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【學歷】

交通大學工業工程與管理所博士
台灣大學心理學研究所博士後研究
(學士)

【經歷】

學術：

開南大學行銷&形象學系副教授(2018.8.1~)
開南大學形象與健康管理學士學位學程籌備處主任&學程主任(2014.10.1-2017.7.31)
開南大學養生與健康行銷學系主任(2013.8.1-2014.7.31)
開南大學健康產業管理學系籌備處主任&系主任(2009.11.1-2013.7.31)
江西省贛州市「秀發希望小學」：<https://ppt.cc/fLvkkx> 創辦人(2009迄今)

實務：

攝遊映象營運總監
石磐公關顧問(股)公司執行副總經理
美商麥肯魔動行銷 (Moment, McCann Worldgroup Taiwan) 專案總監&顧問
有線企管顧問公司(CMIT)副總經理&無線台&地方系統台編審監製



旺宏電子





【學術專長】

創意與品牌管理、華人心理學、組織人因、人類信息處理、人機互動系統

【實務專長】

公關宣傳及媒體運作經驗28年以上經驗與資歷，服務過國內外知名企業與品牌。熟悉產業分析、競爭者分析、策略分析、行銷宣傳、主題活動、事件行銷、行銷活動規劃、媒體關係、危機處理、非營利組織公益宣傳、政策與城市行銷、數據分析與商業決策、CSR、ESG

【專案實例】

服務過國內外多個知名組織機構與品牌客戶，如：永豐餘、中華電信、台電、嬌生Johnson & Johnson、壯生Johnson & Johnson、Cospas-Sarsat國際衛星搜救組織、長榮航空、旺宏電子、SONY、聯發科、錢隆科技、迪士尼DISNEY、Nike、ESPN STAR Sports、孩之寶、巨崗洋行、Dun & Bradstreet、Disney Channel、Playhouse Disney、Hallmark、CHANEL、DKNY、YSL、KOSE、Kent & Curwen、點睛品、MasterCard、KPMG、德國Musterring、義大利Calligaris、KOHLER、德國科隆、台北影業、阿榮影業、利達數位、MBC、華歌爾、信盈貿易、順天堂、如新、花王、雀巢、克寧、安佳奶粉、必勝客、可口可樂、台灣啤酒、海尼根、保樂力加、新光保全、匯豐銀行、花旗銀行、國泰金控、台新金控、中國輸出入銀行、遠東國際商銀、SUBARU、現代汽車、匯豐汽車、SUM、YES汽車認證、EasyCar優質車專賣店、德國百靈、食益補白蘭氏雞精、西班牙橄欖油、順天堂、維多利亞集團、滿力國際、交通部、經濟部、科技部、經濟部工業局、經濟部能源局、經濟部中小企業處、經濟部商業司、經濟部標準檢驗局、交通部觀光局、科技部中科管理局、行政院環境保護署、行政院衛生福利部食品藥物管理署、行政院客家委員會、行政院新聞局、行政院研考會、行政院青年輔導委員會、行政院農業委員會林務局、行政院農業委員會茶業改良場、行政院農業委員會漁業署、教育部、財團法人工業技術研究院、財團法人精密機械研究發展中心、財團法人台灣綠色生產力基金會、財團法人中技社、財團法人中華民國電腦技能基金會、財團法人中山科學研究院、財團法人台灣營建研究院、財團法人台灣經濟研究院、財團法人生物技術開發中心、財團法人漢光教育基金會、財團法人旺宏電子教育基金會、財團法人金屬工業研究發展中心、財團法人台灣電子檢驗中心、財團法人台灣大電力研究試驗中心、財團法人農業科技研究院、財團法人中國青年和平團、財團法人導航基金會、中華民國檢測驗證協會、台灣智慧自動化與機器人協會、臺北市政府、新北市政府、台中市政府、高雄市政府、花蓮市政府、南投縣政府、禎祥食品、FIFA世界盃五人制足球賽、高雄世運、世界大學運動會、國立台灣大學、國立政治大學、國立中央大學、中山醫學大學、開南大學、臺北市文山特學校、臺北市內湖區麗山國民小學、臺北市信義區永吉國民小學



研究

- 近五年學術著作目錄：
- 期刊：SSCI：4 篇、SCI & EI：9 篇、其他期刊：4 篇
- Ling, H.-C., Hsieh, S.-Y., Chao, C., & Wang, R.-Y.* (2023). *The Effects of Classical Chinese Dance Movements on Personal Awareness and Emotion Regulation. International Journal of English Literature and Social Sciences*, 127-133. <https://dx.doi.org/10.22161/ijels>
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- Hsieh, S.-Y., Ling, H.-C., Chao, C., & Wang, R.-Y.* (2023). *Using AI and the Fuzzy Delphi Method for Dispatching Executives to Overseas Banks. International Journal of Advanced Engineering Research and Science*, 1-6. <https://dx.doi.org/10.22161/ijaers.1010.1>
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- Ling, C.-H*., & Liao, P.-L. (2023). *Exploring the Purchase and Use of Drone Aerial Camera from the Viewpoint of Technological Theoretical Models That Influence Domestic Graphic Art Creators. International Journal of Advanced Engineering, Management and Science*, 9(9), 92-99. <https://dx.doi.org/10.22161/ijaems.99.9>

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- Wang, R.-Y., Hung, C. C., & Ling, H.-C.* (2022). Smart tracking design for aerial system via fuzzy nonlinear criterion. *Smart Structures and Systems*, 29(4), 617-624. <https://doi.org/10.12989/sss.2022.29.4.617>
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- Ling, H.-C., & Chiang, H.-S. (2022). Learning Performance in Adaptive Learning Systems: A Case Study of Web Programming Learning Recommendations. *Frontiers in Psychology*. <https://doi.org/10.3389/fpsyg.2022.847453>

- Wang, C.-N., Le, T. Q., Yu, C.-H., Ling, H.-C.* , & Dang, T.-T. (2022). Strategic Environmental Assessment of Land Transportation: An Application of DEA with Undesirable Output Approach. Sustainability. <https://doi.org/10.3390/su14020771>
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- Li, Q.-C., Ling, H.-C., Chiang, H.-S., & Yang, K.-J. (2021). A medical specialty outpatient clinics recommendation system based on text mining. International Journal of Grid and Utility Computing, 12(4).
- Ling, H.-C., Chen, H.-R., Ho, K. K. W., & Hsiao, K.-L. (2021). Exploring the factors affecting customers' intention to purchase a smart speaker. Journal of Retailing and Consumer Services, 59, 102331. <https://doi.org/10.1016/j.jretconser.2020.102331>

- Ling, H.-C., Hsiao, K.-L., & Hsu, W.-C. (2021). Can Students' Computer Programming Learning Motivation and Effectiveness Be Enhanced by Learning Python Language? A Multi-Group Analysis. *Frontiers in Psychology*. <https://doi.org/10.3389/fpsyg.2020.621042>
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- Wang, R.-Y., Lin, P.-a., Chu, J.-Y., Tao, Y.-H., & Ling, H.-C.* (2021). A decision support system for Taiwan's forest resource management using Remote Sensing Big Data. *Enterprise Information Systems*.
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- Tao, Y.-H., Wang, R.-Y.*, Ling, H.-C., Chu, J.-Y., & Ji, H. (2021). Implementing for Innovative Management of Green Tourism and Leisure Agriculture in Taiwan. *International Journal of Organizational Innovation*, 13(3).
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- Huang, P.-Y., Ling, H.-C.*, & Wang, R.-Y. (2021). Effective Combination and Analysis of Big Data and Classic Marketing. *International Journal of Organizational Innovation*, 13(3).
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- Lee, F.-S., Lin, C.-I., Ling, H.-C.* , Chiang, A., & Ho, P.-H. (2020). System Development for Processing Optical Fiber-Acquired Images during Motion of a Fiber-Steering Mechanism. *Journal of Medical Imaging and Health Informatics*.
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- Ling, H.-C., & Chao, C. (2019). The Quality of Service Community Health Center in Taiwan. *International Journal of Organizational Innovation*, 12(1).
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- Wang, A.-C., Cheng, B.-S., Tsai, C.-Y., Yammarino, F., Ling, H.-C., Chou, L.-F., ... Dionne, S. (2018). Benevolence-dominant, authoritarianism-dominant, and classical paternalistic leadership: Testing their effects on subordinate performance. *The Leadership Quarterly*.
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- Liao, M.-Y., Pearn, W. L., & Ling, H.-C.* (2018). Effective Control Chart for Monitoring the Capability Stability of Non-Normal Processes having S-Type Quality. *Journal of Testing and Evaluation*.
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- 研討會：8 篇
- Ling, H.-C.*, Cheng, S.-H., & Zou, X. (2022, 7月). 華人傳統友誼『義氣』概念之分析：內涵探討與量表建構 [Analysis of the Chinese Traditional Friendship Concept 'Yiqi': Connotation Exploration and Scale Construction]. 2022 第十二屆華人心理學家學術研討會 [2022 12th Conference of Chinese Psychologists], 中研院 [Academia Sinica], 臺灣 [Taiwan].
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- Ling, H.-C., & Ling, J.-H. (2018, 10月18-21日). 社區健康服務中心服務品質之研究 [Study on the Quality of Service in Community Health Service Centers]. 2018海峽兩岸暨港澳大健康論壇 [2018 Cross-Strait and Hong Kong-Macau Health Forum], 江西贛州 [Ganzhou, Jiangxi, China].
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- Zhao, Q., Ling, H.-C., & Shi, W.-Y. (2018, 5月3-4日). 大學生友誼關係中義氣概念之探討 [Exploration of the Concept of "Yiqi" in College Students' Friendship Relationships]. 2018第一屆清華心理論壇暨華人心理學跨域前瞻發展學術研討會 [2018 1st Tsinghua Psychology Forum and Cross-Disciplinary Forward-Looking Development Academic Conference of Chinese Psychology], 新竹 [Hsinchu, Taiwan].