

Li Szu Chuang

Writing

A. Journal Papers

1. Chen, Y., & Li, S.C. (2024). What makes women entrepreneurs happy: The life stage, entrepreneurial ladder, and subjective well-being. *Journal of the International Council for Small Business*. (ESCI; SCOPUS)
2. B. -C. Tai, Y. -T. Tsou, S. -C. Li, Y. Huang, P. -Y. Tsai and Y. -C. Tsai, "User-Driven Synthetic Dataset Generation With Quantifiable Differential Privacy," in *IEEE Transactions on Services Computing*, vol. 16, no. 5, pp. 3812-3826, Sept.-Oct. 2023, doi: 10.1109/TSC.2023.3287239. (SCI-E)
3. Chen L, Huang W, Peng K, et al. Identifying KCNJ5 Mutation in Aldosterone-Producing Adenoma Patients With Baseline Characteristics Using Machine Learning Technology. *JACC: Asia*. 2023 Aug, 3 (4) 664 – 675. (Scopus)
4. Li, S.-C., Huang, Y.-N., & Chen, Y.-W. (2022). From Data De-identification to Federated Learning: Exploring Privacy Issues in Cross-Organizational Data Analysis. *Security and Intelligence Studies*, 5(1), 63-91. January.
5. Li, S.-C., Chen, Y.-C., Chen, Y.-W., & Huang, Y.-N. (2021). A Study on the Development Trends of Crowdfunding Platforms in Taiwan: A Data Analytics and Text Mining Perspective. *Fu Hsing Kang Journal*, 119, December.
6. Chen, P.-L., Hung, M.-T., & Li, S.-C. (2013). Introduction of Open Innovation Tools: Development and Implementation of Collective Innovation Collaboration Platforms. *Journal of Entrepreneurship and Management Research*, 8(1), 77-104. March.
7. Li & Wu(2013, Identifying Key Predictors for Users' Intention to Co-produce Value: Value Proposition Accordance and Other Potential Predictors, *Review of Integrative Business and Economics Research*, 2(2), 235-245.
8. Hou, S.-Z., Huang, Y.-M., Lo, Y.-J., & Li, S.-C. (2004). A Study on Psychological Ownership and Technology Adoption Behavior: Scale Development. *Journal of Technology Management*, 14(2), 97-128.

B. Conference Papers

1. Szu-Chuang Li, Jung-Hua Liu, & Yi-Wen Chen(2025), The Interplay and Effect of SDG Value Propositions and Marketing Mix: An Explorative Text Mining Study on Taiwanese Crowdfunding Project, *Management Theory and Practice Conference* Feb. 28th – Mar. 1st, 2025
2. Yi-Wen Chen & Szu Chuang Li(2024), What Makes Gray Women Entrepreneurs Happier: Education Level, Entrepreneurial Ladder, and Subjective Well-being

3. Jung-Hua Liu & Szu-Chuang Li(2024), Balancing Innovation and Intellectual Property Rights in the Age of Generative AI: Challenges, Legal Debates, and the Promise of Blockchain-Based Solutions. International Symposium on AI and the Future of Screen, 2024
4. Liu, R.-H., & Li, S.-C. (2024). The Impact of Generative AI-Generated Communication Content on Democratic Resilience. Paper presented at the 2024 Annual Conference of the Taiwan Communication Association.
5. Bo-Chen Tai; Szu-Chuang Li; Yennun Huang, "A VAE Conversion Method for Private Data Linkage," IEEE PRDC 2021.
6. Sun, M.-J., Li, S.-C., & Kuo, W.-P. (2021). Temporal Patterns, Topics, and Discourse Structures: Analyzing Media Representation of COVID-19 Using Text Data Methods. Paper presented at the 2021 Computational Communication Symposium.
7. Li, S.-C. & Huang, Y.-N.* (2020). A Preliminary Data Mining Analysis of Military Discussion Forums in Taiwan. Paper presented at the 14th Military Journalism Academic Conference. Szu Chuang Li*, Yi-Wen Chen and Yennun Huang, "Predicting Performance of Social Media Postings using Data Mining Methods," 5th IEEE International Conference on Big Data Intelligence and Computing (IEEE DataCom 2019), November 2019.
8. Li, S.-C.*, Chen, Y.-W., & Huang, Y.-N. (2019). A Study on Factors Influencing Advertising Revenue of Social Media Content Websites: Developing a Prediction Model Using Data Mining Methods. Paper presented at the Annual Conference of the Chinese Communication Society.
9. Li, S.-C. & Wu, S.-H. (2013), "Identifying Key Predictors for Users' Intention to Co-produce Value: Value Proposition Accordance and Other Potential Predictors", SIBR '13 Conference
10. Chen P.-L, Li, S.-C. & Huang, Y.-N. (2013), "Co-occurrence Analysis in Innovation Management: Data Processing of an Online Brainstorming Platform", PICMET '13
11. Yeh, B.-L, Li, S.-C & Wu, S.-H. (2007). The emergence and dynamic of value ecosystem in the case of the development process of the creativity education policy in Taiwan: From the complexly view to connect activity theory with new business models. Paper presented at conference "Culture as Innovation - the Search for Creative Power in Economies and Societies", Turku, Finland
12. Yeh, B.-L., Li, S.-C & Wu, S.-H. (2007). The emergence and dynamic of the new business model of knowledge intensive enterprises: The case studies and case comparison in Taiwan. Paper presented at conference "The ICSB 2007 World Conference", Turku, Finland
13. Li, S.-C (2007), "The Role of Value Proposition and Value Co-Production in New Internet Startups: How New Venture e-Businesses Achieve Competitive Advantage", PICMET '07 Conference
14. Yang, S.-H., Wu, S.-H., Wen, C.-T., & Li, S.-C. (2007). A Study on Resource Combination, Property Rights Definition, and Value Creation in New Ventures: The Case of Wowprime Group. Paper presented at the 2007 Industry Innovation Symposium, as part of the "University Excellence and Innovation Series", organized by the Center for Innovation and Creativity at National Chengchi University, the Industry Innovation

Capability Platform Project of the Ministry of Economic Affairs, and the Mid-term Development Program for Creativity Education of the Ministry of Education.

15. Li, S.-C. (2004). A Study on Universal Service and Service Quality Regulation of the Internet. Paper presented at the 1st International Conference on Digital Communication.
16. Li, S.-C. (2004). A Study on Online Music Licensing, Compulsory Licensing, and Compensation Systems. Paper presented at the National Conference on Technology Law.

C. Research Reports

a. NATIONAL SCIENCE COUNCIL Research Projects

1. Li, S.-C. (July 2022). A Study on the Interaction Performance of Social Media Accounts of Online News Media: An Exploratory Analysis Using Explainable AI Methods. National Science and Technology Council, Executive Yuan, Project No. 111-2410-H-141-022.-

b. Other Research Projects

1. Li, S.-C., Chen, Y.-W., & Huang, Y.-N. (April 2024). Establishing a Healthy Online Entertainment Gaming Platform: Using AI Technology to Assess Existing Player Risk and Develop a Responsibility Protection Framework. Dream Market Inc.
2. Li, H.-W., Li, S.-C., & Huang, Y.-N. (April 2022). Big Data/Artificial Intelligence Analytics Platform Development: Commissioned Research Project. Telecommunication Technology Center Foundation.
3. Li, S.-C., Tai, B.-C., & Huang, Y.-N. (August 2020). Developing De-identified Synthetic Data Across Datasets Using AI Learning Models. Industrial Technology Research Institute.
4. Li, S.-C., Tai, B.-C., & Huang, Y.-N. (April 2020). Risk Assessment and Algorithm Verification for De-identification System Deployment. Institute for Information Industry.
5. Tai, B.-C., Li, S.-C., & Huang, Y.-N. (August 2019). Developing a Privacy Data De-identification Model Using Deep Learning Techniques. Industrial Technology Research Institute.