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Education

- PhD, Department of Industrial and Information Management, National Cheng Kung University, 2003/10

Area of Specialty

SCM, Market Research, ERP, Patent Analysis, ISO Quality Auditing Certification

Academic Experience

- Professor, Department of Management and Information Technology, Southern Taiwan University of Science and Technology, 2021/09 to present
- Associate Professor, Department of Management and Information Technology, Southern Taiwan University of Science and Technology, 2013/02 to 2021/08
- Assistant Professor, Department of Management and Information Technology, Southern Taiwan University of Science and Technology, 2003/10 to 2014/2
- Visiting Scholar, Department of Industrial and Manufacturing Systems Engineering, Kansas State University, USA, 2009/1~2009/10

Publications

Journal Papers:

1. Thi Ngoc Thuy Doan, **Chia-Hua Chang***, ‘Exporting and Technological Innovation: Evidence from Southeast Asia’, *Journal of Entrepreneurship, Business and Economics*, Vol. 10(1), 277-293, 2022.
2. Thi Hong Nhung Nguyen, **Chia-Hua Chang***, Ping-Chen Tsai, ‘Probability-based Capacity Factor in Uncertainty Analysis of Electricity Cost for Individual Wind Projects: a Novel Approach’, *International Journal of Energy Research*, Vol. 46(2), 2021. (SCIE)
3. Thuy Doan Thi Ngoc and **Chang, Chia-Hua***, ‘Gender and Innovation in Southeast ASIA: The Moderating Role of Absorptive Capacity’, *Journal of Asian Finance, Economics and Business*, Vol. 8(6), 0169-0177, 2021. (ESCI)
4. **Chang, Chia-Hua*** and Nguyen-Van, Dung. ‘Human Capital and Firm Innovation: New Evidence from ASEAN Countries’, *Romanian Journal of Economic Forecasting*, Vol. 24(3), 52-71, 2021. (SSCI)
5. **Chang, Chia-Hua*** and Almaghalsah, Husam, ‘Taiwan's E-Government Usability from Foreign Perspective and Website Accessibility amid COVID-19 Pandemic’, *Journal of Business and Behavioural Entrepreneurship*, Vol.5(1), 16-41, 2021.
6. Nguyen-Van, Dung and **Chang, Chia-Hua***. “Foreign Technology Licensing and Firm Innovation in ASEAN: The Moderating Role of Employee Training and R&D”, *The Singapore Economic Review*, Accepted, 2020. (SSCI)
7. Nguyen-Van, Dung and **Chang, Chia-Hua***. “Internationalization and Product

- Innovation in ASEAN: The Moderating Role of Organizational Innovation”, *Managerial and Decision Economics.*, Vol.42(2), 437-462, 2020. (SSCI)
8. Nguyen-Van, Dung and **Chang, Chia-Hua**. “Organizational Innovation, R&D and Product Innovation: Firm-Level Evidence from ASEAN Countries”, *Journal of Entrepreneurship, Business and Economics*, Vol. 8(1), 54-76, 2020. (EconLit)
 9. **Chang, Chia-Hua** and Almaghalsah, Husam. “Usability Evaluation of E-Government Websites: A Case Study from Taiwan”, *International Journal of Data and Network Science*, Vol. 4, 127-138, 2020. (SCOPUS)
 10. Fouad, Tamer Z., **Chang, Chia-Hua*** and Huang, Yu-Chuan. “The Influence of Media Exposure and Trust on Youth Attitude Towards Greener Tainan”, *International Journal of Innovation and Sustainable Development*, Accepted, 2020. (ESCI/SCOPUS)
 11. Fouad, Tamer Z., **Chang, Chia-Hua*** and Huang, Yu-Chuan. “AACSB Assurance for STUST Quality and Competitiveness: Balanced Scorecard Roadmap”, *Journal of International Education in Business*, Accepted, 2020. (ESCI/SCOPUS)
 12. Nguyen-Van, Dung and **Chang, Chia-Hua**. “Foreign Ownership, R&D and Firm Innovation in ASEAN Countries: A Generalized Ordered Logit Model”, *Management Dynamics in the Knowledge Economy*, Vol. 7(4), 521-534, 2019. (EconLit)
 13. **Chang, Chia-Hua*** and William, Louis. “A Peer-to-Peer Motive Analysis for Potential Growth of the Sharing Economy in Taiwan”, *Journal of Southern Taiwan University of Technology*, Vol. 4(2), 82-111, 2019.
 14. **Chang, Chia-Hua*** and Le, Manh Huy. “Exploring The Impacts of Service Quality of Customer Satisfaction: A Case of Platinum Cinema in Ha Noi”, *International Journal of Management and Applied Science*, Vol. 4(10), 88-94, 2018.
 15. **Chia-Hua Chang**, Nguyen Xuan Tho,” The Effect of Service Quality Perception on Two Key Manifestations of Attitudinal Loyalty”, *International Journal of Behavioral Science*, Vol.13, Iss.1, pp.68-81, 2018.
 16. **Chia-Hua Chang**, Nguyen Xuan Tho,” The effects of Familiarity and Positive Recommendation on Repurchase Intention: The Mediating Role of Trust”, *Pacific Business Review international*, Vol.5, Iss.10, pp.99-108, 2017.
 17. **Chia-Hua Chang**, Nguyen Xuan Tho,” Adverting Message and Negative Switching Barrier: Effects on Repurchase Intention and Word-of-Mouth”, *Journal of Management, Marketing and Logistics*, Vol.4, Iss.4, pp.141-148, 2017.
 18. JrJung Lyu, **Chia-Hua Chang***, “Exploring Business Models for Application Service Providers with Resource Based Review”, *International Journal of Industrial Engineering: Theory, Applications and Practice*, In Press, 2014.(**SCI**, Corresponding author)
 19. **Chia-Hua Chang**, “A Novel Self- Adaptive Bayesian Belief Network with Information Entropy for Leveraging Decision Consensus among Multi-Agents”, *Journal of Information Science and Engineering*, Vol.29 , Iss.5, pp.1037-1053, 2013.(**SCI**)
 20. **Chia-Hua Chang**, “An Intelligent Supplier Selection System based on Self Organizing Map, Rough Set Theory, and Bayesian Belief Network”, *International Journal of Electronic Business Management*, 2013, Vol. 11, Iss.2, pp.100-112.(**EI,ABI**)
 21. **Chia-Hua Chang**, “Applying RBT to Evaluate the 3D IC Strategies of CMOS Image Sensor IDMs”, *World Review of Business Research*, Vol.2, Iss.6, pp.1-25, 2012.(**Cabell's Directory**)
 22. **Chia-Hua Chang**, “Adapting Postponement Strategies with Respect to the Profiles of Environment”, *International Journal of Electronic Business Management*, Vol.9, Iss.3, pp.211-219, 2011.(**EI,ABI**)

Conference Papers:

1. Tamer Z. Fouad, **Chang Chia-Hua***, Yu-Chuan Huang (2020), "Adoption Intention for Light Electric Vehicle in Tainan: Testing Theory of Planned Behavior", The 16th International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan.
2. Dung Ngyen-Van, **Chia-Hua Chang** (2020), "Firm Innovation in ASEAN: The Role of Foreign Ownership and R&D", The 16th International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan.
3. **Chia-Hua Chang***, Le Manh Huy (2018), "Exploring the Impacts of Service Quality on Customer Satisfaction: A Case of Platinum Cinema in HA NOI", 417th International Conference on Science, Social Science and Economics(IC3SE), Tokyo, Japan.
4. Tamer Z. Fouad, **Chang Chia-Hua***, Yu-Chuan Huang (2018), "The Influence of Media Exposure and Trust on Youth Attitude towards Greener Tainan", The 1st International Conference on Poverty & Sustainable Society (ICOPSS 2018), Kelantan, Malaysia.
5. Tamer Z. Fouad, **Chang Chia-Hua***, Yu-Chuan Huang (2018), "Achieving Quality Improvement and Competitive Advantage via Quality Assurance: STUST Accreditation by AACSB", THE 14th INTERNATIONAL CONFERENCE ON KNOWLEDGE-BASED ECONOMY AND GLOBAL MANAGEMENT, Tainan, Taiwan.
6. **Chia-Hua Chang**, Nguyen Xuan Tho (2017), "Customer Perception of Service Quality in Vietnamese Mobile Telecommunication Market", The 13th International Conference on Knowledge-Based Economy and Global Management, Tainan, R.O.C.
7. Tamer Z. Fouad, **Chang Chia-Hua**, Chang Yu-Yu (2017), "Diffusion of Geoservice Industry in the Asia-Pacific: Dynamics and Drivers of Innovation", International research conference on economics and business, Malang, Indonesia.
8. Tamer Z. Fouad, **Chang Chia-Hua**, Chang Yu-Yu (2017), "The Role of Media Exposure on Green Adoption in Taiwan: a Study among University Students in Tainan", International research conference on economics and business, Malang, Indonesia.
9. Tamer Z. Fouad, **Chang Chia-Hua**, Chang Yu-Yu (2017), "Sustainable – Smart – Knowledge-System: from Information Capitalism to Intelligent Socialism", International research conference on economics and business, Malang, Indonesia.
10. Tamer Z. Fouad, **Chang Chia-Hua**, Chang Yu-Yu (2017), "International Quality Assurance in Taiwan Business Colleges: Case study of STUST joining AACSB", International research conference on economics and business, Malang, Indonesia.
11. **Chia-Hua Chang**, Javkhlan Ganbold (2016), "Factor Affecting Service Quality on Customer Satisfaction: GOVI Cashmere Department Store in Ulaanbaatar Mongolia", 2016 Industrial Management and Information Application Innovation Conference, Tainan, R.O.C. (In Chinese)
12. **Chia-Hua Chang** (2015) "Satisfaction Evaluation of Customers with Multi-phase perspectives on application service providers", International Academic Conference in Paris(IACP), Paris, France.
13. **Chia-Hua Chang** (2014) "Applying Resource Based Theory to Evaluate the 3D IC Application of CMOS Image Sensor Manufacturers", 7th Annual London Business Research Conference, London, UK.

14. **Chia-Hua Chang**, Wan-Tzu Lee, (2012),” Studying the IMOD Display Technology (MIRASOL) Trend of Color Electronic Paper Industry with Patent Analysis”, 2012 Proceedings of the 8th International Conference on Knowledge-based Economy and Global Management, Tainan, Taiwan.
15. **Chia-Hua Chang** (2011),” Adapting Postponement Strategies with Respect to the Profiles of Environment”, International Conference on Innovation and Management, Kuala Lumpur, Malaysia.
16. **Chia-Hua Chang**, Yi-Ting Lin (2011),” Employ SCOR Model to Explore the Supply Chain of CMOS Image Sensor applying TSV Technology”, the 14th Decision Analysis Symposium, HsinChu, R.O.C.(In Chinese)
17. **Chia-Hua Chang**, Wei-Wen Lin (2011),” Using Patent Analysis to explore the Current Market of 3D IC”,the 14th Decision Analysis Symposium, HsinChu, R.O.C.(In Chinese)
18. **Chia-Hua Chang**, Tien-Che Yang (2010),” Patent Analysis and Knowledge apinggg for Semiconductor Integrated Device Manufacturers”, Academic Conference of Global Business Management, Tainan, R.O.C.(In Chinese)
19. **Chia-Hua Chang**, Yu-Lian Chen (2010),” Constructing a Decision Support System for Leveraging Auditing Procedures”, Annual Conference of Industrial Engineering and Management, Tainan, R.O.C.(In Chinese)
20. **Chia-Hua Chang**, Chia-Ho Lin (2009),” Employing System Thinking to Explore Open Innovation Front End Strategies of Product Development”, 2009 Southern Districts Conference for Master Thesis, Tainan, R.O.C. (In Chinese)
21. **Chia-Hua Chang**, (2008),”Construct Resource Based Evaluation Model for Application Service Providers”, 2008 Proceedings of the 18th ACME International Conference on Pacific Rim Management, Toronto, Canada.
22. **Chia-Hua Chang**, Ching-Lu Chiu and Hsien-Tsung Liao (2008),” Construct Resource Based Evaluation Model for Application Service Providers”, 2008 Proceedings of the 18th ACME International Conference on Pacific Rim Management, Toronto, Canada.

Books

1. **Chang, Chia-Hua**, (2017), Supply Chain Management, ISBN: 978-986-280-363-9, Taichung: TsangHai. (In Chinese)
2. Tang, Jing-Jhou, **Chang, Chia-Hua**, Hsu, Jan-Lian (2010), the Design Perspectives From 2D SOC to 3DIC (I)—Market Trends, ISBN: 978-986-6184-11-6, Taichung: TsangHai. (In Chinese)
3. Tang, Jing-Jhou, **Chang, Chia-Hua**, Hsu, Jan-Lian (2010), the Design Perspectives From 2D SOC to 3DIC (II)—Technology Trends, ISBN: 978-986-6184-13-0, Taichung: TsangHai. (In Chinese)

Dissertation

Chang, Chia-Hua (2003) *‘Mechanism for Intelligent Agents to communicate, adaptive learning, probabilistic reasoning and coordinate decisions among groups’*, Ph.D. Dissertation, National Cheng Kung University.

Grants

1. MOE Project, ‘2017 ICT Human Resource Leveraging Project- B Class’, No.311060048-GP, 2017/2/1-2018/1/31.

2. SGS Project, 'Consult the transition process to New version of ISO 9001:2015', No.311050397, 2016/9/1-2017/12/31.
3. MIRDC Project, 'Integrated Plan for SME to Implement Industry 4.0', No.311040325, 2015/5/1-2015/10/31.
4. MIRDC Project, 'Integrated Project for Manufacturing and ICT Innovation Value-Added Service for Automobile Part Assembly', No.311030278, 2014/5/1-2014/10/31.
5. MIRDC Project, 'Domain Knowledge Application Leveraging project for Automobile Part Assembly', No.311020219, 2013/6/1-2013/11/30.
6. National Science Council, No: NSC-100-2221-E-218-050- 'A Study on the Possible Value Chain Shift of Semiconductor Industry after Adopting Critical Technology TSV of 3DIC', 2011/8-2012/7.
7. ITRI Project, 'Information Requirement of Ad-STAC', 2011/1-2011/12
8. ITRI Project, 'Information Requirement of Ad-STAC', 2011/1-2011/12
9. MIRDC Project, 'the Review of Feasible Methods for Extending Critical Technology of Traditional Garment Patterning', 2010/2~2010/7
10. MIRDC Project, 'The Review of Feasible Methods for Improving R&D and Critical Process of Artificial Fiber Industry', 2010/2~2010/7
11. ITRI Project, 'Information Requirement of Ad-STAC', 2009/1-2009/12
12. ITRI Project, 'Constructing a Information Portal of 3D IC Value Chain', 2009/2-2009/7
13. MIRDC Project, 'the Review of Feasible Methods for Leveraging PCB Process', 2009/2-2009/7
14. National Science Council, No: NSC-97-2221-E-218-033- 'Employing a Bayesian Belief Network with the abilities of Information Filtering and Dynamic Adaptation to Construct a Supply Chain Reliability Diagnostic Model', 2008/8-2009/7.
15. National Science Council, No: NSC-95-2221-E-218-029- 'Employing Fuzzy Bayesian Belief Network to facilitate decision making under pervasive uncertainty', 2006/8-2007/7.
16. National Science Council, No: NSC-94-2213-E-218-001- 'Constructing an Adaptive Bayesian Belief Network Based Sequential Decision Support System under the consideration of Releasing Flexible Preference Constraints', 2005/8-2006/7.
17. National Science Council, No: NSC-93-2213-E-218-007- 'Constructing a collaborative process-monitoring Multiagent system with dynamic- adaptation Bayesian Networks', 2004/8-2005/7.

Academic Service

- *Reviewer*, The Asia-Pacific Education Researcher, 2022/07-2022/09
- *Reviewer*, Electronic Government, an Int. J., 2022/05-2022/07
- *Reviewer*, Asian Journal of Agricultural Extension, Economics & Sociology, 2022/01-2022/03
- *Reviewer*, Managerial and Decision Economics, 2020/12-2021/12
- *Reviewer*, International Journal of Industrial Engineering: Theory, Applications and Practice, 2021/05-2021/06
- *Reviewer*, International Journal of Operation Research, 2009/12-2010/02