

鄒鴻泰

個人著作

A.期刊論文

1. Korsakul, N., Chen, J. S., and **Tsou, H. T.*** (2025), "Influence of the characteristics of dual-role platforms and streamers on consumer trust and purchase intention in live streaming commerce," *Service Business*, 19 (3), 18. **(SSCI)**
2. **鄒鴻泰**、劉峰旭*、張馨琳 (2025)。從 SOR 與 SDT 理論探討行動銀行 APP 要素如何有益於享樂價值與持續使用意圖。 *資訊管理學報*，32 (3)，269-292。 **(TSSCI)**
3. **鄒鴻泰***、徐暄滄、廖育德 (2025)。透過遊戲化機制增強購買綠色金融商品意圖之研究。 *管理評論*，44 (3)，45-69。 **(TSSCI)**
4. **Tsou, H. T.** and Liu, F. H.* (2025), "Unpacking the nexus between innovation ecosystem-oriented coopetition capability, organizational learning, and service innovations: A mediation-moderation model," *Canadian Journal of Administrative Sciences*, 42 (2), 235-253. **(SSCI)**. NSTC (111-2410-H-131-002)
5. Liu, F. H. and **Tsou, H. T.*** (2025), "The role of manufacturers' market-related capabilities on developing market-oriented codevelopment and competitive advantages in an emerging market," *Canadian Journal of Administrative Sciences*, 42(1), 56-73. **(SSCI)**
6. Chen, J. S., Mai, D. K., and **Tsou, H. T.*** (2024), "Digital organizational restructuring on business value creation in SMEs during the COVID-19 pandemic," *Technology Analysis & Strategic Management*, 36 (12), 4036-4051. **(SSCI)**
7. **Tsou, H. T.***, Lin, Y. H., and Loo, P. Y. (2024), "The effects of game mechanics on user retention in using social live streaming services," *Marketing Intelligence & Planning*, 42 (7), 1169-1194. **(SSCI)**
8. **Tsou, H. T.*** and Putra, M. T. (2023), "How gamification elements benefit brand love: The moderating effect of immersion," *Marketing Intelligence & Planning*, 41 (7), 1015-1036. **(SSCI)**
9. **Tsou, H. T.** and Chen, J. S.* (2023), "How does digital technology usage benefit firm performance? Digital transformation strategy and organizational innovation as mediators," *Technology Analysis & Strategic Management*, 35 (9), 1114-1127. **(SSCI)**
10. Chen, L. J.*, **Tsou, H. T.**, and Lee, W. R. (2023), "Growth and maintenance: how a subsidiary's environmental relationships with technological innovation affect its initiatives," *Asia-Pacific Journal of Business Administration*, 15 (3), 386-410. **(ESCI)**
11. **Tsou, H. T.*** and Chen, J. S. (2022), "An examination of the effect of knowledge utilization on service innovation: The moderating roles of performance-orientation culture and competitiveness culture," *Journal of Competitiveness*, 14 (4), 44-60. **(SSCI)**

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13. Hsu, Sheila H. Y., **Tsou, H. T.***, and Chen J. S. (2021), ““Yes, we do. Why not use augmented reality?” Customer responses to experiential presentations of AR-based applications,” *Journal of Retailing and Consumer Services*, 62, 102649. **(SSCI)**
14. **Tsou, H. T.** and Chen, J. S.* (2020), “Dynamic capabilities, human capital, and service innovation: The case of Taiwan ICT industry,” *Asian Journal of Technology Innovation*, 28 (2), 181-203. **(SSCI)**
15. Chen, L. J. and **Tsou, H. T.*** (2020), “Of course, cooperation first”: the effect of subsidiary capability and perception gaps for subsidiary development”, *Multinational Business Review*, 28 (3), 401-426. **(SSCI)**
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21. Liu, F. H.*, Chen, L. J., and **Tsou, H. T.** (2019), “Suppliers’ local-network embeddedness and buyers’ joint innovation: mediating role of service-innovation competence,” *International Marketing Review*, 36 (3), 342-364. **(SSCI)**
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 30. 鄒鴻泰*，「當代服務創新的趨勢與探討」，*人文與社會科學簡訊*，2015年12月，第17卷，第1期。(MOST: 103-2410-H-451-006)
 31. 鄒鴻泰*、劉峰旭、徐暄洵，「The effects of reputation and relative low price on purchase intention: Service quality as a mediated moderator」，*中華管理評論*，2015年8月，第18卷，第3期。
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41. Hsu, H. Y. S. and **Tsou, H. T.*** (2011), "Understanding customer experiences in online blog environments," *International Journal of Information Management*, 31(6), 510-523 (SSCI)
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45. 劉峰旭*、**鄒鴻泰**，「發展體驗行銷策略的過程——以一家A公司為例」，*商管經濟學刊*，2010年12月，第3卷，第2期。
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48. 陳家祥*、**鄒鴻泰**、賴寶昆，「技術服務提供對顧客關係影響之研究---以染料、染整行業為例」，*管理與系統*，2009年10月，第16卷，第4期。(TSSCI)
49. 陳家祥*、何建德、**鄒鴻泰**、羅兆凱，「大量客製化能力與敏捷性之研究：前置因素與對企業競爭優勢之影響」，*電子商務學報*，2009年9月，第11卷，第3期。(TSSCI)
50. 陳家祥*、**鄒鴻泰**，「資訊科技採納對新產品開發成功之影響」，*資訊管理學報*，2008年1月，第15卷，第1期。(TSSCI)
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C. 研討會論文

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2. **Tsou, H. T.*** and Hsu, H. Y. (2025). OTT recommender system features: Enhancing customer experiences and driving continued usage intention. *The 26th Asia Pacific Management Conference*, HCM City, Vietnam.

3. **Tsou, H. T.*** and Hsu, H. Y. (2025). Exploring the role of generative AI in service delivery innovation: The perspective from digital transformation. *The 26th Asia Pacific Management Conference*, HCM City, Vietnam.
4. 杜宛縈、**鄒鴻泰*** (2025)。以使用與滿足理論探討 AR 廣告特性對消費者行為及品牌愛戀之影響。2025 AI 驅動下的公共關係、廣告與品牌傳播學術研討會，台北，台灣。
5. **Tsou, H. T.***, Chen, J. S., Mai, T. O., and Ngoc Jade, N. B. (2024). The Impact of Soft Human Resource Management Practices on Business Performance in Hotel Sector. *Conference of the Chinese Society for Management of Technology (CSMOT)*, Taiwan.
6. 甯鈞鳴、**鄒鴻泰***、徐暄洳 (2024)。從數位轉型觀點提升電信業工程驗收與請款流程效率之研究。2024 科技管理學會年會暨論文研討會，中壢，台灣。
7. **Tsou, H. T.*** and Hsu, H. Y. (2024). When you become impulse buyer: mediated by flow experiences. *International Conference on Service Science and Innovation (ICSSI 2024)*, New Taipei City, Taiwan.
8. 徐暄洳*、**鄒鴻泰** (2024)。一起來創作！探究社交商務的消費者價值共創行為。2024 公關廣告的創新·共融·影響力：科技傳播與永續發展學術研討會，台北，台灣。
9. 吳耀中*、**鄒鴻泰**、饒旻汶 (2023)。AI 無人機在智慧城市中之開發與應用。2023 智慧永續循環技術研討會暨專題競賽，台中，台灣。
10. 葉啟文、**鄒鴻泰*** (2023)。探討企業 ESG 實踐對品牌忠誠度與購買意圖之影響-以網紅代言為調節變數。2023 AI 時代下的企業管理趨勢與挑戰研討會。台北，台灣。
11. 張馨琳、**鄒鴻泰*** (2023)。行動銀行 APP 之介面設計、資訊安全與智能客服對知覺價值與持續使用意圖影響之研究。2023 AI 時代下的企業管理趨勢與挑戰研討會。台北，台灣。
12. 陳沛涵、**鄒鴻泰*** (2023)。探討 Podcast 原生廣告置入與知覺信任對購買意願之影響。2023 AI 時代下的企業管理趨勢與挑戰研討會。台北，台灣。
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14. 徐暄洳*、**鄒鴻泰** (2023)。探究社群商務科技賦能影響消費者社群意識與購買意圖。2023 年公廣 60 公關廣告新視野：連結·傳播·科技·永續學術研討會，台北，台灣。
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17. 鄒鴻泰、徐暄洵、張鼎煥* (2022)。從電子化服務創新觀點探討開放性數位科技特性如何增進公司財務績效。2022 後疫情時代下的企業管理與挑戰研討會，台北，台灣。
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20. Tsou, H. T.* (2022). Organizational culture, entrepreneurial creativity, and service innovation. *2022 International Conference on Innovation and Management*, Webinar.
21. 徐暄洵、鄒鴻泰、洪琬婷* (2021)，疫情觸動:互動科技改造消費體驗旅程之研究，「疫起轉型-公關暨廣告產業數位轉型策略」，臺北：世新大學，2021/05/27。
22. Chen, L. J.*, Tsou, H. T., Hsu, Y. H. (2021), “What are subsidiaries fighting for? The antecedents and purpose of subsidiary initiative,” *2021 International Conference on Management and Service Innovation*, Hsinchu, Taiwan.
23. Chen, L. J.*, Ho, T. P., and Tsou, H. T. (2020), ““What We Need First is Cooperation” - The Effect of Subsidiary Capability and Perception Gaps in Subsidiary,” *Proceedings of the Asia-Pacific Conference on Business & Social Science (APCBSS 2020)*, Nagoya, Japan.
24. 陳律睿*、劉峰旭、鄒鴻泰，(2019)，「子公司自主權與吸收能力：授予途徑與知識外溢之效果分析」，Paper presented at 11th Asia Academy of Management Conference (AAOM)/12th Taiwan Academy of Management Conference (TAOM), Bali, Indonesia.
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29. Tsou, H. T.* and Hsu, H. Y. (2014), “Shaping radical and incremental service innovations through organizational agility: Insights on IT capability and organizational learning,” *Proceedings of the 19th Asia-Pacific Decision Sciences Institute Conference (APDSI 2014)*, Yokohama, Japan.

D. 研究計畫報告

a.國科會研究計畫

1. 從數位轉型策略觀點探討 AI 支援服務傳遞創新對企業競爭優勢之影響。計畫編號：113-2410-H-031-018-MY2 (2024/08/01~2026/07/31)
2. 從中介－調節角度解構生態系統導向競合能力與服務創新間之關係。計畫編號：111-2410-H-131-002 (2022/08/01~2023/07/31)。
3. 從夥伴選擇觀點提升服務傳遞共同創新以創造競爭優勢。計畫編號：103-2410-H-451-006 (2014/08/01~2015/07/31)。
4. 以資訊科技能力與組織學習的觀點探討企業如何透過組織敏捷性形成跳躍式與漸進式服務創新。計畫編號：102-2410-H-451-001 (2013/08/01~2014/07/31)。
5. 從科技、組織與環境之開放性觀點探討共同生產與數字資源準備度對公司績效之影響。計畫編號：101-2410-H-451-013 (2012/08/01~2013/07/31)。
6. 透過知識整合機制探討企業合作能力與夥伴一致性對電子化服務商品創新之影響：以金融業為例。計畫編號：100-2410-H-451-006 (2011/08/01~2012/07/31)。
7. 公司間共同發展能力對電子化服務產品與流程創新之影響---內外部技術整合機制觀點。計畫編號：99-2410-H-451-011 (2010/10/01~2011/09/30)。

b.其他研究計畫案

1. 2020 年溫州大學創業教育專項教學改革項目-創意創業 0 到 1 (線上開放課程項目)。執行期間：2020/03/01~2022/05/31。
2. 2016 年市級創新創業教育精品課程-創造力思維與管理、JW20170403、溫州市教育局。執行期間：2017/08/01~2019/07/31