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Education

- PhD, Business Management, National Taipei University, Taiwan. 2010/1

Area of Specialty

Media management, Communication theory, Marketing Management

Academic Experience

- Associate Professor, Department of Information and Communication, Southern Taiwan University of Science and Technology, 2017/1 to present
- Assistant Professor, Department of Information and Communication, Southern Taiwan University of Science and Technology, 2010/2-2017/1
- Instructor, Department of Information and Communication, Southern Taiwan University of Science and Technology, 2009/9 -2010/2

Publications

Journal Papers:

1. Min-Li Hung, I-Feng Lee & Zih-Yu Chen (2015), "The Impact of Employee Attitudes toward Social Media on Employee Engagement with Computer-Mediated Communication considered as a Moderating Factor. Social Science Contemporary.
2. Hsiang-Ming Lee, Tsai Chen, Min-Li Hung (2014), "On-line bartering motivations", Psychological Reports: Employment Psychology & Marketing, 115(1):75-90.
3. Pao-Ling Chin & Min-Li Hung,(2013), "Psychological Contract Breach and Turnover Intention: The Moderating Roles of Adversity Quotient and Gender", Social Behavior and Personality, 41(5):843-859.

Conference Papers:

1. I-Feng Lee, Min-Li Hung, Zih-Yu Chen,(2015), " The Impact Study of Attitude toward Social Media to Employee Engagement -Using Computer-Mediated Communication as a Moderator "
2. Hsiang-Ming Lee, Kuang-Yuan Ke, Min-Li Hung,(2008), "Do Different Brand Images Affect Brand Equity after an International M & A?" ,Academy of Management Annual Meeting, Anaheim, CA, USA
3. Paoling Chin, Min-Li Hung, (2008), Consequence of psychological contract breach: the moderating role of adversity quotient and demographic attributes among Taiwan insurance agents, BAI2008, Seoul, South Korea.

Dissertation

Hung, Mindy (2011) *"The effects of perceived career plateau on job attitudes of managers in large enterprises in Taiwan,"* Ph.D. Dissertation, National Taipei University.

Entrusted Practical Researches

- Hung, Mindy,(2019), 2019 Global Brand Planning Competition in Taiwan, No. 51001080280-EDU.
- Hung, Mindy,(2018), Marketing and Promotion for the Education website, No. 51001070143
- Hung, Mindy,(2018), Promotion Events for Li-Yuan Company., No. 51001070076.
- Hung, Mindy,(2017), Marketing and Promotion for the Education website, No. 511060142