


| | | |
|---|---|---|
| Wurong Shih 施武榮 | |  |
| Department of Industrial Management and Information Southern Taiwan University of Science and Technology No. 1, Nan-Tai Street, Yongkang Dist., Tainan 71005, Taiwan | Office: E611-1 ☎: 886-6-2533131 ext. 5000 ✉: wurong@stust.edu.tw | |

Education

- Ph.D. in Systems Science & Industrial Engineering, State University of New York, 1996/06
- M.S. in Industrial Engineering, State University of New York, Binghamton, New York, 1991/12

Area of Specialty

E-Business, Operation Management, Supply Chain Management, Decision Support Systems

Academic Experience

- 2014/08 ~ present **Vice Dean**, Collage of Business, Southern Taiwan University of Science and Technology, Taiwan,
- 2010/08 ~ present **Director**, Global MBA Program of Collage of Business, Southern Taiwan University of Science and Technology, Taiwan,
- 2010/08 ~ 2014/07 **Director**, Executive MBA Program of Collage of Business, Southern Taiwan University of Science and Technology, Taiwan,
- 2010/03 ~ present **Professor**, Department of Management and Information Technology, Southern Tainan University of Science and Technology, Taiwan,
- 2000/02 ~ 2010/07 **Chairman**, Department of Management and Information Technology, Southern Taiwan University of Science and Technology, Taiwan,
- 2000/02 ~ 2010/07 **Director**, Graduate program of Industrial management, Southern Taiwan University of Science and Technology, Taiwan,
- 1996/08 ~ 2010/02 **Associate Professor**, Department of Management and Information Technology, Southern Tainan University of Science and Technology, Taiwan,

Publications

Journal Papers:

1. Do, Ninh T. H. and **Wurong Shih**, 'The Integration between The UTAUT with IS Success Model in Case of Online Hotel Booking User Acceptance,' TIJ's Research Journal of Commerce & Behavioral Science – RJCBS, Vol. 5, No. 10, pp. 25-36, 2016.
2. Do, Ninh T. H. and **Wurong Shih**, 'Destination Decision-Making Process Based on a Hybrid MCDM Model Combining DEMATEL and ANP: The Case of Vietnam as a

- Destination,' *Modern Economy*, No. 7, pp. 966-983, 2016. (ABI).
3. **Shih, W.** and Ninh T. H. Do, 'Impact of Tourism on Long-Run Economic Growth of Vietnam,' *Modern Economy*, No. 7, pp. 371-376, 2016. (ABI)
 4. Yuling Lin, **W. Shih**, Jinglu Hu, 'Development of Stock Evaluation System Based on Quasi-Linear Regression Model,' *International Journal of Electronic Business Management*, Vol.1, No. 11, pp. 23-32, 2013.
 5. Yeh, J.M., **Shih, W.** and F. Shu, 'An Improved Heuristics Approach in Constructing Nominal Binary Decision Tree,' *Journal of Information Management*, Vol. 1, No. 17, pp. 157-176, 2010. (in Chinese)
 6. **Shih, W.**, 'The development of a BPN data mining calibration system in a SMT PCB assembly line,' *International Journal of Electronic Business Management*, Vol.7, No. 4, pp. 288-299, 2009.
 7. **Shih, W.**, 'The Hybrid Heuristic System in Balancing The PCB Assembly Line of Surface Mount Technology with Multiple Placement Machines,' *International Journal of Electronic Business Management*, Vol. 7, No. 1, pp.37-44, 2009.
 8. **Shih, W.** & Pei, M., J. 'International Perception of Ecommerce: A Comparison Between Vietnamese and Taiwanese business Managers,' *Journal of Southern Tainan University of Technology*, Southern Tainan University of Technology, 2008. (in Chinese)
 9. **Shih, W.** & Ou, Y.K., 'The Development of A Web-based System To Solve The Multi-Depot Vehicle Routing Problem Of Fixed-Route Trucking Carriers,' *International Journal of Electronic Business Management*, Vol. 5, No. 4, pp.301-309,2007.
 10. Lai, M.T., **Shih, W.** & Tang K.Y., 'Economic Discrete Replacement Policy for A Single-Unit System Subject to Increasing Failure Rate Shock Damage Model,' *International Journal of Advanced Manufacturing Technology (SCI)*, 2005.
 11. Yeh, J.M., **Shih, W.** & Lin, B.H., 'Prototyping A Negotiation Support System for New Product Development,' *Journal of the Chinese Institute of Industrial Engineers*, Vol. 22, No. 3, pp.252-261, 2005.
 12. **Shih, W.**, Lin, Y. J. & Lai, C.H., 'The Application of Consumer Behavior and Customer Relationship Management,' *Mathematical and Science*, National University of Tainan, 2005. (in Chinese)
 13. Chu, T.C., **Shih, W.** & City, Y.K., 'An interval arithmetic method for evaluating weapon system under fuzzy environment,' *Journal of Information and Optimization Sciences*, Vol. 24, No. 2, pp. 345-355, 2003.
 14. **Shih, W.**, Srihari, K., & Adriance, J.A., 'Expert System Based Placement Sequence Identification for Surface Mount PCB Assembly,' *International Journal of Advanced Manufacturing Technology*, Vol. 113, No. 3, pp.413-423, 1996.
 15. **Shih, W.**, Huang, Y.W., Srihari, K., & Westby, G., 'Estimation of Yield Through Component Placement Accuracy in Surface Mount PWB Assembly,' *Computers and Industrial Engineering*, Vol. 29, No 1, pp. 607-611, 1995.
 16. **Shih, W.**, & Srihari, K., 'Distributed Artificial Intelligence in Manufacturing System Control,' *Computers and Industrial Engineering*, Vol. 29, No 1, pp. 199-203, 1995.
 17. **Shih, W.**, Srihari, K., Adriance, J., & Westby, G., 'A Heuristic Approach to Placement Sequence Identification for SMT,' *Soldering and Surface Mount Technology*, No 14, pp.20-24,1993.

Conference Papers:

1. **Shih, W.** and Haininh Do, 'The Economic Impact of Tourism in Vietnam from Foreign Direct Investment,' Proceeding - 2015 International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan, 2015.
2. **Shih, W.** and Haininh Do, 'Development of Regional tourism be Collaboration between Public Sector and Academics in the Asia Pacific Region,' Proceeding - 2014 APTA Conference, Ho Chi Minh City, 2014.
3. **Shih, W.**, H. Yen, and Y. S. Lai, 'The impact of Enterprise Culture, Innovation Capability, and Training to Organization Performance – The Case Study of Bicycle Industry,' Proceeding - The Conference of 2013 Industrial Management and Information Innovative Practices, Tainan, Taiwan, 2013. (in Chinese)
4. Tseng, W. H., **W. Shih**, S. L. Chen, K. C. Lin, C. C. Huang, and W. C. Chia, 'The Study of Multi-CONWIP Production Simulation System,' Proceeding- 2013 Conference of The Application of Electronic Business, Tainan, Taiwan, 2013. (in Chinese)
5. **Shih, W.** and Marie Nikki R. Martinez, 'Drivers and Barriers to E-Commerce Adoption in The Philippines: Exploring Internet Consumers' Behavior,' Proceeding - The Conference of Business Management Practices in Taiwan-Vietnam Cross Country Enterprises, Tainan, Taiwan, 2012.
6. **Shih, W.** and Krissapon Apinyaupatum, 'Factors that affecting Thai consumer behavior in milk consumption: case of Bangkok area,' Proceeding - International Conference on Innovation and Management (IAM), Koror, 2012.
7. **Shih, W.** and Krissapon Apinyaupatum, 'Internal and External Factors That Affecting Thai Consumer Behavior in Dairy Consumption - Case of Bangkok Area,' Proceeding - The Seventh International Conference on Knowledge-Based Economy and Global Management, Tainan, Taiwan, 2011.
8. **Shih, W.** & Yeh, J.M., 'An AHP Approach in Synthesizing the Preference Weights for Decision Support System,' Proceeding- International Conference on Innovation and Management, Kuala Lumpur, 2011.
9. **Shih, W.** & Chen B. Y., 'A Case Study of the Key Success Factors for A Stainless Steel Wring Industries,' Proceeding- Industrial Engineering and Management Annual Conference, Tainan, Taiwan, 2010. (in Chinese)
10. **Shih, W.** & Vishal Madhavrao Gaikwad, 'Study of Buyer Decision Process Model in B2C E-COMMERCE: An Empirical Study of Taiwan Online Shopping,' Proceeding 2010 International Conference on Knowledge-Based Economy & Global Management, Tainan, 2010.
11. **Shih, W.** & Lin Y., Hu J. 'Development of Stock Evaluation System Based on Quasi-Linear Regression Model,' 2010 Proceeding- 2010 Conference and Case Competition of IT Application and Trend in Industry, Taichung, Taiwan, 2010.
12. **Shih, W.**, 'A Heuristic Line-Balancing Approach in SMT Assembly Line,' Proceeding- 2010 Conference and Case Competition of IT Application and Trend in Industry, Taichung, Taiwan, 2010.
13. **Shih, W.**, 'The Case Study of A MIL-STD-1916 QC System Implementation,' Proceeding- 2010 Conference and Case Competition of IT Application and Trend in Industry, Taichung, Taiwan, 2010. (in Chinese)
14. **Shih, W.** & Lai, Y.H., 'Applying 6 Sigma QC in the Maintenance Process of LDC Deflection Film,' Proceeding- 2010 Cross Strait Conference on Managerial Theory

- and Application, Tainan, Taiwan, 2010. (in Chinese)
15. **Shih, W.** & Wang, H. C., 'The distributed artificial intelligent system in shopfloor control of PCB assembly line,' Proceeding International Conference on Knowledge-Based Economy & Global Management, Tainan, 2009.
 16. **Shih, W.**, 'The Development of a Calibration System in PCB Assembly Line by Back-Propagation Network Data Mining,' Proceeding- 2009 Conference on Industry-University Cooperation of Electronic Business, Taipei, 2009.
 17. **Shih, W.**, 'The Calibration System of SMT PCB Assembly Placement Machine by Using Back-propagation Network Data Mining,' Proceeding - 2009 International Conference on Innovation and Management, Long Beach, Philippines, 2009.
 18. **Shih, W.** & Chiu, C.F. 'The Hybrid Heuristic System in Balancing the PCB Assembly Line of Surface Mount Technology with Multiple Placement Machines,' Proceeding-2008 Conference on Industry-University Cooperation of Electronic Business, Tainan, Taiwan, 2008.
 19. **Shih, W.** & Bui My-Trinh 'Perception of Ecommerce: A Comparison between Vietnamese and Taiwanese Business Managers,' Proceeding- International Symposium on Knowledge-Based Economy & Global Management, Tainan, Taiwan, 2007.
 20. **Shih, W.**, Chen K. & Huang H. 'Parameter Calibration of Placement Machines in a SMT PCB Assembly Line Using Back-Propagation Network Data Mining, The Xvii Acme International Conference on Pacific Rim Management, Les Vegas, USA, 2007.
 21. **Shih, W.**, Yifan Chang, Huiching Huang, Cong Thi Quynh Trang, 'Back-Propagation Network Data Mining in Configuring Process Parameters for SMT PCB Assembly Placement Machines,' International Conference on Knowledge-Based Economy & Global Management, Tainan, Taiwan, 2006. p. 232-244
 22. **Shih, W.**, Yifan Zhang, Huiching Huang, Cong Thi Quynh Trang, 'Back-Propagation Network Data Mining in Configuring Process Parameters for SMT PCB Assembly Placement Machines,' Proceeding - International Symposium on Knowledge-Based Economy & Global Management, 2005, pp.119-124, Tainan, Taiwan.
 23. **Shih, W.**, Shu-Ling Chen, Yang-Kun Ou, Mau-Kai Jhuang, 'Distribution Expert – The Vehicle Routing System in A Less-Than-Truckload Transportation Industry,' Proceeding - International Symposium on Knowledge-Based Economy & Global Management, 2005, pp.119-124, Tainan, Taiwan.
 24. **Shih, W.** and Wilson Huang, 'The Prototype System for Balancing Surface Mount PCB Assembly Lines with Multiple Placement Machines,' IACIS Pacific 2005 Conference Proceedings, 2005, pp.515-522, Taipei, Taiwan. (NSC94-2213-E-218-014-)
 25. J. Yeh and **W. Shih**, 'Setting Up a New Product Development Team based on Entropy Optimization, Proceeding - 21th Century Management Theory and Application Conference, pp. 313-319, 2005. (in Chinese)
 26. Wu, Chien-Hsing, **Wurong Shih** and Yi-Shun Wang, 'Managing Knowledge: An Organizational Decision Experience Model,' Proceeding - International Symposium on Knowledge-Based Economy & Global Management, 2004, pp. 364-368, Tainan, Taiwan.
 27. **Shih, W.**, Yichen Lin, Huiching Huang, and Chiu-hua Lai, 'A CRM Approach Applied to The Consumer Behavior Analysis – The Field Research in A Kitchenware Manufacturer and Seller,' Proceeding - International Symposium on Knowledge-Based Economy & Global Management, 2004, pp. 631-638, Tainan,

Taiwan.

28. **Shih, W.** and Wilson Huang, 'A Balancing Model of Surface Mount PCB Assembly Line with Multiple Placement Machines,' Proceeding - International Symposium on Knowledge-Based Economy & Global Management, 2004, pp. 407-414, Tainan, Taiwan.
29. Kuen-Horng Tsai, **W. Shih**, Li-Tung Chang, Ruey-Mo Lin, Guan-Liang Chang, 'Kinematic Characteristics of Degenerative and Induced Spondylolisthetic Lumbar Spine,' Proceeding of the IASTED International Conference BIOMECHANICS, 2003, Rhodes, Greece.
30. KH Tsai, CY Yeh, **W. Shih**, JJ Chen, 'Effects on Spasticity of the SCI Patients with FES-Cycling Assistive Device,' Proceeding of Conference on Biomedical Engineering and Technology, 2002, P. 31-32, I-Shou University, Kaohsiung, Taiwan.
31. **W. Shih**, 'The Planning of Distribution Database system-A Case in Tainan Transportation Corporation, Proceedings - The 7th Taiwan Business Case Study Conference, 2002, pp. 77., Tainan, Taiwan. (Chinese Version)
32. Yichen Lin, Chen Shu, Hsiu-Hsiung Hsieh, and **W. Shih**, 'A Field Study of CRM on Hotel Enterprises,' The First International Conference on Electronic Business Proceeding, Hong Kong, 2002, pp. 19-21.
33. KH Tsai, **W. Shih**, TS Cheng, and KS Cheng, 'Design and Development of Page Turner for People with Upper Limb Injuries,' Rehabilitation Engineering, 2002, pp.228-229
34. Ta-Chung Chu and **W. Shih**, Selecting Alternatives Using a Fuzzy MCDM Approach, The 17th Vocational Education Conference, Industry (E), 2002, pp. 1867-1876. (Chinese Version)
35. YiChen Lin and **W. Shih**, Integrated Communications and Systems Thinking, - An Assessment for Improvement, 43th Annual Conference of Operation Research Society - Proceedings, Bath, U.K, 2001.
36. **Shih, W.**, Placement Sequencer- An Expert System for Placement Sequence Identification in Surface Mount PCB Assembly,' The 12th Vocational Education Conference, Industry V, 1997, pp. 169-178. (Chinese Version)
37. **Shih, W.**, Srihari, K. & Emerson, C.R., 'Manufacturing System Control in Printed Wiring Board Assembly Using Distributed Artificial Intelligence,' 5th Industrial Engineering Research Conference Proceedings, Miami, Florida, 1996, pp. 97-102.
38. **Shih, W.**, Srihari, K., Adriance, J., Westby, G., 'A Heuristic Approach to Placement Sequence Identification for SMT,' International Electronic Packaging Society Conference, Austin, Texas, 1992, pp. 631-644.
39. **Shih, W.**, Srihari, K., & Adriance, J., 'An Expert System Approach to Placement Sequence Identification for SMT,' Proceedings - SMTCON '92, Secaucus, New Jersey, 1992, pp. 129-138.

Books

Shih, Wurong & Hsieh, Chih Kuang, Industrial Engineering and Management ISBN : 957-3932-09-5, Tsanghai Publication , Taipei , 2000

Dissertation:

1. **Shih, W.**, 'A Knowledge Based Advisor for Surface Mount Component Placement Sequence Identification', Master Thesis, State University of New York, Binghamton,

New York, December 1991.

2. **Shih, W.**, 'Distributed Artificial Intelligence Based System for Manufacturing Systems Control in Surface Mount PWB Assembly', Doctoral Dissertation, State University of New York, Binghamton, New York, May 1996.

Entrusted Practical Projects

- 2016/5~2016/10 **Project Director**, The Evaluation Project of Cloud Repository Service of Product Design Figures - YuDei Business Co. Ltd. (No. 311050195), NT\$72,000, Department of Industrial Technology, Ministry of Economy Affairs.
- 2015/5~2015/10 **Project Director**, The Configuration Project of Industry 4.0 in Small and Medium Business - Aplus Molds & Plastics CO., Ltd. (No.311040327), NT\$72,000, Department of Industrial Technology, Ministry of Economy Affairs.
- 2014/6~2014/10 **Project Director**, Employee Training Program - Statistics (No.311030384), NT\$468,000, Yean-Dean Scientific Co. Ltd.
- 2014/5~2014/10 **Project Director**, The Configuration Project of Service of Motor Vehicle Parts Manufacturing Industry - YuDei Business Co. Ltd. (No.311030280), NT\$72,000, Department of Industrial Technology, Ministry of Economy Affairs.
- 2013/7~2013/11 **Project Director**, Employee Training Program - Statistics (No.311020142), NT\$270,000, Yean-Dean Scientific Co. Ltd.
- 2013/6~2013/11 **Project Director**, The Project of Enhanced Application of Knowledge in Motor Vehicle Parts Manufacturing Industry - Leader Aid Enterprise (No.311020226), NT\$72,000, Department of Industrial Technology, Ministry of Economy Affairs.
- 2012/11~2012/11 **Project Director**, Taiwan-Vietnam Bilateral Conference in Business Management (NSC 101-2911-I-218-001), NT\$300,000, Ministry of Science and Technology.

Honors and Awards

- 2007 Youth Manager Award, Kaohsiung Chapter, Chinese Management Association, 2007/12/22.

Academic and Professional Service

- 2009/1 to present **Reviewing committee member of SBIR projects**, Technology Bureau of Ministry of Economics, Taiwan
- 2008/8 to present **Council**, Chinese Service Management Association, Taiwan
- 2010/1 ~ 2011/12 **Reviewing committee member of CITD projects**, Industrial Bureau of Ministry of Economics, Taiwan
- 2007/8 ~ 2009/8 **Reviewing committee member of vocational collage**, Ministry of Education, Taiwan
- 2006/8 ~ 2011/8 **Secretary General**, Electronic Business Management Society, Taiwan
- 2006/8 ~ 2012/8 **Consultant**, Tainan County Association of Real Estate Brokers, Taiwan
- 2000/2 ~ 2008/8 **MIS Consultant**, SFL Machining Co., Taiwan