Chia-Hua Chang (張嘉華)

Department of Industrial Management and Information
Southern Taiwan University of Science and Technology
No. 1, Nan-Tai Street, Yungkang Dist., Tainan City 71005, Taiwan

Office D103-2
886-6-2533131 ext. 4145
chiahua@stust.edu.tw

Education

- * PhD, Department of Industrial and Information Management, National Cheng Kung University, 2003/10

Area of Specialty

- SCM, Market Research, ERP, Patent Analysis, ISO Quality Auditing Certification

Academic Experience

- * Associate Professor, Department of Management and Information Technology, Southern Taiwan University of Science and Technology, 2013/02 to present
- * Assistant Professor, Department of Management and Information Technology, Southern Taiwan University of Science and Technology, 2003/10 to 2014/2
- * Visiting Scholar, Department of Industrial and Manufacturing Systems Engineering, Kansas State University, 2009/1~2009/10

Publications

Journal Papers

1. 1. Chia-Hua Chang, Nguyen Xuan Tho," The effects of Familiarity and Positive Recommendation on Repurchase Intention: The Mediating Role of Trust", Pacific Business Review international, In Press, 2017.
2. 2. Chia-Hua Chang, Nguyen Xuan Tho," Adverting Message and Negative Switching Barrier: Effects on Repurchase Intention and Word-of-Mouth", Journal of Management, Marketing and Logistics, Vol.4, Iss.4, pp.141-148, 2017.
3. 3. JrJung Lyu, Chia-Hua Chang*, "Exploring Business Models for Application Service Providers with Resource Based Review", International Journal of Industrial Engineering: Theory, Applications and Practice, In Press, 2014.(SCI, Corresponding author)
4. 4. Chia-Hua Chang, "A Novel Self- Adaptive Bayesian Belief Network with Information Entropy for Leveraging Decision Consensus among Multi-Agents", Journal of Information Science and Engineering, Vol.29 , Iss.5, pp.1037-1053, 2013.(SCI)
5. 5. Chia-Hua Chang, "An Intelligent Supplier Selection System based on Self Organizing Map, Rough Set Theory, and Bayesian Belief Network", International Journal of Electronic Business Management, 2013, Vol. 11, Iss.2, pp.100-112.(EI,ABI)
6. 6. Chia-Hua Chang, "Applying RBT to Evaluate the 3D IC Strategies of CMOS Image Sensor IDMs", World Review of Business Research, Vol.2, Iss.6, pp.1-25, 2012.(indexed by Cabell's Directory)
7. 7. Chia-Hua Chang, "Adapting Postponement Strategies with Respect to the Profiles of Environment", International Journal of Electronic Business Management, Vol.9, Iss.3, pp.211-219, 2011.(EI,ABI)
8.

Conference Papers

1. 1. Chia-Hua Chang, Javkhlan Ganbold (2016)," Factor Affectting Service Quality on Customer Satisfaction: GOVI Cashmere Department Store in Ulaanbaatar Mongolia", 2016 Industrial

Management and Information Application Innovation Conference, Tainan, R.O.C.

2. 2. Chia-Hua Chang (2015)" Satisfaction Evaluation of Customers with Multi-phase perspectives on application service providers", International Academic Conference in Paris (IACP), Paris, France.
3. 3. Chia-Hua Chang (2014)" Applying Resource Based Theory to Evaluate the 3D IC Application of CMOS Image Sensor Manufacturers", 7th Annual London Business Research Conference, London, UK.
4. 4. Chia-Hua Chang, Wan-Tzu Lee, (2012)," Studying the IMOD Display Technology (MIRASOL) Trend of Color Electronic Paper Industry with Patent Analysis", 2012 Proceedings of the 8th International Conference on Knowledge-based Economy and Global Management, Tainan, Taiwan.
5. 5. Chia-Hua Chang (2011)," Adapting Postponement Strategies with Respect to the Profiles of Environment", International Conference on Innovation and Management, Kuala Lumpur, Malaysia.
6. 6. Chia-Hua Chang, Yi-Ting Lin (2011)," Employ SCOR Model to Explore the Supply Chain of CMOS Image Sensor applying TSV Technology",the 14th Decision Analysis Symposium, HsiChu, R.O.C.(In Chinese)
7. 7. Chia-Hua Chang, Wei-Wen Lin (2011)," Using Patent Analysis to explore the Current Market of 3D IC",the 14th Decision Analysis Symposium, HsiChu, R.O.C.(In Chinese)
8. 8. Chia-Hua Chang, Tien-Che Yang (2010)," Patent Analysis and Knowledge Mapping for Semiconductor Integrated Device Manufacturers", Academic Conference of Global Business Management, Tainan, R.O.C.(In Chinese)
9. 9. Chia-Hua Chang, Yu-Lian Chen (2010)," Constructing a Decision Support System for Leveraging Auditing Procedures", Annual Conference of Industrial Engineering and Management, Tainan, R.O.C.(In Chinese)
10. 10. Chia-Hua Chang, Chia-Ho Lin (2009)," Employing System Thinking to Explore Open Innovation Front End Strategies of Product Development", 2009 Southern Districts Conference for Master Thesis, Tainan, R.O.C. (In Chinese)
11. 11. Chia-Hua Chang, (2008),"Construct Resource Based Evaluation Model for Application Service Providers", 2008 Proceedings of the 18th ACME International Conference on Pacific Rim Management, Toronto, Canada.
12. 12. Chia-Hua Chang, Ching-Lu Chiu and Hsien-Tsung Liao (2008)," Construct Resource Based Evaluation Model for Application Service Providers", 2008 Proceedings of the 18th ACME International Conference on Pacific Rim Management, Toronto, Canada.

Dissertation

- Chang, Chia-Hua (2003) 'Mechanism for Intelligent Agents to communicate, adaptive learning, probabilistic reasoning and coordinate decisions among groups', Ph.D. Dissertation, National Cheng Kung University.

Books

1. 1. Chang, Chia-Hua, (2017), Supply Chain Management, ISBN: 978-986-280-363-9, Taichung: TsangHai. (In Chinese)
2. 2. Tang, Jing-Jhou, Chang, Chia-Hua, Hsu, Jan-Lian (2010), the Design Perspectives From 2D SOC to 3DIC (I)–Market Trends, ISBN: 978-986-6184-11-6, Taichung: TsangHai. (In Chinese)
3. 3. Tang, Jing-Jhou, Chang, Chia-Hua, Hsu, Jan-Lian (2010), the Design Perspectives From 2D SOC to 3DIC (II)–Technology Trends, ISBN: 978-986-6184-13-0, Taichung: TsangHai. (In Chinese)

Professional Certifications

Professional Experience

Grants

1. 1. MOE Project, '2017 ICT Human Resource Leveraging Project- B Class', No.311060048-GP,

2017/2/1-2018/1/31.

2. 2. SGS Project, 'Consult the transition process to New version of ISO 9001:2015', No.311050397, 2016/9/1-2017/12/31.
3. 3. MIRDC Project, 'Integrated Plan for SME to Implement Industry 4.0', No.311040325, 2015/5/1-2015/10/31.
4. 4. MIRDC Project, 'Integrated Project for Manufacturing and ICT Innovation Value-Added Service for Automobile Part Assembly', No.311030278, 2014/5/1-2014/10/31.
5. 5. MIRDC Project, 'Domain Knowledge Application Leveraging project for Automobile Part Assembly', No.311020219, 2013/6/1-2013/11/30.
6. 6. National Science Council, No: NSC-100-2221-E-218-050- 'A Study on the Possible Value Chain Shift of Semiconductor Industry after Adopting Critical Technology TSV of 3DIC', 2011/8-2012/7.
7. 7. ITRI Project, 'Information Requirement of Ad-STAC', 2011/1-2011/12
8. 8. ITRI Project, 'Information Requirement of Ad-STAC', 2011/1-2011/12
9. 9. MIRDC Project,' the Review of Feasible Methods for Extending Critical Technology of Traditional Garment Pattering', 2010/2~2010/7
10. 10. MIRDC Project, 'the Review of Feasible Methods for Improving R&D and Critical Process of Artificial Fiber Industry', 2010/2~2010/7
11. 11. ITRI Project,' Information Requirement of Ad-STAC', 2009/1-2009/12
12. 12. ITRI Project, 'Constructing a Information Portal of 3D IC Value Chain', 2009/2 -2009/7
13. 13. MIRDC Project,' the Review of Feasible Methods for Leveraging PCB Process', 2009/2-2009/7
14. 14. National Science Council, No: NSC-97-2221-E-218-033- 'Employing a Bayesian Belief Network with the abilities of Information Filtering and Dynamic Adaptation to Construct a Supply Chain Reliability Diagnostic Model', 2008/8-2009/7.
15. 15. National Science Council, No: NSC-95-2221-E-218-029- 'Employing Fuzzy Bayesian Belief Network to facilitate decision making under pervasive uncertainty', 2006/8-2007/7.
16. 16. National Science Council, No: NSC-94-2213-E-218-001- 'Constructing an Adaptive Bayesian Belief Network Based Sequential Decision Support System under the consideration of Releasing Flexible Preference Constraints', 2005/8-2006/7.
17. 17. National Science Council, No: NSC-93-2213-E-218-007- 'Constructing a collaborative process-monitoring Multiagent system with dynamic- adaptation Bayesian Networks', 2004/8-2005/7.

Entrusted Practical Projects

Honors and Awards