

Ting-Yueh Chang (張婷玥)		
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Education

- PhD, Business Administration, National Cheng Chi University, Taiwan, 2006/07.
- MBA, Business Administration, National Cheng Kung University, Taiwan, 2000/06.
- BBA, International Trade, National Cheng Chi University, Taiwan, 1998/06.

Area of Specialty

Consumer Behavior, Customer Experience, Branding, Electronic Marketing

Academic Experience

- Assistant Professor, Department of Leisure, Recreation and Tourism Management, Southern Taiwan University of Science and Technology, Taiwan, 2006/08 to present.
- Instructor, Department of International Business Administration, Hsing-Kao University, Taiwan, 2001/08 to 2004/07.

Publications

Journal Papers

1. **Chang, T. Y.** & Shu-I Chen. (2015). A Study on Brand Loyalty to Online Bookstores: The Effects of Brand Affect and Brand Image, *Journal of Southern Taiwan University*. 40 (4), 23-42.
2. Lin, Hung-Yuan & **Chang, T. Y.** (2011). The Customer's Perspective on Waiting Time in Electronic Marketing, *Social Behavior and Personality*. 39 (8), 1053-1062. (SSCI List)
3. **Chang, T. Y.** & Horng, Shun-Chin. (2010). Conceptualizing and Measuring Experience Quality: The Customer's Perspective, *The Service Industries Journal*. 30 (14), 2401 – 2419. (SSCI List)
4. **Chang, T. Y.** & Hung-Yuan Lin. (2008). A Study on Service Employees' Customer- Oriented Behaviors, *The Journal of American Academy of Business*. 13 (1), 92-97. (ABI List)

Conference Papers

1. **Chang, T. Y.** & H-X Fang. (2016, October). A Case Study on Travel Dispute and Service Recovery. *2016 Taiwan Business Academic and Practical Conference*, Tainan, Taiwan.
2. **Chang, T. Y.** & H-T Tsai. (2015, May). A Study on the Leisure Constraint, Leisure Satisfaction and Well-being : An Example of Nangan Community College and Tainan Community College. *2015 Taiwan Business Academic and Practical Conference*, Tainan, Taiwan.
3. **Chang, T. Y.** & C-C Hu. (2015, November). An Exploratory Research on University Students' Body Image. *2015 Southern Taiwan University of Science and Technology Dept. of Leisure and Recreation Academic Conference*, Tainan, Taiwan.
4. **Chang, T. Y.**, L-C Ceng & S-C Lin. (2015, November). Online Brand Equity and Brand Experience Study. *2015 Southern Taiwan University of Science and Technology Dept. of Leisure and Recreation Academic Conference*, Tainan, Taiwan.
5. **Chang, T. Y.**, Lin-Mei Ko & Chao-Pien Hsuen. (2014, May). A Study on Junior High School Students' Leisure Satisfaction and Happiness: An Example of Online Games. *2014 Cross Colleges Academic Conference*, Kaohsiung, Taiwan.
6. **Chang, T. Y.**, Hui-Lin Chen & Hsueh-Yi Chen. (2014, November). Research on Brand Affect, Brand Image and Brand Loyalty of Online Bookstore. *2014 Southern Taiwan University of Science and Technology & Taiwan Leisure and Recreation Association Joint Conference*, Tainan, Taiwan.
7. Lin, Sun-Chuan, Mei-Hsiang Yu, Hui-Ling Chen, Chia-Kai Su & **Chang, T. Y.** (2013, May). What B&B Can Do to Take Environmental Responsibilities. *International Journal of Arts and Sciences*, Prague, Czech.
8. **Chang, T. Y.**, S-C Lin & Y-S Shen. (2013, January). A Study on Male University Students' Leisure Behavior, Body Image and Body Satisfaction. *The Tourism, Leisure, and Hospitality Research Symposium of the Chinese Tourism Management Association*, Chiayi, Taiwan.
9. **Chang, T. Y.** (2011, July). Evaluating the Model of Customer Perceived Service Quality and Satisfaction: A Metatheory Approach. *International Conference on Business and Information*, Bangkok, Thailand Paper Id: 2137.
10. **Chang, T. Y.** (2010, July). A Research on Customer-Based Brand Equity of Creative Life Industries. *International Conference on Business and Information*, Kitakyushu, Japan, Paper Id: 2127.
11. **Chang, T. Y.** (2009, July). Exploring Visitor Evaluations of Experience Quality: A Case of a Leisure Farm. *International Conference on Business and Information*, Kuala Lumpur, Malaysia, Paper Id: 1370.
12. **Chang, T. Y.** & Yu-You Cheng. (2008, July). An Exploratory Research on City's Brand Image. *International Conference on Business and Information*, Seoul, South Korea, Paper Id: 466.

13. **Chang, T. Y.** (2007, July). Why Service Employees Exhibit Customer-Oriented Behaviors. *International Conference on Business and Information*, Tokyo, Japan, Paper Id: 7246.

Dissertation

Chang, Ting-Yueh. (2006). "A Conceptual Model of Customer Experiences and Experience Quality: The Service Setting and The Customer's Perspective", Ph.D. Dissertation, National Cheng Chi University.

Grants

1. National Science Council, No: NSC 101-2410-H-218 -001, "A Research on Differentiated Value for Online Branding: Perspectives of Brand Equity and Brand Experience," 2012/08 to 2013/07.
2. National Science Council, No: NSC 100-2410-H-218 -001, "An Exploratory Research on Online Branding: Perspectives of Brand Equity and Brand Relationship," 2011/08 to 2012/07.
3. National Science Council, No: NSC 98-2410-H-218-007-MY2, "An Exploratory Research on Internet Consumption Experience," 2009/08 to 2011/07
4. National Science Council, No: NSC 97-2410-H-218-013, "A Research on Brand Equity and Brand Experience for Creative Life Industries," 2008/08 to 2009/07.
5. National Science Council, No: NSC 96-2416-H-218-005, "A Research on Brand Experience for Cultural and Creative Industries: Examples of Taiwanese Drama Performing Art Groups," 2007/08 to 2008/07.
6. National Science Council, No: NSC 96 - 2416-H-218-001, "A Research on Electronic Marketing and Waiting Time: The Customer's Perspective," 2007/02 to 2007/07.

Entrusted Practical Projects

1. **Chang, T. Y.** 2016. A Survey on Clothing Industry: Store Image and Customer Satisfaction. 351050075.
2. **Chang, T. Y.** 2014. A Qualitative Study on Elder People's Daily Life and Leisure Needs. 351030386.
3. **Chang, T. Y.** 2010. Training Project of Human Resource. 350980464.

Honors and Awards

- The 2009 Distinguished Teaching Award, Southern Taiwan University of Science and Technology, Taiwan.

Professional Certifications

- Qualicert Service Certification (Mastery Audit) Lead Auditor Training Course, No: TLAKHH0126S/06004, SGS, 2014.

- Microsoft Office Specialist for Office PowerPoint 2007, Excel 2007, Word 2007, Outlook 2007, Microsoft Corporation, 2011.
- International Introductory Award in Conflict Handling, No: 606100086/1380, City & Guilds, 2010.
- International Introductory Award in Customer Service, No: 606100086/720, City & Guilds, 2010.
- International Introductory Award in Selling, No: 606100086/60, City & Guilds, 2010.
- Web Communication using Dreamweaver 8, Certiport, 2009.
- IC3 Internet and Computing Core Certification, Certiport, 2007.

Academic Professional Service

- Reviewer, Research Project of University Students, Ministry of Science and Technology, 2015 to 2016.
- Committee, Management Consulting for Visually-impaired Massage, Labor Affairs Bureau of Tainan City Government, 2013 to 2015.
- Evaluation Committee, Contracting-out of City Designate, Cultural Affairs Bureau of Tainan City Government, 2013 to present.