Ministry of Science and Technology (MOST) and National Science Council (NSC)
Funded Research Projects

Nominated: 107 學年度吳大猷先生紀念獎

MOST # 106-2410-H-006 -019 -MY2 $3.2K USD
Project Title: Bargain or Seckill more attractive? Online Auction Bidding Methods and Feedback Funds Influencing Purchasing Decision - An fMRI Study of Perceived Risk and Time
Aug 2017 – July 2019

MOST # 106-2813-C-006-042-H 大專學生參與專題研究計畫 (獲大專生研究創作獎)
「網路拍賣跨平台競價對價格認知的腦電波變化與購買決策行為之研究」

MOST # 105-2410-H-006 -031 - $1.5K USD
Project Title: Eye-tracking and fMRI Research of Online Consumers’ Perceived Risk of Fraud Events during the Process of Purchasing Second-hand Auctioned Products
Aug 2016 – July 2017

MOST # 103-2410-H-006 -048 -MY2 $3.0K USD
Project Title: A Brain Image Study of the Effect of Ethical Framing with Perceived Risk on 3C Second-Hand Product Online Consumers’ Purchasing Intention
Aug 2018 – July 2019

NSC 102-2410-H-006 -068 - $1.0K USD
Project Title: 3C-Type Second-Hand Product Consumers’ Eye Tracking and Purchase Intention

NSC 100-2410-H-006 -004 - $1.0K USD
Project Title: A Study of Revealing Second-Hand Product Value – Consumers’ Decision Model in Online Auction

NSC 99-2815-C-006-016-H 大專學生參與專題研究計畫「博物館導覽系統最短路徑規劃之研究」
NSC 99-2631-H-006 -007 $2.0K USD
Project Title: A study of unlimited learning and culture propagation for the key and lock interaction of ancient locks in the SL virtual space

NSC 96-2416-H-006 -043 – $1.5K USD
Project Title: The Study of Interactive and Phonetic effects on Learning Achievement in an Online Reading Environment

Publications (*corresponding author)


Conference Presentations & Awards

Hsieh, P. H., & Xu, Jia-Yin (July 2019). An fMRI study of the influence of positive versus negative articles on social media users’ sharing intentions and behaviors. Extended abstract and oral presentation at the Seventh Taiwan Summer Workshop on Information Management (TSWIM), July 3-5, 2019. Taoyuan, Taiwan.


having interactivity functions and cloud computing characteristics Applied. Paper presented in the 26th International Conference on Information Management (ICIM). May 23, 2015, Taipei, Taiwan. [written in Chinese]


Hsieh, P. H., & Kao, Y. L. 學生 (August, 2010). A research on the influences of personal characteristics on network community’s knowledge sharing and creating. International Conference on Digital Content, Multimedia Technology and its Applications (6th IDC2010, p. 239-244), Seoul, Korea. (IEEE Conference Record number: #17350) [EI].

Teaching Experiences

**Associate Professor**, Department of Computer Science National Chengchi University (NCCU), Taipei, Taiwan 2019 - present

**Associate Professor**, Department of Industrial and Information Management (IIM) & Institute of Information Management (IM) National Cheng Kung University (NCKU), Tainan, Taiwan 2012 - 2019

**Undergraduate courses offered**

- Service Experiences and Practices
- Windows Software Design
- Intro. to Info. Management
- Intro. to Computer Science

**Graduate courses offered** [English lectured]

- Information Ethics
- Strategic Mgt. of Tech. and Innovation
- Service Design (and System Development)
- Human Performance Tech. and Evaluation

**Administrative Jobs at NCKU, Tainan, Taiwan [2007-present]**

2012-present: Research Ethics Committee for Human Behavioral Sciences
2014-2019: Vice Chairperson of REC for HBS
2013-2014: Chief of Exhibition, Museum
2008-2012: Committee of International Affairs, College of Management & NCKU
2009: Evaluation Committee of Office of R&D, College of Management
2008: University Web Design Evaluation Committee
2007: Academic head of General Education Center
<p><strong>Administrative Jobs at NCCU, Taipei, Taiwan [2019 - present] TBA</strong></p>

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<th>Professional Activities</th>
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<tr>
<td>Journal of Electronic Commerce Research (JECR) [TSSCI] Reviewer</td>
<td>2019 – Present</td>
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<td>NTU Management Review [TSSCI] Reviewer</td>
<td>2014 – Present</td>
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<tr>
<td>Journal of e-Business (JEB) [TSSCI] Reviewer</td>
<td>2013 – Present</td>
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<td>Journal of Information Management (JIM) [TSSCI] Reviewer</td>
<td>2011 – Present</td>
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<td>Entropy [SCI]</td>
<td>2019 – Present</td>
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<tr>
<td>Electronic Commerce Research and Applications (ECRA) [SSCI] Reviewer</td>
<td>2017 – Present</td>
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<tr>
<td>European Journal of Operational Research (EJOR) [SSCI] Reviewer</td>
<td>2017 – Present</td>
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<tr>
<td>Government Information Quarterly (GIQ) [SSCI] Reviewer</td>
<td>2017 – Present</td>
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<td>Expert Systems With Applications (ESWA) [SSCI] Reviewer</td>
<td>2013 – Present</td>
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<tr>
<td>Information &amp; Management [SSCI] Reviewer</td>
<td>2013 – Present</td>
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<td>Industrial Management &amp; Data System (IMDS) [SCI] Reviewer</td>
<td>2012 – Present</td>
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<tr>
<td>Computes &amp; Education (CAE) [SSCI] Reviewer</td>
<td>2009 – Present</td>
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<td>HCI International [EI]</td>
<td>2018 – Present</td>
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<td>SIG-HCI (Human-Computer Interaction), pre-ICIS</td>
<td>2016 – Present</td>
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<td>Session Chair, Presenter</td>
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<tr>
<td>International Conference on Information Systems (ICIS) [EI]</td>
<td>2012 – Present</td>
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<td>AE, Session Chair, Reviewer, Presenter, AIS member since 2011</td>
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<tr>
<td>Pacific Asia Conference on Information Systems (PACIS) [EI]</td>
<td>2012 – Present</td>
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<td>Session Chair, Reviewer, Presenter, TWAIS member since 2010</td>
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<tr>
<td>Hawaii International Conference on System Sciences (HICSS) [EI]</td>
<td>2010 – Present</td>
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<tr>
<td>Reviewer, Presenter, IEEE-Computer &amp; Society member since 2011</td>
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**More Off-campus Administrative Jobs and Professional Activities, Taiwan**

- **2018** 台灣服務科學學會(S3TW) 「南區在地服務創新創意競賽」計畫主持人
- **2016-2018** 教育部「高級中等以下學校課程審議會」國中分組審議委員
- **2015-2018** 教育部「大專校院人體研究倫理審查委員會查核作業計畫」查核委員
- **2018-2019** 台南市教育局國民小學暨幼兒園「正式教師聯合甄選初試」命題委員
- **2014-2016** 指導學生「Yahoo!奇摩 EC-IC 電子商務競賽」(獲整體營運獎&數位行銷獎優等)
- **2015-2017** 「TMOK 好來屋國際股份有限公司」顧問
- **2013** 資策會 S.E.E. (顧客洞察與服務設計)「服務體驗工程方法」研習營-初階與實務全期完成
- **2013** 政策會 S.E.E. (顧客洞察與服務設計)「服務體驗工程方法」研習營-初階與實務全期完成
- **2013** 協助辦理 ICSSI 國際研討會(主要負責向 IEEE 申請論文集收錄於 EI-index)
- **2010** 臺北市大學華語學院「產業資訊應用趨勢研討會暨個案競賽」參賽隊伍之指導老師
- **2013** 協助辦理 ICSSI 國際研討會(主要負責向 IEEE 申請論文集收錄於 EI-index)
- **2010** 資策會 S.E.E. (顧客洞察與服務設計)「服務體驗工程方法」研習營-初階與實務全期完成
- **2013-2014** 撰寫兩篇個案進入「光華個案管理收錄庫」
- **2009** 完成於政治大學商學院舉辦的 IVEY 「個案教學研習營」