

Shyh-Ming Huang (黃識銘)

Department of Marketing & Logistic,
Southern Taiwan University of Science
and Technology
No. 1, Nan-Tai Street, Yongkang Dist.,
Tainan 71005, Taiwan

Office: T1128
TEL: 886-6-2533131 ext.8328
FAX: 886-6-2422310
EMAIL: paulh@mail.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, Strategic Management.

Academic Experience

- Associate Professor, Department of Marketing & Logistic, Southern Taiwan University of Science and Technology, 2008/8 to present
- Lecturer, Department of Marketing & Logistic, Southern Taiwan University of Science and Technology, 2000/8 to 2008/7.

Publications

Journal Papers:

1. **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)
2. 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)
3. **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)**
4. **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)**
5. 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)**
6. **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)
7. **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)
 8. **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)
 9. 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)
 10. **Hunag, 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)** (in Chinese)
 11. 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)
 12. **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. 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.
2. 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.
3. 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.
4. 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, National Chung-Hsing University

Grants

1. **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.

2. **Huang, Shyh-Ming**, "The Impact of Dark Side of Relationship on Relationship Quality and Relationship Performance-A View from Social Exchange Theory," 2008/08/01 to 2009/07/31, NT\$: 465,000.
3. **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

Honors and Awards

- 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 13th 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," 2007 Business 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 Service

- *Editor or Reviewer*, Journal, Time
- Committee Member, Time
- Reviewer, Technology Analysis & Strategic Management, 2011/01/25.
- Comments, Chinese Institute of Industrial Engineers 2010 (CIIE 2010), 2010/12/25.
- Reviewer, Journal of Management & Systems, 2010/08/11.
- Reviewer, Journal of Southern Taiwan University, 2009/08/10.
- Reviewer, Taiwan Academy of Management Journal, 2009/08/30.
- Reviewer, Taiwan Academy of Management Journal, 2009/07/16.
- Reviewer, Taiwan Academy of Management Journal, 2009/02/09.

Professional Experience

- Director, Career Development & Alumni Center, 2010/05/25 to present.
- 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.
- 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.