

【個人經歷】

- 中華直銷學會常務理事
- 台灣華冠數學網路學習關懷協會監事
- 智慧資本管理顧問有限公司顧問
- 萬能科技大學專任講師
- 中國航聯保險公司電腦室專任專員
- 開南大學行銷學系系主任

一、學術期刊論文：

* 為通訊作者

1. Tang, K. Y., **Hsiao, C. H.***, Tu, Y. F., Hwang, G. J., & Wang, Y. (2021). Factors influencing university teachers' use of a mobile technology-enhanced teaching (MTT) platform. *Educational Technology Research and Development*, 1-24. (SSCI, Q1, 55/264 ranking in Education & Educational Research). 本人為通訊作者.
2. **Hsiao, C. H.**, Tang, K. Y., & Su, Y. S. (2021, Jun). An Empirical Exploration of Sports Sponsorship: Activation of Experiential Marketing, Sponsorship Satisfaction, Brand Equity, and Purchase Intention. *Frontiers in Psychology*, 12. (SSCI, Q2, 42/140, Psychology, Multidisciplinary). doi: [10.3389/fpsyg.2021.677137](https://doi.org/10.3389/fpsyg.2021.677137), 本人為第一作者
3. **Hsiao, C. H.**, & Tang, K. Y. (2021). Who captures whom—Pokémon or tourists? A perspective of the Stimulus-Organism-Response model. *International Journal of Information Management*, 102312. (SSCI, Q1, 1/85 ranking in INFORMATION SCIENCE & LIBRARY SCIENCE). 本人為第一作者
4. **Chun-Hua Hsiao** & Kai-Yu Tang. (Upcoming). Chun-Hua Hsiao and Kai-Yu Tang (2021, Jan). Who captures whom – Pokémon or tourists? A perspective of the Stimulus-Organism-Response model. *International Journal of Information Management*. (Accepted). (SSCI, (1/87, Q1) Information Science and Library Science). MOST 109-2410-H-424-003. 本人為第一作者.
5. Kai-Yu Tang, **Chun-Hua Hsiao**, and Yu-Sheng Su. (2020, Dec). How has e-book research evolved? A bibliometric comparison of international journal publications (2000-2019). *Journal of Internet Technology*, 21(7), 1931-1938. (SCIE, 144/156, Computer Science, Information Systems).
6. **Chun-Hua Hsiao**, Jung Jung Chang, Pi-Chu Wu, & Kai-Yu Tang. (2020, Oct). Borrowing books from a convenience store? An innovative library service. *Library Hi Tech*, 38(3), 537-553. (SSCI). (SSCI, Q3). 本人為第一作者
7. Kai-Yu Tang, **Chun-Hua Hsiao**, & Mei-Chun Chen. (2019, Sep). A research survey of electronic commerce innovation: Evidence from the literature. *Advances in Technology Innovation*, 4(4), 247–259 (ProQuest). 本人為第二作者.
8. Kai-Yu Tang, **Chun-Hua Hsiao**, & Yu-Sheng Su. (2019, Sep). Networking for educational innovations: A bibliometric survey of international publication patterns. *Sustainability*, 11(7), 4608. (SSCI, Q2). 本人為第二作者.
9. **Chun-Hua Hsiao**. (2018, Sep). The effects of post-adoption beliefs on the expectation-confirmation model in an electronics retail setting. *Total Quality Management & Business Excellence*, 29(7-8), 866–880. (SSCI, Q2) 本人為單一作者

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10. **Chun-Hua Hsiao** & Kai-Yu Tang. (2016, Jul). On the post-acceptance of mobile movie-themed games. *Electronic Commerce Research and Applications*, 18, 48-57. (SSCI, Q1). 本人為第一作者.
11. **Chun-Hua Hsiao**, Lillian J. Chang, & Kai-Yu Tang. (2016, May). Exploring the influential factors in continuance usage of mobile social Apps: Satisfaction, habit, and customer value perspectives. *Telematics and Informatics*, 33(2), 342- 355. (SSCI, Q1). 本人為第一作者.
12. **Chun-Hua Hsiao**, Tang, K. Y., & Liu, J. S. (2015, Nov). Citation-based analysis of literature: a case study of technology acceptance research. *Scientometrics*, 105(2), 1091-1110. (SSCI, Q1). 本人為第一作者
13. **Chun-Hua Hsiao** & Kai-Yu Tang. (2015, Oct). Examining a model of mobile healthcare technology acceptance by the elderly in Taiwan. *Journal of Global Information Technology Management*, 18(4), 292-311. (SSCI, Q3). 本人為第一作者.
14. **Chun-Hua Hsiao***, Kai-Yu Tang, & Chien-Hung Lin. (2015, Jun). Exploring college students' intention to adopt e-textbooks: A modified technology acceptance model. *LIBRI*, 65(2), 119-128. NSC 100-2410-H-424-012. (SSCI, Q4). 本人為第一作者、通訊作者.
15. **Chun-Hua Hsiao** & Kai-Yu Tang. (2015, Apr). Investigating factors affecting the acceptance of self-service technology in libraries - the moderating effect of gender. *Library Hi Tech*, 33(1), 114-133. (SSCI, Q3).本人為第一作者.
16. **Chun-Hua Hsiao**. (2015, Jan). Impact of ethical and affective variables on cheating: Comparison of undergraduate students with and without jobs. *Higher Education*, 69(1), 55-77. (SSCI, Q1). 本人為第一作者.
17. **Chun-Hua Hsiao** & Kai-Yu Tang. (2014, Apr). Explaining undergraduates' behavior intention of e-textbook adoption: Empirical assessment of five theoretical models. *Library Hi Tech*, 32(1), 139 - 163. NSC 100-2410-H- 424-012. (SSCI, Q3). 本人為第一作者.
18. **Chun-Hua Hsiao*** & Chyan Yang. (2011, Aug). The impact of professional unethical beliefs on cheating intention. *Ethics & Behavior*, 21(4), 301-316. (SSCI, Q3). 本人為第一作者、通訊作者.
19. **Chun-Hua Hsiao*** & Chyan Yang. (2011, Apr). The intellectual development of technology acceptance model: A co-citation analysis. *International Journal of Information Management*, 31(4), 128-136. (SSCI, Q1). 本人為第一作者、通訊作者.
20. **Chun-Hua Hsiao*** & Chyan Yang. (2010, Jul). Predicting the travel intention to take high speed rail among college students. *Transportation Research Part F*:

Traffic Psychology and Behaviour, 14(4), 277-287. (SSCI, Q2). 本人為第一作者、通訊作者。

二、研討會論文：

1. Kai-Yu Tang and **Chun-Hua Hsiao**. (2019, 9/3-9/6). How did e-book research evolve? A bibliometric analysis of international e-book research publications. The Second International Cognitive Cities Conference (IC3). Kyoto, Japan. (EI).
2. Kai-Yu Tang and **Chun-Hua Hsiao**. (2018, 6/30-7/2). Game-based research in education: A bibliometric analysis of publication patterns (2008-2017), ICIEI 2018 (The 3rd International Conference on Information and Education Innovations). Landon, England
3. Kai-Yu Tang and **Chun-Hua Hsiao**. (2018, 6/30-7/2). Game-Based Research in Education: A Key-Route Main Path Analysis of Literature (2008-2017), ICIEI 2018 (The 3rd International Conference on Information and Education Innovations). Landon, England
4. **Chun-Hua Hsiao***. (2017, July 9-13). Does Offline Drive Online? A Study of Interconnected Effects of Technology Attributes in Self-Service Systems. Portland International Center for Management of Engineering and Technology (PICMET '17 conference) Portland, Oregon. 本人為第一作者、通訊作者。(科技部管二學門國際學術會議參考補助名單)
5. **Chun-Hua Hsiao*** and Chao-Chi Yang (2015, Jan). Exploring the effect of experiential marketing on movie-watching intention - The example of mobile movie theme games. Hawaii International Conference on System Sciences (HICSS 2015) (48th), Grand Hyatt, Kauai, Hawaii. NSC 104-2914-I-424-001-A1. 本人為第一作者、通訊作者。(科技部管二學門國際學術會議參考補助名單)
6. **Chun Hua Hsiao**, Lillian – J. Chang and Chien-Hung Lin (2014, Jun). Why continue to use social apps? Exploring the influential factors from satisfaction, habit, and three perspectives. The Second AIS-Journals Joint Author Workshop in PACIS (The 18th Pacific Asia Conference on Information Systems (PACIS 2014)), Chengdu, China. 本人為第一作者。(科技部管二學門國際學術會議參考補助名單)
7. **Chun-Hua Hsiao** and Kai-Yu Tang (2013, Jun). Investigating the success factors for the acceptance of mobile healthcare technology. Pacific Asia Conference on Information Systems (PACIS) 2013, Jeju Island, Korea, June 18-22 2013, Jeju Island, Korea. NSC 102-2914-I-424-004-A1. 本人為第一作者。(科技部管二學門國際學術會議參考補助名單)
8. **Chun-Hua Hsiao**, Kai-Yu Tang, and Mei-Chun Chen (2013, Jun). Examining a model of mobile healthcare technology acceptance by the elderly. AIS-Journals Joint Author Workshop (AIS-JJAW) in PACIS 2013, Jeju Island, Korea. NSC 102-2914-I-424-004-A1. 本人為第一作者。(科技部管二學門國際學術會議參考補助名單)
9. **Chun-Hua Hsiao**, Kaiyu Tang, and Chia-Hsiang Hsieh (2012, Jan). Exploring the adopted intention of E-textbooks among college students. 2012 International Winter

Conference of Advancements in Business, Economics and Innovation Management Research, Beppu, Oita, Japan. NSC 100-2410-H-424-012. 本人為第一作者. (IEEE Conference)

三、科技部計畫 (近年科技部計畫) :

1. 2017/08~2018/08 (MOST 106-2410-H-424-003): Offline會驅動online嗎? 關於科技因素和情境變數在實體和虛擬自助服務系統的互聯效應之研究
2. 2020/08~2021/07 (MOST 109-2410-H-424-003): 科技部研究計畫: 怎樣才算是“智慧”? 科技準備和智慧旅遊科技採用後行為的研究: 來台外國觀光客的視角