

Chu-Chun Tang (唐楚君)

Department of Marketing & Logistics
Management
Southern Taiwan University
#1, Nan-Tai Street, Yongkang Dist.,
Tainan City, 71005, Taiwan

Office: 1125
☎: 886-6-2533131 ext. 8325
☎: 886-6-2533131
✉: ttang@stut.edu.tw



Education

- PhD, Cognitive Psychology, University of Georgia, 2001/12
- Master, Cognitive Psychology, University of Georgia, 1996/6

Area of Specialty

- Cognitive Psychology, Information Processing, Decision Making
- Consumer Behavior, Advertisement Studying
- E-Commerce, Network Management
- Business Intelligence, Data Mining

Honors and Awards

- *IC3 Outstanding Teacher Award 2007*, www.certiport.com

Professional Certifications

- SAS Certified Professional, 2000.11
- Cisco CCNA, 2001.08
- Novell CNE, 2001.08
- Cisco CCNA Instructor, 2004.08
- Certiport IC3, 2007.12
- CRM Merchandise Analyst, MicroAnalysis Technology, 2010.08
- BI Planner, Chinese Enterprise Resource Planning Society, 2011.02
- Advanced E-Commerce Planner (EC2), TQC, 2011.09

Academic Experience

- *Assistant Professor*, Department of Marketing & Logistics Management, Southern Taiwan University, 2005/8 to present
- *Assistant Professor*, Department of Technology Management, Aletheia University, 2002/8 to 2005/7

Publications

Journal Papers:

Dunwoody, P. T., Haarbauer, E. S., Mahan, R. P., Marino, C. J., & Tang, C. C. (2000). Cognitive adaptation and its consequences: A test of cognitive continuum theory. *Journal of Behavioral Decision Making*, 13, 35-54.

Patents:

Tang, C. C., Teng, Y. H., Chen, H. H. (1991). User Interface of ISDN Group 4 PC Fax, Institute of Information Industry, Taiwan

Tang, C. C., Teng, Y. H., Chiang, J. L., Chen, H. H. (1991). Peripheral Device Driver of ISDN Group 4 PC Fax, Institute of Information Industry, Taiwan

Conference Papers:

Chen, Tang, and Lin (2011) The Influences of Message Content and Type of Display on the Attention of Facebook Advertisement, 2011 The Conference on Management Innovation and Marketing, National Kaohsiung University Applied Sciences, Taiwan.

Shih, Chuang, Tang, Chen, and Liu (2010) The Study of Working Values on Job Satisfaction – Organizational Culture as the Interfering Variable. 2010 The Conference on Service Management and Innovation, Southern Taiwan University, Taiwan.

Tang and Huang (2010) The Influence of Advertisement Appeal and Expert Knowledge on the Advertisement Communication, The 2010 Conference on Public Relations & Advertising, Shih Hsin University, Taiwan.

Shih, Kuo, Tang and Yu (2010) “The Study on Structural Equation (SEM) Model of Word-of-Mouth Communication Behavior,” 2010 The conference on

Business Management and Decision, Chang Jung Christian University, Taiwan.

Wei, and Tang (2009) A Study of Applying Logistic Regression on Clustering Customer Lifetime Value, The 2009 Conference on Taiwan Business Management Theory and Practice, Tainan, Taiwan.

Tang and Wu (2005) The Evaluation of ERP Performance: Taking Winbond Electronics Corporation as the Example, The 2005 Conference on Management Innovation and New Vision, Damsui, Taiwan.

Hu, C., Williams, C. C., Mahan, R. P., Tang, C., Ussery, L., Cook, W. M., Barron, C., Gordon, R. (2002, Mar) An Investigation into Situation Awareness Indices with Lens Model Approach Using a Simulated Task. Poster presented at the 25th Annual Psi Chi Convention for the Behavioral Sciences, Athens, GA

Crooks, C. L., Hu, C., Mahan, R. P., Tang, C. (2001, Oct). Cue Utilization and Situation Awareness during a Simulated Experience. Student Symposium presented at the 45th Annual Meeting of Human Factor and Ergonomics Society, Minneapolis, MN.

Crooks, C. L., Hu, C., Mahan, R. P., Tang, C., Jensen, E., Wright, K., and Keen, R. (2001, February). An Investigation into the Relationship between Cue Utilization and Situation Awareness Level During a Simulated Experience. Poster presented at the 24th Annual Psi Chi Convention for the Behavioral Sciences, Athens, GA.

Mahan, R. P., Marino, C., Haarbauer, E., Tang, C. C., & Dunwoody, P. T. (1998). Developing a boundary object perspective for team cognitive task analysis and system design. Paper presented at the 42nd Annual Meeting of the Human Factors and Ergonomics Society, Chicago, IL.

Mahan, R. P., Dunwoody, P. T., Marino, C. J., Haarbauer, E. S., Tang, C.-C., & Elliott, L. R. (1998). The effects of task structure on cognitive organizing principles: Implications for complex display design principles. Manuscript submitted for publication.

Dunwoody, P. T., Haarbauer, E. S., Mahan, R. P., Marino, C. J., & Tang, C.-C. (October, 1998). Surface and depth task characteristics both affect cognitive

mode. Poster session presented at the 42nd annual meeting of the Human Factors and Ergonomics Society, Chicago.

Dunwoody, P. T., Haarbauer, E., Mahan, R. P., Marino, C. J., & Tang, C. C. (1998). How task characteristics affect cognitive mode. Poster presented at the Society for Judgment and Decision Making Annual Convention, Dallas, TX..

Haarbauer, E. S., Mahan, R. P., Dunwoody, P. T., Marino, C. J., & Tang, C.-C. (April, 1998). The insight index: Can a measure of self-insight inform ergonomic research? Paper presented at the annual Convention for the Behavioral Sciences, Athens, GA.

Dunwoody, P. T., Mahan, R. P., Haarbauer, E., Marino, C. J., Tang, C. C., & Elliott, L. R. (1997). Testing congruence in a simulated environment. Paper presented at the Thirteenth Annual International Invitational Meeting of The Brunswik Society, Philadelphia, PA.

Mahan, R. P., Dunwoody, P. T., Haarbauer, E., Marino, C. J., Tang, C. C., & Elliott, L. R. (1997). Effects of representation fidelity on judgment simulation performance: More is different. Poster presented at the Society for Judgment and Decision Making Annual Convention, Philadelphia, PA.

Grants

Tainan Spinning Corporation, “Consumer Purchasing Intension Investigation for the future Tainan Spinning Shopping Mall”, 2011/02-2011/06.

Dream Mall, “A Study of Investigating Space Structure and Vision Exhibition in the Dream Mall - Using An Eye Tracking Device as the tool”, No. 340980227, 2010/4-2010/6.

Pitotech Co., “The Influence of Wearing Styles on the Precision of the MobileEye Eye Tracking Device”, No. 340980146, 2010/3-2010/6.

The Global Logistics Council of Taiwan, “A Study of Applying RFID technology to Sale Billing System”, No. 340980240, 2010/3-2010/7.

Professional Experience

- Network Service Specialist III, University of Georgia, 4/2001 – 7/2002
- Computer Service Specialist III, University of Georgia, 4/1997 – 4/2001