

<b><i>I-Chiang Wang (王怡強)</i></b>		
Department of Marketing and Logistics Management Southern Taiwan University of Science and Technology No. 1, Nan-Tai Street, Yongkang Dist., Tainan 71005, Taiwan	Office: T1124 ☎: 886-6-2533131 ext. 8324 ✉: <a href="mailto:icwang@stust.edu.tw">icwang@stust.edu.tw</a>	

### **Education**

- B. S. Department of Industrial Management, Feng Chia University, Taichung, Taiwan, 1983/6
- M. S. Department of Industrial and Information Management, National Cheng Kung University, Tainan, Taiwan, 2000/6
- Ph.D. Industrial and Information Management, National Cheng Kung University, Tainan, Taiwan, 2004/2

### **Area of Specialty**

- Supply Chain Management
- Commerce Automation
- Services Marketing and Management
- Management
- Customer Relationship Management

### **Work Experience**

- Associate Professor, Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology, 2011/2 to present
- Assistant Professor, Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology, 2004/2 to 2011/1
- Consultant and lecturer, 1987/8 to 2004/1
- Engineer and unit manager, 1983/7 to 1987/7

### **Publications**

#### **Journal Papers:**

1. Kreng, V. B., Wang, I. C., (2005) "Supplier Management for Manufacturer - A Case Study of Flexible PCB," *International Journal of Advanced Manufacturing Technology*, 25 (7-8), 785-792. (SCI)
2. Kreng, V. B., Wang, I. C., (2005) "Economical Delivery Strategies of Products in a JIT System under a Global Supply Chain," *International Journal of Advanced Manufacturing Technology*, 26(11-12), 1421-1428. (SCI)

3. I-Chiang Wang, (2010) "The application of third party logistics to implement the Just-In-Time system with minimum cost under a global environment," *Expert Systems with Applications*, 37(3), 2117-2123. (SCI)
4. Wang, I. C., Huang, C. Y., Chen, Y. C., Lin, Y. R., (2010) "The Influence of Customer Relationship Management Process on Management Performance," *The International Journal of Organizational Innovation*, 2(3), 40-50. (EI)
5. Huang C.Y., Chen, T. H., Wang, I. C., Optimizing Time Series Related Factors for the Forecasting Model Via the Taguchi Method, *The International Journal of Organizational Innovation*, 2(3), 51-60, 2010. (EI)
6. Kreng, V. B., Chao-Yi Wu, Wang, I. C., (2011) "Strategic justification of advanced Manufacturing Technology using an extended AHP model," *International Journal of Advanced Manufacturing Technology*, 52(9-12), 1103-1113. (SCI)
7. I-Chiang Wang, (2012) "Cost Reduction in Supply Chain Management by Shorter Purchasing Lead-time: A Case Study of Flexible Printed Circuit Boards," *Journal of Applied Sciences*, 12(3), 271-278. (EI)
8. Chien-Yu Huang, I-Chiang Wang, Tien-Hui Chen(2013) "A Robust Design Approach for GA-based Back Propagation Neural Networks Designed to Classify Data of Different Types", *Journal of Applied Sciences*, 13(2), 242-251. (EI)

#### **Conference Papers:**

1. Wang, I.C., Lee, J.L., and Chen, Y.C.(2009) "A Study on the Relationship among Experiential Marketing, Brand Equity, Purchase Intention of Mobile Value-Added Services – An Example of Chunghwa Telecom," 2009 The International Conference on Industrial globalization and Technology Innovation, China, Xian.
2. Wang, I-Chiang, Yu-Pei Yu, Yueh-Yun Wang, Sheu-Der Wu and Tien-Hui Chen, (2010) "Applying the Balanced Scorecard to Performance Evaluation - A Case of the Social Welfare Agencies," 2010 ICOI the International Conference on Organizational Innovation, Bangkok, Thailand.
3. I-Chiang Wang, Ya-Ling Tsai, Ming-Feng Yan, Chi-Ming Huang and Tien-Hui Chen, (2011) "Performance improvement of Asian PCB firms," 2011 ICOI the International Conference on Organizational Innovation, Bangi, Malaysia.
4. Sheu-Der Wu, Chi-Ming Huang, Yueh-Yun Wang, Tien-Hui Chen, Wei-Jen Lin, I-Chiang Wang, Supply chain cost reduction strategy, 2011 ICOI the International Conference on Organizational Innovation, Bangi, Malaysia.
5. Tsai Ya-Ling, Wang I-Chiang, and Chen, Tien-Hui, 2011 The Impact of Green Reuses Policies on the Buyer and Supplier Relationship within A Green Supply Chain Management, Tainan, Taiwan.
6. Tsai Ya-Ling, Wang I-Chiang, and Chen, Tien-Hui, The Impact of Green Reuses Policies on the Buyer and Supplier Relationship within A Green Supply Chain Management, The Seven International Conference on Knowledge-Base Economy and Global Management, Tainan, TAIWAN, 2-3 November, 2011.
7. Yang Wu, Rong-Lin Horng, I-Chiang Wang, Tien-Hui Chen, Yu-Ju Chen, 2012 International Conference of Organizational Innovation, Performance Evaluation of Chinese Power Supply Firms, Surabaya, Indonesia.
8. Yang Wu, Rong-Lin Horng, I-Chiang Wang, Tien-Hui Chen, Yu-Ju Chen, Performance Evaluation of Chinese Power Supply Firms, 2012 International Conference of Organizational Innovation, Indonesia, Surabaya, 2012.

## **Dissertation:**

- I-Chiang Wang “*Suppliers Selecting Strategy with Total Cost Orientation-A Case Study of Flexible PCB,*” Ph.D. Dissertation, National Cheng Kung University, 2104.

## **Grants**

1. National Science Council, No: NSC 94-2416-H-218 -008, “Manufacturers' Optimized Cost-Effective Delivery Lot Size via Third Party Logistics in a JIT System under a Global Supply Chain” 2005/8 – 2006/7
2. National Science Council, No: NSC 95-2416-H-218 -020, “The influence of information sharing on supply chain cost,” 2006/8 – 2007/7
3. National Science Council, No: NSC 96-2416-H-218-007, “The impact of early order commitment on the supply chain performance under information sharing and forecast errors,” 2007/8 – 2008/7

## **Entrusted Practical Projects**

1. The Cost of Goods Sold Model Introduce Bo Xin Furniture Co., Ltd Project. 341050326
2. The Cost of Production Model Introduce Bo Xin Furniture Co., Ltd Project. 341040244
3. Min Sin Food Co., Ltd 2014 Enhance Human Resources Program. 341030188
4. Human Resources Management development Program - Function Analysis and Performance Evaluation. 341020379
5. Min Sin Food Co., Ltd 2013 Enhance Human Resources Program. 341030188
6. Customer Relationship Management System Introduce One Plus One Furniture Co., Ltd Project. 341010462
7. Kai Nan Food Co., Ltd Human Resources Management System Develop Project. 341000345
8. Food Traceability Management System (ITC) Introduce Chi Mei Frozen Food Co., Ltd Project. 341010426

## **Professional Certifications**

1. LEVEL 1 IN INTERNATIONAL MARKETING, No: C080068, Chinese National Export Enterprises Association, 2008
2. Demonstrated Logistician, SOLE, 2009
3. Microsoft Certified IT Professional(MCITP), Microsoft, 2009
4. Enterprise Support Technician on Windows Vista, Microsoft, 2009
5. Microsoft Windows Vista, Configuration, Microsoft, 2009
6. Microsoft Office Project 2007,Managing Projects, Microsoft, 2011
7. Windows Embedded CE 6.0 Developer, Microsoft, 2011

8. LPIC-1 Certification, Linux Professional Institute, 2011
9. Data Center Technical Specialist, Linux Professional Institute, 2011
10. Technical Certification, Linux Professional Institute, 2011
11. iClone4 3DAnimation Design REALLUSION 2012
12. iClone4 3DAnimation Producer REALLUSION 2012
13. E-COMMERCE Associate, CIW Certification Council 2012
14. CIW Design Professional, CIW Certification Council 2013
15. CIW E-Commerce Implementation Engineer, CIW Certification Council 2013
16. CIW Animation Professional, CIW Certification Council 2015
17. CIW Web Professional, CIW Certification Council 2015

### **Academic and Professional Service**

1. Consultant, Talent Quality-management System (TTQS), Workforce development agency, Ministry of Labor, 2009 to present.
2. Lecturer, Talent Quality-management System (TTQS), Workforce development agency, Ministry of Labor, 2010 to present.