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Education

- Ph.D., Business Administration on Marketing, NCKU, Taiwan, 1999/10.
- Master, Business Administration, NCCU, Taiwan, 1981/7.

Area of Specialty

- Marketing Planning
- Brand and Advertising Management
- Corporate Culture Analysis

Journal Papers

1. 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: Social Science Edition, 4(2), 13-31.
2. Huang, Wen-Hung, Sheng-Hsiung Chuang, Ya-Ling Tsai, Ling-Yu Huang & Jing-Wen Wang(2019), "A Cross-Cultural Study on the Sharing Effects of Message in Social Media: A Comparison between Taiwanese and Germany", Management Information Computing, 8(S2), 51-61.
3. Chuang, Sheng-Hsiung, Wen-Hung Huang & Chiao-Wei Wang(2019), " The Impact of Packaging and Perceived Value on Green Purchase Intentions for Gift Box", Management Information Computing, 8(S1), 126-145.
4. Huang, Wen-Hung, Kun-Shou Shih, Sheng-Hsiung Chuang & Man-Ping Qiu(2017), "The Impacts of Cultural Capital and Campus Experience on the Development of Employability: a Case of Senior Undergraduates at Universities of Science and Technology," Across-Strait Vocational Education Journal, 1(1), 54-66.
5. Chuang, Sheng-Hsiung, Kun-Shou Shih, Wen-Hung Huang & Zhen-Yi Song(2017), " The Study on the Differences in the Impact of Quantity Discount and Promotion Framing on Impulsive Buying", Management Information Computing, 6(S2), 171-188.
6. Wu, Chia-Te, Pei-Chuen Wang and Wen-Hung Huang, (2016), "A Study on the Relationship among Creative Personality and Creative Behavior - Evidence from A University of Science and Technology," Management Information Computing, 5(2), 47-57.
7. Lee, Hsin-Hsiang, Wen-Hung Huang, Tzu-Li Lu, Hui-Feng Wang & Yang-Chih Wang(2015), "The Influence of Psychological Capital on Adolescent Sub-Culture Identification for Junior High School Students -- Using School Life Experience as the Mediation Variable," STUST Journal of Humanities and Social Sciences, 14, 1-34.
8. Lee, Hsin-Hsiang, Wen-Hung Huang, Mao-Neng Lee & Tzu-Li Lu(2015), "The Impact of STS Teaching Strategies and Self-regulated Learning on Underachievers' Learning of Natural Science and Technology in Elementary Schools," STUST Journal of Humanities and Social Sciences, 13, 1-44.
9. Day, Rong-Fuh, Chien-Huang Lin, Wen-Hung Huang & Sheng-Hsiung Chuang(2009), "Effects of Music Tempo and Task Difficulty on Multi-attribute Decision Making: An eye-tracking approach," Computers in Human Behavior, 25, 130-143. 【SSCI】
10. Tsai, Y. C., C.M. Huang, and W. H. Huang(2004), "A Explorative Study on Constructing Factors of Human Interaction Interface," Journal of The Social Science and The Humanities, Vol.10.

11. Huang, W. H. and C. N. Chen(2000), "The Moderating Effect of Industry on Relationship between Company Cultural and Market Orientation," *Journal of Fu Jen Management Review*, Vol. 7, No.2, 69-92.
12. Wu, W. E. and W. H. Huang(1997), "A Study on the Relationship among Organizational Culture, Decision Model, and Business Strategy," *Journal of Pan Asia Management Review*, Vol. 2, No.1, 59-83.
13. Chen, C. N. and W. H. Huang(1997), "A Study on the Cultural Root of Market Orientation," *Journal of Fu Jen Management Review*, Vol. 4, No.1, 79-110.

Conference Papers

1. Huang, Wen-Hung, Jing-Wen Wang and Ting-Ting Gao, 2021/05/28, "A Study on the Persuasive Effect of Commenters in Online Community," 2021 Conference on Corporate Culture & Business Development, Shih Chien University, Kaohsiung.
2. Huang, Wen-Hung, Ling-Yu Huang and Chih-Ling Ou, 2021/05/28, "A Study on the Online Shopping Effects of Freight Labeling Mode," 2021 Conference on Corporate Culture & Business Development, Shih Chien University, Kaohsiung.
3. Huang Wen-Hung, Y. L. Tsai and Y. H. Chen, 2021/05/14, "From Technology Acceptance Model to Explore Brand Loyalty and Customer Satisfaction: A Case of App Marketing in Sports Brands", 2021 Business Management Decision and Practice Conference, Southern Taiwan University of Science and Technology, Tainan.
4. Huang, Ying-Yuh, Wen-Hung Huang, Zhi-Han Lin and Ming-Hsi Chung, 2020/6/10, "The Impacts of Youth Empowerment Program on the NPO's Development of Social Enterprise," 2020 Conference on the Management and Innovation of Service Industry, Southern Taiwan University of Science and Technology, Tainan.
5. Huang, Ying-Yuh, Wen-Hung Huang and Sun Ping Wang, 2019/11/8, "A Study on the Effects of Customer Product Knowledge, Brand Recognition and Brand Image on Purchase Intention," 2019 Conference on Intellectual Business Application, Hsiuping University of Science and Technology, Taichung.
6. Huang, Wen-Hung, Ying-Yuh Huang, Yi-Ming Wu and Jing-Wen Wang, 2019/05/31, "The Moderating Effects of Dual Source Credibility on the Relationship between Message Characteristics and Intention to Share in Social Networking," 2019 Conference on Corporate Culture & Business Development, Shih Chien University, Kaohsiung.
7. Huang, Wen-Hung, Sheng-Hsiung Chuang, Man-Ping Qiu and Ling-Yu Huang, 2019/05/31, "A Cross-Cultural Study on the Relationship between Message Characteristics and Sharing Intention in Social Media," 2019 Conference on Corporate Culture & Business Development, Shih Chien University, Kaohsiung.
8. Huang, Ying-Yuh, Wen-Hung Huang and Sun Ping Wang, 2018/6/9, "A Exploration on the Marketing Strategy of Small-scale Domestic Interior Design House," 2018 The 19th Conference on Interdisciplinary and Multifunctional Business Management, Soochow University, Taipei.
9. Huang, Wen-Hung, S. H. Chuang and M. P. Qiu, 2017/6/9, "A Study on the Interrelationship of Cultural Capital, Campus Experience and Employability: a Case of Senior Students in Universities of Science and Technology," 2017 Conference on Management Thinking and Practice & Applied Science, Ming Chuan University, Taipei.
10. Huang, Shyh-Ming, Wen-Hung Huang and Yen-Yu Kuo, 2017/6/2, "The Impact of Brand Experience, Brand Trust, Brand Satisfaction and Brand Engagement on Brand Loyalty," The 12th Conference on Theory and Practice of Business Internationalization, Chang Jung Christian University, Tainan.
11. Huang, Wen-Hung, K. S. Shih and E. M. Wu, 2017/4/27, "The Influence of Cultural Capital on Employability: The Intermediary Role of Campus Experience of Universities of Science and Technology," 2017 Symposium on Global Business Operation and Management, Cheng Shiu University, Kaohsiung.
12. Shih, K., Huang, W., Chen, H. and Kao, C., 2016/11/28, "The Study of Profit Value Activities and

Co-opetition Model for LED Lighting Industry -Interviews with Downstream," 2016 The Conference on Innovation of Industrial Management and Information Application, Southern Taiwan university of Science and Technology, Tainan.

13. Shih, K. S., W. H. Huang, S. H. Chuang , G. B. Huang and Y. W. Chang, 2015/11/28, "The Impacts of Self-Consistency, Brand Trust and Brand Affection on Brand Loyalty," 2015 The Conference on Leisure Industry Management, Southern Taiwan university of Science and Technology, Tainan.
14. Huang, S. M., W. H. Huang and S. Y. Chang, 2015/5/29, "The Moderating Effect of Brand Trust on the Relationship of Brand Image with Brand Loyalty," 2015 The Business Teacher's Technological and Practical Education Conference, Southern Taiwan university of Science and Technology, Tainan.
15. Huang, W. H., S. H. Chuang, C. M. Kuo and Y. C. Lin, 2015/04/28, "The Impacts of Mix-joint bundling and Brand Extension on Overall Brand Equity," 2015 The Conference on Academy and Practice of Business Management, Jinwen University of Science and Technology, New Taipei City, Taiwan.
16. Shih, K. S., W. H. Huang, S. H. Chuang, G. H. Lee and G. B. Huang, 2014/11/21, "The Study of Consumer's Participation Online Group Buying Intention: A Interference Analysis of Online Group Buying Experiences," 2014 The Conference on Innovation of Industrial Management and Information Application , " Southern Taiwan university of Science and Technology, Tainan.
17. Huang, Y. Y., W. H. Huang, C. Z. Xie, and K. J. Moe, 2014/5/02, "The Impacts of Internal Service Quality, Employees' Perception, and Job Satisfaction on Job Performance," 2014 Finance, Accounting and Management Decision Conference, Southern Taiwan university of Science and Technology, Tainan.
18. Shih, K. S., W. H. Huang, S. H. Chuang, H. W. Chen and H. E. Wu, 2013/11/01, "The Impacts of Service Innovation and Brand Image on Customer Value and Loyalty," 2013 The Conference on Innovation of Industrial Management and Information Application, Southern Taiwan university of Science and Technology, Tainan.
19. Shih, K. S., W. H. Huang, C. M. Kuo, H. W. Chen and L. Y. Lin, 2013/11/01, "A Study on the Operation Efficiency of Gas Stations in Country Side," 2013 The Conference on Industrial Design Marketing and Service Innovation Management," Southern Taiwan university of Science and Technology, Tainan.
20. Wang, I. C., W. H. Huang, R. Y. Huang and H. L. Ke, " 2013/05/31, "A Study on the Operation Efficiency of Gas Stations in Country Side," 2013 The Conference on Innovation of Industrial Management and Information Application," Tung Fang Design Institute, Kaohsiung.
21. Huang, W. H., C. M. Kuo, K. S. Shih and S. J. Liu, 2013/03/15, "A Study on the Interrelationship between Service Quality Enhancement and Administration in Accordance with Regulations in a Public Affairs Agency," 2013 The Conference on Industry Innovation and Management," National Changhua University of Education, Changhua.
22. Shih, K. S., S. H. Chuang, W. H. Huang and Y. R. Chen, 2012/11/23, "A Study on the Structural Model of Consumer Value of Environment and Green Consumption," 2012 The 8th Conference on Theories and Practices in International Business," Chang Jung Christian university, Tainan.
23. Huang, W. H., S. H. Chuang and Z. Y. Lin, 2012/10/26, "The Impacts of Negative Disconfirmation and Customer Participation on Expected Service: a Case of Restaurant Service," 2012 The Conference on Global Service Industry, National PingTung University of Science and Technology, PingTung.
24. Shih, K. S., M. C. Chiu, W. H. Huang, H. W. Chen and C. Y. Shieh, 2012/10/19, "The Impacts of IMC on the Effectiveness of Sporting Marketing: A Interfering Model of Consumer Identification," 2012 Business Administration and Marketing Innovation Conference, Shu-Te University of Science and Technology, KaoHsiung.
25. Huang, W. H., S. M. Chuang and C. M. Kuo, 2012/05/18, "The Impacts of Positive Disconfirmation and Emotions on Expected Service," 2012 The 9th Conference on Service Management and Innovation, Southern Taiwan University of Science and Technology, Taiwan.

26. Huang, W. H., S. M. Chuang, K. S. Shih and C. S. Wu, 2012/05/18, "The Impacts of Brand Image and Service Quality on Customer Satisfaction and Loyalty," 2012 The 9th Conference on Service Management and Innovation, Southern Taiwan University of Science and Technology, Taiwan.
27. Shih, K. S., W. H. Huang, S. M. Chuang, H. R. Wu and Y. W. Ker, 2011/05/06, "A Study on the Communication pattern of Blog Experience," 2011 Symposium on Global Business Operation and Management, Cheng Shiu university, Kaohsiung.
28. Huang, W. H., I. C. Wang, S. M. Chuang, C. L. Wu and H. Z. Chen, 2011/01/05, "A Case of TFT-LCD Marketing Strategy Development," 2011 Conference on Business and Marketing Management, Shu-Te university, Kaohsiung.
29. Wang, I. C., W. H. Huang, S. M. Chuang, J. S. Ye and S. H. Chiang, 2010/11/20, "The Impacts of Internal marketing and Organizational commitment on Job Performance," 2010 The 8th Conference on the Best Business Concept and Value Creation in New Century, Fu Jen university, Taipei.
30. Shih, K. S., C. M. Chiu, W. H. Huang, Z. Y. Sun and C. W. Wang, 2010/10/15, "The Perceived Message Effects of Argument Quality and Service warranty," 2010 The 7th Conference on Service Management and Innovation, Southern Taiwan university, Taiwan.
31. Shih, K. S., W. H. Huang, C. M. Kuo, Y. W. Ker and H. R. Wu, 2010/10/15, "The Moderation of Involvement on Communication pattern of Blog Experience," 2010 The 7th Conference on Service Management and Innovation, Southern Taiwan university, Taiwan.
32. Huang, Y. Y., W. H. Huang, C. M. Kuo and R. R. Hung, 2010/06/26, "The Interrelationship of Cognitive Image, Affective Image, Travel Quality and Perceived Value," 2010 The 13th Conference on Interdisciplinary and Multifunctional Business Management, Soochow university, Taipei.
33. Shih, K. S., S. M. Chuang, W. H. Huang, T. H. Wu and C. W. Wang, 2010/05/28, "A Study on the Application of QFD and Balance Scorecard to Construct Perceived Brand Equity Management Model," 2010 The Conference on Business Management and decision, Chang Jung Christian university, Taiwan.
34. Shih, K. S., W. H. Huang, L. Y. Liao, C. W. Wang and J. Y. Liu, 2010/04/30, "The Construction of Brand Equity Model," 2010 Symposium on Global Business Operation and Management, Cheng Shiu university, Kaohsiung.
35. Shih, K. S., W. H. Huang, S. M. Chuang and Y. M. Yu, 2010/04/30, "A Study on the Pattern of Word of Mouth," 2010 Symposium on Global Business Operation and Management, Cheng Shiu university, Kaohsiung.
36. Huang, W. H. & Y. W. Hsieh, 2006/06/18, "The effect of Price Segment and Reference Price on Internet Pricing," 2006 The 4th Conference on Management Thoughts and Practices, Ming Chuan university, Taipei.
37. Huang, W. H. & Y. W. Hsieh, 2006/05/26, "The effect of Price Segment and Reference Price on Internet Pricing: A Case of Online Book Shop," 2006 The 4th Conference on Industry Management and Innovation, Hsiu Ping University of Science and Technology, Taichung.
38. Huang, W. H. & S. S. Huang, 2006/05/26, "The Effect of Member Interaction and Organizational Characteristics on Organizational Commitment," 2006 The 4th Conference on Industry Management and Innovation, Hsiu Ping University of Science and Technology, Taichung.
39. Huang, W. H., S. H. Huang, E. Y. Pu, D. L. Wu and Y. C. Chen, 2006/05/19, "A study on the Effect of Community Consciousness on CVS' Strategy," The 4th Conference on Contemporary Marketing Academy, Kaohsiung First University of Science and Technology, Kaohsiung.
40. Huang, W. H., S. M. Huang and B. Y. Wu(2005), "The Impacts of Bonds and Quality of Relationship on Customer Loyalty," The International Conference of Management, Leader University, Tainan.
41. Huang S. M., W. H. Huang, B. Y. Wu, M. W. Yu, and E. F. Lee(2005), "The Impacts of Bonds and Quality of Relationship on Brand Equity," 2005 The 9th Conference on Interdisciplinary and Multifunctional Business Management, Soochow University, Taipei.
42. Huang, W. H., K. S. Shih, and Y. L. Chang(2004), "The Impacts of Promotion frequency and

Discounts Magnitude on Brand Equity," The 2nd Academic Conference of Contemporary Marketing, Chung-Hsing University, Taichung.\

43. Huang, Wen-Hung and H. E. Lee(2003), "The Future of Strategic Logistic Alliance," The 8th Conference of Business Cases on Taiwan, Southern Taiwan University of Technology, Tainan.
44. Huang, Wen-Hung and C. Y. Lin(2003), "The advantages and Opportunity of Motar-and-Click Channel," The 8th Conference on Business Cases in Taiwan, Southern Taiwan University of Technology, Tainan.
45. Huang, Wen-Hung(2001), "The Impacts of Cultural Diversity and Balance on the Characteristics of Capability," The 10th Conference of Management Education, Yunlin University of Science and Technology, Yunlin.
46. Tsai, Y. C., W. H. Huang, and J. M. Chen(1999), "A Exploratory Study on the Usability of Window's User Interfaces," The 1st Academic Conference of Pan-Asia Management, NCKU, Tainan.
47. Chen, C. N., B. C. Tan, and W. H. Huang(1996), "The Cultural Root of Market-driven Strategy," The Conference of Company Culture and Business Ethnics, NCCU, Taipei.
48. Huang, W. H.(1996), "The Interrelationship among Company Culture, Market Orientation, and Performance," The 11th Technological and Vocational Education Conference of Republic of China, Ministry of Education, Kaohsiung.

Dissertation

- Huang, Wen-Hung (1999), "Corporate Culture, Strategic Capability and External Causal Ambiguity: An Advantage-sustainability Perspective," Ph.D. Dissertation, National Cheng Kung University.

Books

1. Smart Commerce Introduction, K. M. Tsai etc., ed. ISBN: 978-986-503-272-2, Chuan Hwa Book Co., 2020.
2. Managerial Accounting, W. H. Huang and J. S. Lyu, ISBN: 978-986-564-746-9, John Wiley, Inc. & Tsang-hai Books Co., 2016.
3. Essential of Marketing, W. H. Huang, J. T. Wu, and S. H. Chuang, ISBN: 957-493-753-4, McGraw Hill, Inc. & Tsang-hai Books Co., 2003.

Professional Certifications

1. Examination of Management Proficiency, No. MP201701314, Matrix Management Consultant Company, 2017/12/26.
2. Certification of Integrating Marketing Management Analyst, No. IMMA201708004, Matrix Management Consultant Company, 2017/08/31.
3. Certification of Brand Management Analyst, No. BMAISMM20163015, Matrix Management Consultant Company, 2016/01/21.
4. Certification of Internet and Social Media Marketing Manager, No. ISMM201606005, Matrix Management Consultant Company, 2016/01/21.
5. Certification of Service Industry Administrator, No. SMA201409011, Matrix Management Consultant Company, 2014/09/01.
6. Certification of CIW E-Commerce Associate, No. CAXP25002351406260111, CIW(Certified Internet Webmaster), 2014/07/01.
7. Certification of CIW E- Commerce Implementation Engineer, No. CAXP25002371406260111, CIW(Certified Internet Webmaster), 2014/07/01.
8. Certification of CIW E- Commerce Technical Engineer, No. CAXP25002361406260111, CIW(Certified Internet Webmaster), 2014/07/01.
9. Certification of CIW TAIWAN E-Commerce Professional, No. CAXPQTB20140707037, CIW(Certified Internet Webmaster), 2014/07/01.
10. Certification of Consumer Behavior Analyst, No.201301282, Matrix Management Consultant

Company, 2013/12/20.

11. Certification of Marketing Decision, No.TBD1309-024, Taiwan Institution of Marketing Science, 2013/09.
12. Certification of Test Center Administrator, No.WL020130916012, CIW(Certified Internet Webmaster), 2013/09.
13. Certificate of Invigilator for Field Tests of Skills Certification, No.0960200058, Council of Labor Affairs Executive Yuan, 2007.
14. Microsoft Office Specialist--PowerPoint 2003, Microsoft, 2009.
15. Microsoft Office Specialist--Excel 2003, Microsoft, 2009.
16. Microsoft Office Specialist--Access 2003, Microsoft, 2009.
17. Microsoft Office Specialist-Master, Microsoft, 2009.
18. Microsoft Office Specialist--Word 2003, Microsoft, 2009.

Grants

1. "A Study on the Innovativeness and Performance of Network and ambidextrous organization", co-director, funded by National Science Council, 99-2410-H-218-004-MY2, 2010.
2. The Program of Teacher Cultivation on Creativity and Innovation, funded by Ministry of Education, 2001~2003.
3. "The Impacts of Product Complementarity and Involvement on the Effectiveness of Joint Advertising", funded by National Science Council, NSC-90-2416-H-218-007-, 2001.
4. "A Study on the Effects of Fit between Firm's Capability and Culture on Causal Ambiguity", funded by National Science Council, 89-2416-H-218-001-SSS , 1999.

Entrusted Practical Projects

1. Huang, Wen-Hung, Chu-Chun Tang and Chung-Ming Kuo, 2018, The Project of Promoting Professional Certification in Advanced Integrated Marketing Competency. 35001070033.
2. Hunag, Wen-Hung, 2016, Shen Guang-wun Home Décor Design Prize 2016 by Shanhua District Office, Tainan City, 251050048-GP.
3. Hunag, Wen-Hung, 2015, Net-Bio Mmarketing Education and Planning, 341040218.
4. Hunag, Wen-Hung, 2014, Integrated Marketing Service Platform for Le-Wen Cultural Business, 341030021.
5. Hunag, Wen-Hung, 2012, DaYa Creative Design Contest 2012 by Shu-Gu, 341010482.
6. Hunag, Wen-Hung, 2011, The E-marketing Platform for Watch Industry Cluster, 341000071.
7. Hunag, Wen-Hung, 2011, A Planning for B2C Brand Building, 341000072.