

Huang, Chien-Jung (黃建榮)

Department of Marketing and Logistics
Management
Southern Taiwan University of Science and
Technology
No. 1, Nan-Tai Street, Yungkang Dist., Tainan City
71005, Taiwan

Office
☎ 06-2533131#4701
🏠
✉ dearjohn0213@stust.edu.tw



Education

- Ph.D. Institute of Human Resource Management, College of Management, Sun Yat-sen University
- Master of Marketing and Distribution, Kaohsiung University of Science and Technology, 2002/6.

Area of Specialty

- Marketing and Distribution Management
- Human Resource Management

Academic Experience

- Assistant Professor, Department of Marketing & Logistic, Southern Taiwan University, 2020/2 to present.
- Team Leader, Department of Marketing Planning, Family Mart Convenience Store Co., 1997/7/1 to 2004/8/3

Journal Papers

1. Chien-Jung Huang (2017). Relational Benefits, Customer Satisfaction, and Customer Citizenship Behavior in Chain Store Restaurants. *The International Journal of Organizational Innovation*, 9(4), pp. 258-274. 【EI, INSPEC】
2. Chien-Jung Huang, Chen Mei-Liang, Ching-Yuan Huang*, Kang-Chuang Ma (2016). Centralization Extent and Organisational Commitment of Part-Time Workers in Taiwan's Convenience Chain Stores. *The International Journal of Organizational Innovation*, 8(3), pp. 248-261. 【EI, INSPEC】
3. Kuang-Jung Chen, Chen Mei-Liang, Chu-Mei Liu, Chien-Jung Huang* (2015). Integrated Marketing Communication, Collaborative Marketing, and Global Brand Building in Taiwan. *The International Journal of Organizational Innovation*, 7(4), pp. 46-56. 【EI, INSPEC】
(*corresponding author)

Conference Papers

1. Huang, Chien-Jung, 2018, "The Logistics Capabilities Scale for Logistics Service Providers," 2018 Conference on Business Management and Marketing Innovation, October, 2018, Kaohsiung: Shu-Te University.
2. Huang, Chien-Jung, 2017, "Ultra-low Temperature Tuna Longliners Industry in Taiwan: An Application of Supply Chain Management," 2017 Conference on Commerce Management Practice, June, 2017, New Taipei: Chihlee University of Technology.
3. Huang, Chien-Jung, 2016, "Relational Benefits, Customer Satisfaction, and Customer Loyalty in Chain Store Restaurants," 2016 Conference on Commerce Management Practice, May, 2016, New Taipei: Chihlee University of Technology.
4. Huang, Chien-Jung, 2015, "Effects of Product Development on Operating Performance in Textile Industry," 2015 Conference on Commerce Management Practice, June, 2015, New Taipei: Chihlee University of Technology.

Dissertation

- Huang, Chien-Jung, 2010, "The Relationships among Intellectual Capital, Logistics Capabilities

and Logistics Performance," Ph.D. Dissertation, Human Resource Management, College of Management, Sun Yat-sen University.