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Education

- * PhD, Industrial and Information Management, National Cheng Kung University, 2004/02
- * Master, Department of Industrial and Information Management, National Cheng Kung University, 2000/06

Area of Specialty

- * Supply Chain Management, Commerce Automation, Service Management, Management, Service Marketing, Customer Relationship Management

Academic Experience

- * Associate Professor, Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology, 2011/2 to present
- * Assistant Professor, Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology, 2004/2 to 2011/1

Journal Papers

1. Wang, I-Chiang , Hsin- Hao Chen, Yueh-Kuei Wen (2020) " Research on the influence of TTQS in training institutions on training quality", Report of Patent and Industry-university Collaboration Project, 6(1), 73-83. (DOI: 10.6584/RPICP.202009_6(1). 0008) (ISSN: 2409-1642)
2. Wang, I-Chiang , Hsin- Hao Chen, Yueh-Kuei Wen (2020) " Tainan City Nanny Professional Union introduced TTQS industry-university research project", Across-Strait Vocational Education Journal, 4(1), 102-111. (DOI: 10.6685/ASVEJ.202010_4(1). 0009) (ISSN: 2518-9786)
3. Huang Wen-Hung, I-Chiang Wang, Jing-Wen Wang (2019) " The Impacts of Post Characteristics and Dual Source Credibility on Sharing Intention in a Social Media", Journal of Southern Taiwan University of Science and Technology, 4(2), 13-30. (ISSN: 2518-9700)
4. Wang I-Chiang , (2019) "Information sharing application on supply chain management: A case study of a motorcycle manufacturer", Applied Science and Management Research, 6(1), 75-84. (DOI: 10.6511/ASMR.201909_6(1).0007) (ISSN: 2311-3928)
5. Wang I-Chiang Wang, (2019) "To construct a cost reduction model by information sharing in a supply chain", Applied Science and Management Research, 6(1), 43-53. (DOI: 10.6511/ASMR.201909_6(1).0004) (ISSN: 2311-3928)
6. Wang I-Chiang Wang, Su-Mei Wu, (2019) "Study on the Influence of Celebrity Endorsement on Consumers' Purchase Intentions", Journal of Tourism and Leisure Management, 7, 24-34. (DOI: 10.6510/JTLM.201908/SP_7.0003) (ISSN: 2225-949X)
7. Wang I-Chiang , Yue-Fei Chen, (2019) "The Study of Satisfaction with Purchase Intention in Purchasing Platform", Management Information Computing, 8(1), 45-55. (DOI: 10.6285/MIC.201908/SP_8(1).0004) (ISSN: 2225-9481)
8. Wang I-Chiang, Shu-Mei Yang (2019) "I Study on Consumers' Willingness to Pay for Actions by Extended Integration Technology Acceptance Model", Management Information Computing, 8(2), 1-10. (DOI: 10.6285/MIC.201908/SP_8(2).0001) (ISSN: 2225-9481)
9. Huang Chien-Yu Huang, I-Chiang Wang, Tien-Hui Chen(2013) "A Robust Design Approach for GA-based Back Propagation Neural Networks Designed to Classify Data of Different Types", Journal of Applied Sciences, 13(2), 242-251. [EI](DIO: 10.3929/jas.2013.242.251)

10. Wang I-Chiang , (2012) "Cost Reduction in Supply Chain Management by Shorter Purchasing Lead-time: A Case Study of Flexible Printed Circuit Boards," *Journal of Applied Sciences*, 12(3), 271-278. [EI]
11. Kreng, V. B., Chao-Yi Wu, Wang, I. C., (2011) "Strategic justification of advanced Manufacturing Technology using an extended AHP model," *International Journal of Advanced Manufacturing Technology*, 52(9-12), 1103-1113. [SCI]
12. Huang C.Y., Chen, T. H., Wang, I. C., Optimizing Time Series Related Factors for the Forecasting Model Via the Taguchi Method, *The International Journal of Organizational Innovation*, 2(3), 51-60, 2010. (EI)
13. Wang, I. C., Huang, C. Y., Chen, Y. C., Lin, Y. R., (2010) "The Influence of Customer Relationship Management Process on Management Performance," *The International Journal of Organizational Innovation*, 2(3), 40-50. [EI] Kreng, V. B., Wang, I. C., (2005) "Supplier Management for Manufacturer - A Case Study of Flexible PCB," *International Journal of Advanced Manufacturing Technology*, 25 (7-8), 785-792. [SCI]
14. Wang I-Chiang , (2010) "The application of third party logistics to implement the Just-In-Time system with minimum cost under a global environment," *Expert Systems with Applications*, 37(3), 2117-2123. [SCI]
15. Kreng, V. B., Wang, I. C., (2005) "Economical Delivery Strategies of Products in a JIT System under a Global Supply Chain," *International Journal of Advanced Manufacturing Technology*, 26(11-12), 1421-1428. [SCI]
16. Kreng, V. B., Wang, I. C., (2005) "Supplier Management for Manufacturer - A Case Study of Flexible PCB," *International Journal of Advanced Manufacturing Technology*, 25 (7-8), 785-792. [SCI]

Conference Papers

1. Wang, I-Chiang, Yao-Hsien Wang, A Study on the Influence of Bundling on Perceived Value and Purchase Intention-A Case Study of Online Clothing Brand Iativ, 2020 Conference on Corporate Culture & Business Development. (ISBN: 978-986-98266-1-7)
2. Wang, I-Chiang, Shu-Mei Yang, From the Model of Extended Integration Technology Acceptance to Discovery Consumers' Willingness to Pay for Operational Payment, 2019 Conference on Management Thinking and Practice & Applied Science. (ISBN: 978-986-94269-7-8)
3. Wang, I-Chiang, Yue-Fei Chen, The Research of Satisfaction and Purchase Intention in Purchasing Platform-A Case Study of "honest bee", 2019 Conference on Management Thinking and Practice & Applied Science. (ISBN: 978-986-94269-7-8)
4. Wang, I-Chiang, Su-Mei Wu, The Research of Idol Worship, Endorser's Credibility and Brand Identity on Consumers' Purchase Intention- A Case Study of Jam Hsiao Endorsement, 2019 Conference on Corporate Culture & Business Development. (ISBN: 978-986-94269-8-5)
5. Wang, I-Chiang, Yang, Ming-Yuan, Wu, Su-Mei, A Study on the Influence of Experiential Marketing on Loyalty and Purchase Willingness of Leisure Hotel - A Case Study of Faddism Hotel, 2017 Conference on the Theories and Practices of IHRM.
6. Wang, I-Chiang, Wang, Rui-hong, Yang Shu-Mei, Balanced Scorecard Perspectives Profit Organization Performance Indicators -A Case Study of Taiwan TFT-LCD Optoelectronic Materials Company, 2017 9th Conference on Management Master Thesis in Southern Taiwan.
7. Wang, I-Chiang, Du, Jia-yi, Chen, Yue-Fei The impact of physical surrounding and employ emotional responses on organizational commitment -A case study of tasty, The 12th Conference on Theory and Practice of Business Internationalization 2017.
8. Wang, I-Chiang, Huang, Jyun-Yang, Yang, Ming-Yuan, The Impact of Electronic Service Convenience, Product function, Service Quality and Customer Satisfaction on Purchase Intentions of Online Music Service - The Case Study of Kkbox, The 12th Conference on Theory and Practice of Business Internationalization 2017.
9. Cai Ya-ling, Wang, I-Chiang, Du, Jia-yi, Chen, Hong-zhi, A Study on the Effects among Brand Image, Perceived Value, and Customer Loyalty –An Example of Asus notebook, 2013 Industry

- Design Marketing and Innovation Services Management Academic and Practical Seminar.
10. Zhuang, Shen-gxiong, Wang I-Chiang, Huang, Jun-yang, Guo, Ya-yan, A Study on the Effects among Product Attributes, Customer Value, Brand Awareness, and Customer satisfaction - A Case study of iPhone, 2013 Industry Design Marketing and Innovation Services Management Academic and Practical Seminar.
 11. Wang, I-Chiang, Cai Ya-ling, Wang, li-Lei, Wang, Chuan-zhong, A Study on the Effect among Brand attachment, Brand attitude, Brand promise, and Brand loyalty-A case Study of iPhone, 2013 Industry Design Marketing and Innovation Services Management Academic and Practical Seminar.
 12. Wang, I-Chiang, Huang, wen-hong, Huang, Jun-yang, Ke, Hui-lin, By television advertisement media discussion service brand equity effect of the impact of advertising communication- Consumer lifestyle as Moderating Variable, 2013 Industry Design Marketing and Innovation Services Management Academic and Practical Seminar.
 13. Wu, Yang, Rong-Lin Horng, I-Chiang Wang, Tien-Hui Chen, Yu-Ju Chen, Performance Evaluation of Chinese Power Supply Firms, 2012 International Conference of Organizational Innovation, Indonesia, Surabaya, 2012.
 14. Tsai, Ya-Ling, Wang I-Chiang, and Chen, Tien-Hui, The Impact of Green Reuses Policies on the Buyer and Supplier Relationship within A Green Supply Chain Management, The Seven International Conference on Knowledge-Base Economy and Global Management, Tainan, TAIWAN, 2-3 November, 2011.
 15. Wu, Sheu-Der, Chi-Ming Huang, Yueh-Yun Wang, Tien-Hui Chen, Wei-Jen Lin, I-Chiang Wang, Supply chain cost reduction strategy, 2011 ICOI the International Conference on Organizational Innovation, Bangi, Malaysia.
 16. Wang, I-Chiang, Ya-Ling Tsai, Ming-Feng Yan, Chi-Ming Huang and Tien-Hui Chen, (2011) "Performance improvement of Asian PCB firms," 2011 ICOI the International Conference on Organizational Innovation, Bangi, Malaysia.
 17. Wang, I-Chiang, Yu-Pei Yu, Yueh-Yun Wang, Sheu-Der Wu and Tien-Hui Chen, (2010) "Applying the Balanced Scorecard to Performance Evaluation - A Case of the Social Welfare Agencies," 2010 ICOI the International Conference on Organizational Innovation, Bangkok, Thailand.
 18. Wang, I.C., Lee, J.L., and Chen, Y.C.(2009) "A Study on the Relationship among Experiential Marketing, Brand Equity, Purchase Intention of Mobile Value-Added Services — An Example of Chunghwa Telecom," 2009 The International Conference on Industrial globalization and Technology Innovation, China, Xian.

Dissertation

- Wang, I-Chiang (2014) "Suppliers Selecting Strategy with Total Cost Orientation-A Case Study of Flexible PCB," Ph.D. Dissertation, National Cheng Kung University.

Professional Certifications

1. Chinese Cross-Strait Labor Law Management Proficiency, Labor Law planner, Standard Grade, Serial Number: CSLLA2019005, CEO International Certification Center, 23 August 2019.
2. Chinese Cross-Strait Labor Law Management Proficiency, Labor Law planner, Advance Grade, Serial Number: CSLLP2019005, CEO International Certification Center, 23 August 2019.
3. Chinese Cross-Strait Labor Law Management Proficiency, Labor Law planner, Professional Grade, Serial Number: CSLLM2019077, CEO International Certification Center, 23 August 2019.
4. The Examinaiion of Management Proficiency, Serial Number: MP201701318, Matrix Management Consultants Ltd., 26 December 2017.
5. Seed teacher of the Management talent verification, Serial Number: 20171030, Matrix Management Consultants Ltd., 26 December 2017.
6. ISO 9001: 2015-Quality Management System Auditor/Lead Auditor Training Course, Certificate 42085281/131212073 CQI/IRCA 5175, SGS , 13 January 2017.
7. CIW Web Professional, CIW Certification Council 2015

8. CIW Animation Professional, CIW Certification Council 2015
9. CIW E-Commerce Implementation Engineer, CIW Certification Council 2013
10. CIW Design Professional, CIW Certification Council 2013
11. E-COMMERCE Associate, CIW Certification Council 2012
12. iClone4 3DAnimation Producer REALLUSION 2012
13. iClone4 3DAnimation Design REALLUSION 2012
14. Technical Certification, Linux Professional Institute, 2011
15. Data Center Technical Specialist, Linux Professional Institute, 2011
16. LPIC-1 Certification, Linux Professional Institute, 2011
17. Windows Embedded CE 6.0 Developer, Microsoft, 2011
18. Microsoft Office Project 2007, Managing Projects, Microsoft, 2011
19. Microsoft Windows Vista, Configuration, Microsoft, 2009
20. Enterprise Support Technician on Windows Vista, Microsoft, 2009
21. Microsoft Certified IT Professional(MCITP), Microsoft, 2009
22. Demonstrated Logistician, SOLE, 2009
23. LEVEL 1 IN INTERNATIONAL MARKETING, No: C080068, Chinese National Export Enterprises Association, 2008

Professional Experience

1. * Consultant and lecturer, Kaohsiung branch, China Productivity Center, 1987/8 to 2004/1.
2. * Consultant and lecturer, Talent Quality-management System(TTQS), Workforce Development Agency, Ministry of Labor, 2009 to present.
3. * Consultant, Training and Consultancy services planning of Local Enterprises, Kaohsiung-Pingtung-Penghu-Taitung Regional Branch/, Workforce Development Agency, Ministry of Labor, 2014 to present.
4. * Consultant, Training and Consultancy services planning of Local Enterprises, Yunlin- Chia Yi-Tainan Regional Branch, Workforce Development Agency, Ministry of Labor, 2012 to present.

Grants

1. 1. National Science Council, No: NSC 94-2416-H-218 -008, "Manufacturers' Optimized Cost-Effective Delivery Lot Size via Third Party Logistics in a JIT System under a Global Supply Chain" 2005/8 - 2006/7
2. 2. National Science Council, No: NSC 95-2416-H-218 -020, "The influence of information sharing on supply chain cost," 2006/8 - 2007/7
3. 3. National Science Council, No: NSC 96-2416-H-218-007, "The impact of early order commitment on the supply chain performance under information sharing and forecast errors," 2007/8 - 2008/7

Entrusted Practical Projects

1. Human resource management development plan-establishment of salary and bonus management system(2019,35001080435, 55,000)
2. Tainan City Nanny Professional Union introduced TTQS industry-university project.(2019, 35001080209, 50,000)
3. Tainan City Representative Professional Union introduced TTQS industry-university project. (2019, 35001080210, 50,000)
4. Tainan City Federation of Trade Unions Inintroduced TTQS industry-university project.(2019, 35001080210, 50,000)
5. Human resource management development plan-training quality system establishment (2019, 35001080041, 65,000)
6. Human resource management development plan-establishment of personnel promotion system (2018, 35001070122, 70,000)
7. Baixin Furniture Co., Ltd. store cost model introduction project. (2016, 341050326, 50,000)

8. Boxin Furniture Co., Ltd. production cost model introduction project. (2015, 341050244, 50,000)
9. Mingxin Food Enterprise Co., Ltd.-103 Training Program (2014, 341030188, 57,600)
10. Human resource management development plan-functional analysis and assessment methods. (2014, 341020379, 105,000)
11. Mingxin Food Enterprise Co., Ltd.-102 Training Program (2013, 341020159, 57,600)
12. One plus one decoration department store customer relationship management system introduction project. (2012, 341010462, 50,000)
13. Kainan Food Human Resource Management System Establishment project. (2012, 341000345, 106,000)
14. Chi Mei Foods traces its ICT application project with peace of mind. (2012, 341010426, 800,000)