

FACULTY RESUME

I. PERSONAL INFORMATION

NAME: **Tsui-Yii Shih**

PRESENT POSITION: ☒DISTINGUISHED PROFESSOR ☐PROFESSOR

☐ASSOCIATE PROFESSOR ☐ASSISTANT PROFESSOR ☐LECTURER

COURSES: International Business Strategy, Marketing Management, International Marketing, Industrial Analysis, Brand Strategy, and Management

SPECIALTY: Marketing Management, International Business, Decision Science

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II. EDUCATIONAL BACKGROUND (HIGHEST EARNED DEGREE FIRST)

DEGREE	ACADEMIC DISCIPLINE	SCHOOL NAME
PhD	Department of Management Science	National Chiao Tung University
Master	Department of Business Administration	National Cheng Kung University
Bachelor	Department of Information Management	Chung Yuan Christian University
Educational credit certificate	Teacher Learning Center & Education Credits	National Chengchi University

III. PRIOR EMPLOYMENT EXPERIENCE

POSITION HELD	DEPARTMENT	NAME OF ORGANIZATION
Current position: Distinguished Professor	Department of International Business	National Taipei University of Business
Administration experiences: Chairperson (Aug 2020~Jul 2023) Section Chief Section Chief	Department of International Business Registrar Section Curriculum Section	National Taipei University of Business National Taipei College of Business National Taipei College of Business
Teaching experiences: Professor Associate professor Assistant professor Assistant professor Adjunct Assistant Professor Adjunct Assistant Professor	Department of International Business Department of International Business Department of International Business Department of Business Administration Department of Applied Foreign Languages Department of Management Science	National Taipei University of Business National Taipei University of Business National Taipei College of Business LungHwa University of Technology National Taipei College of Business Chiao Tung University

IV. PUBLICATIONS & PAPER PRESENTED

(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).
AIB Asia Pacific Committee (From 2025~)
BAI Summer 2018 (From January 2018~). 2018 International Conference on Business and Information – Summer Session. International Committee.
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~): *International Business Review* (SSCI), *Computers & Industrial Engineering* (SCI), *The Service Industries Journal* (SSCI), *European Journal of International Management* (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), *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. (TSSCI, 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. (ESCI, 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. MOST 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. 107G069-02

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. (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。