

Hsin-Hsiung Chang

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Education

- Ph.D.(Agricultural Economics) Tokyo University of Agriculture, 1991
- M.A.(Business Administration) National Chengchi University, 1966
- B.A. (International Trade) National Chengchi University, 1963

Area of Specialty

- Marketing Management
- Marketing Strategy
- International Marketing
- Sales Management

Academic Experience

- 1967-1972: Adjunct Lecturer, Department of Accounting, National Chengchi University
- 1973-1985: Professor, Department of Industrial Management, Nan-Tai Junior College of Engineering
- 1976-1985: Adjunct Professor, Department of Industrial Management, National Cheng Kung University
- 1985-1990: Professor, Nan-Tai Junior College of Engineering
- 1990-1996: Professor, Nan-Tai Junior College of Engineering and Business
- 1996-1999: Professor, Nan-Tai Institute of Technology
- 1999-2007: Professor, Southern Taiwan University of Technology
- 2007-2010: Chair Professor, Southern Taiwan University of Technology
- 2010-now:Adjunct Chair Professor, Southern Taiwan University of Science and Technology

Dissertation

- Chang, Hsin-Hsiung (1991) "A Study on Vegetable Marketing Strategies and Purchasing Behavior in Taiwan," Ph. D. Dissertation, Tokyo University of Agriculture

Books

1. Sales Management, Fu Wen Books, 2011
2. Marketing Management, Fu Wen Books, 2007.

Professional Experience

1. 1973-1985: Director, Department of Industrial Management, Nan-Tai Junior College of Engineering
2. 1986-1989: Vice President, Nan-Tai Junior College of Engineering
3. 1989-1990: President, Nan-Tai Junior College of Engineering
4. 1990-1996: President, Nan-Tai Junior College of Engineering and Business
5. 1996-1999: President, Nan-Tai Institute of Technology
6. 1999-2007: President, Southern Taiwan University of Technology
7. 2007-now: Trustee, Southern Taiwan University of Science and Technology

Honors and Awards

1. K.T. Lee Administration Medal of the Chinese Management Association, 1999
2. Contribution Award for Excellence in Vocational Education of the Association of Technological and Vocational Education in Republic of China, 2003.
3. Lifelong Achievement Award for Vocational Education of the Association of Technological and Vocational Education in Republic of China, 2006.
4. Chairman of Chinese Association of Service Management, 2006~2013.
5. Honorary Doctorate, Soka University Japan, 2009
6. Contribution Award for Vocational Education of the Ministry of Education, 2012.