

## 學術研究成果：

### (A) 期刊

1. **Wang, H.Y.\*** (2018, March). Investigating the factors of hospitality company-branded Line stickers that influence users' attitudes toward hospitality companies. *International Journal of Contemporary Hospitality Management*, 30(3), 1808-1826. [SSCI] (2016 I.F.=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 I.F.=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 I.F.=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 I.F.=1.812, rank=66/121 ) (NSC 102-2410-H-216-008-)
6. **Wang, H.Y.\*** & Wu, S.Y. (student) (2014, April). Factors influencing behavioral intention to patronize restaurants using iPad as a menu card. *Behaviour & Information Technology*, 33(4), 395-409. [SSCI] (2016 I.F.=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] (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] (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]
10. **Wang, H.Y.\*** & Wang, S.H. (2010, December). Predicting mobile hotel reservation adoption: Insight from a perceived value standpoint. *International Journal of Hospitality Management*, 29(4), 598-608. [SSCI]

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]
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]
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]
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]
16. Wang, Y.S., Wang, H.Y. & Shee, D.Y. (2007, July). Measuring e-learning systems success in an organizational context: Scale development and validation. *Computers in Human Behavior*, 23(4), 1792-1808. [SSCI]
17. Kang, L.K., Wang, H.Y.\* & Yeh, Y.F. (2006). Factors affecting adoption of mobile reservation for hotel rooms: A conceptual framework. *Journal of I-Shou University*, 12, 153-170.
18. Wang, H.Y.\* & Wang, S.H. (2005). The success with e-learning: Insights from information systems. *Journal of ChungChou*, 21, 149-160.
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。
21. 沈德裕、王金韶、林慧洙、王秀媛 (2004)。休閒運動的精緻化對顧客滿意度之研究-以高爾夫球運動為例。運動休閒管理學報, 1 (2), 33-48。
22. 王秀媛\* (2004)。eHotel 應有之資訊系統架構及其功能分析。中州學報, 19, 139-150。

## (B) 研討會論文

1. **Wang, H.Y.** (2019, May). The comparison of instant messaging with mobile messaging applications. *2019 International Conference on Economics, Finance and Management Science [ICEFMS 2019]*, May 27-29, in Xian, China.
2. **Wang, H.Y.** (2019, May). What drive Facebook fans of hospitality companies to transform into actual buyers. *2019 3<sup>rd</sup> World Conference on e-Education, e-Business and e-Commerce [WCEEE 2019]*, June 24-26, in Da Nang, Vietnam.
3. **Wang, H.Y.**, Deng, W. (2018, May). The Evolution of Mobile Messaging Apps and Stickers. *International Conference on E-business and Mobile Commerce [ICEMC 2018]*, May 21-23, Chengdu, China.
4. **Wang, H.Y.**, Deng, W. (2018, April). Facebook fans' intention to turn into real buyers- A hypothesized model. *International Symposium on Business and Management [ISBM 2018]*, April 1-3, Osaka, Japan.
5. **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.
6. 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.
7. **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-).
8. 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.
9. 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.
10. **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。
11. **王秀媛**、劉瑋滄、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。
12. **Wang, H.Y.**, Lo, C., Wang, L., Chen, Y. (2015, May). A conceptual model to predict customers' intention to check in on Facebook. *International Conference on Social Science and*

- Management [ICSSAM 2015]*, May 07-09, in Kyoto, Japan. (NSC 102-2410-H-216 -008 -)
13. Lo, C., **Wang, H.Y.** (2015, May). A study on visitor's satisfaction through Importance-Performance Analysis for hot spring hotels in Jianshih township. *International Conference on Social Science and Management [ICSSAM 2015]*, May 07-09, in Kyoto, Japan.
  14. **Wang, H.Y.** (2014, January). Proposing a Framework with Factors Negatively Influencing Potential Tourists' Intentions to Visit Disaster-struck Destinations. *International Conference on Advanced Education and Management [ICAEM2014]*, January 04-05, in Beijing, China. (NSC 101-2410-H-216 -006 -)
  15. **Wang, H.Y.**, Huang, J.H. (2013, April). A study on the factors for a customer to choose pineapple cake as local specialty gift. 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.**, Jian, J.C. (2013, April). A Study on the Willingness of Users of Facebook Fan Pages Managed by the Hospitality Industry to Share Promotional Message. 2013 International Conference on Hospitality, Tourism and Leisure (*2013 International Conference on HTL*), April 19-20, in HungKuang University, Taichung, Taiwan.
  17. **Wang, H.Y.**, Chen, W.Y., Lee, Y.C. (2013, April). Exploring factors affecting consumers' selection of traditional Taiwanese banquet. 2013 International Conference on Hospitality, Tourism and Leisure (*2013 International Conference on HTL*), April 19-20, in HungKuang University, Taichung, Taiwan.
  18. **Wang, H.Y.**, Lo, T.C., Huang, S.C. (2013, April). Exploring factors affecting customers' visiting the restaurant with an open kitchen. 2013 International Conference on Hospitality, Tourism and Leisure (*2013 International Conference on HTL*), April 19-20, in HungKuang University, Taichung, Taiwan.
  19. **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.
  20. **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.
  21. 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.
  22. **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。

23. **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。
24. **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。
25. **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。
26. **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。
27. **Wang, H.Y.**, Lo, W.H. (2011, May). Measuring the success of hotel information systems: An employee's perspective. *2011 International Conference on E-Business and E-Government (ICEE 2011)*, May 6-8, in Shanghai, China. [EI]
28. **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]
29. **Wang, H.Y.**, Chang, H.F. (2011, May). Proposing a framework to predict travel blogs' influence on potential tourists' travel intention. *2011 International Conference on E-Business and E-Government (ICEE 2011)*, May 6-8, in Shanghai, China. [EI] (CHU-99-I-01)
30. **Wang, H.Y.**, Chan, T.J., Chang, Y.S., Dong, T.P., Chen, C.M. (2011, March). A study on theories and hypotheses for gastronomic blogs. *2011 International Conference on Data Engineering and Internet Technology (DEIT 2011)*, March 15-17, [Bali Dynasty Resort](#), Bali, Indonesia. [EI]
31. **Wang, H.Y.**, Chang, Y.S., Chan, T.J., Wang, H.W., Chen, C.M. (2011, March). A novel research methodology for gastronomic blogs. *2011 International Conference on Data Engineering and Internet Technology (DEIT 2011)*, March 15-17, [Bali Dynasty Resort](#), Bali, Indonesia. [EI]
32. **Wang, H.Y.** (2010, August). An empirical investigation to examine user acceptance of mobile hotel reservation. *Proceedings of the 4<sup>th</sup> International Conference on Management and Service Science (MASS 2010)*, August 24-26, Wuhan, China. [EI]
33. **Wang, H.Y.** (2010, August). Improving KM investment decision-making: An options approach. *Proceedings of the 4<sup>th</sup> International Conference on Management and Service Science (MASS 2010)*, August 24-26, Wuhan, China. [EI]

34. **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 6<sup>th</sup> International Wireless Communications & Mobile Computing Conference (IWCMC 2010)*, p1285-1288, June 28-July 2, Caen, France.
35. **Wang, H.Y.**, Chang, Y.S., Chan T.J., Huang, Y.F., Wang, N.C. & Chen, C.M. (2010, June). Gender activities in mobile Internet. *Proceedings of the 6<sup>th</sup> International Wireless Communications & Mobile Computing Conference (IWCMC 2010)*, p1282-1284, June 28-July 2, Caen, France.
36. **王秀媛** (2010, June)。Developing a value-based model to predict mobile hotel reservation adoption. 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。
37. **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。
38. **Wang, H.Y.** (2010, May). Hotel reservation trend: Moving from online to mobile service. *Proceedings of the 2010 International Conference in Tourism & Hospitality Management*, p31-34, May 6, in Chinese Culture University, Taiwan.
39. **Wang, H.Y.** (2010, May). A Review of eWOM's influence on hospitality and tourism industry. *Proceedings of the 2010 International Conference in Tourism & Hospitality Management*, p27-30, May 6, in Chinese Culture University, Taiwan.
40. **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.
41. 王淑慧、**王秀媛** (2009, 10)。質性研究探討非營利組織之行銷組合---以創世基金會為例，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。
42. 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。
43. **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。
44. **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 8<sup>th</sup> WSEAS International Conference on Applied Computer and Applied Computational Science (ACACOS '09)*, p231-234, May 20-22, in World Trade Center, Hangzhou, Zhejiang, China.
45. **Wang, H.Y.**, Chan, T.J., Chang, Y.S., Chen, C.M. & Wang, S.H. (2009, May). Modeling a 4-phase customer relationship to evaluate a project investment. *Proceedings of 8<sup>th</sup> WSEAS International Conference on Applied Computer and Applied Computational Science (ACACOS '09)*, p235-239, May 20-22, in World Trade Center, Hangzhou, Zhejiang, China.
  46. 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。
  47. 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。
  48. 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.**
  49. 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.
  50. **Wang, H.Y.** & Wang, S.H. (2005, June). Factors affecting adoption of mobile reservation for hotel rooms: A conceptual framework. *Proceedings of the tenth Asia-Pacific Decision Sciences Institute Annual Meeting (APDSI 2005)*, June 28-July 2, The Grand Hotel, Taipei, Taiwan.
  51. **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。
  52. **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。

## 六、科技部或其他計畫：

1. 王秀媛，主持人，計畫名稱：影響顧客使用餐旅/觀光類擴增實境行動應用軟體的前因：年齡與性別的調節效果 (MOST 108-2410-H-216-001 - SSS)，補助機構：科技部，計畫期間：108/08/01 ~ 109/07/31。
2. 王秀媛，主持人，計畫名稱：探討旅遊直播經由哪些因子影響潛在旅客的旅遊意願 (MOST 107-2410-H-216-006 -)，補助機構：科技部，計畫期間：107/08/01 ~ 108/07/31。
3. 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。
4. 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。
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。
6. 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。
7. 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。
8. 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。
9. 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。



## 七、其他專業表現或社會服務(含證照、競賽、培訓等)

1. 中華大學 101 學年度傑出研究獎
2. Certificate of Microsoft Office Specialist Master, Issued on: May 10, 2006 (expertise in Microsoft Word 2000/PowerPoint 2000/Excel 2000/Access 2000). (微軟 MOS 大師級認證)
3. 全國技能檢定 乙級電腦軟體應用技術士證照，技術士證號：118-028972
4. 全民英檢 中高級 檢定合格，證書編號：H01761
5. Certificate of Project Management Associate, Issued on: August 14, 2006, Serial No: TPMA-2006-D00012。(專案管理協會 國際專案副理證照)
6. 行政院「公共工程委員會」評選委員專家學者
7. 科技部計畫申請初審計畫審稿者
8. International Journal of Contemporary Hospitality Management 期刊論文審稿者(SSCI)
9. International Journal of Hospitality Management 期刊論文審稿者(SSCI)
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