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| <p>Bio</p> | <p>Fei-Hui Huang is an Industrial Engineering and Engineering Management assistance Professor in the Department of Marketing and distribution management at OIT. Her research interests are in human-computer interaction, usability, and user experiences. She received her Ph.D. in Industrial Engineering and Engineering Management from National Tsinghua University, Taiwan, and spent a year as a visiting scholar at Georgia Tech (Georgia Institute of Technology).</p> |
| <p>Teaching</p> | <p>Spring 2021 Channel marketing and management and Product management Fall 2020 Distribution management and Distribution management seminar Spring 2020 Channel marketing and management Fall 2019 Distribution management Spring 2019 Distribution management and Channel marketing and management Fall 2018 Logistics management and Distribution management seminar Fall 2017 Product management, Distribution management seminar, and Entrepreneurial management seminar</p> |
| <p>Publications</p> | <p>Huang, F. H. (2020). Adapting UTAUT2 to assess user acceptance of an e-scooter virtual reality service. <i>Virtual Reality</i>, 1-9. https://doi.org/10.1007/s10055-019-00424-7. (SCI; 2019 IF 5.03). <i>Human-Computer Interaction</i> (Q1). H Index (41).</p> <p>Huang, F. H. (2020). Comparison of User Experiences Based on Watching 360° Immersive Video and Reality—A Case Study of a Scooter Ride. <i>Promet-Traffic & Transportation</i>, 32(2), 207-217. https://doi.org/10.7307/ptt.v32i2.3232. (SCI; 2019 IF 0.95). <i>Engineering (miscellaneous)</i> (Q2). H Index (16).</p> <p>Huang, F. H. (2020). Understanding user acceptance of battery swapping service of sustainable transport: An empirical study of a battery swap station for electric scooters, Taiwan. <i>International Journal of Sustainable Transportation</i>, 14(4), 294-307.</p> |

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Huang, F.H., (2016) Self-care needs of seniors with chronic medical conditions for living in their own homes. *Home Health Care Management & Practice*. 28(2), 109-114. (2014 SJR Score: 0.177)

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Huang, F.H., Hwang, S.L., Yenn, T.C., Yu, Y.C., Hsu, C.C. & Huang, H.W., 2006. Evaluating and comparison of reset modes in advanced alarm system simulator for ensuring running safety in nuclear power plant. *Safety science* 44, 935-946. (SCI)

Huang, F.H. & Hwang, S.L., 2003. Design and evaluation of computerized operating procedures in nuclear power plants. *Ergonomics* 46(1), 271-284. (SCI)

Huang, F.H. & Hwang, S.L., 2003. Effect of the computerized graphic interface on emergency operating procedure— A case study for nuclear power plants. *Asian Journal of Ergonomics* 4(1), 11-24.

