

高凌菁 Ling-Jing Kao
CURRICULUM VITAE

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學歷 Education

美國俄亥俄州立大學商學院 行銷學博士 2006(副修: 個體經濟)
Ph.D. in Marketing, The Ohio State University, 2006 (minor: Microeconomics)

美國德州農工大學統計系 統計學碩士 2001
MS in Statistics, Texas A&M University, 2001

學術經歷 Academic Experience

教授兼圖資長 (12/15/2024-Now)
台北科技大學經營管理系, 台北市, 台灣
National Taipei University of Technology, Taipei, Taiwan

教授兼圖資長、代理系主任暨研究所所長(8/2024-12/15/2024)
台北科技大學經營管理系, 台北市, 台灣
National Taipei University of Technology, Taipei, Taiwan

教授兼系主任暨研究所所長(2/2024-7/2024)
台北科技大學經營管理系, 台北市, 台灣
National Taipei University of Technology, Taipei, Taiwan

教授 (2/2022-1/2024)
台北科技大學經營管理系, 台北市, 台灣
National Taipei University of Technology, Taipei, Taiwan

教授兼系主任暨研究所所長(8/2021-2/2022)
台北科技大學經營管理系, 台北市, 台灣
National Taipei University of Technology, Taipei, Taiwan

副教授兼系主任暨研究所所長(2/2020-7/2021)
台北科技大學經營管理系, 台北市, 台灣
National Taipei University of Technology, Taipei, Taiwan

副教授 Associate Professor (8/2014-1/2020)
台北科技大學經營管理系, 台北市, 台灣
National Taipei University of Technology, Taipei, Taiwan

助理教授 Assistant Professor (8/2010-7/2014)
台北科技大學 經營管理系, 台北市, 台灣
National Taipei University of Technology, Taipei, Taiwan

助理教授 Assistant Professor (9/2006-7/2010)
美國聖塔克拉拉大學 行銷系, Santa Clara, CA, USA
Santa Clara University, Marketing Department, Santa Clara, CA, USA

研究領域 Research Area

- 量化模型 (Quantitative Model)
- 行銷科技 (Marketing Technology)
- 資料科學 (Data Science)
- 數位轉型 (Digital Transformation)
- 半導體產業 (Semiconductor Industry)

國際期刊論文發表 Publications in International Journals

1. **Ling-Jing Kao**, Chih-Chou Chiu*, Hung-Tse Lin, Yun-Wei Hung, Cheng-Chin Lu (2024), “Unveiling the Dimensions of Digital Transformation: A Comprehensive Taxonomy and Assessment Model for Business”, *Journal of Business Research*, 176, April 2024, 114595. <https://doi.org/10.1016/j.jbusres.2024.114595> [SSCI Impact Factor: 11.3, Q1 in Business].
2. Chih-Chou Chiu, Chung-Min Wu, Te-Nien Chien, **Ling-Jing Kao**, Chengcheng Li (2024), “Predicting ICU Readmission from Electronic Health Records via BERTopic with Long Short Term Memory Network Approach”. *Journal of Clinical Medicine*, 2024, 13, 5503. <https://doi.org/10.3390/jcm13185503> [SSCI Impact Factor: 3.0, Q1 in Medicine]
3. **Ling-Jing Kao**, Chih-Chou Chiu, Cheng-Chin Lu, Chung-Yi, Wu (2023), “Identification and Rating of Workforce Competencies for Manufacturing Process Engineers: Case Study of an IC Packaging Process Engineer”, *IEEE Transactions on Engineering Management*, 70(1), 196-208. doi: 10.1109/TEM.2021.3050343. [SSCI Impact Factor: 8.702, Q1 in Management]
4. Chih-Chou Chiu, Chung-Min Wu, Te-Nien Chien, **Ling-Jing Kao**, Chengcheng Li and Chuan-Mei Chu (2023), “Integrating Structured and Unstructured EHR Data for Predicting Mortality by Machine Learning and Latent Dirichlet

- Allocation Method”, *Int. J. Environ. Res. Public Health*, 20(5), 4340;
<https://doi.org/10.3390/ijerph20054340>
5. Chih-Chou Chiu, Chung-Min Wu, Te-Nien Chien *, **Ling-Jing Kao**, Chengcheng Li, Han-Ling Jiang (2022), Applying an Improved Stacking Ensemble Model to Predict the Mortality of ICU Patients with Heart Failure, *Journal of Clinical Medicine*, 2022, 11(21), 6460;
<https://doi.org/10.3390/jcm11216460> [SSCI Impact Factor: 3, Q1 in Medicine]
 6. Chih-Chou Chiu, Chung-Min Wu, Te-Nien Chien* , **Ling-Jing Kao**, Jiantai Timothy Qiu (2022), “Predicting the Mortality of ICU Patients by Topic Model with Machine-Learning Techniques, *Healthcare* 2022, 10, 1087.
<https://doi.org/10.3390/healthcare10061087> [SSCI Impact Factor: 3.16, Q2 in Health Policy & Services]
 7. **Ling-Jing Kao**, Chih-Chou Chiu, Hung-Tse Lin, Yun-Wei Hung and Cheng-Chin Lu (2022), “Evaluating the Digital Transformation Performance of Retail by the DEA Approach”, *Axioms*, 2022, 11, 284. <https://doi.org/10.3390/axioms11060284> [SCI Impact Factor: 1.824, Q2 in Applied Mathematics]
 8. **Ling-Jing Kao**, Chih-Chou Chiu, Yu-Fan Lin, and Heong Kam Weng, (2022), “Inter-Purchase Time Prediction Based on Deep Learning”, *Computer Systems Science & Engineering*, Vol.42, No.2, 2022, pp.493-508, doi:10.32604/csse.2022.022166 [SCI Impact Factor: 4.397, Q1 in Computer Science, Theory & Methods]
 9. **Ling-Jing Kao**, Chih-Chou Chiu, Hung-Jui Wang, Chang Yu Ko (2021), “Prediction of Remaining Time on Site for e-Commerce Users : A SOM and Long Short-Term Memory Study”, *Journal of Forecasting*, 2021:1-17.
<https://doi.org/10.1002/for.2771> [SSCI Impact Factor: 2.627, Q2 in Economics]
 10. **Ling-Jing Kao**, Chih-Chou Chou (2020), “Application of Integrated Recurrent Neural Network with Multivariate Adaptive Regression Splines on SPC-EPC Process”, *Journal of Manufacturing Systems*, 57, 109-118.
<https://doi.org/10.1016/j.jmsy.2020.07.020> [SCI Impact Factor: 9.498, Q1 in Operation Research & Management Science]
 11. Tien-Hsiang Chang, **Ling-Jing Kao**, Tsung-Yin Ou and Hsin-Pin Fu (2018), "A Hybrid Method to Measure the Operational Performance of Fast Food Chain Stores", *International Journal of Information Technology & Decision Making*, 17, 4, 1269-1298. <https://doi.org/10.1142/S021962201850027X> [SCI Impact Factor: 3.508; Q2 in Operations Research & Management Science]
 12. Chi-Jie Lu and **Ling-Jing Kao** (2016), “A clustering-based sales forecasting scheme by using extreme learning machine and ensembling linkage methods with

- applications to computer server”, *Engineering Applications of Artificial Intelligence*, 55, 231-239. <https://doi.org/10.1016/j.engappai.2016.06.015> [SCI Impact Factor: 7.802; Q1 in Computer Science & Artificial Intelligence]
13. **Ling-Jing Kao**, Tian-Shyug Lee, and Chi-Jie Lu (2016), “A multi-stage control chart pattern recognition scheme based on independent component analysis and support vector machine”, *Journal of Intelligent Manufacturing*, 27(3), 653-664. <https://doi.org/10.1007/s10845-014-0903-x> [SCI Impact Factor: 7.136; Q1 in Computer Science & Artificial Intelligence]
 14. Fabio Caldieraro, **Ling-Jing Kao**, and Marcus Cunha, Jr. (2015), “Harmful Upward Line Extensions: Can the Launch of Premium Products Result in Competitive Disadvantages?”. *Journal of Marketing*, 79(6), 50-70. <https://doi.org/10.1509/jm.14.0100> [SSCI Impact factor: 15.36; Q1 in Business]
 15. Hsin-Pin Fu, Tien-Hsiang Chang, **Ling-Jing Kao**, Chih-Chou Chiu and Cheng-Chin Lu (2015), " Combining Multicriteria Decision-Making Tools to Identify Critical Success Factors that Affect the Performance of Training Course Projects", *Systems Research and Behavioral Science*, 32(3), 388-401. <https://doi.org/10.1002/sres.2249> [SSCI Impact factor: 1.966, Q4 in Management]
 16. **Ling-Jing Kao**, Shu-Yu Chiu , and Hsien-Tang Ko (2014), "A Study of the Talent Training Project Management for Semiconductor Industry in Taiwan — The Application of a Hybrid Data Envelopment Analysis Approach", *Scientific World Journal*, Volume 2014, Article ID 296345, 11 pages. <https://doi.org/10.1155/2014/296345> [SCI Impact factor: 1.219, Q2 in Multidisciplinary Science]
 17. **Ling-Jing Kao**, Fenyi Lin, Chun Yuan Yu (2013), “Bayesian Behavior Scoring Model”, *Journal of Data Science*, 11,433-450.
 18. **Ling-Jing Kao**, Chih-Chou Chiu, Chi-Jie Lu, Chih-Hsiang Chang (2013), “A Hybrid Approach by Integrating Wavelet-based Feature Extraction with MARS and SVR for Stock Index Forecasting”, *Decision Support Systems*, 54, 1228-1244. <https://doi.org/10.1016/j.dss.2012.11.012> [SCI Impact factor: 6.969, Q1 in Computer Science & Artificial Intelligence]
 19. **Ling-Jing Kao***(2013),“Applying a hybrid data envelopment analysis approach to construct an intelligent stock trading system”, *Advances in Information Sciences and Service Science*, Vol.5, No.2, 542-550 . [EI]
 20. **Ling-Jing Kao**, Chi-Jie Lu, Chih-Chou Chiu, Jung-Li Yang (2013),“Integration of Nonlinear Independent Component Analysis and Support Vector Regression

- for Stock Price Forecasting”, *Neurocomputing*,99, 534-542.
<https://doi.org/10.1016/j.neucom.2012.06.037> [SCI Impact factor: 5.779, Q2 in Computer Science & Artificial Intelligence]
21. **Ling-Jing Kao** and Hsin-Fen Chen (2012), “Applying Hierarchical Bayesian Neural Network in Failure Time Prediction”, *Mathematical Problems in Engineering*, Vol. 2012, Article ID 953848, 1-11.
<https://doi.org/10.1155/2012/953848> [SCI Impact factor:1.434, Q3 in Mathematics & Interdisciplinary Applications]
22. **Ling-Jing Kao**, Chih-Chou Chiu, Fon-Yu Chiu (2012), “A Bayesian Latent Variable Model with Classification and Regression Tree Approach for Behavior and Credit Scoring”, *Knowledge-Based Systems*,36, 245-252.
<https://doi.org/10.1016/j.knosys.2012.07.004> [SCI Impact Factor: 8.139, Q1 in Computer Science and Artificial Intelligence]
23. **Ling-Jing Kao**, Cheng-Chin Lu, and Chih-Chou Chiu (2011), “ The Training Institution Efficiency of the Semiconductor Institute Program in Taiwan - Application of Spatiotemporal ICA with DEA Approach”, *Journal of the Operational Research Society*, 62(12),2162-2172.
<https://doi.org/10.1057/jors.2010.177> [SCI Impact factor: 3.051, Q2 in Operations Research & Management Science]
24. **Ling-Jing Kao**, Chi-Jie Lu, and Chih-Chou Chiu (2011), “Efficiency Measurement Using Independent Component Analysis and Data Envelopment Analysis”, *European Journal of Operational Research*, 210(2), 310-317.
<https://doi.org/10.1016/j.ejor.2010.09.016> [SCI impact factor: 6.363, Q1 in Operations Research & Management Science]

中文期刊論文發表 Publications in Chinese Journals

1. **高凌菁**、洪筠緯、田永平、邱志洲(2023), 零售業數位轉型衡量指標之發展與多準則評估, *管理與系統*, 已接受. [TSSCI 社會科學核心期刊]
2. 邱志洲、吳忠敏、簡德年、**高凌菁**、邱德生, 加護病房患者臨床結果預測—機器學習與主題模型法之應用. *醫務管理期刊*, 2023, 24(3), 1-28.
3. 林子瑋、呂正欽、**高凌菁**、邱志洲(2018), 太陽能發電系統補助方案之最優化推薦-以加州太陽能倡議為例, *數據分析*, 13(2), 1-18.
4. 呂正欽、**高凌菁**、傅新彬 (2016), 應用 ICA 與 DEA 方法評估半導體產業封測領域公司經營績效—以台灣中型半導體封測廠為例, *中山管理評論*, 24(3), 503-530. [107 年度中山管理評論年度論文獎/TSSCI 社會科學核心期刊]

5. 陳杏棻、高凌菁、邱志洲 (2015), 共同基金投資行為分析-獨立成份分析與 Cox Regression 方法之應用, 數據分析, 10(5), p129-153.

國際研討會論文發表 International Conference Presentation

- “Predicting Consumer Shopping Locations using integrated Markov Chains and Long Short-Term Memory Networks”, INFORMS Advanced in Decision Analysis Conference (ADA 2024), Helsinki-Espoo, Finland, July 10-12, 2024.
- “Utilizing Deep Learning Models for Analyzing Consumer Store Preferences” , INFORMS Advanced in Decision Analysis Conference (ADA 2024), Helsinki-Espoo, Finland, July 10-12, 2024.
- “Predicting Electronic Invoice Consumer Product Brand Choices Using Deep Learning Methods”, the 33rd European Conference on Operational Research (EURO 2024), Copenhagen, Demark, June 30-July 3, 2024.
- “Enhancing Retail Strategies through Electronic Uniform Invoice Analysis: A Study on Consumer Behavior and Market Segmentation”, the 33rd European Conference on Operational Research (EURO 2024), Copenhagen, Demark, June 30-July 3, 2024.
- “Analyzing market response to SFCR in European insurance with topic modeling and deep learning methods”, EcoStat2023, Tokyo, Japan, August 1-3, 2023.
- “Predicting ICU readmission with a hybrid BERTopic-LSTM approach on electronic health records”, EcoStat2023, Tokyo, Japan, August 1-3, 2023.
- “The Study of Data Fusion for TV Viewership Across Various Media”, International Choice Modelling Conference 2019, Kobe, Japan, August 19-21, 2019.
- “The Study of Data Fusion for TV Viewership Across Various Media”, 7th China Marketing International Conference, Guangzhou, China, July 22-25, 2019.
- "Applying Cluster Analysis and Collaborative Filtering to Develop Hybrid Recommendation for Personalized Picture Book", 29th European Conference on Operational Research, Valencia, Spain, July 8-11, 2018.
- "The Impact of Diverse Social Media on TV Viewership: A Empirical Study of Data Fusion", INFORMS 2018 International Meeting, Taipei, Taiwan, June 17-20, 2018.
- “The Impact of Keywords in Social Media Posts on the Television Viewing Behavior: An Example of Baseball World Cup”, 2017 International Conference on Big Data Research (ICBDR 2017), Osaka, Japan, October 22-24, 2017.

- “The Study of Data Fusion for TV Viewership across Various Media”, 2017 8th International Conference on E-business, Management and Economics (ICEME 2017), Brimingham, UK, October 27-29, 2017.
- “Characteristics Influencing Television Viewers’ Attention towards TV Advertisements”, 2017 8th International Conference on E-business, Management and Economics (ICEME 2017), Birmingham, UK, October 27-29, 2017.
- “Applying Analytic Network Process to Explore Consumer Adoption of Radical Innovation: a Case Study of Smart Home Technologies”, MCDM 2015-23rd International Conference on Multiple Criteria Decision Making, Hamburg, Germany, August 2-7, 2015.
- “DEA and Bayesian Method in Evaluating the Efficiency of Credit Card Cardholder”
2014 Global Business & International Management Conference
USA, Aug 9-11, 2014
- “Building Stock Trading Strategies by Independent Component Analysis with Data Envelopment Analysis Approach”
2014 International Conference on Business and Information
Japan, July 3-5, 2014.
- “An Empirical Evidence of the Network Externality between Mobile Apps and Digital Television Services”
2013 Frontiers in Service Conference
Taipei, Taiwan, July 4-7, 2013
- “Wavelet-based Stock Index Forecasting Model”
2013 13th INFORMS Computing Society Conference
Santa Fe, New Mexico, USA, January 6-8, 2013.
- “Applying a Hybrid Data Envelopment Analysis Approach to Construct an Intelligent Stock Trading System”
2012 5thInternational Conference on Information Sciences and Interaction Science, JejuIsland,Korea, June 26 - 28, 2012.
Conference proceeding: ISBN 978-89-88678-70-1
- “Applying Spatiotemporal ICA with DEA Approach in Evaluating the Training Institution Efficiency of the Semiconductor Institute Program in Taiwan”
The IEEE International Conference on Industrial Engineering and Engineering Management, December 7-10, 2010, Macao, China.
Conference proceeding: ISBN 978-1-4244-8501-7

- “Can a firm add a new premium product and end-up with less overall market share?”
Marketing Science Conference 2010, University of Cologne, Cologne, Germany
UW-UBC Joint Research Conference 2010, University of Washington, Seattle, WA, USA
- “A Bayesian Model of Treatment Effects in a Pre-Post Study”
Research Seminar, National Taiwan University, Taipei, Taiwan, Dec 2010.
Marketing Science Conference 2009, University of Michigan, Ann Arbor, MI, USA
Yellow Pad Research Seminar, Economics Department, Santa Clara University, Santa Clara, CA , USA 2009
Research Seminar, Institute of Commerce Automation and Management, National Taipei University of Technology, Taipei, Taiwan, December, 2008
- “Data Augmentation for Latent Variable Models in Marketing”
Yellow Pad Research Seminar, Economics Department, Santa Clara University, Santa Clara, CA, USA, 2008
- “Estimate State-Space Models of Consumer Behavior: A Hierarchical Bayes Approach”
Marketing Science Conference 2005, Emory University, Atlanta, GA, USA
Haring Symposium, Indiana University, Bloomington, IN, USA, 2005
Research Seminar, Statistics Department, Ohio State University, Columbus, OH, USA, 2004
- “Mining the Customer Credit by Using the Neural Network Model with Logistic Regression Approach”
The 5th World Multi-Conference on Systemics, Cybernetics and Informatics, SCI 2001, Orlando, Florida, USA, July 22-25, 2001.

專題演講 Other Public Presentation

- 110 年度國科會人文處管理二學門專題研究成果發表會，數量方法，Dec. 11, 2022.
- 107 年度科技部人文司管理二學門專題研究計畫成果發表會，行銷領域，優秀年輕學者研究經驗分享，Nov 10, 2018.
- 106 年度科技部人文司管理二學門專題研究計畫成果發表會，行銷領域，優秀年輕學者研究經驗分享，Oct 14, 2017.
- 106 年度科技部人文司管理二學門專題研究計畫成果發表會，行銷領域(2)-人工智慧與行銷，Oct 14, 2017.

- “智慧家庭相關應用之供需面分析”，第二螢智慧電視論壇, Dec 30, 2014.
- “文創與藝術行銷”，台灣藝術大學工藝設計系, May 24, 2012.
- “Bayesian Statistics in Marketing Applications”，Ph.D. Research Seminar, Department of Business Administration, National Central University, Zhongli City, Taoyuan County, Taiwan, January 4, 2012.
- “A Bayesian Model of Treatment Effects in a Pre-Post Study”
Ph.D. Research Seminar, National Taiwan University, Taipei, Taiwan, Dec 2010.
- “Human-Centered Product Development”
EMBA Consumer Behavior, Fu-Jen Catholic University, Taipei, Taiwan, December 2009.
- “Contemporary Marketing in the U.S. MBA Program”
MBA class, Graduate Program of Business Program, College of Management, Fu-Jen Catholic University, Taipei, Taiwan, December, 2008
- “Marketing Academic in the United States”
Ph.D. research seminar, Graduate Program of Business Program, College of Management, Fu-Jen Catholic University, Taipei, Taiwan, December, 2008
Ph.D. research seminar, Institute of Commerce Automation and Management, National Taipei University of Technology, Taipei, Taiwan, December, 2008
- “Marketing and Consumer Behavior”
Undergraduate consumer behavior course, Department of Business Administration, Fu-Jen Catholic University, Taipei, Taiwan, December 2007

學術榮譽 Academic Honors

- 國立臺北科技大學管理學院 107 學年傑出教學獎
- 國立臺北科技大學 104 學年傑出教學獎
- 指導學生 103 年度全國技專校院學生創新創業競賽佳作, 2014
- Best Paper Award, 2014 International Conference on Business and Info, July 5, 2014
- 國立臺北科技大學管理學院 102 年度傑出教學獎
- 指導大學部同學吳思穎、蔡凱任、謝蕙竹、魏紫如和黃佳瑜榮獲經濟部工業局智慧家庭創意應用提案活動，智慧家庭經營行銷實戰組，華碩卓越獎, Nov 15, 2013.
- 國立中央大學 2013 年千里馬盃全國創業競賽佳作, July 3, 2013.
- 國立臺北科技大學管理學院 102 年度傑出研究獎
- 國立臺北科技大學管理學院 102 年度研究獎勵
- 國立臺北科技大學管理學院 101 年度研究獎勵

- 指導洪鈺婷同學碩士論文“以 Bayesian Ordered Probit Model 分析間斷型行銷問卷資料”，榮獲 TOPCO 崇越論文大賞競賽碩士論文組優等獎, July 22, 2012.
- Leavey Grant, Leavey College of Business, Santa Clara University, Santa Clara, CA, 2009
- Leavey Grant, Leavey College of Business, Santa Clara University, Santa Clara, CA, 2008
- University Grant, Santa Clara University, Santa Clara, CA, 2008
- Leavey Grant, Leavey College of Business, Santa Clara University, Santa Clara, CA, 2007
- Robert Bartels Marketing Fellowship, The Ohio State University, Columbus, Ohio, 2005
- 35th Annual Haring Symposium Presenter, Indiana University, Bloomington, Indiana, 2005
- INFORMS Society for Marketing Science Doctoral Consortium Fellow, Emory University, Atlanta, GA, 2005
- Robert Bartels Marketing Fellowship, The Ohio State University, Columbus, Ohio, 2004
- AMA Sheth Foundation 39th Annual Doctoral Consortium Fellow, Texas A&M University, College Station, Texas, 2004
- Robert Bartels Marketing Fellowship, The Ohio State University, Columbus, Ohio, 2003
- 33rd Annual Haring Symposium Discussant, Indiana University, Bloomington, Indiana, 2003
- Robert Bartels Marketing Fellowship, The Ohio State University, Columbus, Ohio, 2002
- INFORMS society for Marketing Science Doctoral Consortium Fellow, University of Alberta, Edmonton, Canada, 2002
- First Place, Student Research Week Award, Texas A&M University, College Station, Texas, 2001

科技部計畫 MOST Projects

1. 「應用 BERTopic 及 LSTM 分析 SFCR 對歐洲保險公司股票收益變化率之影響」, 國科會專題研究計畫, 計畫主持人, 112-2410-H-027-012-, 112/8/1-113/7/31.
2. 「糖尿病患者併發症對患者 mortality 之影響及預測--深度學習技術與主題模型之應用」, 國科會專題研究計畫, 計畫主持人, 111-2410-H-027-007-, 111/8/1-112/7/31,.
3. 「以 LDA、自組織映射網路及長短期記憶模型預測群眾募資專案的成功率」, 國科會專題研究計畫, 計畫主持人, 110-2410-H-027-002-, 110/8/1-111/7/31.
4. 「用戶原創內容對電視收視率之影響的量化衡量」, 科技部專題研究計畫, 計畫主持人, MOST 107-2410-H-027-007 -, 107/08/01-108/07/31.

5. 「媒體多樣性下之有線電視收視行為的資料融合研究」,科技部專題研究計畫,計畫主持人,MOST 105-2410-H-027-005-MY2, 2016/8/1-2018/7/31.
6. 「應用獨立成分分析法於共同基金投資決策之研究」,科技部專題研究計畫,計畫主持人,103-2410-H-027-006-, 2014/8/11-2015/7/31.
7. 「資料探勘技術於產品故障預測模式之建構-分類迴歸樹與支援向量迴歸之整合應用」,國科會產學合作計畫,計畫主持人, : NSC 102-2622-E-027 -019 -CC3, 2013/11/01-2014/10/31.
8. 「以 Bayesian Ordinal Probit Model 分析順序性問卷資料」,國科會一般型研究計畫,計畫主持人,NSC-102-2410-H-027-008, 2013/08/01-2014/07/31.
9. 「以層級貝氏分析廣告媒體對顧客品牌選擇的影響」,國科會新進人員研究計畫,計畫主持人,NSC-99-2410-H-027-017-MY2, 2010/11/01-2013/1/31.

產學合作計畫 Industry-Academic Cooperative Research Project

1. 「半導體產業產學連結研究」,資策會, 8/12/2024-10/31/2024,計畫主持人
2. 「半導體人才需求調查」,資策會, 3/28/2024-11/30/2024,計畫主持人
3. 「短效品服務需求資料調查」,工研院, 6/30/2023-11/30/2023,計畫主持人
4. 「半導體產業產學聯結調查」,資策會, 5/10/2023-11/30/2023,計畫主持人
5. 「智慧電子人才應用發展推動計畫-人才需求調查研究」,資策會, 5/10/2023-11/30/2023, 計畫主持人
6. 「智慧零售數位落點分析」,工研院, 5/12/2022-11/30/2023,計畫主持人
7. 「5G+創新應用商業化於智慧建築之相關應用領用研究報告」,資策會, 5/19/2022-11/30/2022,計畫主持人
8. 「半導體人才需求及培訓機制研究暨產學聯結調查」,資策會, 2022/4/14-2023/6/30,計畫主持人
9. 「因應 5G 時代來臨零售業之挑戰分析報告」,資策會,5/13/2021-10/29/2021,計畫主持人
10. 「半導體產業人才需求研究調查暨培訓機制建議」,資策會, 4/19/2021-11/30/2021,計畫主持人
11. 「中小型店家導入數位服務方案之數據分析研究」,工研院, 10/7/2020-10/30/2021,計畫主持人
12. 「半導體產業專業技術暨數位人才需求調查委託研究」,資策會, 7/20/2020-11/30/2020, 計畫主持人
13. 「經濟部工業局 108 年度智慧電子產業人才培訓專案-產業人才暨課程需求調查、產學聯結規劃研究」,經濟部工業局, 3/1/2019-11/30/2019,共同主持人
14. 「經濟部工業局 107 年度智慧電子產業人才培訓專案-產業人才暨課程需求調查、產學聯結規劃研究」,經濟部工業局, 3/1/2018-11/30/2018,共同主持人
15. 「東南亞人才在台情況分析」,財團法人工業技術研究院,12/1/2017-2/28/2018,計畫主持人
16. 「智慧車電 SIG 廠商參與研討會活動意願分析」,財團法人工業技術研究院,12/1/2017-2/28/2018,計畫主持人

17. 「智慧車電 SIG 廠商媒合成功率之預測」,財團法人工業技術研究院, 12/1/2017-2/28/2018,計畫主持人
18. 「消費者數據創新應用資料探勘與分析研究計畫」,資訊工業策進會, 6/21/2017-11/30/2017,計畫主持人
19. 「經濟部工業局 106 年度智慧電子產業人才培訓專案-產業人才暨課程需求調查、產學聯結規劃研究」,經濟部工業局, 3/1/2017-11/30/2017,共同主持人
20. 「私人訂製專屬兒童故事繪本增值計畫」,科技部與格林文化事業股份有限公司, 2016/02/01-2017/10/31,計畫主持人.
21. 「4G 閱聽行為衍生應用研究計畫」,資訊工業策進會, 4/1/2016-11/21/2016, 計畫主持人.
22. 「媒體動態隨機抽樣技術」,資訊工業策進會, 1/1/2015-12/10/2015, 協同主持人.
23. 「智慧家電產品探索性研究」,資訊工業策進會, 4/1/2016-11/30/2016, 計畫主持人.
24. 「智慧消費性電子終端產業技術資源盤點」,資訊工業策進會, 3/1/2015-10/31/2015, 計畫主持人.
25. 「智慧消費性電子終端產業應用服務體驗與分析報告」,資訊工業策進會, 3/1/2014-11/30/2014,計畫主持人.
26. 「我國電視數位化關鍵議題之增值服務消費性需求分析」,資訊工業策進會, 3/1/2013-10/31/2013,計畫主持人.
27. 「數位無線電視轉換前後關鍵議題分析」,資訊工業策進會, 3/1/2012-10/31/2012,研究顧問.
28. 「資訊工業策進會數位電視增值服務推動計畫-新興示範應用分析調查」,資訊工業策進會, 4/1/2011-11/30/2011,研究顧問.
29. 「智慧電子學院計畫-適性職能建置」,經濟部工業局, 3/1/2016-10/31/2016, 計畫主持人
30. 「經濟部工業局 105 年度智慧電子產業人才培訓專案-產業人才暨課程需求調查」,經濟部工業局, 3/1/2016-10/31/2016,計畫主持人.
31. 「經濟部工業局 104 年度智慧電子產業人才培訓專案-產業人才暨課程需求調查」,經濟部工業局, 4/1/2015-10/31/2015,計畫主持人.
32. 「經濟部工業局 103 年度智慧電子產業人才培訓專案-產業人才暨課程需求調查」,經濟部工業局,4/1/2014-11/30/2014,計畫主持人.
33. 「經濟部工業局 102 年度智慧電子產業人才培訓專案-人才供需調查」,經濟部工業局,4/15/2013-12/15/2013,研究員.
34. 「經濟部工業局 101 年度智慧電子產業人才培訓專案-人才供需調查」,經濟部工業局,4/15/2012-12/15/2012,研究員.
35. 「經濟部工業局 100 年度半導體學院計畫-人才需求調查及開班網絡培訓能」,經濟部工業局,4/1/2011-12/31/2011,研究員.
36. 「經濟部工業局 105 年度智慧電子產業人才培訓專案-智慧電子產學聯結師資研究」,經濟部工業局,3/1/2016-10/31/2016,計畫主持人.

37. 「經濟部工業局 104 年度智慧電子產業人才培訓專案-智慧電子產學聯結師資規劃研究」,經濟部工業局,4/1/2015-10/31/2015,計畫主持人..
38. 「經濟部工業局 103 年度智慧電子產業人才培訓專案-智慧電子產學聯結師資規劃研究」,經濟部工業局,4/1/2014-11/30/2014,計畫主持人..
39. 「組合式木製玩具之設計開發」,臺灣美聲企業有限公司與國立臺灣藝術大學工藝設計系,06/01/2012-05/31/2013,計畫協同主持人.
40. 「會員購買/流失暨產品選擇分析模型建構案」,白蘭氏馬來西亞商食益補公司,8/2/2010-10/25/2010,計畫主持人.

論文審查 Professional Activities

- 台大管理論叢、企業管理學報、電子商務研究、管理與系統審查委員
- 國科會專題研究計畫審查
- 國科會大專生研究計畫審查
- 宋作楠碩士論文獎審查人
- Ad hoc reviewer for Journal of the Operational Research Society
- Ad hoc reviewer for Expert Systems with Applications
- Ad hoc reviewer for Applied Soft Computing
- Ad hoc reviewer for IEEE Transactions on Engineering Management
- Ad hoc reviewer for Applied Mathematics and Computation
- Ad hoc reviewer for Marketing Science
- Ad hoc reviewer for Quantitative Marketing and Economics

服務 Service

- 財團法人資訊工業策進會數位轉型研究院「航港數位化調查諮詢服務暨審查資料分析成果」專家顧問(2024/6/1-2024/11/22)
- 113 年教育部教學實踐研究計畫審查委員
- 經濟部工業局 iPAS 營運智慧分析師能力鑑定專業委員會委員 (2024/1/1-2026/12/31)
- 財團法人資訊工業策進會智慧電子人才運用發展推動計畫專家顧問 (2023/6/1-2023/12/31)
- 第 7 屆中堅企業遴選金屬機電類組之審查委員
- 第 6 屆中堅企業遴選民生化工類組之審查委員
- 數位經濟暨產業發展協會(DTA) 專家顧問(2021/6/18-2021/12/31)
- 經濟部工業局 iPAS 營運智慧分析師能力鑑定專業委員會委員 (2021/1/1-2021/12/31)
- 112 年教育部教學實踐研究計畫審查委員
- 111 年教育部教學實踐研究計畫審查委員
- 109 年教育部教學實踐研究計畫審查委員
- 中國生產力中心「第 26 屆國家品質獎」審查委員

- 新北市政府「New Sky Rider 自行車道建置計畫」座談會委員(2016/3/4)
- 天主教私立輔仁大學管理學院 104 學年度課程委員會校外委員
- 天主教私立輔仁大學管理學院 103 學年度課程委員會校外委員
- 天主教私立輔仁大學管理學院 102 學年度課程委員會校外委員
- 天主教私立輔仁大學管理學院 101 學年度課程委員會校外委員
- 天主教私立輔仁大學管理學院 101 學年度國際創業與經營管理學程課程委員會校外委員
- 「105 學年度技職校院策略聯盟計畫辦理國中學生技職教育宣導」之種子講師
- 「104 學年度技職校院策略聯盟計畫辦理國中學生技職教育宣導」之種子講師
- 「103 學年度技職校院策略聯盟計畫辦理國中學生技職教育宣導」之種子講師
- 「101 學年度技職校院策略聯盟計畫辦理國中學生技職教育宣導」之種子講師
- 經濟部工業局 105 年網站認養區塊品質考評會議委員(2016/12/30)
- 經濟部工業局「3D 列印產業發展推動計畫期末審查 105 年度邀標審查會」委員(2016/4/14)
- 經濟部工業局 100 年度「綱要暨全程計畫績效評估」委員(2012/2/21)
- 經濟部工業局 101 年度「智慧電子學院計畫/智慧電子產業發展推動計畫」邀標審查委員 (2011/12/22)
- 經濟部工業局 100 年度「半導體學院計畫/半導體產業發展推動計畫/晶片系統產業發展計畫」期末審查委員(2011/12/22)
- 經濟部工業局 99 年度綱要暨全程計畫績效評估審查委員 (2011/2/24)