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Education

- PhD, Major in Management Sciences, College of Management, Department of Business Administration, National Chung Kung University, 2004/07
- Master, Major in Health Service Administration, College of Management, Department of Health Service Administration, China Medical University, 1996/07

Area of Specialty

- Marketing management
- Consumer Behavior
- Service Marketing
- Strategic Marketing

Academic Experience

- Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2015/02 to present
- Associate Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2010/03 to 2015/01
- Assistant Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2004/08 to 2010/02
- Instructor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2001/8 to 2004/07

Publications

Journal Papers:

1. **Kuo, Hsingping**, Wu, Kangli (2014, Aug.) "The Influence of Service Quality on Customer Satisfaction in Theme Parks Design of Taiwan." *Advanced Materials Research*, 1008-1009: 1543-1547.
2. **Kuo, Hsingping**, Wang, Jinwong (2013, Nov.) "Impact of Global Budget System of National Health Insurance on Hospital Performance—An Analysis of the Hospital of District, Regional, and Medical: Center Level in Southern Taiwan." *Journal of Southern Taiwan University of Science and Technology*, 38(4): 81-98. (in Chinese)
3. Wu, Kangli & **Kuo, Hsingping** (2013, June.) "Key Factors Influencing the Decision Making of Contracting Out of Cultural Heritages from the Viewpoint of

- Public-Private Partnership: Multiple Group Analysis.” *Journal of Architecture*, 84: 141-161. (Accepted, in Chinese)
4. **Kuo, Hsingping** & Wu, Kangli(2013, March) “The Potential of Cultural Heritage Tourism to Promote Sustainable Urban Development: The Case of Tainan City. “ *Applied Mechanics and Materials*, 316-317: 446-450.
 5. **Kuo, Hsingping**, & Wu, Kangli(2013, Jan.) “The Influence of Service Attributes on Customer Behavioral Intentions in the Bed and Breakfast Industry: Using Relationship Quality as a Mediate Variable.” *Journal of Outdoor Recreation Study*, 25(4): 51-78. (in Chinese)
 6. **Kuo, Hsingping**, Wu, Wanniyih & Peng, Yilung(2012, April) “A study of the relationship between customer relationship management contents and benefits in hospitals: An application of fuzzy set theory.” *African Journal of Business Management*, 14(6): 4835-4847.

Conference Papers:

1. **Kuo, Hsingping**, Wang, Zihua(2016, Jul) “The study of the Relationship among City Brand and Travel Intention in Tainan.” 8th Annual Conference of Global Chinese Real Estate Congress(2016 GCREC), , China, Hangzhou.
2. **Kuo, Hsingping**, Chen, Ifeng(2016, Jul) “The study of relationship between B&B Attribute Influence and Consumers’ Lodging Intention.” 8th Annual Conference of Global Chinese Real Estate Congress(2016 GCREC), , China, Hangzhou.
3. **Kuo, Hsingping**, Wu, Kangli(2015, July), “The Perception of City Brand and its Influence of the on the subjective well-being and Satisfaction of City Residents.” Global Chinese Real Estate Congress 2015 Annual Conference(GCREC 2015), United State, Washington DC.
4. **Kuo, Hsingping**, Wu, Kangli(2015, July), “Fuzzy Synthetic Evaluation Model Applied to the Tourism Potential Assessment of Tainan Cultural Heritages.” 2015 Annual Asian Real Estate Society Conference(AsRES), United State, Washington DC.
5. **Kuo, Hsingping**, Wu, Kangli(2014, July), “ Developing an Assessment Model for Selecting Sites of Ecological Communities in Rail Transit Corridor of Kaohsiung City.” The Asian Real Estate Society (AsRES) 19th International Conference, Australian, Gold Coast.
6. **Kuo, Hsingping**, Lo, Yufang(2013, July) “The Relationship between the Service Quality and Customer Satisfaction : The Case Of E-D Theme Park.” The 5th Annual Conference of Global Chinese Real Estate Congress, GCREC, China, Beijing. (in Chinese)
7. **Kuo, Hsingping**, Lin, Yihsuan(2013, July) “The study of the Relationship among City Brand and City Identity in Taichung.” The 5th Annual Conference of Global Chinese

- Real Estate Congress, GCREC, China, Beijing. (in Chinese)
8. **Kuo, Hsingping**, Liu, Chiehjungu(2013, July) "The study of Matsu sightseeing game influence on Taiwanese tourists' travel intention." The 5th Annual Conference of Global Chinese Real Estate Congress, GCREC, China, Beijing. (in Chinese)
 9. **Kuo, Hsingping**, Huang, Paochen(2013, July) "The influence of Taiwanese theme park brand image on tourists' travel Intention." The 5th Annual Conference of Global Chinese Real Estate Congress, GCREC, China, Beijing. (in Chinese)
 10. Wu, Kangli, **Kuo, Hsingping**(2013, April). Eco-community or Gated Communities: A Critical Examination of the New Ecological Community Development in Taiwan and China. The 29th Annual American Real Estate Society Meeting. USA, Hawaii.
 11. **Kuo, Hsingping**, Wu, Kangli(2013, Jan.). The Potential of Cultural Heritage Tourism to Promote Sustainable Urban Development: The Case of Tainan City. 2013 International Conference on Energy Engineering and Environment Engineering(ICEEEE 2013), China, Hangzhou.
 12. **Kuo, Hsingping**, Tsai, Chenlun, Wu, Kangli(2012, July) "The influence of Taiwanese theme park brand image on tourists' travel Intention." The 4th Annual Conference of Global Chinese Real Estate Congress, GCREC, China, Macau. (in Chinese)
 13. **Kuo, Hsingping**, Mao, Chinghua, Wu, Kangli(2012, July) "A Study of Assessment of City Brand for Tainan City." The 4th Annual Conference of Global Chinese Real Estate Congress, GCREC, China, Macau. (in Chinese)
 14. Kuo, Huiting & **Kuo, Hsingping**(2012, Feb.), The influence on the health concept to the purchase intention for the health floods for the different generations. The 15th East Asian Forum for Nursing Scholars (EAFONS), Singapore.

Dissertation:

- The Relationship between Human Resource Management Practices, Employee Commitment, and Operational Performance in the Healthcare Institutions: A Combinative Application of Fuzzy Set Theory and Grey System. The PhD Dissertation of Business Administration, National Chung Kung University, 2004/07

Grants

1. Granted by Ministry and Science and Technology, No: 102-2410-H-218-026-, "Fuzzy Synthetic Evaluation Model Applied to The Tourism Potential Assessment of Cultural Heritage Attractions: A case study for Tainan City. " 2013/08/01-2014/07/31.
2. Granted by Ministry and Science and Technology, No: 103-2410-H-218 -014, "A study on the influence of the content of city brand on the residents' subjective well-being and satisfaction. " 2014/08/01-2015/07/31.

Entrusted Practical Projects

1. Entrusted by Bio-WhY-Lab Company, No: 321030232, "The Analysis of marketing channel of Nano gold skin care products," 2014/08/01-2015/07/31.

Professional Certifications

- Internet and Computing Core Certification (IC³) (Certiport) NO : YmCf-kx2z (2008/01)

Academic and Professional Service

1. Reviewer, Journal of Housing Studies, 2011/11~2011/12, 2012/02~2012/03, 2014/01~2014/02, 2014/12~2015/01
2. Reviewer, Ministry and Science and Technology, 2014/02~2014/04, 2015/01~2015/03, 2016/01~2016/03.
3. Reviewer, National Taiwan University Management Review, 2014/10~2014/11
4. Reviewer, Sun Yat-Sen Management Review, 2013/09~2013/10, 2014/11~2014/12
5. Reviewer, Journal of Taiwan Land Research, 2013/09~2013/10
6. Reviewer, African Journal of Business Management, 2013/04
7. Reviewer, African Journal of Agricultural Research, 2011/10~2011/11
8. Reviewer, Journal of Healthcare Management, 2011/10~2011/11.