

<b>Hsien-Tsung Liao (廖顯宗)</b>		
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### Education

- PhD, Department of Engineering Management, University of Missouri-Rolla, 2002/08
- Master, Department of Metallurgical Engineering, University of Missouri-Rolla, 1993/05

### Area of Specialty

- Quality Management
- E-Business

### Academic Experience

- Assistant Professor, Department of Management and Information Technology, Southern Taiwan University of Science and Technology, 2003/08 to present

### Publications

#### **Journal Papers:**

1. **Liao, H.**, H. Wiebe, and D. Enke (2004) "An Expert Advisory System for the ISO 9001 Quality System", *Expert Systems with Applications*, 27(2), 313-322 [**SCI**]

#### **Conference Papers:**

1. **Hsien-Tsung Liao** and Yue-Lin Chen (2016) "A study of the influence of Service Innovation to Service Quality and Customer Satisfaction," 2016 Industrial Management and Information Application Innovations Conference, Tainan, Taiwan.
2. **Hsien-Tsung Liao**, Chih-De Wang and Yue-Lin Chen (2016) "The influence of district change to the urban district bus industry," The E-learning and Information Technology Symposium 2016, Tainan, Taiwan.
3. **Hsien-Tsung Liao** and Chih-De Wang (2014) "Break through the Environmental Transition –A Study of the Merge of City and County in Bus Industry," 2014

- Industrial Management and Information Application Innovations Conference, Tainan, Taiwan.
4. **Hsien-Tsung Liao**, Chia-Feng Chang, Wen-Chieh Tseng, I-Chun Tung, Man-Ping Chen and Han-Ting Wu (2014) "A Study of Brand Image, Relationship Quality, and Customer Loyalty," 2014 Industrial Management and Information Application Innovations Conference, Tainan, Taiwan.
  5. **Hsien-Tsung Liao** (2013) "A Study of the Influence on Service Quality and Customer Satisfaction," 2013 Industrial Management and Information Application Innovations Conference, Tainan, Taiwan.
  6. **Hsien-Tsung Liao** and Kun-Lin Tsai (2013) "A Study of Technology Acceptance Model on the Tablet PC Users," 2013 International Conference on Innovation Management and Practice, Miaoli, Taiwan.
  7. **Hsien-Tsung Liao** and Yin-Kai Wu (2013) "A Study of Technology Acceptance Model on the Bus information system," 2013 International Conference on Innovation Management and Practice, Miaoli, Taiwan.
  8. **Hsien-Tsung Liao** and Hsiao-Chi Hsin (2012) "A Study of Brand Image, Customer Satisfaction and Customer Loyalty," 2012 Information Technology and Management, New Taipei, Taiwan.
  9. **Hsien-Tsung Liao** and Kevin P. Hwang (2011) "Development of a GPS Record Data Mining Procedure," The Seventh International Conference on Knowledge-based Economy and Global Management, Tainan, Taiwan.
  10. **Hsien-Tsung Liao**, Min-Han Tsai and Kevin P. Hwang (2010) "Applying Data Mining Technology to Explore Spatial Distribution of Abnormal Driving Behavior of Inter-City Buses Using Intelligent Warning System," Chinese Institute of Industrial Engineering 2010, Tainan, Taiwan.
  11. **Hsien-Tsung Liao**, Chia-Yi Cho and Kevin P. Hwang (2010) "Analysis of effects of environmental factor and use GPS in public transportation," Chinese Institute of Industrial Engineering 2010, Tainan, Taiwan.
  12. **Hsien-Tsung Liao**, and Pei-Jing Lin (2010) "A Case Study of Job Involvement, Job Satisfaction, Job Stress and Resignation Intentions," Chinese Institute of Industrial Engineering 2010, Tainan, Taiwan.
  13. **Hsien-Tsung Liao** and Fu-Hong Chang (2010) "Comparison Performance by Supply Chain Integration: A Study of Taiwan's IC Industry," Symposium on Chinese economic circle of the competitiveness of enterprises and management, Hsinchu, Taiwan.
  14. **Hsien-Tsung Liao** and Po-Jui. Hsu (2010) "A case study of nurse scheduling," Symposium on Chinese economic circle of the competitiveness of enterprises and management, Hsinchu, Taiwan.

15. **Hsien-Tsung Liao** and Hsin-Yi Chang (2010) "A Study of Critical Factors to Implement Customer Relationship Management," 2010 Symposium on Global Business Operation and Management, Kaohsiung, Taiwan.
16. **Hsien-Tsung Liao** and Yi-Hsuan Lu (2009) "Study of the Characteristic Analysis of the GPS Records for bus," 2009 Chinese Association of Business and Management Technology, Tainan, Taiwan.

### **Dissertation:**

- **Liao, Hsien-Tsung** (2002) "Development of an ISO 9000 Advisory System," Ph.D. Dissertation, University of Missouri-Rolla, USA

### **Entrusted Practical Projects**

1. Wang, H.C. and **H. T. Liao**, A Comparative CVP Analysis of the Short-term Group Study in Australia and UK, 311050090
2. Wang, H.C. and **H. T. Liao**, A Cost-Volume-Profit Analysis of the Short-term, Medium-term and Long-term Group Oversea Study, 311040114
3. **Liao, H.T.** and H.C. Wang, 2013, A Study of Brand Image, Relationship Quality and Customer Loyalty, 311020453
4. **Liao, H.T.** 2012, A Study of Customer Management System for Cheng Fong Chemical Pharmaceutical Company, 311010626
5. **Liao, H.T.** 2011, Training Program of 5S and KPI management for Min Sin Food Company, 310990333
6. **Liao, H.T.** 2010, The Assessment of Enhancing Business Profitability of a Traditional Underwear Factory by E-business, 310990142

### **Honors and Awards**

1. 2013/09 Excellent Teacher Award, Senior, Serves 10 years., Ministry of Education