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Curriculum Vitae of Hung-Chang Chiu

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Academic Position

- Professor, Institute of Technology Management, National Tsing Hua University, Taiwan

Experience

- Associate Dean, College of Technology Management, National Tsing Hua University, Taiwan
- EMBA/MBA director, National Tsing Hua University, Taiwan

Honor

- Outstanding Teaching Award, College of Technology Management, National Tsing Hua University, Taiwan

Teaching

- Teaching Course: Marketing Management, High-Tech Marketing, Services Marketing

Research

Journal Paper (Partly)

1. Yin, C. C., Y. C. Tang, H. C. Chiu, Y. C. Hsieh, Y. T. Lai (2023), "Telling an Authentic Story by Aligning with Product Type and Price," Journal of Business Research, Accepted. (SSCI)

2. Yin, C. C., Y. C. Hsieh., H. C. Chiu, and C. L. Yu (2021), “(Dis)satisfied with Your Choices? How to Align Online Consumer’s Self-awareness, Time Pressure and Self-consciousness,” *European Journal of Marketing*, 55(8), 2367-2388. (SSCI)
3. Hsieh, Y. C., H. C. Chiu, Y. C. Tang, and M. Lee (2018), “Do Colors Change Realities in Online Shopping,” *Journal of Interactive Marketing*, 41, 14–27. (SSCI)
4. Hsieh, Y. C., H. C. Chiu, Y. C. Tang, and W. Y. Lin (2018). “Does Raising Value Co-creation Increase All Customers’ Happiness?” *Journal of Business Ethics*, 152(4), 1053-1067. (SSCI)
5. Tang, Y. C., Y. C. Hsieh, and H. C. Chiu (2017), “Purchase Decision: Does Too Much Choice Leave Us Unhappy,” *European Journal of Marketing*, 51(7-8), 1248-1265 (SSCI).
6. Chou, S. Y., G. C. Shen, H. C. Chiu, and Y. T Chou (2015), “Multichannel service providers’ strategy: Understanding customers' switching and free-riding behavior,” *Journal of Business Research*, 69(6), 2226-2232 (SSCI)
7. Hsieh, Y. C, J. K Hsieh, H. C. Chiu, and Y. R. Yang (2014), “Online Customer Responses to Website Atmospherics: Examining the Roles of Task-Relevant Cues, Emotions, and Involvement,” *Journal of Interactive Marketing*, 28(3), 225–236 (SSCI)
8. Chiu, H. C., A. Pant, Y. C. Hsieh, M. Lee, Y. T. Hsiao, and J. Roan (2014), “Snowball to Avalanche: Understanding the Different Predictors of the Intention to Propagate Online Marketing Messages,” *European Journal of Marketing*, 48 (7/8), 1255-1273 (SSCI).
9. Hsieh, J. K., H. C. Chiu, C. P. Wei, R. H. J. Yen, and Y. C. Cheng (2013), “A Practical Perspective on the Classification of Service Innovations,” *Journal of Services Marketing*, 27(5), 371-384 (SSCI)
10. Chiu, H. C., Y. C. Hsieh, and Y. C. Kuo (2012), “How to Align Your Brand Stories with Your Products,” *Journal of Retailing*, 88(2), 262 - 275 (SSCI)
11. Yen, R. H. J., W. K. Wang, C. P. Wei, H. Y. Hsu, and H. C. Chiu (2012), “Service Innovation Readiness: Dimensions and Performance Outcome”, *Decision Support Systems*, 53(4), 813-824 (SCI)
12. Chiu, H. C., Y. C. Hsieh, J. Roan, K. J. Tseng, and J. K. Hsieh (2011), *The Challenge for Multichannel Services: Cross-Channel Free-Riding Behavior*, *Electronic Commerce Research and Applications*, 10(2), 268-277 (SSCI)
13. Chiu, H. C., Y. C. Hsieh and M. C. Wang (2008), “How to Encourage Customers to Use Legal Software”, *Journal of Business Ethics*, 80(3), 583-595. (SSCI)
14. Hsieh, Y. C., H. C. Chiu, and Y. C. Hsu (2008), “Supplier Market Orientation and Accommodation of the Customer in Different Relationship Phases”, *Industrial Marketing Management*, 37(4), 380-393. (SSCI)
15. Chiu, H. C., Y. C. Hsieh, Y. H. Kao, and M. Lee (2007), “The Determinants of E-Mail Receivers’ Disseminating Behaviors on the Internet”, *Journal of Advertising Research*, 47(4), 524-534. (SSCI)
16. Hsieh, Y. C., H. C. Chiu, and C. C. Lin (2006), “Family Communication and Parental Influence on Children’s Brand Attitudes”, *Journal of Business Research*, 59(10-11), 1079-1086. (SSCI)
17. Chiu, H. C., Y. C. Hsieh, Y. C. Li, and M. Lee (2005), “Relationship Marketing and Consumer Switching Behavior”, *Journal of Business Research*, 58(12), 1681-1689. (SSCI)
18. Hsieh, Y. C., H. C. Chiu, and M. Y. Chiang (2005), “Maintaining a Committed Online Customer: A Study Across Search-Experience-Credence Products”, *Journal of Retailing*, 81(1), 75-82. (SSCI)

Teaching Cases

1. Transforming ASUSTeK: Breaking from the Past, 2010, Harvard Business School Case (9-610-041).
2. ASUSTeK Computer Inc. Eee PC, 2008, Harvard Business School Case (609-011).
3. 執行 ESG 策略，會有「衝過頭」風險？哈佛商業評論中文版，2024 年 10 月
4. 打開純網銀服務的時機已到來？哈佛商業評論中文版，2023 年 11 月
5. 跳脫平價紅海，哈佛商業評論中文版，2022 年 11 月
6. 該不該成立物聯網知識平台？哈佛商業評論中文版，2019 年 7 月
7. 當機會紛紛來敲門，哈佛商業評論中文版，2010 年 8 月
8. 台灣積體電路股份有限公司，2009，台灣管理個案中心（TMCC）個案。
9. 華碩電腦股份有限公司，2009，台灣管理個案中心（TMCC）個案。
10. 加特福生物科技股份有限公司，2008，台灣管理個案中心（TMCC）個案。
11. 劍湖山世界，2008，台灣管理個案中心（TMCC）個案。

Book

丘宏昌、謝依靜、唐運佳（民 106），服務行銷與管理（第三版），雙葉書廊，台北。

Others

1. 丘宏昌（民 102），「策略行銷規劃」，策略管理精論之第 10 章，于卓民、李吉仁主編，前程，台北。
2. 金聯舫、丘宏昌（民 98），「台灣半導體業縱覽與台積電的經營/台積電的發展與服務的關係」，服務科學入門 10 講之第 2 講，智勝，台北。