

SHIH-CHANG HUNG
Curriculum Vitae

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EDUCATION

PhD, Business (strategy), Warwick, UK, 1995
MBA, Tamkang U, Taiwan, 1991
BBA, Fu-Jen Catholic U, Taiwan, 1986

ACADEMIC POSITIONS

Executive Director, EMBA/MBA/EDP, College of Technology Management, National Tsing Hua University, Aug 2013~
Associate Dean, College of Technology Management, National Tsing Hua University, Aug 2010~
Director, Center for Science and Technology Policy, 2010~
President, Taiwan Academy of Management, 2010~2012
Visiting Professor, Said Business School, University of Oxford, UK, 2007~2008
Distinguished Professor, Institute of Technology Management, National Tsing Hua University, Taiwan, Aug 2007~
Director, Institute of Technology Management, National Tsing Hua University, Taiwan, Apr 2004~Jul 2007, Aug 2008~July 2014
Chairman, Management Program, National Science Council of Taiwan, Jan 2006 ~ Dec 2008
Professor, Institute of Technology Management, National Tsing Hua University, Taiwan, Aug 2003~Jul 2007
Associate Professor, Institute of Technology Management, National Tsing Hua University, Taiwan, Aug 2001~Jul 2003
Associate Professor, Department of Business Administration, National Chung Hsing University, Taiwan, Aug 2000~Jul 2001
Associate Professor (tenure-track), Department of Industrial Engineering and Engineering Management, National Tsing Hua University, Taiwan, Aug 1996~Jul 2000

Associate Professor, Department of International Trade, Tamkang University, Taiwan,
Aug 1995~Jul 1996

ACADEMIC HONORS

A Recipient of (Taiwan) National Science Council's Outstanding Research Award,
2003/2011

Voted by his university's EMBA students as the best teacher (ranked number 1), 2005,
2006, 2007

A Recipient of (Taiwan) National Science Council's Wu Ta-You Young Investigator
Award, 2003 (the first strategy scholar to win this award.)

A Winner of the Chinese Management Association Research Award for the Best Paper
published in Journal of Management (in Chinese)

Nominated by the Dept of Industrial Engineering and Engineering Management for
his university's Outstanding Teaching Award, 1999

RESEARCH INTERESTS

Strategy-as-Practice, Institutional Entrepreneurship, National Innovation Systems,
Qualitative/Case Research Methods

TEACHING AREAS

Strategic Management, Technology and Innovation Management

PUBLICATIONS

(Listed here only in English Journals)

Journal Articles

Hung, Shih-Chang and Richard Whittington (1997) "Strategies and Institutions: A
Pluralistic Account of Strategies in the Taiwanese Computer Industry",
Organization Studies, 18(4): 551-575.

Hung, Shih-Chang (1999) "Policy System in Taiwan's Industrial Context", Asia
Pacific Journal of Management, 16(3): 411-428.

Hung, Shih-Chang (2000) "Social Construction of Industrial Advantage",
Technovation, 20(4): 197-203.

Hung, Shih-Chang and Richard Whittington (2000) "Playing by the Rules:
Institutional Foundations of Success and Failure in the Taiwanese IT Industry",
Journal of Business Research, 47(1): 47-53.

Hung, Shih-Chang (2000) "Institutions and Systems of Innovation: An Empirical
Analysis of Taiwan's Personal Computer Competitiveness", Technology in
Society. 22(2): 175-187.

Hung, Shih-Chang (2002) "On the Co-Evolution of Technologies and Institutions: A

- Comparison of Taiwanese Hard Disk Drive and Liquid Crystal Display Industries”, *R&D Management*, 32(3): 179-190.
- Hung, Shih-Chang (2002) “Mobilising Networks to Achieve Strategic Difference”, *Long Range Planning*, 35(6): 591-613.
- Hung, Shih-Chang (2003) “The Taiwanese System of Innovation in the Information Industry”, *International Journal of Technology Management*, 26(7): 788-800.
- Hung, Shih-Chang, N. Liu and J. Chang (2003) “The Taxonomy and Evolution of Technology Strategy”, *IEEE Transactions on Engineering Management*, 50(2): 219- 227.
- Hung, Shih-Chang (2004). “Explaining the Process of Innovation: The Dynamic Reconciliation of Action and Structure”, *Human Relations*, 57(11): 1479-1497.
- Liu, Tzu-Hsin, Chu, Yee-Yeen, Hung, Shih-Chang, and Wu, Shien-Yang (2005) “Technology Entrepreneurial Styles: A Comparison of UMC and TSMC”, *International Journal of Technology Management*, 29(1/2): 92-115.
- Hung, Shih-Chang (2005) “The Plurality of Institutional Embeddedness as a Source of Organizational Attention Differences”, *Journal of Business Research*, 58(11): 1543-1551.
- Hung, Shih-Chang and Y.-Y. Chu (2006) “Stimulating New Industries from Emerging Technologies: Challenges for the Public Sector”, *Technovation*, 26(1): 104-110.
- Wu, S.-Y., Shih-Chang Hung, and B.-W. Lin (2006) “Agile Strategy Adaptation in Semiconductor Wafer Foundries: An Example from Taiwan”, *Technological Forecasting and Social Change*, 73(4): 436-451.
- Lin, B-W, S.-C. Hung, and P.-C. Li, (2006) “Mergers and Acquisitions as a Human Resource Strategy: Evidence from US Banking Firms,” *International Journal of Manpower*, 27(2): 126-142.
- Lin, B-W, Y. Lee and S.-C. Hung, (2006) “R&D Intensity and Commercialization Orientation Effects on Financial Performance”, *Journal of Business Research*, 59(6): 679-685.
- Liu, T.-H., S.-C. Hung, and Y-Y Chu, (2007) “Environmental Jolts, Entrepreneurial Actions and Value Creation: A Case Study of Trend Micro”, *Technological Forecasting and Social Change*, 74(8): 1432-1445.
- Tan, D, S.-C. Hung, and N. Liu, (2007) “The Timing of Entry into a New Market: An Empirical Study of Taiwanese Firms in China”, *Management and Organization Review*, 3(2): 227-254.
- Chen, M.-H., Y. Chang, Y. and S.-C. Hung, (2008) “Social Capital and Creativity in R&D Project Teams”, *R&D Management*, 38(1): 21-34.
- Hung, S.-C. and Hsu, Y.-C. (2011) “Managing TFT-LCDs under Uncertainty: When Crystal Cycles Meet Business Cycles”, *Technological Forecasting and Social*

- Change, 78(7): 1104-1114.
- Hung, S.-C. and M.-F. Tu, (2011) “Technological Change as Chaotic Process”, *R&D Management*, 41(4): 378-392.
- Hung, S.-C. and R. Whittington, (2011) “Agency in National Innovation Systems: Institutional Entrepreneurship and the Professionalization of Taiwanese IT”, *Research Policy* 40(4): 526-538.
- Hung, S.-C., J. Liu, L. Lu, and Y.-C. Tseng (2014) “Technological change in lithium iron phosphate battery: the key-route main path analysis”, *Scientometrics*. 100(1): 97-120.
- Lee, C.-K. and S.-C. Hung (2014) “Institutional Entrepreneurship in the Informal Economy: China’s Shan-zhai Mobile Phones”, *Strategic Entrepreneurship Journal*, 8(1): 16-36.
- Hu, M. C., and Hung, S.-C. (2014). Taiwan's pharmaceuticals: A failure of the sectoral system of innovation?. *Technological Forecasting and Social Change*, 88: 62-176.
- Hung, S.-C. and M.-F. Tu (2014) “Is small actually big? The chaos of technological change”, *Research Policy*, 43(7): 1227-1238.

MEMBERSHIP IN ACADEMIC ORGANIZATIONS

Academy of Management

Strategic Management Society

European Group for Organization Studies

Founding Member of Taiwan Academy of Management