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Education

- MBA. Department of Industrial Management, National Cheng Kung University, 1996/6
- Ph.D. Department of Business Administration, National Cheng Kung University, 2001/10

Area of Specialty

- Strategic Management
- Brand Value Management
- Organizational Management

Work Experience

- Assistant Professor, Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology, 2002/1 to present
- Instructor, Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology, 2000/8 to 2001/12
- Instructor, Department of Finance and Banking, Kun Shan University of Science and Technology, 1998/8 to 2000/7

Publications

Journal Papers:

1. Tsai, Y., Shih, K. and Lee, J. The Impact of the Relationships between Buyers and Suppliers Based on Their Financial, Social and Structural Bonds, *International Journal of Management, Knowledge and Learning*, 4(1), 2015.
2. Shih, K. and Chen, W. A Study on the Relationship between Culture Fit, Customer Relationship Management, and Customer Value of Automobile Channel Organization in Taiwan--An Empirical Analysis Based on Sellers' Perspective, *Public Opinion Research Quarterly*, 227, 2007.
3. Chen, W. and Shih, K. A Study on the Relationship between Culture Fit and Customer Relationship Management of Automobile Channel Industries in Taiwan- an Exploratory Analysis based on Seller's Perspective, *Journal of Commercial*

Modernization, 3(3), 2006.

4. Shih, K. and Lai, C. A Value Chain Perspective to Evaluate the Effects of EC Application on Business Competitiveness--The Structural Analysis of Organizational Learning Capability and Knowledge Management Capability, *Journal of Innovation and Management*, 2(2), 2005.
5. Shih, K. The Structural Model Analysis of Information System Integration Capability, Total Quality Management, Supply Chain Management Capability and Competitive Advantage--An Empirical and Comparative Study on Manufacturing Industry in Taiwan, *Management Review*, 22(4), 2003. (TSSCI)
6. Lin, C. and Shih, K. The Structural Analysis of TQM, ISO 9000, Organizational Structure, Competitive Advantage, and Organizational Performance, *Journal of Management*, 20(5), 2002. (TSSCI)

Conference Papers:

1. Shih, K., Huang, W., Chen, H. and Kao, C. (2016/11) “The Study of Profit Value Activities and Co-opetition Model for LED Lighting Industry -Interviews with Downstream,” 2016 The Conference on Innovation of Industrial Management and Information Application, Southern Taiwan university of Science and Technology, Tainan.
2. Shih, K., Kuo, C., Luo, C. and Chiu, P. (2016/11) “The Study On Brand Power Of Business District Measure Form Place Marketing Viewpoint -A Case of Chihpen Business District,” 2016 The Conference on Innovation of Industrial Management and Information Application, Southern Taiwan University of Science and Technology, Tainan.
3. Shih, K., Kuo, C., Chang, Y. and Kang, J. (2016/11) “A Study of Attitude Path Model Theory To Explore Community Members Participation in Online Brand Community--The example of Smart Phone,” 2016 The Conference on Innovation of Industrial Management and Information Application, Southern Taiwan University of Science and Technology, Tainan.
4. Shih, K., Huang, W., Chuang, S., Huang, C. and Chang, Y. (2015/11) “A Study of the Relationships among Self-congruity ,Brand Trust ,Brand Affect on Brand loyalty ; An Example of Sports Brand,” 2015 The Conference on Leisure, Recreation, and Tourism Management, Southern Taiwan university of Science and Technology, Tainan.
5. Shih, K., Chiu, M., Chuang, S., Lin, L. and Chuang, H. (2015/11) “An Exploratory research on Success Factors of Non-profit Organizations’ Operation and action-interviews with Social Welfare Foundation in Tainan,” 2015 The Conference on Leisure, Recreation, and Tourism Management, Southern Taiwan university of Science and Technology, Tainan.
6. Shih, K., Kuo, C., Chiu, M., Chen, W. and Luo, C. (2015/11) “A Study on Effect of

- Antecedents and Consequences of Brand Love- The Example of Smart Phone Brand,” 2015 The Conference on Leisure, Recreation, and Tourism Management, Southern Taiwan university of Science and Technology, Tainan.
7. Shih, K., Huang, W., Chuang, S., Lee, C. and Huang, C. (2014/11) “The Study of Consumer’s Participation Online Group Buying Intention: A Interference Analysis of Online Group Buying Experiences,” 2014 The Conference on Innovation of Industrial Management and Information Application, Southern Taiwan University of Science and Technology, Tainan.
 8. Shih, K., Kuo, C., Chiu, M., Yang, C. and Chen, W. (2014/11) “The Research of Buying Behavior on Facebook Groups – The Moderate Effect of Different Personality,” 2014 The Conference on Innovation of Industrial Management and Information Application, Southern Taiwan University of Science and Technology, Tainan.
 9. Shih, K., Huang, W., Kuo, C., Chen, H. and Lin, L. (2013/11) “A Study on the Operation Efficiency of Gas Stations in Country Side,” 2013 The Conference on Innovation of Industrial Management and Information Application, Southern Taiwan University of Science and Technology, Tainan.
 10. Shih, K., Kuo, C. Chiu, M., Wu, H. and Yang, C. (2013/11) “The study of community information sharing model--- the disturbance analysis of positive emotional” 2013 Industrial Management and Information Application Innovation Conference, Southern Taiwan University of Science and Technology, Tainan.
 11. Shih, K., Chiu, M., Lee, T., Lee, C. and Chen, P. (2011/11) “The Moderating Effects of Customer Knowledge Management on Customer Relationship Management Performance by Dynamic Capability,” 2011 The 7th Conference on Theories and Practices in International Business, Chang Jung Christian University.
 12. Shih, K., Chuang, S., Hung, P., Lee, C. and Lee, T. (2011/11) “The Influence of Product Characteristics on the Consumers’ Behaviors for Purchasing Car-The Model of Theory of Planned Behavior,” 2011 The 7th Conference on Theories and Practices in International Business, Chang Jung Christian University.
 13. Shih, K., Huang, W., Chuang, S., Wu, H. and Ke, Y. (2011/05) “The Moderation of Personality Trait on Communication pattern of Blog Experience,” 2011 Symposium on Global Business Operation and Management, Cheng Shiu University.
 14. Shih, K., Huang, W., Kuo, C., Ke, Y. and Wu, H. (2010/10), “The Moderation of Involvement on Communication pattern of Blog Experience,” 2010 The 7th Conference on Service Management and Innovation, Southern Taiwan University of Science and Technology, Tainan.
 15. Shih, K., Chiu, M., Huang, W., Sung, C. and Wang, C. (2010/10) “The Study of Argument Quality and Service Guarantee on Information Effects,” 2010 The 7th Conference on Service Management and Innovation, Southern Taiwan university,

Tainan.

16. Shih, K., Chuang, S., Tang, C. Chen, Y. and Liu, C. (2010/10), "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 of Science and Technology, Tainan.

Dissertation:

- Shih, K. The Structural Model Analysis of Information System Integration Capability, Total Quality Management, Supply Chain Management Capability and Competitive Advantage--An Empirical and Comparative Study on Manufacturing Industry in Taiwan, Ph.D. Dissertation, National Cheng Kung University, October 2001.

Grants

1. Shih, K. Construction of an Execution Model for Brand Value Management on Strategic Perspectives--- Comparative Analysis between Service Brand and Manufacturing Brand. NSC 97-2410-H-218-010, 2008/08/01 - 2009/07/31, NT\$: 377,000.
2. Shih, K. On the Study of Brand Value Management Model by Using QFD and Balanced Scorecard. NSC 96-2416-H-218-021, 2007/08/01 - 2008/07/31, NT\$: 490,000.
3. Shih, K. A Sellers' Perspective to Study the Impact of Culture Fit to Customer Experience Management Execution of Automobile Channel in Taiwan---Comparative and Moderating Analysis of Organizational Size and Brand. NSC 95-2416-H-218-002, 2006/08/01 - 2007/07/31, NT\$: 506,000.
4. Shih, K. The Impact of Strategy Execution on Knowledge Performance and Cross-Function Performance---Moderating Analysis of Environment Turbulence and Industry Types. NSC 94-2416-H-218-016, 2005/08/01 - 2006/07/31, NT\$: 500,000.
5. Shih, K. The Integrated Analysis of Supply Chain Management --- An Empirical and Comparative Study with Perspectives of Organizational Learning and Knowledge Operational Management. NSC 93-2416-H-218-017, 2004/08/01 - 2005/07/31, NT\$: 483,000.
6. Shih, K. The Structural Model Analysis of Organizational Learning Capability, Knowledge Management Capability, Electronic Commerce Applications and Competitive Capability---A Value Chain. NSC 92-2416-H-218-010, 2003/08/01 - 2004/07/31, NT\$: 261,300.
7. Shih, K. The Structural Model Analysis of Organizational Learning Capability, Business Process Reengineering, Supply Chain Management Capability and Business

Competitive Capability. NSC 91-2416-H-218-006, 2002/08/01 - 2003/07/31, NT\$: 420,200.

Entrusted Practical Researches:

1. Shih, K., Chiu, M. and Chuang, S. 2016. A Survey Analysis of Service Quality and Customer Satisfaction for Southern Taiwan Science Park-Tainan Science Park Resource Recycling Center, 341050383.
2. Shih, K., Lee, C. and Chiu, M. 2016 A Survey Analysis of Citizen Satisfaction for Environmental Protection Bureau of Tainan City Government, 251050033-GP
3. Shih, K., and Tang, T. 2015. A Survey Analysis of Service Quality and Customer Satisfaction for Southern Taiwan Science Park-Tainan Science Park Resource Recycling Center, 341040419.
4. Shih, K. and Tang, T. 2014. A Survey Analysis of Service Quality and Customer Satisfaction for Southern Taiwan Science Park-Tainan Science Park Resource Recycling Center, 341030433.
5. Shih, K. 2014 Research on Brand Innovation and Product Development- Website Design for In Mei Company, 341030363.
6. Shih, K. 2014 Research on Brand Innovation and Product Development- Product Design and Marketing for In Mei Company, 341030365
7. Shih, K. 2014 A Survey Analysis of Product Market, 341030539.
8. Shih, K. 2014 Research on Product Innovation Marketing for Mitaoxiang Store, 341030090.
9. Shih, K. 2013. A Survey Analysis of Product Market and Innovation Marketing for In Mei Company, 341020371.
10. Shih, K. and Tang, T. 2013. A Survey Analysis of Service Quality and Customer Satisfaction for Southern Taiwan Science Park-Tainan Science Park Resource Recycling Center, 341020342.
11. Shih, K. 2012. A Survey Analysis of Car Rental Market for Guotong Car Company, 341010465.

Honors and Awards

1. Distinguished Counseling Award, Southern Taiwan University of Science and Technology, 2014.

Professional Certifications

1. Certificate of e-Enterprise Planner Certification, No.411120200000320, Computer

- Skills Foundation, 2012/11/01.
2. Certificate of e-Enterprise Application Engineer, No.411120200000320, Computer Skills Foundation, 2012/02/01.
 3. Certificate of e-Enterprise Assistant Planner, No.411120200000360, Computer Skills Foundation, 2012/02/01.
 4. Certificate of Internet Marketing Analyst, No.IMA2010000080, Microanalysis & Assisted by M.O.E. Center, 2010/09/01.
 5. Certificate of e-Business Analyst, No.EBA2010000168, Microanalysis & Assisted by M.O.E. Center, 2010/08/01.
 6. Certificate of Entrepreneurship Management Analyst, No.EMA2010000274, Microanalysis & Assisted by M.O.E. Center, 2010/08/01.

Academic and Professional Service

1. Master's thesis, Graduate Institute of Human Resource and Knowledge Management, National Kaohsiung Normal University, 2016.
2. Master's thesis, Department of Hospital and Health Care Administration, Chia Nan University of Pharmacy & Science, 2016.
3. Master's thesis, Graduate Institute of Human Resource and Knowledge Management, National Kaohsiung Normal University, 2015.
4. Master's thesis, Department of Hospital and Health Care Administration, Chia Nan University of Pharmacy & Science, 2015.
5. Master's thesis, Graduate Institute of Human Resource and Knowledge Management, National Kaohsiung Normal University, 2014.
6. Master's thesis, Graduate Institute of Human Resource and Knowledge Management, National Kaohsiung Normal University, 2013.
7. Master's thesis, Graduate Institute of Human Resource and Knowledge Management, National Kaohsiung Normal University, 2012.
8. Master's thesis, Graduate Institute of Human Resource and Knowledge Management, National Kaohsiung Normal University, 2011.