Chao-Yi Wu (吳昭儀)

Department of Information Management
Southern Taiwan University of Science and Technology
No. 1, Nan-Tai Street, Yongkang Dist., Tainan 71005, Taiwan

Office: L314-1
TEL: 886-6-2533131 ext.4333
FAX: 886-6-2518171
EMAIL: jywu@stust.edu.tw

Education

- PhD, Industrial and Information Management, National Cheng-Kung University, 2005/5
- Master, Department of Information Management, National Chiao-Tung University, 1994/6

Area of Specialty

- ERP, Mobile Commerce, Fuzzy Decision Making

Academic Experience

- Associate Professor, Department of Information Management, Southern Taiwan University of Science and Technology, 2006/1 to present
- Assistant Professor, Department of Information Management, Southern Taiwan University of Science and Technology, 2005/6 to 2005/12
- Instructor, Department of Information Management, Southern Taiwan University of Science and Technology, 1994/8 to 2005/5

Publications

Journal Papers:

1. Chao-Yi Wu, Wei-Hau Jhuang, Ching-Yi Wang, 2016. A Study of the Effect of Mobile Shopping App's Visual Design on Consumers' Impulse Buying Behavior. Journal of Southern Taiwan University of Science and Technology: Social Science Edition, 1(1). (in Chinese)
2. Chao-Yi Wu, Ching-Yi Wang, Ting-Wei Yang, 2012. A mobile oriented security system based on agent theory and cloud technique. Journal of Southern Taiwan University, 37(3), 39-54. (in Chinese)
3. Victor B. Kreng, Chao-Yi Wu, I-Chiang Wang, 2011. Strategic justification of advanced manufacturing technology using extended AHP model. The International Journal of Advanced Manufacturing Technology, 52(9-11), 1115-1260. [SCI]
4. Victor B. Kreng, Chao-Yi Wu, 2007. Evaluation of knowledge portal development tools using a fuzzy AHP approach: The case of Taiwanese stone industry. European Journal of Operational Research, 176(3), 1795-1810. [SCI]

5. Victor B. Kreng, Chao-Yi Wu, 2003. An AHP group decision fusion model by fuzzy integral. Journal of Management - Chinese Management Association, 20(2), 201-218. [TSCI]

Conference Papers:

1. Chao-Yi Wu, Ting-Guang Li, 2016. A Model Based on Mobile Crowd Sensing for Monitoring Behaviors of City Bus Passengers. E-learning and Information Technology Symposium 2016. (in Chinese)

2. Chao-Yi Wu, Jian-Jhang Huang, 2014. A risk assessment framework for ERP implementation based on Interpretive Structural Modelling. E-learning and Information Technology Symposium 2014. (in Chinese)

3. Chao-Yi Wu, Chao-Wei Huang, 2014. Personalized Mobile Recommendation System with Learning Abilities for Indoor Shopping. E-learning and Information Technology Symposium 2014. (in Chinese)

4. Chao-Yi Wu, Ching-Yi Wang, Wei-Hau Jhuang, 2014. Effect of Mobile Shopping App's Visual Design on Consumers' Impulse Buying Behavior. International Conference on Information Management 2014. (in Chinese)

5. Chao-Yi Wu, Shang-Kun Tsai, 2012. A positioning and recommendation system for a physical store. E-learning and Information Technology Symposium 2012. (in Chinese)

6. Chao-Yi Wu, Ching-Yi Wang, Guan-Yu Lin, 2011. Evaluating Individual Knowledge Item based on utility and time value with the application on performance. The Seventh International Conference on Knowledge-Based Economy & Global Management.

7. Chao-Yi Wu, Ching-Yi Wang, Chia-Hua Chang, Ching-Hui Hsu, 2010. Investigating the usage of multiple service channels of the security companies in Tainan Area and developing a framework of a multi-channel CRM system. 2010 Symposium on Global Business Operation and Management. (in Chinese)

8. Chao-Yi Wu, Ching-Yi Wang, Chia-Hua Chang, Chen-Han Lin, 2010. Evaluating knowledge item based on the value of enterprise. 2010 International Conference on Advanced Information Technologies. (in Chinese)

9. Chao-Yi Wu, Chen-Han Lin, 2009. Developing a knowledge evaluation model based on value and performance of enterprise. E-learning and Information Technology Symposium 2009. (in Chinese)

10. Chao-Yi Wu, Chung-Yu Kuo, 2009. A tag-based merchandise recommendation system for personal in online shopping. E-learning and Information Technology Symposium 2009. (in Chinese)

11. Chao-Yi Wu, 2009. A case study on the ERP system transfer of a growing small-size company in Taiwan. 2009 International Conference On The Development And

Practice Of Enterprise Resource Management. (in Chinese)

12. Chao-Yi Wu, Ching-Hui Hsu, 2009. An investigation of the usage of multiple service channels of the security companies in Tainan Area. 2009 International Conference on the Development and Practice of Enterprise Resource Management. (in Chinese)

13. Chao-Yi Wu, Kuan-Yu Lin, 2008. A knowledge evaluation model based on AHP. E-learning and Information Technology Symposium 2008. (in Chinese)

14. Chao-Yi Wu, Chao-Ming Yang, 2008. Using artificial neural network to forecast the traffic of a mobile communication station. E-learning and Information Technology Symposium 2008. (in Chinese)

15. Victor B. Kreng, Chao-Yi Wu, 2002. An enhanced analytical hierarchical process for group decision. The Eighth Asia Pacific Management Conference – Indigenizing globalization Strategy in the 21st Century, Hong-Kong.

16. Chao-Yi Wu, 2002. An agent-based framework for knowledge management system. The 17th National Technical and Vocational Education Conference. (in Chinese)

17. Victor B. Kreng, Chao-Yi Wu, 2000. Analyzing the requirements of high-tech companies for neighborhood resources in Taiwan's science park. The 15th National Technical and Vocational Education Conference. (in Chinese)

Dissertation
1. Chao-Yi Wu, 2012. A Study on Group Decision Fusion of AHP. Ph.D. Dissertation, National Cheng Kung University.

Entrusted Practical Projects
1. Chao-Yi Wu, 2016. Feasibility Study of Personalized Commercial Film Playing System. 21676.
2. Chao-Yi Wu, 2015. Development of Salesmen Travel Assistant APP. 20757.
3. Chao-Yi Wu, 2013. Feasibility Study of Using DORADO Framework to Develop Exhibition Order System. 16804.
4. Chao-Yi Wu, 2012. Developing the Enterprise Website of Products Searching and Backend Management Platform. 14642.
5. Chao-Yi Wu, 2012. Micro ERP System Development on the Basis of Microsoft Excel. 14505.

Honors and Awards
1. The Best Paper of Year 2003 , An AHP group decision fusion model by fuzzy integral, Journal of Management - Chinese Management Association, 2003.

Academic and Professional Service
1. Serve as a Tutor Teacher in Department of Information Management, 1994 to Present
2. Serve as a member of the Technological and Vocational Recommendation

Recruitment Committee, 2014/6-2014/7

3. Serve as a member of the Technological and Vocational Recommendation Recruitment Committee, 2013/6-2013/7

4. Reviewer, E-learning and Information Technology Symposium 2016.

5. Reviewer, E-learning and Information Technology Symposium 2015.

6. Reviewer, E-learning and Information Technology Symposium 2014.

7. Reviewer, E-learning and Information Technology Symposium 2013.

8. Reviewer, E-learning and Information Technology Symposium 2012.

Professional Certifications

1. Microsoft Technology Associate: HTML 5 Application Development Fundamentals, 2015/10.

2. Microsoft Technology Associate: Windows Operating System Fundamentals, 2015/10.

3. Mobile Device Application, Techficiency Quotient Certification, 2014/8.

4. Webpage Program Design, Techficiency Quotient Certification, 2013/9.

5. MTA Database Administration Fundamentals, Microsoft, 2011.

6. MTA Networking Fundamentals, Microsoft, 2011.

7. MTA Software Development Fundamentals (VB), Microsoft, 2011.

8. Security 5 Version 1, No: ECC941950, EC-Council, 2010.

9. ITIL V3 Foundation Examination, No: 00123132-01-V4CX, APM Group, 2009.

10. Solution Consultant SAP Business One (2005), No: 0005772107, SAP, 2008.

Patents

1. Chao-Yi Wu, Chao-Wei Huang, Gen-Ming Guo, 2014. Posture sensor. M470260.

2. Chao-Yi Wu, Chien-Chang Huang, Gen-Ming Guo, 2013. Ball storage system. M463133.

3. Chao-Yi Wu, Wei-Hau Jhuang, Hui-Shan Chen, Gen-Ming Guo, 2012. Smartphone. M459465.

4. Chao-Yi Wu, Shang-Kun Tsai, Gen-Ming Guo, 2012. Keyboard with touch function. M432875.

5. Chao-Yi Wu, Shang-Kun Tsai, Gen-Ming Guo, 2011. Exchangeable electronic business card watches. M415340.