

Asia Eastern University of Science and Technology Department of Marketing and Distribution Management	
 Fei-Hui Huang Associate Professor	Internet of Things Distribution System Lab 58, Sec. 2, Sihchuan Rd., Banciao Dist., New Taipei City. 22061 +886-2-7738-8000 ext. 5219 Fn009@mail.aeust.edu.tw
Bio	Fei-Hui Huang is currently serving as an Associate Professor in the Department of Marketing and Distribution Management at Asia Eastern University of Science and Technology. She began her academic career at the university as an Assistant Professor in 2007 and was promoted to Associate Professor in 2019. In 2004, she spent a year as a visiting scholar at the Georgia Institute of Technology. She earned her Ph.D. in Industrial Engineering and Engineering Management from Tsing Hua University in 2006. Her research interests include user experience (UX), behavioral intention, human-computer interaction (HCI), and mental workload.
Awards Received	● Excellence Award for Outstanding Academic Research, 113th Academic Year ● Excellence Award for Outstanding Faculty Advisor, 113th Academic Year ● Academic Research Merit Award, 111th Academic Year ● Excellence Award for Outstanding Mentor, 110th Academic Year ● Merit Teaching Award, 110th Academic Year ● Excellence Award for Outstanding Academic Research, 110th Academic Year ● Excellence Award for Outstanding Academic Research, 109th Academic Year ● Ministry of Science and Technology Award for Special Outstanding Talents in Colleges and Universities, 108th Academic Year ● Excellence Award for Outstanding Academic Research, 108th Academic Year

	● Ministry of Science and Technology Award for Special Outstanding Talents in Colleges and Universities, 106th Academic Year ● Academic Research Merit Award, 106th Academic Year ● Excellence Award for Outstanding Mentor, 105th Academic Year ● Merit Teaching Award, 103rd Academic Year
Teaching	<u>Spring 2026 Semester:</u> ● Product Development and Management ● Special Topics in Smart Retail <u>Fall 2025 Semester:</u> ● Distribution Management ● Channel Marketing and Management <u>Spring 2025 Semester:</u> ● Product Development and Management ● Special Topics in Smart Retail <u>Fall 2024 Semester:</u> ● Distribution Management ● Channel Marketing and Management <u>Spring 2024 Semester:</u> ● Channel Marketing and Management ● Product Development and Management ● Industry Case Analysis ● Artificial Intelligence Research
Publications	● 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 Ride. *Promet-Traffic & Transportation*, 32(2), 207-217. <https://doi.org/10.7307/ptt.v32i2.3232>. (SCI; 2019 IF 0.95). *Engineering (miscellaneous)* (Q2). H Index (16).
- Huang, F. H. (2020). Understanding user acceptance of battery swapping service of sustainable transport: An empirical study of a battery swap station for electric scooters, Taiwan. *International Journal of Sustainable Transportation*, 14(4), 294-307. <https://doi.org/10.1080/15568318.2018.1547464>. (SSCI; 2019 IF 3.12). *Engineering* (Q1). H Index (37).
- Huang, F.H. (2019) Understanding user experience of riding a two-wheeler vehicle and their intention of purchasing an electric two-wheeler. *PROMET-Traffic & Transportation*, 31(5), 503-512. <https://doi.org/10.7307/ptt.v31i5.3014>. (SCI; 2018 IF 0.768). *Engineering (miscellaneous)* (Q2). H Index (15).
- Huang, F.H., (2016) Self-care needs of seniors with chronic medical conditions for living in their own homes. *Home Health Care Management & Practice*. 28(2), 109-114. (2014 SJR Score: 0.177)
- Huang, F.H., (2015) Exploring the environmental benefits associated with battery swapping system processes. *Advances in Environmental Biology (AEB)*. 9(26), 87-92. (ISI Journal) (2014 SJR Score: 0.213)
- Huang, F.H., (2015) Explore home care needs and satisfaction for elderly people with chronic disease and their family members. *Procedia Manufacturing*. 3, 173-179.
- Liang, G.F., Lin, J.T., Hwang, S.L., Yeen, T.C., & Hsu, C.C., 2009. Evaluation and prediction of on-line maintenance workload in Nuclear Power Plants. *Human Factors and Ergonomics in Manufacturing*. 19(1), 1-14. (SCI)
- Huang, F.H. & Hwang, S.L., 2008. Experimental Studies of computerized procedures and team size in nuclear power plant operations. *Nuclear Engineering and Design*. 239(2), 373-380. The article is available online at: <http://dx.doi.org/10.1016/j.nucengdes.2008.10.009>. (SCI)
- Huang, F.H., Lee, Y.L., Hwang, S.L., Yenn, T.C., Yu, Y.C., Hsu, C.C. & Huang, H.W., 2007. Experimental Evaluation of Human-System Interaction on Alarm Design. *Nuclear Engineering and Design* 237, 308-315. (SCI)
- Huang, F.H., Hwang, S.L., Yenn, T.C., Yu, Y.C., Hsu, C.C. & Huang, H.W., 2006. Evaluating and comparison of reset modes in advanced alarm system simulator for ensuring running safety in nuclear power plant. *Safety science* 44, 935-946. (SCI)
- Huang, F.H. & Hwang, S.L., 2003. Design and evaluation of computerized operating procedures in nuclear power plants. *Ergonomics* 46(1), 271-284. (SCI)

- | | |
|--|--|
| | <ul style="list-style-type: none">● 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. |
|--|--|