

<b>Chia-Hua Chang (張嘉華)</b>		 請貼照片
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### **Education**

- PhD, Department of Industrial and Information Management, National Cheng Kung University, 2003/10
- Master, Department of Industrial Engineering, Tunghai University, 1998/7

### **Area of Specialty**

- Technology Management
- Market Research
- ERP
- Supply Chain Management

### **Academic Experience**

- Associate Professor, Department of Management and Information Technology, Southern Taiwan University of Science and Technology, 2013/02 to present
- Assistant Professor, Department of Management and Information Technology, Southern Taiwan University of Science and Technology, 2003/10 to 2014/2
- Visiting Scholar, Department of Industrial and Manufacturing Systems Engineering, Kansas State University, 2009/1~2009/10

### **Publications**

#### **Journal Papers:**

1. JrJung Lyu, Chia-Hua Chang\*, "Exploring Business Models for Application Service Providers with Resource Based Review", International Journal of Industrial Engineering: Theory, Applications and Practice, In Press, 2014.(SCI, Corresponding author)
2. Chia-Hua Chang, "A Novel Self- Adaptive Bayesian Belief Network with Information Entropy for Leveraging Decision Consensus among Multi-Agents", Journal of Information Science and Engineering, Vol.29 , Iss.5, pp.1037-1053, 2013.(SCI)
3. Chia-Hua Chang, "An Intelligent Supplier Selection System based on Self Organizing

- Map, Rough Set Theory, and Bayesian Belief Network”, International Journal of Electronic Business Management, 2013, Vol. 11, Iss.2, pp.100-112.(EI,ABI)
4. Chia-Hua Chang, “Applying RBT to Evaluate the 3D IC Strategies of CMOS Image Sensor IDMs”, World Review of Business Research, Vol.2, Iss.6, pp.1-25, 2012.(indexed by Cabell's Directory)
  5. Chia-Hua Chang, “Adapting Postponement Strategies with Respect to the Profiles of Environment”, International Journal of Electronic Business Management, Vol.9, Iss.3, pp.211-219, 2011.(EI,ABI)

### **Conference Papers:**

1. Chia-Hua Chang, Yi-Ting Lin (2011),” Employ SCOR Model to Explore the Supply Chain of CMOS Image Sensor applying TSV Technology”,the 14th Decision Analysis Symposium, HsiChu, R.O.C.(In Chinese)
2. Chia-Hua Chang, Wei-Wen Lin (2011),” Using Patent Analysis to explore the Current Market of 3D IC”,the 14th Decision Analysis Symposium, HsiChu, R.O.C.(In Chinese)
3. Chia-Hua Chang, Wan-Tzu Lee, 2012,” Studying the IMOD Display Technology (MIRASOL) Trend of Color Electronic Paper Industry with Patent Analysis”, 2012 Proceedings of the 8th International Conference on Knowledge-based Economy and Global Management, Tainan, Taiwan.
4. Chia-Hua Chang, 2012,” Applying Resource Based Theory to Evaluate the 3D IC Application of CMOS Image Sensor Manufacturers”, 2012 Proceedings of the 7th Annual London Business Research Conference, London, UK.
5. Chia-Hua Chang, 2015,” Satisfaction Evaluation of Customers with Multi-phase perspectives on application service providers”, 2015 Proceedings of the International Academic Conference in Paris, Paris, France.

### **Books:**

1. Tang, Jing-Jhou, Chang, Chia-Hua, Hsu, Jan-Lian (2010), the Design Perspectives From 2D SOC to 3DIC (I)—Market Trends, ISBN: 978-986-6184-11-6, Taichung: TsangHai. (In Chinese)
2. Tang, Jing-Jhou, Chang, Chia-Hua, Hsu, Jan-Lian (2010), the Design Perspectives From 2D SOC to 3DIC (II)—Technology Trends, ISBN: 978-986-6184-13-0, Taichung: TsangHai. (In Chinese)

### **Dissertation:**

- Chang, Chia-Hua (2003) ‘Mechanism for Intelligent Agents to communicate, adaptive learning, probabilistic reasoning and coordinate decisions among groups’, Ph.D. Dissertation, National Cheng Kung University

## **Grants**

1. National Science Council, NSC-100-2221-E-218-050- 'A Study on the Possible Value Chain Shift of Semiconductor Industry after Adopting Critical Technology TSV of 3DIC', 2011/8-2012/7.

## **Entrusted Practical Projects**

1. "Planning Industrial 4.0 implementation for SME", Project #311040325, 2015/05/01~2015/10/31.
2. "Manufacturing Service and ICT Creation Value-added Integration Plan for Motor Assembly Industry", Project #311030278, 2014/05/01~2014/10/31.
3. "BPR for Kaohsiung Harbor", Project #311010613, 2012/10/8 ~2012/11/25.
4. "Diagnosis and BPR Evaluation for SME", Project #311000371, 2012/05/01~2012/10/31.

## **Honors and Awards**

### **Professional Certifications**

1. ISO 9001 - DIS for Auditors, Certification # 128712757, SGS, 2015/09.
2. ISO 14001 - DIS for Auditors, Certification # 128712783, SGS, 2015/09.
3. ERP Application Engineer for Manufacturing Module SAP ECC 6.0, Certification # CERPS1201134, CERPS, 2012/01.

### **Academic and Professional Service**

1. Reviewer, International Journal of Industrial Engineering: Theory, Applications and Practice, 2016.
2. Reviewer, International Journal of Industrial Engineering: Theory, Applications and Practice, 2015.