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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> | Objective  The 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.  Characteristics  Committed 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-Shiuh  Chairman of the Department of and Business Administration,  Southern Taiwan University of Technology  faculty  Professors    Lai,Min-Tsai(CV)  Position：Professor  Degree： 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, E606  Telephone Extension：4000  Email： lai1962@mail.stust.edu.tw    -----------------------------------------------------------------------------------------------------------------------------------    Cheng, Tsang-Hsiang (CV)  Position：Professor  Degree： Ph.D. in Information Management, National Sun Yat-Sen UniversityUniversity.  Research ／ Teaching Specializations：Data Mining, Text Mining, Medical Informatics, and Information Management    Office：E606  Telephone Extension：4500  Email：cts@mail.stust.edu.tw    -----------------------------------------------------------------------------------------------------------------------------------    Chien, Chun-Cheng (CV)  Position：Professor  Degree： Ph.D. in Management, National Chung Cheng University.  Research ／ Teaching Specializations：Strategic Management, Marketing Management, and Research Methods.  Office：T1235  Telephone Extension：8435  Email：chieng@mail.stust.edu.tw    -----------------------------------------------------------------------------------------------------------------------------------  Ding, Jyh-Hong (CV)  Position：Professor  Degree： Ph.D. in Industrial Management Science, National Cheng Kung University.  Research ／ Teaching Specializations：Production and Operation management, and Strategic Management.  Office： S308-7  Telephone Extension：4526  Email：w116@mail.stust.edu.tw  -----------------------------------------------------------------------------------------------------------------------------------  Kuo, Hsing-Ping (CV)  Position：Associate Professor  Degree： 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.    Office：S206-B  Telephone Extension：4533  Email：hpkuo@mail.stust.edu.tw  -----------------------------------------------------------------------------------------------------------------------------------  Yang, Hsueh‐Lan (CV)  Position：Associate Professor  Degree： Ph.D. in Business Administration, National Taipei University.  Research ／ Teaching Specializations：Financial Management, and Investment (Marketing Management).  Office：S308-6  Telephone Extension：4525  Email：lan53120@mail.stust.edu.tw  Associate Professors      Huang, Pei-Wen (CV)  Position：Associate Professor  Degree： PhD, Institute of Human Resource Management, National Sun Yat-sen University.  Research ／ Teaching Specializations：Human Resource Management, Organizational Behavior, Competency Analysis, and Performance Management  Office： T1138  Telephone Extension：8338  Email：peiwen@mail.stust.edu.tw    -----------------------------------------------------------------------------------------------------------------------------------  Huarng, Feng-hueih (CV)  Position：Associate Professor  Degree： Ph.D. in Management Science, University of Oklahoma.  Research ／ Teaching Specializations：Management Science Theory Practice, Hospital Management, Quality and Performance Management, and Electronic Commerce.  Office： S308-4  Telephone Extension：4523  Email：fhhuarng@mail.stust.edu.tw    -----------------------------------------------------------------------------------------------------------------------------------  Wu, Chia-Te (CV)  Position：Associate Professor  Degree： Ph.D. in Business Administration, National Chengchi University.  Research ／ Teaching Specializations：Supply Chain Management, Production and Operation Management, and Information Management.  Office： S308-5  Telephone Extension：4524  Email：jhding@mail.stust.edu.tw    -----------------------------------------------------------------------------------------------------------------------------------  Lee, Tung-Chieh (CV)  Position：Associate Professor  Degree： Ph.D. in Economics, Soochow University.  Research ／ Teaching Specializations：Management Efficiency, Analysis of Productivity Change, and Economic Analysis.  Office： S308-3  Telephone Extension：4522  Email：donejae@mail.stust.edu.tw  -----------------------------------------------------------------------------------------------------------------------------------  Wang, Shih-Yi (CV)  Position：Associate Professor  Degree： Ph.D. in Computer Science, National Chiao Tung University.  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Research ／ Teaching Specializations：Operations Research, Production- Inventory model, and Statistical Analysis.  Office：T1237  Telephone Extension：8437  Email：yd0430@mail.stust.edu.tw  Assistant Professors  Huang, Ching-Chih (CV)  Position：Assistant Professor  Degree： Ph.D. in Business Administration. National Chung Cheng University.  Research ／ Teaching Specializations：Marketing Management, Human Resource Management, Mergers and Acquisitions, Recruitment and Selection, and Mobile Commerce.  Office： T1236  Telephone Extension： 8436  Email： zm7@mail.stust.edu.tw  ---------------------------------------------------------------------------------------------------------------------------------  Chien, Nan-shan (CV)  Position：Assistant Professor  Degree： Ph.D. in Business Administration, National Chengchi University.  Research ／ Teaching Specializations：Marketing Management, and Consumer Behavior.  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Office： S308-8  Telephone Extension：4527  Email： kevintsa@mail.stust.edu.tw    -----------------------------------------------------------------------------------------------------------------------------------  Wei, Hu-Ling (CV)  Position：Lecturer  Degree： Master of Law, National Taiwan University.  Research ／ Teaching Specializations：Enterprise and law, Fair Trade Law, Consumer Protection Law, and Trade Secrets Acts.  Office： S308-8  Telephone Extension：4527  Email： huling@mail.stust.edu.tw  **adjunct\_Teacher**   |  |  |  |  |  | | --- | --- | --- | --- | --- | | Name | Degree | Areas of Specialty | E-mail | CV | | CHEN,CHI-REN (陳啟仁) | Masters, Department of Marketing and Distribution Management, Kaohsiung First University of Science and Technology .06/2008 | Marketing and Distribution Management | poyarobert@yahoo.com.tw | [Download](http://ba.stust.edu.tw/Sysid/ba_en/ENG_CV01/Chen_CR_%E9%99%B3%E5%95%9F%E4%BB%81_2016CV.pdf) | | Jun-Ming Chen (陳俊銘) | PhD Candidate, Technology, Innovation and Management, School of Commerce, National Cheng-Chi University | Industry analysis, Management of Technology, and Intellectual Property Management. | chenjunming@mail.stut.edu.tw | [Download](http://ba.stust.edu.tw/Sysid/ba_en/ENG_CV01/Chen_JM_%E9%99%B3%E4%BF%8A%E9%8A%98_2016CV.pdf) | | Mao-Sung Chen (陳茂松) | Ph.D. Candidate ,School of Nation Kaohsiung First University of Science and Technology ,Ph.D. Program in Engineering Science and Technology College of Engineering ,Kaohsiung, Taiwan, 2010/4/15 | Applications of Management Sciences, Quality Management, and Engineering Management | michaelchen1969@mail.stut.edu.tw | [Download](http://ba.stust.edu.tw/Sysid/ba_en/ENG_CV01/Chen_MS_%E9%99%B3%E8%8C%82%E6%9D%BE_2016CV.pdf) | | Chien-Chung Huang (黃建中) | Masters, School of Southern Taiwan University of Science and Technology, 2007/06 | Service management, Managerial Efficiency, General radiographic diagnosis, and Radiation Protection | felix@mail.stut.edu.tw | [Download](http://ba.stust.edu.tw/Sysid/ba_en/ENG_CV01/Huang_CC_%E9%BB%83%E5%BB%BA%E4%B8%AD_2016CV.pdf) | | Hou-Tsun.Kuo (郭厚村) | PhD, Department of Civil Engineering, National Chung Hsing University 2012/10 | Marketing Management, Strategic Management, Land laws, Land use regulations, Real Estate Valuation Theory, Real Estate Registration, and Practice and Tax Savings | dvds800@gmail.com | [Download](http://ba.stust.edu.tw/Sysid/ba_en/ENG_CV01/Kuo_HT_%E9%83%AD%E5%8E%9A%E6%9D%91_2016CV.pdf) | | ChorngYing Lee (李重瑩) | Masters, Industrial Management Institute, National Cheng Kung University , Tai-Nan, Taiwan , 09/1990 –06/1992 | Applications of Management Sciences, Production and Operations Management ,Quality Management, Toyota Production System, Quality Engineering (Taguchi Method),HACCP, and government Management. | chongyingli@mail.stust.edu.tw | [Download](http://ba.stust.edu.tw/Sysid/ba_en/ENG_CV01/Lee_CY_%E6%9D%8E%E9%87%8D%E7%91%A9_2016CV.pdf) | | Hui-Yen Lee (李惠妍) | PhD, Business Administration , National Cheng Kung University, 2015/01 | Applied Economics, and Finance | z6d@mail.stut.edu.tw | [Download](http://ba.stust.edu.tw/Sysid/ba_en/ENG_CV01/Lee_HY_%E6%9D%8E%E6%83%A0%E5%A6%8D_2016CV.pdf) | | Hsueh-Chih Liao (廖學志) | PhD, Management Information Systems, Department of Management Information System, National Chung-Cheng University, 2010/7 | Medical Quality Management, and Hospital Accreditation Management | z2y@mail.stut.edu.tw | [Download](http://ba.stust.edu.tw/Sysid/ba_en/ENG_CV01/Liao_HC_%E5%BB%96%E5%AD%B8%E5%BF%97_2016CV.pdf) | | Chuying Liu (劉居盈) | Masters, School of the Executive, Masters of Business Administration , University of Southern Taiwan, 2007/6 | 經營管理及行銷實務 | chuying1954@mail.stut.edu.tw | [Download](http://ba.stust.edu.tw/Sysid/ba_en/ENG_CV01/Liu_CI_%E5%8A%89%E5%B1%85%E7%9B%88_2016CV.pdf) | | Jerry Jia-Ruey Ou(歐嘉瑞) | Ph.D. Engineering, Institute of Traffic and Transportation, National Chiao Tung University, Taiwan (1990~1997) | Strategy Management, Industry Analysis, Technology Management, and Marketing Management | jrou2514@gmail.com jrou@sinotech.org.tw | [Download](http://ba.stust.edu.tw/Sysid/ba_en/ENG_CV01/Ou_JR_%E6%AD%90%E5%98%89%E7%91%9E_2016CV.pdf) | | Shu‐Fang Ting (丁淑方) | Masters, Instructional Technology, Utah State University (1998)  − Emphasis in Computer‐Based and Web‐Based Training Design  − Graduated with an interactive multi‐level computer‐based training project. | Computer‐Based and Web‐Based Training Design, Business Information Systems Education, and Electronic Commerce. | sfjting@stut.edu.tw | [Download](http://ba.stust.edu.tw/Sysid/ba_en/ENG_CV01/Ting_SF_%E4%B8%81%E6%B7%91%E6%96%B9_2016CV.pdf) | | Chih‐Yi Tseng (曾智義) | PhD, Information Management, National Sun Yat‐sen University, 2013/1 | Mobile Experience and Intelligent Business Design, Social Media Affordance Design, Data Analysis and Mobile Smart Application, and Information Systems Planning and Management | paul.cytseng@gmail.com | [Download](http://ba.stust.edu.tw/Sysid/ba_en/ENG_CV01/Tseng_CY_%E6%9B%BE%E6%99%BA%E7%BE%A9_2016CV.pdf) | | Tsahn‐Deng Tseng(曾燦燈) | Ed.D. , University of Northern Colorado, U.S.A., (1982‐1985) | Organizational Behavior, Communication &Negotiation, Organizational Leadership, and Business Competitive Advantage | t90082@cc.kyu.edu.tw | [Download](http://ba.stust.edu.tw/Sysid/ba_en/ENG_CV01/Tseng_TD_%E6%9B%BE%E7%87%A6%E7%87%88_2016CV.pdf) | | Chao-Yung Wang (王昭庸) | Masters, Department of Business Administration, Southern Taiwan University, Tainan, Taiwan, 2008/6 | Applications of Management Information System, Data Mining, Computer Introduction, Hospital Information System, and Medical Management. | cywang0222@mail.stust.edu.tw | [Download](http://ba.stust.edu.tw/Sysid/ba_en/ENG_CV01/Wang_CY_%E7%8E%8B%E6%98%AD%E5%BA%B8_2016CV.pdf) | | WU Meng Jung (吳孟融) | Executive Master of Business Administration of STUST, 2007/6 | Inventory Management, Operations Research, Research & Development, and International Marketing | jameswu6789@yahoo.com.tw | [Download](http://ba.stust.edu.tw/Sysid/ba_en/ENG_CV01/WU_MJ_%E5%90%B3%E5%AD%9F%E8%9E%8D_2016CV.pdf) | | Yang,Yu-Sheng (楊宇聖) | Masters, Department of Business Administration, Southern Taiwan University of Science and Technology 2009/6 | Retail services, Human Resources Management, Project Management, and Corporate Ethics | yys088688@stust.edu.tw | [Download](http://ba.stust.edu.tw/Sysid/ba_en/ENG_CV01/Yang_YS_%E6%A5%8A%E5%AE%87%E8%81%96_2016CV.pdf) | | Wen‐Feng Yeh (葉文鋒) | Masters, School of Business and Management EMBA, University of Southern Taiwan, 2012/6 | * Consumer Behavior * Principles of Marketing Human Resources * Brand Promotion and Management | yehn99w0013@mail.stut.edu.tw | [Download](http://ba.stust.edu.tw/Sysid/ba_en/ENG_CV01/Yeh_WF_%E8%91%89%E6%96%87%E9%8B%92_2016CV.pdf) | | Yin, Shih-Hsi (殷世熙) | PhD, Institute of Manufacturing Information and Systems, National Cheng Kung University, 2013/6 | Technology Management, Innovation Theory and Application, Industrial Innovation, Theory and Practice of Marketing, Production Management, Quality Management, Process Management, Business Management. |  | [Download](http://ba.stust.edu.tw/Sysid/ba_en/ENG_CV01/Yin_SH_%E6%AE%B7%E4%B8%96%E7%86%99_2016CV.pdf) | | Chienming Yu (余建明) | PhD candidate in International Business Studies, College in Management , National Chi Nan University 2013/10 | Marketing Management, Strategic Management, Land laws, Land use regulations, Real Estate Valuation Theory, and Real Estate Registration Practice and Tax Savings | yuchienming@mail.stut.edu.tw | [Download](http://ba.stust.edu.tw/Sysid/ba_en/ENG_CV01/Yu_CM_%E4%BD%99%E5%BB%BA%E6%98%8E_2016CV.pdf) | | KuoChung Yuan (袁國中) | Masters, Master of Business Administration, Southern Taiwan University , 2007/6 | Applications of Management Business, Quality Management, Information Management, Production Management, Project Management , and Laboratory Management | jcg0126@mail.stut.edu.tw jcg0126@ms17.hinet.net | [Dow](http://ba.stust.edu.tw/Sysid/ba_en/ENG_CV01/Yuan_KC_%E8%A2%81%E5%9C%8B%E4%B8%AD_2016CV.pdf) |     Honor Professor  Leu,Ching-Ho  Chingho Leu (呂金河)  Department of Business Administration  Southern Taiwan University of Science and Technology  No. 1, Nan-Tai Street, Yongkang Dist.,  Tainan 71005, Taiwan  Office: T1131  TEL: 886-6-2533131 ext. 8331  FAX: 886-6-2422420  EMAIL: chleu@mail.stust.edu.tw  Education  PhD, Major in Statistics, University of Wisconsin-Madison, 1988/8  Masters, Institute of Mathematics, National Tsing Hua University, 1973/6  Areas of Specialty  Sampling Design, Experiment Design, and Quality Management  Academic Experience  Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2004/2 to present  Professor, Department of Statistics, National Cheng Kung University, 1991/8 to 2004/2  Publications  Peer reviewed journal papers:  1. Fei-Fei Kao\*, Ching-Ho Leu and Chien-Hao Ko (2011) “Remainder Systematic Markov Chain Design”, International Journal of Information and Management Sciences, 22(4), 327-341, [EI]  2. 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 Monographs  1. 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 presentations  1. 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.  Books  1. Leu Ching Ho and Hong Zhe-yu (2012) “Basic Statistics, Practice and Application in  STATISTICA”, StatSoft Co., Ltd., Taipei, Taiwan. 2012/10, ISBN：9789868880603  Dissertation  Leu, Ching-Ho (1988) “Discriminant and Categorical Data Analysis and Variance Estimation in Complex Sample Surveys” Ph.D. Dissertation, University of Wisconsin-Madison, USA.  Academic Service  Reviewer, 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, 2012/9  Reviewer, 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, 2010/9~2010/10  Session chairman, 2011 Cross-Strait Conference on Applied Statistics, 2011/5  Member of council, Chinese Association of Business and Management Technology, 2011/5~2014/5  Member of the Board of Supervisors, Chinese Association of Service Management, 2010/8~2014/11  Member of Program Committee, The 19th South Taiwan Statistics Conference, 2010/7  Commentator, 2010 Chinese Institute of Industrial Engineers Annual Conference, 2010/10  Session Chairman, 2010 Chinese Association of Business and Management Technology Annual Conference, 2010/10  Professional Certifications  ERP Application Engineer for Distribution Module, No: EAE08DS00300, Chinese Enterprise Resource Planning Society, 2008/2. |