

# 許育文



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## 教育背景

2011 Ph.D.: National Sun Yat-sen University, Management;  
2002 M.B.A.: University of South Dakota, Business Administration;  
2000 B.A.: Morningside College, Business Administration/Economics.

## 工作經驗

2019-Present Associate Professor / Macau University of Science and Technology  
2011-2019 Assistant Professor / Associate Professor / Tajen University  
2003-2011 Staff / Lecturer / Tajen University  
2002-2003 Research Assistant / National Sun Yat-sen University  
2001-2002 Teaching Assistant / University of South Dakota  
1993-1998 Store Manager / Sales Supervisor / Family Mart

## 教學活動

Marketing, Strategic Marketing, Marketing Management, Special Topics in Marketing, Economics.

## 研究領域

Marketing, Consumer Behavior, and Behavioral Economics in Retailing, E-commerce, and Tourism.

## 學術成果

近五年代表著作：(\*通訊作者)

1. **Shiu, J. Y.**, Wei, G., & Chang, H. H.\* (2023). Impulse control during the online shopping frenzy in China: The role of consumer inertia. *Humanities & Social Sciences Communications*, *10*, 667. (SSCI Q1; AHCI)
2. **Shiu, J. Y.**, Liao, S. T., & Tzeng, S. Y.\* (2023). How does online streaming reform e-commerce? An empirical assessment of immersive experience and social interaction in China. *Humanities & Social Sciences Communications*, *10*, 224. (SSCI Q1; AHCI)
3. **Shiu, J. Y.** (2021). Risk-reduction strategies in competitive convenience retail: How brand confusion can impact choice among existing similar alternatives. *Journal of Retailing and Consumer Services*, *61*(C), 102547. (SSCI Q1; ABDC A; ABS 2)
4. Tzeng, S. Y., & **Shiu, J. Y.\*** (2020). Can involvement increase trust in a confusing online setting? Implications for marketing strategy. *South African Journal of Business Management*, *51*(1), a1817. (SSCI Q4; ABDC C; ABS 1)
5. Tzeng, S. Y., & **Shiu, J. Y.\*** (2019). Regret type matters: Risk aversion and complaining in a multidimensional post-purchase regret framework. *Asia Pacific Journal of Marketing and Logistics*, *31*(5), 1466–1485. (SSCI Q2; ABDC A; ABS 2)

#### 其他專業資格 / 獎項 / 活動

1. Member, Chinese Society for Quality.
2. Best Paper Award, 2013 Asian Network for Quality Congress.
3. Graduate Assistantship, University of South Dakota.
4. Dean's List, Morningside College.
5. Packard Scholarship, Morningside College.
6. Undergraduate Senior Student Scholarship, Morningside College.
7. International Students Scholarship, Morningside College.