

Chang, Yung-Chi (張永佶)

Department of Finance
Southern Taiwan University of Science and Technology
Tainan, Taiwan
06-253-3131 ext. 8135
keyuse @stust.edu.tw

Highest Degree Earned and Year	Ph.D. (2004/08)
Teaching Subjects	<u>Master</u> ➤ Organization Behavior <u>Undergraduate</u> ➤ Economics ➤ Financial service marketing ➤ Service industry marketing ➤ Marketing
Participating Faculty/Supporting Faculty	Participating Faculty
SA/PA/ SP/IP	PA
Five-Year Summary of Development Activities Supporting SA/PA/ SP /IP Status during 2013/08/01—2018/07/31	Industry-academy project: 5

Required Signature

Teacher	Chair of Dept. Teacher Evaluation Committee	Chair of College Teacher Evaluation Committee

Yung-Chi Chang (張永佶)

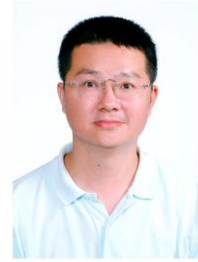
Department of Finance
Southern Taiwan University of Science
and Technology
No. 1, Nan-Tai Street, Yongkang Dist.,
Tainan 71005, Taiwan

Office:T0935

☎: 886-6-2533131 ext.8135

☎: 886-6-3010006

✉: keyuse@mail.stut.edu.tw



Education

- PhD, Business Management, National Sun Yat-Sen University, 2004/7
- MBA, Department of Business Management, National Chung Cheng University, 1994/7
- Bachelor, Department of Finance, National Taiwan University, 1989/7

Area of Specialty

Organizational Behavior, Marketing, Strategic Management

Academic Experience

- Associate Professor, Department of Finance, Southern Taiwan University, 2005/2 to Present.
- Assistant Professor, Department of Finance, Southern Taiwan University, 2004/8 to 2005/1.
- Instructor, Department of Finance, Southern Taiwan University, 1996/1 to 2004/7.

Publications

Journal Papers:

1. Wen-Ling Lin, Chung-Jen Fu, and **Yung-Chi Chang**. 2012. The Impact of Corporate Social Responsibility of Supply Chain on the Stock Prices – The Example of Plasticizers Event. *Journal of Southern Taiwan University*, 37(2):49-64. (in Chinese)
2. **Yung-Chi Chang**, Der-Kuang Chou, Wen-Ling Lin and Ko-Chieh Chen. 2009. The Study on the relationship between Product Innovation Type and Upgrading of SMEs: Case of Bicycle Industry in Taiwan from 1988-2003. *Journal of Southern Taiwan University*, 34(3):15-30. (in Chinese)
3. **Yung-Chi Chang** and Shao-Yi Lin. 2008. Emergence of Knowledge-based Cluster: Toward a Non-Geographic Space Cluster. *Journal of entrepreneurship Research*, 3(4): 33-53. (in Chinese)

4. **Yung-Chi Chang**, Stephen D.H. Tsai, Wen-Ling Lin and Ko-Chieh Chen. 2006. Parallel-Connecting New Product Development Process and Competitive Advantages: A case study of Bicycle Industry in Taiwan. *Management Review*, 25(4), 97-129. [TSSCI] (in Chinese)

Conference Papers:

1. **Yun-Chi Chang**, Amarzaya Nasanjarga, Wen-Ling Lin, Chu-Yi Chen, Measuring customer satisfaction based on service quality gap in Mongolia Banks. The 13th International Conference on Knowledge Based Economy and Global Management, Tainan, Taiwan (R.O.C), 11-12 November, 2017.
2. Pao-Hsin Hsu, **Yung-Chi Chang**, Exploring the factors affecting the intention to transfer information: AN extended TPB model. The 13th International Conference on Knowledge Based Economy and Global Management, Tainan, Taiwan (R.O.C), 11-12 November, 2017.
3. **Yung-Chi Chang**, Suvdaa Batbayar, Chih-Hung Wang, Wen-Ling Lin, Phian Peng. 2016. The impact of gender differences on the relationship between reward satisfaction and job satisfaction. The 12th International Conference on Knowledge Based Economy and Global Management, Tainan, Taiwan (R.O.C), 17-18 November, 2016.
4. **Yung-Chi Chang**, Uguumur Enkhjargal, Chen-I Huang, Wen-Ling Lin, Phian Peng. 2016. Integrating TAM and TPB models with E-Ser-Q to analyzing the factors affecting the adoption of internet bank: the case of a Bank in Mongolia. The 12th International Conference on Knowledge Based Economy and Global Management, Tainan, Taiwan (R.O.C), 17-18 November, 2016.
5. Tran Xuan Quynh and **Chang. Yung- Chi**. 2015. The Effects of Country Image, Animosity and Ethnocentrism on Purchase Intention: A Study in Vietnam toward China Fruits. The 11th International Conference on Knowledge Based Economy and Global Management, Tainan, Taiwan (R.O.C), 19-20 November, 2015
6. **Yung-Chi Chang**, Pattaratorn Leewattanavalagul, Lin Wen-Ling*, and Chen-I Huang. 2015. Exploring Factors Affecting Consumer Intention to Purchase Apparel Online among Yung Thai Consumers: An Application of TPB Model. The 11th International Conference on Knowledge Based Economy and Global Management, Tainan, Taiwan (R.O.C), 19-20 November, 2015
7. Anja Išek, **Yung-Chi Chang**, Lin Wen-Ling*, Zhuang, Jing-Lin. 2014.

Effect of Motivational Orientations in Desire to Learn Chinese Language Among Croatian Students: Empirical Evidence and Managerial Implication. The 10th International Conference on Knowledge Based Economy and Global Management, Tainan, Taiwan (R.O.C), 13-14 November, 2014

8. **Yung-Chi Chang**, Shongwe Hlengiwe N, Ko-Chieh Chen, Wen-Lin Lin. 2013. Exploring the Impact of Service Quality on Education Satisfaction: A Comparison Study of GMBA/IMBA Students at STUST and NCKU in Taiwan, 2012 International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan (R.O.C), Nov, 2013.
9. Pitcha S, **Yung-Chi Chang**, Lin Wen-Ling. 2012. Thai Consumers' Attitude and Intention in Purchasing Cognitive Functional Drink. 2012 International Conference on Knowledge Based Economy and Global Management, Tainan, Taiwan (R.O.C), Oct 31.-Nov 2, 2012.
10. Rattanawadee Kajornchaikul, **Yung-Chi Chang**, Te-Kuang Chou, and Ling, Wen-Lin. 2011. A Case Study of Exploring Factors Affecting Motivation for CSR Engagement in a THAI Company. 2011 International Conference on Knowledge Based Economy and Global Management, Tainan, Taiwan (R.O.C), 2-3 November, 2011
11. **Chang, Yung-Chi**, Te-Kuang, Chou, and Ling, Wen-Lin Ling. 2007. The Borrow-In Industrial Upgrading: A Case Study of Bicycle Industry in Taiwan. Proceeding of 2007 International Conference on Knowledge-Based Economy and Global Management, Tainan: Southern Taiwan University, 2007/12.

Dissertation

1. **Yung-Chi Chang**. 2004. *Parallel Connecting New Product Development Process: The Case Study of Bicycle Industry in Taiwan*. Ph.D. Dissertation, National Sun Yat-Sen University.
2. **Yung-Chi Chang**. 1994. The Research on the Relationship between the Abilities of Entrepreneurs and Business Growth. MBA Dissertation, National Chung Cheng University.

Grants

1. Industrial Development Bureau, Ministry of Economic Affairs, No: 220990146. The evaluation of Transnational Management of Houg-Kong Company, 2010/12 – 2011/5.

2. National Science Council, No: 98-2622-H-218-003-CC3, The Strategy of IVD Industry --- The Strategic Planning of Kaiwood Company, 2009/7 - 2010/6.

Entrusted Practical Projects

1. Huang, Chen-I and **Chang, Yung-Chi**. 2016. The development project of Ganxia gift box of ancient Tainan taste, No.521050337.
2. Huang, Chen-I and **Chang, Yung-Chi**. 2015. Applying diversified cultural color to build the brand equity of casual shoes, No.521040398.
3. Huang, Chen-I and **Chang, Yung-Chi**. 2015. The cultural and creative development project of the packaging of Chinese medicine Xianmei fruit, No.521040399.
4. Ho, Chi-Ming, **Yung-Chi Chang** and Chang, Min-Chang. 2015. The project of insurance knowledge and practices exchange, No.22104005.
5. Su, Jyh-Tai and **Chang, Yung-Chi**. 2014. Strategic human resources enhancing plan for Chao Yuan industrial company, No.221030164.
6. **Chang, Y.C.** 2013. The development project of the services of customized cake for Jiu Zhen Nan, No.22102016.
7. **Chang, Y.C.** 2011. The deep survey of the customer needs in newly developing market, No.22100003.

Honors and Awards

- **The Award of SMEs Research**, 2004, *Parallel Connecting New Product Development Process: The Case Study of Bicycle Industry in Taiwan*, Small and Medium Enterprises Administration, Ministry of Economic Affairs, R.O.C.

Academic and professional Service

- Coordinator of the AACSB accreditation committee in Finance department committee, 2007 to 2016.
- Tutor of undergraduate program in Finance department, 1996 to Present.
- *Member* of Evaluation Committee, Taiwan Federation of Industry, 2016/4
- *Reviewer*, Journal of Southern Taiwan University, 2015/07
- *Reviewer*, Sun Yat-Sen Management Review, 2014/07
- *Reviewer*, Journal of Southern Taiwan University, 2007/11
- *Reviewer*, Industry Management Review, 2006/11.....