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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, Semiconductor Market Analysis, Technology Management, Quality Management System, ISO Quality Audit, Artificial Intelligence

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. Hong Ngoc TA, **Chia-Hua Chang***, 'Customer Obsession, Innovation, and Service Quality: Shaping Strategy in Taiwan Firms', *Management Dynamics in the Knowledge Economy*, Vol. 14(1), 1-10, 2026.
2. Giang Huong Duong, **Chia-Hua Chang***, 'Factors affecting employees' technostress and burnout during remote work', *Journal of Business Administration*, 2025.
3. Muhammad Ghalih, **Chia-Hua Chang***, 'Aligning Halal Supply Chain Management Improvements with Global Sustainability Standards: A DEMATEL-Based Analysis', *Management Dynamics in the Knowledge Economy*, Vol. 13(2), 210-228, 2025.
4. Muhammad Ghalih, **Chia-Hua Chang***, Yulita Dwi Safitri, 'Advancing Halal Supply Chain Management in Taiwan: A DEMATEL-Based Approach to Integrating Consumer Awareness, Sustainability, and Certification Standards', *Journal Halal Science, Industry, and Business*, Vol. 3(1), 1-23, 2025.
5. Muhammad Ghalih, **Chia-Hua Chang***, Yulita Dwi Safitri, 'Leveraging Artificial Intelligence and Technology for Enhancing Halal Supply Chain Management: A DEMATEL-Based Analysis', *Jurnal Teknologi Informasi dan Pendidikan*, Vol. 18(1), 2025.
6. Muhammad Ghalih, **Chia-Hua Chang***, 'Effective Communication Strategies for Marketing Halal Products in Taiwan Using the Best Worst Method (BWM)', *Metacommunication; Journal of Communication Studies*, Vol. 9(2), 130-142, 2024.

7. Thi Hong Nhung Nguyen, Ping-Chen Tsai, **Chia-Hua Chang***, Hsiao-Jung Chen ‘Comparative Analysis of Estimating Capacity Factor for Wind Energy in Taiwan’, *Journal of Taiwan Society of Naval Architects and Marine Engineers*, Vol. 42(4), 193-205, 2024.
8. 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.
9. 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)
10. 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)
11. **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)
12. **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.
13. 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)
14. 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)
15. 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)
16. **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)
17. 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)
18. 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)
19. 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)
20. **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.
21. **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.
22. **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.

23. **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.
24. **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.
25. 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)
26. **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)
27. **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)
28. **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)
29. **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. Laila Oshiana Fitria A'zizah, **Chia-Hua Chang** (2025), "Burnout When Remote Work? An Explanation from the TOE Framework", the 7th International Conference on Economics and Business Studies, Surakarta, Indonesia.
2. Giang Huong Duong, **Chia-Hua Chang** (2024), "Burnout When Remote Work? An Explanation from the TOE Framework", the 20th International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan.
3. Giang Huong Duong, **Chia-Hua Chang** (2024), "Far Away so I Hide Away: an Empirical Study on Remote Workers' Knowledge Hiding", the 20th International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan.
4. Muhammad Ghalih,, **Chia-Hua Chang**, Yulita Dwi Safitri (2024), "Effective Communication Strategies for Marketing Halal Products in Taiwan Using the Best Worst Method (BWM)", the 20th International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan.
5. Muhammad Ghalih,, **Chia-Hua Chang*** (2023), "An Exploration of Islamic Marketing Strategies in Nurturing Taiwan's Halal Business Ecosystem", the 19th International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan.
6. Thi Hong Nhung Nguyen, Ping-Chen Tsai, **Chia-Hua Chang***, Hsiao-Jung Chen (2023), "Comparative Analysis of Estimating Capacity Factor for Wind Energy in Taiwan", the 11th IEEE & The 12th International Conference on Science, Education, and Viable Engineering, Osaka, Japan.
7. 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.
8. 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.
 9. **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.
 10. 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.
 11. 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.
 12. **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.
 13. 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.
 14. 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.
 15. 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.
 16. 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.
 17. **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)
 18. **Chia-Hua Chang** (2015)” Satisfaction Evaluation of Customers with Multi-phase perspectives on application service providers”, International Academic Conference in Paris(IACP), Paris, France.
 19. **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.
 20. **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.

21. **Chia-Hua Chang** (2011), "Adapting Postponement Strategies with Respect to the Profiles of Environment", International Conference on Innovation and Management, Kuala Lumpur, Malaysia.
22. **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, Hsin-Chu, R.O.C.(In Chinese)
23. **Chia-Hua Chang**, Wei-Wen Lin (2011), "Using Patent Analysis to explore the Current Market of 3D IC", the 14th Decision Analysis Symposium, Hsin-Chu, R.O.C.(In Chinese)
24. **Chia-Hua Chang**, Tien-Che Yang (2010), "Patent Analysis and Knowledge mapping for Semiconductor Integrated Device Manufacturers", Academic Conference of Global Business Management, Tainan, R.O.C.(In Chinese)
25. **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)
26. **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)
27. **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.
28. **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. National Science and Technology Council Project, No: NSC- 114-2410-H-218 -014 - 'A study on integrating SDG issues into the optimization framework of domestic halal supply chains', 2025/8-2026/7.
2. MOE Project, '2017 ICT Human Resource Leveraging Project- B Class', No.311060048-GP, 2017/2/1-2018/1/31.

3. SGS Project, 'Consult the transition process to New version of ISO 9001:2015', No.311050397, 2016/9/1-2017/12/31.
4. MIRDC Project, 'Integrated Plan for SME to Implement Industry 4.0', No.311040325, 2015/5/1-2015/10/31.
5. MIRDC Project, 'Integrated Project for Manufacturing and ICT Innovation Value-Added Service for Automobile Part Assembly', No.311030278, 2014/5/1-2014/10/31.
6. MIRDC Project, 'Domain Knowledge Application Leveraging project for Automobile Part Assembly', No.311020219, 2013/6/1-2013/11/30.
7. 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.
8. ITRI Project, 'Information Requirement of Ad-STAC', 2011/1-2011/12
9. ITRI Project, 'Information Requirement of Ad-STAC', 2011/1-2011/12
10. MIRDC Project, 'the Review of Feasible Methods for Extending Critical Technology of Traditional Garment Patterning', 2010/2~2010/7
11. MIRDC Project, 'The Review of Feasible Methods for Improving R&D and Critical Process of Artificial Fiber Industry', 2010/2~2010/7
12. ITRI Project, 'Information Requirement of Ad-STAC', 2009/1-2009/12
13. ITRI Project, 'Constructing a Information Portal of 3D IC Value Chain', 2009/2-2009/7
14. MIRDC Project, 'the Review of Feasible Methods for Leveraging PCB Process', 2009/2-2009/7
15. 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.
16. 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.
17. 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.
18. 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
- *Reviewer*, Electronic Government, an Int. J.
- *Reviewer*, Asian Journal of Agricultural Extension, Economics & Sociology
- *Reviewer*, Managerial and Decision Economics
- *Reviewer*, International Journal of Industrial Engineering: Theory, Applications and Practice
- *Reviewer*, International Journal of Operation Research
- Consultant, Taiwan Assessment and Evaluation Association
- Committee, SBIR program of the Ministry of Economic Affairs, Taiwan
- Consultant, Industrial Technology Research Institute, Taiwan

- Consultant, Ad-STAC Alliance, Taiwan