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## 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, Physical distribution Management, Logistic

## Academic Experience

- **Director**, Executive MBA Program of Business & Management College, Southern Taiwan University of Technology, Taiwan, 2010/08 to present
- **Director**, Global MBA Program of Business & Management College, Southern Taiwan University of Technology, Taiwan, 2010/08 to present
- **Professor,** Department of Management and Information Technology, Southern Tainan University of Technology, Taiwan, 2010/03 to present
- **Chairman**, Department of Management and Information Technology, Southern Taiwan University of Technology, Taiwan, 2000/02 to2010/07
- **Director**, Graduate program of Industrial management, Southern Taiwan University of Technology, Taiwan, 2000/02 to2010/07
- **Associate Professor,** Department of Management and Information Technology, Southern Tainan University of Technology, Taiwan, 1996/08 to2010/02

## Publications

### Journal Papers:

1. **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.
2. **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.

3. Shih, W. & Pei, M., J. 'International Perception of Ecommerce: A Cpmparison Between Vietnamese and Taiwanese business Managers', Journal of Southern Tainan University of Technology, Southern Tainan University of Technology , 2008. (in Chinese)

4. **Shih, W.** & Ou, Y.K., 'The Development Of A Web-based System To Solve The Multi-Depot Veicle Routing Problem Of Fixed-Route Trucking Carriers', International Journal of Electronic Business Management, Vol. 5, No. 4, pp.301-309,2007.

5. 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.

6. 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.

7. 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)

8. 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.

9. **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.

10. **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.

11. **Shih, W.**, & Srihari, K., 'Distributed Artificial Intelligence in Manufacturing System Control', Computers and Industrial Engineering, Vol 29, No 1, pp. 199-203, 1995.

12. **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. & 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.

2. 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)

3. 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.

4. 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.

5. 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.

6. 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)

7. 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)

8. Shih, W. & Wang, H. C., 'The distributed artificial intelligent system in shopfloor control of PCB assembly line', Proceeding Intemational Conference on Knowledge-Based Economy & Global Management, Tainan, 2009.

9. 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.

10. 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.

11. 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.

12. 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.

13. 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.

14. 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

15. Wurong Shih, 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.

16. Wurong Shih, 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.

17. Wurong Shih a 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-)

18. J. Yeh and W. Shih, ' Setting Up a New Product Development Team based on Entropy Optimization, Proceeding - 21th Centry Management Theroy and Application Conference, pp. 313-319, 2005. (in Chinese)

19. Chien-Hsing Wu, 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.

20. Wurong Shih, Yichen Lin, Huiching Huang, and Chiuhua 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.

21. Wurong Shih. 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.

22. 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.

23. 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.

24. 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)

25. Yichen Lin, Chen Shu, Hsiu-Hsiung Hsieh, and Wurong Shih, 'A Field Study of CRM on Hotel Enterprises', The First International Conference on Electronic Business

Proceeding, Hong Kong, 2002, pp. 19-21.

26. 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

27. Ta-Chung Chu and Wurong Shih, Selecting Alternatives Using a Fuzzy MCDM Approach, The 17th Vocational Education Conference, Industry (E), 2002, pp. 1867-1876. (Chinese Version)

28. YiChen Lin and Wurong Shih, Integrated Communications and Systems Thinking, - An Assessment for Improvement, 43th Annual Conference of Operation Research Society - Proceedings, Bath, U.K, 2001.

29. 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)

30. 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.

31. 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.

32. 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

## Grants

## Honors and Awards

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

## Acadmic Service

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## Professional Certifications

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**Professional Experience**

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**Professional Service**

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