


Chih-Hung Lin (林志鴻)		
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Education

- Ph.D. Department of Transportation and Communication Management, National Cheng-Kung University, Tainan, Taiwan, 2001/7
- M.S. Department of Traffic and Transportation, National Chiao-Tung University, Hsinchu, Taiwan, 1993/6.
- B.S. Department of Mathematics with emphasis on Statistics and Mathematical Methods, TamKang University, Taipei, Taiwan, 1991/06.

Area of Specialty

- Freight Transportation, Vehicle Routing and Scheduling, Transportation System Analysis, Logistics and Supply Chain Management, Fleet management.

Work Experience

- **Professor**, Department of Marketing and Logistics Management, Southern Taiwan University, Tainan, Taiwan, 2012/2 to present.
- **Chairman**, Department of Marketing and Logistics Management, Southern Taiwan University, Tainan, Taiwan, 2011/8 to present.
- **Visiting Scholar**, Robert H. Smith School of Business, University of Maryland, College Park, MD, USA, 2005/9 to 2006/8.
- **Associate Professor**, Department of Marketing and Circulation Management, Southern Taiwan University, Tainan, Taiwan, (2002/2 to 2011/7)
- **Assistant Professor**, Department of Marketing and Logistics Management, Southern Taiwan University, Tainan, Taiwan, 2001/8 to 2002/1.
- **Lecturer**, Department of Business Administrator, Kao-Yuan University of Technology, Kaohsiung, Taiwan, 1993/8 to 2001/7.

Publications

Journal Papers:

1. Chih-Hung Lin (2015) “The Vehicles Routing Problem of Logistics Fleet in Science Park –A Case Study for Full-Truck-Load Transportation” , STUST Journal of Humanities and Social Sciences, Vol.39 , No.4 , pp.1-22.

Conference Papers:

1. Chih-Hung Lin (2016) “Clustered single-vehicle routing problem with pickup and delivery”, Proceedings of the Eighth International Workshop on Regional Innovation Studies(IWRIS2016),Japan.
2. Chih-Hung Lin and Cheng-Zhong Chen (2016), "Taiwan health food industry management discussion - Kang Yang biochemical technology (stock) company", 2016 industrial management and information application innovation seminar, Tainan, Taiwan.
3. Chih-Hung Lin and Dong-zhan Zhuang(2016), "A Comparative Analysis of the Methods of Contract Management in Convenient Stores - Taking F Convenience Store as an Example", 13th Seminar on Service Management and Innovation, Tainan, Taiwan.
4. Chih-Hung Lin and Ming-Xian Lin(2016), "Correlations of Convenience Store Field Design and Sales Performance: A Case Study of F Convenience Store", 13th Seminar on Service Management and Innovation, Tainan, Taiwan.
5. Chih-Hung Lin and Chun-Tsai Su(2015) “A study to explore the impact factor of car sales to sale cars –A case study of Nandu Motor Co., Ltd”, Seventh Southern District Management Master's thesis seminar, Tainan, Taiwan.
6. Chih-Hung Lin and Pai-Ting Lo (2014) “A Study for Improving Operation Process To Raise Auto Appointment Maintain Effect-A Case Study In T Auto Company”, 2014 Conference of Industrial Management and Information Technology Innovation, Tainan, Taiwan.
7. Chih-Hung Lin and Mei-Wen Huang (2014) “A study for pallet using effect of adding pallet warehouse in pallet rental company”, 2014 Conference of Industrial Management and Information Technology Innovation, Tainan, Taiwan.
8. Chih-Hung Lin and Yi-Ju Cheng (2014) “A study for planning warehousing and operation process through RFID – A case study in the pallet rental company”, 2014 Conference of Industrial Management and Information Technology Innovation, Tainan, Taiwan.
9. Chih-Hung Lin and Yi-Chien Tai (2014) “A Study for Applying Appointment Policy to Improve the Customer Crowding Situation at Post Office Branch”, 2014 Conference of Industrial Management and Information Technology Innovation, Tainan, Taiwan.

10. Chih-Hung Lin and Tzu-LI Chen (2014) “A study for push-pull strategy to raise on time rate in freight delivery of trader”, 2014 Conference of Industrial Management and Information Technology Innovation, Tainan, Taiwan.
11. Chih-Hung Lin and I-Hsin Chang (2013) “A Case Study for Containers Integration to Promote Operation Performance”, 2013 Conference of Industrial Management and Information Technology Innovation, Tainan, Taiwan.
12. Chih-Hung Lin and Huan-Ting Pang (2013) “The Influence on Motivation System and Training for Vehicle Fuel Using”, 2013 Conference of Industrial Management and Information Technology Innovation, Tainan, Taiwan.
13. Chih-Hung Lin and Zi-Li Chen (2013) “A Case Study for Construct Fuel-Efficient Strategy of Transportation Industry”, 2013 Conference of Industrial Management and Information Technology Innovation, Tainan, Taiwan.
14. Chih-Hung Lin 、Xiu-Ya Zheng 、Shu-Ning Yang and Guo-Jun Huang 、Bi-Juan Cao and Yi-Jie Pan (2013) “Entrance to Motorcycle Parking Gate by RFID Technology- A Case of Southern Taiwan University of Science and Technology Motorcycle Parking”, 2013 Conference of Taiwan Conference on Business and Information, Taichung, Taiwan.
15. Chih-Hung Lin and An-Di Li (2013) “A Case Study for Establishing Mobile Shopping-Model of Physical Channel by QR-Code”, 2013 Conference of Taiwan Conference on Business and Information, Taichung, Taiwan.
16. Chih-Hung Lin and I-Hsin Chang (2013) “A Case Study for Operation Improvement of Refrigerated Distribution Center”, 2013 Conference for Systematic Innovation & 5th Annual Conference for The Society of Systematic Innovation, Taoyuan, Taiwan.
17. Chih-Hung Lin (2012) “Off Work on Time-Practical Experiences of A Stationery Wholesaler”, Business And Information 2012, Hokkaido, Japan.

Books:

1. Transportation Network Analysis (Chapter 11), Wu-Nan Publish incorporated company, Taipei, Taiwan, 2002.

Dissertation:

- Chih-Hung Lin (2001) “The Tractor Routing Problem in Auto-Carrier”, Ph.D. National Cheng-Kung University, Tainan, Taiwan.
- Chih-Hung Lin (1993) “A Study on Equivalent Sound Level Prediction Model and Assessment Indicator for Railway Noise”, M.S. Thesis National Chiao-Tung University, Tainan, Taiwan.

Grants

1. Tainan City, Southeast Asia Investment Survey Commissioned Services , 3500-105P050, \$440,000, the Tainan City Government EDB, 2016/10 / 20-2017 / 05/31.
2. 105 of the Industrial College Project - Retail Services and Retail Talents Training Credit Course, 3500-105P039, \$440,000, the Ministry of Education, 2016/08 / 01-2017 / 07/31.
3. 105-academic year subsidy for tertiary institutions, the employment course and the common core function course - the chain of wisdom management course, 131050134-GP-3,\$750,000, Ministry of Education, 2016/07 / 01-2017 / 08/31.
4. 104 Annual Industrial College Program (2 years, 2 years) - Operations Marketing Credit Program, 341050168-GP, \$ 330,000, the Ministry of Education, 2016/08 / 01-2017 / 07/31.
5. A10- Marketing and Distribution Management, 151010057-GP (A10),\$620,971, the Ministry of Education, 2016/01 / 01-2016 / 12/31.
6. 104 annual School of Industrial Projects (2 years, 1st year) - Credit Program of Marketing Operations Research, 721040135-GP, \$438,141, the Ministry of Education, 2015/08 / 01-2016 / 07/31.
7. 104 The Ministry of Education grants Vocational Schools in curriculum development and handling practices of teachers and students can gain practical plan - program 5- depth study, 721040100-GP, \$101,300, the Ministry of Education, 2015/07 / 01-2016 / 06/30.
8. 104 school year college university hospital for an employment subsidy Program of course cum common core functions of special classes - cold chain management process, 131040087-GP-4, \$685,560 , the Ministry of Education, 2015/07 / 01-2016 / 08/31.
9. 104 annual hai Dream Project - Singapore overseas retail marketing practical skills Integration Management Internship, 431040081-GP-9, \$67,993, the Ministry of Education, 2015/07 / 01-2016 / 07/06.
10. 103 academic year university-industry work together to plan the opening application - Circulation Marketing Retail Services for Students, 251040041-GP, \$326,434, the Ministry of Education,2014/08 / 01-2015 / 07/31.
11. 103 annual subsidies apply for employment Vocational Schools in Program of Projects - Employment Program of cold chain management, 341030172-GP, \$685,959, the Ministry of Education, 2014/07 / 01-2015 / 08/31.
12. Supply chain integration strategy development and planning 8. Small garment industry of warehouse management systems, 341 000 056, \$ 60,000, the Ministry of Economy, 2011 / 08-2011 / 12.
13. Medical treatment and distribution of traffic information application planning team,

Kuehne Express Co., Ltd., 340 990 440, \$72,000, the Ministry of Economy, 2011 / 07-2011 / 12.

14. National Science Council, No: NSC-99-2622-H-218 -002-CC3, “Raising Driving Performance and Applying Driving Information in Container Carrier”, 2010/11-2011/10.

Entrusted Practical Projects

1. Parental Massage Instructor Professional Training Course, 341060019, \$ 596,000, 2017/04 / 01-2017 / 09/28.
2. Tai Leung International Trading Co., Ltd. - Lethalist teacher professional training class, 341060007, \$845,000,2017/03 / 01-2017 / 05/30.
3. Confinement to take care of personnel entrepreneurship training class, 341060014,\$340,000, 2017/02 / 01-2017 / 07/30.
4. AEO Quality Assurance Certificate for Certified Personnel, 341050495,\$81,500,2016/08 / 01-2016 / 12/31.
5. Bonded Warehouse, Logistics Center and Duty Free Shop Licensing Course, 3500-105P052,\$124,400, 2016/08 / 01-2016 / 12/31.
6. Taiwan International Human Resource Integrated Care Association Professional Talent Cultivation Program - Professional Training Program for Lactation Teachers, 341050253, \$540,800, 2016/08 / 01-2017 / 01/31.
7. Weimar Operations Marketing Co., Ltd. - Social Worker Division Class 1 (Co-Moderator), 341050451, \$ 211,600, 2016/07 / 01-2016 / 12/31.
8. Taiwan International Human Resources Integration Care Association Professional Talent Cultivation Program - Confinement Career Training Course, 341050149, \$425,000, 2016/06 / 01-2016 / 07/30.
9. Taiwan International Human Resource Integrated Care Association Professional Talent Cultivation Program - Professional Training Course for Lactation Teachers, 341040520,\$ 801,090, 2016/01 / 01-2016 / 04/10.
10. Apply the supply chain integration strategy for garment processing of the Quick response (QR) mechanism, 311020110, \$ 60,000, 2013 / 10-2014 / 1.
11. Bonded Warehouse, Duty-free Shop and Logistics Center Self-management Specialized Training Plan and Implementation, 341020390, \$50,000, 2013/10-2014/1.
12. Improvement of sewing machine operation process in garment manufacturing industry, 341020387, \$100,000, 2013 / 09-2014 / 2.
13. RFID clothing identification technology in the clothing store physical channel application import, 341020112,\$100,000, 2013 / 04-2013 / 9.
14. Planning and Implementation of the Food Safety and Supply Chain Management Forum, 341020122, \$ 150,000, 2013 / 04-2013 / 6.
15. Fleet Energy Conservation Program, 341020030, \$350,000, 2013 / 01-2013 / 12.

16. Application of RFID technology in the field of clothing products identification of the measured analysis, 341010621, \$ 60,000, 2012 / 12-2013 / 03.
17. RFID technology into the garment products and identification of the discussion, 341010536, \$55,000, 2012 / 10-2013 / 03.

Honors and Awards

1. 2012 Southern Taiwan University of Science and senior expiry excellent teacher for 10 years
2. Instructs the student to attend the competition,
Game: Kaohsiung HKUST second tertiary Innovation and Entrepreneurship competition plan
Student: Yong-En Zheng, Jia-hui Liao, Wen-Ching Chen, Zheng- Ying Wu
Date: 2014/11
3. Instructs the student to attend the competition,
Game: 2014 Industrial Management & Information Technology Innovation Seminar
Student: I-Ru Zheng
Ranking: 2th place
Date: 2014/11
4. Instructs the student to attend the competition,
Game: 2014 Vocational Schools in thematic contest Vanung University
Student: Yi -Qian Dai
Ranking: 3rd place
Date: 2014/11
5. Instructs the student to attend the competition,
Game: 2014 Industrial Management & Information Technology Innovation Seminar
Student: Xin-Hua Chen, Wei-Yi Liao, Shi-Ting Wang, Jia-Qi Lin, Wei-Zhi Zhang
Date: 2014/07
6. Instructs the student to attend the competition,
Game: 2014 National cocoon creative marketing story contest
Student: Wei-Yi Liao, Shi-Ting Wang, Jia-Qi Lin, Wei-Zhi Zhang
Ranking: 3rd place
Date: 2014/05
7. Instructs the student to attend the competition,

Game: Maxxis is the new national management practices thematic contest

Student: Yi –Ting Liang, Yi-Ping Chen, Ting-Song Guo, Zong-Xin Ye

Date: 2014/04

8. Instructs the student to attend the competition,

Game: The first national universities Innovation and Venture Competition

Student: Ruo-Yi Huang, Ya-Hui Li, Wan-Ru Guo, Yi-xin Ye

Ranking: excellent

Date: 2013/11

9. Instructs the student to attend the competition,

Game: 101 school year internship Daren finals

Date: 2013/11

10. Instructs the student to attend the competition,

Game: 101 school year internship Daren finals

Student: Hui-Qin Guo

Ranking: 1

Date: 2013/11

11. Instructs the student to attend the competition,

Game: 2013 Taiwan Business and Management and Information Seminar

Student: Guo-Jun Huang, Xiu-Ya Zheng, Shu-Ning Yang

Ranking: excellent

Date: 2013/05

12. Instructs the student to attend the competition,

Game: 2013 Ambitions Creative Competition

Student: Ruo-Yi Huang, Ya Hui Li, Wan-Ru Guo, Yi-Xin Ye

Ranking: excellent

Date: 2013/05

13. Instructs the student to attend the competition,

Game: 16th National Management Practices thematic guidance contest entries

Student: Ruo-Yi Huang, Ya Hui Li, Wan-Ru Guo, Yi-Xin Ye

Date: 2013/04

14. Instructs the student to attend the competition,

Game: 16th National Management Practices thematic guidance contest entries
Student: Xiu-Ya Zheng, Shu-Ning Yang, Bi-Juan Cao, Guo-Jjun Huang, Yi-Jie Pan
Date: 2013/04

15. Instructs the student to attend the competition,

Game: First National Daya family Creative Product Design Competition
Team: Beats and thunder
Ranking: Creative Awards
Date: 2012/12

16. Instructs the student to attend the competition,

Game: 101 years of innovation business model to explore the e-commerce industry cooperation Case Competition
Student: Xiu-Ya Zheng, Shu-Ning Yang, Bi-Juan Cao, Guo-Jun Huang, Yi-Jie Pan
Ranking: excellent
Date: 2012/11

17. Instructs the student to attend the competition,

Game: First National Daya family Creative Product Design Competition
Team: Cups
Date: 2012/11

18. Instructs the student to attend the competition,

Game: First National Daya family Creative Product Design Competition
Team: Meng as the haunt
Date: 2012/11

19. Instructs the student to attend the competition,

Game: First National Daya family Creative Product Design Competition
Team: Beats and thunder
Date: 2012/11

20. Instructs the student to attend the competition,

Game: 2012 BBA College student project contest
Student: Jia -Yi Tu, Tzu-Han Chen, Nai-Wei Ye, Li Jin-Ling, Chen-Ann Yu
Ranking: 2th place
Date: 2012/04

21. Instructs the student to attend the competition,
 Game: 15th National Management - Practices thematic contest
 Student: Jia -Yi Tu, Tzu-Han Chen, Nai-Wei Ye, Li Jin-Ling, Chen-Ann Yu
 Date: 2012/04
22. Instructs the student to attend the competition,
 Game: 15th National Management - Practices thematic contest
 Student: Si-Hao Huang, Pei –Zhen Jiang
 Date: 2012/04
23. Instructs the student to attend the competition,
 Game: VAT patent research results show contest
 Student: Jia -Yi Tu, Tzu-Han Chen, Nai-Wei Ye, Li Jin-ILing, Chen-Ann Yu
 Ranking: Finalist
 Date: 2012/03

Professional Certifications

1. Graduation Certificate for Bonded Business Personnel (No. 1020110034), 2013/10/01.

Academic and Professional Service

1. 2017/01/20 Appointment Letter to the Postgraduate Degrees Committee of the National University of Applied Sciences, Kaohsiung - Rong-Zhi Wu.
2. 2017/01/20 Appointment Letter to the Postgraduate Degrees Committee of the National University of Applied Sciences, Kaohsiung – Cui-Lian Zheng.
3. 2017/01/20 Appointment Letter to the Postgraduate Degrees Committee of the National University of Applied Sciences, Kaohsiung - Li-Xing Zhang.
4. 2017/01/12 Appointment Letter to the National Normal University – You-Xin Liang.
5. 2016/11/30 Gold Passenger Transport Co., Ltd. Vehicle Energy Saving Supplementary Service (No. 1050002702)
6. 2016 / 11/30 Auxiliary Services for Energy Conservation of the Entire Tourism Group (No. 1050002701)
7. 2016/11/04 Taoyuan Municipal Government Environmental Clean Inspection Team Team Energy Conservation Counseling Service (No. 1050002433)
8. 2016/06/27 Ji-Yi-Tong Transportation Co., Ltd. Team Energy Conservation Counseling Service (No. 1050001345)
9. 2016/06/08 as the National Hu-Wei master's degree examination – Chen ,Wen Yi
10. 2016/04/12 Agricultural Science and Technology Parks Association of the Republic of

China (Appreciation)

11. 2016/03/16 Team Energy Conservation Counseling Service – Ya-dong Pre-Mixed Land (Stock) Co., Ltd.
12. 2016/02/22 Served as a counselor for the 105-year Manpower Enhancement Program for Small Business
13. 2015/07/22 as the 103 annual National Kaohsiung Normal University master's degree Peng, Jing- Ya examiners
14. 2015 2015/07/16 Keelung City Government Environmental Protection Agency - Fleet Energy Conservation Counseling Service
15. 2015/06/27 as the 103 annual Hu-Wei University Master class Gao,Wei-Gang, Lai ,Ying-Jie examiners
16. 2015/06/05 as the 103 year Hu-Wei university master class Liao,Ya-Ling examination committee
17. 2015/03/27 Education Seminar (Thanksgiving)
18. 2015/03/23 SUCCESS TRANSPORTATION CO., LTD. Energy Conservation Counseling Service (No. 1040000578)
19. 2015/02/02 Served as counselor for the 104 year Manpower Enhancement Program for Small Business
20. 2014/11/27 Daren University of Science and Technology co-production and patent commercialization of the results will be delivered lecturer
21. 2014/08/08 Served as counselor for the 103-Year Manpower Enhancement Program for Small Business
22. 2014/07/21 Fumin Transportation (stock) company energy conservation counseling service (car ring words No. 1030002301)
23. 2014/07/07 Energy-saving counseling service for Kerry Daiei Co., Ltd. (CSR No. 1030002060)
24. 2014/06/11 Xinfeng high school four technical secondary school enrollment simulation interview – thanks.
25. 2014/05/11 EPC-2014 RFID Project Competition Committee of the Republic of China Commodity Bar Code Promotion Committee.
26. 2014/02/01 SOLE Logistics and Supply Chain Curriculum Committee and Teaching Committee Consultant (20140201-20150131) (SOLETW0029)
27. 2013/12/04 GAOYUKU Sightseeing and Recreation Business Management Degree Course Outline Review Committee (102) Yuke University Teaching and Research Section No. 0255)
28. 2013/11/29 Member of the Center for Vehicle Research and Testing (Chikanhoji No. 1020002896)
29. 2013/09/03 served as the Chinese Medical University of Science and Technology Chen Kunxiang teacher qualification review committee

30. 2013/08/22 Success Logistics Co., Ltd. - fleet energy conservation counseling service (the word ring 1020002102)
31. 2013/07/30 Review of manuscript review of No. 43 periodical of Daren Journals
32. 2013/05/10 Fengrong Automobile Passenger Transport Company Energy Conservation Counseling Service (No. 1020000949)
33. 2013/05/03 Dongfeng transport (shares) company energy conservation counseling services (car ring words No. 1020000948)
34. 2013/04/12 Unified speed up the team energy conservation counseling (car ring words No. 1020000676)
35. 2012/10/16 Guidance Service for Sichuan Traffic Team (No. 1010002594)
36. 2012/09/14 Participated in the "Energy Conservation Counseling Service for Jinmun County Public Vehicle Management Office" (No. 1010002339)
37. 2012/09/01 SOLE International Logistics Association Taiwan Branch (SOLETW word 1010024)
38. 2012/07/20 Participated in the "Wu-song MRT Company Counseling Service Conference" (CHEOHUCHI No. 1010001850)
39. 2011/11/25 Attend the meeting of "Tai-qing Enterprise Co., Ltd." (No. 1000002758)
40. 2011/10/25 Participated in the "On-site Visiting Conference on Energy-saving Guidance Service of Xin-ying Automobile Passenger Transport Company" (No. 1000002564)
41. 2011/10/09 To assist the Association in organizing the Tainan Cross-Forum Forum.
42. 2011/10/04 Seminar on "Designing an Investigation, Estimation and Training Program on Supply and Demand of Human Resources in Logistics, Transportation, and Contracts" (Kaohsiung) (No. 100090008) commissioned by the Transportation Research Institute of the Ministry of Transport
43. 2011/10/01 as a consultant (100 annual marketing circulation of Friends of the word No. 00001)
44. 2011/09/21 We participate in meeting of vehicle research and test center (1000002216)
45. 2011/09/08 Participated in the vehicle research and testing center meeting (the car ring word No. 1000002108)
46. 2011/08/17 We participate in meeting of vehicle research and test center (1000001917)
47. 2011/08/13 We participate in meeting of vehicle research and test center (1000001917)