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Education

- PhD, Business Administration, National Sun Yat-sen University, 2011/12
- Master of Business Administration, University of Missouri-Kansas City, USA., 1991/06
- Bachelor, Transportation Technology and Management, Feng-Chia University, Taiwan, 1986/06

Area of Specialty

- International Trade, Business Strategy, Marketing, Leadership.

Academic Experience

- Assistant Professor, Department of International Business, Southern Taiwan University, 2014/08 - to present
- Chairperson, Department of Marketing and Logistics Management, Hsing-Kuo University of Management, 2012/08 - 2014-07
- Assistant Professor, Marketing and Logistics Management, Hsing-Kuo University of Management, 2012/02 - 2014/07
- Adjunct Assistant Professor, Department of Logistics Management, the ROC Air Force Institute of Technology, 2008/09 - 2011/06
- Adjunct Assistant Professor, Department of Financial, Shih Chien University, Taiwan, 2008/02 - 2012/06

Journal Papers

1. Trang, Vo Lu Tuyet & Yishuo Hung* (2022). The role of affordances in continuance and additional purchase intention: the case of Internet banking application in Vietnam. *Journal of General Management*, <https://journals.sagepub.com/doi/abs/10.1177/03063070221136936>. [ESCI].
2. Chiu, T. C., & Yishuo Hung* (2022). Impacts of leader humility between authority and trustworthiness on compliance: tests of three-way interaction. *Psychological Reports*, 125(1), 398-421. [SSCI].
3. Hung, Yishuo, Y. S. Sun, (2021) Subordinate Personality and Superordinates' Trust – the Moderating Effect of Leadership Styles, *Journal of Southern Taiwan University of Science and Technology*, 6(1), 39-55.
4. Yishuo Hung (2018), Contexts, Social Contract, and Managers' Integrity, *CIIP International Certification Review (CIIPICR) Vol. 4 No. 2 (Jun. 2018)* pp.11-20.
5. Yu-Hua Wu and Yishuo Hung* (2018) Factors for Drama Sales- Cultural Difference between Viewers in Taiwan and Japan. *Journal of China University of Science and Technology* . Vol. 75, pp. 25-44.
6. Hung, Yishuo (2014), Behavioral Integrity and Decision Making: A Scenario Approach, *Journal of Hsing-Kuo University of Management*, vol. 15, 15-29. (in Chinese).
7. Huang, Jason Heh, & Yishuo Hung* (2013), "Gender Differences and Behavioral Integrity: From a Social Contract Perspective," *Journal of Management & Organisation*, vol. 19, no.1, 84-100. [SSCI].
8. Hung, Yishuo, Huang, Jason Heh, & Gosling, Mark (2011), "Deviation and Escalation: Decision-making Pitfalls Illustrated," *Journal of Organizational Change Management*, vol. 24, no. 5, 695-

711. [SSCI].

9. Huang, Jason Heh, & Yishuo Hung* (2008), The Folly of "Rewarding for A, while Hoping for B" in the Higher-Education System, *Journal of Education Resource and Research*, vol. 81, 43-58. (in Chinese).

Conference Papers

1. Chien-Cheng & Yishuo Hung (2023). Service Quality and Customer Strategies in Different Fields of Service Industry - Application of PZB Model. The 19th International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan, 3-4 November, 2023.
2. Ria Das & Yishuo Hung* (2022). A Study in India Consumer's Purchase Intention and Comparative Advertisement. The 18th International Conference on Knowledge-Based Economy and Global Management, 18, 59-75, Tainan, Taiwan, 3-4 November, 2022.
3. Ashish Bhagwan Gaikwad & Yishuo Hung* (2022). India – Taiwan Business Cultural Differences and Their Impacts on Industry. The 18th International Conference on Knowledge-Based Economy and Global Management, 18, 243-258, Tainan, Taiwan, 3-4 November, 2022.
4. Chen Y. H., & Yishuo Hung (2020, May). Research on Marketing Direction and Satisfaction of Cram Schools—Taking Japanese Cram Schools in Metropolitan Areas as an Example. Conference on Innovation of Industry Management., Taichung, Taiwan.
5. Pei Woon Tan, Yishuo Hung* (2019), "Airline Customer Expectations in Relation to Crew Service Training and Crisis Response," The 15th International Conference on Knowledge-based Economy and Global Management, Tainan, TAIWAN, 07-08 November, 2019.
6. Oyuntungalag Damdinbazar and Yishuo Hung* (2019), "Pre-Purchase Information Search for High Involvement Products—The Role of Online and Offline Information Sources," The 15th International Conference on Knowledge-based Economy and Global Management, Tainan, TAIWAN, 07-08 November, 2019.
7. Pei Woen Tan and Yishuo Hung (2019), "Airline Customer Expectations in Relation to Crew Service Training and Crisis Response," 2019 STUST International Conference on Finance, Accounting, and Management Decisions, May 17, Southern Taiwan University of Science and Technology, Tainan.
8. Yishuo Hung (2018, Jun). Leader Sincerity and the Effect on Trustworthiness of a Leader. International Conference on Business, Economics, Finance and Management, Okinawa, Japan. MOST 105-2410-H-218-018-1.
9. Yishuo Hung (2017, May). Revolving Credit, Bad Debt, and liquidation—The Psychological Traits and Strategy for Credit Card Debt Repayment. Conference on Innovation of Industry Management., Taichung, Taiwan.
10. Yishuo Hung (2017, May). Cognition of Private and Public Brand Products: A Game Theory Approach.. Conference on Innovation of Industry Management, Taichung, Taiwan.
11. Cheng-Hsuan Huang and Yishuo Hung (2017, Jun). The Relationship Marketing between Airbnb and TripAdvisor Comparisons and Contrasts.. The 12th Conference on Theory and Practice of Business Internationalization, Tainan, Taiwan.
12. Huang Hsiao-Ting & Yishuo Hung (2017, Nov). Corss-Culture Adjustment, Achievement Motivation, and Organizational Support on Task Effectiveness of Taiwanese Expatriates in Thailand. The 13th International Conference on Knowledge-based Economy and Global Management, Tainan, Taiwan. MOST 106-2410-H-218-018-1.
13. Hung, Yishuo (2016), "Leader Integrity: Behavioral or Ethical? A Perspective from Confucianism" in The 12th International Conference on Knowledge-based Economy and Global Management, Tainan, 17 November, 2016.
14. Yu-Hua Wu and Yishuo Hung (2016), "Application of Factors in Watching Willingness of Taiwan Idol Drama for Japan and Taiwan." in The 2016 Conference on Patent and Information Practice, Taipei, 5 May, 2016.
15. Hung, Yishuo (2015), "Trust to a Leader and the Moderators behind Leader Integrity" in The 11th International Conference on Knowledge-based Economy and Global Management, Tainan,

19 November, 2015.

16. Hung, Yishuo (2014), "Access Impact Factors for Prediction, A Regression Model-Using American Major League Baseball as Data Base" in The 2014 Conference on Marketing, Logistics and Management, Hsiung-Kuo University of Management, Tainan, 15 May (pp. 149-166).
17. Hung, Yishuo (2013), "Reflections on Decision-making Disparities among Leaders in Different Stages of Social Contract Formations," in The 2013 Conference on Marketing, Logistics and Management, Hsiung-Kuo University of Management, Tainan, 14 May (pp. 323-336).
18. Hung, Yishuo, Huang, Jason Heh, & Peithe Ma Salva (2013), "Performance Management System and Government Effectiveness: Comparative Study on Public Servants between the Republic of China and Republic of the Philippines," in Conference on Organization Management and City Governance in Democratic Transformation, National University of Tainan, 8 May (pp. 1-28).
19. Hung, Yishuo (2012), "Consumers' Choices between Private and Public Brand Products: An Application of Game Theory," in The 2012 Conference on Marketing, Logistics and Management, Hsiung-Kuo University of Management, Tainan, 24 May (pp. 309-323).
20. Huang, Hsin Hui & Yishuo Hung (2012), "Professional Managers and Managers' Profession: Inspired by Peter Drucker," in The 2012 Conference on Marketing, Logistics and Management, Hsiung-Kuo University of Management, Tainan, 24 May (pp. 142-151).
21. Teng-Chu Steve Chiu, Heh Jason Huang, & Yishuo Hung (2012), "The Influence of Humility on Leadership: A Chinese and Western Review," 2nd International Conference on Economics Business and Marketing Management (CEBMM 2012), February 26-28, Singapore. (pp. 129-133).
22. Hung, Yishuo & Heh Jason Huang (2011), "Social Contracts and Gender Differences in Behavior Integrity," International Seminar on Business and Management, April 27-29, Bandung, Indonesia.
23. Hung, Yishuo & Heh Jason Huang (2011), "Comparisons of Behavioral Integrity between Seasoned Managers and Business Students: Using Scenarios as Social Contracts," 2011 International Conference of Management Learning and Business Technology Education, May 9-11, Kaohsiung, Taiwan.
24. Hung, Yishuo (2010), "Leader Integrity: A Contractarian Perspective," International Conference of Management Learning and Business Technology Education, March 25, Taipei, Taiwan.
25. Huang, Jason Heh, and Yishuo Hung (2010), "Contexts, Social Contract, and Leader Integrity," International Conference on Economics, Business and Management (ICEBM), Dec. 4-5. Manila, Philippines. (pp. 78-81).
26. Hung, Yishuo (2010), "Mission, Agency Problems, and Strategic Empowerment," International Conference on Economics, Business and Management (ICEBM), Dec. 4-5, Manila, Philippines. (pp. 90-92).
27. Huang, Jason Heh, & Yishuo Hung (2009), "Gender Difference in Behavioral Integrity: From a Social Contracts Perspective." 2009 Academy of Management Annual Meeting (AOM), Aug. 8-12. Chicago, USA.

Dissertation

- Hung, Yishuo (2011), "Exploring Core Values Moderating Perceived Leader Behavioral Integrity and Trust: A Contractarian Perspective." National Sun Yat-sen University.

Books

- "Management and Morale" (1941, 2022). Roethlisberger, F. J. Traditional Chinese Translation and Annotation: Yishuo Hung. Hanlu Publishing Co., Taipei. ISBN: 978-626-95572-9-5.

Professional Certifications

1. International Trade Management (Class B), #200-0000573. Technician Certificate R.O.C, August, 2022.
2. Certificate, ITCE, International Trade Certification Examination, Importers and Exporters

Association, Taipei. 2018

3. Certificate, Management of Cross-Border e-Commerce, Chinese Association of Retail Education, 2017
4. Certificate, Marketing Management of Clicks and Mortar, Chinese Association of Retail Education, 2017
5. International Trade Management(Class C), Technician Certificate R.O.C, March, 2016
6. Analyst of E-Commerce, #TIEA-ECA-10302625, Taiwan Innovative Education Association. (2013).
7. Certificate of Steel-Radiation Detection for Building Materials, #0029, Atomic Energy Council (AEC) Executive Yuan. (1995).

Grants

1. Ministry of Science and Technology, No: MOST 108-2410-H-218-001-MY2, Management and Moral by FJ Roethlisberger. Translation for Classics Project. 2020/8 - 2021/7.
2. Ministry of Science and Technology, No: MOST 108-2410-H-218-001-MY1, Management and Moral by FJ Roethlisberger. Translation for Classics Project. 2019/8 - 2020/7.
3. Ministry of Science and Technology, No: MOST 105-2410-H-218-018-, Leader Sincerity and the Relationship between Leader Morality and Trust. 2016/8 - 2017/7.
4. Ministry of Science and Technology, No: MOST 106-2410-H-218-018-, Unduly Compliance? The Need for Leader's Awareness in Leadership Context - A Preliminary Multinational Comparison . 2017/8 - 2018/7.

Entrusted Practical Projects

1. Analysis of International Marketing Strategy of Hongjiaxin Food Enterprise Co., Ltd. Contract No.: 22001110135.
2. Chang-chin Bar Code Readers and Technologies. Barcode Machines and Market Penetrations. #22001080263
3. Huan Hon Flourish & Arts. Marketing Expansion Plans for Traditional Flourish Business Market. #22001080290

Honors and Awards

- 1. Outstanding Teacher on Research (2013), Hsiung Kuo University of Management, Tainan, Taiwan.