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ACADEMIC POSITIONS

- 2001 - Present Full Professor, Department of Business Administration, National Dong Hwa University.
- 2021-2024 Emeritus Professor, National Taipei University of Business
- June 2016- July 2017 Visiting Scholar, Department of Global Strategies and Studies, University of Houston, USA.
- 2002- 2006 Chairman, Department of Business Administration, National Dong Hwa University.
- 1996- 2001 Associate Professor, Department of Business Administration, National Dong Hwa University.
- 1992-1996 Associate Professor, Department of Industrial Engineering, Da-Yeh University.

EDUCATION

- 1988~1992 **Ph.D. (Industrial Engineering and Management Systems)**, Arizona State University, USA.
- 1986~1987 **M.S. (Industrial Engineering)**, Auburn University, USA.
- 1978~1982 **B.S. (Industrial Engineering)**, Chung Yuan Christian University, Taiwan.

HONORS, AWARDS AND GRANTS

- 2019 Program Committee, The Digital Marketing & eCommerce Conference, <http://www.dm-ec.org/>, June 25th-26th, Barcelona (Spain).
- 2019 “The Dual-Mediation Effect of Perceived Accuracy and Perceived Connectedness on Consumers’ Attitudes towards Social Networking Advertising”, \$ 20,258, Grant of Ministry of Science and Technology (MOST), R.O.C.
- 2018 Best Conference Paper Award (Services, Sales & Retailing Track), **Chih**, Wen-Hai, Wang, Kai-Yu, Hsu, Li-Chun and Lin, Wei-Ching, April 18-20, 2018, “Investigating Antecedents and Consequences of Anger after a Mobile Application Service Failure Occurs: A Cognitive-Emotive Coping Model Approach”, *MMA 2018 Marketing Management Association Conference*, Chicago, IL.
- 2018 The Distinguished Award, Tsai, Chung-Hung, Wang, Shiang-Ru and **Chih**, Wen-Hai, April 17, 2018, “The Study of the Antecedents and Consequences Interactivity and Self-disclosure for Social Network Sites: The Empirical Study of Facebook”, *The Eighth Annual of Operation Management Paper Contest of United Microelectronics Corporation (UMC)*, Chinese Management Association, Taipei, Taiwan.
- 2018 “The Antecedents and Consequences of the Perceived Positive eWOM Review Credibility”, \$ 17,600, Grant of Ministry of Science and Technology (MOST), R.O.C.
- 2017 Highly Commended Award (2017 Emerald Literati Network Awards for Excellence), Chang, Shu-Hao, **Chih**, Wen-Hai, Liou, Dah-Kwei and Yang, Yu-Ting, May 18, 2017, “The Mediation of Cognitive Attitude for Online Shopping”, *Information Technology & People*, Emerald Publishing.
- 2017 The Distinguished Award, Hsu, Li-Chun, **Chih**, Wen-Hai and Lin, Tin-Yu, March 21, 2017, “The Influence of Brand-Customer Relationships, Community Member-Other Members Relationships on Community Citizenship Behavior: Testing of Multiple Mediating Effects”, *The Seventh Annual of Operation Management Paper Contest of United Microelectronics Corporation (UMC)*, Chinese Management Association, Taipei, Taiwan.

- 2016 2015-2016 Distinguished Research Award for Departmental Researcher of the Year Award.
- 2016 Outstanding Award, Hsu, Li-Chun, **Chih**, Wen-Hai and Lin, Tin-Yu, March 24, 2016, “The Study of Community Citizenship Behavior from the Perspective of Perceived Community-Brand Similarity”, *The Sixth Annual of Operation Management Paper Contest of United Microelectronics Corporation (UMC)*, Chinese Management Association, Taipei, Taiwan.
- 2016 “The Study of Download for Mobile Application Program”, \$ 20,000, Grant of Ministry of Science and Technology (MOST), R.O.C.
- 2016 The Best Paper Award, Tsai, Chung-Hung, Wang, Shiang-Ru and **Chih**, Wen-Hai, March 14, 2015, “The Study of the Antecedents and Consequences Interactivity and Self-disclosure for Social Network Sites: The Empirical Study of Facebook”, *2015 International Academic and Practical Conference of ERP*, The Association of Chinese Enterprise Resource Planning, Kaohsiung, Taiwan.
- 2015 “The Contradiction between Dread and Intimacy: The Study of Social Website Members’ Continuance Intention from the Perspectives of Deterrence Theory and Attachment Theory”, \$ 18,000, Grant of Ministry of Science and Technology (MOST), R.O.C.
- 2014 “Spontaneous Business Cooperation - The Study of Process from Customers’ Attitude toward Brand and Brand Community to Customer Citizenship Behavior”, \$21,000, Grant of Ministry of Science and Technology (MOST), R.O.C.
- 2014 2013-2014 Distinguished Research Award for Departmental Researcher of the Year Award.
- 2014 Outstanding Award, Wu, Yu-Ping, **Chih**, Wen-Hai, Chiu, Don-Sen and Chen, Chih-Min, June 21, 2014, “The Study of Brand Community Marketing of International Tourism Hotel: An Empirical Study of Farglory Hotel”, *Proceeding of Conference of Leisure, Tourism, and Recreation*, Da-Yeh University, Dacun, Changua, Taiwan.
- 2014 Outstanding Award, Hsu, Li-Chun, **Chih**, Wen-Hai and Lin, Tin-Yu, January 9, 2014, “From Perceived Community-Brand Similarity Perspective to Explore the Influence Process of Community Members’ Citizenship Behavior: The Mediating Roles of Dual-Identification and Brand Passion”, *Proceeding of the Sixteen Annual Conference of Electronic Commerce and On-line Marketing*, Association of Electronic Commerce, National Taipei University, New Taipei City, Taiwan.
- 2013 “Determinants of the eWOM Review Adoption for Community Member: Individual, Group and Social Influence Perspectives”, \$16,700, Grant of Ministry of Science and Technology (MOST), R.O.C.
- 2012 “From Positive and Negative Cognition Approach to Explore E-Shoppers’ Real Purchase Behavior: An Application of Tricomponent Attitude Model”, \$12,200, Grant of Ministry of Science and Technology (MOST), R.O.C.
- 2012 Distinguished Paper Award, **Chih**, Wen-Hai and Wu, Yu-Ping, November 29, 2012, “The Study of Antecedents and Consequences of Benefits for Website Community Users-An Empirical Study of Facebook”, *Proceeding of 2012 Annual Academic Conference of Chinese Society for Management of Technology*, Yuan Ze University, Taoyuan, Taiwan.
- 2011 Distinguished Paper Award, **Chih**, Wen-Hai, Lin, Ching, Wang, Ze-Yung and Chen, Yin-Ying, November 4, 2011, “The Study of Organizational Perceptions on Organizational Commitment”, *Proceeding of 2011 Conference of Chinese Society for Commerce & Management Quarterly & The 6th Annual Academic Conference*, National Yunlin University of Science and Technology, Douliou, Yunlin, Taiwan.
- 2011 Distinguished Paper Award, **Chih**, Wen-Hai, Li, Hung-Jen, Huang, Chien-Yu, and Chen, Tien-Hui, January 18-20, 2011, “The Study on Antecedents and Consequences of Consumer Attitude toward Software Piracy”, *Proceeding of 2011 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2011)*, Tokyo, Japan.
- 2008 The Third Outstanding Paper Award of 2008 International Symposium on Healthcare Quality and

- Management, Tsai, Chung-Hung, **Chih**, Wen-Hai and Liao, Ming-Chu, May 24, 2008, “The Study of Information Systems Success Model: Empirical Study of Hospital Industry”, *Proceeding of 2008 International Symposium on Healthcare Quality and Management*, Chung Shan Medical University, Taichung, Taiwan.
- 2007 Distinguished Paper Award, **Chih**, Wen-Hai and Liao, Ming-Chu, November 2, 2007, “The Study of Information Systems Success Model in Hospitals”, *Proceeding of 2007 Conference of New Paradigms of Management & the 6th Annual Academic Conference*, National Taiwan University of Science and Technology, Taipei, Taiwan.
- 2006 The Best Paper Award, **Chih**, Wen-Hai and Li, Ci-Rong, December 22, 2006, “The Influence of Customers’ Motivation on the Relationship Maintenance”, *Proceeding of Marketing 2006 Conference*, Knowledge Association of Taiwan, National Taipei University, Taipei, Taiwan.
- 2006 2006 Annual Distinguished Paper Award, **Chih**, Wen-Hai, Huang, Tin-Chung and Wei, Kuo-Chou, November 4, 2006, “The Study of the Effect Factors of Organizational Performance - The Empirical Study of Taiwan Hi-Tech Industry”, 2006 Annual Distinguished Paper Award, Chinese Society for Quality, Taipei, Taiwan.
- 2006 Distinguished Paper Award, Tsai, Chung-Hung and **Chih**, Wen-Hai, November 1, 2006, “The Study of the Influencing Factors of Individual Motivation and Social Network to Acceptance of Knowledge Management Systems: Empirical Study of Taiwan Banking Industry”, *Proceeding of Conference of Taiwan Business and Information*, National Taipei University, Taipei, Taiwan.
- 2005 Distinguished Paper Award, **Chih**, Wen-Hai, Huang, Tin-Chung and Kuan, Kuo-Hung, September 10, 2005, “The Effects of Brand Equity and Relationship Quality on Customer Voluntary Performance and Sales Performance-An Empirical Study of Life Insurance Industry in Taiwan”, *Proceeding of 2005 Conference of Service Management & Innovation*, National Penghu University of Science and Technology, Penghu, Taiwan.
- 2005 The Best Paper Award, **Chih**, Wen-Hai, Huang, Tin-Chung and Cheng, I-Shin, March 2005, “The Effects of Service Quality and Brand Image on Customers Satisfaction and Loyalty by Applying Structural Equation Modeling: An Empirical Study of Gas Station in Taiwan”, *Proceeding of the 3rd Conference of Contemporary Marketing*, National Chung Cheng University, Chiayi, Taiwan.
- 2003 Outstanding Award, **Chih**, Wen-Hai and Fu, Chiu-Mei, December 2003, “The Study of Effects of E-learning on Knowledge Community and Learning Performance by Applying LISREL”, *Proceeding of the Conference of Management of Technology*, December 12, 2003, Chinese Society for Management of Technology.
- 2001 The Best Annual Distinguished Paper Award, **Chih**, Wen-Hai, Wang, Hung and Low, Chin-Yao, December 2001, “The Study of Dynamic Reliability for Multi-parallel Allocation of Process Flexible Assembly Systems”, December 8, 2001, Institute of Industrial Engineering of Chinese, Taiwan.

RESEARCH INTERESTS

Digital and Social Media Marketing
Marketing Management/Research
Quantitative Data Analysis
Marketing Analytics
Consumer Behavior
E-Commerce

COURSES TAUGHT

Digital Marketing (undergraduate and graduate levels)
Marketing Management (undergraduate and graduate levels)
Data Analytics (undergraduate and MBA)
Applied Statistical Analysis (MBA/EMBA)

Multivariate Data Analysis (MBA/EMBA)
Applied Statistical Research (Ph.D.)

JOURNAL ARTICLES

- Honora, Andreawan, **Chih**^{*}, Wen-Hai and Wang, Kai-Yu, January, 2022, “Managing Social Media Recovery: The Important Role of Service Recovery Transparency in Retaining Customers”, *Journal of Retailing and Consumer Services*, 64, 102814. accepted, SSCI, <https://doi.org/10.1016/j.jretconser.2021.102814>, ISSN: 9696989
[2021 SSCI Impact Factor: 7.770, 5-Year SSCIE Impact Factor: 6.041, 32/153, Q1, Marketing]
- Hsu, Li-Chun, Wang, Kai-Yu, **Chih**, Wen-Hai and Lin, Wei-Ching, December, 2021, “Modeling Revenge and Avoidance in the Mobile Service Industry: Moderation Role of Technology Anxiety”, *Service Industries Journal*, 41(15/16), 1029-1052. SSCI Index, <https://doi.org/10.1080/02642069.2019.1585428>, Print ISSN: 0264-2069, Online ISSN: 1743-9507
[2018 SSCI Impact Factor: 1.149, 5-Year SSCI Impact Factor: 1.700, 181/217, Q4, Management]
- Junaidi, Junaidi, **Chih**^{*}, Wen-Hai and Ortiz, Jaime, October 2020, “Antecedents of Information Seeking and Sharing on Social Networking Sites: An Empirical Study of Facebook Users”, *International Journal of Communication*, 14, 5705-5728. SSCI, <https://ijoc.org/index.php/ijoc/article/view/15742/3269>, ISSN: 19328036
[2019 SSCI Impact Factor: 1.194, 5-Year SSCI Impact Factor: 1.640, 70/92, Q4, Communication]
- Wang, Kai-Yu, **Chih**, Wen-Hai, Hsu, Li-Chun and Lin, Wei-Ching, June 4, 2020, “Investigating Apology, Perceived Firm Remorse and Consumers’ Coping Behaviors in the Digital Media Service Recovery Context”, *Journal of Service Management*, 31(3), 421-439. SSCI Index, <https://doi.org/10.1108/JOSM-09-2018-0299>, ISSN: 1757-5818, Online ISSN: 1757-5826
[2019 SSCI Impact Factor: 4.662 5-Year SSCI Impact Factor: 5.306, 41/226 (18.14%), Q1, Management]
- Chih**, Wen-Hai, Hsu, Li-Chun and Ortiz, Jaime, May 8, 2020, “The Antecedents and Consequences of the Perceived Positive eWOM Review Credibility”, *Industrial Management & Data Systems*, 120(6), 1217-1243. SCI Expanded, <https://doi.org/10.1108/IMDS-10-2019-0573>, ISSN: 0263-5577
[2019 SCIE Impact Factor: 3.329, 5-Year SCIE Impact Factor: 4.379, 37/109 (33.94%), Q2, Computer Science, Interdisciplinary Applications, 16/48 (33.33%), Q2, Engineering, Industrial]
- Wang, Kai-Yu, **Chih**, Wen-Hai and Hsu, Li-Chun, March 1, 2020, “Building Brand Community Relationships on Facebook Fan Pages: The Role of Perceived Interactivity”, *International Journal of Electronic Commerce*, 24(2), 211-231. SSCI Expanded and SCI Index, <https://doi.org/10.1080/10864415.2020.1715532>, ISSN: 1086-4415, Online ISSN: 1557-9301
[2019 SCIE Impact Factor: 2.488, 5-Year SCIE Impact Factor: 5.143, 79/152 (51.97%), Q3, Business, 31/108 (28.70%), Q2, Computer Science, Software Engineering]
- Chih**, Wen-Hai, Yuan, Chien-Yun, Liu, Ming-Te and Fang, Jiann-Fa, September 9, 2019, “The Effects of Outward and Inward Negative Emotions on Consumers’ Desire for Revenge and Negative Word of Mouth”, *Online Information Review*, 43(5), 818-841. SSCI Expanded and SCI Index, <https://doi.org/10.1108/OIR-03-2016-0069>, ISSN: 1468-4527
[2019 SCIE Impact Factor: 1.805, 5-Year SCIE Impact Factor: 2.305, 39/87 (44.83%), Q2, Information Science & Library Science, 103/156, Q3, Computer Science, Information Systems]
- Chiu, Tao-Sheng, Ortiz, Jaime, **Chih**^{*}, Wen-Hai, Pang, Li-Chin and Huang, Jiun-Jen, August 2019, “Antecedents of Consumers Citizenship Behaviour towards Organic Foods”, *Journal of Consumer Behaviour*, 18(4), 332-349. SSCI Index, <https://doi.org/10.1002/cb.1774>, Print ISSN: 1472-0817, Online ISSN: 1479-1838
[2019 SSCI Impact Factor: 1.708, 5-Year SSCI Impact Factor: 2.607, 114/152 (75.0%), Q3, Business]
- Hu, Tao, Wang, Kai-Yu, **Chih**^{*}, Wen-Hai and Yang, Xiu-Hua, November 8, 2018, “Trade off Cybersecurity Concerns for Co-Created Value”, *Journal of Computer Information Systems*, 60(5), 468-483. SCI Index, <https://doi.org/10.1080/08874417.2018.1538708>, Print ISSN: 0887-4417,

- Online ISSN: 2380-2057
 [2017/2018 SCIE Impact Factor: 1.100, 5-Year SCIE Impact Factor: 2.044, 124/155, Q4, Computer Science, Computer Networks and Communication, Information Systems]
- Hsu, Li-Chun, Wang, Kai-Yu and **Chih**, Wen-Hai, August 2018, “Investigating Virtual Community Participation and Promotion from a Social Influence Perspective”, *Industrial Management & Data Systems*, 118(6), 1229-1250. **SCI Expanded**, <https://doi.org/10.1180/IMDS-10-2017-0477>, ISSN: 0263-5577
 [2017/2018 SCIE Impact Factor: 3.727, 5-Year SCIE Impact Factor: 3.418, 22/106, Q1, Computer Science, Interdisciplinary Applications, 8/46, Q1, Engineering, Industrial]
- Ortiz, Jaime, **Chih***, Wen-Hai and Tsai, Faa-Shyan, March 2018, “Information Privacy, Consumer Alienation, and Lurking Behavior in Social Networking Sites”, *Computers in Human Behavior*, 80, 143-157. **SSCI Index**, <https://doi.org/10.1016/j.chb.2017.11.005>, ISSN: 0747-5632
 [2018 SSCI Impact Factor: 4.306, 5-Year SSCI Impact Factor: 4.964, 11/137, Q1, Psychology, Multidisciplinary, 4/88, Q1, Psychology, Experimental]
- Chiu, Tao-Sheng, **Chih***, Wen-Hai, Ortiz, Jaime and Wang, Chia-Yi, November 2017, “The Contradiction of Trust and Uncertainty from the Viewpoint of Swift Guanxi”, *Internet Research*, 28(3), 716-745. **SCI Expanded**, **SSCI Index**, <https://doi.org/10.1108/IntR-06-2017-0233>, ISSN: 1066-2243
 [2016 SSCI Impact Factor: 4.945, 5-Year SSCI Impact Factor: 6.204, 19/148, Q1, Computer Science, Information Systems, 16/87, Q1, Telecommunications]
- Ortiz, Jaime, **Chih***, Wen-Hai and Teng, Hsiu-Chen, October 2017, “Electronic Word of Mouth in the Taiwanese Social Networking Community: Participation Factors”, *Internet Research*, 27(5), 1058-1084. **SCI Expanded**, **SSCI Index**, <https://doi.org/10.1108/IntR-09-2016-0276>, ISSN: 1066-2243
 [2016 SSCI Impact Factor: 4.945, 5-Year SSCI Impact Factor: 6.204, 19/148, Q1, Computer Science, Information Systems, 16/87, Q1, Telecommunications]
- Ortiz, Jaime, Chiu, Tao-Sheng, **Chih***, Wen-Hai* and Hsu, Che-Wei, October 2017, “Perceived Justice, Emotions, and Behavioral Intentions in the Taiwanese Food and Beverage Industry”, *International Journal of Conflict Management*, 28(4), 437-463. **SSCI Index**, <https://doi.org/10.1108/IJCM-10-2016-0084>, ISSN: 1044-4068
 [2016 SSCI Impact Factor: 1.196, 5-Year SSCI Impact Factor: 1.483, 55/84, Q3, Communication]
- Ortiz, Jaime, Chang, Shu-Hao, **Chih***, Wen-Hai and Wang, Chia-Hao, August 2017, “The Contradiction between Self-protection and Self-presentation on Knowledge Sharing Behavior”, *Computers in Human Behavior*, 76, 406-416. **SSCI Index**, <https://doi.org/10.1016/j.chb.2017.07.031>, ISSN: 0747-5632
 [2016 SSCI Impact Factor: 3.435, 5-Year SSCI Impact Factor: 4.252, 16/135, Q1, Psychology, Multidisciplinary, 8/85, Q1, Psychology, Experimental]
- Chih**, Wen-Hai, Hsu, Li-Chun and Liou, Dah-Kwei, July 2017, “Understanding Virtual Community Members’ Relationships from Individual, Group, and Social Influence Perspectives”, *Industrial Management & Data Systems*, 117(6), 990-1010. **SCI Expanded**, <https://doi.org/10.1108/IMDS-03-2016-0119>, ISSN: 0263-5577
 [2016 SCIE Impact Factor: 2.205, 5-Year SCIE Impact Factor: 2.343, 22/106, Q1, Computer Science, Interdisciplinary Applications, 19/44, Q2, Engineering, Industrial]
- Chih**, Wen-Hai, Chiu, Tao-Sheng, Lan, Li-Chi and Fang, Wen-Chang, January 2017, “Psychological Contract Violation: Impact on Perceived Justice and Behavioral Intention among Consumers”, *International Journal of Conflict Management*, 28(1), 103-121. **SSCI Index**, <https://doi.org/10.1108/IJCM-02-2016-0010>, ISSN: 1044-4068
 [2016 SSCI Impact Factor: 1.196, 5-Year SSCI Impact Factor: 1.483, 55/84, Q3, Communication]
- Chih**, Wen-Hai, Wu, Yu-Ping and Hsieh, Yu-Ping, September 2016, “Study on Online Video Platform Users’ Behavior from Perspectives of Affective and Cognitive Evaluation”, *Journal of Management and Business Research*, 33(3), 443-471. **TSSCI**, <https://doi.org/10.6504/JOM.2016.33.03.03>, ISSN: 2521-4306

- Liou, Dah-Kwei, **Chih**^{*}, Wen-Hai, Yuan, Chien-Yun and Lin, Chien-Yao, August 2016, “The Study of the Antecedents of Knowledge Sharing Behavior: The Empirical Study of Yambol Online Test Community”, *Internet Research*, 26(4), 845-868. **SCI Expanded, SSCI Index**, <https://doi.org/10.1108/IntR-10-2014-0256>, ISSN: 1066-2243
[2016 SSCI Impact Factor: 2.931, 5-Year SSCI Impact Factor: 4.580, 34/146, Q1, Computer Science, Information Systems, 27/89, Q2, Telecommunications]
- Chang, Su-Hao, **Chih**, Wen-Hai, Liu, Dah-Kwei and Yang, Yu-Ting, July 2016, “The Mediation of Cognitive Attitude for Online Shopping”, *Information Technology & People*, 29(3), 618-646. **SSCI Index**, <https://doi.org/10.1108/ITP-08-2014-0172>, ISSN: 0959-3845
[2016 SSCI Impact Factor: 1.339, 5-Year SSCI Impact Factor: 1.795, 37/85, Q2, Information Science & Library Science]
- Tsai, Chung-Hung, Wang, Shiang-Ru and **Chih**, Wen-Hai, June 2016, “The Study of the Antecedents and Consequences Interactivity and Self-disclosure for Social Network Sites: The Empirical Study of Facebook”, *Journal of e-Business*, 18(1), 33-76. **TSSCI**, [https://doi.org/10.6188/JEB.2016.18\(1\).02](https://doi.org/10.6188/JEB.2016.18(1).02), ISSN: 1816-6598
- Hsu, Li-Chun, **Chih**, Wen-Hai and Liu, Dah-Kwei, May 2016, “Investigating Community Members’ eWOM Effects in Facebook Fan Page”, *Industrial Management & Data Systems*, 116(5), 978-1004. **SCI Expanded**, <https://doi.org/10.1108/IMDS-07-2015-0313>, ISSN: 0263-5577
[2016 SCIE Impact Factor: 2.205, 5-Year SCIE Impact Factor: 2.343, 40/105, Q2, Computer Science, Interdisciplinary Applications, 19/44, Q2, Engineering, Industrial]
- Liou, Dah-Kwei, **Chih**, Wen-Hai, Hsu, Li-Chun and Huang, Chia-Yi, May 2016, “Investigating Information Sharing Behavior: The Mediating Roles of the Desire to Share Information in Virtual Communities”, *Information Systems and E-Business Management*, 14(2), 187-216. **SSCI Index**, <https://doi.org/10.1007/s10257-015-0279-2>, Print ISSN: 1617-9846, Online ISSN: 1617-9854
[2016 SSCI Impact Factor: 1.723, 5-Year SSCI Impact Factor: 1.551, 72/121, Business, Q3, 97/194, Q2, Management]
- Chih**, Wen-Hai, Wu, Yu-Pin and Chiu, Dong-Seng, April 2016, “The Mediating Effects of Community Identification and Brand Trust on International Tourist Hotels’ Fan Pages”, *Journal of Tourism and Leisure Studies*, 22(1), 1-35. **TSSCI**, [https://doi.org/10.6267/JTLS.2016.22\(1\)1](https://doi.org/10.6267/JTLS.2016.22(1)1), ISSN: 1025-5273
- Chih**, Wen-Hai, Huang, Ling-Chu and Yang, Tsung-Ju, January 2016, “Prior Knowledge, Transformative Learning and Performance”, *Industrial Management & Data Systems*, 116(1), 103-121. **SCI Expanded**, <https://doi.org/10.1108/IMDS-09-2014-0273/full/html>, ISSN: 0263-5577
[2016 SCIE Impact Factor: 2.205, 5-Year SCIE Impact Factor: 2.343, 40/105, Q2, Computer Science, Interdisciplinary Applications, 19/44, Q2, Engineering, Industrial]
- Hsu, Li-Chun, Wang, Kai-Yu, **Chih**, Wen-Hai and Lin, Kuan-Yu, October 2015, “Investigating the Ripple Effect in Virtual Communities: An Example of Facebook Fan Pages”, *Computers in Human Behavior*, 51(Part A), 483-494. **SSCI Index**, <https://doi.org/10.1016/j.chb.2015.04.069>, ISSN: 0747-5632
[2015 SSCI Impact Factor: 3.435, 5-Year SSCI Impact Factor: 4.252, 21/129, Q1, Psychology, Multidisciplinary, 20/85, Q1, Psychology, Experimental]
- Hsu, Li-Chun, **Chih**, Wen-Hai and Liu, Dah-Kwei, October 2015, “Understanding Community Citizenship Behavior in Social Networking Sites: An Extension of the Social Identification Theory”, *Industrial Management & Data Systems*, 115(9), 1752-1772. **SCI Expanded**, <https://doi.org/10.1108/IMDS-05-2015-0211/full/html>, ISSN: 0263-5577
[2015 SCIE Impact Factor: 2.205, 5-Year SCIE Impact Factor: 2.343, 61/104, Q3, Computer Science, Interdisciplinary Applications, 25/44, Q3, Engineering, Industrial]
- Hsieh, Hui-Lung, Tsai, Chung-Hung, **Chih**, Wen-Hai and Lin, Huei-Hsieh, June 2015, “Factors Affecting Success of an Integrated Community-based Telehealth Systems”, *Technology and Health Care*, 23, S189-S196. **SCI Expanded**, <https://doi.org/10.3233/THC-150953>, Print ISSN: 0928-7329, Online ISSN: 1878-7401

- [2015 SCIE Impact Factor: 0.678, 5-Year SCIE Impact Factor: 0.736, 82/88, Q4, Health Care Sciences & Services, 68/76, Q4, Engineering, Biomedical]
- Chih**, Wen-Hai, Liu, Dah-Kwei and Hsu, Li-Chun, May 2015, "From Positive and Negative Cognition Perspectives to Explore E-shoppers' Real Purchase Behavior: An Application of Tricomponent Attitude Model", *Information Systems and E-Business Management*, 13(3), 495-526. **SSCI Index**, <https://doi.org/10.1007/s10257-014-0249-0>, Print ISSN: 1617-9846, Online ISSN: 1617-9854 [2015 SSCI Impact Factor: 0.953, 5-Year SSCI Impact Factor: 1.000, 128/192, Q3, Management, 88/120, Q3, Business]
- Hsu, Li-Chun, **Chih**, Wen-Hai and Lin, Ting-Yu, March 1, 2015, "The Influence of Brand-Customer Relationships, Community Member-Other Members Relationships on Community Citizenship Behavior: Testing of Multiple Mediating Effects", *Journal of e-Business*, 17(1), 49-89. **TSSCI**, [https://doi.org/10.6188/JEB.2014.17\(1\).03](https://doi.org/10.6188/JEB.2014.17(1).03), ISSN: 1816-6598
- Liu, Dah-Kwei, Hsu, Li-Chun and **Chih**, Wen-Hai, February 2015, "Understanding Broadband Television Users' Continuance Intention to Use", *Industrial Management & Data Systems*, 115(2), 210-234. **SCI Expanded**, <https://doi.org/10.1108/IMDS-07-2014-0223/full/html>, ISSN: 0263-5577 [2015 SCIE Impact Factor: 1.278, 5-Year SSCI Impact Factor: 1.688, 61/104, Q3, Computer Science, Interdisciplinary Applications, 25/44, Q3, Engineering, Industrial]
- Chih**, Wen-Hai, Hsu, Li-Chun, and Lin, Ting-Yu, December 2014, "From Brand Community Members' Similarity Approach to Explore Community Citizenship Behavior", *Journal of e-Business*, 16(4), 407-436. **TSSCI**, [https://doi.org/10.6188/JEB.2014.16\(4\).02](https://doi.org/10.6188/JEB.2014.16(4).02), ISSN: 1816-6598
- Wang, Kai-Yu, Hsu, Li-Chun and **Chih**, Wen-Hai, August 2014, "Retaining Customers after a Service Failure and Recovery: A Contingency Model", *Managing Service Quality*, 24(4), 318-338. **SSCI Index**, <https://doi.org/10.1108/MSQ-11-2013-0251/full/html>, ISSN: 0960-4529 [(currently *Journal of Service Theory and Practice*) 2014 SSCI Impact Factor: 1.054, 5-Year SSCI Impact Factor: 1.477, 103/185, Q3, Management]
- Chang, Su-Hao, **Chih**, Wen-Hai, Liu, Dah-Kwei and Hwang, Lih-Ru, July 2014, "The Influence of Web Aesthetics on Customers' PAD", *Computers in Human Behavior*, 36, 168-178. **SSCI Index**, <https://doi.org/10.1016/j.chb.2014.03.050>, ISSN: 0747-5632 [2014 SSCI Impact Factor: 2.694, 5-Year SSCI Impact Factor: 3.624, 20/129, Q1, Psychology, Multidisciplinary, 24/85, Q2, Psychology, Experimental]
- Hsu, Li-Chun, Wang, Kai-Yu and **Chih**, Wen-Hai, September 2013, "Effects of Web Site Characteristics on Customer Loyalty in B2B E-commerce - Evidence from Taiwan", *Service Industries Journal*, 33(11), 1026-1050. **SSCI Index**, <https://doi.org/10.1080/02642069.2011.624595>, ISSN: 0264-2069 [2013 SSCI Impact Factor: 1.318, 5-Year SSCI Impact Factor: 1.461, 103/174, Management]
- Chih**, Wen-Hai and Hsu, Li-Chun, June 2013, "Determinants of Membership Websites' Stickiness Intentions: An Empirical Study of Fashion Guide Website", *Journal of e-Business*, 15(2), 265-294. **TSSCI**, [https://doi.org/10.6188/JEB.2013.15\(2\).04](https://doi.org/10.6188/JEB.2013.15(2).04), ISSN: 1816-6598
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- Honora, Andreawan, and Wang, Kai-Yu and **Chih**, Wen-Hai, “Complaint Handling on Social Media: The Role of Customer Forgiveness, Timeliness and Personalization in Online Recovery to Generate Customer Engagement”, under the first round review at *European Journal of Marketing*.
- Wang, Kai-Yu, **Chih**, Wen-Hai and Wu, Yu-Ping, “Investigating Antecedents of Brand Value Co-creation Behaviors in Social Media Based Brand Communities”, under the first round review at *Electronic Commerce Research and Application*.
- Chih**, Wen-Hai, Wang, Kai-Yu and Honora, Andreawan, “Investigating Antecedents and Consequences of

- Consumers' Attitudes toward Social Networking Advertising", under the first round review at *Electronic Commerce Research and Application*.
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- Honora, Andreawan, **Chih**, Wen-Hai and Wang, Kai-Yu, "Managing Service Recovery on Social Media: The Importance Role of Service Recovery Transparency", *Journal of Retailing and Consumer Services*.
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- WORK-IN-PROGRESS**
- Chih**, Wen-Hai, Wang, Kai-Yu and Honora, Andreawan, "The Role of Customer Forgiveness and Perceived Justice in Restoring Relationships with Customers", *Marketing Intelligence and Planning*.
- CONFERENCE PRESENTATIONS**
- Wang, Kai-Yu, Wu, Yu-Ping and **Chih**, Wen-Hai, November 5-8, 2020, "Investigating Antecedents of Brand Value Co-creation Behaviors in Social Media Based Brand Communities", paper presented at 2020 GMC (Global Marketing Conference at Seoul), Global Alliance of Marketing & Management Associations, Seoul, South Korea.
- Chih**, Wen-Hai and Ren, Mingzhe, July 24-26, 2020, "The Relationships between Website Reputation, Website Quality, and Repeat Purchase Intention: The Moderating Effect of Trust", paper presented at the 3rd International Conference on Business Economics and Finance (BEF 2020), Engineering Information Institute, Guilin, Guangxi.
- Ren, Mingzhe and **Chih**, Wen-Hai, October 19, 2019, "The Effects of Information Quality on Trust in Vendor and Seller Uncertainty on Online Shopping-decision", paper presented at the 5th International Conference on Innovative Development of E-commerce and Logistics, University of Zhengzhou, Zhengzhou, Henan, China.
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- Chih**, Wen-Hai, Wang, Kai-Yu, Ortiz, Jaime and Junaidi, Junaidi, November 17-19, 2018, "Exploring the Antecedents of Value Co-Creation on Social Networking Sites", paper presented at Annual Meeting of the Decision Science Institute, Chicago, IL.
- Chih**, Wen-Hai, Wang, Kai-Yu, Hsu, Li-Chun and Lin, Wei-Ching, July 26-29, 2018, "Is an Apology Enough to Recover from a Mobile Application Service Failure? Investigating the Effect of Perceived Firm Remorse and Customer Empathy on Customer Coping Behavior", paper presented at Global Marketing Conference, Tokyo, Japan.
- Chih**, Wen-Hai, Wang, Kai-Yu, Hsu, Li-Chun and Lin, Wei-Ching, April 18-20, 2018, "Investigating the Antecedents and Consequences of Anger after a Mobile Application Service Occurs: A Cognitive-Emotive Coping Model Approach", paper to be presented at Marketing Management Association Conference, Chicago, IL.
- **Winner of the Best Conference Paper Award (Services, Sales & Retailing Track), 2018**
- Hsu, Li-Chun, Wang, Kai-Yu and **Chih**, Wen-Hai, March 22-24, 2017, "Investigating Virtual

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- Chih**, Wen-Hai, Yuan, Chien-Yun and Huang, Chia-Yi, October 5-8, 2016, “Download Intention in the Mobile Application Marketplace”, paper presented at the *56th International Conference of International Association for Computer Information Systems (IACIS)*, Nashville, TN.
- Chih**, Wen-Hai, Huang, Chia-Yi and Liu, Dah-Kwei, May 7-9, 2015, “The Study of the Relationships among Brand Identification, Brand Passion, and Brand Commitment”, paper presented at the *International Conference on Social Science and Management (ICSSAM)*, Kyoto, Japan.
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- Chih**, Wen-Hai, Wu, Yu-Ping, Tsai, Yuh-Yuan and Fang, Jiann-Fa, March 26-29, 2014, “Social Network Applications: Creation of Negative Emotions”, paper present at the *Northeast Decision Sciences Institute Conference*, Philadelphia, PA.
- Chih**, Wen-Hai and Lin, Ting-Yu, November 1, 2013, “The Study of the Influence on Brand Commitment of Brand Community and Brand”, paper presented at the *2013 Conference of Chinese Society for Management of Technology (CSMOT)*, National Kaohsiung First University of Science and Technology, Kaohsiung, Taiwan.
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- Huang, Chia-Yi, **Chih**, Wen-Hai and Lu, Aaron, May 17, 2013, “The Study of the Differences of Information Privacy Concern and Trust for Multi-group Social Website Members”, paper presented at the *2013 Joint Conference of Management Paradigms and Practice & Management Information Computing*, Ming Chuan University, Management Information Computing, Journal of Tourism and Leisure Management, Taipei, Taiwan.
- Chih**, Wen-Hai, Hsu, Li-Chun and Chang, Kai-Chi, May 17, 2013, “An Empirical Study of Influencing on E-Shopper’s Behavior Intention: A Double-sided of Cognitive Approaches”, paper presented at the *2013 Conference on Information Management and Electronic Commerce Management*, National Taitung University, Taitung, Taiwan.
- Chih**, Wen-Hai and Wu, Yu-Ping, November 29, 2012, “The Study of Antecedents and Consequences of Benefits for Website Community Users-An Empirical Study of Facebook”, paper presented at the *2012 Annual Academic Conference of Chinese Society for Management of Technology*, Yuan Ze University, Taoyuan, Taiwan.
- **Distinguished Paper Award**
- Chih**, Wen-Hai, Wang, Ming-Jaan, Lin, Ching and Tsai, Hung-Wen, November 17, 2012, “The Study of the Antecedents and Consequences of Website Quality”, paper presented at the *2012 International*

- Symposium of Quality Management and the 48th Annual Conference of Chinese Society for Quality*, Chinese Society for Quality, Tamkang University, Danshui District, New Taipei City, Taiwan.
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- Chih**, Wen-Hai, Hsu, Li-Chun and Lin, Wei-Ching, November 2, 2012, “Turn on the Dark Side and the Bright Side of Consumer Psychology: An Empirical Investigation of Consumer Revenge Model”, paper presented at the *2012 Conference of New Paradigms of Management & The 11th Annual Academic Conference*, National Taiwan University of Science and Technology, Taipei, Taiwan.
- Chih**, Wen-Hai, Liou, Dah-Kwei and Wu, Yu-Ping, August 11-13, 2012, “The Study of Antecedents and Consequences Benefits for Facebook Members”, paper presented at the *2nd International Conference on Computer Science and Service Systems (CSSS 2012)*, Volume 4, Nanjing, China.
- Wang, Kai-Yu, **Chih**, Wen-Hai, Hsu, Li-Chun and Chu, Sheng-Chan, July 15-18, 2012, “How to Retain Customers in Service Failures”, paper presented at the *International Conference on Innovation and Management*, IAM, Koror, Republic of Palau.
- Chih**, Wen-Hai, Li, Hung-Jen, Chen, Tien-Hui, Huang, Chien-Yu, Chen, Ching-Chung and Chen, Po-Ju, July 3-5, 2012, “The Crucial Determinant of Purchase Intention toward Pirated Software: Take Taiwanese College Students as an Example”, paper presented at the *BAI 2012 International Conference on Business and Information*, International Business Academics Consortium (iBAC), Academy of Taiwan Information Systems Research (ATISR), National Taipei University, Shih Chien University, Sapporo, Japan.
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- Chih**, Wen-Hai, Lin, Ching, Wang, Ze-Yung and Chen, Yin-Ying, November 4, 2011, “The Study of Organizational Perceptions on Organizational Commitment”, paper presented at the *2011 Conference of Chinese Society for Commerce & Management Quarterly & The 6th Annual Academic Conference*, National Yunlin University of Science and Technology, Yunlin, Taiwan.
- **Distinguished Paper Award**
- Chih**, Wen-Hai, Chiu, Tien-You and Kuan, Lai-Cheng, November 4, 2011, “The Study of the Antecedents of Purchase Behavior for Consumers Online Shopping”, paper presented at the *2011 Conference of New Paradigms of Management & the 10th Annual Academic Conference*, National Taiwan University of Science and Technology, Taipei, Taiwan.
- Chih**, Wen-Hai, Li, Hung-Jen and Chou, Chia-Ju, May 21, 2011, “A Value-creation Model of Passengers in Transportation Services: From the Perspectives of Relational Benefits and Relational Bonds”, paper presented at the *2011 International Conference in Management Sciences and Decision Making*, Tankang University, Danshui District, New Taipei City, Taiwan.
- Chih**, Wen-Hai, Chiu, Tien-You and Lee, Li-Wei, May 19, 2011, “The Study of Antecedents of Actual Usage for Internet Information Systems”, paper presented at the *2011 Conference of Increasing Competitiveness and Management*, Tankang University, Danshui, New Taipei City, Taiwan.
- Chih**, Wen-Hai, Wang, Kai-Yu, Hsu, Li-Chun and Huang, Yung-Chin, March 11, 2011, “Let’s Go Online Shopping: An Integration of Person and Systems Cognition-based Approaches”, paper presented at the *Academic Conference on Management and Innovation*, Taipei, Taiwan.
- Chih**, Wen-Hai, Li, Hung-Jen, Huang, Chien-Yu and Chen, Tien-Hui, January 18-20, 2011, “The Study on Antecedents and Consequences of Consumer Attitude toward Software Piracy”, paper presented at the *2011 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2011)*, Tokyo, Japan.
- **Distinguished Paper Award**
- Chih**, Wen-Hai, Wu, Cedric Hsi-Jui, Li, Hung-Jen, Liao, Hsiao-Chun and Lin, Ching, December 1-4,

- 2010, “The Study on Antecedents of Consumer Buying Impulsiveness in An Online Context”, paper presented at the *10th International Conference on Electronic Business (ICEB)*, ICEB2010 in Shanghai, Shanghai, China.
- Chih**, Wen-Hai, Chiu, Tien-You and Chen, Shu-Lan, November 6, 2010, “The Study of Relationships among Emotional Labor, Affect, Job Satisfaction, Organizational Commitment and Burnout”, paper presented at the *2010 Conference of International Quality Management & The 46th Annual Academic Conference of Chinese Society for Quality*, Ming Chi University of Technology, Taishan District, New Taipei City, Taiwan.
- Chih**, Wen-Hai, Wang, Kai-Yu, Hsu, Li-Chun and Chen, I-Hsin, September 9-11, 2010, “From Disconfirmation to Switching: An Empirical Investigation of Customer Switching Intentions after Service Failure and Recovery”, paper presented at the *Global Marketing Conference*, Tokyo, Japan.
- Chih**, Wen-Hai and Lin, Yu-An, August 2-4, 2010, “The Study of the Effects and Consequences of Perceived Website Attitude”, paper presented at the *12th International Conference on Electronic Commerce*, Shildler College of Business, University of Hawaii at Manoa, Honolulu, HI.
- Chih**, Wen-Hai and Lin, Yu-An, May 22, 2010, “The Effect of Customer Values on Online Purchase Intention: The Moderating of Flow State”, paper presented at the *Sixth Academic and Practical Conference for Interdisciplinary Management*, Tunghai University, Taichung, Taiwan.
- Chih**, Wen-Hai, Lin, Yu-An and Chien, Chih-Tsung, December 28-30, 2009, “The Study of Affecting Factors of Use Intention for Search Engine”, paper presented at the *Fifth International Conference in Global Academy of Business & Economic Research*, December, Florida A&M University and Universiti Kebangsaan Malaysia, Kuala Lumpur, Malaysia.
- Chih**, Wen-Hai, Lin, Yu-An and Lai, Hsin-Tsung, November 1, 2009, “The Study of Customer Relation Continuity of Service-An Empirical Study of Travelling”, paper presented at the *2009 and the Fifth Annual Conference of Taiwan Marketing*, Taiwan Institute of Marketing Science (TIMS), Taipei, Taiwan.
- Chih**, Wen-Hai, Wang, Kai-Yu and Jhong, Dan-Yao, October 22-25, 2009, “Have Fun on Blogs! Understanding Intention to Use Blog for Entertainment”, paper presented at the *Annual North American Conference*, Association for Consumer Research (ACR), Pittsburgh, PA.
- Wang, Kai-Yu, **Chih**, Wen-Hai and Jhong, Dan-Yao, August 12-15, 2009, “Let’s Blog! A Social Cognitive Perspective of Intention to Use Blog”, poster paper presented at the *Proceeding of the 11th International Conference on Electronic Commerce Conference*, pp. 358-361, Taipei, Taiwan.
- Chih**, Wen-Hai, Yang, Tsung-Ju, Huang, Ling-Chu and Hsu, Che-Hao, April 17-20, 2009, “Customer Orientation Behaviors of Frontline Employees: Moderating Roles of Emotional Intelligence”, paper presented at the *International Association of Computer Science and Information Technology-Spring Conference*, pp. 249-253, Computer Society, IEEE, 2009 IACSIT Spring Conference, Singapore, Singapore.
- Chih**, Wen-Hai, Huang, Ling-Chu, Yang, Tsung-Ju and Cho, Hsien-Ping, April 3-5, 2009, “Online Relational Bond, Trust and Customer Loyalty”, paper presented at the *2009 International Conference on Information Management and Engineering (ICIME 2009)*, pp. 138-141, Computer Society, IEEE, Kuala Lumpur, Malaysia.
- Chih**, Wen-Hai, Huang, Ling-Chu, Yang, Tsung-Ju and Luo, Yue-Ting, September 22-24, 2008, “The Study of IMC for Non-Profit Organization: An Empirical Study of Corporate Foundations in Taiwan”, paper presented at the *International Conference on Management, INCOM-2008*, Department of Business Administration, Mohanlal Sukhadia University, Udaipur (Rajasthan), India.
- Tsai, Chung-Hung, **Chih**, Wen-Hai and Liao, Ming-Chu, May 24, 2008, “The Study of Information Systems Success Model: Empirical Study of Hospital Industry”, paper presented at *2008 International Symposium on Healthcare Quality and Management*, Chung Shan Medical University, Taichung, Taiwan.
- **The Third Outstanding Paper Award of 2008 International Symposium on Healthcare Quality and Management**
- Chih**, Wen-Hai, Huang, Yao-Shien, Li, Ci-Rong and Lin, Chen-Ju, January 2-5, 2008, “Internal Market

Orientation: The Research Propositions and Managerial Implications”, paper presented at the *Applied Business Research Conference*, Clute Institute for Academic Research, Orlando, FL.

Chih, Wen-Hai and Liao, Ming-Chu, November 2, 2007, “The Study of Information Systems Success Model in Hospitals”, paper presented at the *2009 Conference of New Paradigms of Management & the 6th Annual Academic Conference*, National Taiwan University of Science and Technology, Taipei, Taiwan.

• **Distinguished Paper Award**

Chih, Wen-Hai, Kuo, I-Chun and Huang, Shan-Yan, June 22, 2006, “The Study of Influencing Factors on Price Tolerance of Internet Customers”, paper presented at the *2007 Conference of Cross Inter-discipline Integration of International Business Administration*, National Dong Hwa University, Hualien, Taiwan.

Chih, Wen-Hai and Li, Ci-Rong, December 22, 2006, “The Influence of Customers’ Motivation on the Relationship Maintenance”, paper presented at the *2006 Marketing Conference*, Knowledge Association of Taiwan, National Taipei University, Taipei, Taiwan.

• **The Best Paper Award**

Wang, Kung-Jeng, Huang, Shan-Yan and **Chih**, Wen-Hai, November 23-25, 2006, “A Multi-check Accounting Systems Empowered by Knowledge Management Systems”, paper presented at the *7th International Conference of the Faculty of Management Koper*, University of Primorska, Portorož, Slovenia.

Tsai, Chung-Hung and **Chih**, Wen-Hai, November 1, 2006, “The Study of the Influencing Factors of Individual Motivation and Social Network to Acceptance of Knowledge Management Systems: Empirical Study of Taiwan Banking Industry”, paper presented at the *Conference of Taiwan Business and Information*, National Taipei University, Taipei, Taiwan.

• **Distinguished Paper Award**

Wang, Kung-Jeng, **Chih**, Wen-Hai and Hwang, Ken, May 8-11 2006, “A Coordination Algorithm for Deciding Order-up-to Level of a Serial Supply Chain in an Uncertain Environment”, paper presented at the *2006 International Conference in Computational Science and Its Applications - ICCSA 2006*, London, UK.

Chih, Wen-Hai, Huang, Tin-Chung and Kuan, Kuo-Hung, September 10, 2005, “The Effects of Brand Equity and Relationship Quality on Customer Voluntary Performance and Sales Performance-An Empirical Study of Life Insurance Industry in Taiwan”, paper presented at the *2005 Conference of Service Management & Innovation*, National Penghu University of Science and Technology, Penghu, Taiwan.

• **Distinguished Paper Award**

Chih, Wen-Hai, Huang, Tin-Chung and Cheng, I-Shin, March 2005, “The Effects of Service Quality and Brand Image on Customers Satisfaction and Loyalty by Applying Structural Equation Modeling: An Empirical Study of Gas Station in Taiwan”, paper presented at the *3rd Conference of Contemporary Marketing*, National Chung Cheng University, Chiayi, Taiwan.

• **The Best Paper Award**

Chih, Wen-Hai, Tang, Tzu-Wen and Chen, I. J., July 29-31, 2004, “The Service Quality Perceptual Analysis of Mobile Phone User in Mainland China”, paper presented at the *2004 XIV ACME International Conference on Pacific Rim Management (2004 ACME)*, July 29-31, 2004, Chicago, IL.

Chih, Wen-Hai and Fu, Chiu-Mei, December 12, 2003, “The Study of Effects of E-learning on Knowledge Community and Learning Performance by Applying LISREL”, paper presented at the *Conference of Management of Technology*, Chinese Society for Management of Technology, Taipei, Taiwan.

• **Outstanding Award**

THESIS CONTEST AWARDS of MENTORING GRADUATE STUDENTS

1. Lan, Yu-Ting, “Unity is Strength: The Study of the Antecedents and Consequences of Community Identification and Brand Value Co-creation: The Empirical Study of Internet Group Buying Virtual Communities”, Distinguished Paper Award of EMBA, 2020 TOPCO Thesis Contest, August 9, 2020.
2. Wu, Cheng-Hsien, “Investigating the Effect of Mobile Commerce Ubiquity on Value Co-creation on

- Online Shipping Communities”, Honorable Mention, 2020 Master Thesis Contest, Chinese Institute of Industrial Engineers, July 10, 2020.
3. Lo, Chao-Hsiang, “Beauty Pays: Investigating Antecedents of Brand Value Co-creation in Cosmetic Virtual Communities”, Distinguished Paper Award of EMBA, 2019 TOPCO Thesis Contest, August 3, 2019.
 4. Wu, Cheng-Hsien, “The Study of the Relationships between Mobile Commerce Ubiquity, Attachment, and Value Co-creation”, Distinguished Paper Award of EMBA, 2019 TOPCO Thesis Contest, August 3, 2019.
 5. Lo, Chao-Hsiang, “Beauty Pays: Investigating Antecedents of Brand Value Co-creation in Cosmetic Virtual Communities”, Honorable Mention, 2019 Master Thesis Contest, Chinese Institute of Industrial Engineers, June 27, 2019.
 6. Yang, Shu-Chuan, “The Study of the Motivations of Consumers’ Choices for Low-Fare Carriers”, Distinguished Paper Award of EMBA, 2018 TOPCO Thesis Contest, August 4, 2018.
 7. Chatchuchailul, Suphruchaya, “The Double-edged Sword: The Roles of Cognitive Load and Social Capital on Facebook Usage Intention”, Excellent Award of Service Management and Management of Technology, Master’s Thesis Competition, Chinese Institute of Industrial Engineers, July 3, 2018.
 8. Huang, Jiun-Jen, “The Study of the Influences of Consumers’ Individuals, Groups, and Media Factors on Customers Citizenship/Participate Behavior”, 2017 Fubon Life Management Master Thesis Award, Chinese Management Association, August 5, 2017.
 9. Hsu, Che-Wei, “The Study of Emotional Response and Thought Induced from Hospital Service Failure: An Empirical Study of V Hospital in Taipei”, Outstanding Award of Strategic Management of EMBA, 2016 TOPCO Thesis Contest, July 30, 2016.
 10. Hiseh, Hao-Chun, “The Study of Influencing Factors of Behavioral Intention to Use: An Empirical Study of F Insurance Company”, Distinguished Paper Award of Strategic Management of EMBA, 2016 TOPCO Thesis Contest, July 30, 2016.
 11. Hsu, Che-Wei, “The Study of Emotional Response and Thought Induced from Hospital Service Failure: An Empirical Study of V Hospital in Taipei”, Honorable Award of Strategic Management of EMBA, 2016 Chinese Institute of Industrial Engineers Master’s These Competition, June 30, 2016.
 12. Chao, Chun-Lung, “The Study of Scale Development of Residential Property of Value of Three Generation Residence”, Outstanding Award of Strategic Management of EMBA, 2015 TOPCO Thesis Contest, August 15, 2015.
 13. Wang, Shiang-Ru, “The Study of the Antecedents and Consequences of Interactivity and Self-disclosure for Social Network Site: The Empirical Study of Facebook”, The Best Award, 2015 International ERP Academic and Practical Conference, Chinese Enterprise Resource Planning Society, March 14, 2015.
 14. Teng, Hsiu-Chen, “The Study of the Antecedents and Consequences of Community Users Psychology”, Outstanding Award of EMBA, 2014 National Management of Technology Thesis Awards, Chinese Society for Management of Technology, December 12, 2014.
 15. Teng, Hsiu-Chen, “The Influence of the Emotion and Affection of Community Users Recognition Behavior”, Outstanding Award of Marketing Management, 2014 National Management Thesis Awards, Chinese Management Association, August 25, 2014.
 16. Hsieh, Yu-Ping, “The Study of Influence on Affective and Cognitive Appraisal from Users’ Motivation in Video Sharing Websites: The Case of YouTube Community and Brand”, Outstanding Award of General Management, 2014 National Management Thesis Awards, Chinese Management Association, August 25, 2014.
 17. Chu, Tai-Li, “Beauty and Sadness: An Empirical Study of 7-Eleven Consumers”, Award for Fine Work of Marketing Management, 2014 National Management Thesis Awards, Chinese Management Association, August 25, 2014.
 18. Chih, Jyu-Jhen, “Resistance or Driving: To Study the Knowledge Sharing Intention of Facebook Users with Deterrence Theory”, Outstanding Award of Cloud Service and Information Management, 2014 TOPCO Thesis Contest, Taiwan Management Institute, July 26, 2014.

19. Chen, Yu-Jie, "Know and Love Each Other: Dancing with Emotion and Brand: An Empirical Study of iPhone", Distinguished Paper Award of Internet Marketing and Marketing Management, 2014 TOPCO Thesis Contest, Taiwan Management Institute, July 26, 2014.
20. Chen, Chiung-Chu, "The Engagement of Consumers within Groups: The Study of Formation of Brand Identity: An Empirical Study of Apple", Distinguished Paper Award of Internet Marketing and Marketing Management, 2014 TOPCO Thesis Contest, Taiwan Management Institute, July 26, 2014.
21. Cheng, Fen-Chou, "The Study of Emotional Response and Thought Induced by 3G Mobile Network Failure: An Empirical Study of Chunghwa Telecom 3G Mobile Network", Distinguished Paper Award of EMBA, 2014 TOPCO Thesis Contest, Taiwan Management Institute, July 26, 2014.
22. Wu, Yu-Ping, "The Study of Brand Community Marketing of International Tourism Hotel: An Empirical Study of Farglory Hotel", Outstanding Award, Conference of Leisure, Tourism, and Recreation, June 21, 2014, Da-Yeh University, Dacun, Changhua, Taiwan.
23. Huang, Wei-Chun, "The Study of Contradictions between Emotion and Ration of e-WOM in Group-buying: The Case of GROUPON", Excellent Award of Service Management, National Master's Thesis Competition, Chinese Institute of Industrial Engineers, June 20, 2014.
24. Hsieh, Yu-Ping, "The Effects of Users Motivations on Affection and Cognition: An Empirical Study of YouTube", Honorable Mention of Service Management, National Master's Thesis Competition, Chinese Institute of Industrial Engineers, June 20, 2014.
25. Hsu, Li-Chun, "The Study of Community Citizen Behavior from the Perspectives of Perceived Community and Brand Similarity: Mediation Roles of Dual Identity and Brand", Award for Fine Work of the 16th Conference of Electronic Commerce and Internet Marketing, National Taipei University, January 9, 2014.
26. Fang, Jiann-Fa, "Consumer Behavior of Emotional Response and Retaliation Induced by Innovative Product Failure: An Empirical Study of Chunghwa Telecom MOD", Outstanding Award of EMBA, 2013 National Management of Technology Thesis Awards, Chinese Society for Management of Technology, November 29, 2013.
27. Lin, Kuan-Yu, "The Sound of Ripple: The Study of Facebook Fan Page User's eWOM Intentions from Double-edged Sword Perspectives", The Best Award of Information Management, 2013 National Management Thesis Awards, Chinese Management Association, August 5, 2013.
28. Fang, Jiann-Fa, "Consumer Behavior of Emotional Response and Retaliation Induced by Innovative Product Failure: An Empirical Study of Chunghwa Telecom MOD", Award for Fine Work of Marketing Management, 2013 Management Thesis Awards, Chinese Management Association, August 5, 2013.
29. Wu, Yu-Ping, "The Study of Benefits of Use for Members in Social Network Site: The Case of Facebook", Award for Fine Work of Operation, R&D, and Technology Management, 2013 Management Thesis Awards, Chinese Management Association, August 5, 2013.
30. Lin, Kuan-Yu, "The Sound of Ripple: The Study of Facebook Fan Page User's eWOM Intentions from Double-edged Sword Perspectives", The Best Award of Information Management, 2013 TOPCO Thesis Contest, Taiwan Management Institute, July 28, 2013.
31. Hsu, Li-Chun, "The Study of Online Community Members' In- and Extra- role Dual Path Behaviors: An Integrated Approach of Individual-, Group, and Relationship-Level", Outstanding Award of Ph.D., 2013 TOPCO Thesis Contest, Taiwan Management Institute, July 28, 2013.
32. Lin, Kuan-Yu, "The Sound of Ripple: The Study of Facebook Fan Page User's eWOM Intentions from Double-edged Sword Perspectives", Excellent Award of Service Management and Management of Technology, Master's Thesis Competition, Chinese Institute of Industrial Engineers, June 21, 2013.
33. Lin, Ting-Yu, "The Study of the Influence on Customer Citizenship Behavior of Brand Community and Brand", Excellent Award of Service Management and Management of Technology, Master's Thesis Competition, Chinese Institute of Industrial Engineers, June 21, 2013.
34. Huang, Chia-Yi, "The Study of Knowledge Sharing Behavior in Virtual Community form the Perspective of Elaboration Likelihood Model: The Case of Facebook", Honorable Mention of Service Management and Management of Technology, Master's Thesis Competition, Chinese Institute of

- Industrial Engineers, June 21, 2013.
35. Chang, Tien-Lin, "The Study of Applying Social Cognitive Theory to Explore the eWOM Effect", Award for Fine Work of Marketing Management, 2012 National Management Thesis Awards, Chinese Management Association, August 3, 2012.
 36. Wu, Yu-Ping, "The Study of Benefits of Use for Members in Social Network Site: The Case of Facebook", Outstanding Award of EMBA, 2012 National Management of Technology Thesis Awards, Chinese Society for Management of Technology, August 3, 2012.
 37. Lin, Wei-Ching, "Anger Expansion and Contraction: Process of Customer Emotion Transferring and Anger Expressing", Outstanding Award of Marketing Management, 2012 TOPCO Thesis Contest, Taiwan Management Institute, July 22, 2012.
 38. Chen, Tao-Fa, "The Study of Use Motivations and Antecedents in Social Network Site: The Case of Facebook", Outstanding Award of Marketing Management, 2012 TOPCO Thesis Contest, Taiwan Management Institute, July 22, 2012.
 39. Lin, Ju-Hsuan, "The Study of Media Richness Theory Influencing Individual's Perception and Behavior", Good Work Award of Electronic Commerce, 2012 TOPCO Thesis Contest, Taiwan Management Institute, July 22, 2012.
 40. Yu, Fu-Tzu, "The Study of Antecedents and Consequences of Brand Relationship Benefits: An Empirical Study of Smartphone", Good Work Award of Marketing Management, 2012 TOPCO Thesis Contest, Taiwan Management Institute, July 22, 2012.
 41. Hwang, Lih-Ru, "The Study of the Influence of Web Aesthetics on Consumers' PAD", Good Work Award of Electronic Commerce, 2012 TOPCO Thesis Contest, Taiwan Management Institute, July 22, 2012.
 42. Chen, Yin-Ying, November 2011, "The Study of Organizational Perceptions on Organizational Commitment", Distinguished Paper Award, *Proceeding of 2011 Conference of Chinese Society for Commerce & Management Quarterly & The 6th Annual Academic Conference*, November 4, 2011, National Yunlin University of Science and Technology, Douliou, Yunlin, Taiwan.
 43. Lin, Chun-Shan, "The Study of Facebook Information Sharing: From Social Capital Perspective", Award for Fine Work of Marketing Management, 2011 National Management Thesis Awards, Chinese Management Association, August 4, 2011.
 44. Huang, Su-Chen, "The Study of the Motivations of Consumer Reading eWOM Influence on Purchase Intention and Changes in Buying Behavior: An Empirical Study of "fashionguide.com.tw", Award for Fine Work of Marketing Management, 2011 National Management Thesis Awards, Chinese Management Association, August 4, 2011.
 45. Hung, Ying-Tzu, "The Study of Antecedents of Usage Behavior for Pirated Software: Four Dimensions of Attitudes toward Pirated Software", Good Work Award of Internet Marketing and Marketing Management, 2011 TOPCO Thesis Contest, Taiwan Management Institute, July 30, 2011.
 46. Liao, Ming-Chu, "The Study of Information Systems Success Model: Empirical Study of Hospital Industry", The Best Paper Award, 2008 International Symposium on Healthcare Quality and Management, May 24, 2008.
 47. Chen, Hsiang-Fu, "The Study of Integrative Model for Taiwan's Consumer Information Search Behavior of Automobiles", Award for Outstanding Performance of Marketing Management, 2007 Master Thesis Awards, Chinese Management Association, July 6, 2007.
 48. Li, Ci-Rong, "The Influence of Customers' Motivation on the Relationship Maintenance", The Best Paper Award, *2006 of Marketing Conference*, Knowledge Association of Taiwan, National Taipei University, December 22, 2006.
 49. Wei, Kuo-Chou, "The Empirical Study of the Key Success Factors of Organizational Performance --- Empirical Study of Taiwan Hi-Tech Industry", 2006 Annual Distinguished Paper Award, Chinese Society for Quality, November 4, 2006.
 50. Tsai, Chung-Hung, "The Study of the Influencing Factors of Individual Motivation and Social Network to Acceptance of Knowledge Management Systems: Empirical Study of Taiwan Banking Industry", Distinguished Paper Award, Conference of Taiwan Business and Information, National

- Taipei University, November 1, 2006.
51. Huang, Yu-Hsiang, "Prediction and Customers Value Analysis of Market Segmentation: An Empirical Study of Credit Card Market", Innovation Award, 2004 Research Project for College Students, National Science Council, November 15, 2005.
 52. Kuan, Kuo-Hung, "The Effects of Brand Equity and Relationship Quality on Customer Voluntary Performance and Sales Performance-An Empirical Study of Life Insurance Industry in Taiwan", Distinguished Paper Award, 2005 Conference of Service Management and Innovation, National Penghu University of Science and Technology, September 10, 2005.
 53. Fu, Chiu-Mei, 2003, "The Study of Effects of E-learning on Knowledge Community and Learning Performance by Applying LISREL", Outstanding Award of Marketing Management, 2014 National Management of Technology Thesis Awards, Chinese Society for Management of Technology, December 12, 2003.
 54. Wang, Hung, "The Study of Dynamic Reliability for Multiparallel Allocation of Process Flexible Assembly Systems", The Best Annual Paper Award of 2001, Institute of Industrial Engineering of Chinese, December 8, 2001.

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