

# 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, 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*.
3. 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)
4. 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)

### 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.

### D. Research Reports

#### a. National Science and Technology Council Research Projects

#### b. Other Research Projects