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## **Education**

- PhD, Department of Business Administration, National Central University, Taiwan, 2018/06.

## **Area of Specialty**

- Enterprise Resource Planning, Data Mining, Big Data Analysis, Computer Programming.

## **Academic Experience**

- Assistant Professor, Department of Leisure, Recreation and Tourism Management, Southern Taiwan University of Science and Technology, Taiwan, 2020/02 to present.
- Assistant Professor, Department of Marketing and Logistics Management, ChihLee University of Technology, Taiwan, 2019/08 to 2020/01.
- Adjunct Assistant Professor, Department of Business Administration, National Quemoy University, Taiwan, 2015/08 to 2019/07.
- Adjunct Assistant Professor, Department of Business Administration, Feng Chia University, Taiwan, 2017/08 to 2019/07.

## **Publications**

### **Journal Papers**

1. Ping-Yu Hsu, **Ming-Chia Hsu**, Bayarmaa Dashnyam. Applying Agglomerative Fuzzy K-Means to Reduce the Cost of Telephone Marketing. Springer's Lecture Notes in Artificial Intelligence(EI), October 2011 *with* 6 Reads, pp.197-208.

2. Ping-Yu Hsu, **Ming-Chia Hsu**, Tien-Hao Wei, Yao-Chung Lo, Ming-Shien Cheng, Hong-Tsuen Lei. The Effect of Event Sentiment on Product Recommendation in a Microblog Platform. Springer's Lecture Notes in Computer Science(EI), ICSI 2017: Advances in Swarm Intelligence, pp 119-131.
3. Yu-Wei Chang, Ping-Yu Hsu, Wen-Lung Shiau, **Ming-Chia Hsu**. An Empirical Study on Factors Affecting Switching Intention to Cloud Enterprise Information Systems: A Comparison between Public and Private Clouds. Journal of Global Information Management (SSCI), 27(4), pp 46-69.
4. Chih-Hao Wena, Ping-Yu Hsu, Chung-Yung Wang, Tai-Long Wuc, **Ming-Chia Hsu**. E-government information application: identifying smuggling vessels with data mining technology. The Electronic Journal of e-Government, 10 (1), pp 47-58. (Level 1 in the Danish Government BFI lists)
5. Mei-Yu Lin, Ping-Yu Hsu, Ming-Shien Cheng, Hong-Tsuen Lei, **Ming-Chia Hsu**. Identifying Fake Review Comments for Hostel Industry. Springer's Lecture Notes in Computer Science(EI), ICSI 2017: Advances in Swarm Intelligence, pp 421-429.

### Conference Papers

1. **Ming-Chia Hsu**, Ping-Yu Hsu. Identifying Substitution items from transaction data. International Conference on the Development and Application of Big Data and Enterprise Resource Management.
2. **Ming-Chia Hsu**, Ping-Yu Hsu, Bayarmaa Dashnyam, Guan-Yi Lin. Segment potential customers with internet behavior for a telecommunication company. International Conference on the Development and Application of Big Data and Enterprise Resource Management.
3. Wei-Ping Lee, **Ming-Chia Hsu**, Chia-Ping Huang. Applying the Strategy of Value Density to Solve the Zero-One Knapsack Problem. International Conference on the Development and Application of Big Data and Enterprise Resource Management.
4. Wei-Ping Lee, **Ming-Chia Hsu**, Kuo-Cheng Wen, Yu-Cheng Chen. Particle Swarm Optimization Combines Dual Evolutionary Strategy to Solve the Knapsack Problem Conference on Information Management and Practice.
5. Wei-Ping Lee, Mei-Ling Huang, Yu-Cheng Chen, **Ming-Chia Hsu**. Particle Swarm Optimization with Strategies of Dissipative and Swap to Solve Clustering Problem. Conference on Information Management and Practice.

### Dissertation

- Ming-Chia, Hsu (2018). "Identifying Substitution items from transaction data", Ph.D. Dissertation, National Central University.

## **Professional Certifications**

- Information Security Management Systems Auditor/Lead Auditor Training Course (In Accordance with ISO27001:2005). No: A17242, TUV, 2009.
- Application Engineer of Enterprise Resource Planning in Distribution Module. No: CERPS1308048, CERPS, 2013.
- Planner of Enterprise Resource Planning. No: CERPS1404149, CERPS, 2014.
- The Certificate of Proficiency in Fundamentals of Restaurant Management System GM ERP System. No: CERPS1509278, CERPS, 2015.
- Planner of Business Intelligence. CERPS.
- Developing and Implementing Web Applications with Microsoft Visual Studio.NET.
- Developing and Implementing Windows-based Applications with Microsoft Visual Studio.NET.
- Developing XML Web Services and Server Components with Microsoft Visual Studio.NET and the Microsoft .NET Framework.
- Designing and Implementing Databases with Microsoft SQL Server™ 2000 Enterprise Edition.
- Software Developer of APP for eBusiness, CERPS.

## **Academic Professional Service**

- Consultant, Commerce Development Research Institute, 2019.
- Consultant, Industrial Technology Research Institute, 2019.
- ERP Consultant, White Horse Ceramic Co., 2017 to 2019.
- Information System Consultant, Zhan Hui Technologies Co., 2017 to Present.
- Consultant, GaoMing Information Services Co., 2017 to Present.

## **Professional Experience**

- Manager, Chinese Enterprise Resource Planning Society, 2011 to 2019.
- System Analyst, Academia Sinica, 2009 to 2010
- Assistant Engineer, Industrial Technology Research Institute, 2003 to 2009.