

## Sheng-Hsiung Chuang(莊勝雄)

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### Education

- Ph.D., International Cooperation Studies, International Corporate Cultures, Kyorin University, Japan, April. 1999.

### Area of Specialty

- \* International Marketing Management
- \* Strategic management of Multination Retailing

### Academic Experience

- Assistant Professor, Department of Marketing & Logistics Management, Southern Taiwan University, 2000/8 to present
- Assistant Professor, Department of Business Administration Management, Southern Taiwan University, 1999/8 to 2000/7

### Journal Papers

1. 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.
2. 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.
3. 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.
4. 1. Rong-Fuh Day, 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.

### Conference Papers

1. Shi-Ming Huang, S. H. Chuang, Dao-Li Jheng, 2020/6/10, "The impact of sincere leadership on job well-being: the role of job dedication and employee coaching relationships.", 2020 The 17th Conference on Service Industry Management and Innovation, Southern Taiwan university of Science and Technology, Tainan
2. Wen-Hung Huang, S. H. Chuang, Man-Ping Qiu, Ling-Yu Huang, 2019/5/13, "A Cross-Cultural Study on the Relationship between Message Characteristics and Sharing Intention in Social Media." 2019 Conference on Corporate Culture & Business Development, Kaohsiung
3. S. H. Chuang, 2018, "A Study on the Relationship between Chinese professional baseball service quality , marketing strategy, satisfaction and loyalty: a Case of unified Lions team. ", 2018 Conference on Financial Accounting and Commercial Management Decision-making, Southern Taiwan university of Science and Technology, Tainan
4. 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.

5. Shih, Huang, Chuang, Huang and Chang. 2015, "A Study of the Relationships among Self-congruity ,Brand Trust ,Brand Affect on Brand loyalty ; An Example of Sports Brand," 2015 The Conference on Leisure, Recreation, and Tourism Management, Southern Taiwan university of Science and Technology, Tainan.
6. Shih, Chiu, Chuang, Lin and Chuang. 2015, "An Exploratory research on Success Factors of Non-profit Organizations' Operation and action-interviews with Social Welfare Foundation in Tainan," 2015 The Conference on Leisure, Recreation, and Tourism Management, Southern Taiwan university of Science and Technology, Tainan.
7. Huang, Chuang, Kuo and Lin, 2015, "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.
8. Shih, Huang, Chuang, Lee and Huang, 2014, "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.
9. Szu, Huang, Chuang, Wu and Ker, 2011, "A Study on the Communication pattern of Blog Experience," 2011 Symposium on Global Business Operation and Management, Cheng Shiu university, Kaohsiung.
10. Huang, Wang, Chuang, Wu and Chen,2011, "A Case of TFT-LCD Marketing Strategy Development," 2011 Conference on Business and Marketing Management, Shu-Te university, Kaohsiung.

#### **Dissertation**

- Chuang, S.H. ,1999, "A Comparative Study of the Influence of Confucianism on Japanese and Taiwanese Family Firm," Ph.D. Dissertation, Kyorin University, Japan,

#### **Books**

- The innovation of Eastern Asia Enterprise , coauthored with M, Sekiguchi. and O, Tkenouchi , Tax & Accounting Association, Japan.,1999. (ISBN4-419-02900-5)

#### **Professional Certifications**

1. 1. Integrated Marketing Management Analyst, Matrix Management Consultants Company, 2017
2. 2. Business District Management-LEVELA, Applied Business Management Association.,2016
3. 3. Retail Sales Management--LEVELA, Applied Business Management Association.,2016
4. 4. Internet and Social Media Marketing Manager, Matrix Management Consultants Company, 2016
5. 5. Brand Management Analyst, Matrix Management Consultants Company, 2016
6. 6. Retail operation analyst(VBR Virtual business retailing),PITOTECH CO.,LTD,2015
7. 7. CIW Test Center Administrator, CIW Taiwan, 2014
8. 8. CIW E-Commerce Implementation Engineer, CIW Taiwan, 2014
9. 9. CIW E-Commerce Associate, CIW Taiwan, 2014
10. 10. CIW TAIWAN E-Commerce Professional, CIW Taiwan, 2014
11. 11. CIW E-Commerce Technical Engineer, CIW Taiwan, 2014
12. 12. Service Management Analyst, Matrix Management Consultants Company, 2014
13. 13. Marketing Decision, Taiwan Institute of Marketing Science,2013
14. 14. Consumer Behavior Analyst, Matrix Management Consultants Company, 2013
15. 15. Demonstrated Senior Logistician, SOLE-The international Society of Logistics,2012

#### **Entrusted Practical Projects**

1. 1. Shih, Chiu, Chuang, .2016. A Survey Analysis of Service Quality and Customer Satisfaction for Southern Taiwan Science Park-Tainan Science Park Resource Recycling Center, Contract Code: 341050383.
2. 2. Wang, Chuang, Chai, 2016 Store Cost model introduction plan forPui Xin Furnitue Co.,Ltd. Contract Code: 341050326
3. 3. Huang, Chuang, Chiu 2015, Product marketing counseling planning, Contract Code: 341040218
4. 4. Chai, Huang, Wang, Kuo, Chuang 2014, Reconstruction of social value activities planning competition. Contract Code: 341040020
5. 5. Shih, Lin, Chiu and Chuang 2014, Brand innovation and fashion product development listing program-inmei Co.Ltd.Contract Code:341030363.
6. 6. Lin, Chuang, 2013, Innovation products marketing planning-Inmei Co.Lt
7. Contract Code: 341020370
8. 7. Huang, Chuang, 2012,First creative goods design competition.
9. Contract Code: 341010482
10. 8. Chiu, Chuang. 2012, Tree Valley life science museum visitor service-Navigation planning. Contract Code: 341000333.
11. 9. Huang, chuang, Lin, Huang.2012 .Research on decision analysis of CVS customers. Contract Code: 340980288
12. 10. Wang, Chuang 2012 Construction of human resources management system of Kai Nan food company. Contract Code: 341000345.