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Education

- Doctor of Philosophy in Curriculum & Instruction with concurrent degree in Educational Leadership and Administration (Concentration in Educational Leadership and Administration, Balanced Scorecard, and Performance Management), Pennsylvania State University-University Park, 2003/08-2007/05
- Master of Science in Business (Graduate School of Accountancy: Major-Accounting; Minor: Finance), University of Colorado at Boulder, 1993/08-1995/05
- Bachelor of Business (Department of Accounting), Soochow University, Taipei, Taiwan, 1988/09-1992/06

Area of Specialty

- Performance Management, Corporate Governance, Environment Social Governance, Corporate Social Responsibility, Cost and Management Accounting, Taxation, Educational Cost and Budgeting, Education Finance, Educational Management

Academic Experience

- Associate Professor, Accounting and Information Department, Southern Taiwan University of Technology and Science, 2017/02 to present
- Associate Professor, Department of Accounting and Taxation, Shih-Chien University, Kaohsiung Hsien, Taiwan. 2009/02-2017/02
- Instructor, Department of Accounting and Taxation, Shih-Chien University, Kaohsiung Hsien, Taiwan. 1996/08-2009/02

Journal Papers

1. Duong, T., & Huang, Y. (2022). The Mediation Effects of Tax Avoidance between ESG And Cost of Debt, Firm Value: Evidence from ASEAN Listed Corporations. *Journal of Entrepreneurship, Business and Economics*, 10(2S2), 201–232. (Econlit)
2. Kanwar, A., & Huang, Y. C*. (2022). Exploring the impact of social media influencers on customers' purchase intention: A sequential mediation model in Taiwan context. *Entrepreneurial Business and Economics Review*, 10(3), P123-141. (ESCI/SCOPUS)
3. Kanwar, A., & Huang, Y. C*. (2022). Indian Females Inclination towards Cosmetic Brands Purchase Intention Influenced by Celebrity Endorsement through Perceived Quality and Brand Trust. *Review of Integrative Business and Economics Research*, 11(3), P61-80. (SCOPUS/ Econlit)
4. Tiffany Dwijaya Hendratama & Yu-Chuan Huang* (2022). Corporate Social Responsibility of Family-controlled Firms in Taiwan. *Review of Integrative Business and Economics Research*, 11(2), P36-60. (SCOPUS/ Econlit)
5. Kanwar, A., & Huang, Y. C*. (2021). Celebrities Endorsing It, Why Should I Buy It?. *Journal of Entrepreneurship, Business and Economics*, 10(1), P39-75. (Econlit)
6. Tiffany Dwijaya Hendratama & Yu-Chuan Huang* (2021). Corporate Social Responsibility, Firm Value, and Life Cycle: Evidence from Southeast Asian Countries. *Journal of Applied Accounting Research*, 22(4), P577-597. (ESCI/SCOPUS)
7. Tamer Mohamed, Chia-Hua Chang*, Yu-Chuan Huang (2021). The Influence of Media Exposure

- and Trust on Youth Attitude towards Greener Tainan. *International Journal of Innovation and Sustainable Development*, 15(4), P416-437 (ESCI/SCOPUS)
8. Tamer Mohamed, Chia-Hua Chang*, Yu-Chuan Huang (2020). AACSB Assurance for STUST Quality and Competitiveness: Balanced Scorecard Roadmap. *Journal of International Education*, 14(2), P320-327. (ESCI/SCOPUS)
 9. Shih-Chih Chen, Huei-Huang Chen, Yu-Chuan Huang, Tsung-Hao Wu, Yi-Ju Chen, Chia-I Pan (2019). Understanding The Determinants On The Usage Intention Of Sina Weibo: Partial Least Square Approach, *International Journal of Advanced Computational Engineering and Networking*, 7(2), P26
 10. Yang-Chieh Chin, Wen-Zhong Su, Jianing Hou, Yu-Chuan Huang, Shih-Chih Chen * (2018). Exploring Users' Self-Disclosure Intention on Social Networking Applying Novel Soft Computing Theories, *Sustainability*, 10, p3928 (SSCI)
 11. Yu-Chuan Huang, Guan Xun Wu, Yun-Shan, & You-Cheng Shi (2016). The effects of Corporate Social Responsibility on information asymmetry: Analyses from Corporate Governance mechanisms, *Journal of Commercial Modernization*, 8(2), p355

Conference Papers

1. Melissa Holloway, Yu-Chuan Huang* & Kiki Khoifin (2023). Job Satisfaction Toward Job Performance: The Mediation Role of Workplace Passion. *The Nineteenth International Conference on Knowledge Based Economy and Global Management*
2. Anu Kanwar & Yu-Chuan Huang* (2022). R&D Intensity and Firm Performance: Does National Culture Matter? *The Eighteenth International Conference on Knowledge-Based Economy and Global Management*
3. Viliam Haidari,; Yu-Chuan Huang* ; Thi-Quynh Duong (2022). Does Hybrid Value Added Intellectual Coefficient (HVAIC) Impact on Firm Performance ? *The Eighteenth International Conference on Knowledge-Based Economy and Global Management*
4. Anu Kanwar & Yu-Chuan Huang* (2021). Exploring The Moderate-Mediating Effect of Brand Trust and Perceived Quality. *The Seventeenth International Conference on Knowledge-Based Economy and Global Management*
5. Shu-Ling Chen; Yu-Chuan Huang; Wen-Jing Cao; Yan-Ling Xu (2021). A Study on the Factors of Successful Operation of E-Commerce Platform. *The Seventeenth International Conference on Knowledge-Based Economy and Global Management*
6. Tamer Z. Fouad; Chang Chia-Hua*; Yu-Chuan Huang (2021). Taiwan EV industry Roadmapping: Future Technology analysis and Forecasting. *The Seventeenth International Conference on Knowledge-Based Economy and Global Management*
7. Thi-Quynh Duong & Yu-Chuan Huang* (2021). Environmental, Social and Governance Activities, and Firm Value: Evidence from Vietnam Listed Corporations. *The Seventeenth International Conference on Knowledge-Based Economy and Global Management*
8. Anu Kanwar & Yu-Chuan Huang* (2020). Application of Balance Scorecard Model in Indian High Tech Companies. *The Sixteenth International Conference on Knowledge-Based Economy and Global Management*
9. Tamer Z. Fouad; Chang Chia-Hua*; Yu-Chuan Huang (2020). Adoption Intention for Light Electric Vehicle in Tainan: Testing Theory of Planned Behavior. *The Sixteenth International Conference on Knowledge-Based Economy and Global Management*
10. Tifanny Dwijaya Hendratama & Yu-Chuan Huang* (2020). Does Country-Level Governance Moderate the Relationship between Corporation Social Responsibility and Tax Avoidance? Evidence from Southeast Asia. *The Sixteenth International Conference on Knowledge-Based Economy and Global Management*
11. Truc Trung Trinh; Yu-Chuan Huang*; Te-Kuang Chou (2020). Constructing an instrument for Investigating Bank Customers' Behaviors in Vietnam. *The Sixteenth International Conference on Knowledge-Based Economy and Global Management*
12. Tamer Z. Fouad; Chang Chia-Hua; Yu-Chuan Huang (2019). Designing a Triple Helix Blueprint for

Autonomous Light Electric Vehicles in Taiwan. The Fifteenth International Conference on Knowledge-Based Economy and Global Management

13. Tamer Z. Fouad; Chang Chia-Hua; Yu-Chuan Huang (2019). AACSB Assurance for STUST Quality and Competitiveness: BSC Roadmap. STUST International Conference on Finance, Accounting and Management Decisions
14. Tamer Z. Fouad; Chang Chia-Hua; Yu-Chuan Huang (2018). The Influence Of Media Exposure And Trust On Youth Attitude Towards Greener Tainan. 1st International Conference on Poverty & Sustainable Society
15. Tamer Z. Fouad; Chang Chia-Hua; Yu-Chuan Huang (2018). Achieving Quality Improvement And Competitive Advantage Via Quality Assurance: Stust Accreditation By AACSB. STUST 14th International Conference on Knowledge-Based Economy and Global Management
16. Yu-Chuan Huang & Tsong-Shing Lee* (2018). Theory of Constrains and Its Application of Calculus Teaching Strategies in Electric Engineering Department. International Symposium on Novel and Sustainable Technology
17. Shih-Chih Chen, Yu-Chuan Huang, Yi-Ju Chen, Huei-Huang Chen, Tsung-Hao Wu, Chia-I Pan (2018). Understanding the Determinants on the Usage Intention of Sina Weibo: Partial Least Square Approach. International Conference on Business Management and Social Innovation

Dissertation

- Yu-Chuan Huang (2007). Private kindergarten Scorecard. Ph.D. degree dissertation. Pennsylvania State University-University Park, PA, U.S.A

Books

1. Chin-Bin Lin, Yu-Chuan Huang, Yun-Hui Lin & Chi-Fung Huang (2017) Financial Accounting Applying in Tourism, Cultural & Creative Industry. Taipei, Taiwan: Gau-Li Publications. (ISBN13 : 9789869527736)
2. Yun-Hui Lin, Hsu-Hui Shu, Yu-Chuan Huang, Chi-Fung Huang & Chin-Bin Lin (2009). Financial Accounting. Taipei, Taiwan: Gau-Li Publications. (ISBN 13 :9789864127085)

Professional Certifications

1. The certificate of AutoML AI Artificial Intelligence Intelligent Big Data
2. The certificate of Proficiency in Fundamentals of Restaurant Management System
3. Certification of Microsoft AZ-900: Microsoft Azure Fundamentals
4. Certification of Introduction to Artificial Intelligence (AI)
5. Creative App Programming Certification
6. Software Developer of APP ebusiness MIT App Inventor 2
7. Big Data Seed Teacher
8. Financial Technology Seed Teacher Certification of Enterprise International Control
9. Graduate School Teaching Certification, Pennsylvania State University
10. Applied Statistical Certification (in process), Pennsylvania State University

Professional Experience

1. Moderator and Reviewer of the 21 Business Management Decision and Practice Conference, Southern Taiwan University of Technology and Science. 2021/05
2. Chairman of Accounting and Information Department, Southern Taiwan University of Technology and Science. 2017/08 to 2018/07
3. Chairman of Accounting and Taxation Department, Shih-Chien University, Kaohsiung Hsien, Taiwan. 2014/08-2017/02
4. Chief and Vice-Chief Executive Officer of Internal Auditing, Shih-Chien University, Kaohsiung Hsien, Taiwan. 2013/08-2017/02
5. Hwa Pao Resins Chemical CO., Ltd.. Tainan, Taiwan, Accountant. 1992/06-1993/06

Grants

1. Xingyun Liushui Software Development Co., Ltd., "Activity Based Coting (I)". (Contract Number: 24001110053, 2022/01/25~2022/07/25)
2. Ministry of Science and Technology, "Financial Innovation: The Role of Corporate Social Responsibility". (Contract Number:109-2410-H-218-001,2020/08-2021/07)
3. Aden Corporation, "Internal Control Analysis (II)". (Contract Number:24001090078, 2020/08/01~2021/01/31)
4. Aden Corporation, "Internal Control Analysis ". (Contract Number: 24001080456, 2019/11/01~2020/04/30)
5. Ministry of Education, "The Amendment to Article 26 of the Sports Industry Development Regulation Regarding the promotion of professional sports as the subject of the amendment, the assessment plan for related taxes and expenditures". (Contract Number:1080012257, 2019/03/01~2019/12/31)
6. The Ministry of Labor, "Personnel Cultivation Program of IFRS Application and Taxation Planning ".(Contract Number: usc-106-03-052012, 2016/08/01~2017/07/31)

Entrusted Practical Projects

1. Evaluation of Internal Control (I). (Contract Number: 24001091001, 2019/02/01~2020/07/31)
2. Evaluation of Internal Control (II). (Contract Number: 24001091004, 2020/08/01~2021/01/31)
3. Developing Accounting Educational Software. (Contract Number: 24001070387, 2018/10/01~2018/03/31)

Honors and Awards

- Excellent Mentor (Academic Year 109) 2021/09/22