

Hsin-Hsiung Chang (張信雄)		
Department of Marketing and Logistics Management Southern Taiwan University of Science and Technology No. 1, Nan-Tai Street, Yongkang Dist., Tainan 71005, Taiwan	Office: L206 ☎: 886-6-2533131 ext. 1108 ✉: chang@stust.edu.tw	

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, and Sales Management

Work Experience

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

Publications

Books:

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

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.