

1. Christian Schafferer. 2026. "Democratic regime support in Taiwan and South Korea: a latent class approach," *International Journal of Public Opinion Research*, Volume 38, Issue 3, Autumn 2026, edag017, <https://doi.org/10.1093/ijpor/edag017> (期刊屬於 SSCI).
2. Christian Schafferer. 2026. "Political contestation and democratic identity formation: empirical evidence from Hong Kong and Taiwan." *Democratization*, 1–23. <https://doi.org/10.1080/13510347.2026.2650391> (期刊屬於 SSCI).
3. 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).
4. **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).
5. 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)
6. **Schafferer, Christian**. 2020. "Taiwan's defensive democratization", *Asian Affairs: An American Review*, DOI: 10.1080/00927678.2020.1730041 (期刊屬於 Scopus).
7. 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).
8. 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).
9. **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).
10. 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).



► 個人研究

11. 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).
12. 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).

B. 研討會論文

1. Schafferer, Christian. 2026. "From Reunification Ideal to Security Pragmatism: Latent Attitudes Toward the North in South Korea." *British International Studies Association Conference 2026*, Brighton, UK.
2. Schafferer, Christian. "Fractured frontlines: mapping Taiwanese security preferences under the threat of China and a changing global order." *Asian Political and International Studies Association (APISA) 2026 Annual Conference*, Manila, Philippines.
3. Schafferer, Christian. 2025. "Democratic regime support in Taiwan: A latent class analysis." Fifth World Congress of Taiwan Studies, *Taiwan in a Changing World: Past, Present, and Future*, Academia Sinica, Taipei, Taiwan.
4. Schafferer, Christian. 2025. "The political economy of alcoholic beverages in Taiwan." Fifth World Congress of Taiwan Studies, *Taiwan in a Changing World: Past, Present, and Future*, Academia Sinica, Taipei, Taiwan.
5. Schafferer, Christian. 2024 "Contested sovereignty and democratic identity formation in Hong Kong and Taiwan." Sixteenth Annual Convention, Korean International Studies Association (KISA), *Pivoting to the future: Strategic options and diplomatic opportunities for tomorrow's challenges*, Hankuk University of Foreign Studies, Seoul, South Korea.
6. Schafferer, Christian. 2023 "ASEAN Varieties of Liberalism and Democracy: A Comparative Case Study of Taiwan." International Conference, Asian Political and International Studies Association (APISA), *Towards New Modalities of Governance in Asia: E-democracy, Civil Society, and Human-Centred Policymaking*, Warmadewa College, Bali, Indonesia
7. **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.
8. **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.
9. **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.
10. **Schafferer, Christian**. 2021 "*Taiwan's foreign policy initiatives during the pandemic*." XXXIV Annual Congress, Mexican International Studies Association (MISA).
11. **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.



► 個人研究

12. **Schafferer, Christian.** 2019. “Nationalism, populism and democracy: A case study of Taiwan.” Asian Conference on Human Security, Multiculturalism and Democracy, Bangkok, Thailand.
13. **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.
14. **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,
15. **Schafferer, Christian.** 2018. “Taiwan’s Democratization,” *Revisiting Bandung: Cultivating Asia's Insights on Global International Relations and Political*, Bandung, Indonesia.
16. **Schafferer, Christian** and Martin Evenden. 2017. “Explaining democratic consolidation and regress in East and Southeast Asia: a multivariate analysis.” *11th Congress of the Asian Political and International Studies Association*, Phitsanulok.

C. 專書

1. Schafferer, Christian. 2025. “The political economy of hooch and hard liquor in Taiwan: from inexpensive Chinese liquor to indigenous Kaoliang and world-class whisky.” In *Hooch and Hard Liquor in East Asia: A Political Economy*, edited by Paul Chambers and Nithi Nuangjamnong, 65-87. Routledge: New York, NY.
2. Schafferer, Christian. 2023. “Supplementary Elections.” In *Encyclopedia of Taiwan Studies*, edited by Michael Hsiao. Brill: Leiden, https://doi.org/10.1163/2667-1301_ETSO_COM_018339.
3. **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.
4. **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.
5. **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.
6. **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.
7. **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.
8. **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.
9. **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.