<table>
<tr><td colspan="2">Asia Eastern University of Science and Technology
Department of Marketing and Distribution Management</td></tr>
<tr><td> 
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<tr><td>Bio</td><td>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 started her academic career at the university as an Assistant Professor in 2007 and was later promoted to the position of Associate Professor in 2019. She earned her Ph.D. in Industrial Engineering and Engineering Management from Tsing Hua University in 2006. Her research interests encompass user experience (UX), human-computer interaction (HCI), user interface (UI), and mental workload. She also spent a year as a visiting scholar at Georgia Institute of Technology</td></tr>
<tr><td>Teaching</td><td><u>Fall 2023 Semester:</u>
● Distribution Management
● Innovation and Creative Management
● Distribution Management Seminar

<u>Spring 2023 Semester:</u>
● Channel Marketing and Management
● Product Development and Management

<u>Fall 2022 Semester:</u>
● Distribution Management
● Innovation and Creative Management

<u>Spring 2022 Semester:</u>
● Channel Marketing and Management
● Product Development and Management</td></tr>
</table>

Publications	● 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

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