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### Education

- \* PhD, Cognitive Psychology , University of Georgia, USA, 2001
- \* BS, Psychology, National ChengChi University, Taiwan, 1986

### Area of Specialty

- E-Commerce, M-Commerce, O2O
- Data Mining, Big Data Analysis
- Consumer Behavior, Advertising
- Information Technology
- Cognitive Psychology

### Academic Experience

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

### Journal Papers

1. 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.
2. Tang, C. C., Teng, Y. H., Chen, H. H. (1991). User Interface of ISDN Group 4 PC Fax, Institute of Information Industry, Taiwan
3. 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

1. Tang, C. C., Wu, J. C. (2017) The reasonability of the advertisement and its effects – in the case of Cha Li Wan tea drink. 2017 Management Innovation and Application Conference and Management Thesis Contest, Taichung, Taiwan.
2. Tang, C. C., Chuang, S. H., Shen, S. J. (2016) The influence of product package color on consumer's attention. 2016 Operation Management and Information Technology Conference, Kaohsiung, Taiwan.
3. Tang, C. C., Xue, C. L. (2016) The relationship of self-concept and enjoyment of purchasing fashion clothes from internet. 2016 The 11th Conference on Theories and Practices in International Business & 8th on Management Master Theses in Southern Taiwan, Tainan, Taiwan.
4. Tang, C. C., Syue, T. Y., Tsai, Y. J. (2015) The Influence of user experience on using Taiwan Railway ticketing system. 2015 Digital Technology and Information Management Conference, Taipei, Taiwan.
5. Wang, C. W., Shih, K. S., Chiu, M. C., Tang, C. C. (2013) The effect of the health belief and environmental perceptions on organic foods purchase behavior from the perspective of LOHAS. 2013 Finance, Accounting and Management Decision Conference, Tainan, Taiwan.

6. Tang, C. C., Lin, C. H., Chen, Y. T. (2011) Influences of advertising messages and types of display toward advertising attention on Facebook. Management Innovation and Marketing Projects Seminar, Kaohsiung, Taiwan.
7. Shih, K. S., Chuang, S. H., Tang, C. C., Chen, Y. J. and Liu, C. Y. (2010), "A study on the relationship between work value and job satisfaction using organizational culture as moderators" 2010 The 7th Conference on Service Management and Innovation, Southern Taiwan University, Taiwan.
8. Shih, K. S., Kuo, C. M., Tang, C. C., Yu, Y. M. (2010) The analysis of the structural modeling toward the word-of-mouth effect. 2010 Taiwan Chang Jung -Enterprises Management and business decision-making Symposium, Tainan, Taiwan.
9. Tang, C. C., Huang, Y. Z. (2010) Effects of advertising appeals and expert knowledge on advertising communication, using eye tracking devices. 2010 The Development of Public Relationships and Advertising Innovation Seminar, Taipei, Taiwan.
10. Shih, K. S., Tang, C. C., Chuang, S. H., Liao, L. Y. and Wang, C. W. (2010), "Construct and verify for the perception model of brand equity - moderating analysis of product attributes", The 6th Conference on Interdisciplinary Academic and Practice Management, Tunghai University, Taiwan.
11. Wei, R. C., Tang, C. C. (2009) A study of applying logistic regression toward segmenting customer live value. 2009 Taiwan Business Management Theory and Practice Seminar, Tainan, Taiwan.
12. Tang, C. C., Wu, P. C. (2005) Evaluate the Effectiveness of the ERP system: the analysis of Winbond company. 2005 Management Innovation and Visions Seminar, Damsui, Taiwan.
13. 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
14. 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.
15. 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.
16. 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..
17. 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.
18. 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.
19. 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..
20. 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.
21. 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.

22. 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.

#### Dissertation

- Variable Display Distributed Team Simulation: A Research Platform to Study Complex Team Decision Making

#### Professional Certifications

1. Management Proficiency, Matrix Management Consultants Company (2017.12)
2. Google AdWords - AdWords Search Certification, Google (2017.07)
3. Retail Sale Management - Level A, Applied Business Management Association (2016.08)
4. Business District Management - Level A, Applied Business Management Association (2016.08)
5. Retail Operation Analyst, PitoTech Company (2015.04)
6. Consumer Behavior Analyst, Matrix Management Consultants Company (2014.04)
7. Survey and Research Analyst, Tri-Star Statistics Service Company (2012.12)
8. E-Enterprise Planner Certification, Computer Skills Foundation (2012.10)
9. Fundamentals of E-Commerce, Professional Level, TQC (2011.07)
10. Business Intelligence Planner, Chinese Enterprise Resource Planning Society (2011.02)
11. CRM & Merchandise Analyst, Microanalysis Certification (2010.08)
12. Cisco CCNA Instructor (2004.08)
13. Certiport IC3 (2007.12)
14. Cisco CCNA (2001.08)
15. Novell CNE (2001.08)
16. SAS Certified Professional (2000.11)

#### Professional Experience

1. Paper Reviewer, #3783 Eat hard not soft food: Effects of the description of oral haptics on calorie estimation, Journal of Management and Business Research, 2017-2018
2. Taiwan Tourism Organization, 2020.01-2025.12
3. Association of Tour Managers Taiwan, 2020.01-2020.12
4. Hengman Ltd. Co., 2020.01~2020.12
5. Information Architecture Consultant, Taiwan Mental Creation Museum, 2018.07-2019.02
6. Matrix Management Consultants Company, 2017.12-2018.12.
7. Web site design and administration consultant, Tainan Southgate Presbyterian Church, 2015.01-2015.12.
8. E-Business consultant, Genie Co., 2015.01-2015.12.
9. Consumer Behavior Analyst Certificate Promotion Consultant, Matrix Management Consultancy Co., 2014.01-2014.12
10. Investigation and Research Method Analyst Certificate Promotion Consultant, Tri Star Statistics Service Co., 2013.01-2014.12.
11. Network Service Specialist III, University of Georgia, 4/2001 – 7/2002
12. Computer Service Specialist III, University of Georgia, 4/1997 – 4/2001
13. Assistant Engineer, Institute for Information Industry, 6/1989 – 7/1990

#### Entrusted Practical Projects

1. 唐楚君 (2020.06-2020.11) 109年度學界協助中小企業科技關懷計畫-以車(物)聯網技術導入汽機車電子零件產業(臺灣創意金屬股份有限公司), 臺灣創意金屬股份有限公司
2. 林志鴻、唐楚君、黃盈裕 (2020.04-2021.07) 東佑達自動化科技股份有限公司人力資源提升輔導計劃, 東佑達自動化科技股份有限公司 (合約編號35001091002)
3. 林志鴻、唐楚君、蔡雅玲 (2019.05-2019.08) 臺南市保險職業工會人才發展品質管理系統

- (TTQS) 導入計劃，臺南市保險職業工會 (合約編號35001080210)
4. 林志鴻、唐楚君 (2018-2019) 首銳焊材工業股份有限公司人力資源提升輔導計劃，銳焊材工業股份有限公司(合約編號35001070354)
  5. 唐楚君、林吉祥 (2018-2019) 臺灣金屬創意館之購物車系統，台灣金屬創意館(合約編號35001070312)
  6. 唐楚君、莊勝雄 (2018-2019) 臺灣金屬創意館之客製化系統，台灣金屬創意館(合約編號35001070311)
  7. 唐楚君、施坤壽 (2018-2019) 台灣金屬創意館之線上預約系統，台灣金屬創意館(合約編號35001070310)
  8. Huang, Wen-Hung, Chu-Chun Tang and Chung-Ming Kuo (2018) The Project of Promoting Professional Certification in Advanced Integrated Marketing Competency. 35001070033.
  9. Chuang, Sheng-Hsiung, Chung-Ming Kuo and Chu-Chun Tang (2018) The Project of Promoting Professional Certification in Marketing Planning Tools. 35001070034.
  10. 林志鴻、唐楚君 (2017) 泌乳衛教師專業課程班第四期，財團法人台灣國際人力資源整合關懷學會(合約編號341060218)
  11. Tang, C. C., Huang, W. H. (2016) Sale Promotion Program for the Creative Energy Conservation Contest of Tainan City. Contract Code: 251050027-GP
  12. Lin, C. H., Kuo, C. M., Shih, K. S., Tang, C. C. & Chuang, S. H. (2016) Cultivate Rear Mirror Market of North America and Strategic Planning of Multi-channel Integration. Contract Code: 341040473.
  13. Lin, J. H., Yeh, Y. S., Tang, C. C. & Kuo, C. M. (2016) Taiwan International Human Resource Integration Care Association Professional Foster Program (1) After-Birth Care Person Training Program. Contract Code: 341050149.
  14. Shih, K., and Tang, C. C. (2015) A Survey Analysis of Service Quality and Customer Satisfaction for Southern Taiwan Science Park-Tainan Science Park Resource Recycling Center, 341040419.
  15. Lin, J. H., Kuo, C. M. & Tang, C. C. (2014-2015) China and South East Asia market development investigation of the FCS Group.
  16. Shih, K. and Tang, C. C. (2014) A Survey Analysis of Service Quality and Customer Satisfaction for Southern Taiwan Science Park-Tainan Science Park Resource Recycling Center, 341030433.
  17. Shih, K. and Tang, C. C. (2013) A Survey Analysis of Service Quality and Customer Satisfaction for Southern Taiwan Science Park-Tainan Science Park Resource Recycling Center, 341020342.
  18. Co-Principal Investigator, "Tainan Woman Junior Chamber International Taiwan Speech Training Project", Tainan Woman Junior Chamber International Taiwan, 2014/03-2014/04
  19. Co-Principal Investigator, "Customer Satisfaction and Analysis for the Service Quality of the Resource Recycling Center", Sino Environmental Services Co., 2014/09-2014/10.
  20. Project Director, Tree Valley Life Science Museum, "Improving customer experience of the Tree Valley Life Science Museum", 2012/06-2012/12.
  21. Co-Principal Investigator, Tainan Spinning Co., "Marketing Survey of the Future Tainan Spinning Shopping Mall", 2011/01-2011/04.
  22. Co-Principal Investigator, Dream Mall Co., "To know whether customers has correct interpretation toward signs and directories in Dream Mall", 2010/04-2010/12
  23. Project Director, Pitotech Co, "How the wearing of the mobile eye-tracking device influences the precision of the eye tracking data", 2010/03-2011/05. [NT\$50,000]