



## ● Personal information

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## ● Education

- National Taiwan University of Science and Technology,  
PhD of Graduate Institute of Finance (Study in Management Account),  
January.2013
- The University of Birmingham, UK  
Master degree of Business Administration, December 1997

## ● Experience

- Oriental Institute of Technology Department of Business Administration  
Associate Professor, full-time (February 2018 ~ present)
- Oriental Institute of Technology Department of Business Administration  
Assistant Professor, full-time (January .2016~ January 2018)
- De Lin Institute of Technology Department of Business Administration –  
Assistant Professor, full-time (August. 1999 ~ January .2016) :
- Takming University of Science and Technology  
Department of International Trade -. Adjunct Lecturer (August. 1999 –  
June,2000)
- Chinese University of Science and Technology  
Department of International Trade - Adjunct Lecturer (September 1998 -  
December.1998).

## ● Expertise

Accounting, Cost and Management Accounting, Financial Management,  
Investments.



## ● Research Outcomes

### (1) Journal Paper

- 柯亞先、朱芳業、湯惠斐、黃秀鳳 ( 2016 ) · 運用綠色會計概念評估節能減碳之成效：以亞東紀念醫院為例 · 管理資訊計算 · 5(1) · 286-302 。 (ISSN : 2225-9481)
- Ying-Li Lin\*, Hsiu-Feng Huang, 2014 , " How does the ratio and part-time of independent director affect firm performance" , 2014The Eight International Conference on Innovative Mobile and Internet services in Ubiquitous Computing, IMIS2014.
- Chiung-Ju Liang, Ying-Li Lin, Hsiu-Feng Huang\*, 2013, "Effect of core competence on organizational performance in an airport shopping center" Journal of air Transport Management, forthcoming [SSCI]. (\* is the corresponding author)
- Ying-Li Lin\*, Hsiu-Feng Huang, 2012 , " Intangible assets, Financial Performance, and Market Value-an Integrative Research of Financial Services Industry" , 2012 Sixth International Conference on Innovative Mobile and Internet services in Ubiquitous Computing, IEEE, [EI], pp952-955. (\* is the corresponding author)
- 呂冠瑩 · 黃秀鳳 · 2010 · 保養品消費體驗之研究 · 德霖學報 24 期, DE LIN Institute of Technology, New Taipei City, Taiwan, May 12, 2010
- 黃秀鳳 · 2009 · 從財務比率探討 TFT-LCD 產業財務診斷 · 德霖學報 23 期, DE LIN Institute of Technology, New Taipei City, Taiwan, May 12, 2009
- 黃秀鳳 · 2000, 資訊科技對服務行銷的影響, 四海學報第 14 期 P323-338

## ● Research Outcomes

### (2) Conference Paper

- 黃秀鳳, 2014, "台灣年輕族群的理財行為之研究" 2014 現代經營管理研討會, DE LIN Institute of Technology, New Taipei City, Taiwan, DEC. 6, 2014
- Hsiu-Feng Huang\*, 2013 , "The factors of customers repurchasing in contact lane industry in Taiwan " 2013 全國觀光休閒事業管理與發展論壇暨研討會, DE LIN Institute of Technology, New Taipei City, Taiwan, May 2, 2013
- Hsiu-Feng Huang\*, Ying-Li Lin, 2011, "連鎖便利商店之商店印象顧客滿意與品牌權益的關係之研究" , International Conference on Sustainable Development, Innovation and Education of Hospitality, Tourism and Leisure, DE LIN Institute of Technology, New Taipei City, Taiwan, May 6~7, 2011. (\* is the corresponding author)



- 黃秀鳳, 2013, “金控公司投資可行性之研究” 2013 現代經營管理研討會, DE LIN Institute of Technology, New Taipei City, Taiwan, DEC. 2, 2011
- 黃秀鳳, 2011, “The relationship between product life cycle and stock price” 2011 現代經營管理研討會, DE LIN Institute of Technology, New Taipei City, Taiwan, May 5, 2011
- 黃秀鳳, 2010, “Is the organization behavior factor involved? An empirical examination of Taiwanese firms” 2010 現代經營管理研討會, DE LIN Institute of Technology, New Taipei City, Taiwan, May 12, 2010
- 呂冠瑩 · 黃秀鳳 · “視覺資訊對網路口碑之影響” · 2010 現代經營管理研討會, DE LIN Institute of Technology, New Taipei City, Taiwan, May 12, 2010
- 黃秀鳳, 2009, “半導體產業之智慧資本分析”, 2009 現代經營管理研討會, DE LIN Institute of Technology, New Taipei City, Taiwan, May 12, 2009

## ● Research Outcomes

### (3) Published Book

- 黃秀鳳 (2015) · 補助大專校院辦理共通核心職能課程 · 行政院勞動部勞動力發展署結案成果報告。
- 黃秀鳳 (2014) · 補助大專校院辦理共通核心職能課程 · 行政院勞動部勞動力發展署結案成果報告。
- 黃秀鳳 (2013) The Impact of Intellectual Capital on Firm Value, 台灣科技大學博士論文。
- 黃秀鳳 (2013) · 大鵬展翅 - 提升職場就業力講座暨企業職場參訪 · 行政院勞委會職訓局結案成果報告。
- 黃秀鳳 (2013) · 補助大專校院辦理共通核心職能課程 · 行政院勞委會職訓局結案成果報告。

## ● Honors & Awards

- 2014.10.30 與 2015.4.9 分別獲邀擔任 Tourism Management 和 Journal of Air Transport Management 兩家 SSCI 期刊審稿人 (reviewer) · 負責審查 Performance, Consumer Behaviors, Business management and Employment 領域之投稿論文。
- 榮獲 102 學年度德霖技術學院 績優教師 全校第一名。
- 榮獲 101 學年度德霖技術學院 績優導師
- 榮獲 100 學年度德霖技術學院 績優導師