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Education

- * Ph.D. in Systems Science & Industrial Engineering, State University of New York, 1996/06
- * M.S. in Industrial Engineering, State University of New York, Binghamton, New York, 1991/12

Area of Specialty

- E-Business, Operation Management, Supply Chain Management, Decision Support Systems

Academic Experience

- 2010/03 ~ present Professor, Department of Industrial Management and Information, Southern Taiwan University of Science and Technology, Taiwan.
- 2014/08 ~ 2018/07 Vice Dean, Collage of Business, Southern Taiwan University of Science and Technology, Taiwan.
- 2010/08 ~ 2018/07 Director, Global MBA Program of Collage of Business, Southern Taiwan University of Science and Technology, Taiwan.
- 2010/08 ~ 2014/07 Director, Executive MBA Program of Collage of Business, Southern Taiwan University of Science and Technology, Taiwan.
- 2000/02 ~ 2010/07 Chairman, Department of Management and Information Technology, Southern Taiwan University of Science and Technology, Taiwan.
- 2000/02 ~ 2010/07 Director, Graduate program of Industrial management, Southern Taiwan University of Science and Technology, Taiwan.
- 1996/08 ~ 2010/02 Associate Professor, Department of Management and Information Technology, Southern Taiwan University of Science and Technology, Taiwan.

Journal Papers

1. Renzo Del Giudice Lopez and Wurong Shih, 'Analysis of the Purchase Intension of Bitcoin by Applying the Technology Acceptance Model', Review of Integrative Business and Economics Research, Vol. 12, No.1, Jan. 2023. (Scopus, ABI)
2. Wurong Shih and Julián Nevárez Montes, 'The Individualization of ERP In SMEs For Sustainable Development', International Journal of Small and Medium Enterprises, Vol. 5, No. 1, pp.1-13, Feb. 2022.
3. Hai-Ninh Do, Wurong Shih, and Quang-An Ha, 'Effects of Mobile Augmented Reality Apps on Impulse Buying Behavior: An Investigation in The Tourism Field', Heliyon, Volume 6, Issue 8, e04667, pp.1-9, August 2020. (Scopus)
(<http://www.sciencedirect.com/science/article/pii/S2405844020315115>)
4. Shih, W. and Julián Nevárez Montes, 'An Index to Evaluate the Journals and Publishers', Publishing Research Quarterly, Vol. 4, No. 34, pp. 529-539, 2018. (ABI)
5. Do, Ninh T. H. and Wurong Shih, 'The Integration between The UTAUT with IS Success Model in Case of Online Hotel Booking User Acceptance,' TIJ's Research Journal of Commerce & Behavioral Science - RJCBS, Vol. 5, No. 10, pp. 25-36, 2016.
6. Do, Ninh T. H. and Wurong Shih, 'Destination Decision-Making Process Based on a Hybrid MCDM Model Combining DEMATEL and ANP: The Case of Vietnam as a Destination,' Modern Economy, No. 7, pp. 966-983, 2016. (ABI).
7. Shih, W. and Ninh T. H. Do, 'Impact of Tourism on Long-Run Economic Growth of Vietnam,'

- Modern Economy, No. 7, pp. 371-376, 2016. (ABI)
8. Yuling Lin, W. Shih, Jinglu Hu, 'Development of Stock Evaluation System Based on Quasi-Linear Regression Model,' International Journal of Electronic Business Management, Vol.1, No. 11, pp. 23-32, 2013. (EI)
 9. Yeh, J.M., W. Shih and F. Shu, 'An Improved Heuristics Approach in Constructing Nominal Binary Decision Tree,' Journal of Information Management, Vol. 1, No. 17, pp. 157-176, 2010. (in Chinese)
 10. Shih, W., 'The development of a BPN data mining calibration system in a SMT PCB assembly line,' International Journal of Electronic Business Management, Vol.7, No. 4, pp. 288-299, 2009. (EI)
 11. Shih, W., 'The Hybrid Heuristic System in Balancing The PCB Assembly Line of Surface Mount Technology with Multiple Placement Machines,' International Journal of Electronic Business Management, Vol. 7, No. 1, pp.37-44, 2009. (EI)
 12. Shih, W. & Pei, M., J. 'International Perception of Ecommerce: A Comparison between Vietnamese and Taiwanese business Managers,' Journal of Southern Taiwan University of Technology, Southern Taiwan University of Technology, 2008. (in Chinese)
 13. Shih, W. & Ou, Y.K., 'The Development of A Web-based System To Solve The Multi-Depot Vehicle Routing Problem Of Fixed-Route Trucking Carriers,' International Journal of Electronic Business Management, Vol. 5, No. 4, pp.301-309,2007. (EI)
 14. Lai, M.T., Shih, W. & Tang K.Y., 'Economic Discrete Replacement Policy for A Single-Unit System Subject to Increasing Failure Rate Shock Damage Model,' International Journal of Advanced Manufacturing Technology (SCI), 2005.
 15. Yeh, J.M., Shih, W. & Lin, B.H., 'Prototyping A Negotiation Support System for New Product Development,' Journal of the Chinese Institute of Industrial Engineers, Vol. 22, No. 3, pp.252-261, 2005.
 16. Shih, W., Lin, Y. J. & Lai, C.H., 'The Application of Consumer Behavior and Customer Relationship Management,' Mathematical and Science, National University of Tainan, 2005. (in Chinese)
 17. Chu, T.C., Shih, W. & City, Y.K., 'An interval arithmetic method for evaluating weapon system under fuzzy environment,' Journal of Information and Optimization Sciences, Vol. 24, No. 2, pp. 345-355, 2003.
 18. Shih, W., Srihari, K., & Adriance, J.A., 'Expert System Based Placement Sequence Identification for Surface Mount PCB Assembly,' International Journal of Advanced Manufacturing Technology, Vol. 113, No. 3, pp.413-423, 1996.
 19. Shih, W., Huang, Y.W., Srihari, K., & Westby, G., 'Estimation of Yield Through Component Placement Accuracy in Surface Mount PWB Assembly,' Computers and Industrial Engineering, Vol. 29, No 1, pp. 607-611, 1995.
 20. Shih, W., & Srihari, K., 'Distributed Artificial Intelligence in Manufacturing System Control,' Computers and Industrial Engineering, Vol. 29, No 1, pp. 199-203, 1995.
 21. Shih, W., Srihari, K., Adriance, J., & Westby, G., 'A Heuristic Approach to Placement Sequence Identification for SMT,' Soldering and Surface Mount Technology, No 14, pp.20-24,1993.

Conference Papers

1. Sarah Geistbeck, Wurong Shih, and Renzo Del Giudice Lopez, 'Investigation of The Semiconductor Supply Shortage in The German Automotive Industry Since the Covid-19 Pandemic', Proceeding - 2022 International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan, 2022.
2. Shih, W., and Renzo Del Giudice Lopez, From Individual to Collective: A Review of The Informed Technology Acceptance and Organizational Knowledge, Proceeding - 2021 International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan, 2021.
3. Bernhard Lettner, Wurong Shih, and Renzo Del Giudice Lopez, The Impact of Internet of Things on Customer Relationship Management, Proceeding - 2021 International Conference on

- Knowledge-Based Economy and Global Management, Tainan, Taiwan, 2021.
4. Shih, W., and Renzo Del Giudice Lopez, 'Application of The Technology Acceptance Model To Analyze The Purchase Intention of Bitcoin in Taiwan', Proceeding - 2020 International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan, 2020.
 5. Shih, W. and Julián Nevárez Montes, 'Untold Truths About Internationalization Its Facets in Higher Education', Proceeding - 2019 International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan, 2019.
 6. Shih, W., Elmer Daniel Lopez Castro and Renzo Del Giudice Lopez, 'Factors That Influence Purchase Intention Using E-Commerce in Central America by Applying Tam', Proceeding - 2019 International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan, 2019.
 7. Shih, W. and Julián Nevárez Montes, 'The Umbrella Species of Higher Education', Proceeding - 2018 International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan, 2018.
 8. Shih, W. and Renzo Del Giudice Lopez, 'Analysis of The Purchase Intention of Bitcoin by Applying The Technology Acceptance Model (Tam)', Proceeding - 2018 International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan, 2018.
 9. Shih, W. and Julián Nevárez Montes, 'Journals Are Killing Science: The N-Index for Productivity', Proceeding - 2017 International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan, 2017.
 10. Haininh Do and Shih, W., 'A Bibliometric Analysis of Tourism Research', Proceeding - 2016 International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan, 2016.
 11. Shih, W. and Haininh Do, 'The Economic Impact of Tourism in Vietnam from Foreign Direct Investment,' Proceeding - 2015 International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan, 2015.
 12. Shih, W. and Haininh Do, 'Development of Regional tourism be Collaboration between Public Sector and Academics in the Asia Pacific Region,' Proceeding - 2014 APTA Conference, Ho Chi Minh City, 2014.
 13. Shih, W., H. Yen, and Y. S. Lai, 'The impact of Enterprise Culture, Innovation Capability, and Training to Organization Performance - The Case Study of Bicycle Industry,' Proceeding - The Conference of 2013 Industrial Management and Information Innovative Practices, Tainan, Taiwan, 2013. (in Chinese)
 14. Tseng, W. H., W. Shih, S. L. Chen, K. C. Lin, C. C. Huang, and W. C. Chia, 'The Study of Multi-CONWIP Production Simulation System,' Proceeding- 2013 Conference of The Application of Electronic Business, Tainan, Taiwan, 2013. (in Chinese)
 15. Shih, W. and Marie Nikki R. Martinez, 'Drivers and Barriers to E-Commerce Adoption in The Philippines: Exploring Internet Consumers' Behavior,' Proceeding - The Conference of Business Management Practices in Taiwan-Vietnam Cross Country Enterprises, Tainan, Taiwan, 2012.
 16. Shih, W. and Krissapon Apinyaupatum, 'Factors that affecting Thai consumer behavior in milk consumption: case of Bangkok area,' Proceeding - International Conference on Innovation and Management (IAM), Koror, 2012.
 17. Shih, W. and Krissapon Apinyaupatum, 'Internal and External Factors That Affecting Thai Consumer Behavior in Dairy Consumption - Case of Bangkok Area,' Proceeding - The Seventh International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan, 2011.
 18. Shih, W. & Yeh, J.M., 'An AHP Approach in Synthesizing the Preference Weights for Decision Support System,' Proceeding- International Conference on Innovation and Management, Kuala Lumpur, 2011.
 19. Shih, W. & Chen B. Y., 'A Case Study of the Key Success Factors for A Stainless Steel Wring Industries,' Proceeding- Industrial Engineering and Management Annual Conference, Tainan, Taiwan, 2010. (in Chinese)

20. Shih, W. & Vishal Madhavrao Gaikwad, 'Study of Buyer Decision Process Model in B2C E-COMMERCE: An Empirical Study of Taiwan Online Shopping,' Proceeding 2010 International Conference on Knowledge-Based Economy & Global Management, Tainan, 2010.
21. Shih, W. & Lin Y., Hu J. 'Development of Stock Evaluation System Based on Quasi-Linear Regression Model,' 2010 Proceeding- 2010 Conference and Case Competition of IT Application and Trend in Industry, Taichung, Taiwan, 2010.
22. Shih, W., 'A Heuristic Line-Balancing Approach in SMT Assembly Line,' Proceeding- 2010 Conference and Case Competition of IT Application and Trend in Industry, Taichung, Taiwan, 2010.
23. Shih, W., 'The Case Study of A MIL-STD-1916 QC System Implementation,' Proceeding- 2010 Conference and Case Competition of IT Application and Trend in Industry, Taichung, Taiwan, 2010. (in Chinese)
24. Shih, W. & Lai, Y.H., 'Applying 6 Sigma QC in the Maintenance Process of LDC Deflection Film,' Proceeding- 2010 Cross Strait Conference on Managerial Theory and Application, Tainan, Taiwan, 2010. (in Chinese)
25. Shih, W. & Wang, H. C., 'The distributed artificial intelligent system in shopfloor control of PCB assembly line,' Proceeding International Conference on Knowledge-Based Economy & Global Management, Tainan, 2009.
26. Shih, W., 'The Development of a Calibration System in PCB Assembly Line by Back-Propagation Network Data Mining,' Proceeding- 2009 Conference on Industry-University Cooperation of Electronic Business, Taipei, 2009.
27. Shih, W., 'The Calibration System of SMT PCB Assembly Placement Machine by Using Back-propagation Network Data Mining,' Proceeding - 2009 International Conference on Innovation and Management, Long Beach, Philippines, 2009.
28. Shih, W. & Chiu, C.F. 'The Hybrid Heuristic System in Balancing the PCB Assembly Line of Surface Mount Technology with Multiple Placement Machines,' Proceeding- 2008 Conference on Industry-University Cooperation of Electronic Business, Tainan, Taiwan, 2008.
29. Shih, W. & Bui My-Trinh 'Perception of Ecommerce: A Comparison between Vietnamese and Taiwanese Business Managers,' Proceeding- International Symposium on Knowledge-Based Economy & Global Management, Tainan, Taiwan, 2007.
30. Shih, W., Chen K. & Huang H. 'Parameter Calibration of Placement Machines in a SMT PCB Assembly Line Using Back-Propagation Network Data Mining, The Xvii Acme International Conference on Pacific Rim Management, Les Vegas, USA, 2007.
31. Shih, W., Yifan Chang, Huiching Huang, Cong Thi Quynh Trang, 'Back-Propagation Network Data Mining in Configuring Process Parameters for SMT PCB Assembly Placement Machines,' International Conference on Knowledge-Based Economy & Global Management, Tainan, Taiwan, 2006. p. 232-244
32. Shih, W., Shu-Ling Chen, Yang-Kun Ou, Mau-Kai Jhuang, 'Distribution Expert - The Vehicle Routing System in A Less-Than-Truckload Transportation Industry,' Proceeding - International Symposium on Knowledge-Based Economy & Global Management, 2005, pp.119-124, Tainan, Taiwan.
33. Shih, W. and Wilson Huang, 'The Prototype System for Balancing Surface Mount PCB Assembly Lines with Multiple Placement Machines,' IACIS Pacific 2005 Conference Proceedings, 2005, pp.515-522, Taipei, Taiwan. (NSC94-2213-E-218-014-)
34. J. Yeh and W. Shih, 'Setting Up a New Product Development Team based on Entropy Optimization, Proceeding - 21th Century Management Theory and Application Conference, pp. 313-319, 2005. (in Chinese)
35. Wu, Chien-Hsing, Wurong Shih and Yi-Shun Wang, 'Managing Knowledge: An Organizational Decision Experience Model,' Proceeding - International Symposium on Knowledge-Based Economy & Global Management, 2004, pp. 364-368, Tainan, Taiwan.
36. Shih, W., Yichen Lin, Huiching Huang, and Chiuhua Lai, 'A CRM Approach Applied to The Consumer Behavior Analysis - The Field Research in A Kitchenware Manufacturer and Seller,'

- Proceeding - International Symposium on Knowledge-Based Economy & Global Management, 2004, pp. 631-638, Tainan, Taiwan.
37. Shih, W., and Wilson Huang, 'A Balancing Model of Surface Mount PCB Assembly Line with Multiple Placement Machines,' Proceeding - International Symposium on Knowledge-Based Economy & Global Management, 2004, pp. 407-414, Tainan, Taiwan.
 38. Kuen-Horng Tsai, W. Shih, Li-Tung Chang, Ruey-Mo Lin, Guan-Liang Chang, 'Kinematic Characteristics of Degenerative and Induced Spondylolisthetic Lumbar Spine,' Proceeding of the IASTED International Conference BIOMECHANICS, 2003, Rhodes, Greece.
 39. KH Tsai, CY Yeh, W. Shih, JJ Chen, 'Effects on Spasticity of the SCI Patients with FES-Cycling Assistive Device,' Proceeding of Conference on Biomedical Engineering and Technology, 2002, P. 31-32, I-Shou University, Kaohsiung, Taiwan.
 40. Shih, W., 'The Planning of Distribution Database system-A Case in Tainan Transportation Corporation, Proceedings - The 7th Taiwan Business Case Study Conference, 2002, pp. 77., Tainan, Taiwan. (Chinese Version)
 41. Yichen Lin, Chen Shu, Hsiu-Hsiung Hsieh, and W. Shih, 'A Field Study of CRM on Hotel Enterprises,' The First International Conference on Electronic Business Proceeding, Hong Kong, 2002, pp. 19-21.
 42. KH Tsai, W. Shih, TS Cheng, and KS Cheng, 'Design and Development of Page Turner for People with Upper Limb Injuries,' Rehabilitation Engineering, 2002, pp.228-229
 43. Ta-Chung Chu and W. Shih, Selecting Alternatives Using a Fuzzy MCDM Approach, The 17th Vocational Education Conference, Industry (E), 2002, pp. 1867-1876. (Chinese Version)
 44. YiChen Lin and W. Shih, Integrated Communications and Systems Thinking, - An Assessment for Improvement, 43th Annual Conference of Operation Research Society - Proceedings, Bath, U.K, 2001.
 45. Shih, W., Placement Sequencer- An Expert System for Placement Sequence Identification in Surface Mount PCB Assembly,' The 12th Vocational Education Conference, Industry V, 1997, pp. 169-178. (Chinese Version)
 46. Shih, W., Srihari, K. & Emerson, C.R., 'Manufacturing System Control in Printed Wiring Board Assembly Using Distributed Artificial Intelligence,' 5th Industrial Engineering Research Conference Proceedings, Miami, Florida, 1996, pp. 97-102.
 47. Shih, W., Srihari, K., Adriance, J., Westby, G., 'A Heuristic Approach to Placement Sequence Identification for SMT,' International Electronic Packaging Society Conference, Austin, Texas, 1992, pp. 631-644.
 48. Shih, W., Srihari, K., & Adriance, J., 'An Expert System Approach to Placement Sequence Identification for SMT,' Proceedings - SMTCON '92, Secaucus, New Jersey, 1992, pp. 129-138.

Dissertation

- Shih, W., 'A Knowledge Based Advisor for Surface Mount Component Placement Sequence Identification', Master Thesis, State University of New York, Binghamton, New York, December 1991.
- Shih, W., 'Distributed Artificial Intelligence Based System for Manufacturing Systems Control in Surface Mount PWB Assembly', Doctoral Dissertation, State University of New York, Binghamton, New York, May 1996.

Books

- Shih, Wurong & Hsieh, Chih Kuang, Industrial Engineering and Management ISBN : 957-3932-09-5, Tsanghai Publication , Taipei , 2000.

Professional Experience

1. 2022/02 ~ present Reviewing committee member of SBTR project, Small and Medium Business Department, Bureau of Ministry of Economics, Taiwan.
2. 2022/06 ~ present Reviewing committee member of Golden Book Award, Small and Medium

Business Department, Bureau of Ministry of Economics, Taiwan

3. 2020/02 ~ 2020/06 Reviewing committee member of vocational collage assessment, Taiwan Assessment and Evaluation Association, Taiwan.
4. 2018/01 ~ 2021/12 Reviewing member of the Stationing Reviewing Committee of Incubation Center of Southern Scientific Park, Bureau of Ministry of Technology, Taiwan.
5. 2018/01 ~ present Auditor of trusted board, Yean-Dean Scientific Co. Ltd., Taiwan.
6. 2017/08 ~ present Reviewing committee member of The Best Thesis Award of Technology Management, Technology Management Association, Taiwan.
7. 2016/11 ~ present Independent Director of trusted board, NANTEX Industry Co. Ltd., Taiwan.
8. 2009/01 ~ 2021/12 Reviewing committee member of SBIR projects, Technology Bureau of Ministry of Economics, Taiwan.
9. 2008/08 ~ present Council member, Chinese Service Management Association, Taiwan.
10. 2010/01 ~ 2011/12 Reviewing committee member of CITD projects, Industrial Bureau of Ministry of Economics, Taiwan.
11. 2007/08 ~ 2009/08 Reviewing committee member of vocational collage evaluation, Ministry of Education, Taiwan.
12. 2006/08 ~ 2011/08 Secretary General, Electronic Business Management Society, Taiwan.
13. 2006/08 ~ 2012/08 Consultant, Tainan County Association of Real Estate Brokers, Taiwan.
14. 2000/02 ~ 2008/08 MIS Consultant, SFL Machining Co., Taiwan.

Entrusted Practical Projects

1. 2018/02 ~ 2018/07 Associated Project Director, Employee Training Program – The Introduction of Business Management (No.33001070095), NT\$198,000, Ming-Xuiang Co. Ltd., Taiwan.
2. 2016/11 ~ 2017/07 Project Director, The Enhancement of English Teaching Proficiency of GMBA Faculty (#7231050202-GP-1), NT\$880,000, The Ministry of Education, Taiwan.
3. 2016/07 ~ 2016/11 Associated Project Director, Employee Training Program - Financial Management (No.321050336), NT\$472,000, Chi-Yu Co. Ltd.
4. 2016/05 ~ 2016/10 Project Director, The Evaluation Project of Cloud Repository Service of Product Design Figures - YuDei Business Co. Ltd. (No. 311050195), NT\$72,000, Department of Industrial Technology, Ministry of Economy Affairs.
5. 2015/07 ~ 2015/11 Associated Project Director, Employee Training Program - Financial Management (No.321040411), NT\$576,000, Chi-Yu Co. Ltd.
6. 2015/05 ~ 2015/10 Project Director, The Configuration Project of Industry 4.0 in Small and Medium Business - Aplus Molds & Plastics Co., Ltd. (No.311040327), NT\$72,000, Department of Industrial Technology, Ministry of Economy Affairs.
7. 2014/06 ~ 2014/10 Project Director, Employee Training Program - Statistics (No.311030384), NT\$468,000, Yean-Dean Scientific Co. Ltd.
8. 2014/05 ~ 2014/10 Project Director, The Configuration Project of Service of Motor Vehicle Parts Manufacturing Industry - YuDei Business Co. Ltd. (No.311030280), NT\$72,000, Department of Industrial Technology, Ministry of Economy Affairs.
9. 2013/07 ~ 2013/11 Project Director, Employee Training Program - Statistics (No.311020142), NT\$270,000, Yean-Dean Scientific Co. Ltd.
10. 2013/06 ~ 2013/11 Project Director, The Project of Enhanced Application of Knowledge in Motor Vehicle Parts Manufacturing Industry - Leader Aid Enterprise (No.311020226), NT\$72,000, Department of Industrial Technology, Ministry of Economy Affairs.
11. 2012/11 ~ 2012/11 Project Director, Taiwan-Vietnam Bilateral Conference in Business Management (NSC 101-2911-I-218-001), NT\$300,000, Ministry of Science and Technology.

Honors and Awards

- 2007 Youth Manager Award, Kaohsiung Chapter, Chinese Management Association, 2007/12/22.