

施翠倚教授簡歷表

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		
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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)	專任教授 (現職)
經歷： 國立臺北商業大學 國立臺北商業技術學院	國際商務系(所) 教務處註冊組 教務處課務組 國際商務系(所)	專任副教授 組長 組長
龍華科技大學 國立臺北商業技術學院 國立交通大學	企業管理系 應用外語系 管理科學系	專任助理教授 專任助理教授 兼任助理教授 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、消費者行為、全球產業分析

五、論文著述

(1) Academic services

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.

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), *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), *IEEE Access* (SCIE), *管理與系統* (TSSCI), *Journal*
of Global Marketing (SCOPUS, ABI/INFROM, EBSCO), *Journal of Global Fashion*
Marketing (SCOPUS, EBSCO, KCI), *International Journal of Electronic Business*
Management (EI, ABI/INFROM), *行銷評論* (ABI/INFORM), *Asian Social Science*.

(2) Journal papers

- 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. (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. (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. (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) Conference papers

Shih, T. Y. (2018). Determinants of firms' intangible resource advantages: An empirical study from Taiwan. 27th Annual Conference Consortium for International Marketing Research (2016 Annual Conference of CIMaR -- Consortium for International Marketing Research) , September 12 to 15, 2018, Hosted by Georgia State University, Atlanta, GA., USA.

Shih, T. Y. and Hu, S. W. (2017). Upgrade the attractiveness of mobile games. 2017 Academy of International Business Southeast Asia Regional Conference, Chiang Mat, Thailand, 7-9 December 2017.

Shih, T. Y. (2017). CSR: The determinants of enterprises competitive advantage and performance. 2017 International Conference on Business and Information (BAI 2017) July 4th to 6th - international conference center Hiroshima, Hiroshima, Japan.

Shih, T. Y. and Wickramasekera, R. (2016). Comparison analysis of firms export decision

- for taiwan and australia food processing firms. 2016 AIBSEAR Guangzhou Conference, 2-4 December 2016, Guangzhou, China.
- Shih, T. Y. and Yang, C. C. (2016). Benefits generated from trade show participation: Insights into organizational behavior theory. 25th Annual Conference Consortium for International Marketing Research (2016 Annual Conference of CIMaR -- Consortium for International Marketing Research) , June 17 to 20, 2016, the School of Management Xi'an Jiaotong University, Xi'an, China.
- Shih, T. Y. (2016). Determinants of firm competitive advantage: Strategic orientation viewpoints. 25th Annual Conference Consortium for International Marketing Research (2016 Annual Conference of CIMaR -- Consortium for International Marketing Research) , June 17 to 20, 2016, the School of Management Xi'an Jiaotong University, Xi'an, China.
- Shih, T. Y. and Liu, Z. A. (2015). Wrong Gallery Taipei. Management Review 2016 Special Issue on Management Cases, 23 October, 2015, Taipei, Taiwan, Republic of China.
- Shih, T. Y. and Yang, L. C. (2015). Consumer attitudes toward mobile advertising: Implications of permission-based and location-based types. Proceedings of the Global Entrepreneurship and Innovation in Management (GEIM) Conference, 29 July – 1 August, 2015, Taichung, Taiwan, Republic of China.
- Trappey, C.V., Shih, T.Y. and Trappey, Amy J.C. (2015). Industrial cooperation and IP transfers from national universities in Taiwan. Portland International Conference on Management of Engineering & Technology PICMET '15 Conference, August 2-6, 2015, Hilton Portland and Executive Tower Portland, OR – USA.
- Shih, T. Y., Wickramasekera, R. and Song, Z. (2015). An exploration of the factors perceived to enhance or inhibit export market expansion within the Taiwanese food and beverage firms. International Conference on Innovation and Management, February 3-6, 2015, Singapore.
- Shih, T. Y. and Lin, C. W. (2015). Determinants of firms adoption toward Cloud Service. International Conference on Innovation and Management, February 3-6, 2015, Singapore.
- Shih, T. Y. and Chien, A. N. (2014). A study of branding experience plazas: Strategic marketing view. 2014 IEEE 18th International Conference on Computer Supported Cooperative Work in Design, May 21-23, National Tsing Hua University, Hsinchu, Taiwan.
- Shih, T. Y. (2013). A study of international competitiveness of Taiwanese food and beverage chains. 2013 Academy of International Business Southeast Asia Regional Conference (International Business Cooperation, Competition, and cooperation in Asia, 2013 Bali Indonesia Conference), December 4-6, 2013, Hong Kong Institute of Business Studies (HKIBS), Lingnan University.

- Shih, T. Y. (2012). Key factors of marketing strategies for mobile service innovation promotion. BAI 2012 International Conference on Business and Information at Renaissance Sapporo Hotel, Japan, 03-05 July 2012. (此篇論文榮獲大會頒發 Best paper award).
- 施翠倚, 林家維. (2012). 企業對於雲端服務使用意願之研究. 2012 第六屆創新管理學術與實務研討會, 15 June, ChungLin, Taiwan, R.O.C. (此篇論文榮獲大會頒發 *Best paper award*).
- 施翠倚, 楊千靚. (2012). 關係建立與學習對企業優勢與績效之影響---以具商展經驗之廠商為例. 2012 第八屆台灣作業研究學會年會暨第十一屆中華決策科學學會年會與學術研討會, 8 June, 2012, TaiChong, Taiwan, R.O.C.
- Shih, T. Y. (2011). Discussing the marketing and development strategies of mobile service innovation. 2011 國科會管理學門聯合發表會, December 9, 2011, Sun Yat-Sen University, Kaoshiung, Taiwan, R.O.C.
- Shih, T. Y. (2011). Discussing the marketing and development strategies of mobile service innovation. 2011 國科會管理一管理二學門聯合發表會, December 9, 2011, Sun Yat-Sen University, Kaoshiung, Taiwan, R.O.C.
- Shih, T. Y. (2011). Key Factors of Firms Marketing Strategies Regarding Mobile Services. 2011 Academy of International Business Southeast Asia Regional Conference (2011 AIBSEAR Taipei Conference), December 1-3, 2011, Hong Kong Institute of Business Studies (HKIBS), Lingnan University, Taipei, Taiwan.
- Shih, T. Y. (2011). Analysis of Attributes Design and Marketing Strategies for Experience Plazas. 2011 Academy of International Business Southeast Asia Regional Conference (2011 AIBSEAR Taipei Conference), December 1-3, 2011, Hong Kong Institute of Business Studies (HKIBS), Lingnan University, Taipei, Taiwan.
- Shih, T. Y. (2011). Effects of firm size, competences on firms Internationalization and Performance. International Business Conference 2011, April 11-12, 2011, John H Dunning Centre for International Business, Henley Business School, University of Reading, London, UK.
- Shih, T. Y. and Ke, S. C. (碩) (2011). The impacts of money attitudes and financial literacy on financial investment decisions. International Business Conference 2011, April 11-12, 2011, John H Dunning Centre for International Business, Henley Business School, University of Reading, London, UK.
- 施翠倚, 楊于慧. (碩) (2011). 從眾行為與顧客價值對網路商店品牌信任之影響. 2011 電子商務與數位生活(ECDL2011)研討會, 4 March 2011, Taiwan, R.O.C.
- Shih, T. Y. and Yang, L. C. (碩) (2010). The effects of mobile ads, ads values and privacy protection on consumer adoption intention. Technology Innovation and Industrial Management 2010 Conference (TIIM 2010), June 16-18, 2009, Pattaya, Thailand.
- Shih, T. Y. (2009). Determinant factors of consumer loyalty intention toward online stores. 2009 Academy of International Business (AIB) Southeast Asia Regional

Conference: Revitalizing the Global Economy: Challenges and Strategies for Sustainable Growth (AIB 2009), 3-5 December 2009, Hong Kong, China.

Shih, T. Y. (2009). Marketing strategy, channel brand equity and performance: Evidence from the Taiwan TV shopping channels. Technology Innovation and Industrial Management 2009 Conference (TIIM 2009), June 18-20, 2009, Bangkok, Thailand.

Shih, T. Y. and Chan, C. C. (碩) (2009). Development strategy of service innovation: Near Field Communication system application. Technology Innovation and Industrial Management 2009 Conference (TIIM 2009), June 18-20, 2009, Bangkok, Thailand.

施翠倚, 柯信成 (碩). (2009). 消費者金錢態度與理財認知對理財商品決策之影響. 2009 金融服務整合與創新發展研討會, 5 June 2009, Taipei, Taiwan, R.O.C. (此篇論文榮獲大會頒發 *Best paper award*).

2008 年(含)以前研討會文章省略不列.