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Education

- Ph. D. in Management, National Sun Yet-Sen Univ., 2001/11
- MBA, Auburn Univ., 1990/12
- Bachelor, National Taiwan Univ. of Science and Technology, 1987/6

Area of Specialty

Marketing, Services Marketing, Customer Relationship Management

Academic 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. Ying-Yuh Huang, 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)
2. Ying-Yuh Huang 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)
3. Ying-Yuh Huang, 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. Ying-Yuh Huang, Kittiya Kaewmee, (2011), "The Impact of Service Quality and Service Innovation on Technology Acceptance Model," BAI 2011 Internationals Conference on Business and Information, Bangkok, Thailand.
2. Ying-Yuh Huang, 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.
3. Ying-Yuh Huang, 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.

4. Ying-Yuh Huang, 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.
5. Ying-Yuh Huang, 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.
6. Ying-Yuh Huang, 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.
7. Ying-Yuh Huang, 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.
8. Ying-Yuh Huang, 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.
9. Ying-Yuh Huang, 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.
10. Ying-Yuh Huang, 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

Ying-Yuh Huang, (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-100-2815-C-218-035-H, "The Impact of Promotion and Service Quality on Customer Value and Repurchase Intention," 2011/7 – 2012/2.
2. 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.
3. 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.
4. 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.