

王秀媛 研究成果

期刊論文 (*表聯絡作者)

1. **Wang, H.Y.*** (2017, Accepted). Investigating the factors of hospitality company-branded Line stickers that influence users' attitudes toward hospitality companies. *International Journal of Contemporary Hospitality Management*. (SSCI, 2016 impact factor=3.196, rank=3/45)
2. **Wang, H.Y.*** (2017, June). Predicting Facebook fans' continuance intention to interact with Facebook hospitality company fan pages. *International Journal of Marketing, Communication and New Media*, 5(8), 28-51. (MOST 104-2410-H-216-011 -)
3. Wang, S.H.* & **Wang, H.Y.** (2017, May). Using an epistemic game to facilitate students' problem solving: The case of hospitality management. *Technology, Pedagogy and Education*, 26(3), 283-302. (SSCI, 2016 impact factor=1.066, rank=124/235)
4. **Wang, H.Y.*** (2017, April). Determinants hindering the intention of tourists to visit disaster-hit destinations. *Current Issue in Tourism*, 20(5), 459-479. (SSCI, 2016 impact factor=2.451, rank=12/45) (NSC 101-2410-H-216 -006 -)
5. **Wang, H.Y.*** (2016, March). Predicting customers' intentions to check in on Facebook while patronizing hospitality firms. *Service Business*, 10(1), 201-222. (SSCI, 2016 impact factor=1.812, rank=66/121) (NSC 102-2410-H-216-008-)
6. **Wang, H.Y.*** & Wu, S.Y. (2014, April). Factors influencing behavioral intention to patronize restaurants using iPad as a menu card. *Behaviour & Information Technology*, 33(4), 395-409. (SSCI, 2016 impact factor=1.388, rank=12/22)
7. **Wang, H.Y.*** (2012, November). Value as a medical tourism driver. *Journal of Service Theory and Practice*, 22(5), 465-491. (SSCI, 2012 IF=0.778) (NSC 100-2410-H-216-010-) (Previous journal name: *Managing Service Quality*)
8. **Wang, H.Y.*** (2012, January). Investigating the determinants of travel blogs influencing readers' intention to travel. *The Service Industries Journal*, 32(2), 231-255. (SSCI, 2011 IF=2.579, 5-year IF=2.064) (CHU-99-I-01)
9. **Wang, H.Y.*** (2011, September). Exploring the factors of gastronomy blogs influencing readers' intention to taste. *International Journal of Hospitality Management*, 30(3), 503-514. (SSCI, 2011 IF=1.771)
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11. **王秀媛***、王淑慧 (2010, 9月)。從資訊系統成功的觀點探討企業實施 e-learning 之現況。台銀季刊, 61 (3), 224-242。
12. **Wang, H.Y.*** & Wang, S.H. (2010, March). User acceptance of mobile Internet based on the unified theory of acceptance and use of technology: Investigating the determinants and gender

- differences. *Social Behavior and Personality*, 38(3), 415-426. (SSCI, 2011 IF=0.307, 5-year IF=0.549)
13. Wang, Y.S.*, Wu, M.C. & **Wang, H.Y.** (2009, January). Investigating the determinants and age and gender differences in the acceptance of mobile learning. *British Journal of Educational Technology*, 40(1), 92-118. (SSCI, 2011 IF=1.539, 5-year IF=1.676)
 14. **Wang, H.Y.** & Wang, Y.S.* (2008, September). Gender differences in the perception and acceptance of online games. *British Journal of Educational Technology*, 39(5), 787-806. (SSCI, 2011 IF=1.539, 5-year IF=1.676)
 15. Wang, Y.S.* & **Wang, H.Y.** (2008, August). Developing and validating an instrument for measuring mobile computing self-efficacy. *CyberPsychology & Behavior*, 11(4), 405-413. (SSCI, 2011 IF=0.879, 5-year IF=0.879)
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 19. Kang, L.K. & **Wang, H.Y.*** (2005). Developing a conceptual model for measuring perceived mobile computing self-efficacy. *Journal of Takming College*, 25, 105-120.
 20. 王淑慧*、劉維寧、**王秀媛** (2005)。網路購物的促銷方式對消費者購買影響之研究。工商管理學刊，1 (1)，113-124。
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研討會論文

1. **Wang, H.Y.**, Lo, C., Chen, Y. (2017, May). Proposing a Conceptual Framework to Assess Company-branded Line Sticker Users' Attitude toward Companies. *International Conference on Social Science and Management [ICSSAM 2017]*, May 09-11, in Kyoto, Japan.
2. Lo, C., **Wang, H.Y.**, Chen, Y., Chen, Y., Yeh, Y., Fang, R., Yeh, X., Lin, T., Tsao, Y., Peng, L. (2017, May). Using Importance-Performance Analysis in evaluating Service Quality: The case of The Great Roots Forestry Spa Resort. *International Conference on Social Science and Management [ICSSAM 2017]*, May 09-11, in Kyoto, Japan.
3. **Wang, H.Y.**, Lo, C. (2016, May). Developing a Research Model to Predict Facebook Fans' Continuance Intention to Visit Company Fan Pages. *International Conference on Social Science and Management [ICSSAM 2016]*, May 10-12, in Osaka, Japan (MOST 104-2410-H-216-011-).
4. Lo, C., **Wang, H.Y.** (2016, May). Relationship Between Brand Image, Perceived Value, and Brand

Loyalty: A Case Study of Ching Shin Brand in Taiwan. *International Conference on Social Science and Management [ICSSAM 2016]*, May 10-12, in Osaka, Japan.

5. Wang, L., **Wang, H.Y.**, Chen, Y., Lo, C., Wang, T. (2016, May). Applying IPGA method to evaluate customers' satisfaction for Chain Restaurant. *International Conference on Social Science and Management [ICSSAM 2016]*, May 10-12, in Osaka, Japan.
6. **王秀媛**、劉承昌、劉哲偉、鄭翰隆、林本舜、洪聖凱 (2016, April)。餐飲網路平台設計品質與顧客滿意度之研究-以 OpenRice 為例。2016 休閒餐旅觀光教育國際學術研討會，4 月 27 ~30 日，新北市德霖技術學院，台灣。
7. **王秀媛**、劉瑋滢、林家玉、雲聖晏、楊竣豪 (2016, April)。客家菜西餐化之創新研發。2016 休閒餐旅觀光教育國際學術研討會，4 月 27 ~30 日，新北市德霖技術學院，台灣。
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15. **Wang, H.Y.**, Hu, Y.F., Lee, C.H., Chang, N.C., Hsieh, C.J., Chen, Y.W., Lin, L.Y. (2013, April). Developing good taste and high nutritional value food. 2013 International Conference on Hospitality, Tourism and Leisure (2013 International Conference on HTL), April 19-20, in HungKuang University, Taichung, Taiwan.
16. **Wang, H.Y.**, Wang, S.H. (2013, February). Mainland Chinese customers' intention toward medical tourism in Taiwan. *International Conference on Business, Management, Economics and Finance (ICBMEF 2013)*, February 14-15, in Kuala Lumpur, Malaysia.
17. Wang, S.H., **Wang, H.Y.** (2013, February). Betel nut beauty in Taiwan: Chinese tourists' perspective. *International Conference on Business, Management, Economics and Finance (ICBMEF 2013)*, February 14-15, in Kuala Lumpur, Malaysia.

18. **王秀媛**、莊歆婕 (2012, June)。流行歌曲影響陸客來台旅遊之因素探討-以歌曲台灣心跳聲為例。2012 觀光餐旅休閒教育與產業發展趨勢國際學術研討會，6 月 6 日，景文科技大學，台灣。
19. **王秀媛**、張薰方 (2012, March)。探討影響消費者購買婚紗旅遊商品行為意圖之潛在因子—由知覺價值角度切入。2012 服務產業經營管理國際研討會，3 月 9 日，醒吾技術學院觀餐大樓六樓，台灣。
20. **王秀媛** (2012, March)。旅遊部落格如何影響讀者的旅遊意願？—探討其影響因子及性別差異的調節效果。2012 服務產業經營管理國際研討會，3 月 9 日，醒吾技術學院觀餐大樓六樓，台灣。
21. **王秀媛**、陳詠力、曾馨儀、高珮慈、王毓琪、劉蘋瑩、李怡潔 (2011, June)。大型會展活動對於城市印象的影響—以 2010 台北國際花卉博覽會為例。2011 年餐旅管理暨產業發展國際學術研討會論文集，6 月 4 日，輔仁大學濟時樓九樓國際會議廳，台灣。
22. **王秀媛**、林新玫、劉好婷、鄒佳玲、陳佩郁、廖慧茹、吳宇庭 (2011, June)。探討餐廳員工持續使用 E-learning 的意願—以王品集團旗下餐廳為例。2011 年餐旅管理暨產業發展國際學術研討會論文集，6 月 4 日，輔仁大學濟時樓九樓國際會議廳，台灣。
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24. **Wang, H.Y.**, Wu, S.Y. (2011, May). Understanding restaurant consumers' reaction toward the iPad menu. *2011 International Conference on E-Business and E-Government (ICEE 2011)*, May 6-8, in Shanghai, China. (EI)
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30. **Wang, H.Y.**, Chan T.J., Chen, C.M., Huang, Y.F., Wang, N.C. & Chang, Y.S. (2010, June). Research hypotheses for gender activities in mobile Internet. *Proceedings of the 6th International Wireless Communications & Mobile Computing Conference (IWCMC 2010)*, p1285-1288, June 28-July 2, Caen, France.
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33. 王秀媛、江宗諺、桑賢臻、黃亭勻、陳怡萱、張維軒、林韋廷 (2010, June)。影響遊客參與大型節慶活動意願的因子探討—以台北燈會為例。2010 年餐旅教育暨產業發展國際學術研討會論文集，6月5日，輔仁大學濟時樓九樓國際會議廳，台灣。
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36. Wang, H.Y. (2010, April). Decision making on wireless mobility investment: An options approach. *Proceedings of 2010 International Conference on Advanced Information Technology (2010 AIT)*, issue: ft_028, April 23-24, in Chaoyang University of Technology, Taiwan.
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38. 王淑慧、王秀媛 (2009, 10)。教學風格、教師溝通能力與學生學術表現之研究，2009 中華商管科技學會年會暨學術研討會。10月23日，遠東科技大學(三德樓國際會議廳)，台南縣，台灣。
39. 王秀媛、王淑慧 (2009, 10)。以質性研究探討企業實施 e-learning 之成效：以 IBM 台灣分公司為例，2009 中華商管科技學會年會暨學術研討會。10月23日，遠東科技大學(三德樓國際會議廳)，台南縣，台灣。
40. Wang, H.Y., Chang, Y.S., Chan, T.J., Chen, C.M. & Wang, S.H. (2009, May). Using a compound options approach to evaluate CRM project investment. *Proceedings of the 8th WSEAS International Conference on Applied Computer and Applied Computational Science (ACACOS '09)*, p231-234, May 20-22, in World Trade Center, Hangzhou, Zhejiang, China.
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42. 王淑慧、張藍昀、王秀媛 (2009, 5)。從消費者行為觀點看股市選股行為，2009 台灣商管理論與實務研討會。5月8日，遠東科技大學(三德樓國際會議廳)，台南縣，台灣。
43. 王淑慧、王秀媛、張藍昀 (2009, 5)。Physical surroundings and consumer behavior: The roles of music, crowding, atmosphere and decor，2009 台灣商管理論與實務研討會。5月8日，遠東科

技大學（三德樓國際會議廳），台南縣，台灣。

44. Wang, Y.S., **Wang, H.Y.** & Lin, H.H. (2007, July). Measuring mobile computing self-efficacy. *Proceedings of International Conference on Business and Information 2007 (BAI 2007)*, July 11-13, InterContinental Hotel, Tokyo, Japan.
45. Wang, Y.S. & **Wang, H.Y.** (2005, June). Measuring e-learning systems success in an organizational context: Scale development and validation. *Proceedings of the tenth Asia-Pacific Decision Sciences Institute Annual Meeting (APDSI 2005)*, June 28-July 2, The Grand Hotel, Taipei, Taiwan.
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47. **王秀媛** (2004, 5)。國內外旅館管理資訊系統之比較，第五屆電子化企業經營管理理論暨實務研討會。5月22日，大葉大學，彰化，台灣。
48. **王秀媛** (2004, 5)。整體電子商務環境下旅館後台系統之提升，第一屆管理知識與技術提升學術研討會。5月29日，華梵大學，台北，台灣。

研究計畫

1. **王秀媛**，主持人，計畫名稱：探討旅遊部落格影響讀者旅遊意願的前因及性別差異的調節效果（CHU-99-I-01），補助機構：中華大學校內專題計畫，計畫期間：99/11/01~100/10/31，金額：100,000 元。
2. **王秀媛**，主持人，計畫名稱：探討影響大陸旅客來台參與醫療觀光之關鍵因子：由顧客知覺價值的理論觀點切入（NSC 100-2410-H-216 -010），補助機構：國家科學委員會，計畫期間：100/08/01~101/07/31，金額：352,000 元
3. **王秀媛**，主持人，計畫名稱：探討阻礙中國大陸旅客造訪台灣旅遊災難景點之因子（NSC 101-2410-H-216 -006），補助機構：國家科學委員會，計畫期間：101/08/01~102/07/31，金額：382,000 元
4. **王秀媛**，主持人，計畫名稱：探討影響顧客使用臉書打卡來促銷餐旅公司意願的因子（NSC 102-2410-H-216 -008 -），補助機構：國家科學委員會，計畫期間：102/08/01 ~ 103/07/31，金額：435,000 元
5. **王秀媛**，主持人，計畫名稱：探討影響臉書上餐旅公司的粉絲們變換成實際買家意願的因子（MOST 103-2410-H-216 -007 -），補助機構：科技部，計畫期間：103/08/01 ~ 104/07/31，金額：382,000 元
6. **王秀媛**，主持人，計畫名稱：探討影響臉書上餐旅企業粉絲們與企業頁面互動持續意願的前因（MOST 104-2410-H-216-011 -），補助機構：科技部，計畫期間：104/08/01 ~ 105/07/31，金額：459,000 元。

7. 王秀媛，主持人，計畫名稱：探討探討驅使神奇寶貝 GO 遊戲玩家們光臨以虛擬怪獸為行銷手法的餐旅企業之意願 (MOST 106-2410-H-216-003 -)，補助機構：科技部，計畫期間：106/08/01 ~ 107/07/31，金額：515,000 元。