

Su-Hui Kuo 郭素蕙

Curriculum Vitae

Assistant Professor

Department of International Business, National Taipei University of Business
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EDUCATION

Ph.D.	Department of Business Administration, National Central University	2010/8~2016/5
M.S.	Department of Agribusiness Management, National Pingtung University of Science and Technology	2008/8~2010/7
B.A.	Department of Logistic Management, National Kaohsiung Marine University	2004/8~2008/7

PROFESSIONAL EXPERIENC

Assistant Professor, Department of International Business, National Taipei University of Business	2026/8-present
Assistant Professor, Department of Business Administration, Ming Chuan University	2024/3-2026/7
Adjunct Assistant Professor, Department of Educational Psychology and Counseling, National Tsing Hua University	2025/8–2026/1
Project Assistant Professor, Department of Business Administration, National Changhua University of Education	2021/2–2024/1
Executive Secretary, Innovation Incubation Center, Office of Research and Development, National Changhua University of Education	2021/4–2022/6
Project Assistant Professor, Department of Business Administration, National Pingtung University of Science and Technology	2019/8–2021/1
Director, Industry-Academia Collaboration Center, Office of Research and Development, National Pingtung University of Science and Technology	2020/2–2021/1
Project Manager, Enterprise Consulting Division, Corporate Synergy Development Center	2016/11–2019/6

RESEARCH INTERESTS

Consumer Behavior and Psychology
Marketing Management
Sensory Marketing
Internet Marketing
Digital Marketing

PUBLICATIONS

Refereed Journal Articles

Kuo, Su-Hui (2026). *Tasting Without Tasting: The Moderating Role of Sensory Imagery in Multisensory Advertising*. *Journal of Consumer Behaviour*, <https://doi.org/10.1002/cb.70205>. (SSCI)

Kuo, Su-Hui, Wei-Cheng Fang and Ping-Hsiu Huang (2026). *Embodied Auditory Experience: The Influence of Music Genre and Tempo on Pleasure and Value Under Postural Modulation*. *Journal of Consumer Behaviour*, <https://doi.org/10.1002/cb.70201>. (SSCI)

Kuo, Su-Hui, Hung-Ming Lin and Hsin-Ching Chiang (2025). *Perceived Severity, Anxiety, and Protection Motivation in Shaping Purchase Intentions for Protection Insurance Products during Public Health Crises*. *Journal of Risk and Financial Management*, 18(12), 722.

Kuo, Su-Hui, Sheng-Hao Lo, and Ping-Hsiu Huang (2025). The Effects of Container Color and Beverage Temperature on Taste Perception. *Journal of Food Quality*, 2025(1), 8812946. (SCI)

Kuo, Su-Hui and Ping-Hsiu Huang (2025). Effects of Plate Color, Food Shape, and Sensory Information on Taste Perception. *Journal of Sensory Studies*, 40(5), e70078. (SCI)

Kuo, Su-Hui*, Cheng-Pei Chu, and Hung-Ming Lin (2025). Effect of Temperature on Bidding Behavior from the Perspective of Embodied Cognition. *Journal of Business Administration*, 50(2), 1-17

Lin, Hung-Ming, Su-Hui Kuo*, and Thao Phuong Mai (2023). Slower tempo makes worse performance? The effect of musical tempo on cognitive processing speed. *Frontiers in Psychology*, doi: 10.3389/fpsyg.2023.998460. (SSCI)

Lin, Hung-Chou and Su-Hui Kuo, (2020). How does health consciousness influence attitudes of elderly people towards traceable agricultural products? Perspectives of the technology acceptance model. *Ageing & Society*, 40(8), 1808-1821. (SSCI)

Lin, Hung-Ming and Su-Hui Kuo*, (2019). The influence of temperature on variety-seeking behavior. *Journal of Sensory Studies*, 34(6), e12538. (SCI)

Kuo, Su-Hui and Hung-Chou Lin, (2019). Effects of food environments and eating environments on consumers' food consumption volume. *Journal of Food Quality*, 2019, 1-7. (SCI)

Lin, Hung-Chou, Te-Yung Chang and Su-Hui Kuo*, (2018). The effects of social influence and system characteristics on traceable agriculture product reuse intention for the elderly people: integrating trust and attitude with the technology acceptance model. *Journal of Research in*

Education Sciences, 63(3), 291-319. (TSSCI)

Lin, Hung-Chou, Su-Hui Kuo, and Chien-Huang Lin (2017). Making decisions for other people: the moderating roles of risky information, health claims and product involvement. *Current Psychology*, 36(3), 530-539. (SSCI)

Lin, Chien-Huang and Su-Hui Kuo* (2012). Approach the Reference Product or Against It? The Moderating Roles of Product Familiarity and Product Knowledge. *Journal of Business Administration*, 95, 1-37.

Refereed Conference Full Paper/Abstract Published in Proceedings

Kuo, Su-Hui, and Hung-Min Ling (2026). When Time Feels Scarce: Temporal Pressure Shifts the Psychological Representation of Price, 2026 ACR Annual Conference, Chicago, Illinois, United States, September 24-26.

Kuo, Su-Hui*, Kai-Syun Yang, and Hung-Min Ling (2025). The impact of quantity of information on purchase intention: The moderating effect of fear of better options, ACR Latin America 2025, São Paulo, Brazil, June 25–27.

He, Wei-Ching and Su-Hui Kuo* (2024). The impact of different pricing presentation framing and compassion on the perceived value of upgraded products, 2024 International Conference on Business, Economics and Management, Taipei, Taiwan, June 4.

Lin, Yan-Jun, Su-Hui Kuo*, and Kaili Yieh (2024). The impact of presentation methods for sensory information on e-commerce platforms and temporal distance on the perception of authenticity, 2024 International Conference on Business, Economics and Management, Taipei, Taiwan, June 4.

Wu Guan-Wei, Su-Hui Kuo*, and Kaili Yieh (2024). The impact of presentation methods for sensory information on e-commerce platforms and time pressure on impulsive shopping, 2024 International Conference on Business, Economics and Management, Taipei, Taiwan, June 4.

Kuo, Su-Hui and Cai-Xiang Wang (2023). The influence of star ratings presentation on information diagnosis in online reviews, International Conference on Business, Economics, Law, Language & Psychology, Berlin, Germany, May 12.

Kuo, Su-Hui and Xuan-Zhu Yeh (2023). The effect of price presentation framework on purchase intention, International Conference on Business, Economics, Law, Language & Psychology, Berlin, Germany, May 12.

Kuo, Su-Hui and Tzu-Hsin Wang (2023). The effect of message framing and hue on calorie evaluation

of health foods, International Conference on Business, Economics, Law, Language & Psychology, Berlin, Germany, May 12.

Kuo, Su-Hui and Cheng-An Tsai (2023). The effects of different review attributes and product appeals on purchase intentions and product attitudes, International Conference on Business, Economics, Law, Language & Psychology, Berlin, Germany, May 12.

Li, Chen-Wei and Su-Hui Kuo, (2022). The impact of uncertainty on repetitive decisions, 2022 – VIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Paris, France, June 1-2.

Pan, Kerrik Axwell and Su-Hui Kuo, (2022). The influence of achievements of corporate social responsibility and consumers benefit on corporate image, 2022 – VIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Paris, France, June 1-2.

Kuo, Su-Hui and Cheng-Pei Chu, (2022). The influence of psychological temperature on bidding behavior of luxury goods, 2022 – Vth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Berlin, Germany, May 12-13.

Kuo, Su-Hui and Jia Yin Lin, (2022). The study of Instagram followings and follers on likes, commenting, and sharing intentions, 2022 – IIIrd International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), London, UK, April 27-28.

Kuo, Su-Hui* and Chien-Huang Lin, (2019). How do word direction and picture position influence product attitude for consumers?, World Conference on Management and Economics, Frankfurt, Germany, October 24-26.