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	任教科目	大學部：流通管理、通路管理、商品發展管理 研究所：智慧零售專題
	興趣	音樂、閱讀、旅遊、美食
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經歷	● 2025/07/01~2027/06/30 國防管理學報 編輯委員 ● 2022/11~ 財團法人國防工業發展基金會-列管軍品級別認證評鑑中心聘任為列管軍品廠商資格級別認證評鑑委員 ● 2016/03 ~ 2024/06 台灣電能車輛發展協會 產業協會顧問 ● 2018/08 ~ 2020/07 亞東科技大學 研發處(研產組組長) ● 2013/10 ~ 2019/09 亞東技術學院 創新育成中心(諮詢輔導顧問) ● 2004/03 ~ 2005/03 Georgia institute of technology(美國喬治亞理工學院) 訪問學者	
獲獎	● 113 學年度學術研究特優獎 ● 113 學年度績優系輔導員特優獎 ● 111 學年度學術研究優等獎 ● 110 學年度校績優導師特優獎 ● 110 學年度校教學優良優等獎 ● 110 學年度學術研究特優獎 ● 109 學年度學術研究特優獎 ● 108 年度科技部補助大專校院獎勵特殊優秀人才 ● 108 學年度學術研究特優獎 ● 106 學年度科技部補助大專校院獎勵特殊優秀人才 ● 106 學年度學術研究優等獎	

	● 105 學年度學術研究優等獎 ● 105 學年度校績優導師特優獎 ● 103 學年度教學單位教學優良獎
科技部研究計畫	● 2024 年 08 月 01 日至 2025 年 07 月 31 日擔任以社會生態心理學為基礎的綠運輸選擇決策模型研究計畫主持人乙職，計畫編號：NSTC 113-2221-E-161-003 - ● 2021 年 08 月 01 日至 2022 年 07 月 31 日擔任臺灣消費者對共享電動二輪車服務之使用意向探討計畫主持人乙職，計畫編號：MOST 110-2221-E-161-002 - ● 2020 年 08 月 01 日至 2021 年 07 月 31 日擔任台灣民眾對共享機車創新服務之接受度及行為意向探討計畫主持人乙職，計畫編號：MOST 109-2221-E-161-002 - ● 2019 年 08 月 01 日至 2020 年 07 月 31 日擔任探討污染氣體削減資訊是否影響使用者對於綠能產品之行為意向計畫主持人乙職，計畫編號：MOST 108-2221-E-161-001- ● 2016 年 08 月 01 日至 2017 年 07 月 31 日擔任電動二輪車電池交換機台的使用性評估與探討計畫主持人乙職，計畫編號：MOST 105-2221-E-161-002- ● 2012 年 08 月 01 日至 2013 年 07 月 31 日擔任慢性病患對於定期用藥提醒與記錄設備之需求與效用評估計畫主持人乙職，計畫編號：101-2221-E-161-002- ● 2009 年 08 月 01 日至 2010 年 07 月 31 日擔任線上綠色 3C 產品資訊需求與消費者認知處理之探討計畫主持人乙職，計畫編號：98-2221-E-161-004- ● 2008 年 08 月 01 日至 2010 年 07 月 31 日擔任綠色產品生命週期管控之知識服務系統-子計畫七：綠色 3C 產品資訊與推薦系統之設計與評估計畫協同主持人乙職，計畫編號：97-2221-E-324-018-MY3
產官學計畫案	● 2012 年 10 月 28 日至 2015 年 3 月 31 日擔任行政院環保署電池交換營運系統示範推廣專案計畫主持人乙職，計畫編號：EPA-102-FA13-03A291。
教育部計畫	● 2023 年 08 月 01 日至 2024 年 07 月 31 日擔任應用協作認知負荷理論探討挑戰導向學習於商品發展管理的教學設計計畫主持人乙職，計畫編號：PBM1123328 ● 2023 年 01 月 01 日至 2024 年 12 月 31 日擔任第三期 USR 計畫 大學特色類萌芽型 - 新北師生資訊科技增能計畫之計畫共同主持人乙職 ● 2022 年 08 月 01 日至 2023 年 07 月 31 日擔任應用挑戰導向學習翻轉學生學習環境之實證研究計畫主持人乙職，計畫編號：PBM1110115

	● 2018 年 08 月 15 日至 2019 年 02 月 14 日擔任教育部青年署 U-start 創新創業計畫第一階段極品樟之王計畫教師乙職，計畫編號：1730005-01
產學案	● 2025 年 02 月 01 日至 2025 年 11 月 30 日擔任 TriNetx 資料庫應用整合型計畫 (II)-子計畫「懷孕經驗對婦女腰椎椎間盤突出風險的影響：基於 TriNetX 全球協作網路的比較研究」計畫主持人乙職，計畫案號：113- ● 2024 年 02 月 01 日至 2024 年 11 月 30 日擔任 TriNetx 資料庫應用整合型計畫 (I)-子計畫「高齡產婦腰椎椎間盤突出的風險因素探討」計畫主持人乙職，計畫案號：112-1-10-514 ● 2023 年 1 月 1 日至 2023 年 10 月 31 日擔任「經銷商推廣電動二輪車車用鋰電池意願調查與產品行銷策略」計畫主持人乙職，計畫案號：111-5-12-210 ● 2022 年 6 月 1 日至 2023 年 3 月 31 日擔任「後疫情時代的電動自行車行銷推廣計畫」計畫主持人乙職，計畫案號：110-5-12-406 ● 2021 年 1 月 1 日至 2021 年 10 月 31 日擔任「電動二輪車產品之網紅行銷計畫」計畫主持人乙職，計畫案號：109-5-12-209 ● 2020 年 6 月 1 日至 2021 年 3 月 31 日擔任「電動二輪車電池交換系統之機台與服務設計」計畫主持人乙職，計畫案號：108-5-09-424 ● 2020 年 5 月 1 日至 2021 年 12 月 31 日擔任「電動自行車電池交換系統之行銷推廣策略」計畫主持人乙職，計畫案號：108-1-09-203 ● 2020 年 3 月 1 日至 2021 年 2 月 28 日擔任「亞洲水泥公司之行銷策略分析與探討」計畫共同主持人乙職，計畫案號：108-1-09-611 ● 2020 年 3 月 1 日至 2020 年 11 月 30 日擔任「電動自行車製造公司之網路行銷」計畫主持人乙職，計畫案號：108-5-09-305 ● 2020 年 02 月 01 日至 2020 年 11 月 30 日擔任「3D 列印於外科手術計畫中的醫學應用」計畫主持人乙職，計畫案號：108-1-09-523 ● 2020 年 1 月 1 日至 2020 年 10 月 31 日擔任「二輪車共享服務於亞東技術學院試運行」計畫主持人乙職，計畫案號：108-5-09-212 ● 2019 年 11 月 1 日至 2020 年 07 月 31 日擔任「跨境電商實操之同創共享」計畫主持人乙職，計畫案號：108-5-09-115 ● 2019 年 06 月 1 日至 2020 年 03 月 31 日擔任「Facebook 行銷策略與形象建立」計畫主持人乙職，計畫案號：107-5-09-418 ● 2019 年 02 月 01 日至 2019 年 11 月 30 日擔任「3D 列印於醫療應用-骨科特殊案例探討」計畫主持人乙職，計畫案號：107-1-09-529 ● 2019 年 01 月 01 日至 2019 年 10 月 31 日擔任「電動二輪車年度新款商品之營銷服務」計畫主持人乙職，計畫案號：107-5-09-212

	● 2018 年 10 月 01 日至 2019 年 07 月 31 日擔任「車用防盜 App 介面設計與產品推廣計畫」計畫主持人乙職，計畫案號：107-5-09-115 ● 2018 年 01 月 01 日至 2018 年 10 月 31 日擔任「傳統產業轉型之品牌形象建立計畫-以力響科技公司為個案計畫主持人乙職，計畫案號：106-5-09-209 ● 2016 年 06 月 1 日至 2016 年 02 月 28 日擔任「電動自行車製造商品牌之行銷與推廣」計畫主持人乙職 ● 2016 年 03 月 1 日至 2016 年 11 月 30 日擔任「生產力 4.0 人才智動力市場評估及教材推廣」計畫主持人乙職 ● 2014 年 10 月 1 日至 2015 年 3 月 31 日擔任「電動二輪車臉書粉絲頁經營與推廣專案計畫」專案主持人乙職 ● 2014 年 1 月 1 日至 2015 年 2 月 28 日擔任「電池交換營運系統示範推廣輔助計畫」專案主持人乙職 ● 2012 年 10 月 01 日至 2013 年 09 月 30 日擔任「創新學習法之開發與實作研究」專案主持人乙職
期刊論文	<u>國際期刊論文</u> ● Huang, F.H. (2024). Factors Influencing Sustained Use of Shared E-Scooter Services in Urban Taiwan. Promet – Traffic & Transportation, 36(5), 902-921. https://doi.org/10.7307/ptt.v36i5.616 ● Huang, F.H. (2024 under review). Empirical Investigation of Implementing Challenge-Based Learning in Higher Education. Learning Environments Research. ● Huang, F. H. (2022). Exploring the factors influencing e-bike road safety: A survey study based on the experiences of Taiwanese cyclists. International Journal of Industrial Ergonomics, 89, 103292. https://doi.org/10.1016/j.ergon.2022.103292. ● Huang, F.H. (2022). Influence of Reduced Air Pollution Source Emission Information on User Behavioural Intention Towards E-Scooter Products. Promet-Traffic & Transportation, 34(1), 53-67. https://doi.org/10.7307/ptt.v34i1.3762. ● Huang, F.H. (2021). User Behavioral Intentions toward a Scooter-Sharing Service: An Empirical Study, Sustainability. 13(23):13153. DOI:10.3390/su132313153. ● Huang, F. H. (2020). Adapting UTAUT2 to assess user acceptance of an e-scooter virtual reality service. Virtual Reality, 1-9. https://doi.org/10.1007/s10055-019-00424-7. (SCI; 2019 IF 5.03). Human-Computer Interaction (Q1). H Index (41). ● Huang, F. H. (2020). Comparison of User Experiences Based on Watching 360° Immersive Video and Reality—A Case Study of a Scooter

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	46(1), 271-284. (SCI) ● Huang, F.H. & Hwang, S.L., 2003. Effect of the computerized graphic interface on emergency operating procedure—A case study for nuclear power plants. Asian Journal of Ergonomics 4(1), 11-24. <u>國內期刊論文</u> ● Huang, F.H., Zhou, T.Y., Chen, G.X. (2025). Exploring Consumer Acceptance of XR Technology in Massage Services. Journal of Asia Eastern University of Science and Technology, 45. ● Huang, F.H., Chen, W.T., Wang, C.W. (2025). Innovative Design and Market Strategy Assessment of a Coin-Operated Mahjong Table. Journal of Asia Eastern University of Science and Technology, 45. ● Huang, F.H., Lin, Y.A. & Lin, T.Y. (2024). Exploring the Development of New Energy Vehicles through SWOT Analysis and Environmental Impact. Journal of Asia Eastern University of Science and Technology, 44. 127-137. ● Huang, F.H., Chiu, Y.C., Chen, S.R. & Chen, Y.T. (2024). Exploring Disney's Business and IP Marketing Strategies through "Frozen". Journal of Asia Eastern University of Science and Technology, 44. 113-126 ● Huang, F.H. & Hsieh, T.Y., 2022. Exploring the innovation business model of Starbucks Based on the Business Model Canvas. Journal of Asia Eastern University of Science and Technology, 42, 101-114. ● Huang, F.H. & Lin, S.R., 2019. The impact of the consumer purchasing process and consumer preferences on consumption: A survey study on Taiwan's massage industry. Journal of Oriental Institute of Technology, 39, 19-36. ● Huang, F.H., Wang, P.Y., Lian, Q.X., Chen, L.F., Cai, P.Y. & Ding, Z.W., 2010. A case study of student web portal interface design at the Oriental Institute of Technology. Journal of Oriental Institute of Technology, 30, 229-238. ● Huang, F.H. & Luo, Y.T., 2009. A case study of retail photo shop's value. Journal of Oriental Institute of Technology, 29, 179-190. ● Huang, F.H., Lai, Y.W., Wang, W.H. & Qiu, L.P., 2009. Green electronic products website interface design focused on consumers' needs. Journal of Oriental Institute of Technology, 29, 169-178. ● Liu, H.Z., Kuo, H.M. & Huang, F.H., 2003. Evaluation of symbol coding techniques in graphical interface design of electronic commerce website. Ming Hsin Journal, 29, 75-84.
研討會論文	<u>國際研討會論文</u>

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- Huang, F.H. (2022, February). Consumer acceptance of shared e-scooter services for short-distance mobility, In Proceedings of 5th International Conference on Intelligent Human Systems Integration: Integrating People and Intelligent Systems (IHSI 2022). Venice, Italy. ISSN 2771-0718; ISBN 978-1-7923-8988-7(eBook). <http://doi.org/10.54941/ahfe100931>.
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