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Education

- PhD, Business Administration, National Sun Yat-sen University, 2011/12
- Master of Business Administration, University of Missouri-Kansas City, USA., 1991/06
- Bachelor, Transportation Technology and Management, Feng-Chia University, Taiwan, 1986/06

Area of Specialty

- Organizational Behavior, Business Strategy, Leadership,

Academic Experience

- Assistant Professor, Department of International Business, Southern Taiwan University, 2014/08 - to present
- Chairperson, Department of Marketing and Logistics Management, Hsing-Kuo University of Management, 2012/08 - 2014-07
- Assistant Professor, Marketing and Logistics Management, Hsing-Kuo University of Management, 2012/02 - 2014/07
- Adjunct Assistant Professor, Department of Logistics Management, the ROC Air Force Institute of Technology, 2008/09 - 2011/06
- Adjunct Assistant Professor, Department of Financial, Shih Chien University, Taiwan, 2008/02 - 2012/06

Work Experience

- Project and System Consultant, TetonMac Information Services, 1998-2004.
- Manager of Administrative Department, South Canal International Trade Co., Ltd., 1996-1998.
- Junior Manager and Special Assistant of G.M., Tainan Construction and Real Estate Management Co., Ltd., 1993 – 1996.
- Sales/System Engineer, Communication Information Co. Ltd., 1991- 1992.

Publications

Journal Papers:

1. Hung, Yishuo (2014), Behavioral Integrity and Decision Making: A Scenario Approach, Journal of Hsing-Kuo University of Management, vol. 15, 15-29. (in Chinese)
2. Huang, Jason Heh, & Yishuo Hung (2013), "Gender Differences and Behavioral Integrity: From a Social Contract Perspective," Journal of Management & Organisation, vol. 19, no.1, 84-100. [SSCI]
3. Hung, Yishuo, Huang, Jason Heh, & Gosling, Mark (2011), "Deviation and Escalation: Decision-making Pitfalls Illustrated," Journal of Organizational Change Management, vol. 24, no. 5, 695-711. [SSCI]
4. Huang, Jason Heh, & Yishuo Hung (2008), The Folly of "Rewarding for A, while Hoping for B" in the Higher-Education System, Journal of Education Resource and Research, vol. 81, 43-58. (in Chinese)

Conference Papers:

1. Hung, Yishuo (2016), "Leader Integrity: Behavioral or Ethical? A Perspective from Confucianism" in The 12th International Conference on Knowledge-based Economy and Global Management, Tainan, 17 November, 2016.
2. Yu-Hua Wu and Yishuo Hung (2016), "Application of Factors in Watching Willingness of Taiwan Idol Drama for Japan and Taiwan." in The 2016 Conference on Patent and Information Practice, Taipei, 5 May, 2016.
3. Hung, Yishuo (2015), "Trust to a Leader and the Moderators behind Leader Integrity" in The 11th International Conference on Knowledge-based Economy and Global Management, Tainan, 19 November, 2015.
4. Hung, Yishuo (2014), "Access Impact Factors for Prediction, A Regression Model—Using American Major League Baseball as Data Base" in The 2014 Conference on Marketing, Logistics and Management, Hsiung-Kuo University of Management, Tainan, 15 May (pp. 149-166).
5. Hung, Yishuo (2013), "Reflections on Decision-making Disparities among Leaders in Different Stages of Social Contract Formations," in The 2013 Conference on Marketing, Logistics and Management, Hsiung-Kuo University of Management, Tainan, 14 May (pp. 323-336).
6. Hung, Yishuo, Huang, Jason Heh, & Peithe Ma Salva (2013), "Performance Management System and Government Effectiveness: Comparative Study on Public Servants between the Republic of China and Republic of the Philippines," in Conference on Organization Management and City Governance in Democratic

- Transformation, National University of Tainan, 8 May (pp. 1-28).
7. Hung, Yishuo (2012), "Consumers' Choices between Private and Public Brand Products: An Application of Game Theory," in The 2012 Conference on Marketing, Logistics and Management, Hsiung-Kuo University of Management, Tainan, 24 May (pp. 309-323).
 8. Huang, Hsin Hui \ Yishuo Hung (2012), "Professional Managers and Managers' Profession: Inspired by Peter Drucker," in The 2012 Conference on Marketing, Logistics and Management, Hsiung-Kuo University of Management, Tainan, 24 May (pp. 142-151).
 9. Teng-Chu Steve Chiu, Heh Jason Huang, & Yishuo Hung (2012), "The Influence of Humility on Leadership: A Chinese and Western Review," 2nd International Conference on Economics Business and Marketing Management (CEBMM 2012), February 26-28, Singapore. (pp. 129-133).
 10. Hung, Yishuo & Heh Jason Huang (2011), "Social Contracts and Gender Differences in Behavior Integrity," International Seminar on Business and Management, April 27-29, Bandung, Indonesia.
 11. Hung, Yishuo & Heh Jason Huang (2011), "Comparisons of Behavioral Integrity between Seasoned Managers and Business Students: Using Scenarios as Social Contracts," 2011 International Conference of Management Learning and Business Technology Education, May 9-11, Kaohsiung, Taiwan.
 12. Hung, Yishuo (2010), "Leader Integrity: A Contractarian Perspective," International Conference of Management Learning and Business Technology Education, March 25, Taipei, Taiwan.
 13. Huang, Jason Heh, and Yishuo Hung (2010), "Contexts, Social Contract, and Leader Integrity," International Conference on Economics, Business and Management (ICEBM), Dec. 4-5. Manila, Philippines. (pp. 78-81).
 14. Hung, Yishuo (2010), "Mission, Agency Problems, and Strategic Empowerment," International Conference on Economics, Business and Management (ICEBM), Dec. 4-5, Manila, Philippines. (pp. 90-92).
 15. Huang, Jason Heh, & Yishuo Hung (2009), "Gender Difference in Behavioral Integrity: From a Social Contracts Perspective." 2009 Academy of Management Annual Meeting (AOM), Aug. 8-12. Chicago, USA.

Dissertation:

- Hung, Yishuo (2011), "Exploring Core Values Moderating Perceived Leader Behavioral Integrity and Trust: A Contractarian Perspective." National Sun Yat-sen University.

Grants

1. Ministry of Science and Technology, No: MOST 105-2410-H-218-018-, Leader Sincerity and the Relationship between Leader Morality and Trust. 2016/8 - 2017/7.

Honors and Awards

1. Outstanding Teacher on Research (2013), Hsiung Kuo University of Management, Tainan, Taiwan.

Professional Certifications

1. International Trade Management(Class C), Technician Certificate R.O.C, March, 2016
2. Analyst of E-Commerce, #TIEA-ECA-10302625, Taiwan Innovative Education Association. (2013).
3. Certificate of Steel-Radiation Detection for Building Materials, #0029, Atomic Energy Council (AEC) Executive Yuan. (1995).

Academic and Professional Service

1. Reviewer of Advances in Economics and Business Journal (2014 to date).
2. Reviewer of Journal of Hsing-Kuo University of Management (2013)
3. Committee Member: The 4th International Asia Conference on Industrial Engineering and Management Innovation (IEMI'2013), National Taiwan University, Taiwan.
4. Hsing-Kuo University of Management President Selection Committee (2014), Teacher Review Committee (2013), and Academic Review Committee (2012, 2014)
5. Conference Host on Marketing, Logistics and Management of Management (2012, 2013).