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Education

- * Ph. D. in Management, National Sun Yet-Sen Univ., 2001/11
- * MBA, Auburn Univ., 1990/12

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

Journal Papers

1. Julian Boschinger, Ying-Yuh, Huang, 2021, "Customer Relationship Management 2.0: How Can a SCRM Strategy be Successfully Designed and How Does Participation in Social Media Influence the Customer Company Relationship," *Management Information Computing*, 10(1), (Accepted)
2. Hu, Yung-Shou, Ying-Yuh, Huang, 2016, "A Case Study of Musical Band's Marketing Strategies in Taiwan," *Journal of Business and Economics* 7(5), 733-744.
3. Huang, Ying-Yuh, Thi Hoa, Pham, 2015, "The Impact of Experiential Marketing on Customer's Experiential Value and Satisfaction: An Empirical Study in Vietnam Hotel Sector," *Journal of Business Management and Social Science Research*, 4(1), 1-19.
4. Huang, Ying-Yuh, L. S. Ku, 2013, "The Impact of Service Encounter and Trip Quality on Experiential Value and Return Intention," *Journal of Global Business Operation and Management*, 5, 113-126. (in Chinese)
5. Huang, Ying-Yuh, 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)
6. Huang, Ying-Yuh 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)
7. Huang, Ying-Yuh, 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. Huang, Ying-Yuh, Tsai, Y. Y, Chung, M. S., 2020, "Preliminary Experience with Community Care Services for Elderly People-Taking Pingtung County (City) as an Example," *CIMI Conference on Management Theories and Applications*, National Taichung University of Education.
2. Huang, Ying-Yuh, Huang Wen-Hung, Yeh, B. C., 2019, "The ODM Transformation and Internal Marketing of Traditional Industry," 2019 STUST International Conference on Financial Accounting and Management Decisions, Southern Taiwan University of Science and Technology.
3. Andreas, Ache, Huang, Ying-Yuh, 2019, "Successful Implementation and Evaluation of Customer Relationship Management Systems," *The 15th International Conference on Knowledge-Based Economy and Global Management*, Southern Taiwan University of Science and Technology.
4. Boschinger, Julian, Huang, Ying-Yuh, 2019, "Customer Relationship Management 2.0: How Can a SCRM Strategy Be Successfully Designed and How Does Participation in Social Media

- Influence the Customer Company Relationship,” The 15th International Conference on Knowledge-Based Economy and Global Management, Southern Taiwan University of Science and Technology.
5. Dang Trang Thanh Nha , Huang, Ying-Yuh, 2018, “The Impact of Perceived Price, Brand Awareness on Perceived Quality and Purchase Intention – a case study in milk industry in Ho Chi Minh City, Viet Nam,” The 14th International Conference on Knowledge-Based Economy and Global Management, Southern Taiwan University of Science and Technology.
 6. Huang, Ying-Yuh, S. A. Wu, F. Z. Chang, 2018, ”The Interrelationships among Hospital Brand Image, Service Quality, Relationship Quality and Revisiting Intention-Taking Hospital in Tainan as Examples,” Industrial Management and Information Application Innovations Conference, Southern Taiwan University of Science and Technology.
 7. Lin David, Huang, Ying-Yuh, 2017, "THE EFFECTS OF USING SMARTPHONES: A STUDY IN FRANCE," The 13th International Conference on Knowledge-Based Economy and Global Management, Southern Taiwan University of Science and Technology.
 8. Tran, Thi Phuong Thao, Huang, Ying-Yuh, 2017, "Analyzing Factors Influencing Customer Retention: A Case Study of Supermarket in Ha Noi City, Viet Nam," The 13th International Conference on Knowledge-Based Economy and Global Management, Southern Taiwan University of Science and Technology
 9. Huang, Ying-Yuh, Dao Trung Son, 2016, "FACTORS INFLUENCE CUSTOMER RETENTION FOR FAST FOOD INDUSTRY IN VIETNAM," The 12th International Conference on Knowledge-Based Economy and Global Management, Southern Taiwan University of Science and Technology.
 10. Huang, Ying-Yuh, Nguyen Trong Minh Hoang, Tran Thi Phuong Thao, 2016, " FACTOR INFLUENCING CUSTOMER SATISFACTION AND REPURCHASE INTENTION: A STUDY OF CINEMA IN HO CHI MINH CITY, VIETNAM," The 12th International Conference on Knowledge-Based Economy and Global Management, Southern Taiwan University of Science and Technology
 11. Huang, Ying-Yuh, Zih-Chun Pan, Minh-Hoang Trong Nguyen, 2015, " THE IMPACT OF PROMOTION STRATEGIES, SERVICE QUALITY AND PRODUCT QUALITY ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY- AN EXAMPLE FOR CONVENIENCE STORE IN TAIWAN," The 11th International Conference on Knowledge-Based Economy and Global Management, Southern Taiwan University of Science and Technology.
 12. Huang, Ying-Yuh, Van-Minh, Nghiem, Trung Son, Dao, 2015, "AN INVESTIGATING ON THE RELATIONSHIP AMONG THE PERCEPTION OF PRICE, PERCEIVED SERVICE QUALITY, CUSTOMER PERCEIVED VALUE AND INTENTION: A HOLISTIC PERSPECTIVE ON LODGING INDUSTRY IN TAIWAN," The 11th International Conference on Knowledge-Based Economy and Global Management, Southern Taiwan University of Science and Technology.

Dissertation

- Huang, Ying-Yuh, (2001) "A Means-End Chain Analysis of Customer Value: Consumption Experience of Children's Clothes," Ph.D. Dissertation, National Sun Yet-Sen Univ.

Professional Certifications

1. 1. Certificate of Integrated Marketing Management Analyst, No. IMAA201708003, Matrix Management Consultant Company, 2017/08/31.
2. 2. Certificate of Integrated Marketing Management Analyst (Advanced), No. IMMMAA201608003, Matrix Management Consultant Company, 2016/08/27.
3. 3. Certificate of Brand Management Analyst, No. BMA20163013, Matrix Management Consultant Company, 2016/01/21.
4. 4. Certificate of Internet and Social Media Marketing Manager, No. ISMM201606004, Matrix Management Consultant Company, 2016/01/21.
5. 5. Certificate of Service Management Analyst, No. SMA201409013, Matrix Management Consultant Company, 2014/09/02.
6. 6. Certificate of Consumer Behavior Analyst, No. CBA201301283, Matrix Management

Consultant Company, 2013/12/20.

7. 7. Certificate of Survey and Research Analyst, No. SRM20120046, Matrix Management Consultant Company, 2012/12/10.
8. 8. Certificate of e-Enterprise Planner, No. 431121100001400, Computer Skills Foundation, 2012/11/12.

Professional Experience

1. Chief of Quality Assurance, Tien Tai Welding Co., 1992/8 to 1993/8
2. Specialist, Material Division, Yu Tien Machinery Co., 1991/9 to 1992/8

Grants

1. 1. National Science Council, No: NSC-102-2815-C-218-007-H, "The Impact of Experiential Provider, Brand Personality and Brand Image on Brand Equity," 2013/7 - 2014/2.
2. 2. 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.
3. 3. 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.
4. 4. 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.
5. 5. 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.

Entrusted Practical Projects

1. Chiu, M. C., Shih, K. S., Huang, Y. Y., 2014. Research on Service Quality and Customer Satisfaction for Taiwan Power Company, 341030364.
2. Huang, Y. Y., 2013. Workshop of Marketing Winner Simulation Software, 341020314