

# Kai-Chieh HU

## A. Journal Papers

1. Hu, K. C., Assessing Service Quality Risk in Taipei Bus Service: Using Kano Model, Taguchi Method, and FMEA, *Transport*. (SCIE) MOST-1112410H031026 (accepted, proof reading)
2. Hu, K. C. and Yang, L. H., 2025.02, Exploring Antecedents of Passengers' Behavioral Intentions toward Autonomous Buses: A Decomposed Planning Behavior Approach. *Journal of Public Transportation*, Vol. 27, 100116. (SSCI). NSTC 1102410H031018
3. Hu, K. C. and Tsai, H. L., 2024.02, Effects of Embarrassment on Self-serving Bias and Behavioral Response in the Context of Service Failure, *Behavioral Sciences*, Vol. 14, No. 2, 136, pp. 1-15. (SSCI)
4. Hu, K. C. and Lai, Y. F., 2023.08, Applying Quality Risk Evaluation and TRIZ to Explore the Improvement Strategies of Airport Service Quality: A Case of Taoyuan International Airport, *Journal of Quality*, Vol. 30 No. 4, pp. 247-280. (EI)
5. Hu, K. C. and Salim, V., 2023.05, Combine Kano's Model, IPA, and FMEA to Evaluate Service Quality Risk of Bus Service: Case of Bangkok Bus Service, *Applied Sciences*, Vol. 13, No. 10, 5960, pp. 1-20. (SCIE) MOST-1112410H031026
6. Hu, K. C., Chia, K. C., Lu, M. and Liang, Y. L., 2022.04, Using Importance-performance Analysis, Goal Difficulty, and the Kano Model to Prioritize Improvements in the Quality of Home Delivery Logistics Services, *International Journal of Logistics Management*, Vol. 33 No. 2, pp. 477-498. (SSCI)
7. Hu, K. C. and Lee, T. C., 2020.03, The Relationships among Sustainable Marketing, Corporate Image and Customer Loyalty for Airlines: Moderating Effect of Consumer Sustainable Behavior, *Journal of Quality*, Vol. 27, No. 6, pp. 366-390. (EI)
8. Hu, K. C. and Hsieh, I. C., 2019.10, Effect of Mobile Service Quality on the Intention of Air Passengers to Use Mobile Ticketing Apps, *Journal of Quality*, Vol. 26, No. 5, pp. 296-314. (EI) MOST-1052410H031043
9. Hu, K. C. and Cai, Y. X., 2019.09, Integrating Kano's Model, IPA and Goal Difficulty to Explore Service Quality Improvement Strategy for City Bus Services: Taipei City as an Example, *Journal of the Chinese Institute of Transportation*, Vol. 31, No. 3, pp. 265-295. (TSSCI) MOST-1072410H031036
10. Hu, K. C., Yen, F. and Lu, M. Y., 2018.11, Effects of Airlines' Sustainable Marketing Campaigns on Relationship Quality and Customer Loyalty: A Case Study on Taiwanese International Airlines, *Journal of the Chinese Institute of Transportation*, Vol. 30, No. 3, pp. 187-218. (TSSCI) (in English)
11. Lee, P. T. W., Lam, J. S. L., Lin, C. W., Hu, K. C. and Cheong, I., 2018.07, Developing the Fifth Generation Port Concept Model: An Empirical Test, *International Journal of Logistics Management*, Vol. 29, No. 3, pp. 1098-1120. (SSCI)
12. Hu, K. C. and Lee, P. T. W., 2017.10, Novel 3D Model for Prioritising the Attributes of Port Service Quality: Cases involving Major Container Ports in Asia, *International*

*Journal of Shipping and Transport Logistics*, Vol. 9, No. 6, pp. 673-695. (SSCI)

13. Hu, K. C., XU, F., Chang, H. S. and Hsieh, Y. J., 217.06, Applying IPA And Rough Set Theory to Explore the Antecedents of Customer Satisfaction for Hotel Service: Comparison between Taiwan and Mainland China, *Journal of Quality*, Vol. 24, No. 3, pp. 159-190. (EI) (Research Paper Award of Chinese Society for Quality)
14. Hu, K. C., Lu, M. Y., Huang, F. Y. and Jen, W., 2017.02, Click “Like” on Facebook: The Effect of Customer-to-customer Interaction on Customer Voluntary Performance for Social Networking Sites, *International Journal of Human-Computer Interaction*, Vol. 33, No. 2, pp. 135-142. (SSCI)
15. Lee, P. T. W, Wu, J. Z., Suthiwartnarueput, K., Hu, K. C. and Rodjanapradied, R., 2016.09, A Comparative Study of Key Critical Factors of Waterfront Port Development: Case Studies of the Incheon and Bangkok Ports, *Growth and Change, Special Issue: Port, Maritime Logistics, and Regional Development*, Vol. 47, No. 3, pp. 393-405. (SSCI)
16. Hu, K. C. and Hsiao, M. W., 2016.06, Quality Risk Assessment Model for Airline Services Concerning Taiwanese Airlines, *Journal of Air Transport Management*, Vol. 53, pp. 177-185. (SSCI) NSC-1022410H031055
17. Hu, K. C. and Chen, W. T., 2015.06, The Effects of Service Failure Severity, Attribution, Corporate Image, and Involvement on Service Recovery Expectation: A Case of Taiwan Railways, *Journal of Quality*, Vol. 22, No. 3, pp.183-211. (EI) NSC-992410H031037
18. Hu, K. C. and Cho K. H., 2015, The Effects of Servicescape and Store Atmosphere on Experiential Value and Road Users’ Patronage Intentions for Service Area of Highway, *Journal of the Chinese Institute of Transportation*, Vol. 27, No. 4., pp. 471-506. (TSSCI)
19. Hu, K. C. and Tu, C. Y., 2014, Analyzing the Typology of Service Failuresand Service Recoveries for Airlines: Using Service Blueprinting and Critical Incident Technique, *Transportation Planning Journal*, Vol. 43, No. 2, pp. 205-236. (TSSCI) NSC-1012410H031005
20. Hu, K. C., Lu, L. M. Y., TU, C. Y. and Jen, W., 2013.12, Applying Critical Incidents Technique to Explore the Categories of Service Failure and Service Recovery for Taiwanese International Airlines, *Journal of the Eastern Asia Society for Transportation Studies*, Vol. 10, pp. 2255-2273. NSC-1012410H031005
21. Hu, K. C., Feng, C. M. and Wang, C. W., 2013.09, Assessment on Operation Performance of Subsidized Regional Bus Service in Rural Area, *Transportation Planning Journal*, Vol. 42, No. 3, pp. 275-304. (TSSCI)
22. Lee, P. T. W., Wu, J. Z., Hu, K. C. and Flynn, M., 2013.07, Applying Analytic Network Process (ANP) to Rank Critical Success Factors of Waterfront Redevelopment, *International Journal of Shipping and Transport Logistics*, Vol. 5, No. 4/5, pp. 390-411. (SSCI)
23. Hu, K. C., Jen, W. and Huang, Y. C., 2013.03, From the Viewpoint of Servicescape to Explore the Service Evaluation of Intercity-bus Transfer Station: A Case of Taipei Bus Station, *Journal of the Chinese Institute of Transportation*, Vol.25, No. 1, pp.111-142. (TSSCI) (Research Paper Award of 中華民國道路協會)
24. Hu, K. C., Liu, M. S., and Ho, J. M., 2012.12, The Relationships among Employee

Satisfaction, Service-Organizational Citizenship Behavior and Customer Loyalty in Bank Industry—A Case of Wealth Management Department Taiwan, *Soochow Journal of Economics and Business*, No.79, pp.45-80.

25. Lee, P. T. W. and Hu, K. C., 2012.07, Evaluation of the Service Quality of Container Ports by Importance-performance Analysis, *International Journal of Shipping and Transport Logistics*, Vol. 4, No. 3, pp.197-211. **(SSCI)**
26. Hu, K. C., Chia, K. C. and Liu, S. Y., 2012.03, The Service Quality Risk Evaluation of Bus Service on National Freeway: A Case of Taipei-Hsinchu line, *Transportation Planning Journal*, Vol. 41, No. 1, pp. 89-120. **(TSSCI)**
27. Hu, K. C., Lee, P. T. W. and Chiu, C. W., 2011, Applying Kano' s Model and Importance-performance Analysis to Explore the Service Quality of Major Container Ports in Asia, *Journal of the Chinese Institute of Transportation*, Vol. 23, No. 1, pp. 131-162. **(TSSCI)**
28. Hu, K. C. and Huang, M. C., 2011.11, Effects of Service Quality, Innovation and Corporate Image on Customer' s Satisfaction and Loyalty of Air Cargo Terminal, *International Journal of Operations Research*, Vol. 8, No. 4, pp. 36-47.
29. Hu, K. C., Jen, W. and Lu, M., 2011.10, Effects of Service Guarantee and Perceived Waiting Experience on Railway Passenger' s Repurchase Intentions, *Journal of the Eastern Asia Society for Transportation Studies*, Vol. 9, pp. 1000-1011. NSC-952416H424001
30. Hu, K. C. and Jen, W., 2010.09, From the Viewpoint of Business Customers to Explore the Antecedents of Satisfaction and Loyalty for Freight Shipping Industry in Taiwan, *Journal of the Eastern Asia Society for Transportation Studies*, Vol. 8, pp.721-734. NSC-972410H031059
31. Hu, K. C., Chung, W. C. and Chiu, C. W., 2010.06, Applying Technology Acceptance Model to Explore the Antecedents of FTTB Consumer' s Behavioral Intention, *Marketing Review*, Vol. 7, No. 2., pp.161-186.
32. Lee, P. T. W., Hu, K. C. and Chen, T., 2010.05, External Costs of Domestic Container Transportation: Short Sea Shipping versus Trucking in Taiwan, *Transport Reviews*, Vol. 30, No. 3, pp.315-335. **(SSCI)**
33. Hu, K. C., 2010.03, Evaluating City Bus Service Based on Zone of Tolerance of Expectation and Normalized Importance, *Transport Reviews*, Vo. 30, No. 2, pp.195-217. **(SSCI)**
34. Hu, K. C., Jen, W. and Lee, H. Y., 2010.03, Effects of Information of Delay Reason and Service Recovery on Attributional Controllability and Customer' s Response: A Case of TRA, *Journal of the Chinese Institute of Transportation*, Vol. 22, No. 1, pp.21-50. **(TSSCI)**
35. Hu, K. C., Lu, L. M. and Huang, M. C., 2010.03, The Effects of Service Quality, Innovation Capability and Corporate Image of Air Cargo Terminal on Customer' s Satisfaction and Loyalty, *International Journal of Commerce and Strategy*, Vol. 2, No. 1, pp.37-54.
36. Hu, K. C., Jen, W. and Chen, C. Y., 2009.12, The Effects of Service Guarantee and Perceived Waiting Experience on Passenger' s Satisfaction and Repurchase Intentions:

A Case of Taiwan Railways Administration, *Journal of the Chinese Institute of Transportation*, Vol. 21, No. 4, pp.355-384. (TSSCI)

37. Hu, K. C. and Wu, H. Y., 2009, The Effects of Brand Image and Brand Alliance Fitness on Customer' s Purchase Intentions for Home-Delivery Business, *Web Journal of Chinese Management Review*, Vol. 12, No. 2, pp.1-21.

38. Jen, W., Hu, K. C. and Tsui, N. C., 2009.03, Effect of Perceived Crowding and Public-self Consciousness Disposition on Passengers' Perceived Waiting Experience—Case of the Taipei Inter City Coach Station, *Journal of Customer Satisfaction*, Vol. 5, No. 1, pp.65-92.

39. Hu, K. C. and Hsu, C. L., 2008.12, Exploring the Purchasing Strategies of a State-run Enterprise after Privatization: The Case of Chunghwa Telecom Company, Taiwan, *International Journal of Information Systems for Logistics and Management*, Vol. 4, No. 1. pp.1-10.

40. Jen, W., Hu, K. C., Wang, P. Y. and Lin, K. M., 2008.10, Effects of Tourist Experience and Novelty Seeking on Satisfaction and Behavioural Intention for Amusement Park, *Journal of Leisure and Tourism Industry Research*, Vol. 3, No. 2, pp.1-21.

41. Hu, K. C. and Jen, W., 2008.06, From the Viewpoint of Business to Business to Explore the Effects of Service Quality and Relational Performance on Customer' s Satisfaction and Loyalty in Freight Shipping Industry, *Journal of the Chinese Institute of Transportation*, Vol. 20, No.2, pp.203-230. (TSSCI)

42. Hu, K. C., Lee, H. L. and Chung, W. C., 2008.06, An Empirical Study on Service Quality Conceptual Model of Telecom Call Center - Case of Chunghwa Telecom Northern Taiwan Business Group, *Marketing Review*, Vol. 5, No. 1, pp.1-26.

43. Hu, K. C. and Ho, Y. H., 2007.12, Analyzing the Longitudinal Trends of the Evaluation on Operation and Service of Taipei City Bus and Passenger's Perceived Service Quality, *Journal of Traffic Science*, Vol. 7, No. 1, pp.55-80.

44. Hu, K. C. and Jen, W., 2007.12, The Passengers' Behavioral Intentions for Intercity Bus Service in Taiwan: Application and Comparison of LISREL and Neural Network, *Journal of Eastern Asia Society for Transportation studies*, Vol. 7, pp.486-498.

45. Hu, K. C. and Jen, W., 2007.09, Evaluating and Prioritizing the Attributes of Passenger' s Perceived Service Quality of City Bus - From the Viewpoints of Tolerant Zone of Expectation and Importance, *Journal of the Chinese Institute of Transportation*, Vol. 19, No. 3, pp.203-230. (TSSCI)

46. Hu, K. C. and Jen, W., 2007.06, Building Passenger' s Behavioral Intentions Model Based on Perceived Value Theory - Empirical Test of Coach and City Bus, *Logistics Research Review*, Vol. 6, No. 1, pp.19-39.

47. Hu, K. C. and Jen, W., 2006.09, Passengers' Perceived Service Quality of City Buses in Taipei: Scale Development and Measurement, *Transport Reviews*, Vol. 26, No. 5, pp.645-662. (SSCI)

48. Hu, K. C. and Jen, W., 2005.12, Applications of LISREL and Neural Network to Analyze the Passenger' s Behavioral Intentions, *Logistics Research Review*, Vol. 8, pp.43-55.

49. Jen, W. and Hu, K. C., 2003, Application of Perceived Value Model to Identify Factors Affecting Passengers' Repurchase Intentions on City Bus: A Case Study of the Taipei Metropolitan Area, *Transportation*, Vol. 30, No. 3, pp.307-327. (**SSCI, SCI**)
50. Jen, W., Wu, C. C. and Hu, K. C., 2003, Correlational Analysis between Strategic Groups and Operational Performance in Scheduled Bus Service on National Freeway, *Transportation Planning Journal*, Vol. 32, No. 2, pp.297-318. (**TSSCI**)
51. Tzeng, G. H., Jen, W. and Hu, K. C., 2002, Fuzzy Factor Analysis for Selecting Service Quality Factors - A Case of Service Quality of City Bus Service, *International Journal of Fuzzy System*, Vol. 4, No. 4, pp.911-921. (**SCI-Expanded**)
52. Jen, W. and Hu, K. C., 2001, Development and Assessment of a Service Quality Scale for Mass Transit - Take Taipei Bus for an Example, *Transportation Planning Journal*, Vol. 30, No. 2, pp.371-408. (**TSSCI**)
53. Jen, W., Hu, K. C., Lin, J. S. and Wu, C. C., 2001, An Assessment of the Operational Performance and Service Quality of Bus Services on National Freeway, *Journal of the Chinese Institute of Transportation*, Vol. 13, No. 1, pp.69-94.
54. Jen, W., Kuo, H. K., Hu, K. C. and Jin, Y. A., 2000, Evaluation of Passenger Perceptions of Bus Service Quality - The Case of Taipei-CKS International Airport Route, *Urban Traffic Quarterly*, Vol. 15, No. 3, pp.27-40.
55. Jen, W. and Hu, K. C., 1999, Developing City Bus Service Quality Dimensions - Taipei as an Example, *Journal of the Eastern Asia Society for Transportation Studies*, Vol. 3, No. 2, pp.349-363.
56. Jen, W., Huang, C. Y., Hu, K. C. and Chen, C. F., 1999, An Assessment of Effect of Exclusive Bus Lines on Buses' Level of Service and Rider ship - Taking Taipei as an Example, *Journal of the Chinese Institute of Transportation*, Vol. 11, No. 4, pp.19-34.
57. Jen, W. and Hu, K. C., 1999, A Study of the Feasibility of "Public Transit Performance Assessment Ordinance", *Urban Traffic Quarterly*, Vol. 14, No. 2, pp.15-29.
58. Feng, C. M., Jen, W. and Hu, K. C., 1998, The Present Situation and System of City Bus Subsidiary - Taipei as an Example, *Urban Traffic Quarterly*, Vol. 101/102, pp.26-49.
59. Jen, W., Lin W. T. and Hu, K. C., 1997, A Study of Later-Entrants' Competitive Advantages of International Courier Service in Taiwan, *Journal of the Chinese Institute of Transportation*, Vol. 10, No. 2, pp.59-78.

## B. Book Edited/ Book Chapters

1. Hu, K. C. and Lee, P. T. W., 2011.04, Developing a New Technique for Evaluating Service Quality of Container Ports, In Notteboom, T. (Eds), *Current Issues in Shipping, Ports and Logistics*, Chapter 17, Belgium: University Press Antwerp, pp. 337-356. (ISBN 978-90-5487-858-2)

### C. Conference Papers

1. Hu, K. C., Chen, H. Y., Chia, K. C. and Lu, M., 2025.01, Effects of Airport Servicescape, Utilitarian, and Hedonic Value on Passengers' Satisfaction: A Case of Taoyuan International Airport, TRBAM-25-00008, Transportation Research Board (TRB) 104th Annual Meeting.
2. Hu, K. C. and Chen, H. W., 2024.12, Antecedents of Behavioral Intentions for TPASS Monthly Ticket Usage in Public Transportation, 2024 Conference of Chinese Institute of Transportation, Vol. 3, pp. 48-68.
3. Hu, K. C., 2023.12, Applying Taguchi Quality Loss Function and Quality Risk Evaluation to Explore the Assessment and Improvement Strategy of City Bus Service Quality: Taipei City as an Example, 2023 Conference of Chinese Institute of Transportation, Vol. 6, pp. 393-414. MOST-1112410H031026
4. Hu, K. C. and Yang, L. H., 2023.12, Applying the Decomposed Theory of Planned Behavior to Explore the Antecedents of Purchase Intentions of Autonomous Buses, 2023 Conference of Chinese Institute of Transportation, Vol. 5, pp. 282-306. MOST-1102410H031018
5. Hu, K. C., Yang, L. H., Lu, M. and Chia, K. C., 2023.09, Effects of Novelty Seeking, Perceived Risk, and Travel Anxiety on Behavioral Intention to Use Autonomous Buses, Proceedings of the Eastern Asia Society for Transportation Studies, PP3265. MOST-1102410H031018
6. Hu, K. C., Ruan, Y. T. and Lu, M. Y., 2022.12, Explore the Antecedents of Organizational Citizenship Behavior of Cabin Crew in Post-COVID-19 Pandemic: A Taiwanese International Airline as an Example, 2022 Conference of Chinese Institute of Transportation, Vol. 1, pp. 1-25. (Research Paper Award of Civil Aviation Transportation and Technology)
7. Hu, K. C., Chien, C. Y. and Lu, M. Y., 2021.12, Antecedents of Using Behavioral Intentions for Rental Service of Sharing Electric Motorcycle: Using Decomposed Theory of Planned Behavior, 2021 Conference of Chinese Institute of Transportation, Vol. 4, pp. 417-442.
8. Hu, K. C. and Hsiao, Y. C., 2021.11, Effect of Online Convenience and Food Quality on Perceive Value and Repurchase Intention for Online Food Delivery Service, The 57th Annual Conference of Chinese Society for Quality 2021 International Symposium of Quality Management (ISQM 2021), TEM007, pp. 1-8.
9. Hu, K. C. and Lai, Y. F., 2021.11, Applying Quality Risk Evaluation and TRIZ to Explore the Innovation Design of Airport Service: A Case of Taoyuan International Airport, The 57th Annual Conference of Chinese Society for Quality 2021 International Symposium of Quality Management (ISQM 2021), TMC011, pp. 1-8.
10. Hu, K. C., Chia, K. C., Lu, M. Y. and Liang, Y. L., 2020.11, Using the Kano Model, Importance-performance Analysis, and Goal Difficulty to Explore the Improvement Priority of Service Quality Attributes for Home-delivery Logistics, 10th Asian Logistics Round Table (ALRT) Conference, pp.87-108.
11. Hu, K. C., Chia, K. C., Lu, M. and Chang, W. S., 2020.01, The Effects of Servicescape and Atmosphere on Experiential Value and Patronage Intention of Airport Lounge: A

Taiwanese International Airline as an Example, Transportation Research Board (TRB) 99th Annual Meeting.

12. Hu, K. C. and Hsu, W. T., 2019.12, Effects of Convenience and Perceived Risk on Behavioral Intentions and eWOM for Online Duty-free Shopping, 2018 Conference of Chinese Institute of Transportation, Vol. 5, pp. 413-441. MOST-1082410H031072
13. Hu, K. C. and Lin, Y. C., 2019.12, Service Quality Risk Evaluation of Cross-Border E-Commerce Trading Platform, 2018 Conference of Chinese Institute of Transportation, Vol. 4, pp. 309-329.
14. Hu, K. C. and Cai, Y. X., 2018.12, Integrating Kano's Model, IPA and Goal Difficulty to Explore Service Quality Improvement Strategy for City Bus Services: Taipei City as an Example, 2018 Conference of Chinese Institute of Transportation, pp. 1376-1401. MOST-1072410H031036
15. Hu, K. C., Chia, K. C., Lu, M. and Harsobisono, M., 2018.08, Applying Theory of Planned Behavior to Explore the Antecedents of Behavior Intentions toward Collaborative Consumption: Case of Airbnb, 2018 International Conference on Industry, Business and Social Sciences (IBSS).
16. Hu, K. C., Chia, K. C., Lu, M. Y., Wu, W. S. and Cai, Y. X., 2017.11, Can Travel Ticket Attract Tourists? Exploring the Relationships among Perceived Value, Tourism Attractions, Perceived Risk and Purchase Intentions for TRA's Travel Ticket, International Conference on Advances in Business, Management and Law, pp. 1-23. MOST-1062410H031014 (ICABML 2017 best paper award)
17. Hu, K. C., Chia, K. C., Lu, M. Y. and Lee, T. C., 2017.09, The Effect of Airline's Sustainable Marketing on Corporate Image and Customer Loyalty, Proceedings of the Eastern Asia Society for Transportation Studies, Vol. 11, Paper No. 45, pp. 1-21. MOST-1062410H031014
18. Kai-Chieh Hu and I-Chih Hsieh, 2016.12, Explore the Antecedents of Air Passenger Intention for Using Mobile Ticketing Apps: Base on Technology Acceptance Model, the 21th International Conference of Hong Kong Society for Transportation Studies, pp. 157-164. MOST-1052410H031043
19. Kai-Chieh Chia, Lu, M. Y. and Kai-Chieh Hu, 2016.12, Evaluating the Supply Chain Disruption Risks of 21st Century Maritime Silk Road: Case of Taiwan, the One Belt One Road (OBOR) Conference 2016, pp. 1-13.
20. Hu, K. C., Chia, K. C., Lu, L. M. Y. and Li, W. N., 2016.12, Designing a parking services evaluation for off-street parking lots in Taipei city: Application of service blueprint and analytic hierarchy process, 2016 Conference of Chinese Institute of Transportation, pp. 1-20.
21. Hu, K. C., Yen, F. and Lu, M. Y., 2016.07, The Effects of Airline's Sustainable Marketing on Relationship Quality and Customer Loyalty, 14th World Conference on Transport Research (WCTR), F2c-3D5, pp. 1-19.
22. Hu, K. C., Lu, L. M. Y. and Li, W. N., 2016.01, Designing a Parking Services Evaluation for Off-street Parking Lots - A Case of Contract-out Public Parking Lots in Taipei City, The 19th Decision Analysis Symposium, pp. 1-15.
23. Hu, K. C. and Lee, T. C., 2015.12, The Effects of Airline's Sustainable Marketing and Corporate Image on Customer Loyalty: Moderating Effect of Consumer Sustainable

Behavior, 2015 Conference of Chinese Institute of Transportation, pp. 725-750.

24. Lu, M. Y., Hu, K. C., Cheng, F. L., and Jen, W., 2015.08, The Green Shipping Competitiveness Index (GSCI): A Multidimensional Scale For Assessing the Green Competitiveness of Shipping Carriers, 2015 SUBA-ALRT international conference, pp. 1-20.
25. Hu, K. C. and Yen, F., 2015.06, The Effects of Airline's Sustainable Marketing on Relationship Quality and Customer Loyalty, 2015 The 18th Conference on Interdisciplinary and Multifunctional Business Management, pp. 1-16.
26. Lee, T. C. and Hu, K. C., 2015.06, The Effects of Airline's Sustainable Marketing on Enterprise Image and Customer Loyalty, 2015 The 18th Conference on Interdisciplinary and Multifunctional Business Management, pp. 1-14.
27. Hu, K. C. and Hsieh, Y. J., 2015.06, Applying Rough Set Theory to Explore the Antecedents of Customer Satisfaction for Hotel Service: Comparison between Taiwan and Mainland China, 2015 The 18th Conference on Interdisciplinary and Multifunctional Business Management, pp. 1-13.
28. Hu, K. C. and Lee, P. T. W., 2015.05, A New Three-dimensional Model for Prioritizing Attributes of Port Service Quality, GPRA 2015 conference, pp. 1-20.
29. Hu, K. C. and Chen, Y. C., 2014.12, Applying Data Envelopment Analysis to Evaluate the Operational Efficiency of Asia-Pacific Airports, the 19th International Conference of Hong Kong Society for Transportation Studies, pp.1-8. MOST-1032410H031038
30. Hu, K. C. and Cho, K. H., 2014.12, The Effects of Servicescape and Store Atmosphere on Experiential Value and Road Users' Patronage Intentions for Service Area of Highway, 2014 Conference of Chinese Institute of Transportation, pp. 133-160. MOST-1032410H031038
31. Hu, K. C., Feng, C. M. and Lee, C. I., 2014.12, Applying Conjoint Analysis to Explore Passengers' Preference Behavior toward Operating Types of Intercity Bus Routes, 2014 Conference of Chinese Institute of Transportation, pp. 23-48.
32. Hua, C. H. and Hu, K. C., 2014.06, The Effects of Luxury Brand Image, Luxury Value, Brand Attitude on Consumers' Purchase Intentions, 2014 The 17th Conference on Interdisciplinary and Multifunctional Business Management, pp.293-307.
33. Hu, K. C. and Tzeng, H. W., 2014.06, Evaluation of Service Quality Risk for Hotel Industry in Taiwan, 2014 The 17th Conference on Interdisciplinary and Multifunctional Business Management, pp.219-234.
34. Chang, H. S., Hu, K. C. and Kuo, E. J., 2014.06, The Influences of Revenue-related Cause Marketing to Tourism Relationship Value - Using Psychological Distance as Moderator, 2014 International Conference of Hospitality Management and Industrial Development, pp.1-19.
35. Chang, H. S., Hu, K. C. and Liu, E. C., 2014.06, The Influences of Public Issue Promoted Social Marketing to Tourism Relationship Value—Using Gestalt Psychology as Moderator, 2014 International Conference of Hospitality Management and Industrial Development, pp.1-20.
36. Hu, K. C. and Hsiao, M. W., 2013.12, Developing a Quality Risk Assessment Model for Airline Service, Proceeding of the 18th International Conference of Hong Kong Society

for Transportation Studies, pp.181-188. NSC-1022410H031055

37. Hu, K. C. and Tu, C. Y., 2013.12, Analyze the Typology of Service Failures and Service Recoveries for Airlines: Using Service blueprint and Critical Incidents Technique, 2013 Conference of Chinese Institute of Transportation, pp.1-24. NSC-1012410H031005
38. Hu, K. C. and Lin, T. Y., 2013.10, Constructing and Evaluating the Competitiveness Index of Urban Service Industries: A Case of Taiwan Area, 2013 Conference of Financial, Economics, and Business of both sides of the strait, pp.78-104.
39. Hu, K. C., Lu, L. M. Y., TU, C. Y. and Jen, W., 2013.09, Analyze the Typology of Service Failures and Service Recoveries for Airlines: Using Service blueprint and Critical Incidents Technique, Proceedings of the 10th Conference of Eastern Asia Society for Transportation studies, Vol. 9, P434, pp.1-19. NSC-1012410H031005
40. Hu, K. C. and Wu, C. Y., 2013.06, The Effects of Premium Promotion Depth on Consumer Purchase Intentions: Moderating Effects of Temporal Distance and Selectable, 2013 The 16th Conference on Interdisciplinary and Multifunctional Business Management, pp.1-16.
41. Chen, H. W., Wu, J. Z. and Hu, K. C., 2013.06, Analyzing the Critical Factors of Site Selection for Bank Branches Relocation, 2016 The 16th Conference on Interdisciplinary and Multifunctional Business Management, pp.1-15.
42. Hu, K. C., Wang, H. L. and L. M. Lu, 2013.01, The Effects of Servicescape and Experiential Marketing on Consumer Loyalty in Hot Spring Hotel Industry, 2013 The International Symposium on Society, Tourism, Education and Politics, pp.1-8. NSC-1012410H031005
43. Hu, K. C., Chia, K. C., Chen, Y. C., Chen, I. C., Hsu, S. K. and Chang, C. Y., 2012.10, The Study on the Relationship between Size and Efficiency of Airport in Asia-Pacific Region, 2012 Conference of Financial, Economics, and Business of both sides of the strait, pp.1-17.
44. Hu, K. C. and Lee, P. T. W., 2012.09, A Methodological Note on the Conceptual Framework of a Three-dimensional Model for Prioritizing Attributes of Port Service Quality, 2012 International Association of Maritime Economists Conference, pp.1-7.
45. Hu, K. C., Yen, Y. L. and Chia, K. C., 2012.07, Applying UTAUT Model to Explore the Antecedents of Behavioral Intentions for Using Cloud Computing Service: A Case of Software as a Service, 2012 International Conference on Business and Information, pp.E87-E105.
46. Hu, K. C., Jen, W. and Huang, Y. C., 2011.12, From the Viewpoint of Servicescape to Explore the Service Evaluation of Intercity-bus Transfer Station: A Case of Taipei Bus Station, 2011 Conference of Chinese Institute of Transportation, pp.1-24.
47. Hu, K. C., Chia, K. C. and Liu, S. Y., 2011.12, The Service Quality Risk Evaluation of Intercity-bus Industry: A Case of Taipei-Hsinchu line, 2011 Conference of Chinese Institute of Transportation, pp.1-20.
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