

 Chen, Shun-Hsing	Education	Ph.D. Department of Industrial & Systems Engineering from Chung Yuan Christian University Master, Industrial Engineering and Management, National Yunlin University of Science and Technology
	Title	Professor
	Research Interest	Total Quality Management, Service Quality Management, Customer Relationship Management
	TEL	02-77388000-5213
	E-Mail	chen88@mail.oit.edu.tw
Experience	<ol style="list-style-type: none"> 1. Staff, Yi-Feng Co., Ltd. 2. Staff, Taiwan Yufu Co., Ltd. 3. Staff, Hsin-Chu Senior Industrial Vocational School 4. Lecturer/Associate professor, Chin-Min Institute of Technology 5. Section Chief of Registration, Chin-Min Institute of Technology 6. Director, Department of Continuing Education, Chin-Min Institute of Technology 7. Associate professor/Professor, Department of Marketing and Logistics Management, Yu-Da University of Science and Technology 8. Director, Department of Continuing Education, Yu-Da University of Science and Technology 9. Chairman, Department of Business Administration, Yu-Da University of Science and Technology 10. Dean, College of Management, Yu-Da University of Science and Technology 11. Dean, College of Finance and Economics, Yu-Da University of Science and Technology 12. Chairman, Department of Marketing & Distribution Management, Oriental Institute of Technology 	
Research Project	<ol style="list-style-type: none"> 1. A Study on Service Needs and Resource Distribution of Long-term Care 2.0. MOST 106-2221-E-161 -003 -MY2, 106/08/01 ~ 108/7/31, Funding 1,467,000, project manager. 2. Integration QFD and FMEA techniques to determine service needs of aging in place (II). MOST 104-2221-E-161-007, 104/08/01 ~ 105/7/31, Funding 608,000, project manager. 3. Integration QFD and FMEA techniques to determine service needs of aging in place (I). MOST 103-2221-E-412 -001, 103/08/01 ~ 104/7/31, Funding 572,000 , project manager. ° 4. Integration QFD and AHP method to design and improve the service quality of vegetable foods industry. NSC 102-2221-E-412 -001, 102/08/01 ~ 103/7/31, Funding 776,000 , project manager. 5. The effect analysis of total quality management for marketing management, customer satisfaction and customer loyalty –The case of security industry. NSC 	

	<p>101-2221-E-412-001, 101/08/01~102/7/31, Funding 667,000 , project manager.</p> <p>6. Integration service quality model and FMEA method to determine improvement priority - The case study of Taiwanese for medical industry. NSC 100-2221-E-412-004, 100/08/01~101/7/31, Funding 421,000, project manager.</p> <p>7. Integration performance evaluation matrix and quality loss function for performance evaluation of technique of quality management. NSC 99-2221-E-412 -001, 99/08/01 ~100/7/31, Funding 589,000 , project manager.</p> <p>8. The Establishment of Bank Industry Service Strategy for Customer Relationship Management. NSC97-2221-E-243-002, 97/08/01 ~98/7/31, Funding 533,000 , project manager.</p> <p>9. The establishment of operation performance IPO framework of higher education and the performance indicators analysis of execution levels, NSC 97-2218-E-243-001, 97/01/01~97/10/31, Funding 527,000 , project manager.</p>
<p>Journal paper</p>	<ol style="list-style-type: none"> 1. Chen-Kuo Pai, Te-Wei Wang, Shun-Hsing Chen* & Kun-You Cai (2018). Empirical study on Chinese tourists' perceived trust and intention to use biometric technology. <i>Asia Pacific Journal of Tourism Research</i>, (SSCI), 23(9), 880-895. 2. King-Jang, Yang & Shun-Hsing Chen* (2018). Implementation and effectiveness of strategic actions used to reduce employee variability in the service sector. <i>Journal of Research in Business, Economics and Management</i>, 10(3), 1989-2001. 3. Chen-Kuo Pai, Zi-Yi Wang & Shun-Hsing Chen (2017). Measuring the effect of ubiquitous Internet success on travelers' perceived value and overall tourism destination Satisfaction. <i>International Journal of Tourism Sciences</i>, 17(4), 298-315. 4. Liu, A.C., & Shun-Hsing Chen* (2017). The impact of leadership to job satisfaction and job performance – An empirical study in the Taiwanese gaming machine manufacture industry employees. <i>Journal of Research in Business, Economics and Management</i>, 8(7), 1626-1635. 5. Shun-Hsing Chen*, Chu-Chuan Hsu & I-Ping Wu (2017). The effects of Total Quality Management implications on customer satisfaction and customer loyalty: An empirical study in the Taiwanese security industry. <i>European Journal of Industrial Engineering</i> (SCI), 11(1), 1-21. 6. Ching-Kuo Wei, Shun-Hsing Chen* Ming-Chih Chen (2016). An empirical analysis of intention to use array-Comparative Genomic Hybridization method. <i>International Journal Biomedical Engineering and Technology</i> (EI), 21(3), 279-294. 7. Bai-Sheng Chen & Shun-Hsing Chen (2016). Study on service satisfaction of Rotary Club Members by Importance-Satisfaction Model. <i>International Journal of Research in Business Studies and Management</i>, 3(6), 31-37. 8. Chen-Kuo Pai, Shun-Hsing Chen & David Hinds (2016). Measuring service quality in Macau luxury hotels using the QFD method: A case study. <i>International Journal of Services Technology and Management</i> (EI), 20 (1/2), 106-119. 9. Shun-Hsing Chen* (2016). Determining the service demands of an aging

	<p>population by integrating QFD and FMEA method. <i>Quality & Quantity</i> (SSCI 0.867 in 2015), 50(1), 283-298. (MOST 103-2221-E-412 -001)</p>
Conference paper	<ol style="list-style-type: none"> 1. Shun-Hsing Chen*, Hsin-I Fan and Yang-Ju Chen (2018). Long-Term Care Act and Long-Term Care Service Needs in Taiwan. The 5th Annual Symposium on Management and Social Sciences, Tokyo, Japan. (July 10-12, 2018). (MOST 106-2221-E-161 -003 -MY2) 2. Shun-Hsing Chen* & King-Jang Yang (2018). Aging population and long-term care issues in Taiwan. 2018 International Conference on Education and Social Sciences, Bangkok, Thailand. (February 22-24, 2018). (MOST 106-2221-E-161 -003 -MY2) 3. Shun-Hsing Chen* & Ying-Tung Lin (2017). An empirical study on experiential marketing and customer loyalty. 2017 ACMASS Annual Conference on Management and Social Sciences, Osaka, Japan. (August 14-16, 2017). 4. Shun-Hsing Chen* & Cheng-Wen Lin (2016). Applications QFD and RPN methods to determine the service needs of aging in place. 2016 International Conference on Business and Information. Nagoya, Japan. (July 03-05, 2016). (MOST 104-2221-E-161-007).
Journal Reviewer	<ol style="list-style-type: none"> 1. Higher Education(SSCI) 2. Quality & Quantity (SSCI) 3. Tourism Management (SSCI) 4. The Service Industrial Journal (SSCI) 5. Social Behavior and Personality (SSCI) 6. International Journal of Hospitality Management (SSCI) 7. Total Quality Management & Business Excellence (SSCI) 8. African Journal of Business Management (SSCI) 9. Technological Forecasting & Social Change (SSCI) 10. The International Journal of Human Resource Management(SSCI) 11. Human Factors and Ergonomics in Manufacturing & Service Industries (SSCI) 12. Scientific Research and Essays (SCI) 13. Neural Computing and Applications (SCI) 14. International Journal of Production Research (SCI) 15. International Journal of Production Economics (SCI) 16. International Journal of the Physical Sciences (SCI) 17. European Journal of Industrial Engineering (SCI) 18. International Journal of Electronic Business Management (EI) 19. International Journal of Services and Operations Management (EI) 20. Journal of Quality (EI) 21. Asia Pacific Management Review (TSSCI) 22. African Journal of Microbiology Research 23. British Journal of Applied Science & Technology

- | | |
|--|---|
| | <ul style="list-style-type: none">24. Cogent Education25. Current Urban Studies26. Contemporary Management Research27. Educational Research28. International Research Journal of Library, Information and Archival Studies29. International Research Journal of Management and Business Studies30. International Journal of Business Excellence31. Journal of Applied Finance and Banking32. Journal of Research in International Business and Management33. Journal of Economics and International Finance34. Journal of Medicine and Medical Sciences35. Journal of Hospitality Management and Tourism36. Journal of Quality Assurance in Hospitality & Tourism37. The Open Industrial and Manufacturing Engineering |
|--|---|

107/8/1