

## Wurong Shih (施武榮)

Department of Management and  
Information Technology  
Southern Taiwan University of Science  
and Technology  
No. 1, Nan-Tai Street, Yongkang Dist.,  
Tainan City 710, Taiwan

Office: D102-3  
TEL: 886-6-2533131 ext.4600  
EMIAL: [wurong@mail.stust.edu.tw](mailto:wurong@mail.stust.edu.tw)



### Education

- Ph.D. in Systems Science & Industrial Engineering, State University of New York, 1996/06
- M.S. in Industrial Engineering, State University of New York, Binghamton, New York, 1991/12

### Area of Specialty

E-Business, Physical distribution Management, Logistic

### Academic Experience

- **Director**, Executive MBA Program of Business & Management College, Southern Taiwan University of Science and Technology, Taiwan, 2010/08 to present
- **Director**, Global MBA Program of Business & Management College, Southern Taiwan University of Science and Technology, Taiwan, 2010/08 to present
- **Professor**, Department of Management and Information Technology, Southern Tainan University of Science and Technology, Taiwan, 2010/03 to present
- **Chairman**, Department of Management and Information Technology, Southern Taiwan University of Science and Technology, Taiwan, 2000/02 to 2010/07
- **Director**, Graduate program of Industrial management, Southern Taiwan University of Science and Technology, Taiwan, 2000/02 to 2010/07
- **Associate Professor**, Department of Management and Information Technology, Southern Tainan University of Science and Technology, Taiwan, 1996/08 to 2010/02

### Publications

#### Journal Papers:

1. **Shih, W.**, 'The development of a BPN data mining calibration system in a SMT PCB assembly line', International Journal of Electronic Business Management, Vol.7, No. 4, pp. 288-299 , 2009.
2. **Shih, W.**, 'The Hybrid Heuristic System In Balancing The PCB Assembly Line Of Surface Mount Technology With Multiple Placement Machines', International Journal of Electronic Business Management, Vol. 7, No. 1, pp.37-44, 2009.
3. **Shih, W.** & Pei, M., J. 'International Perception of Ecommerce: A Comparison Between Vietnamese and Taiwanese business Managers', Journal of Southern Tainan University of Technology, Southern Tainan University of Technology , 2008. (in Chinese)
4. **Shih, W.** & Ou, Y.K., 'The Development Of A Web-based System To Solve The Multi-Depot Vehicle Routing Problem Of Fixed-Route Trucking Carriers', International Journal of Electronic Business Management, Vol. 5, No. 4, pp.301-309,2007.
5. Lai, M.T., **Shih, W.** & Tang K.Y., 'Economic Discrete Replacement Policy for A

- Single-Unit System Subject to Increasing Failure Rate Shock Damage Model', International Journal of Advanced Manufacturing Technology (SCI), 2005.
6. Yeh, J.M., **Shih, W.** & Lin, B.H., 'Prototyping A Negotiation Support System For New Product Development', Journal of the Chinese Institute of Industrial Engineers, Vol. 22, No. 3, pp.252-261, 2005.
  7. **Shih, W.**, Lin, Y. J. & Lai, C.H., 'The Application of Consumer Behavior and Customer Relationship Management', Mathematical and Science, National University of Tainan, 2005. (in Chinese)
  8. Chu, T.C., **Shih, W.** & City, Y.K., 'An interval arithmetic method for evaluating weapon system under fuzzy environment', Journal of Information and Optimization Sciences, Vol. 24, No. 2, pp. 345-355, 2003.
  9. **Shih, W.**, Srihari, K., & Adriance, J.A., 'Expert System Based Placement Sequence Identification for Surface Mount PCB Assembly', International Journal of Advanced Manufacturing Technology, Vol. 113, No. 3, pp.413-423, 1996.
  10. **Shih, W.**, Huang, Y.W., Srihari, K., & Westby, G., 'Estimation of Yield Through Component Placement Accuracy in Surface Mount PWB Assembly', Computers and Industrial Engineering, Vol 29, No 1, pp. 607-611, 1995.
  11. **Shih, W.**, & Srihari, K., 'Distributed Artificial Intelligence in Manufacturing System Control', Computers and Industrial Engineering, Vol 29, No 1, pp. 199-203, 1995.
  12. **Shih, W.**, Srihari, K., Adriance, J., & Westby, G., 'A Heuristic Approach to Placement Sequence Identification for SMT', Soldering and Surface Mount Technology, No 14, pp.20-24,1993.

### Conference Papers:

1. **Shih, W.** & Yeh, J.M., 'An AHP Approach in Synthesizing the Preference Weights for Decision Support System', Proceeding- International Conference on Innovation and Management, Kuala Lumpur, 2011.
2. **Shih, W.** & Chen B. Y., 'A Case Study of the Key Success Factors for A Stainless Steel Wring Industries', Proceeding- Industrial Engineering and Management Annual Conference, Tainan, Taiwan, 2010. (in Chinese)
3. **Shih, W.** & Vishal Madhavrao Gaikwad, 'Study of Buyer Decision Process Model in B2C E-COMMERCE: An Empirical Study of Taiwan Online Shopping', Proceeding 2010 International Conference on Knowledge-Based Economy & Global Management, Tainan, 2010.
4. **Shih, W.** & Lin Y., Hu J. 'Development of Stock Evaluation System Based on Quasi-Linear Regression Model', 2010 Proceeding- 2010 Conference and Case Competition of IT Application and Trend in Industry, Taichung, Taiwan, 2010.
5. **Shih, W.**, 'A Heuristic Line-Balancing Approach in SMT Assembly Line', Proceeding- 2010 Conference and Case Competition of IT Application and Trend in Industry, Taichung, Taiwan, 2010.
6. **Shih, W.**, 'The Case Study of A MIL-STD-1916 QC System Implementation', Proceeding- 2010 Conference and Case Competition of IT Application and Trend in Industry , Taichung, Taiwan, 2010. (in Chinese)
7. **Shih, W.** & Lai, Y.H., 'Applying 6 Sigma QC in the Maintenance Process of LDC Deflection Film', Proceeding- 2010 Cross Strait Conference on Managerial Theory and Application, Tainan, Taiwan, 2010. (in Chinese)
8. **Shih, W.** & Wang, H. C., 'The distributed artificial intelligent system in shopfloor control

- of PCB assembly line', Proceeding International Conference on Knowledge-Based Economy & Global Management, Tainan, 2009.
9. **Shih, W.**, 'The Development of a Calibration System in PCB Assembly Line by Back-Propagation Network Data Mining', Proceeding- 2009 Conference on Industry-University Cooperation of Electronic Business, Taipei, 2009.
  10. **Shih, W.**, 'The Calibration System of SMT PCB Assembly Placement Machine by Using Back-propagation Network Data Mining', Proceeding - 2009 International Conference on Innovation and Management, Long Beach, Philippines, 2009.
  11. **Shih, W.** & Chiu, C.F. 'The Hybrid Heuristic System in Balancing the PCB Assembly Line of Surface Mount Technology with Multiple Placement Machines', Proceeding- 2008 Conference on Industry-University Cooperation of Electronic Business, Tainan, Taiwan, 2008.
  12. **Shih, W.** & Bui My-Trinh 'Perception of Ecommerce: A Comparison between Vietnamese and Taiwanese Business Managers', Proceeding- International Symposium on Knowledge-Based Economy & Global Management, Tainan, Taiwan, 2007.
  13. **Shih, W.**, Chen K. & Huang H. 'Parameter Calibration of Placement Machines in a SMT PCB Assembly Line Using Back-Propagation Network Data Mining, The XVII Acme International Conference on Pacific Rim Management, Las Vegas, USA, 2007.
  14. **Shih, W.**, Yifan Chang, Huiching Huang, Cong Thi Quynh Trang, 'Back-Propagation Network Data Mining in Configuring Process Parameters for SMT PCB Assembly Placement Machines', International Conference on Knowledge-Based Economy & Global Management, Tainan, Taiwan, 2006. p. 232-244
  15. **Wurong Shih**, Yifan Zhang, Huiching Huang, Cong Thi Quynh Trang, 'Back-Propagation Network Data Mining in Configuring Process Parameters for SMT PCB Assembly Placement Machines', Proceeding - International Symposium on Knowledge-Based Economy & Global Management, 2005, pp.119-124, Tainan, Taiwan.
  16. **Wurong Shih**, Shu-Ling Chen, Yang-Kun Ou, Mau-Kai Jhuang, 'Distribution Expert – The Vehicle Routing System in A Less-Than-Truckload Transportation Industry', Proceeding - International Symposium on Knowledge-Based Economy & Global Management, 2005, pp.119-124, Tainan, Taiwan.
  17. **Wurong Shih** a and Wilson Huang, 'The Prototype System For Balancing Surface Mount PCB Assembly Lines With Multiple Placement Machines', IACIS Pacific 2005 Conference Proceedings, 2005, pp.515-522, Taipei, Taiwan. (NSC94-2213-E-218-014-)
  18. J. Yeh and **W. Shih**, 'Setting Up a New Product Development Team based on Entropy Optimization, Proceeding - 21th Century Management Theory and Application Conference, pp. 313-319, 2005. (in Chinese)
  19. Chien-Hsing Wu, **Wurong Shih** and Yi-Shun Wang, 'Managing Knowledge: An Organizational Decision Experience Model', Proceeding - International Symposium on Knowledge-Based Economy & Global Management, 2004, pp. 364-368, Tainan, Taiwan.
  20. **Wurong Shih**, Yichen Lin, Huiching Huang, and Chiu-hua Lai, 'A CRM Approach Applied to The Consumer Behavior Analysis – The Field Research in A Kitchenware Manufacturer and Seller', Proceeding - International Symposium on Knowledge-Based Economy & Global Management, 2004, pp. 631-638, Tainan, Taiwan.
  21. **Wurong Shih** and Wilson Huang, 'A Balancing Model of Surface Mount PCB Assembly Line with Multiple Placement Machines', Proceeding - International Symposium on Knowledge-Based Economy & Global Management, 2004, pp. 407-414, Tainan, Taiwan.
  22. Kuen-Horng Tsai, **W. Shih**, Li-Tung Chang, Ruey-Mo Lin, Guan-Liang Chang, 'Kinematic

- Characteristics of Degenerative and Induced Spondylolisthetic Lumbar Spine', Proceeding of the IASTED International Conference BIOMECHANICS, 2003, Rhodes, Greece.
23. KH Tsai, CY Yeh, **W. Shih**, JJ Chen, 'Effects on Spasticity of the SCI Patients with FES-Cycling Assistive Device', Proceeding of Conference on Biomedical Engineering and Technology, 2002, P. 31-32, I-Shou University, Kaohsiung, Taiwan.
  24. **W. Shih**, 'The Planning of Distribution Database system-A Case in Tainan Transportation Corporation, Proceedings - The 7th Taiwan Business Case Study Conference, 2002, pp. 77. , Tainan, Taiwan. (Chinese Version)
  25. Yichen Lin, Chen Shu, Hsiu-Hsiung Hsieh, and **Wurong Shih**, 'A Field Study of CRM on Hotel Enterprises', The First International Conference on Electronic Business Proceeding, Hong Kong, 2002, pp. 19-21.
  26. KH Tsai, **W. Shih**, TS Cheng, and KS Cheng, 'Design and Development of Page Turner for People with Upper Limb Injuries', Rehabilitation Engineering, 2002, pp.228-229
  27. Ta-Chung Chu and **Wurong Shih**, Selecting Alternatives Using a Fuzzy MCDM Approach, The 17th Vocational Education Conference, Industry (E), 2002, pp. 1867-1876. (Chinese Version)
  28. YiChen Lin and **Wurong Shih**, Integrated Communications and Systems Thinking, - An Assessment for Improvement, 43th Annual Conference of Operation Research Society - Proceedings, Bath, U.K, 2001.
  29. **Shih, W.**, Placement Sequencer- An Expert System for Placement Sequence Identification in Surface Mount PCB Assembly', The 12th Vocational Education Conference, Industry V, 1997, pp. 169-178.(Chinese Version)
  30. **Shih, W.**, Srihari, K. & Emerson, C.R., 'Manufacturing System Control in Printed Wiring Board Assembly Using Distributed Artificial Intelligence', 5th Industrial Engineering Research Conference Proceedings, Miami, Florida, 1996, pp. 97-102.
  31. **Shih, W.**, Srihari, K., Adriance, J., Westby, G., 'A Heuristic Approach to Placement Sequence Identification for SMT', International Electronic Packaging Society Conference, Austin, Texas, 1992, pp. 631-644.
  32. **Shih, W.**, Srihari, K., & Adriance, J., 'An Expert System Approach to Placement Sequence Identification for SMT', Proceedings - SMTCON '92, Secaucus, New Jersey, 1992, pp. 129-138.

### **Books**

Shih, Wurong & Hsieh, Chih Kuang, Industrial Engineering and Management ISBN : 957-3932-09-5 , Tsanghai Publication , Taipei , 2000

### **Honors and Awards**

- 2007 Youth Manager Award, Kaohsiung Chapter, Chinese Management Association, 2007/12/22.