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Education

- PhD, Parks, Business Department, University of Takusyoku, Japan, 2006/03.

Area of Specialty

- Management, Japanese, e- Business

Academic Experience

- Assistant Professor, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, 2009/02 to present.
- Assistant Professor, Center for General Education, Southern Taiwan University, 2006/08 to 2009/02.

Journal Papers

1. Chen, C. A., Huang, Shu-Ling, Yang, P. H., Chen, W. Y. (2020). The Relationship between Service Quality, Satisfaction and Loyalty: A Study of On-Campus Starbucks. *Information and Management Science*, 13(1), 4-26. (in Chinese)
2. Chen, C. A., Huang, Shu-Ling, Yang, P. H., Chen, W. Y. (2019). The Relationship among Service Quality, Experience Value, Satisfaction and Repurchase Intention -An Empirical Study of Gift Company. *Information and Management Science*, 12(1), 27-44. (in Chinese)
3. Huang, Shu-Ling, Chen, C. A., Chen, W. Y. & Shimada, S. (2018). A Study of the Relationships among Tourism Image, Satisfaction, and Revisiting Willingness of Tainan Historic Relics-A Case of Japanese Tourists. *Information and Management Science*, 11(1), 4-18. (in Chinese)
4. Wei-Yeh Chen, Shu-Ling Huang, and Yu-Ting Tseng, "The Spectrum Trading Based on QoS Selection Mechanism in Cognitive Radio Networks," *Journal of Southern Taiwan University of Science and Technology*, Vol. 2, No. 1, pp. 115~131, June 2017. (in Chinese)
5. Wei-Yeh Chen, Shu-Ling Huang, and Zhi-Cong Lin, "The Fifth Generation of Mobile Communication Systems," *Information and Management Science*, Vol. 7, No. 1, pp. 46~62, June 2014. (in Chinese)
6. Wei-Yeh Chen, Shu-Ling Huang, Jung-Chung Hung, and Cheng-Wei Chang, "The Study of Reducing False Spectrum Sensing Probability in Cognitive Radio Using Reinforcement Learning," *Journal of Computer Science and Applications*, Vol. 6, No.2, Dec. 2010, pp. 17-32. (in Chinese)
7. Shu-Ling Huang (2004). Innovation and Knowledge Society in. *Annual Report of Graduate School of Takushoku University*, 31, 229-270.
8. Shu-Ling Huang (2003). Premises of e-business—1---with Emphasis on possibility of outsourcing---. *Annual Report of Graduate School of Takushoku University*, 31, 103 -132.

Conference Papers

1. Ko, L. M., Huang, S. L., & Chou, T. M. (2023). Business Strategies of the Tourist Hotel Industry during the COVID-19 Epidemic, 2023 Advances in Tourism and Hospitality Conference, Tainan, Taiwan, 20 May.
2. Ko, L. M., Huang, S. L., & Su, Z. F. (2022). The Courage of Lifting-A Narrative of a Female Weightlifting Coach, 2023 Sustainable Development of Tourism and Hospitality Industry Conference, Tainan, Taiwan, 27 May.

3. Ko, L. M., Huang, S. L., & Lo, Y. T. (2022). A Study of Serious Leisure Participations' Training Motivation and Career Transition – Taking Group Aerobics Instructor as an Example, 2023 Sustainable Development of Tourism and Hospitality Industry Conference, Tainan, Taiwan, 27 May.
4. Ko, L. M. Huang, S. L., & Pan, Y. H. (2022). Exploring the Behavioral Intention of Participating in Online Marathon based on the Theory of Planned Behavior, 2023 Sustainable Development of Tourism and Hospitality Industry Conference, Tainan, Taiwan, 27 May.
5. Ko, L. M. Hung, C.Y. & Huang, Shu-Ling. (2017) The Motivation, Experience and Reflection of Overseas Volunteer Tourists. 2017 Southern Taiwan University of Science and Technology New Southbound Policy Academic Seminar, Tainan, Taiwan, 28 October. (in Chinese)
6. Yang P. H., Chen, C. A., Sheng, M. C., Huang, Shu-Ling. & King, J. Y. (2017). Wumilehelanjing Yongqyuan - A Preliminary Study on Business Model. 2017 Southern Taiwan University of Science and Technology New Southbound Policy Academic Seminar, Tainan, Taiwan, 28 October. (in Chinese)
7. Shih, H. Y., & Huang, Shu-ling, & Sh-hun Lin (2015) "A study of customer revisiting willingness of culture creation park - take Kaohsiung 2nd Pier as an example" The 2015 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
8. Wei-Yeh Chen, Zhi-Cong Lin, and Shu-Ling Huang, "The Fifth Generation of Mobile Communication Systems," The E-Learning and Information Technology Symposium 2014, Tainan, Taiwan, March 2014. (in Chinese)
9. Wei-Yeh Chen, Ding-Lun Lee, and Shu-Ling Huang, "The Impact of Pricing Strategies on the Revenues of Spectrum Trading," The E-Learning and Information Technology Symposium 2014, Tainan, Taiwan, March 2014. (in Chinese)
10. Wei-Yeh Chen, Chih-Wei Huang, Shu-Ling Huang, and Jung-Chung Hung, "The Study of Differentiated Service Provision based on Q-Learning Mechanism in Cognitive Radio Networks," The E-Learning and Information Technology Symposium 2012, Tainan, Taiwan, March 2012. (in Chinese)
11. Wei-Yeh Chen, Shu-Ling Huang, Yu-Ting Tseng, and Hsin-Hsiung Huang, "The Study of Trading Strategy for Spectrum Management in Cognitive Radio Networks," 2011 National Symposium on Telecommunications, Hualien, Taiwan, Nov. 2011. (in Chinese) NSC 100-2221-E-218-044.
12. Wei-Yeh Chen, Jung-Chung Hung, Shu-Ling Huang, and Cheng-Wei Chang, "The Study of Reducing False Spectrum Sensing Probability in Cognitive Radio Using Reinforcement Learning," 2010 Workshop on Consumer Electronics, Tainan, Taiwan, Nov. 2010, pp. 217~223. (in Chinese)
13. Wei-Yeh Chen, Hsin-Hsiung Huang, Shu-Ling Huang, and Yu-Shih Yang, "The Study of Spectrum Auction in Cognitive Radio Networks," Ubiquitous-Home Conference 2010 (UHC2010), Tainan, Taiwan, 2010 Nov, pp. 240~246. (in Chinese)
14. Wei-Yeh Chen, Hsi-Nung Wang, and Shu-Ling Huang, "The Study of Supporting Integrated Services in Cognitive Radio Networks," TANet 2010, Tainan, Taiwan, Oct. 2010. (in Chinese)
15. Wei-Yeh Chen, Yu-Shih Yang, Shu-Ling Huang, and Kai-Hsing Chang, "Performance Analysis for Integrated Service in Mobile Communications Systems," The 8th Conference on Communication Applications, Taipei, Taiwan, March 2010, pp. 385~393. (in Chinese)
16. Wei-Yeh Chen, Cheng-Wei Chang, Shu-Ling Huang, and Chao-Hung Chen, "The Design of Cross-Layer Routing Protocol in Wireless Mesh Networks," The 2009 Conference on Computer Science and Information Engineering Applications, Hsinchu, Taiwan, pp. 55~64, Dec. 2009. (in Chinese)

Dissertation

- Huang, S. L. (2006). Innovation and Knowledge Society. Unpublished doctoral thesis, University of Takusyoku.

Professional Certifications

1. Cloud Technology and Internet Services-Professional, No: 132160800001610, TQC, 2016/08.

2. Big Data Process and Analysis, No: 431150800000010, TQC, 2015/08.
3. Hot Spring Industry Operate Management, No: HSOM 1500191, Taiwan Hot Spring Tourism Association, 2015/09.

Professional Experience

1. Consultant, Sing Long Community Development Association, 2015/08 to 2016/07.
2. Consultant, Jap-Tokyo Company, 2013/09 to 2015/08.

Grants

1. Ministry of Education, No: 臺教文(三)字第1040070994B, "104 MOE Pilot Overseas Internships --Japan," 2016/07 to 2016/09.
2. Ministry of Education, No: 臺教文(三)字第1030079167B, "103 MOE Pilot Overseas Internships --Japan," 2015/07 to 2015/09.
3. Ministry of Education, No: 臺文(三)字第1010099324, "101 MOE Pilot Overseas Internships -- Japan," 2013/07 to 2013/09.

Entrusted Practical Projects

1. Shu-Ling Huang. 2020. Japanese-Language Proficiency Test - N5 Personnel Training Program. 36001091002.
2. Shu-Ling Huang. 2019. Japanese-Language Proficiency Test - N5 Personnel Training Program. 36001080131.
3. Shu-Ling Huang. 2016. Japanese-Language Proficiency Test - N5 Personnel Training Program. 351050076.
4. Shu-Ling Huang. 2016. Japanese-Language Proficiency Test - N4 Personnel Training Program. 351050151.
5. Shu-Ling Huang. 2014. Japanese-Language Proficiency Test - N4 Personnel Training Program. 351030513.
6. Shu-Ling Huang. 2014. Japanese-Language Proficiency Test - N5 Personnel Training Program. 351030514
7. Shu-Ling Huang. 2013. Japanese-Language Proficiency Test - N5 Personnel Training Program. 351020401.
8. Shu-Ling Huang. 2012. Japanese-Language Proficiency Test - N5 Personnel Training Program. 351010524.
9. Shu-Ling Huang. 2011. Japanese-Language Proficiency Test - Personnel Training Program. 350990204.