

## CURRICULUM VITAE

### (一) 曾祥景教授個人基本資料

**Timmy H. Tseng, Assistant Professor**

Department of Business Administration

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### (二) 學歷

- 2009~2015 Ph. D. **National Chengchi University**, Department of Business Administration, Advisor: Professor Aihwa Chang (張愛華)
- 2007~2009 M.B.A. **National Chiao Tung University**, Institute of Business Administration, Advisor: Professor Cherng G. Ding (丁承)
- 2003~2007 B.B.A. **National Chung Hsing University**, Department of Marketing

### (三) 學術經歷

Department of Business Administration, Fu Jen Catholic University

2020/02~now Assistant Professor

2018/08~2020/01 Contracted Assistant Professor

Department of Marketing and Distribution Management, WuFeng University

2017/02~2017/06 Adjunct Assistant Professor

Department of Business Administration, National Chengchi University

2013/03~2014/06 Adjunct Lecturer

### (四) 任教科目

- E-Commerce & Internet Marketing (Undergraduate)
- Social Media Marketing (Course in English, Graduate & Undergraduate)
- Introduction to Emerging Technology and Digital Business (Graduate & Undergraduate)
- Managerial Mathematics (Course in Chinese & English, Undergraduate)
- Marketing Management (Graduate & Night School Undergraduate)
- Agricultural Marketing Management (Graduate & Undergraduate)
- Seminar on Business Administration (Undergraduate)
- Management (Undergraduate)
- 彼得杜拉克的管理智慧 (衛理女中國際人文學程)

(五) SSCI 期刊論文 (研究領域: 數位行銷、品牌行銷、數位教育)

1. **Tseng, T. H.\*** (2020). Facilitation of “strong” branded application outcomes-the self-concept perspective. *Journal of Product & Brand Management*, Accepted: August 3, 2020. (單一作者) (SSCI) (IF: 1.832, 5 year IF: N/A, 排名: 110/152, Q3, Business)
2. Lin, H.-H., **Tseng, T. H.**, Yeh, C.-H., Liao, Y.-W., & Wang, Y. S.\* (2020). What drives customers’ post-purchase price search intention in the context of online price matching strategy. *Journal of Retailing and Consumer Services*, 54, Article 102015. (SSCI) (IF: 4.219, 5 year IF: N/A, 排名: 39/152, Q2, Business)  
<https://www.sciencedirect.com/science/article/pii/S0969698919305740>
3. Wang, Y. S., **Tseng, T. H.\***, Wang, Y.-M., & Chu, C.-W. (2020). Development and validation of an Internet entrepreneurial self-efficacy scale. *Internet Research*, 30(2), 653-675. (通訊作者) (SSCI) (IF: 4.708, 5 year IF: 5.355, 排名: 33/152, Q1, Business)
4. Wang, Y. S.\* , Yeh, C. H., Wang, Y. M., **Tseng, T. H.**, Lin, H. H., Lin, S., & Xie, M. Q. (2019). Investigating online consumers’ responses to product presentation modes: Does product type really matter?. *Internet Research*, 29(6), 1233-1255. (SSCI) (IF: 4.708, 5 year IF: 5.355, 排名: 33/152, Q1, Business)
5. **Tseng, T. H.**, Wang, Y. S.\* , & Tsai, Y.-C. (2019). Applying an AHP technique for developing a website model of third party booking system. *Journal of Hospitality and Tourism Research*, Accepted: November 5, 2019. (第一作者) (SSCI) (IF: 3.816, 5 year IF: 4.719, 排名: 13/56, Q1, Hospitality, Leisure, Sports & Tourism)
6. **Tseng, T. H.**, Lin, S. J., Wang, Y. S.\* , & Liu, H. X. (2019). Investigating teachers’ adoption of MOOCs: The perspective of UTAUT2. *Interactive Learning Environments* (Accepted: 8/28/2019) (第一作者) (SSCI) (IF: 1.938, 5 year IF: 2.227, 排名: 96/263, Q2, Education & Educational Research)
7. **Tseng, T. H.** and Hsieh, S. H.\* (2019). Determinants of emoticon usage in mobile instant messaging: A construal level theory perspective. *Behaviour & Information Technology*, 38(3), 289-301. (第一作者) (SSCI) (IF: 1.781, 5 year IF: 2.102, 排名: 9/16, Q3, Ergonomics)
8. Wang, Y. S.\* , **Tseng, T. H.**, Wang, W. T., Shih, Y. W., & Chan, P. Y. (2019). Developing and validating a mobile catering app success model. *International Journal of Hospitality Management*, 77, 19-30. (SSCI) (IF: 6.701, 5 year IF: 7.780, 排名: 4/56, Q1, Hospitality, Leisure, Sport & Tourism)
9. Wang, Y. S.\* , Lin, S. J., Li, C. R., **Tseng, T. H.**, Li, H. T., & Lee, J. Y. (2018). Developing and validating a physical product e-tailing systems success model. *Information Technology and Management*, 19(4), 245-257. (SSCI) (IF: 1.222, 5 year IF: 1.736, 排名: 56/87, Q3, Information Science & Library Science)
10. Lin, H. H., **Tseng, T. H.**, Wang, Y. S.\* , & Liu, S. H. (2018). A dual-path communication

- model for the context of mobile apps. *International Journal of Mobile Communications*, 16(6), 644-668. (SSCI) (IF: 1.328, 5 year IF: 1.325, 排名: 61/92, Q2, Communication)
11. Yeh, C. H., Wang, Y. S.\*, Lin, S. J., **Tseng, T. H.**, Lin, H. H., Shih, Y. W., & Lai, Y. H. (2018). What drives internet users' willingness to provide personal information?. *Online Information Review*, 42(6), 923-939. (SSCI) (IF: 1.805, 5 year IF: 2.305, 排名: 39/87, Q2, Information Science & Library Science)
  12. **Tseng, T. H.**, & Lee, C. T.\* (2018). Facilitation of consumer loyalty toward branded applications: The dual-route perspective. *Telematics and Informatics*, 35(5), 1297-1309. (第一作者) (SSCI) (IF: 4.139, 5 year IF: 4.454, 排名: 11/87, Q1, Information Science & Library Science)
  13. Yieh, K., Yeh, C. H., **Tseng, T. H.**, Wang, Y. S.\*, & Wu, Y. T. (2018). An investigation of B-to-B brand value: evidence from manufacturing SMEs in Taiwan. *Journal of Business-to-Business Marketing*, 25(2), 119-136. (SSCI) (IF: 0.543, 5 year IF: 1.141, 排名: 145/152, Q4, Business)
  14. Lin, H. H., Li, H. T., Wang, Y. S.\*, **Tseng, T. H.**, Kao, Y. L., & Wu, M. Y. (2017). Predicting customer lifetime value for hypermarket private label products. *Journal of Business Economics and Management*, 18(4), 619-635. (SSCI) (IF: 1.640, 5 year IF: 1.741, 排名: 117/152, Q4, Business)
  15. Hsieh, S. H., & **Tseng, T. H.** \* (2017). Playfulness in mobile instant messaging: Examining the influence of emoticons and text messaging on social interaction. *Computers in Human Behavior*, 69, 405-414. (通訊作者) (SSCI) (IF: 5.003, 5 year IF: 5.696, 排名: 12/138, Q1, Psychology, Multidisciplinary)
  16. Ding, C. G. \*, & **Tseng, T. H.** (2015). On the relationships among brand experience, hedonic emotions, and brand equity. *European Journal of Marketing*, 49(7/8), 994-1015. (SSCI) (IF: 2.135, 5 year IF: 2.611, 排名: 97/152, Q3, Business)
  17. Chang, A., & **Tseng, T. H.**\* (2015). Consumer evaluation in new products: the perspective of situational strength. *European Journal of Marketing*, 49(5/6), 806-826. (通訊作者) (SSCI). (IF: 1.716, 5 year IF: 2.549, 排名: 97/152, Q3, Business)
  18. Chang, A., Hsieh, S. H.\*, & **Tseng, T. H.** (2013). Online brand community response to negative brand events: The role of group eWOM. *Internet Research*, 23(4), 486-506 (SSCI). (IF: 4.708, 5 year IF: 5.355, 排名: 33/152, Q1, Business)

## (六)研討會文章

### 行銷領域

1. **Tseng, T.H.\***, Chang, A., Lin, Y. T., and Yang, C. C. (2020). A Value Adoption Approach to Sustainable Consumption Behavior: Moving beyond the Theory of Planned Behavior. In **2020 American Marketing Association (AMA) Summer Academic Conference**, August 18-20, San Francisco. (Accepted: April 16, 2020)
2. Chang, A., **Tseng, T. H.**, & Tung, P.-J. (2016). Consumers' response to negative corporate social responsibility event: The perspective of construal level theory. In **2016 Academy of Marketing Science (AMS) World Marketing Congress**, July 19-23, Paris, France.
3. **Tseng, T. H.\*** (2015). The contagion effects of other-customer misbehavior in the servicescape: The perspective of social learning. In **2015 Association for Consumer Research Asia-Pacific (APACR) Conference**, June 19-21, Hong Kong.
4. **Tseng, T. H.\*** (2015). Coping strategies for other-customer misbehavior: The perspective of relationship norms. In **2015 Association for Consumer Research Asia-Pacific (APACR) Conference**, June 19-21, Hong Kong.
5. Chang, A., Tung, P.-J., & **Tseng, T. H.** (2014). The antecedents and consequences of consumers' value co-creation. In **2014 American Marketing Association Summer Educators Conference**, August 1-3, San Francisco.
6. Chang, A., **Tseng, T. H.\***, & Tung, P.-J. (2014). The mediating roles of brand engagement and brand psychological ownership in brand co-creation. In **2014 Academy of Marketing Science (AMS) Annual Conference**, May 21-23, Indianapolis.
7. Chang, A., **Tseng, T. H.\***, & Chien, E. (2013). The determinants of CSR images: Examining the interaction of the valence and type of CSR initiatives. In **2013 Academy of Marketing Conference**, July 8-11, University of Prifysgol, Cardiff.
8. Chang, A., **Tseng, T. H.**, & Chien, E. (2013). The self-definitional approach to corporate social responsibility: The moderating roles of CSR support and ethical ideology. In **European Conference of the Association for Consumer Research**, July 4-7, IESE Business School, Barcelona.
9. Lee, C. T., Lou, Y.-C., & **Tseng, T. H.\***. (2012). Multi-channel signals: The role of "physical store presence" and "e-Tailers' own web site" in online shopping. In **2012 American Marketing Association (AMA) Summer Marketing Educators Conference**, August 17-19, Illinois, Chicago.
10. **Tseng, T. H.\*** & Chen, I.-S. (2012). Examining the linkage of brand experience, service quality, and brand equity: The moderating role of purchase involvement. In **2012 American Marketing Association (AMA) Summer Marketing Educators Conference**, August 17-19, Illinois, Chicago.

11. **Tseng, T. H.\*** (2012). Is a smile from service providers important for emotional contagion or service quality? The moderating role of relationship norms. In **2012 Academy of Marketing Conference**, July 2-5, Southampton, UK.

#### 數位行銷領域

1. **Tseng, T. H.\***, Hsieh, S. H., & Lee, C. T. (2020). Examining Antecedents of Branded Application Loyalty from the Perspective of Investment Model. In **2020 American Marketing Association (AMA) Summer Academic Conference**, August 18-20, San Francisco. (Accepted: April 16, 2020)
2. Hsieh, S. H., **Tseng, T. H.**, & Lee, C. T. (2020). How Branded App Build Brand Relationship: A PAD Model Perspective. In **2020 American Marketing Association (AMA) Summer Academic Conference**, August 18-20, San Francisco. (Accepted: April 16, 2020)
3. **Tseng, T. H.\***, Lee, C. T., & Hsieh, S. H. (2019). Investigating the effects of design factors on the marketing effectiveness of gamified branded applications. In **52nd Academy of Marketing Conference**, July 2-4, London, United Kingdom.
4. **曾祥景\*** (2019)、檢驗社群媒體品牌社群設計與數位消費者特性之契合度對社群參與之影響。第一屆台灣商業教育與管理學術研討會，6月23日，南臺學校財團法人南臺科技大學。
5. Hsieh, S. H., **Tseng T. H.\***, & Lee, C. T. (2018). Drivers of online brand community value creation: The role of psychological empowerment. In *Proceedings of the 51st Hawaii International Conference on System Sciences (HICSS)*, Paper 0266.
6. Hsieh, S. H. & **Tseng, T. H.** (2016). A dual-route perspective on emoticon usage in mobile instant messaging. In **2016 Global Marketing Conference (GMC)**, July 21-24, Conrad Hong Kong, Hong Kong.
7. Hsieh, S. H. & **Tseng, T. H.** (2015). The effects of emoticons and text-messaging on social interaction: Playfulness in mobile instant messaging. In **2015 Pacific Asia Conference on Information Systems (PACIS)**, July 5-9, Singapore.
8. Hsieh, S. H., **Tseng, T. H.**, & Lee, C. T. (2014). The self-expressiveness of footprints: Understanding the drivers of check-in. In **2014 Pacific Asia Conference on Information Systems (PACIS)**, June 24-28, Chengdu.
9. Hsieh, S. H., Lee, C. T., & **Tseng, T. H.** (2014). Transforming smartphone owners into partial employees: The effect of value creation and innovativeness on consumer coproduction behavior. In **2014 Pacific Asia Conference on Information Systems (PACIS)**, June 24-28, Chengdu.
10. Yen, W.-C. & **Tseng, T. H.** (2014). Building buyers' long-term relationship with the B2B e-marketplace: The perspective of social capital. In **2014 Pacific Asia Conference on Information Systems (PACIS)**, June 24-28, Chengdu.

11. **Tseng, T. H.\*** & Yen, W.-C. (2014). Examining the role of brand relationship types in online brand community: The relationship norm perspective. In **2014 American Marketing Association Summer Educators Conference**, August 1-3, San Francisco.
12. Lee, C. T., **Tseng, T. H.\***, & Hsieh, S. H. (2014). Can't live without smartphones: device attachment as a dual route process promoting consumer loyalty. In **2014 Academy of Marketing Science Annual Conference**, May 21-23, Indianapolis.
13. **Tseng, T. H.\***, Hsieh, S. H., & Lee, C. T. (2013). Information seeking that drives mobile device attachment: The perspective of uncertainty reduction. In **2013 Academy of Marketing Conference**, July 8-11, University of Prifysgol, Cardiff.
14. Hsieh, S. H., Lee, C. T., & **Tseng, T. H.** (2013). Is angry more fun than happy for mobile game name? A pleasure-arousal perspective. In **2013 European Conference of the Association for Consumer Research**, July 4-7, IESE Business School, Barcelona.
15. Hsieh, S. H., **Tseng, T. H.**, & Lee, C. T. (2013). Draw me closer: The role of psychological distance on mobile device attachment. In **2013 European Conference of the Association for Consumer Research**, July 4-7, IESE Business School, Barcelona.
16. Yen, W.-C. & **Tseng, T. H.** (2013). The impact of impression management on purchase intentions in online auctions: The moderating effects of relationship norms. In **2013 Pacific Asia Conference on Information Systems (PACIS)**, June 19-22, Jeju.

**(七) 科技部專題研究計畫**

年度	計畫名稱	計畫內角色	起訖年月	補助機構	經費
109	為什麼消費者離不開品牌 APP: 使用品牌 APP 嵌入度預測品牌 APP 忠誠度與刪除意圖 (MOST 109-2410-H-030 -038 -MY2)	主持人	109.08.01 至 111.07.31	科技部	1,476,000
109	以有效網路創業課程屬性提升大學生網路創業自我效能 (MOST 109-2511-H-030-002 MY2)	主持人	109.08.01 至 111.07.31	科技部	1,130,000
108	從投資模式的觀點檢驗品牌 App 忠誠度之前置因素 (MOST 108-2410-H-030 -080 -)	主持人	108.08.01 至 109.07.31	科技部	701,000
107	遊戲化品牌行動應用程式影響行銷效能之設計因素探討 (MOST 107-2410-H-030-083 -)	主持人	107.10.1 至 108.09.30	科技部	712,000

**(八) 產學計畫**

年度	計畫名稱	計畫內角色	起訖年月	補助機構	經費
108	樺欣機械數位行銷優化 (學校產學合作案)	主持人	109.02.01 至 110.2.28	樺欣機械工業股份有限公司	353,378

**(九) 指導學生獲得大專生科技部計畫補助**

年度	學生	計畫名稱	起訖年月
109	王涵郁	從一致性理論、品牌真實性與網紅涉入自創品牌程度，探討消費者對於網紅自創品牌之購買意願	109.07.01 至 110.2.28

#### (十)教學計劃

年度	計畫名稱	計畫內角色	起訖年月	補助機構	經費
109	輔仁大學 109 年高教深耕計畫 【教學創新課程師生成長社群】-企業管理教育整合與創新實踐	召集人	109.02.01 至 109.06.30	輔仁大學 大教師發展中心	30,000

#### (十一) 擔任期刊論文評審

- European Journal of Marketing (SSCI)
- Internet Research (SSCI)
- Computers in Human Behavior (SSCI)
- Psychology & Marketing (SSCI)
- Journal of Strategic Marketing (SSCI)
- International Journal of Information Management (SSCI)
- 管理學報 (TSSCI)

#### (十二) 獎項與榮譽

- 科技部 108 年度補助大專校院研究獎勵 (獎勵金輔大管理學院最高)
- 2018 年陳文賢教授研究傑出紀念獎
- 2015 年崇越論文大賞博士組優勝
- Outstanding Reviewer for Internet Research in the 2015 Emerald Literati Network Awards for Excellence

#### (十三) 其他

- 擔任 109 年科技部應用科學教育學門之初審委員
- 擔任輔大管理學院永續管理微學分學程召集人
- 擔任 2019 Academy of Marketing Conference Session Chair (Track 6 7/4 10:45-12:00 E-Marketing and Digital Marketing Session)