

施翠倚特聘教授簡歷表

一、基本資料

中文姓名	施翠倚	英文姓名	Tsui-Yii Shih
聯絡地址	100 台北市中正區濟南路一段 321 號國際商務系		
聯絡電話	(02) 2322-6535		
傳真號碼	(02) 2322-6395	E-MAIL	tsuiyii@ntub.edu.tw tsuiyii@gmail.com

二、主要學歷

學校	系所	學位名稱
國立交通大學	管理科學系	博士
國立成功大學	企業管理研究所	碩士
私立中原大學	資訊管理系	學士
國立政治大學	教師研習中心教育學分班	教育學分

三、現職及與專長相關之經歷

服務機關	服務部門／系所	職稱
國立臺北商業大學	國際商務系(所)	專任特聘教授（現職）
經歷：		
國立臺北商業大學	國際商務系(所)	專任特聘教授
國立臺北商業大學	國際商務系(所)	專任教授
國立臺北商業大學	國際商務系(所)	教授兼主任暨所長(109/08/01-112/07/31)
國立臺北商業大學	國際商務系(所)	專任副教授
國立臺北商業技術學院	教務處註冊組	組長
	教務處課務組	組長
	國際商務系(所)	專任助理教授
龍華科技大學	企業管理系	專任助理教授
國立臺北商業技術學院	應用外語系	兼任助理教授
國立交通大學	管理科學系	兼任助理教授

四、專長

專長：行銷管理、國際企業管理、決策科學
教授科目：國際企業經營策略、行銷管理、行銷研究、國際行銷、全球產業分析

五、論文著述

(1) Academic services

Journal Co-Editors (From August 2019~): *Harvard Deusto Business Research*.

Journal Editorial Board (From April 2018~): *HSMC Business Review*.

Journal Editorial Board (From October 2017~): *European Journal of International Management (SSCI)*.

BAI Summer 2018 (From January 2018~). 2018 International Conference on Business and Information – Summer Session. International Committee.

AIB Asia Pacific Committee (From 2025~)

BAI Winter 2018 (From July 2017~). 2018 International Conference on Business and Information – Winter Session. International Committee.

AIBSEAR Southeast Conference Committees Members (From 2017~).

AIBSEAR Southeast Asia Chapter Board Members (From 2016~).

Journal Editorial Board (From 2014~): *Asian Social Science*.

Journal Reviewer Invitation (From 2012~): *Computers & Industrial Engineering* (SCI), *The Service Industries Journal* (SSCI), *European Journal of International Management* (SSCI), *International Business Review* (SSCI), *Journal of Business Economics and Management* (SSCI), *Total Quality Management & Business Excellence* (SSCI), *Service Business* (SSCI), *Sustainability* (SSCI/SCIE), *Current Psychology* (SSCI), *International Journal of Finance and Economics* (SSCI), *Journal of Knowledge Management* (SSCI), *Technology Analysis & Strategic Management* (SSCI), *Telecommunications Policy* (SCI/SSCI), *Asia Pacific Journal of Management* (SSCI), *Creativity and Innovation Management* (SSCI), *European Review* (SSCI), *Journal of Urban Affairs* (SSCI), *IEEE Access* (SCIE), *管理與系統* (TSSCI), *Journal of Strategic Marketing* (ESCI), *Journal of Global Marketing* (SCOPUS, ABI/INFROM, EBSCO), *Journal of Global Fashion Marketing* (SCOPUS, EBSCO, KCI), *International Journal of Information and Management Science* (EI Compendex, INSPEC, SCOPUS), *International Journal of Electronic Business Management* (EI, ABI/INFROM), *行銷評論* (ABI/INFORM), *Asian Social Science* (EBSCO).

(2) Journal papers

- Shih, T. Y.* (2025). Consumer perspective scales for creating a good metaverse environment: The power of storytelling and sensory immersion. *International Journal of Human-Computer Interaction*. (Forthcoming, SSCI)
- Shih, T. Y.* (2025). An innovative perspective for constructing cultural and creative e-commerce platforms: Integrating insights from ICDT theory and brand personality. *International Journal of Human-Computer Interaction*, 41(14), 8943–8962. (Published online 2024, SSCI)
- Shih, T. Y. (2024). Exploring the effects of prospective corporate social responsibility on firm performance: The mediating role of innovation. *Technology Analysis and Strategic Management*. 36(2), 293-305. (SSCI)
- Gao, H., Ren, M., and Shih, T. Y.* (2023). Co-evolutions and dynamic balancing in deglobalization and global decoupling: Learning from the global semiconductor industry. *International Business Review*, 32(6), 102118. (Corresponding author, SSCI)

- Shih, T. Y.* , Wickramasekera, R. and Lin, D. (2023). Export development of Taiwanese food and beverage processing SMEs: A test of a DOI model. *Asia Pacific Journal of Management* 40, 1393–1428 (2023). (SSCI)
- Shih, T. Y.* and Yang, C. C. (2019). Generating intangible resource and international performance: Insights into enterprises organizational behavior and capability at trade shows. *Journal of Business Economics and Management*, 20(6), 1022-1044. (SSCI)
- Shih, T. Y.* (2018). Determinants of enterprises radical innovation and performance: Insights into strategic orientation of cultural and creative enterprises. *Sustainability*, 10(6), 1-22. (SSCI)
- Shih, T. Y.* (2017). An empirical study of food and beverage chains' internationalisation: Advancing intangible resource theory and research. *European Journal of International Management*, 11(6), 660-687. (SSCI)
- Shih, T. Y.* and Lin, C. W. (2017). Firms' cloud service adoption: Advancing trust theory and applications. *Information Development*, 33(5), 495-511. (SSCI)
- Shih, T. Y.* and Yang, L. C. (2017). Advancing the value and application of mobile advertising: Moving beyond structural equation modeling analysis to algorithms. *International Journal of Information and Management Science*, 28(2), 153-175. (EI Compendex, INSPEC, SCOPUS)
- Shih, T. Y.* and Liu, Z. A. (2016). Wrong Gallery — A new paradigm for art space. *Journal of Cases on Information Technology*, 18(3), 13-29. (ESCI, EI Compendex, INSPEC, SCOPUS, ABI)
- Trappey, C. V. and Shih, T. Y.* (2015). Framework, processes, and laws linking intellectual property transfers for research and development in higher education. *International Journal of Electronic Business Management*, 13, 66-75. (EI: INSPEC, ABI)
- Shih, T. Y.* (2015). Attribute design and marketing strategy of branding experience museums. *International Journal of Electronic Business Management*, 13, 85-96. (EI: INSPEC, ABI)
- Chiang, C. and Shih, T. Y.* (2015). Establishment decision of experience stores: Insights into marketing effect. *Journal of Social Science Studies*, 2(1), 165-185. (ABI)
- Shih, T. Y.* (2014). Key factors of marketing strategies of mobile service innovations. *International Journal of Innovation and Learning*, 16(4), 448-466. (ESCI, SCOPUS, EI: INSPEC)
- Shih, T. Y.* and Ke, S. C. (碩) (2014). Determinates of financial behavior: Insights into consumer money attitudes and financial literacy. *Service Business*, 8(2), 217-238. (SSCI)
- 施翠倚*, 楊于慧. (碩) (2013). 顧客價值對購物網站品牌信任之影響—從眾行為差

異性分析. *行銷評論*, 10(2), 165-190. (ABI/EBSCO)

Shih, T. Y.* (2013). Determinates of consumer adoption attitudes: An empirical study of smart home services. *International Journal of E-Adoption*, 5(2), 40-56. (EI)

Shih, T. Y.* (2012). Integrative effects of firms' price and endorsement strategies on consumers loyalty intention. *The Service Industries Journal*, 32(6), 981-1005. (SSCI)

Shih, T. Y.* (2011). Developing marketing strategies for TV shopping stores: A second-order structural equation modeling application. *International Journal of Electronic Business Management*, 9(4), 355-367. (EI/ABI)

施翠倚*, 楊力旗. (碩) (2011). 行動廣告內容、廣告價值、隱私權保護對消費者採用意願之影響. *電子商務學報*, 13(3), 625-648. (TSSCI)

Shih, T. Y.* (2011). Determinant effects of firms marketing strategies on consumers loyalty intention toward online stores. *African Journal of Business Management*, 5(20), 8069-8078. (ABI)

Shih, T. Y.* and Wickramasekera, R. (2011). Export decisions within Taiwanese electrical and electronic SMEs: The role of management characteristics and attitudes. *Asia Pacific Journal of Management*, 28(2), 353-377. (SSCI, IF: 3.355 in 2010)

Shih, T. Y.* (2010). The determinate effects of competences and decision process factors on firms internationalisation. *The Service Industries Journal*, 30(14), 2329-2350. (SSCI)

Shih, T. Y.* (2010). Comparative analysis of marketing strategies for manufacturers' and retailers' brands. *International Journal of Electronic Business Management*, 8(1), 57-68. (EI)

Shih, T. Y.* and Chan, C. C. (碩) (2010). Development strategy of service innovation: Near Field Communication System application. *International Journal of Innovation and Learning*, 8(3), 241-255. (ESCI, SCOPUS, EI: INSPEC)

Shih, T. Y.* (2008). Investment and risk evaluation of Taiwan venture capital firms. *The Business Review, Cambridge*, 11(2), 310-316. (ABI)

Shih, T. Y.* and Trappey, C. V. (2008). The sensitivity analysis of the international investment decision model. *The Open Operational Research Journal*, 2, 60-67. (DOAJ)

Trappey, C. V.*, Shih, T. Y. and Trappey, Amy J. C. (2007). Modeling international investment decisions for financial holding companies. *European Journal of Operational Research*, 180, 800-814. (SCI)

Trappey, C. V., Shih, T. Y.* and Hoang, T. (2006). Marketing intellectual property using electronic libraries: A survey of system-on-chip engineers and managers in Sweden and Taiwan. *International Journal of Technology Management*, 36(4), 368-386. (SCI/SSCI)

(3) Research projects

- Shih, T. Y. (2024). Aligning digital and CSR/ESG transformations for realizing enterprise twin transformation: Dynamic capabilities and innovation perspectives. NSTC 113-2410-H-141 -024 -MY2
- Shih, T. Y. (2023). 112 年度推動台灣會展產業發展計畫「會議展覽專業人員認證」，主辦單位：財團法人中華民國對外貿易發展協會；協辦單位：國立臺北商業大學國際商務系；贊助單位：經濟部國貿局。
- Shih, T. Y. (2022). Enterprises digital transformation capabilities: Insights into the customer experience (CX) capability and innovation. NSTC project: 111-2410-H-141 -008 -MY2.
- Shih, T. Y. (2022). 111 年度推動台灣會展產業發展計畫「會議展覽專業人員認證」，主辦單位：財團法人中華民國對外貿易發展協會；協辦單位：國立臺北商業大學國際商務系；贊助單位：經濟部國貿局。
- Shih, T. Y. (2021). Key successful factors of enterprise digital transformation: Insights into organizational capabilities. NSTC project: 110-2410-H-141-007-
- 施翠倚. (2021). 遊戲化教育課程推動發展中心. 中華民國遊戲教育協會，國立臺北商業大學，專案編號：110316214025。
- Shih, T. Y. (2020). An exploration of determinants of corporate social innovation: Insights into organizational capabilities. MOST project: 109-2410-H-141-010-
- Shih, T. Y. (2019). The introduction and performance of enterprise innovation: The roles of leadership style and market dynamism. MOST project: 108-2410-H-141-017-
- 施翠倚. (2019). 遊戲化教育課程推動發展中心. 中華民國遊戲教育協會，國立臺北商業大學研發產字第 1080226D01 號
- Shih, T. Y. (2018). CSR implementation and communication: Integrated viewpoints of virtual and physical contact. MOST project: 107-2410-H-141-005-
- 施翠倚. (2018). 教學實務創新-行銷管理大未來. 教育部補助大專校院教學實踐研究計畫. PBM107154.
- 施翠倚. (2017). 遊戲化教育課程推動發展中心. 產學合作計畫. 中華民國遊戲教育協會，國立臺北商業大學研發產字第 1061204D01 號.
- Shih, T. Y. (2017). Determinants of enterprises varies internationalization stages: Insights into intangible resource and network capability viewpoint. MOST project: 106-2410-H-141-007-
- Shih, T. Y. (2016). Shaping firms intangible resource advantages: The viewpoints of strategic orientation and organizational capability. MOST project: 105-2410-H-141-007-
- 施翠倚. (2016). 2016 大黑松小倆口微電影品牌行銷競賽大賞. 產學合作計畫. 邱氏鼎食品企業股份有限公司，國立臺北商業大學研發產字第 1050310D01 號.
- Shih, T. Y. (2015). Prospective CSR: Strategic orientation and competitive advantage. MOST project: 104-2410-H-141-003-

- 楊喬喻. (2015). 企業社會責任的落實績效與消費者認知比較－以餐飲業為例。科技部大專生專題計畫。(指導教授：施翠倚)
- Shih, T. Y. (2014). A study of the determinants of firm competitive advantage: Strategic orientation and innovation. MOST: 103-2410-H-141-003-
- Shih, T. Y. (2014). Rumintha Wickramasekera. Project of visiting scholar. NSC: 103-2912-I-141-501
- Shih, T. Y. (2013). Cross-national comparison analysis of firms export decision: Perceived benefits, advantages and barriers. NSC: 102-2410-H-141-009.
- Shih, T. Y. (2013). Achieving success within the food and beverage industry study in Taiwan. 國際產學合作計畫. School of AMPR, Queensland University of Technology: 臺北商業技術學院研發產字第 1011030D01 號.
- 施翠倚. (2012~2015). City & Guilds 國際企業管理師專業證照培訓計畫. 財團法人中華綜合發展研究院. 共計六件.
- Shih, T. Y. (2011). Discussing the international competitiveness of Taiwan food and beverage chains. NSC: 100-2410-H-141-002-
- Shih, T. Y. (2010). Discussing the marketing and development strategies of mobile service innovation. NSC: 99-2410-H-141-011-.
- Shih, T. Y. (2009). Analysis of attributes design and marketing strategies for experience stores. NSC: 98-2410-H-262-001-.
- Shih, T. Y. (2007). Branding: Exploring the salient issues. NSC: 96-2416-H-262-003-.
- Shih, T. Y. (2006). Discussing the international investment decision model for Taiwan financial market. NSC: 95-2416-H-262-003-.

(4) Books

- , 施翠倚, —. (2012). 電子商務概論, 華泰文化. (Amy JC Trappey 總編譯, Efraim Turban 等著, 多位學者合譯, 本人主譯 CH3 & CH4), ISBN 978-957-609-863-5.
- Shih, T. Y. (2005). Decision making for international market entry: Evidence from the banking market in Taiwan. The Non-published Ph.D. Dissertation of National Chiao-Tung University, Department of Management Science.
- 施翠倚. (2002). 資料處理(全一冊), 廣興書局.

(5) 服務與獲獎

- 施翠倚. (2024). 國科會計畫彈性薪資獎勵(學術研究類), 國科會、臺北商業大學。
- 施翠倚. (2023). 國科會計畫彈性薪資獎勵(學術研究類), 國科會、臺北商業大學。
- 施翠倚. (2022). 高教深耕計畫彈性薪資獎勵(學術研究類), 教育部、臺北商業大學。
- 施翠倚. (From 2021~). 行政院公共工程委員。
- 施翠倚. (From 2020~). 科技大學評鑑委員, 社團法人台灣評鑑協會。
- 施翠倚. (From 2020~2023). 台灣精品獎副評審委員。經濟部外貿協會。

施翠倚.(2019). 高教深耕計畫彈性薪資獎勵(學術研究類),教育部、臺北商業大學。

施翠倚.(2018). 熱心參與產學合作成效卓越,臺北商業大學。

施翠倚.(2018). 臺灣港務股份有限公司 107 年度新進從業人員甄試命題委員,臺灣港務股份有限公司。

施翠倚.(2017). 熱心參與產學合作成效卓越,臺北商業大學。

施翠倚.(2016). 參與產學合作成效卓越,臺北商業大學。

施翠倚.(2016). 辦理勞動部勞動力發展署結合大專校院就業服務補助計劃成效卓越,臺北商業大學。

施翠倚.(2015). 104 年下半年度高級中等學校評鑑委員,教育部國民及學前教育署。

施翠倚.(2015). 熱心參與產學合作獎,臺北商業大學。

施翠倚.(2013). 教師創新教學獎獲獎,臺北商業技術學院。

(6) 優秀學生參賽成果

1. 2025 台灣經貿網跨境電商實戰營-成果發表會(珍冠家 2025/9/3),第三名
2. 2024 台灣經貿網跨境電商實戰營-成果發表會(2024/8/30),優勝(三隊)
3. 2024 全國商業管理與資訊應用專題競賽(2024/6/7),亞軍
4. 2024 COOL 酷酷比-我是實業*城市 全國大專校院暨高中職創新創業及創意行銷競賽,大專校院 創意行銷影片組(2024/4/12),優等(二隊)
5. 2024 COOL 酷酷比-我是實業*城市 全國大專校院暨高中職創新創業及創意行銷競賽,大專校院 創意行銷影片組(2024/4/12),優等
6. 2024 第八屆全國大專院校 B2B 跨境電商競賽(雋環科技 2024/1/6),北區 EDM 第一名、商家力成長獎
7. 2023 第十屆我是接班人全國企業創新競賽(2023/12/1),第二名
8. 2023 中山醫學大學全國大專院校創新、創意及創業競賽(2023/12/8),決賽佳作
9. 2023 全國智慧生活五創競賽—創新創業策略與水五金創意行銷競賽—水五金創意行銷類(2023/11/10),冠軍
10. 2023 創意創新行銷微電影競賽(2023/06/05),簡報組季軍
11. 2022 全國校園商圈創生創意競賽(2022/11/30),季軍
12. 2022 台灣經貿網跨境電商實戰營競賽(2022/08/12),第二名
13. 2022 全國孵夢創創競賽(2022/1/24),決賽第一名
14. 2021 華大實踐盃全國創新創業競賽—B 組文創設計組(2021/12/24),決賽季軍
15. 2021 中山醫學大學全國大專院校創新、創意及創業競賽創意創業組(2021/12/3),決賽第一名、第二名、佳作
16. 2021 Global Creative Planning Competition(2021/12/3),決賽第三名
17. 2021 全國大專院校 3rd 旅館行銷企劃大賽(2021/11/24),決賽第三名
18. 2021 全國技專院校 i-Life 創新服務企劃競賽—創新創業組(2021/5/25),總決賽亞軍

19. 2019 「信義集團」大專院校創意提案爭霸賽(2019/12/14)，總決賽入圍優勝獎、總決賽 MVP 個人獎、最佳企劃獎
20. 2019 淡水商圈創意行銷企劃競賽(2019/12/14)，第一名
21. 2019 第四屆新創盃創意創新創業企劃競賽-創新創業組(2019/12/13)，季軍
22. 2019 中山醫學大學第四屆全國大專院校創新、創意及創業競賽(2019/12/6)，第一名、第二名
23. 2019 石碇宗教遊程規劃競賽(2019/12/4)，第二名
24. 2019 觀光數位創新遊程設計競賽(2019/11/26)，特優(第一名)
25. 2019 第五屆企業社會責任領航計畫—秋季行動競賽(2019/11/2)，第一名
26. 2019 Linker 無限可能-全國大專院校創意行銷與創業競賽(2019/6/21)，Linker 行銷文案企劃組，第一名特優獎(提案對象：二林鎮)
27. 2019 TAA 第十七屆校園創意策略提案競賽(2019/5/30)，第四名、最佳人氣獎
28. 2019 創業個案競賽(2019/5/9)，決賽佳作
29. 2018 我是接班人全國企業創新競賽(2018/12/14)，決賽佳作
30. 2018 全球行銷連鎖創意企劃競賽決賽(2018/12/7)，決賽優勝
31. 2018 少年頭家全國創業實務競賽(2018/12/5)，決賽佳作
32. 2018 第七屆「城鄉旅遊・綠色饗宴」旅遊行程設計全國競賽(2018/5/25)，決賽第二名
33. 2018 全國大專校院第八屆 Top Marketing and Sales 國際行銷企劃競賽(2018/6/15)，決賽季軍
34. 2018 第二屆全國數位創業營運模式競賽(2018/6/8)，決賽第一名
35. 2018 建國國企盃大專院校創新創業企業競賽(2018/5/31)，總決賽特優
36. 2017 全國連鎖加盟創新創業競賽(2017/12/22)，亞軍
37. 2017 第 2 屆 UPLAN 盃校園記事青春旅程設計大賽(2017/12/15)，亞軍
38. 2017 新創盃創意創新創業企劃競賽(2017/12/7)，季軍
39. 2017 客家桐花祭(新北環遊趣)文化創意遊程設計競賽(2017/10/31)，佳作
40. 2016 大黑松小倆口微電影品牌行銷競賽大賞(2016/6/28)，冠軍、最佳人氣、最佳男主角
41. 2016 創新創業團隊企劃競賽(2016/6/26)，最佳簡報獎
42. 2016 全國大專校院暨高中職創新創業網路行銷企劃競賽(2016/5/27)，季軍
43. 2015 全國大專校院暨高中職創新創業網路行銷企劃競賽(2015/5/29)，亞軍
44. 2015 德霖盃全國大專校院暨高中職創意創新創業企劃競賽(2015/5/7)，亞軍
45. 2012 全國大專校院主題樂園行銷創意競賽(2012/11/28)，第二名、第三名、優等(三隊)

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