

鄒鴻泰

個人著作

A.期刊論文

1. **Tsou, H. T.** and Chen, J. S.* (2023), “How does digital technology usage benefit firm performance? Digital transformation strategy and organizational innovation as mediators,” *Technology Analysis & Strategic Management*, 35 (9), 1114-1127. (SSCI)
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7. **Tsou, H. T.** and Chen, J. S.* (2020), “Dynamic capabilities, human capital, and service innovation: The case of Taiwan ICT industry,” *Asian Journal of Technology Innovation*, 28 (2), 181-203. (SSCI)
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13. **Tsou, H. T.**, Chen, J. S.*, and Yu, Y. W. (2019), “Antecedents of co-development and its effect on innovation performance: A business ecosystem perspective,” *Management Decision*, 57 (7), 1609-1637. (SSCI)
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15. Liu, F. H.*, Chen, L. J., and **Tsou, H. T.** (2019), “Suppliers’ local-network embeddedness and buyers’ joint innovation: mediating role of service-innovation competence,” *International Marketing Review*, 36 (3), 342-364. (SSCI)
16. Hsu, H.Y., Liu, F. H., **Tsou, H. T.***, and Chen, L. J. (2019), “Openness of technology, top management support, and service innovation: A social innovation perspective,” *Journal of Business & Industrial Marketing*, 34 (3), 575-590. (SSCI)
17. **Tsou, H. T.** and Cheng, C. C.* (2018), “How to enhance IT B2B service innovation? An integrated view of organizational mechanisms,” *Journal of Business & Industrial Marketing*, 33 (7), 984-1000. (SSCI)
18. **Tsou, H. T.** and Huang, Y. W.* (2018), “Empirical study of the affecting statistics education on CRM and customer value in hi-tech industry,” *Eurasia Journal of Mathematics Science and Technology Education*, 14(4), 1287-1294.
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21. 陳律睿*、**鄒鴻泰**，「環境競爭性、事業關係與子公司重要性」，*中山管理評論*，2016年，第24卷，第3期，頁609-640。(TSSCI)
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25. **鄒鴻泰***、劉峰旭、徐暄滄，「The effects of reputation and relative low price on purchase intention: Service quality as a mediated moderator」，*中華管理評論*，2015年8月，第18卷，第3期。
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38. 徐暄滄*、**鄒鴻泰**、晁瑞明，「信任度、回饋度與知識性質探究知識分享關聯性之研究-以電子資訊產業為例」，*中華管理評論*，2011年2月，第14卷，第1期。
39. 劉峰旭*、**鄒鴻泰**，「發展體驗行銷策略的過程—以一家A公司為例」，*商管經濟學刊*，2010年12月，第3卷，第2期。
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43. 陳家祥*、何建德、**鄒鴻泰**、羅兆凱，「大量客製化能力與敏捷性之研究：前置因素與對企業競爭優勢之影響」，*電子商務學報*，2009年9月，第11卷，第3期。(TSSCI)
44. 陳家祥*、**鄒鴻泰**，「資訊科技採納對新產品開發成功之影響」，*資訊管理學報*，2008年1月，第15卷，第1期。(TSSCI)
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C. 研討會論文

1. 徐暄洳*、**鄒鴻泰** (2023)。探究社群商務科技賦能影響消費者社群意識與購買意圖。2023年公廣60公關廣告新視野：連結·傳播·科技·永續學術研討會，台北，台灣。
2. **Tsou, H. T.*** and Lu, M. T. (2022). The Effect of Ecosystem-Oriented Cooperation Capability on Service Innovation. *ICSSI 2022 International Conference on Service Science and Innovation*, Kaohsiung, Taiwan.
3. Lu, M. T.* and **Tsou, H. T.** (2022). Evaluating the Reliability of Smart Grid for Sustainable Development in Taiwan: Based on Fuzzy MCDM mode. *2022 International Conference on Fuzzy Theory and Its Application (iFUZZY 2022)*, Kaohsiung, Taiwan.
4. **鄒鴻泰**、徐暄洳、張鼎煥* (2022)。從電子化服務創新觀點探討開放性數位科技特性如何增進公司財務績效。2022後疫情時代下的企業管理與挑戰研討會，台北，台灣。
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7. **Tsou, H. T.*** (2022). Organizational culture, entrepreneurial creativity, and service innovation. *2022 International Conference on Innovation and Management*, Webinar.
8. 徐暄洳、**鄒鴻泰**、洪琬婷* (2021)，疫情觸動：互動科技改造消費體驗旅程之研究，「疫起轉型-公關暨廣告產業數位轉型策略」，臺北：世新大學，2021/05/27。
9. Chen, L. J.*, **Tsou, H. T.**, Hsu, Y. H. (2021), "What are subsidiaries fighting for? The antecedents and purpose of subsidiary initiative," *2021 International Conference on*

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10. Chen, L. J.*, Ho, T. P., and **Tsou, H. T.** (2020), ““What We Need First is Cooperation” - The Effect of Subsidiary Capability and Perception Gaps in Subsidiary,” *Proceedings of the Asia-Pacific Conference on Business & Social Science (APCBSS 2020)*, Nagoya, Japan.
11. 陳律睿*、劉峰旭、鄒鴻泰，(2019)，「子公司自主權與吸收能力：授予途徑與知識外溢之效果分析」，Paper presented at 11th Asia Academy of Management Conference (AAOM)/12th Taiwan Academy of Management Conference (TAOM), Bali, Indonesia.
12. **Tsou, H. T.*** and Hsu, H. Y. (2018), “How customization capability benefits CRM effectiveness,” *Proceedings of the 23th Asia-Pacific Decision Sciences Institute Conference (APDSI 2018)*, Bangkok.
13. **Tsou, H. T.*** and Hsu, H. Y. (2017), “How openness of technology and digital-resource readiness benefit e-service innovations,” *Proceedings of the 22th Asia-Pacific Decision Sciences Institute Conference (APDSI 2017)*, Seoul, South Korea.
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15. **Tsou, H. T.*** and Hsu, H. Y. (2015), “Enhancing service delivery co-innovation in creating competitive advantage: The perspective from partner selection,” *Proceedings of BAI 2015 International Conference on Business and Information (July 7-9)*, Macau.
16. **Tsou, H. T.*** and Hsu, H. Y. (2014), “Shaping radical and incremental service innovations through organizational agility: Insights on IT capability and organizational learning,” *Proceedings of the 19th Asia-Pacific Decision Sciences Institute Conference (APDSI 2014)*, Yokohama, Japan.

D. 研究計畫報告

a. 國科會研究計畫

1. 從中介－調節角度解構生態系統導向競合能力與服務創新間之關係。計畫編號：111-2410-H-131-002（執行期間：2022/08/01~2023/07/31）。
2. 從夥伴選擇觀點提升服務傳遞共同創新以創造競爭優勢。計畫編號：103-2410-H-451-006（執行期間：2014/08/01~2015/07/31）。
3. 以資訊科技能力與組織學習的觀點探討企業如何透過組織敏捷性形成跳躍式與漸進式服務創新。計畫編號：102-2410-H-451-001（執行期間：2013/08/01~2014/07/31）。
4. 從科技、組織與環境之開放性觀點探討共同生產與數字資源準備度對公司績效之影響。計畫編號：101-2410-H-451-013（執行期間：2012/08/01~2013/07/31）。
5. 透過知識整合機制探討企業合作能力與夥伴一致性對電子化服務商品創新之影響：以金融業為例。計畫編號：100-2410-H-451-006（執行期間：2011/08/01~

2012/07/31)。

6. 公司間共同發展能力對電子化服務產品與流程創新之影響---內外部技術整合機制觀點。計畫編號：99-2410-H-451-011（執行期間：2010/10/01～2011/09/30）。

b.其他研究計畫案

1. 2020 年溫州大學創業教育專項教學改革項目-創意創業 0 到 1（線上開放課程項目）。執行期間：2020/03/01～2022/05/31。
2. 2016 年市級創新創業教育精品課程-創造力思維與管理、JW20170403、溫州市教育局。執行期間：2017/08/01～2019/07/31