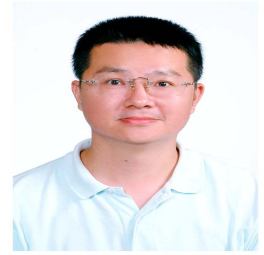


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### Education

- PhD, Business Management, National Sun Yat-Sen University, 2004/7
- MBA, Department of Business Management, National Chung Cheng University, 1994/7
- Bachelor, Department of Finance, National Taiwan University, 1989/7

### Area of Specialty

- Organizational Behavior, Marketing, Strategic Management

### Academic Experience

- Associate Professor, Department of Finance, Southern Taiwan University, 2005/2 to Present.
- Assistant Professor, Department of Finance, Southern Taiwan University, 2004/8 to 2005/1.
- Instructor, Department of Finance, Southern Taiwan University, 1996/1 to 2004/7.

### Journal Papers

1. Son-Cong Bui, Yung-Chi Chang. 2021. Hard to build up customer loyalty in e-commerce? Customer value co-creation and relationship quality can help. *Journal of Relationship Marketing*, Forthcoming. (Scopus Q2)
2. Son-Cong Bui, Yung-Chi Chang. 2022. Generating positive online word of mouth via brand image and trust: The moderation role of perceived privacy. *Journal of Business Administration (Eonlit)*, Forthcoming.
3. Shu-Ling Hsu, Yung-Chi Chang, Ignasia Vabiola, & Wen-Ling Lin. 2021. Determinants of customer loyalty of green products – The case of Gogoro in Taiwan. *Journal of Business Administration*, 46(4):15-46. (EconLit)
4. Long Hoang Le, Son Cong Bui, Giang Huong Duong & Yung-Chi Chang. 2021. Understanding the relationships between B2C and C2C value co-creation in the universities: the mediating role of brand awareness. *Journal of Marketing for Higher Education*, DOI: 10.1080/08841241.2021.2006852. (SSCI)
5. Yung-Chi Chang, Chih-Hung Wang, Wen-Lin Lin, & Ko-Chieh Chen. 2021. Relationship between Work Passion and Job Burnout of Tour Managers: Mediating Effect of Affectivity. *Journal of Tourism and Leisure Studies*, 27(1): 67-104. [TSSCI] (in Chinese)
6. Chang, Yung-Chi; Enkhjargal, Uguumur; Huang, Chen-I; Lin, Wen-Ling; & Ho, Chi-Ming. 2020. Factors Affecting the Internet Banking Adoption. *Journal Ekonomi Malaysia*, 54(3): 117-131. (EconLit)
7. Yung-Chi Chang, Amarzaya Nasanjarga, & Ko-Chieh Chen. 2019. Service Quality, Customer Satisfaction and Customer Loyalty in Mongolian Banks: An Application of Reflective-Formative Measurement Model for Service Quality. *Journal of Nan Kai*, 16( 2): 1-15.
8. Wen-Ling Lin, Chung-Jen Fu, and Yung-Chi Chang. 2012. The Impact of Corporate Social Responsibility of Supply Chain on the Stock Prices - The Example of Plasticizers Event. *Journal of Southern Taiwan University*, 37(2):49-64. (in Chinese)
9. Yung-Chi Chang, Der-Kuang Chou, Wen-Ling Lin & Ko-Chieh Chen. 2009. The Study on the relationship between Product Innovation Type and Upgrading of SMEs: Case of Bicycle Industry in Taiwan from 1988-2003. *Journal of Southern Taiwan University*, 34(3):15-30. (in Chinese)
10. Yung-Chi Chang & Shao-Yi Lin. 2008. Emergence of Knowledge-based Cluster: Toward a Non-

- Geographic Space Cluster. *Journal of entrepreneurship Research*, 3(4): 33-53. (in Chinese)
11. Yung-Chi Chang, Stephen D.H. Tsai, Wen-Ling Lin & Ko-Chieh Chen. 2006. Parallel-Connecting New Product Development Process and Competitive Advantages: A case study of Bicycle Industry in Taiwan. *Management Review*, 25(4), 97-129. [TSSCI] (in Chinese)

### Conference Papers

1. Yun-Chi Chang, Amarzaya Nasanjarga, Wen-Ling Lin, Chu-Yi Chen, Measuring customer satisfaction based on service quality gap in Mongolia Banks. The 13th International Conference on Knowledge Based Economy and Global Management, Tainan, Taiwan (R.O.C), 11-12 November, 2017.
2. Pao-Hsin Hsu, Yung-Chi Chang, Exploring the factors affecting the intention to transfer information: AN extended TPB model. The 13th International Conference on Knowledge Based Economy and Global Management, Tainan, Taiwan (R.O.C), 11-12 November, 2017.gap in Mongolia Banks. The 13th International Conference on Knowledge Based Economy and Global Management, Tainan, Taiwan (R.O.C), 11-12 November, 2017.
3. Yung-Chi Chang, Suvdaa Batbayar, Chih-Hung Wang, Wen-Ling Lin, Phian Peng. 2016. The impact of gender differences on the relationship between reward satisfaction and job satisfaction. The 12th International Conference on Knowledge Based Economy and Global Management, Tainan, Taiwan (R.O.C), 17-18 November, 2016.
4. Yung-Chi Chang, Uguumur Enkhjargal, Chen-I Huang, Wen-Ling Lin, Phian Peng. 2016. integrating TAM and TPB models with E-Ser-Q to analyzing the factors affecting the adoption of internet bank: the case of a Bank in Mongolia. The 12th International Conference on Knowledge Based Economy and Global Management, Tainan, Taiwan (R.O.C), 17-18 November, 2016.
5. Tran Xuan Quynh and Chang. Yung- Chi. 2015. The Effects of Country Image, Animosity and Ethnocentrism on Purchase Intention: A Study in Vietnam toward China Fruits. The 11th International Conference on Knowledge Based Economy and Global Management, Tainan, Taiwan (R.O.C),, 19-20 November, 2015
6. Yung-Chi Chang, Pattaratorn Leewattanavalagul, Lin Wen-Ling\*, and Chen-I Huang. 2015. Exploring Factors Affecting Consumer Intention to Purchase Apparel Online among Yung Thai Consumers: An Application of TPB Model. The 11th International Conference on Knowledge Based Economy and Global Management, Tainan, Taiwan (R.O.C),, 19-20 November, 2015
7. Anja Išek, Yung-Chi Chang, Lin Wen-Ling\*, Zhuang, Jing-Lin. 2014. Effect of Motivational Orientations in Desire to Learn Chinese Language Among Croatian Students: Empirical Evidence and Managerial Implication. The 10th International Conference on Knowledge Based Economy and Global Management, Tainan, Taiwan (R.O.C), 13-14 November, 2014
8. Yung-Chi Chang, Shongwe Hlengiwe N, Ko-Chieh Chen, Wen-Lin Lin. 2013. Exploring the Impact of Service Quality on Education Satisfaction: A Comparison Study oof GMBA/IMBA Students at STUST and NCKU in Taiwan, 2012 International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan (R.O.C), Nov, 2013.
9. Pitcha S ,Yung-Chi Chang, Lin Wen-Ling. 2012. Thai Consumers' Attitude and Intention in Purchasing Cognitive Functional Drink. 2012 International Conference on Knowledge Based Economy and Global Management, Tainan, Taiwan (R.O.C),, Oct 31.-Nov 2, 2012.
10. Rattanawadee Kajornchaikul,Yung-Chi Chang, Te-Kuang Chou, and Ling, Wen-Lin. 2011. A Case Study of Exploring Factors Affecting Motivation for CSR Engagement in a THAI Company. 2011 International Conference on Knowledge Based Economy and Global Management, Tainan, Taiwan (R.O.C), 2-3 November, 2011
11. Chang, Yung-Chi, Te-Kuang, Chou, and Ling, Wen-Lin Ling. 2007. The Borrow-In Industrial Upgrading: A Case Study of Bicycle Industry in Taiwan. Proceeding of 2007 International Conference on Knowledge-Based Economy and Global Management, Tainan: Southern Taiwan University, 2007/12.

### Dissertation

- Yung-Chi Chang. 2004. Parallel Connecting New Product Development Process: The Case Study of Bicycle Industry in Taiwan. Ph.D. Dissertation, National Sun Yat-Sen University.
- Yung-Chi Chang. 1994. The Research on the Relationship between the Abilities of Entrepreneurs and Business Growth. MBA Dissertation, National Chung Cheng University.

## Grants

1. Industrial Development Bureau, Ministry of Economic Affairs, No: 220990146, The evaluation of Transnational Management of Houg-Kong Company, 2010/12 - 2011/5.
2. National Science Council, No: 98-2622-H-218-003-CC3, The Strategy of IVD Industry --- The Strategic Planning of Kaiwood Company, 2009/7 - 2010/6.

## Entrusted Practical Projects

1. Ho, Chi-Ming, Chang, Min-Chang, and Yung-Chi Chang. 2020. The project of insurance knowledge and practices exchange with Shin Kong Life Insurance, No.23001070023.
2. Ho, Chi-Ming, Yung-Chi Chang and Chang, Min-Chang. 2018. The project of insurance knowledge and practices exchange with Shin Kong Life Insurance, No.23001070023.
3. Ho, Chi-Ming, Yung-Chi Chang and Chu, Yueh-Chung. 2018. The project of insurance knowledge and practices exchange with Fubon Life Insurance, No.23001070229.
4. Chang, Min-Chang, Yung-Chi Chang and Chu, Yueh-Chung. 2018. The project of insurance knowledge and practices exchange with Cathay Life Insurance, No.23001070269.
5. Ho, Chi-Ming, Yung-Chi Chang and Chang, Min-Chang. 2017. The project of insurance knowledge and practices exchange with Shin Kong Life Insurance No. 3, No.221060397.
6. Ho, Chi-Ming, Yung-Chi Chang and Chang, Min-Chang. 2017. The project of insurance knowledge and practices exchange with Fubon Life Insurance No. 6, No.221060374.
7. Huang, Chen-I and Chang, Yung-Chi. 2016. The development project of Ganxia gift box of ancient Tainan taste, No.521050337.
8. Huang, Chen-I and Chang, Yung-Chi. 2015. Applying diversified cultural color to build the brand equity of casual shoes, No.521040398.
9. Huang, Chen-I and Chang, Yung-Chi. 2015. The cultural and creative development project of the packaging of Chinese medicine Xianmei fruit, No.521040399.
10. Ho, Chi-Ming, Yung-Chi Chang and Chang, Min-Chang. 2015. The project of insurance knowledge and practices exchange, No.22104005.
11. Su, Jyh-Tai and Chang, Yung-Chi. 2014. Strategic human resources enhancing plan for Chao Yuan industrial company, No.221030164.
12. Chang, Y.C. 2013. The development project of the services of customized cake for Jiu Zhen Nan, No.22102016.
13. Chang, Y.C. 2011. The deep survey of the customer needs in newly developing market, No.22100003.

## Honors and Awards

- The Award of SMEs Research, 2004, Parallel Connecting New Product Development Process: The Case Study of Bicycle Industry in Taiwan, Small and Medium Enterprises Administration, Ministry of Economic Affairs, R.O.C.