

劉秀雯 博士

著作

A. 期刊論文

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>) (單一作者)
2. **Liu, Hsiu-Wen*** (2025) Social Media Content Analysis and Customer Engagement Prediction, *Journal of Management and Business Research* (accepted), *管理學報* (預計 2025/03 「社群媒體的多面向影響：學術與實務的前瞻性研究」特刊出刊)(TSSCI, 核心一級)。(單一作者)
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. **劉秀雯***、林育理與王景萱 (2017) 連鎖便利商店之社群媒體分析：探討媒介特質與行銷訴求對於顧客參與行為之影響，*管理學報*，第 34 卷第 4 期，633-657 頁。(TSSCI) ([https://doi.org/10.6504/JMBR.201712_34\(4\).0007](https://doi.org/10.6504/JMBR.201712_34(4).0007))

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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. (Scopus, 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. 劉秀雯*、林育理與吳芳軒 (2017) 社群媒體分析：代言人類型與廣告訴求對顧客參與成效之影響，*管理評論*，第 36 卷第 3 期，69-84 頁。(TSSC)
(<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. 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>)
16. 劉秀雯*、任立中與林育理 (2012) 貝氏統計於選擇式聯合分析法之個人與市場區隔參數之推論，*管理與系統*，第 19 卷第 4 期，69-84 頁。(TSSCI) ([Link](#))
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](#))

B. 專書及專書論文

1. 任立中、周建亨、陳靜怡、劉秀雯 譯註 (2016) 行銷人攀越的七個頂峰：決策導向分析法 (作者 Allenby, G. M. & Brazell, J. D.) 前程文化，台北。
<http://www.books.com.tw/products/0010737054>

C. 研討會論文

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 管理學報「社群媒體的多面向影響:學術與實務的前瞻性研究」特刊研討會，2024 年 5 月 17 日，台北，台灣。
3. 林育理、劉秀雯、謝雅玟 (2023) Exploring Customer Journey and Conversion Dynamics in Insurance Telemarketing through Speech-to-Text Analysis 台灣行銷科學學會第二十屆年度學術研討會，2023 年 12 月 8 日，台北，台灣。
4. 劉秀雯、吳吉政 (2017/12) 「新媒體時代下繼續教育人才培育之需求分析:以東吳大學推廣部為例」第十八屆海峽兩岸繼續教育論壇，2017 年 12 月 13-16 日，香港，中國。
5. 劉秀雯、林育理、王景萱 (2017/06) 「連鎖便利商店之社群媒體分析：探討媒介特質與行銷訴求對於顧客參與行為之影響」管理學報「新環境趨勢下的消費行為與行銷策略」特刊研討會，2017 年 6 月 2 日，台北，台灣。
6. 劉秀雯、林育理、吳芳軒 (2016/10) 「提升品牌粉絲專頁廣告訊息的溝通品質：代言人類型與廣告訴求類型的效果」第十屆海峽兩岸企業管理學術研討會暨 2016 全球華人企業管理高峰論壇，2016 年 10 月 28-29 日，台北，台灣。
7. Chen, Wein-Hong, Bella Butler, and Hsiu-Wen Liu (2016/08). Configurations of Top Management Team Characteristics for Firm Internationalization, 76th Annual Meeting of the Academy of Management (AOM), August 5-9, California, USA.
8. Jei-Zheng Wu, Hsiu-Wen Liu, Fang-Lin Wu (2016/03). A Recommender System based on Car Pairwise Comparisons on a Mobile Application using Association Rules, 2016 IEEE International Conference on Industrial Technology (ICIT2016), Mar14-17, Taipei, Taiwan.
9. 劉秀雯、王瑩萱、吳吉政 (2015/10)「行動裝置應用程式新車推薦之瀏覽序列分析」2015 第十一屆台灣作業研究學會年會暨學術研討會 (ORSTW 2015)，2015 年 10 月 23 日，台北，台灣。
10. Chen, Wen-Hong, Bella Butler and Hsiu-Wen Liu (2015/06). Top management team characteristics and firm internationalization: A fuzzy set analysis of the configural algorithm. Journal of Management Studies Workshop, June 25, Jilin, China.
11. 吳芳綾、劉秀雯 (2015/06)「基於產品比較紀錄的汽車資訊行動 APP 推薦系統之研究」第 18 屆科際整合管理研討會，2015 年 6 月 07 日，台北，台灣。獲實務論文獎。

12. Liu, Hsiu-Wen and Yu-Li Lin (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.
13. Lin, Yu-Li and Hsiu-Wen Liu (2014/06). Effects of Customer-to-customer Interaction and Customer Satisfaction. 2014 INFORMS Marketing Science Conference, June 9-11, Georgia, USA.
14. 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.
15. 劉秀雯、夏語晨、林育理 (2014/06) 「組織創新氣候與創新導向組織公民行為之研究」，第 17 屆科際整合管理研討會，2014 年 6 月 22 日，台北，台灣。
16. 劉秀雯、徐晏涵 (2013/06) 「品牌社群網站之口碑效果研究」，第 16 屆科際整合管理研討會，2013 年 6 月 15 日，台北，台灣。
17. 劉秀雯、林涵婷 (2013/06) 「訊息特性對網路口碑傳遞效果的影響—以非營利網路社群為例」，第 16 屆科際整合管理研討會，2013 年 6 月 15 日，台北，台灣。
18. 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.
19. 林育理、劉秀雯 (2012/11) 「服務業群體公民行為對於服務品質關係之研究」，第八屆企業國際化與實務研討會，2012 年 11 月 23 日，台南，台灣。
20. 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.
21. 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.
22. 林育理、劉秀雯、洪聰發 (2012/05) 「員工自我監控特質與社會網絡中心性對於知識分享的影響」，第 9 屆服務業管理與創新學術研討會，2012 年 5 月 18 日，台南，台灣。
23. 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.
24. 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.
25. 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.

26. 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.
27. 劉秀雯、黃瑜晴、林育理 (2011/06)「讀者對推薦者之認同與資訊豐富度對部落格產品推薦成效影響之研究」，第 14 屆科際整合管理研討會，2011 年 6 月 27 日，台北，台灣。
28. 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.
29. 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.
30. 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.
31. 劉秀雯、葉佳靈、林育理 (2010/06)「商業友誼對服務品牌權益之影響」，第 13 屆科際整合管理研討會，2010 年 6 月 26 日，台北，台灣。
32. 劉秀雯、吳商平、林育理 (2010/06)「品牌知名度、贊助形式與贊助配適度對企業贊助成效之研究」，第 13 屆科際整合管理研討會，2010 年 6 月 26 日，台北，台灣。
33. 劉秀雯、邱譯嫻、林育理 (2010/06)「影響商業友誼的前因與結果變數的探討」，第 13 屆科際整合管理研討會，2010 年 6 月 26 日，台北，台灣。
34. 林育理、劉秀雯、陳伯翔、王美芳 (2010/05)「網路商店服務介面對於網路品牌權益影響之研究—以信任為中介變項」，2010 台灣長榮企業管理暨經營決策學術研討會，2010 年 5 月 28 日，台南，台灣。
35. 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.
36. 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.
37. 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.
38. 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.

39. 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.
40. 劉秀雯、任立中、林育理 (2008/06),「一個可推論選擇式聯合分析法之個人化與市場區隔化參數的層級貝氏模式」,2008 應用統計學術研討會,5 月 30 日,2008,台北,國立台北大學統計系主辦。
41. 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.
42. 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.
43. 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.
44. 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.
45. Jen, Lichung and Hsiu-Wen Liu (2006/12). Hierarchical Bayes Conjoint Analysis with Multivariate Mixture of Normal Heterogeneity, 2006 Taiwan Marketing Science Conference, Taipei, Taiwan.
46. 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.
47. Liu, Hsiu-Wen and Hengchiang Huang (2005/05). Tradeoff between Push and Pull Strategy: The Moderating Role of Brand Awareness. 2005 Academy of Marketing Science Conference, May 24-28, Tampa, USA.
48. 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.

D. 研究計畫與技術報告

(a). 國科會研究計畫

1. 2014/11-2015/10 科技部產學合作計畫主持人 (MOST 103-2622-H-031-002 -CC3) 「瀏覽路徑程序模式分析於行動商務應用程式之個人化資訊內容推薦：以新汽車資訊 APP 為例」技術報告。
2. 2013/08-2014/07 國科會計畫主持人 (NSC 102-2410-H-031-052) 「可應用於行動裝置行銷的個人化的考慮集合推薦系統之研究」技術報告
3. 2009/08-2010/07 國科會計畫主持人 (NSC 99-2410-H-031-043) 「網路商店服務介面特性對於網路品牌權益影響之研究」技術報告
4. 2009/08-2010/07 國科會計畫共同主持人 ((NSC 99-2410-H-218 -008) 「員工與顧客公民行為之關係探討：信任的中介與服務接觸的調節效果」技術報告
5. 2009/08-2010/07 國科會計畫共同主持人 (NSC 98-2410-H-218 -017) 「團隊服務公民行為對於服務效能的理論與實證：整合跨層次分析與社會網絡分析」技術報告
6. 2008/08-2009/07 國科會計畫主持人 (NSC 97-2410-H-218-012) 「服務品牌愛戀的前置、中介與干擾因素之研究：一個跨層次研究」技術報告
7. 2008/08-2009/07 國科會計畫共同主持人 (NSC 97-2410-H-218-008) 「團隊相依性與服務導向公民行為關係之研究：一個跨層次的觀點」技術報告
8. 2008/01-2008/07 國科會計畫主持人 (NSC 97-2410-H-218-001) 「無母數方法於層級貝氏聯合分析模式之應用」技術報告
9. 2006/06-2007/05 國科會千里馬計畫 (NSC 97-2410-H-218-001) 「價格策略之不對稱性效果分析」技術報告 (芝加哥大學商學院研究訪問)

(b). 產學合作計畫

1. 2017/01-2017/06 品牌企劃合作專案 (紐約國際管理顧問公司)
2. 2017/06-2022/04 大數據分析系列課程授課教師 (東吳企管與全家便利商店股份有限公司大數據課程產學合作案)
3. 2018/07-2018/09 大數據分析系列課程授課教師 (東吳推廣部與長榮航空公司大數據課程產學合作案)
4. 2019/3-2019/07 大數據分析系列課程授課教師 (東吳企管與萬海航運股份有限公司大數據課程產學合作案)