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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

Academic Experience

- Associate Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 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

Publications

Journal Papers:

1. **Huarng, Fenghueih**, Li Chen Hung, and Chiou-Rung Chen (2011) "The Influence of Service Receiver on the Relationships among Involvement, Satisfaction and Loyalty," *Journal of Commercial Modernization*, 6(1), 125-148. (in Chinese)
2. **Huarng, Fenghueih**, Chiou-Rung Chen and Chia-Hsiu Hsu (2011) "The Role of Convenience Service Involvement between Satisfaction and Loyalty for Young Consumers of Three Main Chain Stores in Tainan," *Journal of Management Practices and Principles*, 5(2), 10-28. (in Chinese)

Conference Papers:

1. **Huarng, Fenghueih** and Nguyen Tran Cam Linh (2007) "ISO 9000 Implementation of the Companies in Vietnam", The 4th International Conference on Knowledge-based Economy and Global Management, 112-120, Tainan, Taiwan.
2. **Huarng, Fenghueih** and Anh Ngoc Duong (2009) "The Role of Involvement and Satisfaction in Loyalty Formation in Service", The 5th International Conference on Knowledge-based Economy and Global Management, 187-199, Tainan, Taiwan.
3. Huang, Chai-Liang, Chiou-Rung Chen, **Fenghueih Huarng** (2010) "The Causes of

Global Financial Crises: Risk-Taking and Fund Inefficiency,” Proceedings of International Conference on Applied Financial Economics, Samos, Greece.

4. Huang, Chai-Liang, Chiou-Rung Chen, **Fenghueih Huarng** (2010) “The Impacts of Political Instability on Banking Development and Operational Efficiencies,” First International Conference in Plitical Economy, Rethymno, Crete, Greece.
5. **Huarng, Fenghueih** and Oyunchimeg Zagd (2010) “Implementation of Total Quality Management in Mongolian Universities”, The 6th International Conference on Knowledge-based Economy and Global Management, Tainan, Taiwan.

Dissertation

Huarng, Fenghueih (1991) “*Algorithms for Bicriteria Network Flow Problems*,” Ph.D. Dissertation, University of Oklahoma, Norman, Oklahoma, USA.

Grants

1. Granted by Derjian Enterprises LTD, No: 320990352, “Survey of Demand and Supply on Occupational Training for Mechanical-Equipment Manufacturing Industry in the areas of Yun-lin, Chia-yi, Tainan,” 2011/5/25-2011/10/25.

Acadmic Service

- *Reviewer*, Health Care Management Science, 2010/6~2010/10.
- *Reviewer*, Journal of Yu Da University, 2010/11~2010/12.

Professional Certifications

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