彭廣興專任副教授簡歷

現職

開南大學休閒事業管理學系副教授

經歷

1. 開南大學休閒事業管理學系專任助理教授
2. 開南大學休閒事業管理學系兼任助理教授
3. 開南大學專案管理研究所博士後研究
4. 元培科技大學企業管理系兼任助理教授
5. 元培科技大學企業管理系兼任講師

學歷

國立交通大學管理科學系博士

學術專長

休閒與觀光產業分析、休閒服務品質管理、休閒產業經營與管理、休閒產業投資與規劃

專業證照

1. ABACUS 航空訂位系統 1BTI20110024
2. 會議展覽專業人員初階認證
3. 華語領隊導遊證照

教授課程

1081 學期	1082 學期
休閒資訊管理	服務品質管理
遊憩設施規劃與開發	休閒產業投資規劃
經濟學概論	勞作教育二

1091 學期	1092 學期
休閒資訊管理	服務品質管理
遊憩設施規劃與開發	休閒產業投資規劃
經濟學概論	休閒管理
專題實作(合授)	

1101 學期	1102 學期
休閒消費行為	服務品質管理
遊憩設施規劃與開發	休閒產業投資規劃
經濟學概論	休閒管理
專題實作(合授)	研究方法(合授)

1111 學期

休閒消費行為
遊憩設施規劃與開發
勞作教育一
專題實作(合授)

榮譽

榮獲 101 年度開南大學優良導師(院級)

研究計畫

1. 104 年度科技部專題研究計畫「探究台灣工業遺產觀光發展之關鍵成功因素及系統性改善策略」(計畫主持人)
2. 106 年度科技部專題研究計畫「應用混合式模糊多屬性決策方法建構文化創意園區之遊憩吸引力評估指標與系統性改善策略」(計畫主持人)
3. 107 年度科技部專題研究計畫「從旅遊地觀光競爭力的觀點分析與比較台灣、日本與韓國觀光效益改善策略之差異性-模糊羅許德爾菲法與混合式模糊多屬性決策方法之應用」(計畫主持人)

學術著作

期刊論文

1. **Kua-Hsin Peng** and Gwo-Hshiung Tzeng (2019). Exploring heritage tourism performance improvement for making sustainable development strategies using the hybrid-modified MADM model. *Current Issues in Tourism*, (SSCI), 22(8), pp.921–947.
2. **Kua-Hsin Peng** and Gwo-Hshiung Tzeng (2013). A hybrid dynamic MADM model for problem-improvement in economics and business, Technological and Economic Development of Economy (SSCI), 19(4): 638–660.
3. **Kua-Hsin Peng**, Jen-Hung Huang and Wen-Hsiang Wu (2013). Rasch model in data envelopment analysis:application in the international tourist hotel industry, Journal of the Operational Research Society (SSCI/SCI), 64(6), pp. 938-944.

4. Wen-Hsiang Wu, Chin-Tsai Lin, **Kua-Hsin Peng** and Chiu-Chin Huang (2012). Applying hierarchical grey relation clustering analysis to geographical information systems- a case study of the hospitals in Taipei city, Expert Systems With Applications (SSCI), 39(6), pp. 7247-7254.

5. Jennifer Min and **Kua-Hsin Peng** (2012). Ranking emotional intelligence (EI) training needs in tour leaders: an entropy-based TOPSIS approach, Current Issues in Tourism (SSCI), 15(6), pp.563-576.

6. Shu-Chen Kuo, Wen-Hsiang Wu, Meng-Hsien Chuang, **Kua-Hsin Peng** and Chiu-Chin Huang (2012). Severe complicated influenza case surveillance by grey whitening function, Journal of Grey System (SCI/EI), 24(3), pp. 261-268.

7. Jen-Hung Huang and **Kua-Hsin Peng** (2012). Fuzzy Rasch model in TOPSIS: a new approach for generating fuzzy numbers to assess the competitiveness of the tourism industries in Asian countries, Tourism Management (SSCI), 33(2), pp. 456-465.

8. Jen-Hung Huang and **Kua-Hsin Peng** (2011). Using the Rasch in grey model to assess international tourist hotel industry performance, Journal of Grey System (SCI/EI), 23(3), pp. 299-310.

9. Wen-Hsiang Wu, Chin-Tsai Lin and **Kua-Hsin Peng** (2011). Compare strategy of different hospitals on the global budget system, Journal of Information and Optimization Sciences (EI), 32(1), pp. 169-187.

10. Wen-Hsiang Wu, Chin-Tsai Lin, Zhi-Jun Chen and **Kua-Hsin Peng** (2010). Attaining medical care resource equity in Taiwan using grey data envelopment analysis, Journal of Grey System (SCI/EI), 23(6), pp.201-210.

11. Wen-Hsiang Wu, Chin-Tsai Lin, and **Kua-Hsin Peng** (2009). Determination of a hospital management policy using conjoint analysis in the analytic network process, Quality & Quantity (SCI/SSCI), 2009), 43(1), pp. 145-154.

12. 吳文祥、林進財、江宜蓁、**彭廣興**,「運用地理資訊系統於緊急醫療救護資源分布之研究-以台北市及高雄市為例」,醫護科技學刊,第 10 卷第 1 期,民 97 年,41-53 頁。

13. 吳文祥、林進財、**彭廣興**、江宜蓁,「運用地理資訊系統於醫療資源分布與競爭分析之研究-以台北市為例」,健康管理學刊,第 5 卷第 2 期,民 96 年,155-164 頁。

14. 吳文祥、林進財、**彭廣興**,「醫院因應總額預算支付制度之適應策略評選--以新竹市醫院為例」,健康管理學刊,第 7 卷第 1 期,民國 98 年 6 月,79-92 頁。

15. Chin-Tsai Lin, Wen-Hsiang Wu and **Kua-Hsin Peng** (2006). Grey Model in Analytic Network Process, The Journal of Grey System (SCI/EI), 18(4), pp. 327-342.

研討會論文

1. **Kua-Hsin Peng** (2019). Exploring Tourism Destination Competitiveness Index Influence Relationship using fuzzy DEMATEL Method, 2019 International Conference on Tourism, Sports Management, Health and Food Nutrition (TSHF), August 22-24, 2019, Tokyo, Japan.

2. **Kua-Hsin Peng** (2018). Exploring Cultural and Creative Park Tourism Attraction Index and Influence Relationship using DEMATEL Method, 2018 International Conference on Hospitality, Leisure, Sports, and Tourism-Summer Session, July 30-August 1, 2018, Tokyo, Japan.

3. **Kua-Hsin Peng**, Gwo-Hshiung Tzeng, Hsin-Chuan Peng and Ming-Tsang Lu (2013). A Hybrid Dynamic MCDM model- Tourism competitiveness, the 22nd International Conference on Multiple Criteria Decision Making (MCDM 2013), 17-21 June, 2013, Malaga, Spain.

4. **Kua-Hsin Peng** and Gwo-Hshiung Tzeng (2012). Improvement tourism competitiveness using hybrid fuzzy MCDM, 2012 International Conference on Fuzzy Theory and Its Application, 16-18 November, 2012, Taichung, Taiwan.

5. Wen-Tsann Yang, Wen-Hua Liu, Gwo-Hshiung Tzeng, Hsin-Hsien Liu, **Kua-Hsin Peng** and Wei-Ching Lo (2012). Influential structure relationship for factors of festivals and events using DANP, SCIS-ISIS2012, 20-24 November, 2012, Kobe, Japan.

6. **Kua-Hsin Peng**, Gwo-Hshiung Tzeng and Hao-Lin Tseng (2012). Using hybrid fuzzy MCDM to improve accreditation performance, ISME 2012 9th International Symposium on Management Engineering, 22-25 Augest, 2012, Fukuoka, Japan.

7. **Kua-Hsin Peng** and Gwo-Hshiung Tzeng (2012). Strategies for promoting tourism competitiveness using a hybrid MCDM model, *4th International Conference* on *Intelligent Decision Technologies*, 23-25 May 2012, Gifu, Japan.

8. **Kua-Hsin Peng** and Gwo-Hshiung Tzeng (2012). Strategies for improving accreditation performance in higher education institution, *4th the International Conference on Computer Supported Education (CSEDU 2012)*, 16-18 April 2012, Porto, Portugal.

9. Chin-Tsai Lin, Wen-Hsiang Wu, **Kua-Hsin Peng**, Application of hierarchical grey relation clustering analysis to the geographical information systems: a case study of the hospitals in Taipei, *2007 International Conference on Business and Information*, July, 2007, Torkyo, Japan.

10. 林進財、吳文祥、**彭廣興**,「運用結合聯合分析之網路層級分析法來決定醫院經營管理策略」,2007管理創新與科際整合學術研討會,2007年4月21日,新竹:元培科技大學。

11. Wen-Hsiang Wu, Chin-Tsai Lin, **Kua-Hsin Peng,** Applying Hierarchical Grey Relation Clustering Analysis to the Geographical Information System, *2007 National Business Administration Conference*, 5 May 2007, Taoyuan: Lunghwa University of Science and Technology.

12. 林進財、**彭廣興**,「醫院因應健保總額預算制度之對策研究」,台灣健康管理學會年會暨健康管理學術研討會,2007年6月23日,新竹:元培科技大學。