

Chung-Ming Kuo (郭重明)		
Department of Marketing and Logistics Management Southern Taiwan University of Science and Technology No. 1, Nan-Tai Street, Yongkang Dist., Tainan 71005, Taiwan	Office: T1115 ☎: 886-6-2533131 ext. 8315 ✉: cmkuo@stust.edu.tw	

Education

- B.S., Department of Mathematics , Tamkang University, 1984/06.
- M.S., Applied Mathematics, National Sun Yat-sen University, 1990/06.
- Ph.D., Industrial Management, National Taiwan University of science and Technology, 1994/01.

Area of Specialty

- System Reliability
- Applied Probability Model
- Statistics
- Management Science

Work Experience

- Associate Professor, Department of Marketing and Logistics, Southern Taiwan University of Science and Technology, 2000/08 to present.
- Associate Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 1994/08 to 2000/07.
- Chairperson, Department of Business Administration, Southern Taiwan University of Science and Technology, 1995/02 to 2000/01.

Publications

Journal Papers:

1. Chang, Y. N., Kuo, C. M & Su, C. C.(2016). A study on the development of influencing factor assessment scale of teacher evaluation for professional development in elementary schools : focusing on environment factors influencing organizational change, organizational change strategies and teacher personal factors. *Journal of Teacher and Professional Development*, 9,27-52.
2. Chang, Y. N., & Kuo, C. M. (2011). A primary study on teaching professional

- development of university faculty. School Administrators Research Association R.O.C.,71,194-213.
3. Chang, Y. N., & Kuo, C. M. (2008). A case study on practical effectiveness evaluation of cooperative education. *Journal of Pingtung University of Education*, 31, 111-150.
 4. Chang, Y. N., & Kuo, C. M. (2008). The study for the management mechanism of cooperative education. *School Administration*, 53, 82-100.
 5. Sheu, S. H. ,& Kuo , C. M.(1994).Optimization problems in k-out-of –n systems with minimal repair,*Reliability Engineering and System Safety* ,44, 77-82.(SCI)
 6. Sheu, S. H. ,& Kuo , C. M.(1994).optimal age replacement policy of a k-out-of-n system with age-dependent minimal repair, *RAIRO Operations Research*, 28, 85-95 .(SCI)
 7. Sheu, S. H. , Kuo , C. M. & Nagakawa ,T. (1993). Extended optimal age replacement policy with minimal repair, *RAIRO Operations Research*, 27, 337-351.(SCI)

Conference Papers:

1. Huang, Chuang, Kuo and Lin, 2015/04/28, “The Impacts of Mix-joint bundling and Brand Extension on Overall Brand Equity,” 2015 The Conference on Academy and Practice of Business Management, Jinwen University of Science and Technology, New Taipei City, Taiwan.
2. Shih ,Kuo, Chiu, Yang and Chen 2014/11/21 “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.
3. Kuo,Tasi,Sun and Liou ,2014/11/21,”The Study to Explore the Direct Sales of Consumer Behavior of Motivation” 2014 The Conference on Innovation of Industrial Management and Information Application ,” Southern Taiwan university of Science and Technology, Tainan.
4. Kuo,Tasi,Kuo Nien-Tzn &Pan,2014/5/2,” Exploring Purchaser's Purchasing Intention Analysis Towards Green Products-Take Green Mark as An Example” 2014 Financial Accounting & business management decision-making International Symposium Southern Taiwan university of Science and Technology, Tainan.
5. Tasi,Kuo, Kuo Nien-Tzn & Sun,2014/5/2,” Research of the Effects to Consumer Purchase Intention from Notion of Green Consumption & Product Classification” 2014 Financial Accounting & business management decision-making International Symposium Southern Taiwan university of Science and Technology, Tainan.
6. Shih, Huang, Kuo, Chen and Lin, 2013/11/01, “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.
7. Shih, Kuo, Chiu, Wu and Yang, 2013/11/01”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.
 8. Huang, Kuo, Wang and Chen, 2013/11/01, ”A Study on Behavioral Intention to Use Padfone”, 2013 Industrial Management and Information Application Innovation Conference. Southern Taiwan university of Science and Technology, Tainan.
 9. Huang, Kuo, Shih and Liu, 2013/03/15, “A Correlational Study between the LawBased Administration in Basic Executives and Improvement in The Qualities of Citizen Service: The Case of Hunei District Office, Kaohsiung, “ 2013 The Conference on Business Innovation and Development, Min dao university, ChangHua, Taiwan.
 10. Shih, Kuo, Chiu, Lee and Chen, 2012/10/19, “The Impacts of Brand Awareness, Product Characteristics and Perceived Value on Purchase Intention: the Cases of Zara and Uniqlo,” 2012 Business Administration and Marketing Innovation Conference, Shu-Te University of Science and Technology, KaoHsiung.
 11. Shih, Chuang, Kuo, Shieh and Chen, 2012/10/19, “The Interfering Effects of Product Attributes on the Effectiveness of Ad Endorsers,” 2012 Business Administration and Marketing Innovation Conference, Shu-Te University of Science and Technology, KaoHsiung.
 12. Ying-Yuh Huang, Tsai, Chung-Ming Kuo, Kuo, 2012, ”Effects of Service Quality and Perceived Risk on Group Buying Value and Customer Satisfaction,” 2012 International Conference on Financial Accounting and Business Strategy, Southern Taiwan University.
 13. Huang, Chuang and Kuo, 2012/05/18, “The Impacts of Positive Disconfirmation and Emotions on Expected Service,” 2012 The 9th Conference on Service Management and Innovation, Southern Taiwan University of Science and Technology, Taiwan.
 14. Szu, Huang, Kuo, Ker and Wu, 2010/10/15, ”The Moderation of Involvement on Communication pattern of Blog Experience,” 2010 The 7th Conference on Service Management and Innovation, Southern Taiwan university, Taiwan.
 15. Szu, Kuo, Tang and Yu, 2010/05/28, “The Study on Structural Equation (SEM) Model of Word-of-Mouth Communication Behavior,” 2010 The conference on Business Management and Decision, Chang Jung Christian University, Taiwan.
 16. Szu, Chiu, Kuo and Wu, 2010/05/22, “ A Study on the Application of QFD and Balance Scorecard to Construct Brand performance Relationship Management

Model,” The 6th Conference on Interdisciplinary Academic and Practice Management, Tunghai University, Taiwan.

17. Kuo and Lee, 1995/03, “System Reliability Based on Beta Distribution,” The 10th Technological & Vocational Education Conference of R.O.C..

Dissertation:

- Kuo, Chung-Ming (1994), “Optimal Replacement policies in k-out-of-n Systems”, Ph.D. Dissertation, National Taiwan University of Science and Technology.

Grants

1. Optimal Replacement of a k-out-of –n System with Cumulative Damage, funded by National Science Council, NSC 86-2213-E-218-004, 1996/08-1997/07, NT\$140,700.

Entrusted Practical Projects

1. Chiu, M.C., Kuo, C.M. and Huang, W.H. 2016, The regular Maintenance of the customer loyalty development program for the KT-car. 341050399.
2. Tsai, Y.L., Huang C.C., Kuo, C.M. 2016, The creative energy and saving contest competition for Tainan. 251050026-GP.
3. Tsai, Y. L. Huang, W.H., Wang, I.C., Kuo, C.M., Chuang, S.H. 2015, The project competition for reconstruction of the social values. 341040020.
4. Tsai, Y.L., Kuo, C.M. 2013, South Taiwan innovation park of manufacturers satisfaction survey research project. 341020114.
5. Shih, K., Kuo, C.M. 2013. A Survey Analysis of Product Market and Innovation Marketing for In Mei Company, 341020371.

Honors and Awards

1. Distinguished Counseling Award, Southern Taiwan University of Science and Technology, 2003/08-2005/01, 2006/02-2006/07, 2007/02-2009/07, 2012/01-2015/02.

Professional Certifications

1. *Certification of Internet and Social Media Marketing Manager*, No. ISMM201606008, Matrix Management Consultant Company, 2106/01/21.
2. *Certification of Brand Management Analyst*, No. BMAISMM20163007, Matrix Management Consultant Company, 2106/01/21.
3. Matrix Management Consultants Company—Service Management Analyst 2014
4. Taiwan Institute of marketing Science—TIMS marketing Proficiency Certificate, 2013
5. Tri-Star Statistics service company-- Survey and Research Analyst, 2012
6. The International Society of Logistics—Demonstrated Senior Logistician, 2012
7. *Microsoft Office Specialist--PowerPoint 2003*, Microsoft, 2009.
8. *Microsoft Office Specialist--Excel 2003*, Microsoft, 2009.

9. *Microsoft Office Specialist--Access 2003*, Microsoft, 2009.

10. *Microsoft Office Specialist--Access 2003*, Microsoft, 2009.

11. *Microsoft Office Specialist--Word 2003*, Microsoft, 2009.

Academic and Professional Service

Committee Members

1. Curriculum Committee Member , Department of Marketing and Logistics Management,2013-2016.
2. Department Affairs Development Committee Member , Department of Marketing and Logistics Management,2013-2016.