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Education

- Ph. D. in Management, National Sun Yet-Sen Univ., 2001/11
- MBA, Auburn Univ., 1990/12

Area of Specialty

Marketing, Services Marketing, Customer Relationship Management

Work Experience

- Associate professor, Southern Taiwan University of Science and Technology, 1997/08 to present
- Lecturer, Fortune Institute of Tech. 1993/09 to 1997/07.

Publications

Journal Papers:

1. Hu, Yung-Shou, Ying-Yuh, Huang, 2016, “ A Case Study of Musical Band’s Marketing Strategies in Taiwan,” *Journal of Business and Economics* 7(5), 733-744.
2. Huang, Ying-Yuh, Thi Hoa, Pham, 2015, “The Impact of Experiential Marketing on Customer’s Experiential Value and Satisfaction: An Empirical Study in Vietnam Hotel Sector,” *Journal of Business Management and Social Science Research*, 4(1) , 1-19.
3. Huang, Ying-Yuh, L. S. Ku, 2013, “The Impact of Service Encounter and Trip Quality on Experiential Value and Return Intention,” *Journal of Global Business Operation and Management*, 5, 113-126. (in Chinese)
4. Huang, Ying-Yuh, Yi-Hsing, Chang and Jrming Chen, 2006, “An Explorative Study of Information Exchange Model for Firms of Value Chain in textile Industry: Example by Tex-Ray Textile Co. Ltd. and Jia Da Co. Ltd.,” *Operating Management Reviews*, 2(2), 1-20. (in Chinese)
5. Huang, Ying-Yuh and Min-Han, Lin, 2004, “An Empirical Study of Decision Support System in Supply Chain Collaboration,” *Journal of Commercial Modernization*, 3(1), 131-142. (in Chinese)
6. Huang, Ying-Yuh, Ting-Jui, Chou and Jacob Yih-Hen, Jou, 2003, “Exploring Customer Value in Clothes by Using Mans-End Chain Model- A Qualitative

Approach,” *Management Research*, 3(1), 39-69. (in Chinese)

Conference Papers:

1. Huang, Ying-Yuh, Zih-Chun Pan, Minh-Hoang Trong Nguyen, 2015, ” THE IMPACT OF PROMOTION STRATEGIES, SERVICE QUALITY AND PRODUCT QUALITY ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY- AN EXAMPLE FOR CONVENIENCE STORE IN TAIWAN,” The 11th International Conference on Knowledge-Based Economy and Global Management, Southern Taiwan University of Science and Technology.
2. Huang, Ying-Yuh, Van-Minh, Nghiem, Trung Son, Dao, 2015, ”AN INVESTIGATING ON THE RELATIONSHIP AMONG THE PERCEPTION OF PRICE, PERCEIVED SERVICE QUALITY, CUSTOMER PERCEIVED VALUE AND INTENTION: A HOLISTIC PERSPECTIVE ON LODGING INDUSTRY IN TAIWAN,” The 11th International Conference on Knowledge-Based Economy and Global Management, Southern Taiwan University of Science and Technology.
3. Huang, Ying-Yuh, Yung-Shou Hu, and Zih-Chun Pan, 2014, “A CASE STUDY OF MUSICAL BANDS’ MARKETING STRATEGIES IN TAIWAN,” The 10th International Conference on Knowledge-Based Economy and Global Management, Southern Taiwan University of Science and Technology.
4. Huang, Ying-Yuh, Bui Thi Lan Huong, Nghiem Van Minh, 2014, ”FACTORS AFFECTING PURCHASE HEALTHY FOOD INTENTION: AN EMPIRICAL STUDY IN VIETNAM,” The 10th International Conference on Knowledge-Based Economy and Global Management, Southern Taiwan University of Science and Technology.
5. Huang, Ying-Yuh, M. C. Chiu, J. J. Lin, S. P. Wang, 2014, ”The Interrelationships of Logos Cognition, Perceived Value, Trust and Purchase Intention-An Example of Agricultural Logos,” 2014 Industrial Management and Information Application Innovation Conference, Southern Taiwan University of Science and Technology.
6. Huang, Ying-Yuh, W. I. Lee, Z. H. Wei, 2014, “The Impact of Price Perception, Product Quality and Service Quality on Behavioral Intention for Brunch Stores,” 2014 Conference on Financial Accounting and Business Strategy, Southern Taiwan University of Science and Technology.
7. Huang, Ying-Yuh, W. H. Huang, J. T. Chieh, K. C. Mao, 2014, “The Impact of Internal Service Quality, Employees’ Perception, Job Satisfaction and Organization Commitment on Job Performance,” 2014 Conference on Financial Accounting and Business Strategy, Southern Taiwan University of Science and Technology.

8. Huang, Ying-Yuh, J. W. Lee, Y. T. Pan, , Y. . and Technologych, 4(1)
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"The Impact of Experiential Marketing, Brand Image , Brand Personality on Brand Equity," 2014 Conference on Financial Accounting and Business Strategy, Southern Taiwan University of Science and Technology.
9. Huang, Ying-Yuh, O. W. Du, J. J. Lin, 2013, "A Study on Behavioral Intention to Use Library's APP", 2013 Industrial Management and Information Application Innovation Conference, Southern Taiwan University of Science and Technology.
10. Huang, Ying-Yuh, Y. Y. Chen, 2013, "The Impact of Promotion Strategy and Product Knowledge on Brand Image and Purchase Intention, 2013 NTCB Conference of Business Administration.
11. Huang, Ying-Yuh, M. C. Chiu, W. I. Lee, H. J. Kuo, 2013, "The Impact of Price Perception, Product Quality and Service Quality on Behavioral Intention for Brunch Stores", 2013 Industrial Management and Information Application Innovation Conference, Southern Taiwan University of Science and Technology.
12. Huang, Ying-Yuh, C. M. Kuo, Y. L. Wang Y. L. and S. Y. Chen, 2013, "A Study on Behavioral Intention to Use Padfone", 2013 Industrial Management and Information Application Innovation Conference, Southern Taiwan University of Science and Technology .
13. Huang, Ying-Yuh, S. S. Dong, O. W. Du, 2013, "The Impact of E-SERVQUAL and Trust on Repurchase Intention," The 5th Academic Conference on Management and Decision , Nanhua University.
14. Huang, Ying-Yuh, J. L. Kuo, J. T. Chieh, 2013, "The Impact of Involvement and Internet Rumor of Repurchase Intention," The E-learning and Information Technology Symposium 2013, Southern Taiwan University of Science and Technology.
15. Huang, Ying-Yuh, L. S. Ku, S. Y. Chen, 2013, "The Impact of Service Encounter and Trip Quality on Return Intention," 2013 Symposium on Global Business Operation and Management, Cheng Shiu University.
16. Huang, Ying-Yuh, S. S. Dong, S. Z. Kuo, 2013, "The Impact of E-SERVQUAL and Trust on Repurchase Intention," 2013 Symposium on Global Business Operation and Management, Cheng Shiu University.
17. Huang, Ying-Yuh, S. N. Kuo, Y. Y. Chen, 2013, "A Study on the Impact of Brand Image to Brand Loyalty- Brand Quality and Online Word-of-mouth as Intermediary Variable," 2013 Symposium on Global Business Operation and Management, Cheng Shiu University.
18. Huang, Ying-Yuh, Thi Huong Le, Thi Lan Huong Bui, 2012, "The Impact of Online Shopping Motivation on Consumer's Behavioral Intention: An Empirical

- Study in Vietnam,” The 8th International Conference on Knowledge-Based Economy and Global Management, Southern Taiwan University.
19. Huang, Ying-Yuh, Wang, Y. L. Tsai, Ku, 2012, “A Study on Behavioral Intention to Use Digital Library,” 2012 International Conference on Financial Accounting and Business Strategy, Southern Taiwan University.
 20. Huang, Ying-Yuh, 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.
 21. Huang, Ying-Yuh, Kittiya Kaewmee, (2011), ”The Impact of Service Quality and Service Innovation on Technology Acceptance Model,” BAI 2011 International Conference on Business and Information, Bangkok, Thailand.
 22. Huang, Ying-Yuh, Prajakserance Patcharaporn, Thi Huong Le, 2011, ”Factors Affecting Customer Loyalty of Using International Banking in Thailand,” 2011 International Conference on Knowledge-Based Economy and Global Management, Southern Taiwan University.
 23. Huang, Ying-Yuh, Pham Nhut Thien Nguyen, Thi Huong Le, 2011, ”Factors Affecting Customer Loyalty: An Empirical Study in Vietnam Supermarket Industry,” 2011 International Conference on Knowledge-Based Economy and Global Management, Southern Taiwan University.
 24. Huang, Ying-Yuh, Hong Sa Nong, Thi Huong Le, 2011, “The Role of Moral, Reputation and Status in Theory of Planned Behavior,” 2011 International Conference on Knowledge-Based Economy and Global Management, Southern Taiwan University.
 25. Huang, Ying-Yuh, Thuy Han Ly, Hong Sa Nong (2010), “Factors Affecting the Adoption of Internet Banking in Taiwan,” 2010 International Conference on Knowledge-Based Economy and Global Management, Southern Taiwan University.
 26. Huang, Ying-Yuh, Thi Hoa Pham, Nguyen Pham Nhut Thien, 2010, “The Impact of Experiential Marketing on Experiential Value and Customer Satisfaction,” 2010 International Conference on Knowledge-Based Economy and Global Management, Southern Taiwan University.
 27. Huang, Ying-Yuh, Thuy Thuy Duong, Tran, Kittiya Kaewmee, Pham Thi Hoa (2009), ”CUSTOMER RETENTION MODEL IN THE VIETNAMESE MOBILE TELECOMMUNICATIONS SERVICE INDUSTRY,” 2009 Academic Conference on Global Marketing Strategy and Management, National Taichung Institute of Technology.
 28. Huang, Ying-Yuh, Pok Phearak, Ly Thuy Han (2009), “THE EFFECT OF

CONSUMPTION EMOTION ON CUSTOMER SATISFACTION, REPURCHASE INTENTION AND WORD-OF-MOUTH: BANKING INDUSTRY IN CAMBODIA,” 2009 Academic Conference on Global Marketing Strategy and Management, National Taichung Institute of Technology.

29. Huang, Ying-Yuh, and Yi-Hung Liu, (2007), ”The Impact of Relationship Management on Customer Loyalty- Using Relationship Value and Relationship Quality as Mediator,” BAI 2007 International Conference on Business and Information, Tokyo, Japan.

30. Huang, Ying-Yuh, Thi Thanh Thuy, Phan, and Thuy Thuy Duong, Tran, (2007), “Store Loyalty Intention Model for Supermarket Retailers in Vietnam,” 2007 International Conference on Knowledge-Based Economy and Global Management, Southern Taiwan University.

Dissertation

Huang, Ying-Yuh, (2001) “A Means-End Chain Analysis of Customer Value: Consumption Experience of Children’s Clothes,” Ph.D. Dissertation, National Sun Yet-Sen Univ.

Grants

1. National Science Council, No: NSC-102-2815-C-218-007-H, “The Impact of Experiential Provider, Brand Personality and Brand Image on Brand Equity,” 2013/7 – 2014/2.
2. National Science Council, No: NSC-100-2815-C-218-035-H, “The Impact of Promotion and Service Quality on Customer Value and Repurchase Intention,” 2011/7 – 2012/2.
3. National Science Council, No: NSC-99-2815-C-218-013-H, “The Study of Decomposed Theory of Planned Behavior on Electronic Coupon,” 2010/7 - 2011/2.
4. National Science Council, No: NSC-95-2416-H-218-023, “The Impact of Situational Factor and Customer Value on Repurchase Intent of Shopping Websites- Using Customer Satisfaction as Mediator,” 2006/8 - 2007/7.
5. National Science Council, No: NSC-93-2416-H-218-013, ”A Study of Religious Belief with Means-Ends Chain- Qualitative and Quantitative Methodology,” 2004/8 - 2005/7.

Entrusted Practical Researches

1. Huang, Y. Y., 2013. Workshop of Marketing Winner Simulation Software, 341020314.
2. Chiu, M. C., Shih, K. S., Huang, Y. Y., 2014. Research on Service Quality and Customer Satisfaction for Taiwan Power Company, 341030364.

Professional Certifications

1. Certificate of Brand Management Analyst, No. BMA20163013, Matrix Management Consultant Company, 2016/01/21.
2. Certificate of Internet and Social Media Marketing Manager, No. ISMM201606004, Matrix Management Consultant Company, 2016/01/21.

3. Certificate of Service Management Analyst, No. SMA201409013, Matrix Management Consultant Company, 2014/09/02.
4. Certificate of Consumer Behavior Analyst, No. CBA201301283, Matrix Management Consultant Company, 2013/12/20.
5. Certificate of Survey and Research Analyst, No. SRM20120046, Matrix Management Consultant Company, 2012/12/10.
6. Certificate of e-Enterprise Planner, No. 431121100001400, Computer Skills Foundation, 2012/11/12.

Academic and Professional Service

1. Specialist, Material Division, Yu Tien Machinery Co., 1991/9 to 1992/8.
2. Chief of Quality Assurance, Tien Tai Welding Co., 1992/8 to 1993/8.