

## 教師資料 (Faculty Profile)

姓名：謝穎佳 (Yin-Chia Hsieh)

Email : [yingjia5868@gmail.com](mailto:yingjia5868@gmail.com)

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## 學歷

國立中正大學 企業管理學系 博士

國立中正大學 資訊管理學系 碩士

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## 專長領域

智慧零售管理、全通路行銷、數位經營管理、消費者行為、消費者行為

AI 行銷工具應用、社群媒體分析

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## 專業認證

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

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## 近五年學術著作

### 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*, 1–31. (SSCI)

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. (SCI)
  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. (SSCI/SCI)
  5. Hsieh, Y.-C.\*, Lu, L.-C., & Ku, Y.-F. (2023). Review evaluation for hotel recommendation. *Electronics*, 12(22), 4673. (SCI)
  6. Chiang, Y.-C., Hsieh, Y.-C., & Wu, F. \* (2022). Implementation and acceptance of ICT incorporated into long-term care. *Healthcare*, 10(7), 1253. (SSCI/SCI)
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#### 國際研討會論文 (Conference Papers)

1. Hsieh, Y.-C.\*, Chung A.-L., & Wu, F. (2026). Using Sentimental Analysis to Analyze Couchsurfing Reviews – Focusing on the Consideration of Safety, International Conference on Interdisciplinary Business & Economics Research (SIBR), Tokyo.
2. Hsieh, Y.-C., Chen, K.-Y. & Wu, F.\* (2026). Exploring factors influencing consumers' intention to purchase in cross-border e-commerce. International Conference on Interdisciplinary Business & Economics Research (SIBR), Tokyo.
3. Hsieh, Y.-C.\*, Lin, C.-M., & Lu, L.-C. (2025). Patient experience: Acceptance and effectiveness of advanced 3D simulation system for plastic surgery. International Conference on Interdisciplinary Business & Economics Research (SIBR), Tokyo.