

Hung-Tai Tsou

Writing

A. Journal Papers

1. **Tsou, H. T.***, Hsu, H. Y., and Yeh, C. W. (2026), “How do corporate environmental protection practices benefit brand loyalty and purchase intention,” *Asia Pacific Management Review*, 31 (3), 100442. **(TSSCI)**
2. **Tsou, H. T.*** (2026), “GenAI-powered service delivery innovation in digital transformation,” *Technology Analysis & Strategic Management*, 38 (8), 1443-1457. **(SSCI)**.
3. **Tsou, H. T.***, Chen, J. S., Hsu, H. Y., and Wu, Y. C. (2026), “OTT recommender system features shape consumers’ continued usage intention: An integrated perspective based on the SOR model and theory of consumption values,” *Service Business*, 20 (2), 13. **(SSCI)**.
4. 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)**
5. **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)**
6. **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)**
7. **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)
8. 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)**
9. 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)**
10. **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)**
11. **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)

12. **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)
13. 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)
14. **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)
15. **Tsou, H. T.*** (2022), “Linking customization capability with CRM technology adoption and strategic alignment,” *Service Science*, 14(1), 60-75. (SSCI)
16. 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)
17. **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)
18. 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)
19. Chen, J. S.*, **Tsou, H. T.**, Chou, C. Y. H., and Ciou, C. H. (2020), “Effect of multichannel service delivery quality on customers' continued engagement intention: A customer experience perspective,” *Asia Pacific Journal of Marketing and Logistics*, 32 (2), 473-494. (SSCI)
20. Chen, L. J.*, **Tsou, H. T.** and Chen, C. C. (2020), “An enabling mechanism for subsidiary autonomy,” *Journal of Management Research*, 12(1), 1-25. (ABI)
21. **Tsou, H. T.** and Chen, L. J.* (2019), “The influence of service innovation capability for self-service technology investment,” *Canadian Journal of Administrative Sciences*, 36 (4), 544-558. (SSCI)
22. **Tsou, H. T.**, Chen, J. S.*, and Yu, Y. W. (2019), “Antecedents of co-development and its effect on innovation performance: A business ecosystem perspective,” *Management Decision*, 57 (7), 1609-1637. (SSCI)
23. **Tsou, H. T.***, Chen, J. S., and Wang, Z. Q. (2019), “Partner selection, interorganizational coordination, and new service development success in the financial service industry,” *Canadian Journal of Administrative Sciences*, 36 (2), 231-247. (SSCI)
24. 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) Q2
25. Hsu, H.Y., Liu, F. H., **Tsou, H. T.***, and Chen, L. J. (2019), “Openness of technology, top management support, and service innovation: A social innovation perspective,” *Journal*

- of Business & Industrial Marketing*, 34 (3), 575-590. (SSCI)
26. Tsou, H. T. and Cheng, C. C.* (2018), "How to enhance IT B2B service innovation? An integrated view of organizational mechanisms," *Journal of Business & Industrial Marketing*, 33 (7), 984-1000. (SSCI)
 27. Tsou, H. T. and Huang, Y. W.* (2018), "Empirical study of the affecting statistics education on CRM and customer value in hi-tech industry," *Eurasia Journal of Mathematics Science and Technology Education*, 14(4), 1287-1294.
 28. Tsou, H. T., Chen, J. S.*, and Liao, S. W. (2016), "Enhancing intellectual capital for e-service innovation," *Innovation-Organization & Management*, 18 (1), 30-53. (SSCI)
 29. Tsou, H. T.*, Chen, J. S., and Hsu, H. Y. (2016), "Learning for customization capability through agility: The case of IT industry," *Journal of Information Management*, 23 (2), 155-186. (TSSCI)
 30. 陳律睿*、鄒鴻泰,「環境競爭性、事業關係與子公司重要性」, *中山管理評論*, 2016 年, 第 24 卷, 第 3 期, 頁 609-640。 (TSSCI)
 31. Tsou, H. T., Cheng, C. C.*, and Hsu, H. Y. (2015), "Selecting business partner for service delivery co-innovation and competitive advantage," *Management Decision*, 53 (9), 2107-2134. (SSCI)
 32. Tsou, H. T. and Hsu, H. Y.* (2015), "Performance effects of technology-organization-environment openness, service coproduction, and digital-resource readiness: The case of the IT industry," *International Journal of Information Management*, 35 (1), 1-14. (SSCI)
 33. 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)
 34. 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。
 35. Tsou, H. T., Chen, J. S.*, and Liao, W. H. (2014), "Market and technology orientations for service delivery innovation: The link of innovative competence," *Journal of Business & Industrial Marketing*, 29 (6), 499-513 (SSCI)
 36. Liu, F. H.*, Tsou, H. T., and Chen, L. J. (2013), "The impact of OEM supplier initiatives on buyer competence development: The moderating roles of collaborative relationship and competitive environment," *Asia Pacific Journal of Management*, 30 (4) December, 1285-1303 (SSCI)
 37. 鄒鴻泰*、劉峰旭、黃聖捷、王玟凱,「以科技接受模式觀點探討數位載體對數位音樂購買意願之影響」, *中華管理評論*, 2013 年 5 月, 第 16 卷, 第 2 期。
 38. Tsou, H. T.* (2012), "Collaboration competency and partner match for e-service product innovation through knowledge integration mechanisms," *Journal of Service Management*, 23 (5) October, 640-663. (SSCI)
 39. Tsou, H. T.* (2012), "The effect of interfirm codevelopment competency on the innovation of the e-service process and product: The perspective of internal/external

- technology integration mechanisms,” *Technology Analysis & Strategic Management*, 24 (7) August, 631-646. (SSCI)
40. Tsou, H. T. and Chen, J. S.* (2012), “The influence of interfirm codevelopment competency on e-service innovation,” *Information & Management*, 49 (3/4) May, 177-189. (SSCI)
 41. Cheng, C. C., Chen, J. S.*, and Tsou, H. T. (2012), “Market-creating service innovation: Verification and its associations with new service development and customer involvement,” *Journal of Services Marketing*, 26 (6), 444 - 457 (SSCI)
 42. Chen, J. S.* and Tsou, H. T. (2012), “Performance effects of IT capability, service process innovation, and the mediating role of customer service,” *Journal of Engineering and Technology Management*, 29 (1), 71-94. (SSCI)
 43. Chen, J. S.*, Tsou, H. T., and Chin, R. K. H. (2011), “Co-production and its effects on service innovation,” *Industrial Marketing Management*, 40 (8), 1331-1346. (SSCI)
 44. 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)
 45. Hsu, H.Y. S. and Tsou, H. T.* (2011), “The effect of website quality on consumer emotional states and repurchase intention,” *African Journal of Business Management*, 5(15), 6195-6200.
 46. Tsou, H. T.*, and Hsu, H. Y. (2011), “E-service innovation within open innovation networks,” *International Journal of Economics and Management Engineering*, 5(1), 31-35.
 47. 徐暄洵*、鄒鴻泰、晁瑞明，「信任度、回饋度與知識性質探究知識分享關聯性之研究-以電子資訊產業為例」，*中華管理評論*，2011年2月，第14卷，第1期。
 48. 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。
 49. Chen, J. S.*, Tsou, H. T., and Huang, Y. H. (2009), “Service delivery innovation: Antecedents and impact on firm performance,” *Journal of Service Research*, 12(1), 36-55 (SSCI)
 50. Chen, J. S.*, Ching, R. K. H., and Tsou, H. T. (2009), “Multi-channels store image and the effects on purchase intention,” *Service Industries Journal*, 29(9), 1215-1230. (SSCI)
 51. 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)。
 52. 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)
 53. 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)
 54. Chen, J. S.* and Tsou, H. T. (2007), “Information technology adoption for service innovation practices and competitive advantage: The case of financial firms”,

Information Research, 12(3), paper314 (SSCI)

C. Conference Papers

1. 黃芥、鄒鴻泰* (2026)。消費者對綠色寵物產品購買意願-以綠色自我認同為中介。2026 管理與服務創新國際學術研討會。新竹，台灣。
2. 蔡婕儀、鄒鴻泰* (2026)。社群媒體對地方創生影響-以四季池上為例。2026 管理與服務創新國際學術研討會。新竹，台灣。
3. 鄭宇涵、鄒鴻泰* (2026)。探討數位金融 App 的互動設計如何強化消費者持續使用意願。2026 管理與服務創新國際學術研討會。新竹，台灣。
4. 尤婉穎、鄒鴻泰* (2026)。探討品牌擬人化商品之療癒感及情緒對消費者行為之影響。2026 管理與服務創新國際學術研討會。新竹，台灣。
5. Tsou, H. T.* and Hsu, H. Y. (2026). Exploring the effect of GenAI-powered service delivery innovation on competitive advantage. *International Conference on Innovation and Management*, Busan, South Korea.
6. 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.
7. 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.
8. 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。
9. 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.
10. 甯鈞鳴、鄒鴻泰*、徐暄洵 (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。
11. 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.
12. 徐暄洵*、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。
13. 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。
14. 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。

15. 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。
16. 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。
17. 廖育德、鄒鴻泰* (2023)。透過遊戲化機制增強消費者購買綠色金融商品行為意圖之研究。2023 AI 時代下的企業管理趨勢與挑戰研討會。台北，台灣。
18. 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。
19. Tsou, H. T.* and Lu, M. T. (2022). The Effect of Ecosystem-Oriented Coopetition Capability on Service Innovation. *ICSSI 2022 International Conference on Service Science and Innovation*, Kaohsiung, Taiwan.
20. Lu, M. T.* and Tsou, H. T. (2022). Evaluating the Reliability of Smart Grid for Sustainable Development in Taiwan: Based on Fuzzy MCDM mode. *2022 International Conference on Fuzzy Theory and Its Application (iFUZZY 2022)*, Kaohsiung, Taiwan.
21. 鄒鴻泰、徐暄洳、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。
22. Loo, P. Y.* and Tsou, H. T. (2022). The effects of gamification in e-wallets on continuance usage intention in Malaysia: The perspective from Technology Continuance Theory. *2022 International Conference on Management and Service Innovation*, Hsinchu, Taiwan.
23. Putra, M. T. and Tsou, H. T.* (2022). Gamification influence on customer engagement and brand loyalty in Shopee Indonesia users. *2022 International Conference on Management and Service Innovation*, Hsinchu, Taiwan.
24. Tsou, H. T.* (2022). Organizational culture, entrepreneurial creativity, and service innovation. *2022 International Conference on Innovation and Management*, Webinar.
25. 徐暄洳、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。
26. 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.
27. 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.

28. 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.
29. **Tsou, H. T.*** and Hsu, H. Y. (2018), "How customization capability benefits CRM effectiveness," *Proceedings of the 23th Asia-Pacific Decision Sciences Institute Conference (APDSI 2018)*, Bangkok.
30. **Tsou, H. T.*** and Hsu, H. Y. (2017), "How openness of technology and digital-resource readiness benefit e-service innovations," *Proceedings of the 22th Asia-Pacific Decision Sciences Institute Conference (APDSI 2017)*, Seoul, South Korea.
31. **Tsou, H. T.*** and Hsu, H. Y. (2016), "Self-service technology investment, electronic customer relationship management practices, and service innovation capability," *Proceedings of 2016 Academy of Marketing Science World Marketing Congress (July 19-23)*, Paris, France.
32. **Tsou, H. T.*** and Hsu, H. Y. (2015), "Enhancing service delivery co-innovation in creating competitive advantage: The perspective from partner selection," *Proceedings of BAI 2015 International Conference on Business and Information (July 7-9)*, Macau.
33. **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. Research Reports

a. NATIONAL SCIENCE & TECHNOLOGY COUNCIL Research Projects

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. Other Research Projects

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