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Education

- PhD, Business Administration, National Sun Yat-sen University, 2011/12
- Master of Business Administration, University of Missouri-Kansas City, USA., 1991/06
- Bachelor, Transportation Technology and Management, Feng-Chia University, Taiwan, 1986/06

Area of Specialty

Organizational Behavior, Business Strategy, Leadership,

Academic Experience

- Assistant Professor, Department of International Business, Southern Taiwan University, 2014/08 - to present
- Chairperson, Department of Marketing and Logistics Management, Hsing-Kuo University of Management, 2012/08 - 2014-07
- Assistant Professor, Marketing and Logistics Management, Hsing-Kuo University of Management, 2012/02 - 2014/07
- Adjunct Assistant Professor, Department of Logistics Management, the ROC Air Force Institute of Technology, 2008/09 - 2011/06
- Adjunct Assistant Professor, Department of Financial, Shih Chien University, Taiwan, 2008/02 - 2012/06

Professional Experience

- English Tutor (TOEIC, GEPT, CEE, BCT, etc.), Ban-Yuan Test Preparation Center, 1996-2011.
- Project and System Consultant, TetonMac Information Services, 1998-2004.
- Manager of Administrative Department, South Canal International Trade Co., Ltd., 1996-1998.

- Junior Manager and Special Assistant of G.M., Tainan Construction and Real Estate Management Co., Ltd., 1993 – 1996.
- Sales/System Engineer, Communication Information Co. Ltd., 1991- 1992.

Publications

Peer Reviewed Journals

1. **Hung, Yishuo** (2014), Behavioral Integrity and Decision Making: A Scenario Prospect, *Journal of Hsing-Kuo University of Management*, vol. 15, 15-29. (in Chinese)
2. Huang, Jason Heh, & **Yishuo Hung** (2013), “Gender Differences and Behavioral Integrity: From a Social Contract Perspective,” *Journal of Management & Organisation*, vol. 19, no.1, 84-100. [SSCI]
3. **Hung, Yishuo**, Huang, Jason Heh, & Gosling, Mark (2011), “Deviation and Escalation: Decision-making Pitfalls Illustrated,” *Journal of Organizational Change Management*, vol. 24, no. 5, 695-711. [SSCI]
4. Huang, Jason Heh, & **Yishuo Hung** (2008), The Folly of “Rewarding for A, while Hoping for B” in the Higher-Education System, *Journal of Education Resource and Research*, vol. 81, 43-58. (in Chinese)

Peer Reviewed Proceedings

1. **Hung, Yishuo** (2014), “Access Impact Factors for Prediction, A Regression Model—Using American Major League Baseball as Data Base” in *The 2014 Conference on Marketing, Logistics and Management*, Hsiung-Kuo University of Management, Tainan, 15 May (pp. 149-166).
2. **Hung, Yishuo** (2013), “Reflections on Decision-making Disparities among Leaders in Different Stages of Social Contract Formations,” in *The 2013 Conference on Marketing, Logistics and Management*, Hsiung-Kuo University of Management, Tainan, 14 May (pp. 323-336).
3. **Hung, Yishuo**, Huang, Jason Heh, & Peithe Ma Salva (2013), “Performance Management System and Government Effectiveness: Comparative Study on Public Servants between the Republic of China and Republic of the Philippines,” in *Conference on Organization Management and City Governance in Democratic Transformation*, National University of Tainan, 8 May (pp. 1-28).
4. **Hung, Yishuo** (2012), “Consumers’ Choices between Private and Public Brand Products: An Application of Game Theory,” in *The 2012 Conference on Marketing, Logistics and Management*, Hsiung-Kuo University of Management, Tainan, 24 May (pp. 309-323).

5. Huang, Hsin Hui & **Yishuo Hung** (2012), "Professional Managers and Managers' Profession: Inspired by Peter Drucker," in *The 2012 Conference on Marketing, Logistics and Management*, Hsiung-Kuo University of Management, Tainan, 24 May (pp. 142-151).
6. Teng-Chu Steve Chiu, Heh Jason Huang, & **Yishuo Hung** (2012), "The Influence of Humility on Leadership: A Chinese and Western Review," *2nd International Conference on Economics Business and Marketing Management (CEBMM 2012)*, February 26-28, Singapore. (pp. 129-133).
7. **Hung, Yishuo** & Heh Jason Huang (2011), "Comparisons of Behavioral Integrity between Seasoned Managers and Business Students: Using Scenarios as Social Contracts," *2011 International Conference of Management Learning and Business Technology Education*, May 9-11, Kaohsiung, Taiwan.
8. Huang, Jason Heh, and **Yishuo Hung** (2010), "Contexts, Social Contract, and Leader Integrity," *International Conference on Economics, Business and Management (ICEBM)*, Dec. 4-5. Manila, Philippines. (pp. 78-81).
9. **Hung, Yishuo** (2010), "Mission, Agency Problems, and Strategic Empowerment," *International Conference on Economics, Business and Management (ICEBM)*, Dec. 4-5, Manila, Philippines. (pp. 90-92).

Peer Reviewed Paper Presentations

1. **Hung, Yishuo** & Heh Jason Huang (2011), "Social Contracts and Gender Differences in Behavior Integrity," *International Seminar on Business and Management*, April 27-29, Bandung, Indonesia.
2. **Hung, Yishuo** (2010), "Leader Integrity: A Contractarian Perspective," *International Conference of Management Learning and Business Technology Education*, March 25, Taipei, Taiwan.
3. Huang, Jason Heh, & **Yishuo Hung** (2009), "Gender Difference in Behavioral Integrity: From a Social Contracts Perspective." *2009 Academy of Management Annual Meeting (AOM)*, Aug. 8-12. Chicago, USA.

Papers under Review and Revision

1. **Hung, Yishuo** "The Moderating Effects on Perceived Leader Behavioral Integrity," *Journal of Business Ethics* (SSCI).
2. **Hung, Yishuo** & Heh Jason Huang, "Leader Integrity: The Dilemma in Being Consistent or Being Adaptive," *Leadership* (SSCI).

Dissertation

1. Hung, Yishuo (2011), "Exploring Core Values Moderating Perceived Leader Behavioral Integrity and Trust: A Contractarian Perspective." (in English), National Sun Yat-sen University, Kaohsiung, Taiwan.

Thesis

1. Hung, Yishuo (1991), "A Maze in an Isolated Island: A Preliminary Investigation on Leadership, Motivation, and Interpersonal Dynamics of a Social Group in a Foreign Territory." (in English), University of Missouri-Kansas City, Missouri, USA.

Working Paper

1. Huang, Jason Heh, **Yishuo Hung** & Peithe Ma Salva, "Using Ulrich & Lake's Model as Performance Management System and Government Effectiveness Appraisals: A Comparative Study on Public Servants," National Science Council, NSC 96-2416-H-110-018-MY2.
2. Huang, Jason Heh, **Yishuo Hung** "Exploring Microsocial Contracts in Business Environment in Taiwan: A study of Integrity Issues for Business Managers: Ethical Scenarios and Social Contracts," National Science Council, NSC 100-2410-H-110-050-MY2.

Honors and Awards

- Outstanding Teacher on Research (2013), Hsiung Kuo University of Management, Tainan, Taiwan.

Academic Service

- Reviewer:
 - Advances in Economics and Business Journal (2014);
 - Journal of Hsing-Kuo University of Management (2013)
- Committee Member
 - The 4th International Asia Conference on Industrial Engineering and Management Innovation (IEMI'2013), National Taiwan University, Taiwan.
- Committee Member at Hsing-Kuo University of Management
 - President Selection Committee (2014)
 - Teacher Review Committee (2013)
 - Academic Review Committee (2012, 2014)
 - Conference on Marketing, Logistics and Management of Management (2012, 2013).
- Assist at Books and Book Chapters
 - Huang, J. H. (2011). Scenario-based Approach as a Teaching Tool to Promote Integrity Awareness: A Chinese Perspective, in Wankel, C., and Stachowicz-Stanusch, A. (Eds.) *Management Education for Integrity*. New York: Emerald, p. 155-167.

- Huang, J. H. (2009). *Organizational Behavior: The Formation and Exertion of Influence*. Taipei, Future Career.

Professional Certifications

- Analyst of E-Commerce, #TIEA-ECA-10302625, Taiwan Innovative Education Association. (2013).
- Certificate of Steel-Radiation Detection for Building Materials, #0029, Atomic Energy Council (AEC) Executive Yuan. (1995).