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	<p><b>Journal</b> (期刊發表)</p>	<ol style="list-style-type: none"> <li>Hou, Avus., &amp; Shiau, WL. (2020). Understanding Facebook to Instagram migration: A push-pull model perspective, <i>Information Technology &amp; People</i>, 33(1), pp.272-295. (SSCI)</li> <li>Hou, Avus., Shiau, WL., &amp; Shang, RA. (2019). The involvement paradox: The role of cognitive absorption in mobile instant messaging user satisfaction. <i>Industrial Management &amp; Data Systems</i>, 119(4), pp.881-901. (SCI)</li> <li>Li, Z., &amp; Hou, Avus (2019). Online purchase performance and personal characteristics: A moderation approach. <i>International Journal of Electronic Commerce Studies</i>, 10(1), pp.1-27. (EI, corresponding author)</li> <li>侯正裕、尚榮安 (2018)，專注未必有用－從媒介特性及認知專注探索行動通訊 App 的持續意圖，<i>行銷評論</i>，15(1)，pp. 133-165.</li> <li>Yong, J., Shiau, WL., &amp; Hou, Avus. (2017). A study of Person-Technology Fit in the Cloud Computing Classroom. <i>International Journal of Online Pedagogy and Course Design</i>, 7(3), pp. 1-16. (ESCI, corresponding author)</li> <li>Hou, Avus. (2017), Understanding online game playing continuance intention: The role of Plug-ins effect on perceived fairness (線上遊戲外掛程式公平性對玩家持續意圖的影響), <i>Electronic Commerce Study (電子商務研究)</i>, 15(1), pp. 83-104.</li> <li>Hou, Avus., Chen, YC., &amp; Shang, RA. (2016), Mutual relations in ERP implementation: the impacts of work alienation and organizational support in state-owned enterprise, <i>Procedia Computer Science</i>, Vol. 100, pp1289-1296.</li> <li>Hou, Avus. (2015), Switching Motivations on Instant Messaging: A Study Based on Two Factor Theory, <i>Communications in Computer and Information Science</i>, Vol. 540, pp. 3-15. (EI, MOST 103-2410-H-161 -002)</li> <li>Hou, Avus. (2014), 'From famous to nonentity'- Exploring heavy users' motivations for Social Network Site Switching with quantitative perspective, <i>Ming-Chi Lecture (明志學報)</i>, 43(2), pp.59-70.</li> <li>Hou, Avus., Shang, RA. &amp; Huang, CC. (2013), An Optimal Experience for People Social Online: The Perspective of Cognitive Absorption," <i>TUCS</i></li> </ol>

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<p><b>Conference paper</b> (研討會論文)</p>	<p>1. Hou, Avus (2016), Understanding Symbolic Meaning on Smartphone Repurchase intentions, In the proceeding of the BAI 2016 conference, Nagoya, Japan, July 03-05.</p> <p>2. Hou, Avus. &amp; Wu K-L., (2015) "The symbolic meaning effect on Smartphone Repurchase: A Comparison of Android and iOS," in Proceedings of The 19th Pacific Asia Conference in Information System (PACIS 2015), Singapore, July 5-9. (MOST 103-2410-H-161 -002)</p> <p>3. Hou, Avus., Wu K-L., &amp; Huang, C. C., (2014) "The effect of push-pull-mooring on the switching model for social network sites migration," in Proceedings of The 18th Pacific Asia Conference in Information System (PACIS 2014), Sichuan, China, June 24-28.</p> <p>4. Hou, CY. Avus (2014), An exploratory study for users switching smartphone operation system, The 8<sup>th</sup> U-Home Conference (UHC2014), Kun-Shan University, Tainan, Taiwan, 2014/12.</p> <p>5. Hou, CY. Avus, &amp; Wu K-L. (2014), 'Time fly'- An optimal experience for Apps continuance, The proceeding of 12<sup>th</sup> management conference, Taichung, Taiwan. November.</p> <p>6. Hou, Avus., Shang, R. A., &amp; Huang, C. C., "An Optimal Experience for People Social Online: The Perspective of Cognitive Absorption," in Proceedings of the 15th International Conference on Electronic Commerce (ICEC2013)</p>

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<p><b>Academic research Projects Supported by the Taiwan Government (科技部計畫)</b></p>	<p>1. Hou, Avus. 2015/08/01~ 2016/07/31, <b>Using Two-Factors theory to explore the instant messaging switching intentions</b>, Ministry of Science and Technology, MOST 104-2410 - H -161 -001.</p> <p>2. Hou, Avus. 2014/08/01~ 2015/07/31, <b>The optimal experience for people message on a smartphone- The perspective of cognitive absorption</b>, Ministry of Science and Technology, MOST 103-2410-H-161-002.</p> <p>3. Hou, Avus. 2013/08/01~ 2014/07/31, <b>The Study of Consumers Continuance with Smartphones by applying the Post-Acceptance Model of IS Continuance: Comparison of Android and iOS</b>, Ministry of Science and Technology, NSC 102-2410- H -161 -001.</p> <p>4. Hou, Avus. 2012/08/01~ 2013/10/31, <b>The Impact of Plug-ins on the Continuance Behaviors of Online Game Players: A Survival Analysis</b>, Ministry of Science and Technology, NSC101-2410-H-161-004-.</p> <p>5. Hou, Avus. 2011/08/01~ 2012/10/31, <b>Why do People Switch Social Networking Sites- A Perspective of Push-Pull Theory</b>, Ministry of Science and Technology, NSC100-2410-H-161-003-.</p>
<p><b>Practical research project (產學合作案)</b></p>	<p>1. Hou Avus., and Dr. Hou, DB. (2021). Heighten enjoyment effect on mobile game addiction- a second-order structural model. Far Eastern Memorial Hospital.</p> <p>2. Hou Avus., and Dr. Hou, DB. (2020). Cognitive absorption, loneliness, and stress effect on mobile instant messaging addiction (從認知專注、孤獨感及壓力探索行動即時通訊的沉溺成癮). Far Eastern Memorial Hospital.</p> <p>3. Hou, Avus., and Yuan, KZ. (2019). Smart clothing adoption intuition in the Z generalization, Anonymous Institute of Textile (for privacy reason).</p>

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