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## Education

- PhD, Waseda University (Japan)
- Master, National Yun-lin University of Science and Technology

## Area of Specialty

- e-Governance
- Service Marketing
- Business Model and Innovation

## Academic Experience

- Visiting researcher, GITI, Waseda University
- Project leader, Worldwide e-Government Ranking by Waseda University

## Publications

### **Journal Papers:**

1. Chih-Hao Chang, The Influence of User's Trait on Public e-Service Usage: A Self-Service Technology Perspective, Asian Social Science, Vol.7, No.7, pp.3-11, 2011
2. Chih-Hao Chang and Toshio Obi, User's Profile on Public e-Service Usage: A Self-Service Technology Perspective, Journal of CIO, Vol. 4, pp.39-45, 2010
3. Chih-Hao Chang, Who is knocking at your door? A Comprehensive Study on Citizen's Traits toward Public e-Services Usage, Journal of CIO, Vol. 3, pp.39-43, 2009
4. Chih-Hao Chang, The Antecedents of E-governance: A Study of Civic Culture and ICTs Readiness from Macro Perspective, Journal of CIO, Vol. 2, pp.23-30, 2008

### **Conference Papers:**

1. Chih-Hao Chang and Yu-Lin Jeng, A Proposal for Reinforced Public e-Service Marketing Model., 2016 International Symposium on Novel and Sustainable Technology, STUST, 2016.10.

2. Yi-Zeng Hsieh and Chih-Hao Chang, Design of Mobile Aided System for ADHD Children, 2016 International Symposium on Novel and Sustainable Technology, STUST, 2016.10.
3. Ying-Ru Zhou, Chih-Hao Chang, The Determinants of Purchase Intention in the Context of Social Commerce - Community Involvement as a Moderator · The E-Learning and Information Technology Symposium 2016, STUST, 2016.3.30.
4. Qian-Wei Wang, Chih-Hao Chang, The Recommendation System of Monograph, The E-Learning and Information Technology Symposium 2016, STUST, 2016.3.30.
5. Chih-Hao Chang, Who is knocking at your door? A Comprehensive Study on Citizen's Traits toward Public e-Services Usage, Proceedings of the 6th International Conference on ICT and Higher Education 2008 Conference: ICT & Knowledge Management, Siam University, Bangkok, Thailand. Organized by International Association of University Presidents (IAUP), Asia and Pacific Distance Multimedia Education Network (APDMEN), Siam University, December 3rd-4th, 2008
6. Chih-Hao Chang, The Patterns of E-governance: A Study of National- Level Context, presented at GITI Workshop, Honjo, Japan, pp.12-13, 2007
7. Chih-Hao Chang, E-government: An Effective Strategy toward Civic Engagement, Proceedings of 2006 Annual conference of Taiwan Academy for Information Society; Taoyuan, Taiwan, pp.21-31, 2006
8. Ren-Hao Chen, Chih-Hao Chang, The Application and Promotion Strategy of RFID, The 3<sup>rd</sup> Conference on Circulation and Global Logistics, NTCUST, 2005.10.
9. Tony Chi, Miller Chiang and Chih-Hao Chang, DHL Taiwan – HR Based Strategy. The 2<sup>nd</sup> Conference of International Business Case, NCKU, 1993.3.

### **Books:**

1. Chih-Hao Chang and Toshio Obi, Global Comparative Study on the Relationship between User's Traits and Public e-Service Quality, in E-Governance and Cross-boundary Collaboration: Innovations and Advancing Tools, Y.C. Chen & P.Y. Chu Eds., IGI Global publishing, USA, pp. 87-106, 2011

### **Dissertation:**

1. Chih-Hao Chang, A Study on User Traits Toward Public e-Service Quality and Satisfaction, Dissertation, Waseda University, 2011

### **Entrusted Practical Projects**

1. Chih-Hao Chang, 2016/8/1-2016/12/31, Japanese Medical Industry analysis, 331050342.
2. Chih-Hao Chang, 2016/4/1-2016/8/31, Taiwan-Japan Industrial Cooperation

Strategy Analysis, 331050142.

3. Chih-Hao Chang, 2015/1/1-2015/5/31, To promote Kaohsiung's Industry in terms of cooperation with Japan enterprise 2015, 331040035

### **Honors and Awards**

1. Excellent Oral Award of 2016 International Symposium on Novel and Sustainable Technology, 2016/10
2. 2015 Distinguished Teaching Award, 2016/9
3. Excellent project of 2016 Dreams come true competition-Oups, 2016/5
4. Excellent project of 2016 Dreams come true competition-Fatsai, 2016/5
5. Excellent project of 2016 Start-up Taiwan-Meeting system for social purpose, 2015/11
6. The 2nd prize of 2015 Planning competition-Co-working Space, 2015/11
7. Excellent operation of ECIC 2015-O'smooth, 2015/6
8. Excellent CM of ECIC 2015-Cake, 2015/6
9. Excellent Internet Marketing of ECIC 2015-MiCHiLin, 2015/6
10. Excellent Product Design of ECIC 2015-BaWang, 2015/6
11. Excellent Product Design of ECIC 2015-Chan Ma, 2015/6
12. Excellent CM of ECIC 2015-DaKang, 2015/6
13. The 1st prize of The 5th CEO e-Commerce Competition, NISH, 2014/12
14. The Best CM of ECIC 2014-MuMa, 2014/5
15. The Best Local Marketing of ECIC 2014-YinBo, 2014/5
16. Excellent CM of ECIC 2014-MingTung, 2014/5
17. The Best Tutor of Service Learning 2013, 2014/1
18. Okawa Isao Award, 2007

### **Professional Certifications**

1. TQC IOT Application and Technology, 2016/12/18
2. TQC Cloud Technology and Internet Services, 2016/8
3. Symposium for Entrepreneurship Educators Kaohsiung city, Taiwan, 2016/4/13-16
4. TBSA Certificate of Business Planning Proficiency-Elementary, 2016/2
5. TBSA seed teacher certificate, 2016/2
6. 4 weeks Teacher-Researcher Training Program, 2015/8
7. TQC Mobile Device Application-Pro, 2014/8

### **Academic and Professional Service**

1. Industry analyst, Market Intelligence Center, Institute for Information Industry, Taiwan
2. Researcher, Digital Content Industry Promotion Office, MoEA, Taiwan

3. Researcher, Committee of Communication Industry Development, MoEA, Taiwan
4. Manager, Japan Office, Institute for Information Industry, Taiwan
5. Researcher, Taiwan-Japan Industrial Collaboration Promotion Office, Taiwan
6. Executive secretary of iTV SIG, IA Alliance
7. Executive secretary of Mobile content SIG, OMI@
8. Project manager of Taiwan-Japan OB Network