

# YING-YUH HUANG (黃盈裕)

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## Education

- \* Ph. D. in Management, National Sun Yet-Sen Univ., 2001/11
- \* MBA, Auburn Univ., 1990/12

## Area of Specialty

- Marketing, Services Marketing, Customer Relationship Management

## Academic Experience

### Publications

#### Journal Papers

1. Hu, Yung-Shou, Ying-Yuh, Huang, 2016, "A Case Study of Musical Band's Marketing Strategies in Taiwan," Journal of Business and Economics 7(5), 733-744.
2. Huang, Ying-Yuh, Thi Hoa, Pham, 2015, "The Impact of Experiential Marketing on Customer's Experiential Value and Satisfaction: An Empirical Study in Vietnam Hotel Sector," Journal of Business Management and Social Science Research, 4(1), 1-19.
3. Huang, Ying-Yuh, L. S. Ku, 2013, "The Impact of Service Encounter and Trip Quality on Experiential Value and Return Intention," Journal of Global Business Operation and Management, 5, 113-126. (in Chinese)
4. Huang, Ying-Yuh, Yi-Hsing, Chang and Jrming Chen, 2006, "An Explorative Study of Information Exchange Model for Firms of Value Chain in textile Industry: Example by Tex-Ray Textile Co. Ltd. and Jia Da Co. Ltd.," Operating Management Reviews, 2(2), 1-20. (in Chinese)
5. Huang, Ying-Yuh and Min-Han, Lin, 2004, "An Empirical Study of Decision Support System in Supply Chain Collaboration," Journal of Commercial Modernization, 3(1), 131-142. (in Chinese)
6. Huang, Ying-Yuh, Ting-Jui, Chou and Jacob Yih-Hen, Jou, 2003, "Exploring Customer Value in Clothes by Using Mans-End Chain Model- A Qualitative Approach," Management Research, 3(1), 39-69. (in Chinese)

#### Conference Papers

#### Dissertation

- Huang, Ying-Yuh, (2001) "A Means-End Chain Analysis of Customer Value: Consumption Experience of Children's Clothes," Ph.D. Dissertation, National Sun Yet-Sen Univ.

#### Books

### Professional Certifications

1. Certificate of Integrated Marketing Management Analyst, No. IMAA201708003, Matrix Management Consultant Company, 2017/08/31.
2. Certificate of Integrated Marketing Management Analyst (Advanced), No. IMMAA201608003, Matrix Management Consultant Company, 2016/08/27.
3. Certificate of Brand Management Analyst, No. BMA20163013, Matrix Management Consultant Company, 2016/01/21.
4. Certificate of Internet and Social Media Marketing Manager, No. ISMM201606004, Matrix Management Consultant Company, 2016/01/21.
5. Certificate of Service Management Analyst, No. SMA201409013, Matrix Management Consultant Company, 2014/09/02.

6. 6. Certificate of Consumer Behavior Analyst, No. CBA201301283, Matrix Management Consultant Company, 2013/12/20.
7. 7. Certificate of Survey and Research Analyst, No. SRM20120046, Matrix Management Consultant Company, 2012/12/10.
8. 8. Certificate of e-Enterprise Planner, No. 431121100001400, Computer Skills Foundation, 2012/11/12.

## **Professional Experience**

### **Grants**

1. 1. National Science Council, No: NSC-102-2815-C-218-007-H, "The Impact of Experiential Provider, Brand Personality and Brand Image on Brand Equity," 2013/7 - 2014/2.
2. 2. National Science Council, No: NSC-100-2815-C-218-035-H, "The Impact of Promotion and Service Quality on Customer Value and Repurchase Intention," 2011/7 - 2012/2.
3. 3. National Science Council, No: NSC-99-2815-C-218-013-H, "The Study of Decomposed Theory of Planned Behavior on Electronic Coupon," 2010/7 - 2011/2.
4. 4. National Science Council, No: NSC-95-2416-H-218-023, "The Impact of Situational Factor and Customer Value on Repurchase Intent of Shopping Websites- Using Customer Satisfaction as Mediator," 2006/8 - 2007/7.
5. 5. National Science Council, No: NSC-93-2416-H-218-013, "A Study of Religious Belief with Means-Ends Chain- Qualitative and Quantitative Methodology," 2004/8 - 2005/7.

## **Entrusted Practical Projects**

### **Honors and Awards**