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	專長	流通管理、通路管理、創新與創意管理、商品發展管理、研究方法、運籌管理
	興趣	閱讀、旅遊、美食
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	經歷	<ul style="list-style-type: none"> ● 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	<ul style="list-style-type: none"> ● 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	<ul style="list-style-type: none"> ● 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 	

	<p>110-2221-E-161-002 -</p> <ul style="list-style-type: none"> ● 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	<ul style="list-style-type: none"> ● 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	<ul style="list-style-type: none"> ● 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	<ul style="list-style-type: none"> ● 2024年02月01日至2024年11月30日擔任「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- ● 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

	<p>推廣輔助計畫」專案主持人乙職</p> <ul style="list-style-type: none"> ● 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
<p>期刊論文</p>	<p><u>國際期刊論文</u></p> <ul style="list-style-type: none"> ● Huang, F. H. (2022). Exploring the factors influencing e-bike road safety: A survey study based on the experiences of Taiwanese cyclists. <i>International Journal of Industrial Ergonomics</i>, 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. <i>Promet-Traffic & Transportation</i>, 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, <i>Sustainability</i>. 13(23):13153. DOI:10.3390/su132313153. ● Huang, F. H. (2020). Adapting UTAUT2 to assess user acceptance of an e-scooter virtual reality service. <i>Virtual Reality</i>, 1-9. https://doi.org/10.1007/s10055-019-00424-7. (SCI; 2019 IF 5.03). <i>Human-Computer Interaction (Q1)</i>. 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. <i>Promet-Traffic & Transportation</i>, 32(2), 207-217. https://doi.org/10.7307/ptt.v32i2.3232. (SCI; 2019 IF 0.95). <i>Engineering (miscellaneous) (Q2)</i>. 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. <i>International Journal of Sustainable Transportation</i>, 14(4), 294-307. https://doi.org/10.1080/15568318.2018.1547464. (SSCI; 2019 IF 3.12). <i>Engineering (Q1)</i>. 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. <i>PROMET-Traffic & Transportation</i>, 31(5), 503-512. https://doi.org/10.7307/ptt.v31i5.3014. (SCI; 2018 IF 0.768). <i>Engineering (miscellaneous) (Q2)</i>. H Index (15). ● Huang, F.H., (2016) Self-care needs of seniors with chronic medical conditions for living in their own homes. <i>Home Health Care Management & Practice</i>. 28(2), 109-114. (2014 SJR Score: 0.177) ● Huang, F.H., (2015) Exploring the environmental benefits associated with battery swapping system processes. <i>Advances in Environmental Biology (AEB)</i>. 9(26), 87-92. (ISI Journal) (2014 SJR Score: 0.213)

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- 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)
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- 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)
- 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.

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- Huang, F.H., Chiu, Y.C., Chen, S.R. & Chen, Y.T., 2024 submitted. Exploring Disney's Business and IP Marketing Strategies through "Frozen". *Journal of Asia Eastern University of Science and Technology*, 44.
- 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.,

	<p>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.</p> <ul style="list-style-type: none"> ● 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.
<p>研討會論文</p>	<p><u>國際研討會論文</u></p> <ul style="list-style-type: none"> ● Huang, F. H. (2023, December). Analyzing User Experience of E-Scooter Usage: A Human-Computer Interaction Perspective on Personal vs. Shared E-Scooters. 14th AHFE International Conference on Human Factors in Design, Engineering, and Computing (AHFE 2023). ● Huang, F. H. (2023, August). Investigating Consumers' Demand for Electric Scooter Usage Based on User-Product Interaction. 10th International Conference on Human Interaction and Emerging Technologies (IHiet 2023). ● Huang, F.H. (2022, June). Exploring Private Scooter Owners' Willingness to Introduce Their Own Scooter into Vehicle Sharing Services. In International Conference on Human-Computer Interaction (pp. 507-516). Springer, Cham. ● 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. ● Huang, F.H. (2021) Evaluation Driver Mental Load: A Survey Study of Cyclists Who Require to Repair the E-Bike. In: Krömker H. (eds) HCI in Mobility, Transport, and Automotive Systems. HCII 2021. Lecture Notes in Computer Science, vol 12791. Springer, Cham. https://doi.org/10.1007/978-3-030-78358-7_27 ● Huang, F.H. (2021, February). Exploring information needs of using battery swapping system for riders, In Proceedings of 4th International Conference on Intelligent Human Systems Integration: Integrating People and Intelligent Systems (IHSI 2021). University of Palermo, Palermo, Italy. ● Huang, F.H. (2020, July). Perceived Usability Evaluation of 360°

Immersive Video Service: Empirical Evaluation of the System Usability Scale. In International Conference on Human-Computer Interaction (pp. 438-444). Springer, Cham. Copenhagen, Denmark.

- Huang, F.H. (2020, February). A Discussion of User Experience on a Panoramic Scooter Riding Video Service. In International Conference on Intelligent Human Systems Integration (pp. 1152-1158). Springer, Cham. Modena, Italy.
- Huang, F.H. (2019, July). Applying the technology acceptance model to consumer behavior towards virtual reality service, In Proceedings of 10th International Conference on Applied Human Factors and Ergonomics (AHFE 2019) and the Affiliated Conferences. T. Ahram and C. Falcão (eds.), Advances in Usability and User Experience, Advances in Intelligent Systems and Computing, Washington D.C., United States of America.
- Huang, F.H., & Lin, S.R. (2018, August). A Survey of User Experience of Two-Wheeler Users in Long-Term Interactions. In Congress of the International Ergonomics Association (pp. 1465-1472). Springer, Cham.
- Huang, F.H. (2018, January). Measuring user experience of seniors in battery swapping interactions, In Proceedings of 1st International Conference on Intelligent Human Systems Integration: Integrating People and Intelligent Systems (iHSI 2018). W. Karwowski and T. Ahram (eds.), Intelligent Human Systems Integration, Advances in Intelligent Systems and Computing 722, https://doi.org/10.1007/978-3-319-73888-8_79. Pp. 508-514, Dubai, United Arab Emirates.
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- Huang, F.H. (2016, July). Exploring information needs of using battery swapping system for riders, In Proceedings of International Conference on Human-Computer Interaction (HCI2016). Canada, Toronto. Part II, LNCS 9735, pp. 531–541.
- Huang, F.H, Lin, Y.C. & Lv, T.T. (2016, July). Evaluating usability of a battery swap station for electric two wheelers: A case study, In Proceedings of International Conference on Human-Computer Interaction (HCI2016). Part II, CCIS 618, pp. 491–496. Canada, Toronto.
- Huang, F.H. (2016, July). System acceptability evaluation of battery swapping system for electric two wheelers, In Proceedings of 7th International Conference on Applied Human Factors and Ergonomics (AHFE 2016) and the Affiliated Conferences. M. Soares et al. (eds.),

Advances in Ergonomics Modeling, Usability & Special Populations, Advances in Intelligent Systems and Computing 486. pp.325-337. USA, Florida.

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- Huang, F.H. (2015, November). Exploring the environmental benefits associated with battery swapping system processes, In Proceedings of International Conference on Environmental, Engineering and Biological Science (ICEEBS 2015). Vietnam, Ho Chi Minh.
- Huang, F.H. (2015, July). Explore home care needs and satisfaction for elderly people with chronic disease and their family members, In Proceedings of 6th International Conference on Applied Human Factors and Ergonomics (AHFE 2015) and the Affiliated Conferences. USA, Nevada, Las Vegas.
- Huang, F.H. (2014, July). The needs of smart medication reminder for elderly people with chronic conditions, In Proceedings of 5th International Conference on Applied Human Factors and Ergonomics AHFE 2014, Kraków, Poland. In Advances in Human Aspects of Healthcare. p. 417-426.
- Huang, F.H. (2013, July). Motivations of Facebook users for responding to posts on a community page, In Proceedings of 14th International Conference on Human-Computer Interaction. USA, Nevada, Las Vegas. Lecture Notes in Computer Science (LNCS), p.33-39.
- Huang, F.H. (2011, July). An experimental study of home page design on green electronic products Web site, In Proceedings of 13th International Conference on Human-Computer Interaction. USA, Florida, Orlando.
- Huang, F.H. & Iv, W.Z. (2010, July). Information needs for developing a green electronic product Web site, In Proceedings of Interfaces and Human Computer Interaction (IHCI 2010) - IADIS Multi Conference on Computer Science and Information Systems (MCCSIS 2010). Germany, Freiburg.
- Huang, F.H., Lee, Y.L. & Hwang, S.L. (2009, July). E-Shopping Behavior and User-Web Interaction for Developing a Useful Green Website, In Proceedings of 12th International Conference on Human-Computer Interaction. USA, San Diego.
- Lee, Y.L., Huang, F.H. & Hwang, S.L. (2009, July). Green Advocate in E-Commerce, In Proceedings of 12th International Conference on Human-Computer Interaction. USA, San Diego.

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- Lin, C.H., Tu, H.H. & Huang, F.H. (2007, July). An Approach of Fitting Apparel on Line – The Application of Three-Dimensional Anthropometry, International Conference on Business and Information (BAI2007), ISSN: 1729-9322. Tokyo, Japan.
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- Hwang, S.L., Huang, F.H., Lin, J.C., Liang, G.F., Yenn, T.C., Yu, Y.C., & Hsu, C.C. (2006, October). Evaluation of mental workload on digital maintenance systems in nuclear power plants. In Proceedings of 5th international Topical Meeting on Nuclear Plant Instrumentation, Control and Human Machine Interface Technology (NPIC & HMIT). Albuquerque, New Mexico.
- Huang, F.H., Lee, Y.L., Hwang, S.L., Yenn, T.C., Yu, Y.C., Hsu, C.C. & Huang, H.W. (2006, May). Evaluating the practicability of automatic reset alarm system in an advanced control room. Seghof and HRP workshop on “Future Control Station Designs and Human Performance Issues in Nuclear Power Plants”. Norway, Halden.
- Huang, F.H. & Hwang, S.L. (2004, September). Design of the computerized teamwork system in a nuclear power plant. In Proceedings of 4th international Topical Meeting on Nuclear Plant Instrumentation, Control and Human Machine Interface Technology (NPIC & HMIT). Columbus, Ohio.
- Huang, F.H. & Hwang, S.L. (2003, June). A computerized graphic interface on emergency operating procedure (EOP). In Proceedings of 10th International Conference on Human-Computer Interaction & 5th International Conference on Engineering Psychology and Cognitive Ergonomics. Greece.
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國內研討會論文

1. Fei-Hui Huang, Shu-Renn Lin (17 May, 2019). The Relationship Between Demographics, Consumption Amount, Frequency, and Experience: A Survey study on Taiwan Massage Service. In Proceedings of the 2019 International Conference on Management and Service Innovation. Hsinschu, Taiwan.

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