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### Education

- \* B.S. Department of Transportation and Communication Management Science, National Cheng Kung University, 1989/7
- \* M.S. Department of Transportation and Communication Management Science, National Cheng Kung University, 1991/7
- \* Ph.D. Department of Transportation and Communication Management Science, National Cheng Kung University, 2002/7

### Area of Specialty

- \* Logistics Management
- \* Global Logistics Management
- \* Transportation Management

### Journal Papers

1. Chen, C. and Chiu, M. A Network Design Model for the Containership Routing Problem, *Transportation Planning Journal*, 31(2), 2002, (TSSCI)
2. Chiu, M., Chen, C. and Lin, T. A Container Routing Model for Shipping Carriers," *Transportation Planning Journal*, 31(3), 2002, (TSSCI)
3. Chen, C., Chiu, M. and Lee, C. On the Refueling Truck Allocation Problem," *Transportation Planning Journal*, 31(3), 2002, (TSSCI)
4. Lin, T., Chiu, M., Chen, C. and Yang, S. The Effect of Carriers Consortium on En Route Ports Selection of Containership, *Maritime Quarterly*, 11(3), 2002

### Conference Papers

1. Shih, K., Chiu, M., Chuang, S., Lin, L. and Chuang, H. (2015/11) "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.
2. Shih, K., Kuo, C., Chiu, M., Chen, W. and Luo, C. (2015/11) "A Study on Effect of Antecedents and Consequences of Brand Love- The Example of Smart Phone Brand," 2015 The Conference on Leisure, Recreation, and Tourism Management, Southern Taiwan university of Science and Technology, Tainan.
3. Shih, K., Kuo, C., Chiu, M., Yang, C. and Chen, W. (2014/11) "The Research of Buying Behavior on Facebook Groups - The Moderate Effect of Different Personality," 2014 The Conference on Innovation of Industrial Management and Information Application, Southern Taiwan University of Science and Technology, Tainan.
4. Huang, Y., Chiu, M., Lin, J., and Wang, S. (2014/5) "The Interrelationships of Logos Cognition, Perceived Value, Trust and Purchase Intention-An Example of Agricultural Logos," 2014 Industrial Management and Information Application Innovation Conference, Southern Taiwan University of Science and Technology.
5. Shih, K., Kuo, C., Chiu, M., Wu, H. and Yang, C. (2013/11) "The study of community information sharing model--- the disturbance analysis of positive emotional" 2013 Industrial Management and Information Application Innovation Conference, Southern Taiwan University of Science and

Technology, Tainan.

6. Huang, Y., Chiu, M., Lee, W., and Kuo, H. (2013/11) "The Impact of Price Perception, Product Quality and Service Quality on Behavioral Intention for Brunch Stores", 2013 Industrial Management and Information Application Innovation Conference, Southern Taiwan University of Science and Technology.
7. Shih, K., Chiu, M., Lee, T., Lee, C. and Chen, P. (2011/11) "The Moderating Effects of Customer Knowledge Management on Customer Relationship Management Performance by Dynamic Capability," 2011 The 7th Conference on Theories and Practices in International Business, Chang Jung Christian University

#### **Dissertation**

- \* Chiu, M., A Network Design Model for the Containership Routing Problem, Ph.D. Dissertation, National Cheng Kung University, June 2002

#### **Professional Certifications**

1. Survey and Research Analyst, SRMA1809002, Matrix Management Consultants Company(Advanced), 2018/9
2. Examination of Management Proficiency, MP201701317, Matrix Management Consultants Company, 2017/12
3. Integrated Marketing Management Analyst(Advanced), IMMAA 201608001, Matrix Management Consultants Company, 2016/8
4. Brand Management Analyst, BMA 20163005, Matrix Management Consultants Company, 2016/1
5. Customer Relationship Management Assistant, 2015CRMA-00099, The General Chamber of Commerce of the R.O.C., 2015/6
6. Business Management Certification-Basic, 2015BMCB-T00099, The General Chamber of Commerce of the R.O.C., 2015/6
7. Retail Operations Analyst(VBR Virtual Business Retailing), ROA-20150126, PITOTECH CO., LTD., 2015/1
8. Consumer Behavior Analyst, CBA 201301270, Matrix Management Consultants Company, 2013/12
9. TIMS Marketing Proficiency Certificate-Certificate of Marketing Decision, TBD1309-048, Taiwan Institute of Marketing Science, 2013/9
10. Customs Procedure and EDI Cargo Clearance Automation Process, No:1010119, Customs Broker Association of Kaohsiung, 2012/9
11. Demonstrated Senior Logistician(DSL), The International Society of Logistics (SOLE), 2012/3
12. E-Enterprise Assistant Planner, No:411120200000340, Computer Skills Foundation, 2012/2
13. E-Enterprise Application Engineer, No:411120200000310, Computer Skills Foundation, 2012/2
14. International Introductory Award in Conflict Handling, No: 606100086/1390, City & Guilds, 2010/11
15. International Introductory Award in Customer Service, No: 606100086/730, City & Guilds, 2010/11
16. International Introductory Award in Selling, No: 606100086/70, City & Guilds, 2010/11
17. Entrepreneurship Management Analyst, No: EMA2010000269, Microanalysis, M.O.E Center, 2010/8
18. E-Business Analyst, No: EBA2010000167, Microanalysis, M.O.E Center, 2010/8
19. Electronic Auction Operation Analyst, No: EAOA2010000091, Microanalysis, M.O.E Center, 2010/7
20. Demonstrated Logistician(DL), The International Society of Logistics (SOLE), 2009/7
21. ERP Application Engineer for Manufacturing Model, No: EAE08DS01116, Chinese Enterprise Resource Planning Society, 2008/6
22. ERP Application Engineer for Distribution Model, No: EAE08DS00287, Chinese Enterprise

Resource Planning Society, 2008/2

23. Foundation Certificate in Logistics, No: S014852, Institute of Logistics and Transport, ILT, 2006/12

## Grants

1. Chiu, M. Study on the Slot Allocation Problem of Networklized Liners Service-the Application of Container Routing Model, NSC-96-2416-H-218-009, 2006/8 - 2007/7.
2. Chiu, M. Study on Containerships Routing Strategies of Liners within the Tide of Enlarging Ship Size, NSC-95-2416-H-218-017, 2006/8 - 2007/7.
3. Chiu, M. A Study on the Service Routes Design Problem of 3C Intermediaries, NSC-93-2416-H-218-012, 2004/8-2005/7.

## Entrusted Practical Projects

1. Shih, K.S., Tsai, Y.L. and Chiu, M.C. 2020 A Survey Analysis of Service Quality and Customer Satisfaction for Southern Taiwan Science Park-Tainan Science Park Resource Recycling Center, 35001090173
2. Shih, K.S., Tsai, Y.L. and Chiu, M.C. 2019. A Survey Analysis of Service Quality and Customer Satisfaction for Southern Taiwan Science Park-Tainan Science Park Resource Recycling Center, 35001080403
3. Chiu, M.C., Kuo, C.M. and Huang, W.H. 2016.Customer Loyalty Development Plan for Regular Maintenance Service of Kuo-Tong Motor Company, 341050399
4. Lin, C.H. and Chiu, M. C., Dongyouda Automation Technology Co., Ltd. 2018 Human Resources Promotion Counseling Program, 35001070366
5. Lin, C.H. and Chiu, M. C., Taiwan Bifido Fermentation Co., Ltd. 2019 Human Resources Promotion Counseling Program, 35001080258
6. Tsai, Y.L. Huang, C.C. and Chiu, M.C., 2018 Rotate the Creativity in Culture and Creative Product Competition of Taiwan Metal Company, 35001070277
7. Chiu, M.C. and Lin, C.H. 2018 Integrating Online and Offline Channel-Chain Store Service Management Program, 35001070154-GP
8. Shih, K.S., Chiu, M.C. and Kuo, C.M. 2017. Customer Satisfaction Survey for Xinying Sugar Factory Earthworks Festival, 341060487
9. Lin, C.H., Wang, I.C., Tsai, Y.L., Chiu, M.C. and Chen, S.H. 2017 Human Resource Improvement Plan for Wen-Hung International Company, 341060434
10. Shih, K., Huang, W. and Chiu, M.C. 2017. A Survey Analysis of Customer Satisfaction for Southern Taiwan Science Park - U-TECH Technology Corporation. 341060352.
11. Chiu, M.C., Huang, W. and Shih, K. 2016. Marketing and Logistics Capacity Improvement Program,341050141
12. Shih, K., Chiu, M.C. and Chuang, S. 2016. A Survey Analysis of Service Quality and Customer Satisfaction for Southern Taiwan Science Park-Tainan Science Park Resource Recycling Center, 341050383.
13. Shih, K., Lee, C. and Chiu, M.C. 2016. A Survey Analysis of Citizen Satisfaction for Environmental Protection Bureau of Tainan City Government, 251050033-GP
14. Tang, C., Huang, W. and Chiu, M.C.2016. Sale Promotion Program for the Creative Energy Conservation Contest of Tainan City. Contract Code: 251050027-GP
15. Chiu, M.C. Lin, J and Chung, M. 2015. Employment and Common Core competence Program-Cold Chain Management Program, 131040087-GP-4
16. Huang, W., Chuang, S. and Chiu, M.C. 2015. Net-Bio Mrketing Education and Planning, 341040218.
17. Shih, K., Chiu, M.C.and Lin, J. 2014. Research on Brand Innovation and Product Development-Product Design and Marketing for In Mei Company, 341030365
18. Chiu, M.C., Shih, K. and Huang, Y. 2014. Research on Service Quality and Customer Satisfaction for Taiwan Power Company, 341030364.

19. Shih, K. Chiu, M.C. and Lin, J. 2014. Research on Brand Innovation and Product Development-Website Design for In Mei Company, 341030363.
20. Shih, K. Chiu, M.C. and Huang, W. 2014. Research on Product Innovation Marketing for Mitaoxiang Store, 341030090.
21. Chiu, M.C., and Shih, K. 2013. Research on Service Quality and Customer Satisfaction for Taiwan Power Company, 341020124-GP
22. Chiu, M.C. and Shih, K. 2012. Data Collection and Stories Writing for An-Ping 49 Cultural and Creative Café, 341020092