

Ming-Chia Hsu (許銘家)

Department of Leisure, Recreation and Tourism
Management
Southern Taiwan University of Science and
Technology
No. 1, Nan-Tai Street, Yungkang Dist., Tainan City
71005, Taiwan

Office T1025
886-6-23853131 ext.8225
mchsu@stust.edu.tw



Education

- PhD, Department of Business Administration, National Central University, Taiwan (2018)

Area of Specialty

- Enterprise Resource Planning, Data Mining, Big Data Analysis, Computer Programming

Academic Experience

- Assistant Professor, Department of Leisure, Recreation and Tourism Management, Southern Taiwan University of Science and Technology, Taiwan, 2020/02 to present.
- Assistant Professor, Department of Marketing and Logistics Management, ChihLee University of Technology, Taiwan, 2019/08 to 2020/01.
- Adjunct Assistant Professor, Department of Business Administration, National Quemoy University, Taiwan, 2015/08 to 2019/07.
- Adjunct Assistant Professor, Department of Business Administration, Feng Chia University, Taiwan, 2017/08 to 2019/07.

Journal Papers

1. Hsiang-Heng Chen, Ming-Chia Hsu. (2023). A Study on the Online VS Traditional Classroom Teaching Styles in Sino-Foreign Cooperative Institutions at Times of COVID 19, *Frontiers in Artificial Intelligence and Applications (EI)*, Vol. 367, pp.258 - 264.
2. Yu-Wei Chang, Ping-Yu Hsu, Wen-Lung Shiau, Ming-Chia Hsu. (2019). An Empirical Study on Factors Affecting Switching Intention to Cloud Enterprise Information Systems: A Comparison between Public and Private Clouds. *Journal of Global Information Management (SSCI)*, 27(4), pp46-69.
3. Ping-Yu Hsu, Ming-Chia Hsu, Tien-Hao Wei, Yao-Chung Lo, Ming-Shien Cheng, Hong-Tsuen Lei. (2017). The Effect of Event Sentiment on Product Recommendation in a Microblog Platform. *Springer's Lecture Notes in Computer Science(EI)*, ICSI 2017: Advances in Swarm Intelligence, pp119-131.
4. Mei-Yu Lin, Ping-Yu Hsu, Ming-Shien Cheng, Hong-Tsuen Lei, Ming-Chia Hsu. (2017). Identifying Fake Review Comments for Hostel Industry. *Springer's Lecture Notes in Computer Science(EI)*, ICSI 2017: Advances in Swarm Intelligence, pp 421-429.
5. Chih-Hao Wena, Ping-Yu Hsu, Chung-Yung Wang, Tai-Long Wuc, Ming-Chia Hsu. (2012). E-government information application: identifying smuggling vessels with data mining technology. *The Electronic Journal of e-Government*, 10 (1), pp 47-58. (Level 1 in the Danish Government BFI lists)
6. Ping-Yu Hsu, Ming-Chia Hsu, Bayarmaa Dashnyam. (2011). Applying Agglomerative Fuzzy K-Means to Reduce the Cost of Telephone Marketing. *Springer's Lecture Notes in Artificial Intelligence(EI)*, October 2011 with 6 Reads, pp.197-208.

Conference Papers

1. Ming-Chia Hsu, Chung-Wen Hung. (2022). A case study of the application of IoT technology in the manufacturing industry. *International Conference on the Development and Application of Big Data and Enterprise Resource Management*, Taoyuan.
2. Ming-Chia Hsu. (2020). Identifying Substitution items from transaction data. *The International Conference on Knowledge-Based Economy and Global Management*, Tainan.
3. Ming-Chia Hsu, Chih Hao Wen, Chen-Yi Wen, Hsiang-Heng Chen. (2020). The Moderating Effect of

- Organizational Citizenship Behaviors on Employee Turnover. International Conference on the Development and Application of Big Data and Enterprise Resource Management, Taoyuan.
4. Ming-Chia Hsu, Ping-Yu Hsu. (2018). Identifying Substitution items from transaction data. International Conference on the Development and Application of Big Data and Enterprise Resource Management, Taoyuan.
 5. Ping-Yu Hsu, Ming-Chia Hsu, Tien-Hao Wei, Yao-Chung Lo, Chin-Chun Lo. (2017). The Effect of Event Sentiment on Product Recommendation in a Microblog Platform. International Conference on the Development and Application of Big Data and Enterprise Resource Management, Taoyuan.
 6. Ming-Chia Hsu, Ping-Yu Hsu, Bayarmaa Dashnyam, Guan-Yi Lin. Segment potential customers with internet behavior for a telecommunication company. International Conference on the Development and Application of Big Data and Enterprise Resource Management, Taoyuan.
 7. Wei-Ping Lee, Ming-Chia Hsu, Chia-Ping Huang. Applying the Strategy of Value Density to Solve the Zero-One Knapsack Problem. International Conference on the Development and Application of Big Data and Enterprise Resource Management, Taoyuan.
 8. Wei-Ping Lee, Ming-Chia Hsu, Kuo-Cheng Wen, Yu-Cheng Chen. Particle Swarm Optimization Combines Dual Evolutionary Strategy to Solve the Knapsack Problem Conference on Information Management and Practice, Taipei.
 9. Wei-Ping Lee, Mei-Ling Huang, Yu-Cheng Chen, Ming-Chia Hsu. Particle Swarm Optimization with Strategies of Dissipative and Swap to Solve Clustering Problem. Conference on Information Management and Practice, Taipei.

Dissertation

1. Ming-Chia Hsu (2018). Identifying Substitution items from transaction data, Ph.D. Dissertation, National Central University.
2. Ming-Chia Hsu (2010). Applying the Strategy of Value Density to Solve the Zero-One Knapsack Problem, Master Dissertation, Chung Yuan Christian University.

Books

1. Ming-Chia Hsu (2020). Scenario-Based Development for Mobile Cloud Application, ISBN: 9879865026479, Gotop Information Inc.
2. Ming-Chia Hsu (2016). Food and beverage industry Information Management System, ISBN: 9789864762538, Gotop Information Inc.

Professional Certifications

1. ISO14064-1 Auditor/Lead Auditor Training Course. No:202303018052, ITRI, 2023.
2. The Certificate of Proficiency for Academic Subjects in Fundamentals of Sustainable Carbon Tracking. No: GP0083629186, CERPS, 2023.
3. Sustainable Carbon Tracking Application Engineer in GHG inventories for Logic Solutions Inc. No: GP0083649973, CERPS, 2023.
4. The Certificate of Proficiency for Skill Subjects in Fundamentals of Sustainable Carbon Tracking. No: GP0083639258, CERPS, 2023.
5. Application Engineer of Enterprise Resource Planning in Distribution Module for SAP S/4 HANA. NO:GP0064078677, CERPS, 2021.
6. Application Engineer of Enterprise Resource Planning in Financial Module for SAP ECC 6.0. NO:GP0061963644, CERPS, 2021.
7. The Certificate of Proficiency in Fundamentals of Property Management System for Athena Web PMS. NO:GP0065420769, CERPS, 2021.
8. Application Engineer of Enterprise Resource Planning in Distribution Module for SAP ECC 6.0. NO:GP0057806338, CERPS, 2020.
9. Certificate of Asean Business. No:CTH1901029, CNEEA, 2020.
10. Information Security Management Systems Auditor/Lead Auditor Training Course (In Accordance with ISO27001:2005). No: A17242, TUV, 2009.

11. Application Engineer of Enterprise Resource Planning in Distribution Module. No: CERPS1308048, CERPS, 2013.
12. Planner of Enterprise Resource Planning. No: CERPS1404149, CERPS, 2014.
13. The Certificate of Proficiency in Fundamentals of Restaurant Management System GM ERPSystem. No: CERPS1509278, CERPS, 2015.
14. Planner of Business Intelligence. CERPS.
15. Developing and Implementing Web Applications with Microsoft Visual Studio.NET.
16. Developing and Implementing Windows-based Applications with Microsoft Visual Studio.NET.
17. Developing XML Web Services and Server Components with Microsoft Visual Studio.NET and the Microsoft .NET Framework.
18. Designing and Implementing Databases with Microsoft SQL Server™ 2000 Enterprise Edition.
19. Software Developer of APP for eBusiness, CERPS.

Professional Experience

1. Manager, Chinese Enterprise Resource Planning Society, 2011 to 2019.
2. System Analyst, Academia Sinica, 2009 to 2010.
3. Assistant Engineer, Industrial Technology Research Institute, 2003 to 2009.

Grants

1. Reformed Curriculum Project of next generation talent cultivation under technological and vocational colleges.
2. Information and communication technology and industry digital transformation practical talent training class.

