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| <b>Shyh-Ming Huang (黃識銘)</b>  |   |  |
| Department of Marketing and Logistics Management<br>Southern Taiwan University of Science Technology<br>No. 1, Nan-Tai Street, Yongkang Dist.,<br>Tainan City 71005, Taiwan | Office: T1128<br>☎: 886-6-2533131 ext.8328<br>☎: 886-6-2430771<br>✉: paulh@stust.edu.tw |   |

### **Education**

- Ph.D., Business Administration, Chung-Hsing University, 2008/6.
- Executive Master of Business Administration Program College of Management, Yuan-Ze University, 1999/6.
- Master of Sociology, Department of Sociology, School of Liberal Arts and Social Science, Soochow University, 1984/6.

### **Area of Specialty**

Marketing Management, Brand Management, Advertising Management, Marketing Channel Management, Marketing Plan, Strategy Management.

### **Work Experience**

- Associate Professor, Department of Marketing & Logistic, Southern Taiwan University, 2008/8 to present
- Lecturer, Department of Marketing & Logistic, Southern Taiwan University, 2000/8 to 2008/7.
- Director, Career Development & Alumni Center, Southern Taiwan University of Technology of Science, 2010/05/25 to 2013/07/31.
- Associate Professor, Department of Marketing & Logistic, Southern Taiwan University of Technology of Science, 2008/8 to present.
- Lecturer, Department of Marketing & Logistic, Southern Taiwan University, 2000/8 to 2008/7.
- Vice President, Victor Advertising Co., 1999/07/01 to 2000/09/30.
- Vice President, ICAN Intellectual Assess Network Company, 1993/06/01 to 1999/06/30.
- Assist General Manager, G. Crown Company, 1991/12/01 to 1993/05/31.
- Senior Manager, Dick Ocean Advertising Co., 1988/07/21 to 1991/11/30.
- Specialist, King Car Group, 1986/07/15 to 1988/06/20.

## Publications

### Journal Papers:

1. **Huang, Shyh-Ming**, “Exploring a Missing Link for the Brand Image Effect on Brand Loyalty: The Mediated Path of the CAC Extending Model,” *Journal of Management*, (in press.) [TSSCI] **【Corresponding Author】** (in Chinese) (MOST 103-2410-H-218-006)
2. **Huang, Shyh-Ming**, Fang, Shyh-Rong, Fang, Shih-Chieh, & Huang, Chao-Chin (2016), “The Influences of Brand Benefits on Brand Loyalty: Intermediate Mechanism,” *Australian Journal of Management*, Vol. 41, No. 1, 141-160. (2014 SSCI, IF=1.000, rank 109/185 = 58.92%, 2015 SSCI, IF=1.400, rank 89/192=46.35%) (NSC-102-2410-H-218-022)
3. Chao-Chin Huang, Shih-Chieh Fang, **Shyh-Ming Huang**, Shao-Chi Chang, Shyh-Rong Fang, (2014), “The Impact of Relational Bonds on Brand Loyalty: The Mediating Effects of Brand Relationship Quality,” *Managing Service Quality*, Vol. 24, No.2, pp. 184-204. (Corresponding Author) (2014 SSCI, IF=1.054, rank 103/185=55.68%, 2015 SSCI, IF=1.286, rank 96/192=50.000%) (NSC-96-2416-H-218-014)
4. **Huang, Shyh-Ming** and Yu, Tai-Kuei, (2014), “The Impact of Relationship Bonds on Adaptive Selling, Relationship Quality and Job Satisfaction on Key Account Management,” *Sun Yat-sen Management Review*, Vol.24, No. 2(4 月), 184-204. NSC-97-2410-H-218-009 [TSSCI] (in Chinese)
5. Huang, Shyh-Ming (2011), “The Impact of Relationship Recovery and Relationship Repair on Relationship Value- The Mediating Role of Trust,” *International Journal of Commerce and Strategy*, 3(4), 251-266. **【Corresponding Author】** (in Chinese)
6. Fang, Shyh-Rong, Fang, Shyh-Chieh, Yang, Shu-Mi and **Huang, Shyh-Ming** (2011), “The Impact of Structural Approach of Multilevel Network on Explorative and Exploitative Innovation,” *Sun Yat-sen Management Review*, 19(3), 735-774. [TSSCI] **【Corresponding Author】** (in Chinese)
7. Huang, Shyh-Ming (2010), “The Impact of Network Characters on Innovative Capabilities and Performance,” *Journal of Southern Taiwan University*, 35(4), 141-153. **【Corresponding Author】** (in Chinese)
8. Huang, Shyh-Ming, Fang, Shyh-Rong and Yang, Shu-Mi (2010), “The Influence of Benefit on Brand Loyalty: The Mediating Effects of Brand Relationship Quality and Customer Relationship Quality,” *Journal of Management & Systems*, 17(3), 373-402. [TSSCI] **【Corresponding Author】** (in Chinese) NSC-96-2416-H-218-014
9. Fang, Shyh-Rong, Peng, Yan-Chiun, Chang, Yong-Sheng and **Huang, Shyh-Ming** (2009), “Using Tensions-Based View to Investigate the Light Side of Relationships and the Dark Side of Relationships,” *Journal of Management*, 26(4), 445-469. (TSSCI) (in Chinese)
10. **Hunag, Shyh-Ming** and Fang, Shyh-Rong (2008), “A Study of Service Recovery Strategy- A Relationship Marketing’s Perspective,” *Journal of Management & Systems*,

- 15(1), 1-31. [TSSCI] 【Corresponding Author】 (in Chinese)
11. **Hunag, Shyh-Ming** and Fang, Shyh-Rong (2006) “The Effects of Market Orientation, Relationship Marketing Capabilities and Customer Knowledge Managerial Capabilities on Enterprise Capital,” *Management Review*, 25(2), 29-60. [TSSCI] 【Corresponding Author】 (in Chinese)
  12. **Hunag, Shyh-Ming** and Yu, Tai-Kuei (2006), “A Study of Relationship Bonds and the Interaction of Future Relationships: The Mediate Effects of Relationship Quality,” *Journal of Management & Systems*, 13(3), 265-292. [TSSCI] (in Chinese)
  13. Yu, Tai-Kuei and **Hunag, Shyh-Ming** (2005), “Salespeople’s Job Satisfaction: The Development of a Multiple Items Scale,” *Journal of Human Resource Management*, 5(3), 49-77. (in Chinese)
  14. **Huang, Shyh-Ming** and Fang, Shyh-Rong (2005) ““An Impact of Governance Mechanisms and Relationship Strategies on Asset Specificities and Relationship Performance,” *Chunh Yuan Management Review*, 3(1), 39-60. (The Best Awards Paper in 2005) 【Corresponding Author】 (in Chinese)
  15. Fang, Shyh-Rong, Chang, Chia-Wen and **Huang, Shyh-Ming** (2003), “A Study on the Antecedents of IOR Long-Term orientation- Small and Medium Enterprises’ Moderating Role,” *Taiwan Academy of Management Journal*, 3(1), 101-124. (in Chinese)
  16. **Huang, Shyh-Ming** and Fang, Shyh-Rong (2003), ”Long-Term Orientation Partnership among Marketing Channel Members and Inter-Oriental Performance,” *Management Review*, 22(2), 55-85. [TSSCI] 【Corresponding Author】 (in Chinese)

## **Conference Papers:**

1. **Huang, Shyh-Ming**, Sheng-hsiung, Chuang, & Xie-Zhen, Lin, 2016, The impact of leader style and ethical dilemma on job performance: The mediate effect of emotional labor. The 2016 Conference on Industrial and Information exploit and implication, November 28, 2016, Tainan City, Southern Taiwan University of Science and Technology. (masterpiece).
2. **Huang, Shyh-Ming**, 2016, The impact of service sabotage and organizational commitment on job performance: The mediate effect of emotional labor. The 2016 Conference on Industrial and Information exploit and implication, November 28, 2016, Tainan City, Southern Taiwan University of Science and Technology. (masterpiece).
3. **Huang, Shyh-Ming**, & Xie-Zhen, Lin, 2016, The impact of leader style on job performance: The mediate effect of emotional labor. 2016 Conference on Industrial and Information exploit and implication, The 13<sup>th</sup> conference on service management and innovation, March 13, 2016, Taiwan City, Southern Tainan University of Science and Technology. (Best award).
4. **Huang, Shyh-Ming**, & Xie-Yun, Guo, 2016, The impact of brand experience, brand engagement and brand identification on customer satisfaction and loyalty. 2016 Conference on Industrial and Information exploit and implication. The 13<sup>th</sup> conference on service management and innovation, March 13, 2016, Tainan City, Southern Taiwan University of Science and Technology.
5. **Huang, Shyh-Ming**, & Hong-Ru, Guo, 2015, The coffee shop atmosphere influence on customer loyalty. The 2015 academy conference on dept. of Leisure, Recreation, and Tourism Management, November, 28, 2016, Tainan City, Southern Taiwan University of Science and Technology.
6. **Huang, Shyh-Ming**, & Xing-Feng, Huang, 2015, The study of application TAM on purchase intention organic products. The 2015 Academy conference on dept. of Leisure, Recreation, and Tourism Management, November, 28, 2015, Tainan City, Southern Taiwan University of Science and Technology.
7. **Huang, Shyh-Ming**, & Yi-Zhen, Wu, 2015, The antecedent and consequence of influence coffee trust. The 2015 conference on dept. of Leisure, Recreation, and Tourism Management, November, 28, 2015, Tainan City, Southern Taiwan University of Science and Technology.
8. **Huang, Shyh-Ming**, Yu-Chen, Wu, & Rong-Jun, Zhang, 2014, The Impact of Top Management Team's Behavioral Integration, Relational Learning and Market Orientation on New Product Performance. The 2014 Conference on Financial, Accounting, and Business Decision , May, 2, 2014, Tainan City, Southern Taiwan University of Science and Technology.
9. **Huang, Shyh-Ming**, Bo-Rong, Chen, & Shi-Yun, Xu, 2014, The Impact of Brand Attachment and Brand Trust on Attitudinal Loyalty. The 2014 Conference on Financial,

- Accounting, and Business Decision , May, 2, 2014, Tainan City, Southern Taiwan University of Science and Technology.
10. **Huang, Shyh-Ming**, Zhi-Hao, Yan, & Jun-Qing, Wang, 2014, The Impact of Market Orientation, Marketing Capability Innovation Capability on New Product Performance. The 2014 Conference on Financial, Accounting, and Business Decision , May, 2, 2014, Tainan City, Southern Taiwan University of Science and Technology.
  11. **Huang, Shyh-Ming**, & Shu-Yuan, Zhang, 2014, The impact of brand image on brand loyalty: the mediating effect of brand trust and brand love. The 2014 Conference on Industrial and Information exploit and implication, November 21, 2014, Tainan City, Southern Taiwan University of Science and Technology. (Third award).
  12. **Huang, Shyh-Ming**, & Ming-Hui, Qiu, 2014, The impact of brand attachment on brand trust. The 2014 Conference on Industrial and Information exploit and implication, November 21, 2014, Tainan City, Southern Taiwan University of Science and Technology. (masterpiece).
  13. **Huang, Shyh-Ming**, & Zhen- Yu, Xie, 2013, The impact of destination image and place on customer loyal: The moderating effect of customer relationship prone. The 2013 international conference of Ming-Chuan tourist: The industry new insight and service innovation. November 21, 2013, Taipei City, Ming-Chuan University.
  14. **Huang, Shyh-Ming**, Yang-Zhe, Shang, & Zhen- Yu, Xie, 2013, The impact of experience marketing on brand attachment and brand loyalty. The 2013 academy conference of industry innovation and management. March 16, 2013, Changhua County, Ming-Dao University.
  15. **Huang, Shyh-Ming**, & Jia-Ming, Wu, 2012, The impact of relationship learn, relationship capability and innovative capability on relationship performance. The 2012 Pacific Ocean enterprise Forum and commerce technology education. May 4, 2012, Tainan City, Southern Taiwan University of Science and Technology.
  16. **Huang, Shyh-Ming**, & Jun-Qing, Wang, 2012, The impact of market orient, marketing capability and innovative capability on new product performance. The 2012 Pacific Ocean enterprise Forum and commerce technology education. May 4, 2012, Tainan City, Southern Taiwan University of Science and Technology.
  17. **Huang, Shyh-Ming**, & Xu-Xie, Liu, 2012, the impact of relationship learn and relationship capability on relationship performance: The moderating effect of relationship memory. The 2012 Pacific Ocean enterprise Forum and commerce technology education. May 4, 2012, Tainan City, Southern Taiwan University of Science and Technology.
  18. Chao-Chin Huang, **Shyh-Ming Huang**, Shyh-Rong Fang, Shih-Chieh Fang, Shao-Chi Chang, 2011, A Study of Relational Bonds on Brand Loyalty; The Mediating Effects of Brand Relationship Quality. '53rd Annual Meeting of the Academy of International Business, Japan, Nagoya, 2011/06/24-28.

19. Chao-Chin Huang, **Shyh-Ming Huang**, Shyh-Rong Fang, Shih-Chieh Fang, Shao-Chi Chang, 2011, Toward Brand Loyalty: Two Bridges of Brand and Customer Relationship Quality. 2011 Academy of Marketing Science Annual Conference, USA, FL, 2011/05/24-27.
20. Wei-Hsing Chang, Shyh-Rong Fang, **Shyh-Ming Huang**, 2008, Social Networks and Firm Performance. Academy of Management Annual Meeting in Anaheim, USA, Aug, 11.
21. **Shyh-Ming Huang**, Shyh-Rong Fang, Shu-Mi, Yang and Jie-Kai, Tzeng, 2007, The Impact of Organizational Capabilities on Intellectual Capital and Organizational Performance. Asia Academy of Management Professional Development Workshop and Reception at the Academy of Management Meeting, Philadelphia, USA, August, 5.

### Dissertation

**Huang, Shyh-Ming, 2008, "The Impact of Dark Side of Relationship Factors on Relationship Performance — The Social Exchange Theory Perspective,"** Ph.D. Dissertation, Business Administration, National Chung-Hsing University.

### Grants

1. **Huang, Shyh-Ming**, "The Impact of Mentoring Relationship and Leadership Style on Job Performance: The Mediating Effect of Organizational Commitment, Job Satisfaction and Work Engagement," MOST-105-2410-H-218-004, 2016/08/01 to 2017/07/31, NT\$: 400,000.
2. **Huang, Shyh-Ming**, "The Impact of service sabotage and adaptive selling on job performance- factors of antecedent, mediating and moderating," MOST-104-2410-H-218-007, 2015/08/01 to 2016/07/31, NT\$: 502,000.
3. **Huang, Shyh-Ming**, "The Impact of Brand effect and Brand Identification on Brand Loyalty- The Mediating and Moderating Effect of Brand Love and Brand Attachment," MOST-103-2410-H-218-006, 2014/08/01 to 2015/07/31, NT\$: 324,000.
4. **Huang, Shyh-Ming**, "The Impact of Brand Attachment and Brand Trust on brand Loyalty," NSC-102-2410-H-218-022, 2013/08/01 to 2014/07/31, NT\$: 264,000.
5. **Huang, Shyh-Ming**, "The Impact of Organizational Ambidextrous Capabilities and Network Capabilities on Ambidextrous Innovation Capabilities and Performance," NSC-99-2410-H-218-004-MY2, 2010/08/01 to 2012/07/31, NT\$: 993,000.
6. **Huang, Shyh-Ming**, "The Impact of Dark Side of Relationship on Relationship Quality and Relationship Performance-A View from Social Exchange Theory," NSC-97-2410-H-218-009, 2008/08/01 to 2009/07/31, NT\$: 465,000.
7. **Huang, Shyh-Ming**, "The Impact of Relationship Bond Strategy and Brand Benefit Strategy on Brand Relationship Strength and Brand Loyalty," NSC-96-2416-H-218-014, 2007/08/01 to 2008/07/31, NT\$: 423,000.

## **Entrusted Practical Projects**

1. **Huang, Shyh-Ming.** 2016. Minister of Education Industrial Collegeplan-105 Year Industrial College Plan-retail Sales Service & Human Resource Train Credit Point Course. Code: 341050142-GP. 2016/08/01 to 2017/07/31, NT\$: 445,000.
2. **Huang, Shyh-Ming.** Minister of Education Industrial Collegeplan-104 Year Industrial College Plan-retail Sales Service & Human Resource Train Credit Point Course. Code: 721040135-GP. 2015/08/01 to 2016/07/31, NT\$: 445,000.
3. **Huang, Shyh-Ming.** Minister of Education College Internship Course Plan-102. Code: 341020122-GP. 2013/06/01 to 2014/06/30, NT\$: 4,316,400.
4. **Huang, Shyh-Ming.** Minister of Education College Internship Course Plan-101. Code: 341010097-GP. 2012/06/01 to 2013/06/30, NT\$: 3,682,800.
5. **Huang, Shyh-Ming.** Minister of Education College Internship Course Plan-100. Code:341010097-GP. 2011/06/01 to 2012/06/30, NT\$: 3,260,400.

## **Honors and Awards**

- Fang, Shyh-Rong, Fang, Shyh-Chieh, Yang, Shu-Mi and Huang, **Shyh-Ming**. 2011. The Impact of Structural Approach of Multilevel Network on Explorative and Exploitative Innovation. [United Microelectronics Corporation (**UMC**) 3rd Annual Award Essay of the Academy of Business Management] (**The Best Paper**)
- Huang, Shyh-Ming, 2010. The Impact of Virtual Community Members Group-Buying Motivation on Group-buying Behavior-The Moderating Effects of Electronic Word-Of-Mouth. Chinese Institute of Industrial Engineers 2010 (CIIE 2010). Taiwan, Tainan. (**The Best Paper**)
- Huang, Shyh-Ming, 2009. The Impact of Dark Side of Relationship Factors on Relationship Performance — The Social Exchange Theory Perspective. The 13<sup>th</sup> Award of Small and Medium Enterprise thesis and dissertation. Taiwan, Taipei. (**Stunning performances**)
- Huang, Shyh-Ming, 2007. Impact of Relationship Bonds on Relationship Quality: The Internal Marketing Role of Adaptive Selling and Work Satisfaction. 2007Business Administration International Academy Forum and Conference. 2007/7/5. (**The Best Paper for Marketing**)
- Huang, Shyh-Ming and Fang, Shyh-Rong, 2005. An Impact of Governance Mechanisms and Relationship Strategies on Asset Specificities and Relationship Performance. Chunh Yuan Management Review, 3(1), 39-60. (**The Best Paper**)

## **Academic and Professional Service**

### **Paper Reviewer**

### **Academic Service**

- Reviewer, Taiwan Academy of Management Journal, 2016/09/29.
- Reviewer, Journal of Management & System, 2016/08/16.
- Reviewer, Journal of Management, 2016/11/26.
- Reviewer, Technology Analysis & Strategic Management, 2011/01/25.
- Reviewer, Journal of Management & Systems, 2010/08/11.
- Reviewer, Journal of Southern Taiwan University, 2009/08/10.
- Reviewer, Taiwan Academy of Management Journal, 2009/07/16.
- Reviewer, Journal of Hospitality and Home Economics, 2009/05/02.
- Reviewer, Taiwan Academy of Management Journal, 2009/02/09.

## **Committee Members**

- Comments, Chinese Institute of Industrial Engineers 2010 (CIIE 2010), 2010/12/25.