

Ming-Chih Chung (鍾明志)		
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Education

- B.A. Department of International Business, National Chengchi University, Taipei, Taiwan, 1996/6
- M.A. Department of Transportation and Communication Management, National Cheng Kung University, Tainan, Taiwan, 1998/7
- PhD, Department of Transportation and Communication Management, National Cheng Kung University, Tainan, Taiwan, 2006/7

Area of Specialty

- Marketing and business strategy development of new product and service
- Marketing and Logistics Management
- Evaluation process design of advanced technology

Work Experience

- Assistant Professor, Center for General Education, Southern Taiwan University of Science and Technology, 2006/8 to 2008/7.
- Assistant Professor, Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology, 2008/8 to present.

Publications

Journal Papers:

1. **Chung, Ming-Chih** (2015) “The Preliminary Study on Competitive Strategies in the Moving Company: The Case of Full Moving Company,” *Management Information Computing*, 4(S1), 1-6. (in Chinese)
2. **Chung, Ming-Chih** (2014) “Preliminary Research of Digital Home Development,” *International Journal of Science and Engineering*, 4(4), 47-51.

Conference Papers:

1. **Chung, Ming-Chih** (2015/4) “Preliminary Research of Radio Frequency Identification Application to Emergency Room Service,” 2015 10th International Symposium on Healthcare Information Management, Tainan, Taiwan.
2. **Chung, Ming-Chih** and Hsiao-Che Lin (2013/11) “Important Factors Affecting Consumer Purchase Intention for Sporting Goods: The Empirical Research of Nike,” The 9th International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan.
3. **Chung, Ming-Chih** and Jing Yi Li (2012/10) “Critical Factors Affecting Consumers’ Purchase of Branded Products,” The 8th International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan.
4. **Chung, Ming-Chih** and Cheng Yao Chiang (2012/5) “Preliminary Research of Refined Framework of Rehabilitation and Care Management with RFID,” Conference of Service Management & Innovation, Tainan, Taiwan.
5. **Chung, Ming-Chih** and Hui Ci He (2012/5) “Preliminary Research of Safeguarding Drug Anti-Counterfeiting Distribution with RFID,” 2012 Logistics Management Conference, Kaohsiung, Taiwan.

Books:

1. N.A.

Dissertation:

- Chung, Ming-Chih, Technology Planning for Intelligent Transportation Systems: The Case of APTS and ATIS in Taiwan. Ph.D. Dissertation, National Cheng Kung University, May 2006

Grants

1. N.A.

Entrusted Practical Projects

1. Chung, M. C. 2014. 2014 Subsidy Program for Universities and Colleges Implementing Employment Courses. Contract Code: 341030172-GP, 2014/07/01 to 2015/08/31.
2. Chung, M. C. 2012. Industry Academia Cooperation Plan of Educational Activity in Discovery Room of the Tree Valley Life Science Museum. Contract Code: 341000331, 2012/06/25 to 2012/12/31.

Honors and Awards

1. *Honorable Mention, A Preliminary Study on Supply Chain Strategy of Coffee Shop Chain Stores*, 2014 Industrial Management and Information Application Innovation Conference, 2014

Professional Certifications

1. Demonstrated Senior Logistician (DSL), SOLE-The International Society of Logistics and The Global Logistics Council of Taiwan, 2012/3.
2. International Introductory Award in Selling (Chinese), The City and Guilds of London Institute, 2011/11.
3. International Introductory Award in Customer Service (Chinese), The City and Guilds of London Institute, 2011/11.

Academic Service

Committee Member, RFID Application Conference, 2013/5

Professional Service

- Members of the test administration committee, Tainan Exam Area, 2016 TVE Joint College Entrance Examination, 2016/4 to 2016/5
- Members of the test administration committee, Tainan Exam Area, 2015 TVE Joint College Entrance Examination, 2015/5 to 2015/5
- Commentator, 2013 Finance and Management Conference (FMC), 2013/3 to 2013/3