

鄒鴻泰

個人著作

A.期刊論文

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)**.
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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)**
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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)**
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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)**
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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)**
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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)**
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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)
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C. 研討會論文

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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。
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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。
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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。
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18. 徐暄洵*、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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25. 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。
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.
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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.
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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. 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