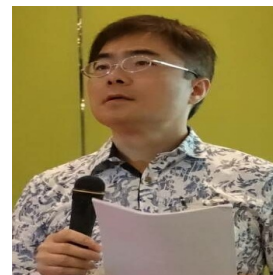


Chih-Hung Lin (林志鴻)

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 L104
☎ 886-6-2533131 ext. 2100
📠 06-2537622
✉ jhlin@stust.edu.tw



Education

- Ph.D. Department of Transportation and Communication Management, National Cheng-Kung University, Tainan, Taiwan, 2001/7
- M.S. Department of Traffic and Transportation, National Chiao-Tung University, Hsinchu, Taiwan, 1993/6.
- B.S. Department of Mathematics with emphasis on Statistics and Mathematical Methods, TamKang University, Taipei, Taiwan, 1991/06.

Area of Specialty

- Freight Transportation, Vehicle Routing and Scheduling, Transportation System Analysis, Logistics and Supply Chain Management, Fleet management.

Academic Experience

- Dean, office of Academic Affairs, Southern Taiwan University, Tainan, Taiwan, 2018/08 to present.
- Distinguished Professor, Department of Marketing and Logistics Management, Southern Taiwan University, Tainan, Taiwan, 2018/08 to present.
- Professor, Department of Marketing and Logistics Management, Southern Taiwan University, Tainan, Taiwan, 2012/02 to present.
- Chairman, Department of Marketing and Logistics Management, Southern Taiwan University, Tainan, Taiwan, 2011/08 to 2018/07.
- Visiting Scholar, Robert H. Smith School of Business, University of Maryland, College Park, MD, USA, 2005/09 to 2006/08.
- Associate Professor, Department of Marketing and Logistics Management, Southern Taiwan University, Tainan, Taiwan, 2002/02 to 2011/07.
- Assistant Professor, office of Academic Affairs, Southern Taiwan University, Tainan, Taiwan, 2001/08 to 2002/01.
- Lecturer, Department of Business Administrator, Kao-Yuan University of Technology, Kaohsiung, Taiwan, 1993/08 to 2001/07.

Journal Papers

1. Chih-Hung Lin、Shin-Horng Chen、Chiu-Jung Feng (2019) "A Study of Analyzing the Impact of Information Richness and Brand Awareness on Purchase Intention", Electronic Commerce Studies, Vol.1, No.17, pp.53-82.
2. Chih-Hung Lin and Shin-Horng Chen (2018) "The Vehicles Routing Problem of Third Party Logistics in Science Park – Full Truck Load and Less than Truck Load", STUST Journal of Humanities and Social Sciences, Vol.3, No.2, pp.34-50.

Conference Papers

1. Chih-Hung Lin and Ming Hua Chiang (2021), "Case Analysis of Innovative Product Marketing in the Water Transportation Pipeline Industry-Taking Case Company A as an Example." , 2021 Taiwan Conference on Business and Information, Tainan, Taiwan.
2. Chih-Hung Lin and Tsung-I Wu (2020), "Discussion on Marketing Planning of Small and Medium

- Enterprise Construction Companies- Taking a Construction Company in Sothern as an Example.", 17th Service Industry Management and Innovation Conference Papers, Tainan, Taiwan.
3. Chih-Hung Lin and Chih-Hung Lin (2020), "A study for approach an internship process of university from the north.", 17th Service Industry Management and Innovation Conference Papers, Tainan, Taiwan.
 4. Chih-Hung Lin and Shih-Hsien Juan (2019), "Discussion on the Development Model of Taiwan Company Investment in Vietnam" , 2019 Conference on Marketing Research,Taipei,Taiwan.
 5. Chih-Hung Lin (2016), "Clustered single-vehicle routing problem with pickup and delivery" , Proceedings of the Eighth International Workshop ion Regional Innovation Studies(IWRIS2016),Japan.
 6. Chih-Hung Lin and Cheng-Zhong Chen (2016), "Taiwan health food industry management discussion - Kang Yang biochemical technology (stock) company", 2016 industrial management and information application innovation seminar, Tainan, Taiwan.
 7. Chih-Hung Lin and Dong-zhan Zhuang(2016), "A Comparative Analysis of the Methods of Contract Management in Convenient Stores - Taking F Convenience Store as an Example", 13th Seminar on Service Management and Innovation, Tainan, Taiwan.
 8. Chih-Hung Lin and Ming-Xian Lin(2016), "Correlations of Convenience Store Field Design and Sales Performance: A Case Study of F Convenience Store", 13th Seminar on Service Management and Innovation, Tainan, Taiwan.
 9. Chih-Hung Lin and Chun-Tsai Su(2015), "A study to explore the impact factor of car sales to sale cars -A case study of Nandu Motor Co., Ltd", Seventh Southern District Management Master's thesis seminar, Tainan, Taiwan.

Dissertation

- Chih-Hung Lin (2001) "The Tractor Routing Problem in Auto-Carrier" , Ph.D.National Cheng-Kung University, Tainan, Taiwan.
- Chih-Hung Lin (1993) "A Study on Equivalent Sound Level Prediction Modeland Assessment Indica Tor for Railway Noise" , M.S. Thesis National Chiao-Tung University, Tainan, Taiwan.

Books

- Transportation Network Analysis (Chapter 11), Wu-Nan Publish incorporated company, Taipei, Taiwan, 2002.

Professional Certifications

1. Graduation Certificate for Bonded Business Personnel (No. 1020110034), 2013/10/01.
2. SOLE-CPL CPL-Level 3-DML • (Demonstrated Master Logistician), 2010/10/01.
3. ERP Application Engineer for Distribution Module (No.EAE10DS01509), 2010/05/01.
4. SOLE-DL Demonstrated Logistician, DL 2009/06/01.
5. CILT-Foundation Certificate in Logistics (No.S017563), 2007/12/01.
6. Internet and Computing Core Certifications (No. KEDIT-wsSm), 2007/11/01.

Professional Experience

1. Asia Taiwanese Chambers of Commerce to director (2014/07 to present)
2. Thai-Taiwan Business Association (TTBA) to consultant (2013/05 to present)
3. Wu-song MRT Company to consultant (2013/01-2014/08/31)
4. Weimar Marketing Co., Ltd. to consultant (2014/04 to present)
5. Counselor for the ARTC(2012/01 to present)
6. Counselor for the Ministry of Labor's small manpower improvement plan (2014/01-2016/12)
7. Registrar Section leader to Kao Yuan University (1994/02-1997/01)

Grants

1. 1.Ministry of Education helps universities and colleges to handle COVID-19 impacting students

- study situation project., 35001090142-EDU, \$367,259, 2020/01/15~2021/07/31.
2. 2.Ministry of Education helps universities and colleges to handle COVID-19 impacting students study situation project., 35001090143-EDU, \$1,800,000 , 2020/01/15~2021/07/31.
 3. 3.109 Academic Year Nan Jeon University of Science And Technology Student Placement Program, 35001090134-EDU, \$2,176,438 , 2020/08/01~2021/07/31.
 4. 108 Academic Year Nan Jeon University of Science And Technology Student Placement Program (2) , 35001080325-EDU, \$1,796,815 , 2019/09/01~2020/07/31.
 5. 108 Academic Year Nan Jeon University of Science And Technology Student Placement Program, 35001080302-EDU, \$1,684,493 , 2019/09/01~2020/07/31.
 6. 108 Academic Year Nan Jeon University of Science And Technology Student Placement Program (3) ,35001080335-EDU, \$391,558 , 2019/08/01~2020/07/31.
 7. 108 Academic Year "Production And Cooperation Work Plan" -Operation and Management Service Class, 35001080151-EDU, \$550,000 , 2019/08/01~2023/07/31.
 8. 108 Academic Year The New Southbound Learn to Build A Dream-Vietnam Sheang Lih Cycle Ind. Co., Ltd Practic Program, 35001080171-EDU, \$168,000 , 2019/06/01~2020/12/31.
 9. 107 "Industrial College Project" - Chain Footwear Retail Channel Management Industry Course, D0001070118-EDU-2, \$770,000 , the Ministry of Education , 2018/08/01~2019/07/31.
 10. 107 production and cooperation work plan - marketing circulation service for classes, 35001070102-EDU, \$330,000 , the Ministry of Education , 2018/07/01~2019/07/31.
 11. Vietnam Enli Industrial Co., Ltd. Internship Program, P0001070112-EDU-5, \$96,000 , the Ministry of Education, 2018/06/01~2019/12/3.
 12. Japan Xinyifeng Co., Ltd. Internship Program, P0001070111-EDU-9, \$83,400 , 2018/6/1~2019/12/31.
 13. Marketing Circulation Service Classes, 791060118GP-2, \$750,000 , 2017/07/01~2018/08/3.
 14. 106 Academic Year Production And Cooperation Work Plan - Marketing Circulation Service Classes, 731060119-GP-1, \$330,000 , 2017/07/01~2022/07/31.
 15. Japan Corporation Shallow Mine Farm Production And Training Internship Program, 781060109-GP-3, \$319,200 , 2017/06/01~2018/12/31.
 16. Thailand UnionTech International Marketing Internship Program, 781060110-GP-4, \$192,000 , 2017/06/01~2018/12/31.
 17. Tainan City, Southeast Asia Investment Survey Commissioned Services, 341050195-GP, \$440,000 , the Tainan City Government EDB, 2016/10/20~2017/05/31.
 18. Ministry of Education the university of manchester practical training course, 341050191-GP, \$87,802 , 2016/09/02~2016/09/25.
 19. 104 Years of Annual Industrial College Program - Operations Marketing Credit Program (2 years), 341050168-GP, \$330,000 , 2016/08/01~2017/07/31.
 20. 105 academic year subsidy for tertiary institutions, the employment course and the common core function course - the chain of wisdom management course, 131050134-GP-3, \$750,000 , Ministry of Education, 2016/07/01~2017/08/31.
 21. Ministry of Education Commission To National Kaohsiung First University of Science and Technology - Productivity 4.0 of Business Services Enhance Human Resources, 51050070-GP, \$141,900 , 2016/01/01~2016/06/30.
 22. 104 Years of Industrial College Project - Operations Marketing Credit Program, 721040135-GP-2, \$445,000 , 2015/08/01~2016/07/31.
 23. 103 production and cooperation work plan the opening application - circulation marketing retail services for students, 251040041-GP, \$330,000 , 2015/07/01~2016/07/31.
 24. 104 annual hai Dream Project - Singapore overseas retail marketing practical skills Integration Management Internship, 431040081-GP-9, \$67,993, the Ministry of Education, 2015/06/01~2017/12/31.

Entrusted Practical Projects

1. 1.SANG MAO ENTERPRISE CO.,LTD Human Resource Improvement Guidance Program,

- 35001091001, \$198,000 , 2020/03/01~2021/07/31.
2. TOYO AUTOMATION CO., LTD Human Resource Improvement Guidance Program, 35001091002, \$654,000 , 2020/04/01~2021/07/31.
 3. TAIWAN BIFIDO FOODS INC. Human Resource Improvement Guidance Program, 35001100192, \$180,000 , 2020/06/01~2021/07/31.
 4. TOYO AUTOMATION CO., LTD Human Resource Improvement Guidance Program, 35001080259, \$342,000 , 2019/06/01~2020/05/31.
 5. Nan I Book Enterprise Co., Ltd. Marking Planning Guidance Program, 35001080257, \$105,000 , 2019/04/01~2020/06/30.
 6. TAIWAN BIFIDO FOODS INC. Human Resource Improvement Guidance Program, 35001080258, \$250,000 , 2019/04/01~2020/05/31.
 7. Nan I Book Enterprise Co., Ltd. Human Resource Improvement Guidance Program, 35001080256, \$288,000 , 2019/04/01~2020/06/30.
 8. HAN TAI TECHNOLOGY Co., Ltd. Human Resource Improvement Guidance Program, 35001070353, \$201,600 , 2018/06/01~2019/05/31.
 9. SOREX WELDING CO., LTD. Human Resource Improvement Guidance Program, 35001070354, \$211,200 , 2018/06/01~2019/05/31.
 10. CITIC Human Resources Management Consulting Co., Ltd. Human Resource Improvement Guidance Program, 35001070365, \$24,000 , 2018/06/01~2019/05/31.
 11. TOYO AUTOMATION CO., LTD Human Resource Improvement Guidance Program, 35001070366, \$249,600 , 2018/06/01~2019/05/31.
 12. Confinement To Take Care Of Personnel Entrepreneurship Training Class Third Period, 341060217, \$573,900 , 2017/12/01~2018/07/31.
 13. Lactation Health Teacher Professional Courses Fourth period, 341060218, \$576,700 , 2017/10/01~2018/05/31.
 14. Social work division class 4, 341060461, \$340,400 , 2017/07/01~2017/12/31.
 15. Wen-Hong International Limited Human Resources Promotion Counseling Program, 341060434, \$249,600 , 2017/06/01~2017/12/31.
 16. Bonded Warehouse, Logistics Center and Duty Free Shop Licensing Course, 341060096, \$75,400 , 2017/05/01~2017/10/31.
 17. AEO Quality Enterprise Safety Certification Specialist Licensing Course, 341060095, \$67,200 , 2017/04/01~2017/09/30.
 18. Tai Leung International Trading Co. Ltd. - Lethalist Teacher Professional Training Class, 341060007, \$576,900 , 2017/03/01~2017/05/30.
 19. Confinement To Take Care of Personnel Entrepreneurship Training Class, 341060014, \$482,000 , 2017/02/01~2017/07/30.
 20. Social work division class 2, 341060106, \$364,000 , 2017/01/01~2017/04/05.
 21. Tai Leung International Trading Co. Ltd. - Traditional Massage Staff, 341050380, \$1,167,000 , 2016/12/11~2017/03/30.
 22. Bonded Warehouse, Logistics Center and Duty Free Shop Licensing Course, 341050455, \$124,400 , 2016/0/01~2016/12/31.
 23. AEO Quality Assurance Certificate for Certified Personnel, 341050495, \$81,500 , 2016/08/01~2016/12/31.
 24. Tai Leung International Trading Co. Ltd. - Lethalist Teacher Professional Training Class, 341050253, \$540,800 , 2016/08/01~2016/09/30.
 25. Taiwan International Human Resources Integration Care Association Professional Talent Cultivation Program (1) - Confinement Career Training Course, 341050149, \$425,000 , 2016/06/01~2016/07/30.
 26. Taiwan International Human Resource Integrated Care Association Professional Talent Cultivation Program - Professional Training Program for Lactation Teachers, 341050008, \$801,090 , 2016/01/01~2016/04/10.

Honors and Awards

1. 104 Ministry of Education Senior excellent reward, Game: Sever 20 Year, Date: 2015/09.
2. 2012 Southern Taiwan University of Science and senior expiry excellent teacher for 10 years.
3. Instructs the student to attend the competition, Game: Kaohsiung HKUST second tertiary Innovation and Entrepreneurship competition plan, Student: Yong-En Zheng, Jia-hui Liao, Wen-Ching Chen, Zheng- Ying Wu, Date: 2014/11.
4. Instructs the student to attend the competition, Game: 2014 Industrial Management & Information Technology Innovation Seminar, Student: I-Ru Zheng, Ranking: 2th place, Date: 2014/11.
5. Instructs the student to attend the competition, Game: 2014 Vocational Schools in thematic contest Vanung University, Student: Yi –Qian Dai, Ranking: 3rd place, Date: 2014/11.
6. Instructs the student to attend the competition, Game: South Taiwan University of Science and Technology 2014 campus venture capital fund, Student: Hsin-Tung Sun, Wen-Ching Chen, Chiao-Min Chang, Hsing-Ya Fang, Huan-Ting Pang, Ranking: Judges' list award, Date: 2014/11.
7. Instructs the student to attend the competition, Game: 2014 Industrial Management & Information Technology Innovation Seminar, Student: Xin-Hua Chen, Wei-Yi Liao, Shi-Ting Wang, Jia-Qi Lin, Wei-Zhi Zhang, Date: 2014/07.
8. Instructs the student to attend the competition, Game: 2014 National cocoon creative marketing story contest, Student: Wei-Yi Liao, Shi-Ting Wang, Jia-Qi Lin, Wei-Zhi Zhang, Ranking: 3 place, Date: 2014/05.
9. Instructs the student to attend the competition, Game: Maxxis is the new national management practices thematic contest, Student: Yi –Ting Liang, Yi-Ping Chen, Ting-Song Guo, Zong-Xin Ye, Date: 2014/04.
10. Instructs the student to attend the competition, Game: Maxxis is the new national management practices thematic contest, Student: Yi –Ting Liang, Yi-Ping Chen, Ting-Song Guo, Zong-Xin Ye, Ranking: Semifinals Entry prove, Date: 2014/05.
11. Instructs the student to attend the competition, Game: The first national universities Innovation and Venture Competition, Student: Ruo-Yi Huang, Ya-Hui Li, Wan-Ru Guo, Yi-xin Ye, Ranking: excellent, Date: 2013/11.
12. Instructs the student to attend the competition, Game: 101 school year internship Daren finals, Date: 2013/11.
13. Instructs the student to attend the competition, Game: 1st IEIT National Colleges and Universities Innovation and Entrepreneurship Planning Competition, Student: Ruo-Yi Huang, Ya-Hui Li, Wan-Ru Guo, Yi-xin Ye, Ranking: excellent, Date: 2013/11.
14. Instructs the student to attend the competition, Game: 2013 Taiwan Business and Management and Information Seminar, Student: Kuo-Chun Huang, Hsiu-Ya Cheng, Shu-Ning Yang, Ranking: excellent, Date: 2013/05.
15. Instructs the student to attend the competition, Game:2013 Ambitions Creative Competition, Student: Ruo-Yi Huang, Ya-Hui Li, Wan-Ru Guo, Yi-xin Ye, Ranking: excellent, Date: 2013/05.
16. Instructs the student to attend the competition, Game: 101 school year internship Daren finals, Student: I-Lan Wang, Ranking: 2 place, Date: 2013/05.
17. Instructs the student to attend the competition, Game: 101 Academic Year Practice Master Finals, Student: Hsuan Chen, Ranking: 3 place, Date: 2013/04.
18. Instructs the student to attend the competition, Game: 16th National Management Practices thematic guidance contest entries, Student: Jo-I Huang, Ya-Hui Li, Wan-Ju Kuo, I-Hsin Yeh, Ranking: preliminary entry prove, Date: 2013/04.
19. Instructs the student to attend the competition, Game: 16th National Management Practices thematic guidance contest entries, Student: Xiu-Ya Zheng, Shu-Ning Yang, Bi-Juan Cao, Guo-Jjun Huang, Yi-Jie Pan, Ranking:preliminary entry prove, Date: 2013/04.
20. Instructs the student to attend the competition, Game: First National Daya family Creative Product Design Competition, Team:Beats and thunder, Student: Chun-Wei Huang, Chia-Pin Li,

- Kuan-Fu Liu, Ranking: Creative Awards, Date: 2012/12.
21. Reward for Sever Excellent Senior Teachers (101 Academic Year), Game: Sever 10 Years, Date: 2012/12.
 22. Instructs the student to attend the competition, Game: 101 years of innovation business model to explore the e-commerce industry cooperation Case Competition, Student: Xiu-Ya Zheng, Shu-Ning Yang, Bi-Juan Cao, Guo-Jun Huang, Yi-Jie Pan, Ranking: excellent, Date: 2012/11.
 23. Instructs the student to attend the competition, Game: First National Daya family Creative Product Design Competition, Team: Cups, Ranking: Entry prove, Date: 2012/11.
 24. Instructs the student to attend the competition, Game: First National Daya family Creative Product Design Competition, Team: Lizard Mother, Ranking: Entry prove, Date: 2012/11.
 25. Instructs the student to attend the competition, Game: First National Daya family Creative Product Design Competition, Team: Meng as the haunt, Ranking: Entry prove, Date: 2012/11.
 26. Instructs the student to attend the competition, Game: 2012 College of Business and Management Student Special production competition, Student: Jia -Yi Tu, Tzu-Han Chen, Nai-Wei Ye, Jin-Ling Li, Chen-Ann Yu, Ranking: 2 place, Date: 2012/04.
 27. Instructs the student to attend the competition, Game: 15th National Management - Practices thematic contest, Student: Jia -Yi Tu, Tzu-Han Chen, Nai-Wei Ye, Li Jin-Ling, Chen-Ann Yu, Ranking: Entry prove, Date: 2012/04.
 28. Instructs the student to attend the competition, Game: 15th National Management - Practices thematic contest, Student: Si-Hao Huang, Pei –Zhen Jiang, Ranking:Entry prove, Date: 2012/04.
 29. Instructs the student to attend the competition, Game: VAT patent research results show contest, Student: Jia -Yi Tu, Tzu-Han Chen, Nai-Wei Ye, Li Jin-lLing, Chen-Ann Yu, Ranking: Finalist, Date: 2012/03.
 30. Senior excellent reward (100 Year), Game: Sever 10 Years, Date: 2011/12.
 31. Instructs the student to attend the competition, Game: 2011 Patent R&D Achievement Value-added Competition Exhibition, Student: Chia-l Tu, Tzu-Han Chen, Nai-Wei Yeh, Chin-Ling Li, Cheng-An Yu, Ranking: excellent, Date: 2011/12.
 32. Instructs the student to attend the competition, Game: Production And Cooperation Work Plan Business model conception, Student: Nai-Wei Yeh, Tzu-Han Chen, Ting-Yun Yang, Chin-Ling Li, I-Hsien Lin, Chia-l Tu, I-Ling Chen, Ranking: excellent, Date: 2011/11.
 33. Instructs the student to attend the competition, Game: 2011 Southern Taiwan University of Science and Technology Business Administration College Creative Competition, Student: Ssu-Hao Huang, Pei-Chen Chiang, An-Ti Li, Ranking: 3 place, Date: 2011/09.
 34. Senior excellent reward (100 Year), Game: Serve 10 Years, Date: 2011/09.
 35. Senior excellent reward (99 Academic Year), Game: Teaching Excellence Awards, Date: 2011/09.
 36. Instructs the student to attend the competition, Game: 2011 The 14th National Business Management Practice Competition, Student: Wen-l Kuo, Yu-Ting Hsia, Shih-Yu Huang, Chun-Pi Chang, Ranking: 3 place, Date: 2011/05.
 37. Senior excellent reward (98 Academic Year), Game: School-level teaching award, Date: 2010/09.
 38. Instructs the student to attend the competition, Game: 2010 The 13th National Business Management Practice Competition, Student: Chi-Han Liu, Yang-Chih Yeh, Hung-l Tseng, Chou-Yu Yao, Ranking: honorable mention, Date: 2010/05.
 39. Instructs the student to attend the competition, Game: 2010 School of Business Management Student Special Production Competition, Student: Yang-Chih Yeh, Hung-l Tseng, Chou-Yu Yao, Chi-Han Liu, Ranking: honorable mention, Date: 2010/04.
 40. Instructs the student to attend the competition, Game: 2010 Dream take off creative innovation competition, Student: Shu-Jung Hsieh, Chia-Ling Tsai, Ranking: honorable mention, Date: 2010/04.
 41. Instructs the student to attend the competition, Game: 2009 Nationwide Management Practice Thematic Contest, Student: Hui-Chun Chen, Hui-Chun Huang, Ya-Wen Chen, Chien-Yin Ou, Shu-Han Chang, Nai-Hsuan Wang, Ranking: honorable mention, Date: 2009/05.

42. Instructs the student to attend the competition, Game: College of Business and Management students senior project making competition, Student: Nai-Hsuan Wang, Hui-Chun Chen, Hui-Chun Huang, Ya-Wen Chen, Chien-Yin Ou, Shu-Han Chang, Ranking: 1 place, Date: 2009/03.
43. Instructs the student to attend the competition, Game: College of Business and Management students senior project making competition, Student: Chiao-I Hsu, Shih-Ting Wang, Min-Shu Huang, Ranking: honorable mention, Date: 2008/05.
44. Award for Outstanding Graduate Student Mentoring (The First Semester of 92 Academic Year), Date: 2004/02.
45. Instructs the student to attend the competition, Game: DHL Supply Chain Management Paper Award, Student: Chun-I Chen, Chin-Chia Hsu, Ranking: winning, Date: 2003/10.