

Ming-Hung Hsieh (Prof.)

Vice Dean, College of Management, Shih Chien University (2024–present)

Professor & Director, Ph.D. Program in Creative Industries, College of Management, Shih Chien University (2012–present)

Program Director, Bachelor's Degree Program in English Taught Program in Smart Service Management, Shih Chien University (2025–present)

Professor, Department of Business Administration, College of Management, Shih Chien University

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Research Interests

- Service Design
- Technology management of Creative Industries
- Design management of Creative Industries
- Creative Industries Research
- Market Analysis and Marketing of Creative Products
- Cultural Metropolis Branding and Marketing

Education

- Ph.D. in Business Administration, National Taipei University
- M.S. in Information and Accounting, University of Florida, USA

Courses Taught

- Design management (including service design)
- Creative Design and Management
- Special Topics on Strategic Management of Creative Industries
- Research Methods in Creative Industries
- Advanced Research in Creative Industries

Professional and Public Service

- Member, Performance Evaluation Committee for the Renovation and Operation Transfer Project of the Yilan National Center for Traditional Arts (2025–present)
- Member, Ministry of Culture, Taiwan – Project for Promoting Public Participation in Cultural Infrastructure (2022–present)

- Review Committee Member, “POPOP Taipei” Project, commissioned by the Taipei City Government Department of Economic Development (2023-present)
- Appointed “Service Design Expert Representative,” Guanghai Foundation, Beijing (2022–2023)
- Review Committee Member, Ministry of Culture, Taiwan – “2019 Cultural and Creative Industries Policy Promotion Collaborative Project”
- Editorial Review Committee Member, Ministry of Culture, Taiwan – “2019 Annual Report on the Development of Taiwan’s Cultural and Creative Industries”
- Policy Evaluation Committee Member, Ministry of Culture, Taiwan – “Amendment Planning of the Cultural and Creative Industries Development Act”
- Evaluation Committee Member, Quality Assurance Accreditation for Taiwan Higher Education Institutions (2019–present)
- Reviewer, Sun Yat-Sen Management Review
- Reviewer, International Journal Technovation
- Review Committee Member, Taipei City Industrial Development Subsidy Program (Cultural and Creative Products)
- Review Committee Member, Ministry of Culture – Audiovisual & Film Finance Elite Program

Research Projects & Publications

- Hsieh, Ming-hung (2025). The Impact of Digital Technology and Artificial Intelligence on the Creative Industries: Re-Evaluating Creativity and the Creative Process. *International Journal of Arts Management* (forthcoming).
- Hsieh, Ming-hung (2025). Research on Industrial Transformation and New Business Models through AI Involvement in Cultural and Creative Industries. Internal project, Project No. USC-113-05-04003 (completed).
- Sun, Pei-Shao, Lee, Ching-Fang, & Hsieh, Ming-hung (2022). The Development of the Art Market: A Case Study of Rongsheng Auction. *Creative Management Review*, Vol. 7, pp. 115–128.
- Yang, Peng-Wei & Hsieh, Ming-hung (2022). Value Co-Creation in Knowledge-Intensive Non-Profit Organizations: A Case Study of the Cultural and Creative Industries. *Cultural Creativity 20: Retrospective and Prospective Academic Forum*, National Taipei University of Education.
- Kao, Yue-Chang, Xin, Xiang-Yang, & Hsieh, Ming-hung (2020). Service Design of Medical Furniture Based on Open Innovation. *Design Research*, Vol. 5, pp. 55–61.
- Hsieh, Ming-hung (2019). Creative Combinations in the Film Industry: Application of Social Network Theory. 3rd China Creative Management Summit Forum, Donghua University, Shanghai.
- Hsieh, Ming-hung (2012). Organizational Memory and New Product Performance: The MOME Model. Ministry of Science and Technology Project No. NSC 100-2410-H-158-007-SS2 (completed).

- Hsieh, Ming-hung (2009). Exploring the Antecedents of Anticipated Regret and Purchase Intention: A Study on New Products and Atypical Consumption. Project No. NSC 98-2410-H-158-001 (completed).
- Hsieh, Ming-hung (2008). Re-Examining the Relationship between Inter-Organizational Collaboration Types and Innovation Performance: A Contingency Perspective. Project No. 97-2410-H-158-006 (completed).
- Hsieh, Ming-hung (2007). The Impact of Proactive and Responsive Market Orientation and Resource Configurations on New Product Performance: An Exploratory Study. Project No. 96-2416-H-158-001 (completed).
- Hsieh, Ming-hung (2006). The Moderating Effect of Market Orientation and Launch Capability on the Relationship between Product Advantage and Product Performance. Project No. 95-2416-H-158-003 (completed).
- Hsieh, Ming-hung (2003). The Impact of Company Resources and Market Characteristics on New Product Launch Strategy: A Case Study of Taiwan's IC Design Industry. Project No. NSC 92-2626-H-163-0002 (completed).
- Hsieh, Ming-hung (2002). The Impact of Launch Strategies on Product Performance: A Case Study of Taiwan's SMEs in the Information Electronics Industry. Project No. NSC 91-2626-H-163-0001 (completed).