



Ching Yuan Huang

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ASSOCIATE PROFESSOR

Department of Marketing and
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EDUCATION

- ◆ Ph.D., Graduate Institute of Business Administration,
National Chung Cheng University
- ◆ MBA, Graduate Institute of Business Administration,
National Chung Cheng University
- ◆ BS, Department of International Trade,
Fu Jen Catholic University

AREA OF SPECIALTY

Curriculum

Event Marketing ∙ MICE Marketing ∙ Exhibition Management ∙
Marketing and Brand Management ∙ Business English
Human Resource Management ∙ Statistics ∙ Public Relationship and
Crisis management ∙ Business Etiquette & International Culture ∙

Research

Mentoring relationship ∙ Job behavior and Performance ∙ customer
relationship management ∙ HR & marketing management in
healthcare industry ∙ innovation management

ACADEMIC EXPERIENCE

- ◆ Associate Professor, Department of Marketing and Logistics
Management, Southern Taiwan University of Science and
Technology, 2022/08 to present
- ◆ Associate Professor, Department of Leisure, Recreation, and Tourism
Management, Southern Taiwan University of Science and Technology,
2020/08 to 2022
- ◆ Associate Professor, Master Program of MICE and Trade Marketing,
SHU-TE University, 2011 to 2020
- ◆ Associate Professor, Department of MICE Marketing & Event
Management, SHU-TE University, 2019/8 to 2020/07
- ◆ Associate Professor, Department of International Business and
Trade, SHU-TE University, 2015 to 2019
- ◆ Assistant Professor, Department of International Business and
Trade, SHU-TE University, 2008 to 2015
- ◆ Lecturer, Department of International Business and Trade, SHU-TE
University, 2004 to 2008

WORK EXPERIENCE

- ◆ Garuda Indonesia Airways
- ◆ Taiwan Securities Investment Advisory Co.
- ◆ M's English Language School
- ◆ ETDC.Org

PUBLICATIONS - JOURNAL PAPERS

1. **Ching-Yuan Huang**, Rhay-Hung Weng, Tsung-Chin Wu, Ching-Tai Hsu, Chiu-Hsia Hung, Yu-Chen Tsai, "The impact of person-centred care on job productivity, job satisfaction and organisational commitment among employees in long-term care facilities", *Journal of Clinical Nursing*, 2020; 29(15-16): 2967-2978. *(SSCI)*
2. **Ching-Yuan Huang**, Rhay-Hung Weng, Tsung-Chin Wu, Tzu-En Lin, Ching-Tai Hsu, Chiu-Hsia Hung, Yu-Chen Tsai, "Developing and testing the patient-centred innovation questionnaire for hospital nurses.", *Journal of Nursing Management*, 2018; 26(2):227-237. *(SSCI)*
3. **Ching-Yuan Huang**, Tsung-Chin Wu, Rhay-Hung Weng, Yu-Chen Tsai, "Exploring the Negative Experience of Mentoring Programs among New Nurses", *Sun Yat-sen Management Review*, 2018; 26(2):211-238. (TSSCI) (in Chinese)
黃靖媛、吳宗晉、翁瑞宏、蔡育真 · "探討新進護理人員職場導師制度之負面經驗" · 中山管理評論 · 2018 ; 26(2) : 211-238 · *(TSSCI)*
4. Rhay-Hung Weng, **Ching-Yuan Huang**, "The impact of exploration and exploitation learning on organizational innovativeness among hospitals: an open innovation view", *Technology Analysis & Strategic Management*.2017; 29(2): 119-132. *(SSCI)*
5. **Ching-Yuan Huang**, Rhay-Hung Weng, Yi-Ting Chen, "Investigating the relationship among transformational leadership, interpersonal interaction, and mentoring functions", *Journal of Clinical Nursing*, 2016; 25(15-16): 2144-2155. *(SSCI)*
6. Rhay-Hung Weng, Wan-Ping Chen, **Ching-Yuan Huang**, Chiu-Hsia Hung, Ching-Tai Hsu, "Can nurse innovation improve customer perception of service quality and experience?", *Journal of Clinical Nursing*. 2016; 25(13-14): 1950-1961. *(SSCI)*
7. Rhay-Hung Weng, **Ching-Yuan Huang**, Li-Mei Chen, Li-Yu Chang "Exploring the impact of transformational leadership on nurse innovation behavior: A cross-sectional questionnaire survey", *Journal of Nursing Management*, 2015; 23(4): 427-439. *(SSCI)*
8. **Ching-Yuan Huang**, Rhay-Hung Weng, Yun-Shu Lo, "Exploring the work performance of innovative nurses in hospitals: the views of nurses, nurse managers and customers" ,*Taiwan Journal of Public Health*, 2014; 33(5):497-512. (TSSCI) (in Chinese)
黃靖媛、翁瑞宏、羅筠舒 · (2014) · "探討醫院創新護理人員的工作表現：以區域醫院護理人員、主管與顧客之多元觀點為例" · 台灣公共衛生雜誌 · 33(5): 497~512 *(TSSCI)*
9. Rhay-Hung Weng, **Ching-Yuan Huang**, Tzu-En Lin, "Exploring the cross-level impact of market orientation on nursing innovation in hospitals.", *Health Care Management Review*, 2013; 38(2): 125-136. *(SSCI)*
10. **Ching-Yuan Huang**, Rhay-Hung Weng, "Exploring the Antecedents and Consequences of Mentoring Relationship Effectiveness in the Healthcare Environment", *Journal of Management & Organization*, 2012; 18(5): 685-701. *(SSCI)*

PUBLICATIONS - CONFERENCE PAPERS

1. **Ching-Yuan Huang**, "The Outcome of Implementing Person-centered Care in Long-term Care Facilities", 24th Asia-Pacific Decision Science Institute International Conference, Brisbane, Australia, 2019/07/15-2019/07/18. (Funded

by MOST 科技部專題計畫補助)

2. **Ching-Yuan Huang**, "Negative Mentoring Experience Questionnaire (NMEQ) Design and Testing", 19th International Scientific Conference on Economic and Social Development, Melbourne, Australia, 2017/02/09-2017/02/10. (Funded by MOST 科技部專案補助)
3. **Ching-Yuan Huang**, "The Impact of Transformational Leadership and Interpersonal Interaction on Mentoring Functions", The 4th International Symposium on Business and Social Sciences (ISBSS2015), Hokkaido, Japan, 2015/07/20-2015/07/22
4. **Ching-Yuan Huang**, "The Effects of Leadership on Innovation Behavior among Nurses", 2014 International Symposium on Business and Management, Nagoya, Japan, 2014/04/02-2014/04/04. (Funded by MOST 科技部專題計畫補助)
5. **Ching-Yuan Huang**, "The Negative Mentoring Experience among New Nurses in Taiwan", 2nd Annual Global Healthcare Conference/GHC 2013, Singapore, , 2013/07/08-2013/07/09.
6. **Ching-Yuan Huang**, "The Effects of Market Orientation on Knowledge Creation, Innovation Behavior and Innovation Diffusion in Taiwanese Hospitals", The Asian Conference on Psychology and the Behavioral Sciences /ACP 2012, Osaka, Japan, 2012/03/30-2012/04/01. (Funded by MOST 國科會專題計畫補助)
7. **Ching-Yuan Huang**, "The Antecedents and Consequences of Technological Innovation: The Case of Hospital Industry", 2011 The International Conference on Organizational Innovation, Bangi, Malaysia, 2011/07/27-2011/07/29.
8. **Ching-Yuan Huang**, "Determinants of Relationship Effectiveness and Its Effect on Work Outcome in Mentorships", 2011 International Conference on Economics, Trade and Development, Bali, Indonesia, 2011/04/01-2011/04/03. (EI index) (Sponsored by IEEE and IEDRC Organization, EI index)

DISSERTATION

Ching-Yuan Huang. (2008). "Exploring the Antecedents and Consequences of Mentoring Relationship Effectiveness", Ph.D. Dissertation, National Chung Cheng University.

PROFESSIONAL CERTIFICATIONS

1. **Certified Incentive Specialist(CIS)**, "Society for incentive Travel Excellence (site)", 2020 to present
2. **Certified in Exhibition Management (CEM)**, "International Association of Exhibitions and Events (IAEE) ", 2015 to present
3. **Meetings and Events CMP Training Course**, "Events Industry Council (EIC)", 2016, 2018
4. **Tour Manager of English Language**, Examination Yuan/ Tourism Bureau ROC, 2015
5. **Tour Guide of English Language**, Examination Yuan/ Tourism Bureau ROC, 2015
6. **The Certified Exhibition Professional**, the Ministry of Economic Affairs Bureau of Foreign Trade/TAITRA
7. **International Business Etiquette Manager**, (CIBED) Chinese Institute of Business Education Development
8. **The Certified Science-based Industrial Park Professional**, the R.O.C. customs
9. **The Certified AEO (Authorized Economic Operator) Professional**, the R.O.C. customs
10. **The International Marketing Manager**,(CNEEA) Chinese National Export Enterprises Association

PROFESSIONAL EXPERIENCE

1. **IAEE Faculty Advisory Committee 2019** (the International Association of Exhibitions and Events)
2. **IAEE Faculty Advisory Committee 2018** (the International Association of Exhibitions and Events)
3. **IAEE Faculty Advisory Committee 2017** (the International Association of Exhibitions and Events)
4. **Executive Secretary, The Kaohsiung Branch of Chinese Management Association**
5. **Representatives of members, The Kaohsiung Branch of Chinese Management Association**
6. **Reviewer, Research Project of University Students, Ministry of Science and Technology, 2015 to present**
7. **Reviewer, Outstanding Creative Research Project of University Students, Ministry of Science and Technology, 2015 to present**
8. **Reviewer, University Faculty Promotion Review Committee, Ministry Of Education, 2015 to present**
9. **Reviewer of International SSCI/SCI Journals:**
Journal of Management & Organization(SSCI), Health Care Management Review(SSCI),
BMC Health Services Research(SCI), Journal of Nursing Management(SSCI)

GRANTS

1. 2021 IAEE Expo!Expo!(Digital Attendee),The City of Brotherly Love, Philadelphia, USA, 2021/12/07-12/09, funded by the Ministry of Economic Affairs Bureau of Foreign Trade-Taiwan and Taiwan External Trade Development Council (TAITRA)
2. Ministry of Science and Technology, "Exploring the Impact of Negative Mentoring Experiences on Work Outcome among New Caregivers (MOST 110-2635-H-218-001-)", Principal Investigator, 20210801~20220731
3. Ministry of Science and Technology, "Asia - Pacific Decision Science Institute International Conference (APDSI 2019) , Principal Investigator, 20190715~20190718
4. Ministry of Science and Technology, "Using interprofessional team-based learning to develop a course of person-centered innovation in long-term care (3)", (109-2511-H-507-002-), Co-Principal Investigator, 2020/08/01~2021/07/31
5. Ministry of Science and Technology, "Using interprofessional team-based learning to develop a course of person-centered innovation in long-term care (2)", (108-2511-H-507-003-), Co-Principal Investigator, 2019/08/01~2021/01/31
6. Ministry of Science and Technology, "Using interprofessional team-based learning to develop a course of person-centered innovation in long-term care (1)", (107-2511-H-507-001-), Co-Principal Investigator, 2018/08/01~2019/07/31
7. Ministry of Science and Technology, "Exploring the status, factors and outcome of implementing person-centered care in long-term care facilities from innovation theories: Organizational-level and individual-level analyses", (105-2410-H-507-008-), Co-Principal Investigator, 2016/08/01~2017/07/31
8. Ministry of Science and Technology, "Constructing the questionnaire of the negative mentoring experiences(NMEQ)" (102-2410-H-366 -015 -), Principal Investigator, 20130801~20140731
9. Ministry of Science and Technology, "Are innovative workers good employers? An integrated view from customer and manager", (100-2410-H-507 -011 -SS3), Co-Principal Investigator, "20110801~20140731"
10. Ministry of Science and Technology, "Exploring the negative mentoring experiences among new nurses in Taiwan", (100-2410-H-366 -003 -), Principal Investigator, 20110801~20120731

ENTRUSTED PRACTICAL PROJECTS

1. **2019 MICE Professional Personnel Training Project**, Co-Principal Investigator/Lecturer, funded by the Ministry of Economic Affairs Bureau of Foreign Trade, Taiwan and Taiwan External Trade Development Council (TAITRA)
2. **2017 MICE Professional Personnel Training Project**, Principal Investigator/Lecturer, funded by the Ministry of Economic Affairs Bureau of Foreign Trade, Taiwan and Taiwan External Trade Development Council (TAITRA)
3. **2015 MICE Professional Personnel Training Project**, Principal Investigator/Lecturer, funded by the Ministry of Economic Affairs Bureau of Foreign Trade, Taiwan and Taiwan External Trade Development Council (TAITRA)

HONORS AND AWARDS

1. **Outstanding Research Award** : 2015
2. **Distinguished Teaching Award** : 2015
3. **Distinguished Teaching Award** : 2013
4. **Distinguished E-Learning Teaching Award** : 2016
5. **Distinguished E-Learning Teaching Award** : 2015
6. **Distinguished E-Learning Teaching Award** : 2013, 2014
7. **Distinguished E-Learning Teaching Award** : 2011, 2012
8. **Distinguished E-Learning Teaching Award** : 2009, 2010 (STU : Shu-Te University)
9. **Coach Award, Students Won Awards on the 2019 MICE Destination Marketing Contest** (International competition) (English Presentation Award, Star of MICE Award, Webby Popularity Award), hosted by the Ministry of Economic Affairs Bureau of Foreign Trade, Taiwan and Taiwan External Trade Development Council (TAITRA)
10. **Coach Award, Students Won Awards on the 2015 MICE Destination Marketing Contest** (International competition)
11. **Coach Award, Students Won Awards on the 2012 MICE Destination Marketing Contest** (International competition)
12. **Coach Award, Students Won Awards on the 2010 MICE Destination Marketing Contest** (International competition), hosted by the Ministry of Economic Affairs Bureau of Foreign Trade, Taiwan and Taiwan External Trade Development Council (TAITRA)
13. **Excellent Mentor Award** : 2018
14. **Excellent Mentor Award** : 2016
15. **Excellent Mentor Award** : 2013, 2014
16. **Excellent Mentor Award** : 2011, 2012
17. **Excellent Mentor Award** : 2009, 2010
18. **Excellent Mentor Award** : 2007, 2008
19. **Excellent Mentor Award** : 2005, 2006 (STU : Shu-Te University)