

鄒鴻泰

個人著作

A.期刊論文

1. **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)
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5. **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)
6. **Tsou, H. T.**, Hou, C. C., Chen, J. S.*, and Ngo, M. C. (2022), “Rethinking sustainability hotel branding: The pathways from hotel services to brand engagement,” *Sustainability*, 14, 10138. (SSCI)
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- subsidiary autonomy,” *Journal of Management Research*, 12(1), 1-25.
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 26. **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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30. 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。
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44. 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)
45. 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)
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C. 研討會論文

1. 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.
2. 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。
3. 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。
4. 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。
5. 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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8. 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。
9. **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.
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 11. 鄒鴻泰、徐暄洵、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。
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 16. 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.
 17. 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.
 18. 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.
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22. **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.*
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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