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Education

- ✧ PhD, Cognitive Psychology, University of Georgia, USA, 2001
- ✧ BS, Psychology, National ChengChi University, Taiwan, 1986

Area of Specialty

Information Technology, Data Mining, Consumer Behavior, Cognitive Psychology

Work Experience

- ✧ Assistant Professor, Department of Marketing & Logistics Management, Southern Taiwan University of Science and Technology, 2005/8 to present
- ✧ Assistant Professor, Department of Technology Management, Aletheia University, 2002/8-2005/7
- ✧ Network Service Specialist III, University of Georgia, 4/2001 – 7/2002
- ✧ Computer Service Specialist III, University of Georgia, 4/1997 – 4/2001
- ✧ Assistant Engineer, Institute for Information Industry, 6/1989 – 7/1990

Publications

Journal Papers:

1. Dunwoody, P. T., Haarbauer, E. S., Mahan, R. P., Marino, C. J., & Tang, C.-C. (2000). Cognitive adaptation and its consequences: A test of cognitive continuum theory. *Journal of Behavioral Decision Making*, 13, 35-54.
2. Tang, C. C., Teng, Y. H., Chen, H. H. (1991). User Interface of ISDN Group 4 PC Fax, Institute of Information Industry, Taiwan
3. Tang, C. C., Teng, Y. H., Chiang, J. L., Chen, H. H. (1991). Peripheral Device Driver of ISDN Group 4 PC Fax, Institute of Information Industry, Taiwan

Conference Papers:

1. Tang, C. C., Chuang, S. H., Shen, S. J. (2016) The influence of product package color on consumer's attention. 2016 Operation Management and Information Technology Conference, Kaohsiung, Taiwan.
2. Tang, C. C., Xue, C. L. (2016) The relationship of self-concept and enjoyment of purchasing fashion clothes from internet. 2016 The 11th Conference on Theories

and Practices in International Business & 8th on Management Master Theses in Southern Taiwan, Tainan, Taiwan.

3. Tang, C. C., Syue, T. Y., Tsai, Y. J. (2015) The Influence of user experience on using Taiwan Railway ticketing system. 2015 Digital Technology and Information Management Conference, Taipei, Taiwan.
4. Wang, C. W., Shih, K. S., Chiu, M. C., Tang, C. C. (2013) The effect of the health belief and environmental perceptions on organic foods purchase behavior from the perspective of LOHAS. 2013 Finance, Accounting and Management Decision Conference, Tainan, Taiwan.
5. Tang, C. C., Lin, C. H., Chen, Y. T. (2011) Influences of advertising messages and types of display toward advertising attention on Facebook. Management Innovation and Marketing Projects Seminar, Kaohsiung, Taiwan.
6. Shih, K. S., Chuang, S. H., Tang, C. C., Chen, Y. J. and Liu, C. Y. (2010), "A study on the relationship between work value and job satisfaction using organizational culture as moderators" 2010 The 7th Conference on Service Management and Innovation, Southern Taiwan University, Taiwan.
7. Shih, K. S., Kuo, C. M., Tang, C. C., Yu, Y. M. (2010) The analysis of the structural modeling toward the word-of-mouth effect. 2010 Taiwan Chang Jung – Enterprises Management and business decision-making Symposium, Tainan, Taiwan.
8. Tang, C. C., Huang, Y. Z. (2010) Effects of advertising appeals and expert knowledge on advertising communication, using eye tracking devices. 2010 The Development of Public Relationships and Advertising Innovation Seminar, Taipei, Taiwan.
9. Shih, K. S., Tang, C. C., Chuang, S. H., Liao, L. Y. and Wang, C. W. (2010), "Construct and verify for the perception model of brand equity - moderating analysis of product attributes", The 6th Conference on Interdisciplinary Academic and Practice Management, Tunghai University, Taiwan.
10. Wei, R. C., Tang, C. C. (2009) A study of applying logistic regression toward segmenting customer live value. 2009 Taiwan Business Management Theory and Practice Seminar, Tainan, Taiwan.
11. Tang, C. C., Wu, P. C. (2005) Evaluate the Effectiveness of the ERP system: the analysis of Winbond company. 2005 Management Innovation and Visions Seminar, Damsui, Taiwan.
12. Hu, C., Williams, C. C., Mahan, R. P., Tang, C., Ussery, L., Cook, W. M., Barron, C., Gordon, R. (2002, Mar) An Investigation into Situation Awareness Indices with Lens Model Approach Using a Simulated Task. Poster presented at the 25th Annual Psi Chi Convention for the Behavioral Sciences, Athens, GA

13. Crooks, C. L., Hu, C., Mahan, R. P., Tang, C. (2001, Oct). Cue Utilization and Situation Awareness during a Simulated Experience. Student Symposium presented at the 45th Annual Meeting of Human Factor and Ergonomics Society, Minneapolis, MN.
14. Crooks, C. L., Hu, C., Mahan, R. P., Tang, C., Jensen, E., Wright, K., and Keen, R. (2001, February). An Investigation into the Relationship between Cue Utilization and Situation Awareness Level During a Simulated Experience. Poster presented at the 24th Annual Psi Chi Convention for the Behavioral Sciences, Athens, GA.
15. Mahan, R. P., Marino, C., Haarbauer, E., Tang, C. C., & Dunwoody, P. T. (1998). Developing a boundary object perspective for team cognitive task analysis and system design. Paper presented at the 42nd Annual Meeting of the Human Factors and Ergonomics Society, Chicago, IL..
16. Mahan, R. P., Dunwoody, P. T., Marino, C. J., Haarbauer, E. S., Tang, C.-C., & Elliott, L. R. (1998). The effects of task structure on cognitive organizing principles: Implications for complex display design principles. Manuscript submitted for publication.
17. Dunwoody, P. T., Haarbauer, E. S., Mahan, R. P., Marino, C. J., & Tang, C.-C. (October, 1998). *Surface and depth task characteristics both affect cognitive mode*. Poster session presented at the 42nd annual meeting of the Human Factors and Ergonomics Society, Chicago.
18. Dunwoody, P. T., Haarbauer, E., Mahan, R. P., Marino, C. J., & Tang, C. C. (1998). How task characteristics affect cognitive mode. Poster presented at the Society for Judgment and Decision Making Annual Convention, Dallas, TX..
19. Haarbauer, E. S., Mahan, R. P., Dunwoody, P. T., Marino, C. J., & Tang, C.-C. (April, 1998). *The insight index: Can a measure of self-insight inform ergonomic research?* Paper presented at the annual Convention for the Behavioral Sciences, Athens, GA.
20. Dunwoody, P. T., Mahan, R. P., Haarbauer, E., Marino, C. J., Tang, C. C., & Elliott, L. R. (1997). Testing congruence in a simulated environment. Paper presented at the Thirteenth Annual International Invitational Meeting of The Brunswik Society, Philadelphia, PA.
21. Mahan, R. P., Dunwoody, P. T., Haarbauer, E., Marino, C. J., Tang, C. C., & Elliott, L. R. (1997). Effects of representation fidelity on judgment simulation performance: More is different. Poster presented at the Society for Judgment and Decision Making Annual Convention, Philadelphia, PA.

Dissertation

Entrusted Practical Projects

1. Tang, C. C., Huang, W. H. (2016) Sale Promotion Program for the Creative Energy Conservation Contest of Tainan City. Contract Code: 251050027-GP
2. Lin, C. H., Kuo, C. M., Shih, K. S., Tang, C. C. & Chuang, S. H. (2016) Cultivate Rear Mirror Market of North America and Strategic Planning of Multi-channel Integration. Contract Code: 341040473.
3. Lin, J. H., Yeh, Y. S., Tang, C. C. & Kuo, C. M. (2016) Taiwan International Human Resource Integration Care Association Professional Foster Program (1) After-Birth Care Person Training Program. Contract Code: 341050149.
4. Shih, K., and Tang, C. C. (2015) A Survey Analysis of Service Quality and Customer Satisfaction for Southern Taiwan Science Park-Tainan Science Park Resource Recycling Center, 341040419.
5. Lin, J. H., Kuo, C. M. & Tang, C. C. (2014-2015) China and South East Asia market development investigation of the FCS Group.
6. Shih, K. and Tang, C. C. (2014) A Survey Analysis of Service Quality and Customer Satisfaction for Southern Taiwan Science Park-Tainan Science Park Resource Recycling Center, 341030433.
7. Shih, K. and Tang, C. C. (2013) A Survey Analysis of Service Quality and Customer Satisfaction for Southern Taiwan Science Park-Tainan Science Park Resource Recycling Center, 341020342.
8. Co-Principal Investigator, "Tainan Woman Junior Chamber International Taiwan Speech Training Project", Tainan Woman Junior Chamber International Taiwan, 2014/03-2014/04
9. Co-Principal Investigator, "Customer Satisfaction and Analysis for the Service Quality of the Resource Recycling Center", Sino Environmental Services Co., 2014/09-2014/10.
10. Project Director, Tree Valley Life Science Museum, "Improving customer experience of the Tree Valley Life Science Museum", 2012/06-2012/12.
11. Co-Principal Investigator, Tainan Spinning Co., "Marketing Survey of the Future Tainan Spinning Shopping Mall", 2011/01-2011/04.
12. Co-Principal Investigator, Dream Mall Co., "To know whether customers has correct interpretation toward signs and directories in Dream Mall", 2010/04-2010/12
13. Project Director, Pitotech Co, "How the wearing of the mobile eye-tracking device influences the precision of the eye tracking data", 2010/03-2011/05. [NT\$50,000]

Professional Certifications

1. Retail Sale Management – Level A, Applied Business Management Association (2016.08)
2. Business District Management – Level A, Applied Business Management Association (2016.08)
3. Retail Operation Analyst, PitoTech Company (2015.04)
4. Consumer Behavior Analyst, Matrix Management Consultants Company (2014.04)
5. Survey and Research Analyst, Tri-Star Statistics Service Company (2012.12)
6. E-Enterprise Planner Certification, Computer Skills Foundation (2012.10)
7. Fundamentals of E-Commerce, Professional Level, TQC (2011.07)
8. Business Intelligence Planner, Chinese Enterprise Resource Planning Society (2011.02)
9. CRM & Merchandise Analyst, Microanalysis Certification (2010.08)
10. Cisco CCNA Instructor (2004.08)
11. Certiport IC3 (2007.12)
12. Cisco CCNA (2001.08)
13. Novell CNE (2001.08)
14. SAS Certified Professional (2000.11)

Academic and Professional Service

Consultant

1. Web site design and administration consultant, Tainan Southgate Presbyterian Church, 2015.01-2015.12.
2. E-Business consultant, Genie Co., 2015.01-2015.12.
3. Consumer Behavior Analyst Certificate Promotion Consultant, Matrix Management Consultancy Co., 2014.01-2014.12.
4. Investigation and Research Method Analyst Certificate Promotion Consultant, Tri Star Statistics Service Co., 2013.01-2014.12.