

## **Professor and Dean: Dr. Kun-Huang Huarng**

### **Kun-Huang Huarng**

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### **Education**

PhD in Computer Science, Texas A&M University, USA	1989 - 1993
MS in Computer Science, Texas A&M University, USA	1987 - 1989
BA in Computer Science, Chung Yuan Christian University, Taiwan	1980 - 1984

### **Current Positions**

Dean, College of Business, Feng Chia University, Taiwan	2016 August -
Independent Director, Stark Technology, Inc., Taiwan	2016 -
Associate Editor, Journal of Business Research	2014 -
Editor-in-Chief, International Journal of Business and Economics	2012 -
Advisory Editor, Journal of Economics and Management (in Mandarin)	2010 -

### **Honors**

Fellow, International Society of Management Engineers	2014
Outstanding Service Award Literati Network Awards for Excellence, Emerald	2008
Special Talent Award, Ministry of Science and Technology, Taiwan	2011-2016

### **Experiences in Editorship**

Guest Editor, Journal of Business Research	
Guest Editor, Management Decision	
Guest Editor, The Service Industries Journal	
Emerald Advisory Board	2010
Associate Editor, International Journal of Culture Tourism & Hospitality Research	2006-2011
Regional Editor, J of Modelling in Management	2006-2014
Editor, Journal of Economics and Management (in Mandarin)	2004-2009

### **Academic Experiences**

Visiting Professor, Hanyang University, Korea	2016 Summer
Chair of Board of Directors, Taiwan E-Books Supply Cooperative Limited	2008-2014
Head Librarian, Feng Chia University, Taiwan	2006-2012
Specialist Professor, Salamanca University, Spain	2011, 2012
Associate Dean, Feng Chia University, Taiwan	2003-2006
Director, E-Commerce Research Institute, Feng Chia University	2001-2003
Associate Professor, Feng Chia University, Taiwan	2001-2002
Head Librarian, Chaoyang University of Technology, Taiwan	1996-2000
Associate Professor, Chaoyang University of Technology, Taiwan	1994-2000

### **Publication since 2010**

#### **Refereed Journal Papers**

1. Kun-Huang Huarng (2016, Apr). Identifying regime switches using causal recipes . Journal of Business Research, 69, 1498-1502. (SSCI)
2. Norat Roig-Tierno, Kun-Huang Huarng, Domingo Ribeiro-Soriano (2016, Apr). Qualitative comparative analysis: Crisp and fuzzy sets in business and management . Journal of Business Research, 69, 1261-1264. (SSCI)

3. Kun-Huang Huarng, Alicia Mas-Tur (2016). New knowledge impacts in designing implementable innovative realities. *Journal of Business Research*. (SSCI)
4. Dedy Darsono Gunawan and Kun-Huang Huarng (2015, Nov). Viral effects of social network and media on consumers' purchase intention. *Journal of Business Research*, 68 (11) 2237–2241. (SSCI)
5. Kun-Huang Huarng and Tiffany Hui-Kuang Yu (2015, Nov). Forecasting ICT development through quantile confidence intervals. *Journal of Business Research*, 68(11), 2295–2298. (SSCI)
6. Kun-Huang Huarng, Tiffany Hui-Kuang Yu, Wenhsiang Lai (2015, Nov). Innovation and diffusion of high-tech products, services, and systems. *Journal of Business Research*, 68 (11) 2223–2226. (SSCI)
7. Kun-Huang Huarng and Alicia Mas-Tur (2015, Oct). Spirit of strategy (S.O.S): The new S.O.S for competitive business. *Journal of Business Research*, 68(10), 1383–1387. (SSCI)
8. Kun-Huang Huarng and Tiffany Hui-Kuang Yu (2015, Jul). Healthcare expenditure with causal recipes. *Journal of Business Research*, 68(7), 1570–1573. (SSCI)
9. Chieh-Wei Huang and Kun-Huang Huarng (2015, Apr). Evaluating the Performance of Biotechnology Companies by Causal Recipes. *Journal of Business Research*, 68(4), 851-856. (SSCI)
10. Chih-Wen Wu and Kun-Huang Huarng (2015, Apr). Global Entrepreneurship and Innovation in Management. *Journal of Business Research*, 68(4), 743-747. (SSCI)
11. Kun-Huang Huarng (2015, Apr). Configural Theory for ICT Development. *Journal of Business Research*, 68(4), 748-756. (SSCI)
12. Kun-Huang Huarng and Tiffany Hui-Kuang Yu (2014, Sep). Analysis of franchisors' expansion strategies and competition. *The Service Industries Journal*, 23(9-10), 856-866. (SSCI)
13. Kun-Huang Huarng (2014, Jul). An occurrence based regime switching model to improve forecasting. *Management Decision*, 52(7), 1255 - 1262. (SSCI)
14. Kun-Huang Huarng and Domingo Enrique Ribeiro-Soriano (2014, May). Developmental management: Theories, methods, and applications in entrepreneurship, innovation, and sensemaking. *Journal of Business Research*, 67(5), 657-662. (SSCI)
15. Kun-Huang Huarng and Tiffany Hui-Kuang Yu (2014, May). A new quintile regression forecasting model. *Journal of Business Research*, 67(5), 779-784. (SSCI)
16. Domingo Ribeiro-Soriano and Kun-Huang Huarng (2013, Oct). Innovation and

- entrepreneurship in knowledge industries. *Journal of Business Research*, 66(10), 1964-1969. (SSCI)
17. Kun-Huang Huarng (2013, Oct). A two-tier business model and its realization for entrepreneurship. *Journal of Business Research*, 66(10), 2102-2105. (SSCI)
  18. Tiffany Hui-Kuang Yu, Kun-Huang Huarng (2013, Sep). Entrepreneurial firms' wealth creation via forecasting. *The Service Industries Journal*, vol. 33, no. 9-10, 833-845. (SSCI)
  19. Kun-Huang Huarng, Tiffany Hui-Kuang Yu (2013, Jul). Forecasting regime switches to assist decision making. *Management Decision*, vol. 51, no. 6, 515-523. (SSCI)
  20. Chihwen Wu, Kun-Huang Huarng, Surya Fiegantara, Pai Chi Wu (2012, Dec). The impact of customer online satisfaction on Yahoo Auction in Taiwan. *Service Business*, vol. 6, no. 4, pp. 473-487. (SSCI)
  21. Kun-Huang Huarng, Alicia Mas-Tur, Tiffany Hui-Kuang Yu (2012, Dec). Factors affecting the success of women entrepreneurs. *International Entrepreneurship and Management Journal*, vol. 8, no. 4, pp. 487-497. (SSCI)
  22. Kun-Huang Huarng, Tiffany Hui-Kuang Yu, L. Moutinho, Y.-C. Wang (2012, Dec). Forecasting Tourism Demand by Fuzzy Time Series Models. *International Journal of Culture, Tourism, and Hospitality Research*, vol. 6, no. 4, pp. 377-388.
  23. Kun-Huang Huarng, Tiffany Hui-Kuang Yu (2012, Oct). Modeling fuzzy time series with multiple observations. *International Journal of Innovative Computing Information and Control*, vol. 8, no. 10, pp. 7415-7426. (SCIE)
  24. Kun-Huang Huarng (2011, Nov). A comparative study to classify ICT developments by economies. *Journal of Business Research*, vol. 64, no. 11, pp.1174-1177. (SSCI)
  25. Sang-Hoon Kim, Kun-Huang Huarng (2011, Nov). Winning Strategies for Innovation and High-Technology Products Management,. *Journal of Business Research*, vol. 64, no. 11, pp.1147-1150. (SSCI)
  26. Shang-En Shine Yu, Ming-Yuan Leon Li, Kun-Huang Huarng, Tsung-Hao Chen, and Chen-Yuan Chen (2011, Oct). Model construction of option pricing based on fuzzy theory. *Journal of Marine Science and Technology*, vol. 19, no. 5, pp.460-469. (SCI)
  27. Kun-Huang Huarng, Tiffany Hui-Kuang Yu, and Francesc Sole Parellada (2011, Aug). An Innovative Regime Switching Model to Forecast Taiwan Tourism Demand. *The Service Industries Journal*, vol. 31, no. 10, pp.1603-1612. (SSCI)
  28. Kun-Huang Huarng and Tiffany Hui-Kuang Yu (2011, Feb). Entrepreneurship, Process Innovation and Value Creation by a Non Profit SME. *Management Decision*, vol. 49, no. 2, pp.284-296. (SSCI)
  29. Shang-En Shine Yu, Kun-Huang Huarng, Ming-Yuan Leon Li and Chen-Yuan Chen

(2011, Feb). A novel option pricing model via fuzzy binomial decision tree. *International Journal of Innovative Computing Information and Control*, vol. 7, no. 2, pp.709-718. (SCIE)

30. Francesc Sole Parellada, Domingo Ribeiro Soriano and Kun-Huang Huarng (2011, Jan). An overview of the service industry futures. *The Service Industries Journal*, vol. 31, no. 1-2, pp.1-6. (SSCI)
31. Kun-Huang Huarng and Tiffany Hui-Kuang Yu (2011, Jan). Internet Software and Services: Past and Future. *The Service Industries Journal*, vol. 31, no. 1-2, pp.79-89. (SSCI)
32. Kun-Huang Huarng (2010, May). Essential Research in Technology Management. *Journal of Business Research*, vol. 63, no. 5, pp.451-453. (SSCI)
33. Tiffany H.-K. Yu and Kun-Huang Huarng (2010, Apr). A Neural Network-based Fuzzy Time Series Model to Improve Forecasting. *Expert Systems with Applications*, vol. 37, no. 4, pp.3366-3372. (SCI)
34. Kun-Huang Huarng, Tiffany H.-K. Yu, and Jian Jhang Huang (2010, Feb). The Impacts of Instructional Video Advertising on Customers' Purchasing Intentions on the Internet. *Services Business*, vol. 4, no. 1, pp.27-36. (SSCI)
35. Kun-Huang Huarng and Winnie, H.-C., Wang, (2009, Aug). A Survey Study of the 2007 Chinese E-books Consortium,. *Library Management*, 30/6/7, pp.430-443.
36. Tiffany Hui-Kuang Yu, Kun-Huang Huarng, and Rapon Rianto (2009, Jun). Neural network-based fuzzy auto-regressive models of different orders to forecast Taiwan stock index. *International Journal of Economics and Business Research*, 1/3, pp. 347-358.

## **Books**

1. Luiz Moutinho and Kun-Huang Huarng. *Quantitative Modelling in Marketing and Management*, Second ed. (ISBN-13: 978-9814696340). Singapore: World Scientific Publishing. Jan, 2016.
2. Daniel Palacios-Marqués, Domingo Ribeiro Soriano, and Kun-Huang Huarng. *New Information and Communication Technologies for Knowledge Management in Organizations*, Lecture Notes in Business Information Processing (1) (ISBN: 978-3-319-22203-5). New York, USA: Springer. Sep, 2015.

Luiz Moutinho and Kun-Huang Huarng. *Quantitative Modelling in Marketing and Management*, First ed. (ISBN-13: 978-9814407717). Singapore: World Scientific Publishing. Dec, 2012.