



Ching Yuan Huang

黃靖媛

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

Marketing and Brand Management · Consumer Behavior · AI Application in Marketing · Digital Public Relationship and Crisis management · Organization and Leadership · Statistics · Human Resource Management · Event Marketing · MICE Marketing · Exhibition Management · Business Etiquette & International Culture · Business English

Research

Mentoring Relationship · Job behavior and Performance · Customer Relationship Management · Marketing & HR Management in Healthcare Industry · Innovation Management

ACADEMIC EXPERIENCE

- ◆ **Professor, Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology, 2024/02 to present**
- ◆ Associate Professor, Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology, 2022/08 to 2024/01
- ◆ Associate Professor, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, 2020/08 to 2022/07
- ◆ Associate Professor, Master Program of MICE and Trade Marketing, SHU-TE University, 2011 to 2020/07
- ◆ 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

PROFESSOR

Department of Marketing and Logistics Management

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WORK EXPERIENCE

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

PUBLICATIONS - JOURNAL PAPERS

1. **Ching-Yuan Huang**, Tsung-Chin Wu, Rhay-Hung Weng, Chiu-Hsia Hung, Tzu-EN Lin, Yu-Chen Tsai, "Developing and Testing the Negative Mentoring Experience Questionnaire (NMEQ) for Nurses", SAGE Open, 2023; 13(2) (SSCI)
2. Yu-Chien Chen, **Ching-Yuan Huang**, Jai-Xin Chang, Chih-Ying Hsu, Rhay-Hung Weng, "Exploring the Intention to Stay among Caregivers in Residential Long-term Care Institutions and its Influencing Factors", Journal of National Quemoy University ; 2022 ; 10(2) : 1-22 (in Chinese)
3. En-Ping Chen, Rhay-Hung Weng, Wei-Rou Wu, **Ching-Yuan Huang (Corresponding author)**, "Exploring factors influencing the willingness of older people to select different types of long term care services in Kinmen", Journal of Healthcare Management ; 2022 ; 23(1) : 37-60 (in Chinese)
4. **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)
5. **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)
6. **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)
7. 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)
8. **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)
9. 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)
10. 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)
11. **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)

12. 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)
13. **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. "The Impact of Negative Mentoring Experiences on Relationship Effectiveness among New Caregivers", International Conference on Business and Social Science (ICBASS), Fukuoka, Japan, 2024/07/18-2024/07/20.
2. "Interprofessional Competency of Staff and Its Outcome in Long-term Care Institutions: An Exploration through Qualitative Research", International Conference on Business and Social Science (ICBASS), Fukuoka, Japan, 2024/07/18-2024/07/20.
3. "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)
4. "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)
5. "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
6. "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)
7. "The Negative Mentoring Experience among New Nurses in Taiwan", 2nd Annual Global Healthcare Conference/GHC 2013, Singapore, , 2013/07/08-2013/07/09.
8. "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)
9. "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.
10. "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. ISO 9001:2015 Quality Management System Internal Auditor Training, Kind Management Consulting, Co., 2024 品質管理系統內部稽核員
2. Career Counseling Teacher Training - Designing Your Life Workshop, Career Consulting Co.,2024 職涯諮詢
3. ISO 14064-1 Greenhouse Gas Emissions Verification Lead Verifier Practice Training, Industrial Technology

Research Institute, 2023 溫室氣體盤查標準主導查證員

4. **Application Engineer of Blockchain Management in Supply Chain Finance Module**, Chinese Enterprise Resource Planning Society, 2023 區塊鏈應用-供應鏈金融系統規劃師
5. **Training for Virtual Influencer Character Creation and Motion Capture System Application**, Axis 3D Technology, Inc., 2023 虛擬網紅角色創作與動作直播系統
6. **Meetings and Events CMP Training Course**, "Events Industry Council (EIC)", 2022
7. **CEU of Certified in Exhibition Management (CEM/IAEE)**, 2022
8. **Certified Career Personality Aptitude System (CPAS)**, Career Consulting Co., 2022 CPAS 職涯諮詢師
9. **Intermediate International Etiquette Proficiency Test Certification(IIEPT)**, Info Information Technology Company Limited, 2021
10. **Certified Incentive Specialist(CIS)**, "Society for incentive Travel Excellence (site)", 2020 to present
11. **Certified in Exhibition Management (CEM)**, "International Association of Exhibitions and Events (IAEE) ", 2015 to present
12. **Meetings and Events CMP Training Course**, "Events Industry Council (EIC)", 2016, 2018
13. **Tour Manager of English Language**, Examination Yuan/ Tourism Bureau ROC, 2015
14. **Tour Guide of English Language**, Examination Yuan/ Tourism Bureau ROC, 2015
15. **The Certified Exhibition Professional**, the Ministry of Economic Affairs Bureau of Foreign Trade/TAITRA
16. **International Business Etiquette Manager**, (CIBED) Chinese Institute of Business Education Development
17. **The Certified Science-based Industrial Park Professional**, the R.O.C. customs
18. **The Certified AEO (Authorized Economic Operator) Professional**, the R.O.C. customs
19. **The International Marketing Manager**,(CNEEA) Chinese National Export Enterprises Association

PROFESSIONAL EXPERIENCE

1. **Internal Auditor of Southern Taiwan University of Science and Technology, ISO 9001:2015 Quality Management System**, 2020 to present
2. **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)
3. **IAEE Faculty Advisory Committee 2019** (the International Association of Exhibitions and Events)
4. **IAEE Faculty Advisory Committee 2018** (the International Association of Exhibitions and Events)
5. **IAEE Faculty Advisory Committee 2017** (the International Association of Exhibitions and Events)
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. **Executive Secretary**, The Kaohsiung Branch of Chinese Management Association
10. **Representatives of members**, The Kaohsiung Branch of Chinese Management Association

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 Class Advisor Award in STUST: 2022**
2. **Annual Best Paper Award/2021.12.04/Journal of Health Care Management (Taiwan)**
3. **Best Paper Award/2021.5.23/2021 conference of Yu-Shan Health Services Administration Association**
4. **Special Award / 2020 STUST Students and Staffs Singing Competition (STUST)**
5. **Outstanding Research Award : 2015**
6. **Distinguished Teaching Award : 2015**
7. **Distinguished Teaching Award : 2013**
8. **Distinguished E-Learning Teaching Award : 2016**
9. **Distinguished E-Learning Teaching Award : 2015**
10. **Distinguished E-Learning Teaching Award : 2013, 2014**
11. **Distinguished E-Learning Teaching Award : 2011, 2012**
12. **Distinguished E-Learning Teaching Award : 2009, 2010 (STU : Shu-Te University)**
13. **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)
14. **Coach Award, Students Won Awards on the 2015 MICE Destination Marketing Contest** (International competition)
15. **Coach Award, Students Won Awards on the 2012 MICE Destination Marketing Contest** (International competition)
16. **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)
17. **Excellent Mentor Award : 2018**
18. **Excellent Mentor Award : 2016**
19. **Excellent Mentor Award : 2013, 2014**
20. **Excellent Mentor Award : 2011, 2012**
21. **Excellent Mentor Award : 2009, 2010**
22. **Excellent Mentor Award : 2007, 2008**
23. **Excellent Mentor Award : 2005, 2006 (STU : Shu-Te University)**