

教師資料表 *Faculty Profile*

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學歷 Education

- 國立中正大學 企業管理學系 博士 Ph.D., Department of Business Administration, National Chung Cheng University
- 國立中正大學 資訊管理學系 碩士 M.S., Department of Information Management, National Chung Cheng University

專長領域 Areas of Expertise

- 智慧零售管理 Smart Retail Management
- 全通路行銷 Omnichannel Marketing
- 數位經營管理 Digital Business Management
- 消費者行為 Consumer Behavior
- AI 行銷工具應用 AI Marketing Tool Applications
- 社群媒體分析 Social Media Analytics

專業認證 Professional Certifications

- Google Analytics Certification
- AI-Powered Ads Certification
- Google Ads Measurement Certification
- AI-Powered Shopping Ads Certification
- Google Conversion Optimization Certification
- Campaign Manager 360 Certification Exam

近五年學術著作 Publications

期刊論文 Journal Articles

1. Hsieh, Y. C.*, & Lu, L. C. (2025). Trustworthiness evaluation of reviews for products with their traits in e-commercial communities. *Asia Pacific Journal of Marketing and Logistics*, 38(6), 1607–1637. (SSCI, Q1)
2. Hsieh, Y. C.*, & Lu, L. C. (2025). Who values e-opinions most in the e-commerce community? *Review of Integrative Business and Economics Research*, 14(3), 680–694. (Scopus)

3. Hsieh, Y. C.*, Lu, L. C., & Yang, R. J. (2024). Trustworthiness of review opinions on the internet for 3C commodities. *Electronics*, 13(7), 1346–1359. (SCI, Q2)
4. Chiang, Y. C., Hsieh, Y. C.*, Lu, L. C., & Ou, S. Y. (2023). Prediction of diagnosis-related groups for appendectomy patients using C4.5 and neural network. *Healthcare*, 11(11), 1598–1614. (SSCI/SCI, Q2)
5. Hsieh, Y. C.*, Lu, L. C., & Ku, Y. F. (2023). Review evaluation for hotel recommendation. *Electronics*, 12(22), 4673–4690. (SCI, Q2)
6. Chiang, Y. C., Hsieh, Y. C., & Wu, F.* (2022). Implementation and acceptance of information and communication technology incorporated into long-term care. *Healthcare*, 10(7), 1253–1264. (SSCI/SCI, Q2)
7. 黃冠豪*、吳帆、謝穎佳 (2026)。「公開的秘密」與「禁忌的探索」：民眾對於社群平台上的公開來源情報與肉搜的探討。 *資訊管理學報*, 33(2), 68-92。(TSSCI)

國際研討會論文 Conference Papers

1. Hsieh, Y. C.* (2026, September). “Website UI and UX on user experience: A case study of Uber Eats and Foodpanda “, *2026 International Conference on System Science and Engineering*, Aomori, Japan. (Scopus, IEEE)
2. Hsieh, Y. C.*, & Liu, Y. C. (2026, September). “Concept drift detection empowered machine learning: Enhancing continuous swing trade signal prediction”, *2026 International Conference on System Science and Engineering*, Aomori, Japan. (Scopus, IEEE)
3. Zafar, U., Wu, F., & Hsieh, Y. C.* (2026, August). “Refund Proof: Detecting AI-Inpainted refund-claim images using explainable cues and deep ensembles”, *2026 14th International Conference on Information Management and Engineering (ICIME 2026)*. (Ei, Scopus, Springer)
4. Hsieh, Y.C.*, Kuo, Y. F., & Wu, F. (2026, September). “Course recommendation system using data mining techniques: A case study of community colleges “, *2026 8th International Workshop on Artificial Intelligence and Education*, Sapporo, Japan. (Scopus, IEEE)
5. Hsieh, Y.C., Chen, K. Y., & Wu, F.* (2026, January). “Exploring factors influencing consumers' intention to purchase in cross-border e-commerce”, *2026 Conference on Interdisciplinary Business and Economics Research*, Tokyo, Japan.
6. Hsieh, Y.C.*, Chung, A. L., & Wu, F. (2026, January). “Using sentimental analysis to analyze Couchsurfing reviews: Focusing on the consideration of safety”, *2026 Conference on Interdisciplinary Business and Economics Research*, Tokyo, Japan.
7. Hsieh, Y. C.*, & Lu, L. C. (2024, July). “To find the Touché in evaluating the trustworthiness of on-line opinions for e-commerce”, *2024 Conference on Interdisciplinary Business and Economics Research*, Osaka, Japan.

8. Hsieh, Y. C.*, & Lu, L. C. (2024, July). “Who cares the e-opinions the most in e-commercial community?”, *2024 Conference on Interdisciplinary Business and Economics Research*, Osaka, Japan.
 9. Hsieh, Y. C.* (2025). “Patient experience: Acceptance and effectiveness of advanced 3D simulation system for plastic surgery”, *Society for Interdisciplinary Business Research (SIBR)*, Tokyo, Japan.
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