

Hung, Chung-Wen (洪崇文)

Global Master of Business Administration
Southern Taiwan University of Science and
Technology
No. 1, Nan-Tai Street, Yungkang Dist., Tainan City
71005, Taiwan

Office T0915
☎ 886-6-2533131 ext.5000
🏠 886-6-2545122
✉ cwhung@stust.edu.tw



Education

- PhD, Department of Finance, National Chengchi University, 2004/06
- Master, Department of Operation Research, Case Western Reserve University, 1998/06
- BBA, Department of Accountancy, National Taiwan University, 1992/06

Area of Specialty

- Supply Chain Finance, Capital Market, Corporate Finance, Enterprise Resource Planning

Academic Experience

- Professor, Department of Global Master of Business Administration, Southern Taiwan University, 2023/07 to present
- Professor, Department of Accounting Information, Southern Taiwan University, 2017/02 to 2023/07
- Associate Professor, Department of Accounting Information, Southern Taiwan University, 2013/02 to 2017/01.
- Assistant Professor, Department of Accounting Information, Southern Taiwan University, 2005/08 to 2013/01.
- Assistant Professor, Department of Finance, Kainan University, 2004/08 to 2005/07
- Instructor, Department of Finance, Kainan University, 2002/8 to 2004/07

Journal Papers

1. Shanshan Wang, Chenge Jia, Asif Khan, Naila Habib Khan, Chia-Hung Hsieh, Chung-Wen Hung, Shih-Chih Chen, "Big data analytics-Artificial Intelligence, ambidexterity, and green supply chain management: Implications on responsible economy", RAE, Vol. 65 No. 1 (2025): January-February, 1-20.
2. Tanaporn Hongsuchon, Untung Rahardja, Asif Khan, Tsung-Hao Wu, Chung-Wen Hung, Ruey-Hsing Chang, Chung-Hao Hsu, Shih-Chih Chen, "Brand Experience on Brand Attachment: The Role of Interpersonal Interaction, Feedback, and Advocacy", Emerging Science Journal, Vol. 7, No. 4, August, 2023. Page 1232.
3. Xin Lin, Shih-Wen Chien, Chung-Wen Hung, Shih-Chih Chen and Athapol Ruangkanjanases, "The Impact of Switching Intention of Telelearning in COVID-19 Epidemic's Era: The Perspective of Push-Pull-Mooring Theory", Frontiers in Psychology, Volume 12, July 2021.
4. Taqwa Hariguna, Chung-Wen Hung, Husni Teja Sukmana, "The antecedent of citizen intention use of e-government service ", Telecommunication, Computing, Electronics and Control, Vol.17, No.1, February 2019, pp.202~209.
5. Ammar Salamh Mujali Al-rawahna, Chung-Wen Hung, Shih-Chih Chen, "Readiness of Government Organizations for Cloud-Computing Age: An Empirical Evidence from Jordan", Journal of Business and Management Sciences, 2018, Vol. 6, No. 4, page 152-162.
6. Ammar Salamh Mujali Al-rawahna, Shih-Chih Chen and Chung-Wen Hung, "The Barriers of E-Government Success: An Empirical Study from Jordan", International Journal of Managing Public Sector Information and Communication Technologies, Vol. 9, No. 2, June 2018, page 1-18.
7. Chien-Hua Tsai, Chung-Wen Hung, & Pin-Chang Su, "Secure Authentication Scheme for an Agricultural Supply Chain Finance Environment", Management Review Vol. 36, Oct. 2017, page

139-154.

8. Taqwa Hariguna, Min-Tsai Lai, Chung-Wen Hung, Shih-Chih Chen, "Understanding information system quality on public e-government service intention: an empirical study", *International Journal of Innovation and Sustainable development*, Vol. 11, Issue 2-3, April 2017, page 271-289.
9. Shih-Chih Chen, Chung-Wen Hung, "Elucidating the factors influencing the acceptance of green products: An extension of theory of planned behavior", *Technological Forecasting and Social Change*, Volume 112, September 2016, Pages 155-163.
10. Chung-Wen Hung, Cheng-Yi Shiu, "Trader activities, ownership, and stock price reactions to MSCI standard index changes: Evidence from Taiwan", *Journal of Multinational Financial Management*, Volume 36, July 2016, Pages 49-63.
11. Hui-Shan Wei, Chung-Wen Hung, Jr-Wei Huang, "Dynamic Conditional Correlation-Evidences from EUA", *Journal of Southern Taiwan University*, No. 39, Vol. 4, 81-102, 2014/12.
12. Yu-Bin Chiu, Huei-Huang Chen, Chu-Yen Liu, Shih-Chih Chen and Chung-Wen Hung, "Efficient Storage and Retrieval of XML Documents Using XQuery", *Advanced Materials Research*, 1685-1688, 2013/09.
13. Chan-Yen Chang, Huei-Huang Chen, Chung-Wen Hung, Shih-Chih Chen, Mei-Chun Chen, "The Implementation of CMMI-ACQ into Bank Industries: A Case Study", *International Journal of Business and Social Research*, Vol.5, 69-81, 2013/05.
14. Hung, Chung-Wen, Cheng-Yi Shiu and Hui-Shan Wei, "Stock Liquidity and the Choice between Public Offerings and Private Placements", *Journal of Financial Studies*. Vol. 4 2012/12, 1-22. (TSSCI) ISSN 1022-2898.
15. Edward Hsing-Yi Chow, Chung-Wen Hung, Christine Shu-Hua Liu, Cheng-Yi Shiu, "Expiration day effects and market manipulation: evidence from Taiwan", *Review of Quantitative Finance and Accounting*, 2012/10, Vol. 39, No. 3, 333-360.
16. Lai, Min-Tsai and Chung-Wen Hung, "Preventive replacement policy with cumulative repair-cost limit for a system under increasing failure rate shock model", *International Journal of Productivity and Quality Management*. 2011/08. ISSN 1746-6474.

Conference Papers

- Asif Khan, Chung-Wen Hung, Shih-Chih Chen, Naila Habib Khan, "Modeling the impact of BDA-AI on green supply chain management: The Mediating role of supply chain ambidexterity", THE 19th INTERNATIONAL CONFERENCE ON KNOWLEDGE-BASED ECONOMY AND GLOBAL MANAGEMENT Tainan, TAIWAN, 2-3 November, 2023.

Dissertation

- Hung, Chung-Wen (2004) "A theoretical and empirical examination of the determinants of IPO selling methods" Ph.D. Dissertation, National Chengchi University.

Books

1. Supply Chain Finance Management System, 2014/03 (ISBN : 9789866975820)
2. Cost accounting for ERP, 2008. (ISBN : 9789867260604)

Professional Certifications

1. Certificate of Commercial Factoring, 2016/02
2. Big Data seeded teacher, 2016/01
3. Application Engineer of Property Management System, 2015/03
4. E-Business Application Engineer of Global Logistics for Sea Freight Module, 2012/03
5. Business Intelligence Planner, 2011/03

Professional Experience

- Auditor, KPMG CPA Firm, 1995/01-1995/07

Grants

1. Ministry of Education, "109 Industrial College Project - Block chain Health Coin to build and improve the practical functions of teachers and students." (Contract Number: 31021090262-EDU)
2. Council of Agriculture, "Antler biotechnology product serial number management and traceability system". (Contract Number: 24001070136-GP 2018/05/01-2018/11/30)
3. Council of Agriculture, "The Agriculture Supply Chain Finance". (Contract Number: 231050116-GP 2016/05/01-2016/11/30)
4. Council of Agriculture, "The integration of traceability and consumption of Taiwanese deer antler velvets". (Contract Number: 231040294, 2015/05/01-2015/11/30)
5. Council of Agriculture, "The planning of traceability of Taiwanese deer antler velvets" (Contract Number: 231020311, 2013/07/01-2013/11/30)

Entrusted Practical Projects

1. Enterprise Currency Trial Program (Contract number: 31021110333, 2022/09/01~2022/12/31)
2. Supply Chain Finance Platform Promotion Plan (Contract number: 64001110301, 2022/08/01~2023/01/31)
3. Sintong Digital Coin, System Design and Programming Development Project. (Contract number 64001100186, 2021/05/01~2021/07/31)
4. Pomelo customer relationship management and business integration counseling (Contract Number:31021091001, 2020/06/01~2020/11/30)
5. Agricultural product shopping guide system integration counseling. (Contract Number: 24001080355, 2019/08/01~2019/11/30)
6. Talent Cultivation Program for Trade Finance System. (Contract Number: 24001080092, 2019/04/01~2019/06/30)
7. The Deer antler biotechnology product serial number tracking and ERP implementation counseling (Contract Number: 2400-106P067, 2018/05/01~2018/08/31)
8. The ERP implementation of a PIC/S GMP Pharmaceutical factory. (Contract Number: 231050357, 2016/08/01~2017/01/31)
9. The ERP implementation of a kitchen hardware industry (Contract Number: 231030125, 2014/03/31~2014/08/30)
10. The ERP implementation of a car screws industry (Contract Number: 231020465, 2013/12/16~2014/03/16)
11. The Development of an mobile ordering APP (Contract Number: 231020094, 2013/04/01 ~ 2013/06/30)
12. The System Development of Labor hours collecting (Contract Number: 231010472, 2012/08/01~2012/09/30)
13. The Development of an production information platform (Contract Number: 231000336, 2012/06/01~2012/09/30)