

一、資歷：

- 開南大學商學院商學院 EMBA 教授 (2023.08.01~迄今)
- 開南大學行銷系系教授 (2015.08.01~2023.07.31)
- 開南大學行銷系系副教授 (2010.08.01~2015.08.01)
- 開南大學學務長 (2024.12.01~2025.01.31)
- 開南大學行銷系系主任 (2011.08.01~2018.07.31)
- 萬能科技大學企管系講師 (1994.08.01~2010.07.31)
- 台灣行銷研究學會理事 (2025.08.29 ~2029.08.28)
- 中華直銷管理學會理事 (2016.01.01~迄今)

二、證照：

- 經濟部產業人才能力鑑定 iPAS：淨零碳規劃管理師初級能力鑑定
- 經濟部產業人才能力鑑定 iPAS：人工智慧(AI)應用規劃師初級能力鑑定
- 財團法人中華民國證券暨期貨市場發展基金會測驗中心：永續發展基礎能力測驗
- ISO 14061-1 2018 Lead Verfier Training (碳盤查證書 Afnor)
- ISO 14067：2018 Lead Verfier Training Couse (碳足跡證照 SGS)

三、學術期刊論文：

* 為通訊作者

1. **Hsiao, C. H.,** & Tang, K. Y. (2025). A Review of the Stimulus–Organism–Response Paradigm and Environmental Education for Cruise Tourism: A Proposed Framework. *Advances in Technology Innovation*, (in press). (Scopus, 224/344 , ranking in Engineering-General Engineering). 本人為第一作者
2. **Hsiao, C. H.,** & Tang, K. Y. (2025). Key Factors in the Continuance of Self-Service Technology and Its Mobile App Adoption—A Case Study of Convenience Stores in Taiwan. *Applied Sciences*, 15(7), 3804. (SCI, Q2, 50/175, ranking in ENGINEERING, MULTIDISCIPLINARY). 本人為第一作者
3. **Hsiao, C. H.,** & Tang, K. Y. (2024. 12). Beyond acceptance: an empirical investigation of technological, ethical, social, and individual determinants of GenAI-supported learning in higher education. *Education and Information Technologies*, 1-26. (SSCI, Q1, 16/760, ranking in EDUCATION & EDUCATIONAL RESEARCH). <https://doi.org/10.7910/DVN/A9DRWD>. 本人為第一作者
4. **Hsiao, C. H.,** & Tang, K. Y. (2024. 08). The role of internet media effects in the sustainable development of animal conservation institutions during the post-pandemic era: Stimulus-organism-response paradigm. *Sustainable*

- Development*, 32(4), 3786-3808. (SSCI, Q1, **1/63**, ranking in DEVELOPMENT STUDIES). <https://doi.org/10.1002/sd.2870>. 本人為第一作者
5. Tang, K. Y*, **Hsiao, C. H.**, & Hwang, G. J. (2022). A scholarly network of AI research with an information science focus: Global North and Global South perspectives. *Plos one*, 17(4), e0266565. (SCI, Q1, 28/135). 本人為第二作者.
6. **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*, 61, 102312. (SSCI, Q1, **1/84** ranking in INFORMATION SCIENCE & LIBRARY SCIENCE). 本人為第一作者 (2021.12)
7. 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*, 69(5), 2705-2728. (SSCI, Q1, 20/270 ranking in Education & Educational Research). 本人為通訊作者. (2021. 08)
8. **Hsiao, C. H.**, Tang, K. Y., & Su, Y. S. (2021). An Empirical Exploration of Sports Sponsorship: Activation of Experiential Marketing, Sponsorship Satisfaction, Brand Equity, and Purchase Intention. *Frontiers in Psychology*, 12. (SSCI, Q1, 35/148, Psychology, Multidisciplinary). doi: [10.3389/fpsyg.2021.677137](https://doi.org/10.3389/fpsyg.2021.677137), 本人為第一作者 (2021.06)
9. Kai-Yu Tang, **Chun-Hua Hsiao**, and Yu-Sheng Su. (2020, 12). How has e-book research evolved? A bibliometric comparison of international journal publications (2000-2019). *Journal of Internet Technology*, 21(7), 1931-1938. (SCIE, Q4, 148/164, Computer Science, Information Systems).
10. **Chun-Hua Hsiao**, Jung Jung Chang, Pi-Chu Wu, & Kai-Yu Tang. (2020). Borrowing books from a convenience store? An innovative library service. *Library Hi Tech*, 38(3), 537-553. (SSCI). (SSCI, Q3, 57/84). 本人為第一作者 (2020.09)
11. Kai-Yu Tang, **Chun-Hua Hsiao**, & Mei-Chun Chen. (2019, 09). 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.
12. **Chun-Hua Hsiao**. (2018). 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. (2018. 09)
13. **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, 34/164). 本人為第一作者.
14. **Chun-Hua Hsiao**, Lillian J. Chang, & Kai-Yu Tang. (2016, 05). 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, 4/84). 本人為第一作者.
15. **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

16. **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, Q2, 34/84). 本人為第一作者.
17. **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.
18. **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.
19. **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.
20. **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.
21. **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.
22. **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.
23. **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.

四、科技部計畫 (國科會計畫) :

1. 典範移轉：從快時尚到永續時尚－基於系統文獻回顧和「刺激-有機體-反應」模型的實證研究。編號：NSTC 114-2410-H-424-004 -；執行期間：114/08/01 ~ 115/12/31。(68萬)
2. 呼應永續發展目標(SDGs)在 QR code 科技應用的研究：一項系統性回顧實證研究和理論基礎的研究。編號：NSTC 113-2410-H-424-005 -；執行期間：113/08/01 ~ 114/12/31。(77萬)

3. 「剩食」可以變「良食」嗎?以二項研究結合 VAB 和 NAT 理論來預測消費者購買剩食和減少食物浪費意圖的創新模型。編號：NSTC 112-2410-H-424-003 - ; 執行期間：112/08/01~113/07/31。(65萬)
4. 「網紅和媒體特徵豐富性對動物保育機構可持續發展的影響:S-O-R 典範式的應用」，編號：NSTC 111-2410-H-424-001 - ; 執行期間：111/08/01~112/07/31。(50萬)
5. 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。編號：MOST 109-2410-H-424-003- ; 執行期間：109/08/01~110/07/31。(48萬)
6. 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。編號：MOST 106-2410-H-424 -003 - ; 執行期間：106/08/01~107/07/31。(55萬)
7. 大學生中文電子教科書接受模式的探討－五大理論模式的比較(100-2410-H-424-012 -) 台灣的 B 世代和 X 世代：關於金錢觀念和強迫性購買的探索性研究(93-2416-H-238 -002 -) (27.98萬)

五、研討會論文：

1. **Chun-Hua Hsiao**, Cheng Ping Chen, Hui-Chun Yang, Kai-Yu Tang, (2025, 07/02-06). Exploring the Impact of Sustainable Value and Economic Value on the Use Intention of Public Transportation: A New Public Transportation Monthly Pass (TPASS). The 10th International Conference on Advanced Technology Innovation 2025 (ICATI2025), Hakodate, Japan. (國科會計畫補助 NSTC 113-2410-H-424-005 -)
2. **Chun-Hua Hsiao** and Kai-Yu Tang, (2024, 11/9-11). From Deli to Doorstep: Exploring the Potential of Surplus Food Apps in Taiwan. *2024 9th Asia Conference on Environment and Sustainable Development (ACESD 2024)*, Osaka, Japan. (國科會計畫補助 NSTC 113-2410-H-424-005 -)
3. Kai-Yu Tang, **Chun-Hua Hsiao**. (2024, 01/09-11). The publication trends in AI-supported education: A survey of journal articles from the SSCI database. *Asia-Pacific Conference on Engineering and Applied Sciences*. Hokkaido, Japan. (國科會計畫補助 NSTC 113-2410-H-424-005 -)
4. Kai-Yu Tang¹, Chun-Hua Hsiao. (2023/07/09-12). Paradigm shifts of technology acceptance research in Asian consumer and family economics domain (1989-2023): Literature evidence from bibliometric and citation-based network analyses. *2023 The 14th Biennial Conference of ACFEA*. Kitakyushu, Japan. (國科會計畫補助 NSTC 112-2410-H-424-003 -)
5. Kai-Yu Tang and **Chun-Hua Hsiao**. (2023, 3/31- 4/03). Empirical Research on Consumers' Intention to Use a Facial Recognition System: An Integrated Model with Perceived Playfulness, Security, and Innovation. The 13th Asian Conference on Psychology & the Behavioral Sciences. Toyko, Japan. (國科會計畫補助 NSTC 112-2410-H-424-003 -)
6. 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).
7. 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
8. 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
9. **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)

10. **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)
11. **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)
12. **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)
13. **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)
14. **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)

六、產學案：

1. 經濟部產業發展署製造業轉型推動計畫，計畫名稱：「開南大學輔導鎰芳機器股份有限公司碳盤查加值應用服務計畫」，執行期間：自 114 年 3 月 1 日至 114 年 8 月 31 日；經費：20 萬元。
2. 經濟部產業發展署製造業轉型推動計畫，計畫名稱：「開南大學輔導高城科技有限公司碳盤查加值應用服務計畫」，執行期間：自 114 年 3 月 1 日至 114 年 8 月 31 日；經費：20 萬元。
3. 經濟部產業發展署製造業轉型推動計畫，計畫名稱：「開南大學輔導莊福齒輪工業股份有限公司碳盤查加值應用服務計畫」，執行期間：自 114 年 3 月 1 日至 114 年 8 月 31 日；經費：20 萬元。

