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Education

- Ph.D., Business Administration on Marketing, NCKU, Taiwan, 1999/10.
- Master, Business Administration, NCCU, Taiwan, 1981/7.

Area of Specialty

Marketing Planning, Brand and Advertising Management, Corporate Culture Analysis

Work Experience

- Director of System Analyst, Genius System Corporation, 1987/01 to 1990/07.
- Head of Department, Information and Planning, Right Way Industrial Corporation, 1984/06 to 1986/12.
- Planner, Department of Business Planning, Great Wall Food Corporation, 1983/06 to 1984/05.

Publications

Journal Papers:

1. Hsin-Hsiang Lee, Wen-Hung Huang, Tzu-Li Lu, Hui-Feng Wang & Yang-Chih Wang(2015), "The Influence of Psychological Capital on Adolescent Sub-Culture Identification for Junior High School Students -- Using School Life Experience as the Mediation Variable," STUST Journal of Humanities and Social Sciences, 14, 1-34.
2. Hsin-Hsiang Lee, Wen-Hung Huang, Mao-Neng Lee & Tzu-Li Lu(2015), "The Impact of STS Teaching Strategies and Self-regulated Learning on Underachievers' Learning of Natural Science and Technology in Elementary Schools," STUST Journal of Humanities and Social Sciences, 13, 1-44.
3. Day, Rong-Fuh, Chien-Huang Lin, Wen-Hung Huang & Sheng-Hsiung Chuang(2009), "Effects of Music Tempo and Task Difficulty on Multi-attribute Decision Making: An eye-tracking approach," Computers in Human Behavior, 25, 130-143. 【SSCI】
4. Tsai, Y. C., C.M. Huang, and W. H. Huang(2004), "A Explorative Study on Constructing Factors of Human Interaction Interface," Journal of The Social Science and The Humanities, Vol.10.
5. Huang, W. H. and C. N. Chen(2000), "The Moderating Effect of Industry on Relationship between Company Cultural and Market Orientation," Journal of Fu Jen Management Review, Vol. 7, No.2, 69-92.
6. Wu, W. E. and W. H. Huang(1997), "A Study on the Relationship among Organizational Culture, Decision Model, and Business Strategy," Journal of Pan Asia Management Review, Vol. 2, No.1, 59-83.
7. Chen, C. N. and W. H. Huang(1997), "A Study on the Cultural Root of Market

Conference Papers:

1. Shih, K. S., W. H. Huang, S. H. Chuang, G. B. Huang and Y. W. Chang, 2015/11/28, "The Impacts of Self-Consistency, Brand Trust and Brand Affection on Brand Loyalty," 2015 The Conference on Leisure Industry Management, Southern Taiwan university of Science and Technology, Tainan.
2. Huang, S. M., W. H. Huang and S. Y. Chang, 2015/5/29, "The Moderating Effect of Brand Trust on the Relationship of Brand Image with Brand Loyalty," 2015 The Business Teacher's Technological and Practical Education Conference, Southern Taiwan university of Science and Technology, Tainan.
3. Huang, W. H., S. H. Chuang, C. M. Kuo and Y. C. Lin, 2015/04/28, "The Impacts of Mix-joint bundling and Brand Extension on Overall Brand Equity," 2015 The Conference on Academy and Practice of Business Management, Jinwen University of Science and Technology, New Taipei City, Taiwan.
4. Shih, K. S., W. H. Huang, S. H. Chuang, G. H. Lee and G. B. Huang, 2014/11/21, "The Study of Consumer's Participation Online Group Buying Intention: A Interference Analysis of Online Group Buying Experiences," 2014 The Conference on Innovation of Industrial Management and Information Application, Southern Taiwan university of Science and Technology, Tainan.
5. Huang, Y. Y., W. H. Huang, C. Z. Xie, and K. J. Moa, 2014/5/02, "The Impacts of Internal Service Quality, Employees' Perception, and Job Satisfaction on Job Performance," 2014 Finance, Accounting and Management Decision Conference, Southern Taiwan university of Science and Technology, Tainan.
6. Shih, K. S., W. H. Huang, S. H. Chuang, H. W. Chen and H. E. Wu, 2013/11/01, "The Impacts of Service Innovation and Brand Image on Customer Value and Loyalty," 2013 The Conference on Innovation of Industrial Management and Information Application, Southern Taiwan university of Science and Technology, Tainan.
7. Shih, K. S., W. H. Huang, C. M. Kuo, H. W. Chen and L. Y. Lin, 2013/11/01, "A Study on the Operation Efficiency of Gas Stations in Country Side," 2013 The Conference on Industrial Design Marketing and Service Innovation Management," Southern Taiwan university of Science and Technology, Tainan.
8. Wang, I. C., W. H. Huang, R. Y. Huang and H. L. Ke, " 2013/05/31, "A Study on the Operation Efficiency of Gas Stations in Country Side," 2013 The Conference on Innovation of Industrial Management and Information Application," Tung Fang Design Institute, Kaohsiung.
9. Huang, W. H., C. M. Kuo, K. S. Shih and S. J. Liu, 2013/03/15, "A Study on the Interrelationship between Service Quality Enhancement and Administration in Accordance with Regulations in a Public Affairs Agency," 2013 The Conference on Industry Innovation and Management," National Changhua University of Education, Changhua.
10. Shih, K. S., S. H. Chuang, W. H. Huang and Y. R. Chen, 2012/11/23, "A Study on the Structural Model of Consumer Value of Environment and Green Consumption," 2012 The 8th Conference on Theories and Practices in International Business," Chang Jung Christian university, Tainan.
11. Huang, W. H., S. H. Chuang and Z. Y. Lin, 2012/10/26, "The Impacts of Negative Disconfirmation and Customer Participation on Expected Service: a Case of

- Restaurant Service,” 2012 The Conference on Global Service Industry, National PingTung University of Science and Technology, PingTung.
12. Shih, K. S., M. C. Chiu, W. H. Huang, H. W. Chen and C. Y. Shieh, 2012/10/19, “The Impacts of IMC on the Effectiveness of Sporting Marketing: A Interfering Model of Consumer Identification,” 2012 Business Administration and Marketing Innovation Conference, Shu-Te University of Science and Technology, KaoHsiung.
 13. Huang, W. H., S. M. Chuang and C. M. Kuo, 2012/05/18, “The Impacts of Positive Disconfirmation and Emotions on Expected Service,” 2012 The 9th Conference on Service Management and Innovation, Southern Taiwan University of Science and Technology, Taiwan.
 14. Huang, W. H., S. M. Chuang, K. S. Shih and C. S. Wu, 2012/05/18, “The Impacts of Brand Image and Service Quality on Customer Satisfaction and Loyalty,” 2012 The 9th Conference on Service Management and Innovation, Southern Taiwan University of Science and Technology, Taiwan.
 15. Shih, K. S., W. H. Huang, S. M. Chuang, H. R. Wu and Y. W. Ker, 2011/05/06, “A Study on the Communication pattern of Blog Experience,” 2011 Symposium on Global Business Operation and Management, Cheng Shiu university, Kaohsiung.
 16. Huang, W. H., I. C. Wang, S. M. Chuang, C. L. Wu and H. Z. Chen, 2011/01/05, “A Case of TFT-LCD Marketing Strategy Development,” 2011 Conference on Business and Marketing Management, Shu-Te university, Kaohsiung.
 17. Wang, I. C., W. H. Huang, S. M. Chuang, J. S. Ye and S. H. Chiang, 2010/11/20, “The Impacts of Internal marketing and Organizational commitment on Job Performance,” 2010 The 8th Conference on the Best Business Concept and Value Creation in New Century, Fu Jen university, Taipei °.
 18. Shih, K. S., C. M. Chiu, W. H. Huang, Z. Y. Sun and C. W. Wang, 2010/10/15, “The Perceived Message Effects of Argument Quality and Service warranty,” 2010 The 7th Conference on Service Management and Innovation, Southern Taiwan university, Taiwan.
 19. Shih, K. S., W. H. Huang, C. M. Kuo, Y. W. Ker and H. R. Wu, 2010/10/15, “The Moderation of Involvement on Communication pattern of Blog Experience,” 2010 The 7th Conference on Service Management and Innovation, Southern Taiwan university, Taiwan.
 20. Huang, Y. Y., W. H. Huang, C. M. Kuo and R. R. Hung, 2010/06/26, “The Interrelationship of Cognitive Image, Affective Image, Travel Quality and Perceived Value,” 2010 The 13th Conference on Interdisciplinary and Multifunctional Business Management, Soochow university, Taipei.
 21. Shih, K. S., S. M. Chuang, W. H. Huang, T. H. Wu and C. W. Wang, 2010/05/28, “A Study on the Application of QFD and Balance Scorecard to Construct Perceived Brand Equity Management Model,” 2010 The Conference on Business Management and decision,” Chang Jung Christian university, Taiwan.
 22. Shih, K. S., W. H. Huang, L. Y. Liao, C. W. Wang and J. Y. Liu, 2010/04/30, “The Construction of Brand Equity Model,” 2010 Symposium on Global Business Operation and Management, Cheng Shiu university, Kaohsiung.
 23. Shih, K. S., W. H. Huang, S. M. Chuang and Y. M. Yu, 2010/04/30, “A Study on the Pattern of Word of Mouth,” 2010 Symposium on Global Business Operation and Management, Cheng Shiu university, Kaohsiung.
 24. Huang, W. H. & Y. W. Hsieh, 2006/06/18, “The effect of Price Segment and Reference

- Price on Internet Pricing," 2006 The 4th Conference on Management Thoughts and Practices, Ming Chuan university, Taipei.
25. Huang, W. H. & Y. W. Hsieh, 2006/05/26, "The effect of Price Segment and Reference Price on Internet Pricing: A Case of Online Book Shop," 2006 The 4th Conference on Industry Management and Innovation, Hsiu Ping University of Science and Technology, Taichung.
 26. Huang, W. H. & S. S. Huang, 2006/05/26, "The Effect of Member Interaction and Organizational Characteristics on Organizational Commitment," 2006 The 4th Conference on Industry Management and Innovation, Hsiu Ping University of Science and Technology, Taichung.
 27. Huang, W. H., S. H. Huang, E. Y. Pu, D. L. Wu and Y. C. Chen, 2006/05/19, "A study on the Effect of Community Consciousness on CVS' Strategy," The 4th Conference on Contemporary Marketing Academy, Kaohsiung First University of Science and Technology, Kaohsiung.
 28. Huang, W. H., S. M. Huang and B. Y. Wu(2005), "The Impacts of Bonds and Quality of Relationship on Customer Loyalty," The International Conference of Management, Leader University, Tainan.
 29. Huang S. M., W. H. Huang, B. Y. Wu, M. W. Yu, and E. F. Lee(2005), "The Impacts of Bonds and Quality of Relationship on Brand Equity," 2005 The 9th Conference on Interdisciplinary and Multifunctional Business Management, Soochow University, Taipei.
 30. Huang, W. H., K. S. Shih, and Y. L. Chang(2004), "The Impacts of Promotion frequency and Discounts Magnitude on Brand Equity," The 2nd Academic Conference of Contemporary Marketing, Chung-Hsing University, Taichung.\
 31. Huang, Wen-Hung and H. E. Lee(2003), "The Future of Strategic Logistic Alliance," The 8th Conference of Business Cases on Taiwan, Southern Taiwan University of Technology, Tainan.
 32. Huang, Wen-Hung and C. Y. Lin(2003), "The advantages and Opportunity of Motar-and-Click Channel," The 8th Conference on Business Cases in Taiwan, Southern Taiwan University of Technology, Tainan.
 33. Huang, Wen-Hung(2001), "The Impacts of Cultural Diversity and Balance on the Characteristics of Capability," The 10th Conference of Management Education, Yunlin University of Science and Technology, Yunlin.
 34. Tsai, Y. C., W. H. Huang, and J. M. Chen(1999), "A Exploratory Study on the Usability of Window's User Interfaces," The 1st Academic Conference of Pan-Asia Management, NCKU, Tainan.
 35. Chen, C. N., B. C. Tan, and W. H. Huang(1996), "The Cultural Root of Market-driven Strategy," The Conference of Company Culture and Business Ethnics, NCCU, Taipei.
 36. Huang, W. H.(1996), "The Interrelationship among Company Culture, Market Orientation, and Performance," The 11th Technological and Vocational Education Conference of Republic of China, Ministry of Education, Kaohsiung.

Books

1. Managerial Accounting, W. H. Huang and J. S. Lyu, ISBN: 978-986-564-746-9, John Wiley, Inc. & Tsang-hai Books Co., 2016.
2. Essential of Marketing, W. H. Huang, J. T. Wu, and S. H. Chuang, ISBN: 957-493-753-4, McGraw Hill, Inc. & Tsang-hai Books Co., 2003.

Dissertation

- Huang, Wen-Hung (1999), *"Corporate Culture, Strategic Capability and External Causal Ambiguity: An Advantage-sustainability Perspective,"* Ph.D. Dissertation, National Cheng Kung University.

Grants

1. "A Study on the Innovativeness and Performance of Network and ambidextrous organization", co-director, funded by National Science Council, 99-2410-H-218-004-MY2, 2010.
2. The Program of Teacher Cultivation on Creativity and Innovation, funded by Ministry of Education, 2001~2003.
3. "The Impacts of Product Complementarity and Involvement on the Effectiveness of Joint Advertising", funded by National Science Council, NSC-90-2416-H-218-007-, 2001.
4. "A Study on the Effects of Fit between Firm's Capability and Culture on Causal Ambiguity", funded by National Science Council, 89-2416-H-218-001-SSS , 1999.

Entrusted Practical Researches

1. Hunag, Wen-Hung, 2016, Shen Guang-wun Home Décor Design Prize 2016 by Shanhu District Office, Tainan City, 251050048-GP.
2. Hunag, Wen-Hung, 2015, Net-Bio Mrketing Education and Planning, 341040218.
3. Hunag, Wen-Hung, 2014, Integrated Marketing Service Platform for Le-Wen Cultural Business, 341030021.
4. Hunag, Wen-Hung, 2012, DaYa Creative Design Contest 2012 by Shu-Gu, 341010482.
5. Hunag, Wen-Hung, 2011, The E-marketing Platform for Watch Industry Cluster, 341000071.
6. Hunag, Wen-Hung, 2011, A Planning for B2C Brand Building, 341000072.

Professional Certifications

1. *Certification of Brand Management Analyst*, No. BMAISMM20163015, Matrix Management Consultant Company, 2106/01/21.
2. *Certification of Internet and Social Media Marketing Manager*, No. ISMM201606005, Matrix Management Consultant Company, 2106/01/21.
3. *Certification of Service Industry Administrator*, No. SMA201409011, Matrix Management Consultant Company, 2104/09/01.
4. *Certification of CIW E-Commerce Associate*, No. CAXP25002351406260111, CIW(Certified Internet Webmaster), 2104/07/01.
5. *Certification of CIW E- Commerce Implementation Engineer*, No. CAXP25002371406260111, CIW(Certified Internet Webmaster), 2104/07/01.
6. *Certification of CIW E- Commerce Technical Engineer*, No. CAXP25002361406260111, CIW(Certified Internet Webmaster), 2104/07/01.
7. *Certification of CIW TAIWAN E-Commerce Professional*, No. CAXPQTB20140707037, CIW(Certified Internet Webmaster), 2104/07/01.
8. *Certification of Consumer Behavior Analyst*, No.201301282, Matrix Management

- Consultant Company, 2103/12/20.
9. *Certification of Marketing Decision*, No.TBD1309-024, Taiwan Institution of Marketing Science, 2103/09.
 10. *Certification of Test Center Administrator*, No.WL020130916012, CIW(Certified Internet Webmaster), 2103/09.
 11. *Certificate of Invigilator for Field Tests of Skills Certification*, No.0960200058, Council of Labor Affairs Executive Yuan, 2007.
 12. *Microsoft Office Specialist--PowerPoint 2003*, Microsoft, 2009.
 13. *Microsoft Office Specialist--Excel 2003*, Microsoft, 2009.
 14. *Microsoft Office Specialist--Access 2003*, Microsoft, 2009.
 15. *Microsoft Office Specialist—Master*, Microsoft, 2009.
 16. *Microsoft Office Specialist--Word 2003*, Microsoft, 2009.

Academic and Professional Experience

1. Associate Professor, Department of Marketing and Logistics, Southern Taiwan University of Science and Technology, 2000/2 to present.
2. Assistant Professor, Department of Marketing and Logistics, Southern Taiwan University of Science and Technology, 2000/1.
3. Lecture, Department of Business Administration, Southern Taiwan University of Science and Technology, 1990/8 to 1999/12.