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Education

- PhD, Major in Management Sciences, School of Industrial Engineering, University of Oklahoma, 1991/7
- Master, School of Industrial Engineering, University of Oklahoma, 1988/5

Area of Specialty

- Applications of Management Sciences
- Quality Management
- Consumer Behavior
- Psychological Capital

Academic and Work Experience

- Associate Professor, Department of Business Administration, Southern Taiwan University, 2000/8 to present
- Associate Professor, Department of Cosmetic Science, Chia Nan University of Pharmacy and Science, 1999/8 to 2000/7
- Associate Professor, Department of Business Administration, National Chung-Cheng University, 1992/2 to 1999/7
- Associate Professor, Department of Industrial Management, I-Shou University, 1991/8 to 1992/1
- Teaching Assistant, Department of Industrial Management, National Cheng Kung University, 1985/8 to 1986/6

Publications

Journal Papers:

1. **Huarng, Fenghueih**, Yu-Chen Hsueh (2012, June) "The Relationship between Health Involvement, Consumer Intention, and Consumer Behavior for Better Health: An Empirical Study in Tainan," *Journal of Southern Taiwan University of Science and Technology*, 37(2), 33-48. (in Chinese)
2. Chen, Chiou-Rung, Chai-Liang Huang, **Fenghueih Huarng**, Chang-Chi Hsu (2013, March) "Information Announcement Effect of Homecoming Taiwan Enterprises—A Case Study of Want Want China Holdings Ltd.," *Journal of Commercial Modernization*, 7(1), 219-236. (in Chinese)
3. Chiou-Rung Chen, Chai-Liang Huang, and **Fenghueih Huarng** (2014, March). "What A Puzzle It Is! Does Financial Development Really Benefit Economic Growth?," *Global Economy and Finance Journal*, 7(1), 14-37.
4. **Huarng, Fenghueih**, Hsieh-Ming Liu (2014, June) "A Study of the Relationship among

Resilience, Language Ability, and Work Adaptation for Young Female Immigrants from Vietnam and Thailand in Southern Taiwan,” *Journal of Southern Taiwan University of Science and Technology*, 39(2), 19-42. (in Chinese)

5. Chiou-Rung Chen, Chai-Liang Huang, and **Fenghueih Huarng** (2016, Feb.). “What Works on Economic Growth? Funds Efficiency or Growth Opportunities,” *Advances in Economics and Business*, 4(2), 87-101. (EconLit)
6. **Huarng, Fenghueih** and Le YenHa Tran (2016, June) “Factor Affecting Customer Satisfaction in Carrefour at Taiwan: Focusing on Customer Experiences,” *Journal of Southern Taiwan University of Science and Technology: Social Science Edition*, 1(1), 1-18.

Conference Papers:

1. **Huarng, Fenghueih** and Yun-Chi Hsieh (2012, Oct-Nov). “The Role of Service Involvement between Satisfaction and Loyalty Using Convenience-store, Transportation service, Education, Film, Bank, and Insurance as Examples,” *Proceedings of the 8th International Conference on Knowledge-based Economy and Global Management joint with the Conference of Business Management Practices in Taiwan-Vietnam Cross Country Enterprises*, Tainan, Taiwan.
2. **Huarng, Fenghueih**, Ana Marija Dabo, Chambuu Battulga, Larry Cajucom, Somphot Khundam, Goh Yik Teng, & Joey Lu (2012, Oct-Nov). “Awareness of Facebook Privacy,” *Proceedings of the 8th International Conference on Knowledge-based Economy and Global Management joint with the Conference of Business Management Practices in Taiwan-Vietnam Cross Country Enterprises*, Tainan, Taiwan.
3. **Huarng, Fenghueih**, Hsuan-Min Lu (2013, May) “A Study of the Relationships among Language Ability, Resilience, and Work Adaptation for New Female Immigrants from Vietnam and Thailand in Southern Taiwan,” presented in 2013 Taiwan Conference on Business and Information, Taichung, Taiwan.
4. Chen, Chiou-Rung, Chai-Liang Huang, **Fenghueih Huarng** (2013, July) “Fung Efficiency, Growth Opportunity, and Economic Growth,” presented in 8th Annual London Business Research Conference, London, UK.
5. Chen, Chiou-Rung, Chai-Liang Huang, **Fenghueih Huarng** (2013, July) “What A Puzzle It Is! Does Financial Development Really Benefit Economic Growth?” presented in 8th Annual London Business Research Conference, London, UK.
6. **Huarng, Fenghueih**, Chai-Liang Huang, Chiou-Rung Chen, and Yu-Hsuan Lu (2013, Nov.). “Explore the Relationship between Secondary School Enrollment and Political Instability: Taking Economic and Cultural Factors as Moderators,” the 9th International Conference on Knowledge-based Economy and Global Management, Tainan, Taiwan.
7. Emilie Le Caous, Huan Yan, **Fenghueih Huarng**, Jiri Havelka, and Nguyen Huyen Trang (2014, Nov.) “Behavioral Intention to Use Cloud Computing at Southern Taiwan University of Science and Technology,” the 10th International Conference on Knowledge-based Economy and Global Management, Tainan, Taiwan.
8. **Fenghueih Huarng**, Le Yen Ha Tran, Tiet Hengry Buoy, and Munkhaya Ochirsukh (2014, Nov.) “Factors Affecting Customer Satisfaction in Carrefour at Taiwan: Focusing on Young Customers,” the 10th International Conference on

Knowledge-based Economy and Global Management, Tainan, Taiwan.

9. **Huang, Fenghueih**, Tran Thi Kim Phuong, Hsu Pao-Hsin, Javkhlan Ganbold (2015, Nov.) "Relationships between service quality, image of business, price, customer satisfaction, and purchase intention for customer: evidence from Chian-Ci shabu-shabu restaurant, Tainan, Taiwan," the 11th International Conference on Knowledge-based Economy and Global Management, Tainan, Taiwan.
10. Emilie Le Caous, **Fenghueih Huang** (2015, Nov.) "The relationship between political instability and gross-tertiary school enrollment rate: using economic and cultural factors as moderators," the 11th International Conference on Knowledge-based Economy and Global Management, Tainan, Taiwan.
11. **Huang, Fenghueih**, Emilie Le Caous, Katy Tang, Maureen Jennifer Florencia Akinotcho (2016, Nov.) "Influence of Women's Traits on Their Entrepreneurial Intent: Using Hierarchical Linear Model," the 12th International Conference on Knowledge-based Economy and Global Management, Tainan, Taiwan.

Dissertation:

- Huang, Feng-hueih, "Algorithms for Bi-criteria Network Flow Problems," Ph.D. Dissertation, University of Oklahoma, Norman, Oklahoma, USA, 1991/06.

Entrusted Practical Projects

1. **Huang, Fenghueih** 2012/7/1~2013/8/31, "Creative Garment Marketing Program," No. 321010143-GP, Granted by Bureau of Employment and Vocational Training (BEVT).
2. **Huang, Fenghueih** 2015/10/1~2016/5/31, "Customer Satisfaction Survey for Tainan Post Office between 2015 and 2016," No. 321040477.

Professional Certifications

1. ERP Application Engineer for Distribution Module, No: EAE10DS01519, Chinese Enterprise Resource Planning Society, 2010/05.

Academic and Professional Service

1. Reviewer, Journal of Yu-Da University, 2013/2, 2013/4, 2015/9
2. Reviewer, Journal of Southern Taiwan University of Science and Technology, 2014/4.
3. Reviewer, 6th conference for Master Thesis at Southern Taiwan, 2014/6/20
4. Reviewer, Journal of Advanced Engineering, 2015/11~2015/12.
5. Consultant of Vocational Training Consulting Service programs in The Yunlin-Chiayi-Tainan Regional Branch of Workforce Development Agency, Ministry of Labor, R. O. C., 2013/7~2013/8, 2014/4~2014/12.
6. Lecture for Social Entrepreneurship, Association of Taiwanese Service Development 2014/03/26