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Education

Ph.D., International Cooperation Studies, International Corporate Cultures, Kyorin University, Japan, April. 1999.

Area of Specialty

- International Marketing Management
- Strategic management of Multination Retailing

Work Experience

- Assistant Professor, Department of Marketing & Logistics Management, Southern Taiwan University, 2000/8 to present
- Assistant Professor, Department of Business Administration Management, Southern Taiwan University, 1999/8 to 2000/7

Publications

Journal Papers:

1. Rong-Fuh Day, Chien-Huang Lin, Wen-Hung Huang, Sheng-Hsiung Chuang, 2009, "Effects of music tempo and task difficulty on multi-attribute decision-making : An eye-tracking approach," Computers in Human Behavior, 25, 130-143.

Conference Papers:

1. Shih, Huang, Chuang, Huang and Chang. 2015, "A Study of the Relationships among Self-congruity ,Brand Trust ,Brand Affect on Brand loyalty ; An Example of Sports Brand," 2015 The Conference on Leisure, Recreation, and Tourism Management, Southern Taiwan university of Science and Technology, Tainan.
2. Shih, Chiu, Chuan, Lin and Chuang. 2015, "An Exploratory research on Success Factors of Non-profit Organizations' Operation and action-interviews with Social Welfare Foundation in Tainan," 2015 The Conference on Leisure, Recreation, and Tourism Management, Southern Taiwan university of Science and Technology, Tainan.
3. Huang, Chuang, Kuo and Lin, 2015, "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.

4. Shih, Huang, Chuang, Lee and Huang, 2014, “The Study of Consumer’s Participation Online Group Buying Intention: A Interference Analysis of Online Group Buying Experiences,” 2014 The Conference on Innovation of Industrial Management and Information Application ,” Southern Taiwan university of Science and Technology, Tainan.
5. Szu, Huang, Chuang, Wu and Ker, 2011, ”A Study on the Communication pattern of Blog Experience,” 2011 Symposium on Global Business Operation and Management, Cheng Shiu university, Kaohsiung.
6. Huang, Wang, Chuang, Wu and Chen,2011, “A Case of TFT-LCD Marketing Strategy Development,” 2011 Conference on Business and Marketing Management, Shu-Te university, Kaohsiung.
7. Wang, Huang, Chuang, Ye and Chiang, 2010 , “The impacts of Internal marketing and Organizational commitment on Job Performance,” 2010 The 8th Conference on the Best Business Concept and Value Creation in New Century, Fu Jen university, Taipei °

Books

The innovation of Eastern Asia Enterprise , coauthored with M, Sekiguchi. and O, Tkenouchi , Tax & Accounting Association, Japan.,1999. (ISBN4-419-02900-5)

Dissertation

Chuang, S.H. ,1999, “A Comparative Study of the Influence of Confucianism on Japanese and Taiwanese Family Firm,” Ph.D. Dissertation, Kyorin University, Japan,

Entrusted Practical Projects

1. Shih, Chiu, Chuang, .2016. A Survey Analysis of Service Quality and Customer Satisfaction for Southern Taiwan Science Park-Tainan Science Park Resource Recycling Center, Contract Code: 341050383.
2. Wang, Chuang, Chai, 2016 Store Cost model introduction plan forPui Xin Furnitue Co.,Ltd. Contract Code: 341050326
3. Huang, Chuang, Chiu 2015, Product marketing counseling planning, Contract Code: 341040218
4. Chai, Huang, Wang, Kuo, Chuang 2014, Reconstruction of social value activities planning competition. Contract Code: 341040020
5. Shih, Lin, Chiu and Chuang 2014, Brand innovation and fashion product development listing program-inmei Co.Ltd.Contract Code:341030363.
6. Lin, Chuang, 2013, Innovation products marketing planning-Inmei Co.Lt

Contract Code: 341020370

7. Huang, Chuang, 2012, First creative goods design competition.

Contract Code: 341010482

8. Chiu, Chuang. 2012, Tree Valley life science museum visitor service-Navigation planning. Contract Code: 341000333.

9. Huang, Chuang, Lin, Huang. 2012. Research on decision analysis of CVS customers.

Contract Code: 340980288

10. Wang, Chuang 2012 Construction of human resources management system of Kai Nan food company. Contract Code: 341000345.

11. Wang, Chai, Chuang 2011 Qishan image business district shops in charge of education and training program. Contract Code: 341990221

Professional Certifications

1. Business District Management-LEVELA, Applied Business Management Association., 2016
2. Retail Sales Management--LEVELA, Applied Business Management Association., 2016
3. Internet and Social Media Marketing Manager, Matrix Management Consultants Company, 2016
4. Brand Management Analyst, Matrix Management Consultants Company, 2016
5. Retail operation analyst (VBR Virtual business retailing), PITOTECH CO., LTD, 2015
6. CIW Test Center Administrator, CIW Taiwan, 2014
7. CIW E-Commerce Implementation Engineer, CIW Taiwan, 2014
8. CIW E-Commerce Associate, CIW Taiwan, 2014
9. CIW TAIWAN E-Commerce Professional, CIW Taiwan, 2014
10. CIW E-Commerce Technical Engineer, CIW Taiwan, 2014
11. Service Management Analyst, Matrix Management Consultants Company, 2014
12. Marketing Decision, Taiwan Institute of Marketing Science, 2013
13. Consumer Behavior Analyst, Matrix Management Consultants Company, 2013
14. Demonstrated Senior Logistician, SOLE-The international Society of Logistics, 2012