

Ming-Chih Chung (鍾明志)

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

Office T1111
☎ 886-6-2533131 ext. 8311
📧 z0y@stust.edu.tw



Education

- * B.A. Department of International Business, National Chengchi University, Taipei, Taiwan, 1996/6
- * M.A. Department of Transportation and Communication Management, National Cheng Kung University, Tainan, Taiwan, 1998/7
- * PhD, Department of Transportation and Communication Management, National Cheng Kung University, Tainan, Taiwan, 2006/7

Area of Specialty

- * Marketing and business strategy development of new product and service
- * Marketing and Transportation Business Management (Marketing and Transportation Management)
- * Evaluation process design of advanced technology (Technology Management [Management discipline II related])

Academic Experience

- N.A.

Journal Papers

- Chung, Ming-Chih, Tsai, Ya Ling and Lu, Yu-Chun (in press) "Leisure Farm's Situational Factors and Tourists' Satisfaction," *Management Sciences Research*, 14(1). (in Chinese)

Conference Papers

1. M.-C. Chung and M.-J. Li (2019/12) "Success Factors of RFID-Based Application in the Laundry Store," 2019 International Symposium on Novel and Sustainable Technology, Tainan, Taiwan.
2. Chung, Ming-Chih and Lee, Yu-Hsien (2019/12) "Critical Factors Affecting Customer Loyalty for Sporting Goods," The 25th International Conference on Information Management & Practice, Kaohsiung, Taiwan.
3. Chung, Ming-Chih (2019/10) "A Conceptual Model of Smart Speaker Service for the Aged Care," 2019 Annual Conference on Biotechnology and Health Care, Chiayi, Taiwan.
4. Chung, Ming-Chih (2018/9) "Service Innovation Strategy of Smart Medicine Label Providers," 2018 International Conference on Emerging Health Policies and Smart Medical Care (EHPSMC), Kaohsiung, Taiwan.
5. Chung, Ming-Chih (2018/6) "International Air Cargo Service Innovation," 2018 International Conference on Innovation Digital Design Future Design in Age, Tainan, Taiwan.
6. Chung, Ming-Chih and Wei-Xiu Feng (2018/5) "The Design of Positioning of Dementia Patients," 2018 Conference on Finance, Accounting and Management Decision-Making, Tainan, Taiwan.
7. Chung, Ming-Chih and Feng Jang (2017/12) "The Preliminary Investigation on Automated Storage/Retrieval Systems Improvement," 2017 Chinese Institute of Industrial Engineers Annual Conference, Kaohsiung, Taiwan.
8. Chung, Ming-Chih (2016/5) "RFID-Based Hotel Service Innovation Strategy: The Case of the Kids Hotel," 2016 Conference on Leisure and Hospitality Management, Tainan, Taiwan.
9. Chung, Ming-Chih and Ching-He Shih (2015/11) "Consumer Purchase Intention, Cuisine Content and Landscape Characteristic in the Landscape Restaurants," 2015 Conference on Department

of Leisure, Recreation and Tourism Management (Southern Taiwan University of Science and Technology), Tainan, Taiwan.

10. Chung, Ming-Chih (2015/4) "Preliminary Research of Radio Frequency Identification Application to Emergency Room Service," 2015 10th International Symposium on Healthcare Information Management, Tainan, Taiwan.
11. Chung, Ming-Chih (2014/11) "A Preliminary Study on Brand Image, Loyalty and Marketing Strategy," The 10th International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan.
12. Chung, Ming-Chih (2014/10) "A Preliminary Study on Supply Chain Strategy of Tea Shop Chain Stores," The 2nd International Conference on Tourism and Hospitality, Tainan, Taiwan.
13. Chung, Ming-Chih and Hsiao-Che Lin (2013/11) "Important Factors Affecting Consumer Purchase Intention for Sporting Goods: The Empirical Research of Nike," The 9th International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan.
14. Chung, Ming-Chih and Ching-Yun Hsu (2013/5) "Preliminary Research of Radio Frequency Identification Wristband Development," 2013 Business Administration and Operational Decision Conference in CJCUC, Taiwan, Tainan, Taiwan. (in Chinese)
15. Chung, Ming-Chih and Bei-Yi Tsai (2013/5) "Preliminary Research of Anti-Theft Systems for Cars," 2013 Marketing and Logistics Management Practice Conference, Tainan, Taiwan. (in Chinese)
16. Chung, Ming-Chih and Wei-Tai Chen (2013/4) "Preliminary Research of the Development of Microchip Implant in Animals," 2013 Finance, Accounting and Management Decision Conference, Tainan, Taiwan. (in Chinese)
17. Chung, Ming-Chih and Jing Yi Li (2012/10) "Critical Factors Affecting Consumers' Purchase of Branded Products," The 8th International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan.
18. Chung, Ming-Chih and Cai Hua Yang (2012/10) "RFID Application to Organic Agriculture," 2012 Business Administration and Marketing Innovation Conference, Kaohsiung, Taiwan. (in Chinese)

Dissertation

- * Chung, Ming-Chih, Technology Planning for Intelligent Transportation Systems: The Case of APTS and ATIS in Taiwan. Ph.D. Dissertation, National Cheng Kung University, May 2006

Books

- N.A.

Professional Certifications

1. Franchise Chain Marketing in Brand Management, FMBM (Chinese), CIIP International Certification, 2018/2
2. Business Intelligence Management, BIMM(Chinese), CIIP International Certification, 2019/8

Professional Experience

1. Members of the test administration committee, Tainan Exam Area, 2021 TVE Joint College Entrance Examination, 2021/5 to 2021/5
2. Members of the test administration committee, Tainan Exam Area, 2020 TVE Joint College Entrance Examination, 2020/5 to 2020/5
3. Members of the test administration committee, Tainan Exam Area, 2019 TVE Joint College Entrance Examination, 2019/5 to 2019/5
4. Members of the test administration committee, Tainan Exam Area, 2018 TVE Joint College Entrance Examination, 2018/5 to 2018/5
5. Members of the test administration committee, Tainan Exam Area, 2017 TVE Joint College Entrance Examination, 2017/5 to 2017/5

Grants

- N.A.

Entrusted Practical Projects

1. Chung, Ming-Chih, 2019. 108 Academic-year Industry-Academia Cooperation Plan: Marketing and Distribution Service Program, Approved Code: 1080239381C, 2020/8/1 to 2021/7/31, NT\$ 770,000.
2. Tsai, Ya Ling, and Tang, Chu-Chun and Chung, Ming-Chih, 2021. Industry-Academia Cooperation Plan of the 2021 Local Special Value-Added Cultural Creation Competition in Shanhua District, Contract Code: 35001100041-GP, 2021/1/22 to 2021/10 /5, NT\$ 100,000.
3. Wang, I-Chiang, Chung, Ming-Chih, 2019. Industry-Academia Cooperation Plan of Management Development Program on Human Resource, Contract Code: 35001080435, 2019/12/1 to 2020/3/31, NT\$ 55,000.
4. Tsai, Ya Ling, Chung, Ming-Chih and Wang, I-Chiang, 2018. Industry-Academia Cooperation Plan of Questionnaire Survey Analysis and Operation Improvement, Contract Code: 35001070276, 2018/8/1 to 2019/2/15, NT\$ 190,000.

Honors and Awards

- Ming-Chih Chung, Chrestomathy, A Conceptual Model of Smart Speaker Service for the Aged Care, 2019 Annual Conference on Biotechnology and Health Care, 2019