

Yi-Feng Miao

Writing

A. Journal Papers

1. Yi-Wen Fan and Yi-Feng Miao, 2012, Effect of electronic word-of-mouth on consumer purchase intention: The perspective of gender differences, *International Journal of Electronic Business Management*. **(EI)**
2. Yi-Wen Fan, Yu-Hsien Fang, Yi-Feng Miao and Shih-Hsiang Wang, 2013, Factors affecting online content forwarding intention in social network, *Electronic Commerce Studies*. **(TSSCI)**
3. Yi-Wen Fan, Yi-Feng Miao, Yu-Hsien Fang and Ruei-Yun Lin, 2013, Establishing the adoption of electronic word-of-mouth through consumers' perceived credibility. *International Business Research*.
4. Yi-Wen Fan, Yi-Feng Miao and Seng-Ching Wu, 2013, Customer complaints and service policy in electronic commerce, *South African Journal of Business Management*. **(SSCI)**
5. Chin-Lung Hsu, Judy Chuan-Chuan Lin and Yi-Feng Miao, 2020, Why are people loyal to live stream channels? The perspectives of uses and gratifications and media richness theories, *Cyberpsychology, Behavior, and Social Networking*. **(SSCI)**
6. Meng Chun Chen, Sheng Wei Lin, Yi Feng Miao and Judy Chuan-Chuan Lin, 2022, Value of services: Utilizing valued-based adoption model to investigate consumer's intention to subscribe music streaming services, *Journal of Information Management*. **(TSSCI)**
7. Shin-Tian Lee, Yi-Feng Miao, Chin-Lung Hsu and Judy Chuan-Chuan Lin, 2022, The study on consumer webrooming behaviors: When online information becomes shopping reference, *Journal of e-Business*. **(TSSCI)**
8. Ju-Jane Lin, Yi-Feng Miao, Wei-Neng Lin and Judy Chuan-Chuan Lin, 2023, A study of the adoption behavior for Taipei City waste collection using iTrash, *Journal of Management and Systems*. **(TSSCI)**
9. Chin-Lung Hsu, Judy Chuan-Chuan Lin and Yi-Feng Miao, 2026, Product recommendation source, persuasive messages and media richness in social commerce, *Journal of Business Research*. **(SSCI)**

B. Book Edited/ Book Chapters

C. Conference Papers

1. Yi-Wen Fan, Yi-Feng Miao, and Cheng-Kiang Farn, 2012.07, Effect of electronic word-of-mouth on consumer purchase intention: The perspective of gender differences. *International Conference on Innovation and Management*, Republic of Palau.
2. Yi-Wen Fan, Yi-Feng Miao, Yu-Hsien Fang and Ruei-Yun Lin, 2012.12, Establishing the adoption of electronic word-of-mouth by online consumers through perceived credibility, *18th Conference on Information Management & Practice*, Taiwan.
3. Lin, J. C.-C., Chen, C. Y., Hsu, C. C., and Miao, Y. F., 2017.07, What drives purchase intention for paid stickers: Perceived value and social tie perspectives. *International Conference on Innovation and Management*, Tokyo, Japan.
4. Yu-Chi Su, Yi-Feng Miao and Judy Chuan-Chuan Lin, 2024.06, Using elaboration likelihood model to explore intentions to use GenAI chatbot. *35th International Conference on Information Management (ICIM 2024)*, Taipei, Taiwan.
5. Chia-Chun Chen, Yi-Feng Miao and Judy Chuan-Chuan Lin, 2024.06, Tool or toy? Exploring the intention to adopt and word-of-mouth factors of generative artificial intelligence ChatGPT with value-based adoption model. *35th International Conference on Information Management (ICIM 2024)*, Taipei, Taiwan.
6. Chun-Yi Chen, Yi-Feng Miao and Judy Chuan-Chuan Lin, 2024.06, Understanding the intention to adopt smart service in public agency: A case study of smart locker. *35th International Conference on Information Management (ICIM 2024)*, Taipei, Taiwan.
7. Miao, Y. -F., 2025.08, Investment or fraud? Exploring factors influencing Taiwanese users' online investment intentions. *International Conference on Business and Management (ICBM-25)*, Tokyo, Japan.
8. Miao, Yi-Feng and Liang, Ya-Han, 2025.08, Shipping: Worth the cost? Exploring consumers' willingness to adopt e-commerce shipping subscription services through the Value-based Adoption Model, *The 14th Forum on Service Science Research (FSSR 2025)*, Pingtung, Taiwan.
9. Miao, Yi-Feng and Chu, Man-Chi, 2025.08, Traveling with pets: The influence of owner attachment on the intention to choose pet-friendly accommodations, *The 14th Forum on Service Science Research (FSSR 2025)*, Pingtung, Taiwan.
10. Chen, Wen-Jun and Miao, Yi-Feng, 2026.05, The more, the better? Exploring gamified marketing models from the perspective of Social Exchange Theory: A case study of the Forest App, *The 15th Business & Management Conference (TIIBS 2026)*, Taipei, Taiwan.

D. Research Reports

a. National Science and Technology Council Research Projects

1. 2024.10~2025.09, Investment or fraud? Exploring factors influencing users' online investment intentions through Uncertainty Reduction Theory. (113-2410-H-031-088)
2. 2026.08~2027.07, Cloud confidant: Exploring continuous usage intention of AI Chatbots through Attachment Theory. (115-2410-H-031-081-)

b. Other Research Projects

