

Huang Feng-Hueih (黃峰蕙)

Department of Business Administration Southern Taiwan University of Science and Technology No. 1, Nan-Tai Street, Yong Kang Dist., Tainan 71005, Taiwan
Office S308-4
☎ 886-6-2533131 ext. 4523
📠 886-6-2422460
✉ fhhuang@mail.stut.edu.tw



Education

- PhD, Major in Management Sciences, School of Industrial Engineering, University of Oklahoma, 1991/7
- Master, School of Industrial Engineering, University of Oklahoma, 1988/5

Area of Specialty

- Applications of Management Sciences
- Consumer Behavior
- Emotional Management and Communication
- Psychological Capital

Academic Experience

- Associate Professor, Department of Business Administration, Southern Taiwan University, 2000/8 to present
- Associate Professor, Department of Cosmetic Science, Chia Nan University of Pharmacy and Science, 1999/8 to 2000/7
- Associate Professor, Department of Business Administration, National Chung-Cheng University, 1992/2 to 1999/7
- Associate Professor, Department of Industrial Management, I-Shou University, 1991/8 to 1992/1
- Teaching Assistant, Department of Industrial Management, National Cheng Kung University, 1985/8 to 1986/7

Journal Papers

1. Wei-Ting Lin, Feng-Hueih Huang, and Ching-Chih Huang (2025, June) "Exploring the Impact of Cultural Differences and Language Ability on Work Adaptation for New Immigrant Women in Taiwan from Indonesia," STUST Journal of Social Science, 10 (1), 1-26.
2. Emilie Le Caous, and Fenghueih Huang (2021, Feb.) "Economic Complexity and Human Development: Moderated by Logistics and International Migration," Sustainability, 13 (4), 1867. (SSCI)

Conference Papers

1. Atmadary Laksana Insan, Hsiao-Yun Lu, and Feng-Hueih Huang (2025, Nov.) "Understanding the Market for AI Chatbots in Higher Education: Evidence from Indonesia," The 21th International Conference on Knowledge-based Economy and Global Management, Tainan, Taiwan.
2. Guan-Ting Chu and Fenghueih Huang (2025, June) "A Study on the Impact of Influencers' Commercial Behavior on Fans after Negative Events: A Case of YouTube Influencers," The 2025 Conference of Industrial Management and Technology Industry Chung Hua University, Hsinchu, Taiwan.
3. Ying-Can Wang and Fenghueih Huang (2025, May) "Explore the Challenges Faced by the VTuber Industry and its Reacting Strategies," 2025 Conference on Business Management

Decision Making and Practices, Tainan, Taiwan.

4. Hoang Thi Thuy Trang and Fenghueih Huarng (2025, May) "The Roles of User-generated Content and Brand Trust in Building Brand Loyalty with Personality Traits as a Moderator: A Case Study of the Vietnamese Brand The Cocoon," 2025 Conference on Business Management Decision Making and Practices, Tainan, Taiwan.
5. Fenghueih Huarng (2024, Nov.) "Learning Effectiveness of Intergrating Making-sentences-after-model into Teaching Business English," The 20th International Conference on Knowledge-based Economy and Global Management, Tainan, Taiwan.
6. Wei-Ting, Lin and Fenghueih Huarng (2024, May) "A Study of Relationships among Cultural Differences, Language Ability and Work Adaptation for New Immigrant Women in Taiwan from Indonesia," 2024 the 19th Conference on Theory and Practice of Business Internationalization, Tainan, Taiwan.
7. Yen-ting, Wu, Ji-rong, Chen, and Fenghueih Huarng (2024, May) "Investigating the Factors that Trigger the Purchase of Peripheral Goods: Taking Starbucks as An Example," 2024 Conference on Business Management Decision Making and Practices, Tainan, Taiwan.
8. Fenghueih Huarng and Pham The Viet Hoang (2023, Nov.) "Examining the Relationship among Purchase Behavior, Marketing Strategies, Perceived Value and Purchase Intentions for 50LAN and Milksha," The 19th International Conference on Knowledge-based Economy and Global Management, Tainan, Taiwan.
9. Luyi Chen, Yutong Ye, and Fenghueih Huarng (2023, April) "A study on the Learning Effect of Integrating Making Sentences after Model into English Teaching," 2023 Conference on Business Management Decision Making and Practices, Tainan, Taiwan.
10. Guanting Chu, Ruilin Huang, and Fenghueih Huarng (2023, April) "A study of YouTuber's Influence on Fans - Taking Heroisme as An Example," 2023 Conference on Business Management Decision Making and Practices, Tainan, Taiwan.
11. Nguyen Thi Hong, Fenghueih Huarng, Emilie S. Le Caous, and Pham Thi Viet Hoang (2022, Nov.) "The Chinese FDI Impact on the Economic Performance of African Countries," The 18th International Conference on Knowledge-based Economy and Global Management, Tainan, Taiwan.
12. Ai-Lien Hsieh , Fenghueih Huarng and Emilie S. Le Caous (2021, Nov.) "The Relationships of Purchase Intention, Price Awareness, and Attachment to Stuffed Toys," The 17th International Conference on Knowledge-based Economy and Global Management, Tainan, Taiwan.
13. Emilie S. Le Caous, Fenghueih Huarng (2021, Oct.) "Assessing The Impact Of Economic Complexity, Social Development, Income Inequality, Logistics, And Migration On Human Development," The 22nd Asia Pacific Management Conference, Tainan, Taiwan.
14. Fenghueih Huarng , Emilie Le Caous (2020, Nov.) "A Review of Logistics Performance and its Impact on Development," The 16th International Conference on Knowledge-based Economy and Global Management, Tainan, Taiwan.

Dissertation

- Fenghueih Huarng, "Algorithms for Bi-criteria Network Flow Problems," Ph.D. Dissertation, University of Oklahoma, Norman, Oklahoma, USA, 1991/06.

Professional Certifications

1. Global Technology Credential Certification, No.: NV40052022000032, IPOE(Stichting IPOE Education Foundation), 2022/11.
2. ERP Application Engineer for Distribution Module, No: EAE10DS01519, Chinese Enterprise Resource Planning Society, 2010/05.
3. Business Application Professional Certification-Fundamentals Level in Spreadsheets 2010 using Microsoft Excel 2010, No: 17-A-BAP-SS-FD-886003721, GLAD, 2017/09.

Entrusted Practical Projects

1. Fenghueih Huarng 2025/2/19~2026/7/31, "Manpower Enhancing Plan for the Small Enterprises: Mr. McPander Baking and Bubu Corner Co., LTD," No. 33001140078-MOL.
2. Fenghueih Huarng 2022/3/30~2023/7/31, "Manpower Enhancing Plan for the Small Enterprises: Lih Feng Jiing Enterprise Co., LTD," No. 33001110098-GP.
3. Fenghueih Huarng 2021/4/30~2022/7/31, "Manpower Enhancing Plan for the Small Enterprises: Kingroup Systems Corporation," No. 33001100133-GP.