

## Hsien-Tsung Liao (廖顯宗)

Department of Industrial Management and Information  
Southern Taiwan University of Science and Technology  
No. 1, Nan-Tai Street, Yungkang Dist., Tainan City  
71005, Taiwan

Office D103-1  
☎ 886-6-2533131 ext. 4144  
📧 hliao@stust.edu.tw



### Education

- PhD, Department of Engineering Management, University of Missouri-Rolla, 2002/08
- Master, Department of Metallurgical Engineering, University of Missouri-Rolla, 1993/05

### Area of Specialty

- Quality Management
- E-Business

### Academic Experience

- Assistant Professor, Department of Industrial Management and Information Technology, Southern Taiwan University of Science and Technology, 2003/08 to present

### Publications

#### Journal Papers

- Liao, H., H. Wiebe, and D. Enke (2004) "An Expert Advisory System for the ISO 9001 Quality System", *Expert Systems with Applications*, 27(2), 313-322 [SCI]

#### Conference Papers

1. Hsien-Tsung Liao and Yue-Lin Chen (2018) "An empirical study of Service Quality and Customer Satisfaction with the influence of Service Innovation," 2018 Industrial Management and Information Application Innovations Conference, Tainan, Taiwan.
2. Hsien-Tsung Liao and Yue-Lin Chen (2016) "A study of the influence of Service Innovation to Service Quality and Customer Satisfaction," 2016 Industrial Management and Information Application Innovations Conference, Tainan, Taiwan.
3. Hsien-Tsung Liao, Chih-De Wang and Yue-Lin Chen (2016) "The influence of district change to the urban district bus industry," The E-learning and Information Technology Symposium 2016, Tainan, Taiwan.
4. Hsien-Tsung Liao and Chih-De Wang (2014) "Break through the Environmental Transition -A Study of the Merge of City and County in Bus Industry," 2014 Industrial Management and Information Application Innovations Conference, Tainan, Taiwan.
5. Hsien-Tsung Liao, Chia-Feng Chang, Wen-Chieh Tseng, I-Chun Tung, Man-Ping Chen and Han-Ting Wu (2014) "A Study of Brand Image, Relationship Quality, and Customer Loyalty," 2014 Industrial Management and Information Application Innovations Conference, Tainan, Taiwan.
6. Hsien-Tsung Liao (2013) "A Study of the Influence on Service Quality and Customer Satisfaction," 2013 Industrial Management and Information Application Innovations Conference, Tainan, Taiwan.
7. Hsien-Tsung Liao and Kun-Lin Tsai (2013) "A Study of Technology Acceptance Model on the Tablet PC Users," 2013 International Conference on Innovation Management and Practice, Miaoli, Taiwan.
8. Hsien-Tsung Liao and Yin-Kai Wu (2013) "A Study of Technology Acceptance Model on the Bus information system," 2013 International Conference on Innovation Management and Practice, Miaoli, Taiwan.
9. Hsien-Tsung Liao and Hsiao-Chi Hsin (2012) "A Study of Brand Image, Customer Satisfaction

- and Customer Loyalty," 2012 Information Technology and Management, New Taipei, Taiwan.
10. Hsien-Tsung Liao and Kevin P. Hwang (2011) "Development of a GPS Record Data Mining Procedure," The Seventh International Conference on Knowledge-based Economy and Global Management, Tainan, Taiwan.
  11. Hsien-Tsung Liao, Min-Han Tsai and Kevin P. Hwang (2010) "Applying Data Mining Technology to Explore Spatial Distribution of Abnormal Driving Behavior of Inter-City Buses Using Intelligent Warning System," Chinese Institute of Industrial Engineering 2010, Tainan, Taiwan.
  12. Hsien-Tsung Liao, Chia-Yi Cho and Kevin P. Hwang (2010) "Analysis of effects of environmental factor and use GPS in public transportation," Chinese Institute of Industrial Engineering 2010, Tainan, Taiwan.
  13. Hsien-Tsung Liao, and Pei-Jing Lin (2010) "A Case Study of Job Involvement, Job Satisfaction, Job Stress and Resignation Intentions," Chinese Institute of Industrial Engineering 2010, Tainan, Taiwan.
  14. Hsien-Tsung Liao and Fu-Hong Chang (2010) "Comparison Performance by Supply Chain Integration: A Study of Taiwan's IC Industry," Symposium on Chinese economic circle of the competitiveness of enterprises and management, Hsinchu, Taiwan.
  15. Hsien-Tsung Liao and Po-Jui. Hsu (2010) "A case study of nurse scheduling," Symposium on Chinese economic circle of the competitiveness of enterprises and management, Hsinchu, Taiwan.
  16. Hsien-Tsung Liao and Hsin-Yi Chang (2010) "A Study of Critical Factors to Implement Customer Relationship Management," 2010 Symposium on Global Business Operation and Management, Kaohsiung, Taiwan.
  17. Hsien-Tsung Liao and Yi-Hsuan Lu (2009) "Study of the Characteristic Analysis of the GPS Records for bus," 2009 Chinese Association of Business and Management Technology, Tainan, Taiwan.

#### **Dissertation**

- Liao, Hsien-Tsung (2002) "Development of an ISO 9000 Advisory System," Ph.D. Dissertation, University of Missouri-Rolla, USA

#### **Books**

#### **Professional Certifications**

1. 2019/01, TQC+ Basic APP Program Design, CSF
2. 2015/07, MOS 2013 Master, Microsoft
3. 2015/06, Customer Relationship Management, ROCCOC
4. 2015/06, Business Management, ROCCOC
5. 2012/08, MOS2010 Master, Microsoft
6. 2012/01, ERP Application Engineer for Manufacturing Module of SAP ECC6.0, CERP
7. 2010/03, MCAS Master, Microsoft
8. 2009/02, MOS 2003 Master, Microsoft
9. 2008/02, ERP Software Application, CERP
10. 2007/12, IC3, Global Digital Literacy Council

#### **Professional Experience**

1. 2016/01-2019/12, Cheng Fong Chemical Pharmaceutical Company, Consultant
2. 2016/01-2020/12, Len Sin Wan Technology, Consultant
3. 2016/01-2020/12, Mica Information Company, Consultant
4. 2017/01-2020/12, Sin Bao Investment Company, Consultant
5. 2016/01-2020/12, Sung Yang Accounting, Consultant
6. 2017/01-2018/12, Hong Ming Leisure Center, Consultant
7. 2014/01-2014/12, I-Lin Tire Company, Consultant

## Grants

### Entrusted Practical Projects

1. Liao, H.T. and S.L. Chen, 2020, Social Media Marketing, 32001091003
2. Chen, S.L. and H. T. Liao, 2020, Website Development Planning, 32001090067
3. Liao, H.T. and S.L. Chen, 2019, A Survey Development for Customer's Satisfaction, 32001080268
4. Chen, S.L. and H. T. Liao, 2018, Analysis and Design of a Mobile Commerce System, 32001070200
5. Wang, H.C. and H. T. Liao, 2017, A Profit Analysis for the Group Oversea Study in Australia's Public School and Private Language Center, 32001070135
6. Chen, S.L. and H.T Liao, 2017, A Service Plan for MOS Certification, 321060420
7. Liao, H.T., S.L. Chen and J.R. Ding, The Service of MOS International Certification Program, 311060301
8. Liao, H.T. and H.C. Wang, The Implementation of E-Commerce System, 311060108
9. Wang, H.C. and H. T. Liao, A Cost-Volume-Profit Analysis of the Short-term, Medium-term and Long-term Group Oversea Study, 311040114
10. Wang, H.C. and H. T. Liao, A Comparative CVP Analysis of the Short-term Group Study in Australia and UK, 311050090
11. Liao, H.T. and H.C. Wang, 2013, A Study of Brand Image, Relationship Quality and Customer Loyalty, 311020453
12. Liao, H.T. 2012, A Study of Customer Management System for Cheng Fong Chemical Pharmaceutical Company, 311010626
13. Liao, H.T. 2011, Training Program of 5S and KPI management for Min Sin Food Company, 310990333
14. Liao, H.T. 2011, The Development of Customer Satisfaction Survey for TYC Brother Industrial Company, 310990132

### Honors and Awards

- 1. 2013/09 Excellent Teacher Award, Senior, Serves 10 years., Ministry of Education

### Patents