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Writing

A. Journal Papers

1. 曾詠青、吳俊諺、洪華薇，2023。如何運用外部連結促進產學合作？一項長期的個案研究。產業與管理論壇：25(2): 28-55。(TSSCI) (通訊作者)
2. Tseng, Y.C., Hung, H.W., and Lin, B.W. (2023). Win the Next War vs Innovate or Die: Framing the Digital Transformation Across the Taiwanese Sectors. *European Journal of Innovation Management*. (Accepted). <https://doi.org/10.1108/EJIM-10-2022-0571>. (SSCI, IF: 5.1, Q2) (Corresponding author)

B. Conference Papers

1. Chang, S.-C., Hung, H.-W., Hung, S.-C., and Lin, B.-W. 2023. Framing Strategies of Charismatic Leaders: The Case Study of Alibaba. British Academy of Management (BAM), Brighton, UK.
2. Tseng, Y.-C., Hung, H.-W., and Lin, B.-W. 2022. Framing the Digital Transformation: Evidence from Taiwan. Academy of Management Annual Meeting (AOM), Seattle, Washington, USA.
3. Hung, H.-W., Hsieh, Y.-C. 2020. A pleasure or agony of sharing? The case of Uber in Taiwan. 36th European Group for Organizational Studies (EGOS) Colloquium, Hamburg, Germany.
4. Weng, J., Yi, L.-H., Li, F.-H, Hung, H.-W., and Huang. C.-Y. 2019. How social enterprises facilitate employee creativity: A grounded theory approach. Academy of Management Annual Meeting (AOM), Boston, Massachusetts, USA.
5. Hsieh, Y.-C., Muhammad, Z. A., and Hung, H.-W. 2019. The motivation behind Muslim customer participation in the sharing economy in Indonesia. European Academy of Management Annual Meeting (EURAM), Lisbon, Portugal.