

謝佩珊 助理教授(Pei-Shan Hsieh)

★Publications

A. Journal Articles

1. Rungting Tu, **Pei-Shan Hsieh**, Wenting Feng (2018, Nov). Walking for fun or for “likes”? The impacts of different gamification orientations of fitness apps on consumers’ physical activities. *Sport Management Review* (Impact Factor: 3.516).
2. Fu-Ren Lin and **Pei-Shan Hsieh** (2014), “Analyzing the sustainability of a newly developed service: An activity theory perspective,” *Technovation*, 34(2), 113-125. **(SSCI, IF: 3.177)**
3. Fu-Ren Lin and **Pei-Shan Hsieh** (2011), “A SAT View on New Service Development,” *Service Science* (3:2), pp. 141-157. **(SSCI)**

B. Dissertation

1. Patient Loyalty, Value Co-creation Behavior, and Intention to Use in the Healthcare Service Context

C. Symposium Papers & Conference Proceedings

1. **Pei-Shan Hsieh**, Junmin Ou, Jialin Xu (2019, Jan). Users’ Emotional Attachments to Internet Celebrities: Based on the Perspective of Extended-self. *Proceedings of the 51th Hawaii International Conference on System Sciences(HICSS)*.
2. **Pei-Shan Hsieh** and Fu-Ren Lin (2018), Perceived Service Quality and User Value Co-creation in Academic Libraries: Self-directed Learning Readiness as a Moderator, 2018 INFORMS International Conference, Taipei, Taiwan, 2018.6.17-6.20.
3. **Pei-Shan Hsieh**, Miao Miao, ZhaoRui and ZhangYa (2017), Will MOOCs Interventions Optimize Students’ Value Co-creation Behavior? Self-directed Learning Readiness as a Moderator, International Communication Association (ICA) 67th Annual conference, San Diego, USA, 2017.5.25-5.29.
4. Miao Miao, **Pei-Shan Hsieh**, Qin Xia Chen (2016), An Elaboration Likelihood Model Perspective on Student Engagement, AEJMC 2016 Annual Conference, Minneapolis, MN, 2016.8.4-8.7.
5. Miao Miao, **Pei-Shan Hsieh**, Qiuxia Yang (2016), Effects of Persuasive Health Information on Attitude Change and Health Behavioral Intentions in Mobile Social Media, AEJMC 2016 Annual Conference, Minneapolis, MN, 2016.8.4-8.7.
6. Fu-Ren Lin and **Pei-Shan Hsieh** (2014), “Examining Patient Loyalty Under Capitation Systems: A Service Encounter Perspective,” *Proceedings of American Marketing Association of SERVSIG Conference*, June 13-15, 2014, Thessaloniki, Greece.
7. Fu-Ren Lin and **Pei-Shan Hsieh** (2012), “Analyzing the Sustainability of New Developed Services: An Activity Theory Perspective,” *Proceedings of International Association for Management of Technology*, March 18-22, Taiwan.
8. Fu-Ren Lin, His-Sheng Chen, **Pei-Shan Hsieh** and Hui-Long Hsieh (2012), “Service gap discovery via activity theory for tele-healthcare services,” *Proceedings of the 3rd International Service Innovation Design Conference (ISIDC)*, Tainan, October 22-24.
9. Fu-Ren Lin and **Pei-Shan Hsieh** (2011), “Turning a New Service Development Project into a Sustainable Service Business,” *Proceedings of Annual Meeting of the Academy of*

Management, August 12-16, 2011, San Antonio, Texas.

10. Fu-Ren Lin, I-Ying Lu and **Pei-Shan Hsieh** (2011), "Understanding the Adoption of Wireless Sensor Network Service in Households," Proceedings of the International Joint Conference on Service Sciences, May 25-27, 2011, Taipei, Taiwan.
11. Fu-Ren Lin and **Pei-Shan Hsieh** (2010), "A Multi-stakeholder View on New Service Development for Sustainable Value Co-creation – A Case Study of Mobile Healthcare Service," Proceedings of the 9th (Pre-ICIS) Workshop on E-Business, December 11, 2010, Saint Louis, USA.
12. Fu-Ren Lin and **Pei-Shan Hsieh** (2009), "A SAT View on New Service Development" Proceedings of the International Conference on Service Science and Innovation, August 11-12, 2009, Taipei, Taiwan.

D. Others

1. **Pei-Shan Hsieh**, Junmin Ou and Jialin Xu (2018), "Will You "Tip" Celebrated Streamers? Sense of Virtual Community and the Moderating Role of the Subjective Happiness," Proceedings of the 51th Hawaii International Conference on System Sciences, January 3-6, 2018, HI, USA. (EI. 資訊系統領域國際 A 類會議).

★Research Projects Overview

年度	計畫名稱	參與人	擔任之工作	計畫時間	補助/委託機構
108	產業智慧轉型與創新的用戶體驗與服務設計	謝佩珊	計畫主持人	2019年07月~ 2020年07月	教育部
108	(大專)透過 VR 遊戲改善住院兒童服務體驗、希望與期望之研究	謝佩珊、紀汶欣	指導老師	2019年07月~ 2020年02月	科技部
107	跑步是為了健康還是被點讚？遊戲化元素對使用者持續使用與主觀幸福感的影響	謝佩珊	計畫主持人	2018年08月~ 2020年10月	科技部
106	醫療健康管理遊戲化與社會支持對用戶改善健康行為的研究	謝佩珊	計畫主持人	2017年01月~ 2018年12月	深圳大學
104	健康資訊傳播與溝通對於使用者健康行為改變的研究	謝佩珊	計畫主持人	2015年12月~ 2016年11月	西南交通大學服務科學與 創新四川省重點實驗室