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| **序號** | **reviewer** | **類別** | **unit** | **Web link** | **英文網站檢核** |
| 27 | Neil | 學術 | 企業管理系(含人力資源管理研究所) | <http://ba.stust.edu.tw/en> | 　ObjectiveThe department’s educational goals are to foster integrated enterprise management personnel, combined with parallel teaching theory and practice , on marketing, production, finance, human resources and information management, and to provide complete educational training. Following a curriculum based on practical business management practices, students are encouraged to apply their knowledge to solve practical problems, and to develop their analytical and decision making capabilities.CharacteristicsCommitted to shaping an adequate environment for internationalisation and internships in the business sectors.Focussed on the integration between professional training and general education.Helping students understand the correlation between theory and practice.Strengthening student’s practical experience and their links with the business sectors.Developing students’ business ethics and stress management.Chairperson Of BA First of all, welcome to the Department of Business Administration, STUST, a big family, and a place full of life and creativity! In the four years to come, this is going to be our place, where we will be studying, growing, making friends, and spending our lives together. As you have just come to such a strange environment, you may feel uncomfortable; however, all the teachers and administrative assistants will help you become familiar with the environment here so you can start a colorful life in STUST. Here I will let you know the honors and achievements our department has received over recent years. In 2009, we won the second prize (NT$ 1 million) for the Fourth Dragon Smile Contest; we also won the first and the fourth prize for the 2009 Innovative Honeycomb Product Planning Competition organized by ITRI. In 2010, we won the second prize (NT$ 0.5 million) for the Fifth Dragon Smile Contest. The year 2012 was also a fruitful one for us: five teams from our department won prizes in the Industrial Creativity Contest for Energy-Saving Technology; 8 teams won prizes in the National Micro-Entrepreneurship and Creativity Competition; 7 teams won prizes in the Wartime Entrepreneurship Competition. I believe you will proud of being a student of our department. Even with so many great achievements, we have to continue our efforts in a persistent manner. Our teachers and faculty are young and enthusiastic, each with excellent industrial experience and professional certificates which are comparable to those faculties in national Universities. There are now 23 full-time teachers, 21 of them with a doctorate and in positions higher than assistant professor. They will lead you all the way to make your dreams come true. We hope that we can work hand in hand, working hard together and continue our efforts and achievements, bringing more glorious days to the history of the Department of Business Administration.  The resources of our department are mostly located in the S Building. As the chairman of this department, I will always be delighted to see you in the department office. The Personal offices of our teachers are also located in S building, mostly on the third floor. You can always go to them for advice if you have any questions about your schoolwork or your lives in STUST. I would also like to take this opportunity to tell you and every student of our department: as part of the department of Business Administration, do not forget that you must show your expertise whether you are participating in an activity, writing a report, or living your everyday life. You have to do this whenever you read, do research, or organize an activity. There is always a way in each and every detail. Only if we are professional can we let the world know our quality; only when we are professional can we show the world our value without yelling for attention.Welcome to join us. I wish you happiness in learning and success in your endeavours!Lin, Yih-ShiuhChairman of the Department of and Business Administration,Southern Taiwan University of TechnologyfacultyProfessors  Lai,Min-Tsai(CV)Position：ProfessorDegree： Ph.D. in Industrial Engineering and Engineering Management, National Tsing Hua University.Research ／ Teaching Specializations：Operation Research, Applied Statistical Method, and Reliability Analysis and Applications.Office： S205, E606Telephone Extension：4000Email： lai1962@mail.stust.edu.tw ----------------------------------------------------------------------------------------------------------------------------------- Cheng, Tsang-Hsiang (CV)Position：ProfessorDegree： Ph.D. in Information Management, National Sun Yat-Sen UniversityUniversity.Research ／ Teaching Specializations：Data Mining, Text Mining, Medical Informatics, and Information Management Office：E606Telephone Extension：4500Email：cts@mail.stust.edu.tw ----------------------------------------------------------------------------------------------------------------------------------- Chien, Chun-Cheng (CV)Position：ProfessorDegree： Ph.D. in Management, National Chung Cheng University.Research ／ Teaching Specializations：Strategic Management, Marketing Management, and Research Methods.Office：T1235Telephone Extension：8435Email：chieng@mail.stust.edu.tw  ----------------------------------------------------------------------------------------------------------------------------------- Ding, Jyh-Hong (CV)Position：ProfessorDegree： Ph.D. in Industrial Management Science, National Cheng Kung University.Research ／ Teaching Specializations：Production and Operation management, and Strategic Management.Office： S308-7Telephone Extension：4526Email：w116@mail.stust.edu.tw----------------------------------------------------------------------------------------------------------------------------------- Kuo, Hsing-Ping (CV)Position：Associate ProfessorDegree： Ph.D. in Management Sciences, College of Management, Department of Business Administration, National Chung Kung University.Research ／ Teaching Specializations：Marketing Management, Strategic Management, Health Services Management, and Consumer Behavior. 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Fei-Fei Kao\*, Ching-Ho Leu and Chien-Hao Ko (2011) “Remainder Markov Systematic Sampling”, Journal of Statistical Planning and Inference, 141, 3595–3604. [SCI]3. Ching-Ho Leu\* and Jung- Hsien Huang(2011) “A Study of the Relationships among Service Failure, Service Recovery, Customer Satisfaction and Loyalty－The Case of Tainan Post Office” Journal of Southern Taiwan University, 36(2), 1-14 (in Chinese)4. Leu, C.H.\* and Kao, F.F. (2007) “Spatial Remainder Sampling”, International Journal of Information and Management Sciences, 18(2), 127-146. [EI]Research Monographs1. Granted by StatSoft Taiwan Inc., No: 321020192, “STATISTICA Multivariate analysis textbook development plan”, 2013/7/15-2013/12/30.2. Granted by SinHorn Inc., No: 321000364, “Operation slides development project for STATISTICA basic statistical methods “, 2012/7/15-2013/4/15. 3. Granted by Derjian Enterprises LTD, 320990352, “Survey of Deman and Supply on Occupational Traing for Phasthetics Manufacturing Industry in the areas of Yun-lin, Chia-yi, Tainan,” 2011/5/25-2011/10/25.4. Granted by SinHorn Inc., No: 320980245, ”Project on Quality Innovation and Statistical Application Promotion”, 2010/5/1-2011/4/30.Peer reviewed paper presentations1. Fei-Fei Kao, Ching-ho Leu and Chi-Chang Lee, (2012), “Circular Remainder Systematic Markov chain Designs”, 2012 Association of Taiwan Intelligent Technologies and Applied Statistics Annual Conference, Chiayi, Taiwan.2. Leu Ching Ho and Chen Wun-Jhen (2012) “Brand Image, Product Involvement, Experience Marketing and Relationship Satisfaction and loyalty- Starbucks Coffee Nantai Outlets as an Example”, The 9th Conference on Service Management and Innovations, Tainan, Taiwan.3. Leu Ching-Ho and Wu, Hsiu-Chuan (2010) “Design New Courses for Executive Master Business Administration Program: A Case Study of Southern Taiwan University”, 2010 Chinese Association of Business and Management Technology Annual Conference, Pingtung, Taiwan.4. Leu Ching-Ho and Liu, Chin-Jung (2010) “The Study on Choosing Cram Schools of Parental Decision Behavior and The Customer Satisfaction of The Service Quality”, The 7th Conference on Service Management and Innovations, Tainan, Taiwan.5. Leu Ching Ho and Wang, Hsiu-Ling (2010) “A Study of the Relationships Among the Leadership Styles, Organizational Culture, Job Performance and Organizational Performance－Banking in Southern Taiwan as an Example”, The 7th Conference on Service Management and Innovations, Tainan, Taiwan.6. Leu Ching Ho and Sun, Ai-Chin (2010) “A Study of the Relationships among Landscape Image, Service Quality, Customer Satisfaction and Loyalty－The Case of Campus Restaurant in National Hsin-Hua Industrial Vocational High School”, The 2nd South Taiwan Conference on Master Papers of Management, Tainan, Taiwan.7. Leu Ching Ho and Huang Jung- Hsien (2010) “A Study of the Relationships among Service Failure, Service Recovery, Customer Satisfaction and Loyalty－The Case of Tainan Post Office”, The 2nd South Taiwan Conference on Master Papers of Management, Tainan, Taiwan. Books1. Leu Ching Ho and Hong Zhe-yu (2012) “Basic Statistics, Practice and Application in STATISTICA”, StatSoft Co., Ltd., Taipei, Taiwan. 2012/10, ISBN：9789868880603DissertationLeu, Ching-Ho (1988) “Discriminant and Categorical Data Analysis and Variance Estimation in Complex Sample Surveys” Ph.D. Dissertation, University of Wisconsin-Madison, USA.Academic ServiceReviewer, International Journal of Information and Management Sciences, 2013/6~2013/8.Proposition member, Examination Yuan 102 years the Public Service Special Examination, 2013/3~2013/4.Reviewer, International Journal of Information and Management Sciences, 2013/6~2013/7.Reviewer, Fuzzy Optimization and Decision Making, 2012/6~2012/8.Commentator, 2012Survey Research Methods and Applications Symposium, 2012/9Reviewer, National Science Council postdoctoral researchers appointment review 2012/8 Session chairman, 2012 Association of Taiwan Intelligent Technologies and Applied Statistics Annual Conference , 2012/6 Reviewer, International Journal of Information and Management Sciences Health Care Management Science, 2011/5~2011/7.Reviewer, Journal of Minghsin University of Science and Technology, 2010/9~2010/10Session chairman, 2011 Cross-Strait Conference on Applied Statistics, 2011/5Member of council, Chinese Association of Business and Management Technology, 2011/5~2014/5Member of the Board of Supervisors, Chinese Association of Service Management, 2010/8~2014/11Member of Program Committee, The 19th South Taiwan Statistics Conference, 2010/7Commentator, 2010 Chinese Institute of Industrial Engineers Annual Conference, 2010/10Session Chairman, 2010 Chinese Association of Business and Management Technology Annual Conference, 2010/10Professional CertificationsERP Application Engineer for Distribution Module, No: EAE08DS00300, Chinese Enterprise Resource Planning Society, 2008/2. |