

Dr. Hsiu-Wen Liu

Publications

A. Journal Papers

1. **Liu, Hsiu-Wen*** (2024). Mining spatial-temporal patterns from customer data to improve forecasting of customer flow across multiple sites. *Journal of Retailing and Consumer Services*, 79, 103868. (SSCI Q1) (<https://doi.org/10.1016/j.jretconser.2024.103868>)
2. **Liu, Hsiu-Wen*** (2025) Social Media Content Analysis and Customer Engagement Prediction, *Journal of Management and Business Research* (accepted 2024/12/25)(TSSCI)
3. Yu-Li Lin, **Hsiu-Wen Liu***, and Yawen Hsieh (2024) Leveraging Big Data Speech Text Analytics for Insurance Sales: Unlocking the Value of Voice Data for Enhanced Conversions *Journal of Quality*, (accepted 2024/06/18) (Scopus, EI)
4. Yu-Li Lin, **Hsiu-Wen Liu***, and Xin-Ming Zhang (2023) Customers' Voluntary Behavior: Are Men from Mars and Women from Venus? *Journal of Quality*, 30(2), 147-164. (Scopus, EI) ([https://doi.org/10.6220/joq.202304_30\(2\).0004](https://doi.org/10.6220/joq.202304_30(2).0004))
5. **Liu, Hsiu-Wen**, Li-Wen Huang, Shuenn-Nan Chiu, Hung-Chi Lue, Mei-Hwan Wu, Ming-Ren Chen, and Jou-Kou Wang* (2020) Cardiac Screening for High Risk Sudden Cardiac Death in School-Aged Children. *Acta Cardiologica Sinica*, 36(6), 641-648. (SCIE, Q3) ([doi: 10.6515/ACS.202011_36\(6\).20200515A](https://doi.org/10.6515/ACS.202011_36(6).20200515A))
6. **Liu, Hsiu-Wen*** Lichung Jen, and Chien-Heng Chou (2020) Asymmetric Effects: How Product Quality Tier Affects Price Competition? *Journal of Quality*, 27(2), 109-127. (Scopus, EI) ([https://doi.org/10.6220/joq.202004_27\(2\).0003](https://doi.org/10.6220/joq.202004_27(2).0003))
7. **Liu, Hsiu-Wen*** and Chang, Chun-Tuan (2018). Consumer Choice Behavior in Cause-Related Marketing: Who Cares More? *Journal of Quality*, 25(1), 38-53. (Scopus, EI) ([https://doi.org/10.6220/joq.201802_25\(1\).0003](https://doi.org/10.6220/joq.201802_25(1).0003))
8. **Liu, Hsiu-Wen***, Yu-Li Lin, and Ching-Hsuan Wang (2017) Social Media Analytics for Convenience Stores: The Effects of Media Characteristics and Marketing Appeals on Customer Engagement. *Journal of Management and Business Research*, 34(4), 633-657. (TSSCI) (in Chinese) ([https://doi.org/10.6504/JMBR.201712_34\(4\).0007](https://doi.org/10.6504/JMBR.201712_34(4).0007))
9. **Liu, Hsiu-Wen***, Lichung Jen, Kung-Hsin Shao, and Yu-Li Lin (2017). Bayesian Analysis of Cross-category Attribute Preferences: Personalized Product Recommendations. *Journal of Quality*, 24(5), 360-371. (EI) ([https://doi.org/10.6220/joq.2017.24\(5\).05](https://doi.org/10.6220/joq.2017.24(5).05))
(Received the 2018 Best Quality Paper Award)

10. **Liu, Hsiu-Wen***, Yu-Li Lin, and Fang-Hsuan Wu (2017) Social Media Analytics: The Effects of Endorsers and Advertising Appeals on Customer Engagement. *Management Review*, 36(3), 163-176 (TSSCI) (in Chinese) (<https://doi.org/10.6656/MR.2017.36.3.CNI.069>)
11. **Liu, Hsiu-Wen*** and Chao-Chuan Yu (2016). The Effect of Web Quality on Recommendation Intension of Group Buying Sites: The Mediated Mediation Effect of Web Hedonic Experience and Web Identity. *Journal of Quality*, 23 (2), 117-142. (Scopus, EI) (in Chinese) ([https://doi.org/10.6220/joq.2016.23\(2\).03](https://doi.org/10.6220/joq.2016.23(2).03))
12. Lin, Yu-Li, **Hsiu-Wen Liu***, and Phuoc-Thi Ngo (2016). Silence is Not Golden: The Effects of Prohibitive Voice on Customer Citizenship Behaviors. *International Business Research*, 9(9), 24-33. (<http://dx.doi.org/10.5539/ibr.v9n9p24>)
13. Lin, Yu-Li, **Hsiu-Wen Liu***, Fengzeng Xu, and Hao Wang (2016). Environmental Conditions, Entrepreneur Alertness and Social Capital on Performance. *International Business Research*, 9(8), 1-13. (<http://dx.doi.org/10.5539/ibr.v9n8p1>)
14. Chen, Hsin*, Anastasia Papazafeiropoulou, Ta-Kan Chen, and Yanqing Duan, and **Hsiu-Wen Liu** (2014). Exploring the Commercial Value of Social Networks: Enhancing Consumers' Brand Experience through Facebook Pages, *Journal of Enterprise Information Management*, 27(5), 576-598. (<https://doi.org/10.1108/JEIM-05-2013-0019>)
15. **Liu, Hsiu-Wen***, Lichung Jen, and Yu-Li Lin (2012), A Bayesian Approach to the Inference of Individual and Segment Level Parameters in Choice-Based Conjoint Analysis, *Journal of Management & Systems*, 19(4), 673-699. (TSSCI) ([Link](#)) (in Chinese)
16. Chang, Chun-Tuan* and **Hsiu-Wen Liu** (2012). Goodwill Hunting? Influences of Product-Cause Fit, Product Type, and Donation Level in Cause-Related Marketing, *Marketing Intelligence and Planning*, 30 (6), 634-652. (<https://doi.org/10.1108/02634501211262609>)
17. **Liu, Hsiu-Wen***, Hengchiang Huang and Yu-Li Lin (2009). Asymmetric Effect of Distribution Intensity on Marketing Performance: The Moderating Role of Brand Awareness. *Asia Pacific Management Review*, 14(3), 251-262. (TSSCI) (<https://doi.org/10.6126/APMR.2009.14.3.01>)
18. Jen, Lichung, **Hsiu-Wen Liu***, and Wei-Wen Chen (2006). Customer Value Creation and Product Innovation Strategy Based on Investor Transaction Database. *Taiwan Journal of Marketing Science*, 2(2), 177-195. (in Chinese) ([Link](#))

*Corresponding author

B. Conference Papers

1. Jen, Lichung, and Hsiu-Wen Liu (2024) “Engagement Patterns: Exploring the Effect of Article Content on Likes in Social Media.” EAM-I 20th Biennial Conference of the Eastern Academy of Management International, June 17-21, Taipei, Taiwan.
2. Liu, Hsiu-Wen (2024) “How Message Content of Knowledge-Based Articles Influences Like Engagement of Users on Social Media.” Journal of Management and Business Research Special Issue Symposium: 'The Multifaceted Impact of Social Media: Forward-Looking Research in Academia and Practice, May 17, Taipei, Taiwan.
3. Yu-Li Lin, Hsiu-Wen Liu*, and Ya-Wen Hsieh (2023) “Exploring Customer Journey and Conversion Dynamics in Insurance Telemarketing through Speech-to-Text Analysis.” The 20th Annual Academic Conference of the Taiwan Marketing Science Association, December 8, Taipei, Taiwan
4. Chen, Wen-Hong, Bella Butler and Hsiu-Wen Liu (2015) “Top management team characteristics and firm internationalization: A fuzzy set analysis of the configural algorithm.” Journal of Management Studies Workshop, June 25, Jilin, China.
5. Liu, Hsiu-Wen (2014/06) “Learning What Customers Don’t Want? Identifying Configural Antecedents of Product Attributes” 2014 INFORMS Marketing Science Conference, June 11-14, 2014, Atlanta, Georgia, USA.
6. Liu, Hsiu-Wen, Hao Wang and Fengzeng Xu (2014/05) “Entrepreneurs and Business Performance in China: A Fuzzy-Set Qualitative Comparative Analysis” Global Entrepreneurship and Innovation in Management (GEIM) Conference, May 14-15, Taichung, Taiwan.
7. Chen, Hsin, Anastasia Papazafeiropoulou, Ta-Kan Chen, and Hsiu-Wen Liu (2012/06) “Commercial Exploitation of Facebook: How Companies Adopt Facebook as a Marketing Tool,” 2012 European Conference on Information Systems, June 10-13, 2012, Barcelona, Spain.
8. Lin, Yu-Li., Hsiu-Wen Liu and Phuoc-Thi Ngo (2012/10), “Prohibitive Voice of Service Worker in Affecting Customer Procedural Justice and Customer Organizational Citizenship Behaviors” The 8 International Conference on Knowledge-Based Economy & Global Management, October, 29-30, Tainan, Taiwan.
9. Lin, Yu-Li., Hsiu-Wen Liu and Nguyen Thi Thanh Thao (2012/10), “The Relationship among Loyalty, Commitment and Customer Citizenship Behavior: A field study of shopping mall customers” The 8 International Conference on Knowledge-Based Economy & Global Management, October, 29-30, Tainan, Taiwan.
10. Liu, Hsiu-Wen and Yu-Li Lin (2011/06), “How do E-Commerce Interfaces Affect Customer Satisfaction and Loyalty?” 2011 INFORMS Marketing Science Conference, June 9-11, 2011, Houston, Texas, USA.
11. Lin, Yu-Li and Hsiu-Wen Liu (2011/06), “Service Worker Role in Encouraging Customer Equity: Dyadic Analysis,” 2011 INFORMS Marketing Science Conference, June 9-11, 2011, Houston, Texas, USA.
12. Lin, Yu-Li., Hsiu-Wen Liu and Thanh Phong Huynh (2011), “The Role of Electronic Word of Mouth in Pass Along Behavior on Social Networking Sites”, The 7 International Conference on Knowledge-Based Economy & Global Management, November, 3-4, Tainan, Taiwan.

13. Lin, Yu-Li., Hsiu-Wen Liu and Tran Nguyen Hung (2011), "The Determinants of Franchisee Performance: An Empirical Study in Vietnam", The 7 International Conference on Knowledge-Based Economy & Global Management, November, 3-4, Tainan, Taiwan.
14. Lin, Yu-Li., Hsiu-Wen Liu and Huynh Thi Truc Lien (2010/11), "Testing A Hierarchical Service Quality Model : Taking the Hotel Industry in Vietnam as an Example," 2010 International Conference on Knowledge-Based Economy & Global Management, November, 4-5, Tainan, Taiwan.
15. Lin, Yu-Li., Hsiu-Wen Liu, Le Nguyen MinhKhoi and Pei-Feng Chen (2010/11), "The Hypermarket Customer Loyalty Model," 2010International Conference on Knowledge-Based Economy & Global Management, November, 4-5, Tainan, Taiwan.
16. Chang, Chun-Tuan, Hsiu-Wen Liu, Ting-Ting Chen (2010/06), "Is Product-Cause Fit a Panacea in Cause-Related Marketing? Impacts of Type of Fit, Product Type, and Donation Magnitude," 2010 European Association for Consumer Research Conference, June 30 - July 3, 2010, Surrey, UK.
17. Liu, Hsiu-Wen and Yu-Li Lin (2009/06), "The Antecedent, Mediating and Moderating Factors of Service Brand Love GA Cross-Level Research," 2009 INFORMS Marketing Science Conference, June 4-6, 2009, Ann Arbor, Michigan, USA.
18. Lin, Yu-Li and Hsiu-Wen Liu (2009/06), "The Impact of Team Interdependence on Service Performance: A Cross Level Approach," 2009 INFORMS Marketing Science Conference, June 4-6, Michigan, USA.
19. Lin, Yu-Li, Hsiu-Wen Liu and Bo-Shiang Chen (2009/10), "Job Characteristic and Turnover: The Mediating Role of Employees' Attitudes," 2009 International Conference on Knowledge-Based Economy & Global Management, October 22-23, Tainan, Taiwan.
20. Lin, Yu-Li, Hsiu-Wen Liu and Chang-Ming, Huang (2009/10), "Does Trust Mediate the Relationship between Leader Support and Employee Attitude," 2009 International Conference on Knowledge-Based Economy & Global Management, October 22-23, Tainan, Taiwan.
21. Lin, Yu-Li, Hsiu-Wen Liu and Nguyen Thi A Tien (2009/10), "Determinants of Export Performance: Empirical Evidence from Vietnam's Export Company," 2009 International Conference on Knowledge-Based Economy & Global Management, October 22-23, Tainan, Taiwan.
22. Lin, Yuli and Hsiu-Wen Liu (2008/06), "An Empirical Study of Servant Leadership and Service Performance," 2008 INFORMS Marketing Science Conference, June 12 - 14, 2008 Vancouver, Canada.
23. Liu, Hsiu-Wen and Yuli Lin (2008/06), "A Conjoint Model for Finding Segments and Heterogeneity Based on Individual Preference," 2008 INFORMS Marketing Science Conference, June 12 - 14, 2008 Vancouver, Canada.
24. Lin, Yuli and Hsiu-Wen Liu (2007/06), "The Moderating Role of Employee-Customer Fitness on Service Performance," 2007 INFORMS Marketing Science Conference, June 28-30, Singapore.

25. Liu, Hsiu-Wen, Lichung Jen and Kung-Hsin Shao (2007/06), "Customized New Product Recommendation Models," 2007 INFORMS Marketing Science Conference, June 28-30, Singapore.
26. Jen, Lichung, Hsiu-Wen Liu (2006/12), "Hierarchical Bayes Conjoint Analysis with Multivariate Mixture of Normal Heterogeneity," 2006 Taiwan Marketing Science Conference, Taipei, Taiwan.
27. Liu, Hsiu-Wen and Lichung Jen (2005/06), "How Asymmetric Price/Share Effect Works: The Moderating Role of Market Structure," 2005 INFORMS Marketing Science Conference, Emory University, June 16-18, Atlanta, USA.
28. Liu, Hsiu-Wen and Hengchiang Huang (2005/05), "Trade off between Push and Pull Strategy: The Moderating Role of Brand Awareness," 2005 Academy of Marketing Science Conference, May 24-28, Tampa, USA.
29. Jen, Lichung and Hsiu-Wen Liu (2004/06), "How Asymmetric Price/Share Effect Works: The Moderating Role of Market Structure," 2nd International Contemporary Marketing Academic Conference, April 2004, National Chung Hsing University, Taichung, Taiwan.

C. Research Grants and Reports

a. National Science and Technology Council Research Grants

1. 2014/11-2015/10(MOST 103-2622-H-031-002 -CC3) Click Stream Sequential Patterns Analytic for Personalized Content Recommendations in Mobile App: A Study of New Car Information App.
2. 2013/08-2014/07 (NSC 102-2410-H-031-052) A Personalized Consideration Set Recommender System for Mobile Marketing
3. 2009/08-2010/07 (NSC 99-2410-H-031-043) Effects of E-Service Interface Characteristics on Web Site Brand Equity
4. 2009/08-2010/07 (NSC 99-2410-H-218 -008) An Investigation of the Linkage between Employee and Customer Citizenship behavior: The Mediation Effects of Trust and Moderation Effects of Service Encounter
5. 2009/08-2010/07 (NSC 98-2410-H-218 -017) Theory Development and Empirical Study of the Effect of Team Service Citizenship Behavior on Service Performance: Integrating Cross Level and Social Network Analysis
6. 2008/08-2009/07 (NSC 97-2410-H-218-012) The Antecedent, Mediating and Moderating Factors of Service Brand Love: A Cross-Level Research
7. 2008/01-2008/07 (NSC 97-2410-H-218-001) Nonparametric Method in Hierarchical Bayes Conjoint Model
8. 2008/08-2009/07 (NSC 97-2410-H-218-008) The Impact of Team Interdependence on Service-Oriented Citizenship Behavior – A Cross Level approach
9. 2006/06-2007/05 (NSC 97-2410-H-218-001) Asymmetric Effect of Pricing Strategy