

Rungting Tu 涂榮庭

Curriculum Vitae

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Phone: +886-973261970 (TW); +86-13691463735;

Email: rungting@thu.edu.tw; rungting2@gmail.com

EDUCATION

University of North Carolina at Chapel Hill, North Carolina, 09/98-08/04

Doctor of Philosophy in Business Administration, Kenan-Flagler Business School

Major: Operations, Technology and Innovation Management

Minor: Marketing

Dissertation Title: “Beyond Service Quality and Expectation: the Critical Impact of Emotions and Service Experience on Customer Satisfaction and Loyalty”

Abstract: empirically examining the impact of service experience on customer satisfaction by a proposed model which considers the effect of expectation formation and service quality evaluation throughout pre-consumption, during-consumption and post-consumption stages

Dissertation Advisor: Morgan Jones

Committee Members: Jim Bettman, Ken Bollen, William Perreault, and Clay Whybark

Stanford University, Stanford, California, 09/94-04/96

Master of Science in Operations Research

University of Pittsburgh, Pittsburgh, Pennsylvania, 09/93-08/94

Master of Science in Industrial Engineering

Tunghai University, Taichung, Taiwan, 09/88-06/92

Bachelor of Science in Industrial Engineering

ACADEMIC APPOINTMENTS

Associate Professor, 09/2021-Current 東海大學 管理學院 企業管理系

Marketing Department of Business Administration, Tunghai University, Taichung, Taiwan

- Marketing Intelligence and Analytics (Undergraduate)
- Marketing Research (Undergraduate)
- Operations Management (MBA)

Associate Professor, 09/2014-08/2021 深圳大學 管理學院 市場營銷系

Marketing Department, School of Management, Shenzhen University, Shenzhen, China

- Marketing Research (Undergraduate)
- Business Relations (Undergraduate)
- Customer Relationship Management (MBA)

Adjunct Professor, 01/2019-Current 北京大學 滙豐商學院

HSBC Business School, Peking University, Shenzhen, China

- Marketing Management (MBA)
- Consumer Behavior (MBA)
- Customer Relationship Management (MBA)

Visiting Professor, 09/2011-08/2012 香港大學 商學院

Marketing Department, School of Business, The University of Hong Kong, Hong Kong

- Marketing Management (Undergraduate)
- Service Marketing (Undergraduate)
- Decision Making and Risk Analysis (MBA)

Assistant Professor, 08/2004-08/2011 北京大學 光華管理學院 市場營銷系
Marketing Department, Guanghua School of Management, Peking University, Beijing, China

- Research Methodology (Ph.D., MS)
- Marketing Research (Ph.D., MBA)
- Service Marketing (MBA, Undergraduate)
- Business in China (EMBA, MBA, Undergraduate)
- Customer Relationship Management (EDP, MBA, Undergraduate)
- Luxury Marketing (EDP)
- Special Topics in Marketing (Ph.D., MS, MBA, Undergraduate)
- Multivariate Analysis and Structural Equations Modeling (Ph.D.)

Instructor, 09/2002-08/2003
Operations Management, BSBA 130, University of North Carolina at Chapel Hill.

Guest Lecturer, Spring 2001, Spring 2000
Service Operations Management, MBA course, University of North Carolina at Chapel Hill.

Lecturer, Summer 1999, Summer 2000, Summer 2001
Technology Applications and Management, "Executive Development Program for Senior Civil Servants", Duke University.

Teaching Assistant, Spring 2000, Spring 2001
Operations Management, BSBA 130, University of North Carolina at Chapel Hill.

Research Assistant, Fall 1998, Spring 1999, Fall 1999, Fall 2000, Spring 2001
Kenan-Flagler Business School, University of North Carolina at Chapel Hill.

Teaching Assistant, 01/97-05/97
Probability & Statistics for Engineers, University of Pittsburgh.

Teaching Assistant, 01/96-04/96
Operations Research with Spreadsheet, Stanford University.

PROFESSIONAL EXPERIENCE

CEO. 09/12-08/13
Polar Blue International Co. Ltd., New Taipei, Taiwan

Senior Consultant. 09/12-Current
Bosstone, Taoyuan, Taiwan.

Various Consultant work:

- Panasonic, Philips, Samsung, Olympus
- 中國工行、農行、深發行、國美、蘇寧, etc.

Consultant. 01/01-08/04
Global Institute for Educational Resources and Development (GIERD), Chapel Hill, NC.

Production Manager. 07/92-08/93
Chia Feng Lee Construction & Engineering Inc., Kaohsiung, Taiwan.

TEACHING HONORS AND AWARDS

2018-2019 學年 優秀本科課程獎
2017-2018 學年 本科教學實踐貢獻獎
2017-2018 學年 本科課程點贊獎
2016-2017 學年 優秀本科教師獎
2015-2016 學年 管理學院本科專業課程優秀獎
2015-2016 學年 管理學院本科課程點贊獎

2017-2018 學年 MBA 名牌教師
2017-2018 學年 MBA 優秀教師 (專業第一名)
2017-2018 學年 MBA 教學創新獎
2016-2017 學年 MBA 優秀教師 (專業第一名)
2015-2016 學年 MBA 教學獎 (專業第二名)
2014-2015 學年 MBA 優秀教師 (專業第一名)

2010 Best Teaching Award, Guanghua School of Management, Peking University
2009 Best Teaching Award, Peking University
2008 Industrial and Commercial Bank of China Teaching Award, Peking University

PEER REVIEW EXPERIENCE

Australasian Marketing Journal (AMJ)
International Journal of Electronic Business (IJEB)
International Journal of Revenue Management (IJRM)
Nankai Business Review
心理學報
南開管理評論
營銷科學學報 (JMS)
管理學報
中國管理研究國際學會 (IACMR) 3rd International Conference
國家自然科學基金同行評議專家

RESEARCH INTERESTS

Consumer Behavior, Services Marketing
Customer Satisfaction, Customer Loyalty, Service Recovery,
Customers Relationship Management
Marketing Strategy, Consumer Decisions
Luxury Consumptions
Research Methodologies
Social Media

RESEARCH GRANTS

1. 2018.01-2021.12, 國家自然科學基金, “自媒體平臺中消費者傳播負面輿論的動機與情緒、品牌負面刻板印象的動態變化和企業應對策略的研究”(項目編號: 71772129), 項目主持人.
2. 2016.01-2018.12, 國家自然科學基金, “廣告中的網路語言對廣告效果的影響機制: 基於語碼轉換理論的研究”(項目編號: 71572116), 專案組成員.
3. 2012.01-2015.12, 國家自然科學基金, ““家”的觀念如何影響家庭購買決策”(專案編號: 71172033), 專案組成員.

4. 2012.01-2015.12, 國家自然科學基金, “消費者對融合產品的評價與選擇的心理機制”(項目編號: 71172031), 專案組成員.
5. National Natural Science Foundation of China (NSFC) Research Grants (70872006), “Luxury Ecology Research from Consumers’ Perspectives,” Minghua Jiang and Rungting Tu.
6. National Natural Science Foundation of China (NSFC) Research Grants (70502012), “The Dynamics among Total Service Experience, Consumption Emotions, and Customer Satisfaction,” Rungting Tu, Jianfeng Wu, and Guoqun Fu.
7. National Natural Science Foundation of China (NSFC) Research Grants (70502011), “Construction of Horizontal Alliance Networks and Product Innovation in Chinese High-tech Firms,” Jiangfeng Wu and Rungting Tu.
8. National Natural Science Foundation of China (NSFC) Research Grants (70502021), “Brand Extension: the Positive and Negative Effects of Brand Extension to Original Brands.” Guoqun Fu and Rungting Tu.
9. 2006-2008, the Philosophy and Social Foundation of “Eleventh Five-Year plan” of Beijing, China 北京市哲學社會科學“十一五”規劃專案, “提高北京商場核心競爭力: 從購物導向到顧客滿意”(Grant No.06BaJG046).
10. 2007, Guanghua-Wharton Joint Research Initiative on Firms and Markets in China, “An Empirical Examination on Factors that Influence Chinese Consumers in Purchasing Authentic and Fake Luxury Goods.”(Grant No.070-0784-1-462994-5202-0000-9766).

PUBLICATIONS

1. Rungting Tu, Peishan Hsieh, and Wenting Feng*, “Walking for Fun or for ‘Likes’? The Impacts of Different Gamification Orientations of Fitness Apps on Consumers’ Physical Activities”, *Sport Management Review*, 2019, 22(5):682-693. (**SSCI, Q2, IF: 3.337**)
2. Rungting Tu, Wenting Feng*, Cheryl Lin, and Pikuei Tu, “Read Into the Lines: the Positive Effects of Queues”, *Journal of Service Theory and Practice*, 2018, 28(5):661-681. (**SSCI, Q2, IF: 2.363**)
3. Pikuei Tu, Danielle Smith, Rachel Clark, Laura Bayzle, Rungting Tu* and Cheryl Lin*. “Patients’ Characterization of Medication, Emotions, and Incongruent Perceptions around Adherence”, *Journal of Personalized Medicine*, 2021, (11), 975. (Corresponding Author, **SCI, Q1, IF: 4.945**)
4. Xi Li, Tongmao Li, Rungting Tu*, Kejia Pan, Chuanjun Chen, and Xiaofeng Yang, “Efficient Energy Stable Scheme for Volume-conserved Phase-field Elastic Bending Energy Model of Lipid Vesicles”, *Journal of Computational and Applied Mathematics*. 2021(385). (Corresponding Author, **SCI, Q1, IF: 2.037**)
5. Xi Li, Sotaro Katsumata, Chi-Hung Lee, Wirawan Dony Dahana, Tongmao Li, Rungting Tu*, and Fan Li, “Autoencoder-enabled Potential Buyer Identification and Purchase Intention Model of Vacation Homes”, *IEEE Access*. 2020, 8, 212383-212395. (Corresponding Author, **SCI, Q1, IF: 3.745**)

6. Wenting Feng, Rungting Tu*, and Peishan Hsieh, “Can gamification increases consumers’ engagement in fitness apps? The moderating role of commensurability of the game elements”, *Journal of Retailing and Consumer Services*, 2020 (57), 102229. (Corresponding Author, **SSCI, Q2, IF: 4.219**).
7. Wenting Feng, Rungting Tu*, Tim Lu, and Zhimin Zhou, “Understanding Forced Adoption of Self-Service Technology: the Impacts of Users’ Psychological Reactance”, *Behaviour & Information Technology*, 2019, 38(8):820-832. (Corresponding Author, **SSCI, Q2, IF: 1.781**)
8. Cheryl Lin, Rungting Tu, Brooke Bier, and Pikuei Tu*. “Uncovering the Imprints of Chronic Disease on Patients’ Livesand Self-Perceptions”, *Journal of Personalized Medicine*, 2021, 11,807. (**SCI, Q1, IF: 4.945**)
9. Wenting Feng*, Morgan Yang , Irina Yu and Rungting Tu (2021). “When positive reviews on social networking sites backfire: the role of social comparison and malicious envy”. *Journal of Hospitality Marketing & Management*,2021, 30(1), 120-138. (**SSCI, Q1, IF: 4.489**)
10. Cheryl Lin, Rachel Clark*, Pikuei Tu, Rungting Tu, Ya-Jung Hsu, and Hsiao-Ching Nien, “The Disconnect in Hepatitis Screening: Participation Rates, Awareness of Infection Status, and Treatment-Seeking Behavior”, *Journal of Global Health*, 2019, 9(1):1-10. (**SSCI, Q1, IF: 2.899**)
11. Huawei Zhu, Rungting Tu, Wenting Feng*, and Jiaojiao Xu, “The Impacts of Evaluation Duration and Product Types on Review Extremity”, *Online Information Review*, 2019, 43(5): 694-709. (**SSCI, Q3, IF: 1.805**)
12. Muhammad Amin, Jianfeng Wu*, and Rungting Tu, “Signaling Value of Top Management Team Evidence from Chinese Initial Public Offerings on US Markets”, *Chinese Management Studies*, 2019, 13(3):531-549. (**SSCI, Q4, IF: 1.036**)
13. Bing Zhao, Rungting Tu, “Performance Evaluation of Service Recovery Different Service Industries”, *International Journal of Digital Content Technology and its Applications*, 2013, 7(6):462-469.
14. William Jen*, Rungting Tu, and Tim Lu, “Managing Passenger Behavioral Intention: an Integrated Framework for Service Quality, Satisfaction, Perceived Value, and Switching Barriers”, *Transportation*, 2011, 38(2):321-342. (**SSCI, Q3, IF: 1.023**)
15. Tim Lu, Rungting Tu, and William Jen*, “The Role of Service Value and Switching Barriers in an Integrated Model of Behavioural Intentions”, *Total Quality Management & Business Excellence*, 2011, 22(10):1071-1089. (**SSCI, Q3, IF: 0.589**)
16. Rungting Tu, Ke Chen*, and Cheryl Lin, “The Dynamic Role of ‘Should Expectation’ in Service Recovery Paradox”, *Frontiers of Business Research in China*, 2009, 3(4):583-598.
17. Jianfeng Wu*, Rungting Tu*, “CEO Stock Option Pay and R&D Spending: a Behavioral Agency Explanation”, *Journal of Business Research*, 2007, 60(5):482-492. (**SSCI, Q3, IF: 0.878**)
18. Cheryl Lin, Rungting Tu, Ke Chen, and Pikuei Tu, “The Changing Expectations of Consumers in Cross-Cultural Service Encounters”, *International Management Review*, 2007, 3(3):27-37.

19. 馮文婷, 彭泗清, 涂榮庭, 周志民, “社會化媒體口碑發佈者對品牌刻板印象的影響”, 《華東經濟管理》, 2019, 33(5):132-140.
20. 馮文婷, 彭泗清, 涂榮庭, “品牌刻板印象對規避參照群體負面效應的調節作用——基於‘好’品牌遇上‘壞’群體的視角”, 《企業經濟》, 2018, 37(7):12-20.
21. 涂榮庭, 葛景瑤, 馮文婷*, “好評不一定是好評: 參照群體對正面口碑效果的調節作用”, 《企業經濟》, 2018, 37(10):127-133.
22. 馮文婷, 涂榮庭, 周志民, “消費者的高科技產品採用行為——技術接受和創新抗拒的雙重影響”, 《技術經濟》, 2018, 37(6):16-24.
23. 韋夏, 涂榮庭, 周志民, “‘准忠誠計畫’失敗對顧客滿意的影響”, 《管理科學》, 2017, 30(3):110-121.
24. 韋夏, 涂平, 涂榮庭, “回饋如何強化關係? ——價格模糊性和關係類型對顧客忠誠意願的影響”, 《營銷科學學報》, 2014, 10(3):85-98.
25. 朱華偉, 涂榮庭, 靳菲, “好事是否要做到底: 企業停止承擔社會責任後公眾的態度變化”, 《南開管理評論》, 2014, 17(6):4-12.
26. 涂榮庭, 韋夏*, “先收費後服務對消費者心理的影響”, 《商業研究》, 2013, 55(10):50-59.
27. 韋夏, 涂榮庭, 江明華, 李斐, “奢侈品真實性感知機制研究”, 《營銷科學學報》, 2011, 7(2):45-66.
28. 韋夏, 王光耀, 涂榮庭, “分標價定價策略的負面效果研究”, 《營銷科學學報》, 2011, 7(1):53-68.
29. 陳可, 涂榮庭, 涂平, “顧客調整導向、補償方式和補救後滿意度研究”, 《山西財經大學學報》, 2011, 33(5):93-99.
30. 涂榮庭, 呂堂榮, 韋夏, “趨利或避害: 資訊內容對新產品感知風險的影響”, 《經濟管理》, 2011(8):134-148.
31. 任維廉, 涂榮庭, 吳毓娟, 曾婉翎, “市區公車駕駛員情緒智力對工作壓力模式之調節效果”, 《運輸學刊》(TSSCI), 2010. 12, 22(4), 413-444.
32. 涂榮庭、任維廉、熊蒼明、徐士弘、呂明穎, “正版、仿冒與二手奢侈品之情境效應對消費者選擇之影響”, 《現代廣告》, 2010, No. 4, 7-5.
33. 朱華偉*, 涂榮庭, 林倩蓉, 涂碧桂, “預期性思考、自我調節導向與非計畫購買”, 《心理學報》, 2009, 41(7):649-658.
34. 趙占波*, 涂榮庭, “產品屬性測量中的二維結構: 一項實證研究”, 《管理學報》, 2009, 6(1):70-77.
35. 趙占波, 涂榮庭, 張永軍, “享受性與功能性雙維結構的驗證和探討”, 《管理評論》, 2009, 21(9):23-28.

36. 陳可, 涂榮庭, “服務補救效果的雙期望理論: 動態的視角”, 《管理評論》, 2009, 21(1):53-58.
37. 任維廉, 涂榮庭, 胡友維, 呂堂榮, “好事是否做對了? 運輸企業善因營銷策略之研究”, 《都市交通》, 2009, 24(1):1-14.
38. 朱華偉, 涂榮庭, 呂堂榮, “透視信用卡市場的顧客特徵與顧客行為”, 《財貿經濟》, 2009(4):38-44.
39. 朱華偉, 涂榮庭, “商業領域顧客滿意及未來行為意向的影響因素研究”, 《中國工業經濟》, 2008(4):92-101.
40. 陳可, 涂榮庭, “基於顧客自我調整導向的差異化服務補救策略研究”, 《南開管理評論》, 2008, 11(4):49-56.
41. 涂榮庭, 李斐, 林倩蓉, “中國‘卡奴’問題預警”, 《金融研究》, 2008(3):163-176.
42. 涂榮庭*, 趙占波, “顧客滿意度測量探討: 量表設計、信度和效度”, 《管理學報》, 2008, 5(1):33-39.
43. 涂榮庭*, 朱華偉, “顧客導向的網路品牌建設之路”, 《管理學報》, 2008, 5(3):385-390.
44. 趙冰, 涂榮庭, 符國群, “服務失敗情況下的消費者信任作用研究”, 《中國軟科學》, 2007(2):118-126.
45. 朱華偉, 涂榮庭, “購物導向與購物價值對顧客滿意和未來行為意向的作用”, 《營銷科學學報》, 2007, 3(4):98-111.
46. 涂榮庭, 陳可, 林倩蓉, “服務補救悖論產生的條件: ‘應該期望’的作用”, 《營銷科學學報》, 2007, 3(4):28-37.
47. 趙占波, 涂榮庭, 涂平, “產品的功能性和享樂性屬性對滿意度與購後行為的影響”, 《營銷科學學報》, 2007, 3(3):50-58.
48. 朱華偉, 涂榮庭, “危機時刻: 姿態決定信任”, 《經濟管理》, 2007, 29(7):75-77.
49. 涂榮庭*, 朱華偉, 林倩蓉, “從體驗管理的角度透視中國大型購物中心——以世紀金源為例”, 《管理學報》, 2007, 4(5):660-667.
50. 涂榮庭, 趙占波, 涂平, “產品屬性對顧客滿意影響的實證研究”, 《管理科學》, 2007, 20(6):36-44.
51. 涂榮庭, 朱華偉, 江明華, “克隆 MALL 文化, 我們還缺少什麼”, 《北大商業評論》, 2006, 122-125.
52. 趙冰, 涂榮庭, 符國群, “服務補救如何影響消費者轉換意向”, 《營銷科學學報》, 2005, 1(2):1-11.

WORKING PAPERS

1. Tu, Rungting, Wenting Feng*, Tim Lu, Pikuei Tu. “Buying the new product and selling the old product? The role of readiness in consumers’ adoption choices” (under review at Journal of Marketing Research).
2. Tu, Rungting, Yuwei Hu, Tim Lu, William Jen, and Cheryl C. J. Lin, “Competition or Cooperation? The Impacts of Communal and Exchange Relationship Norms on Customer Attitudes and Behavior in Service Encounters.” (target: Journal of Consumer Research)
3. Tu, Rungting, Wenting Feng, and Jingyao Ge. “Forego social exclusion: Positive queue effects on consumers’ service expectation and evaluations” (target: Journal of Service Theory and Practice).
4. Feng, Wenting, Rungting Tu, and Jingyao Ge. “Waiting to indulge: When queues alleviate consumers’ attitude ambivalence” (target: Journal of Service Research).
5. Feng, Wenting, Rungting Tu, Jingyao Ge, and Huawei Zhu. “The silver lining of negative online reviews: The role of consumers’ attitude certainty and self-construal” (target: Tourism Management).
6. Wang, Ziwei, Rungting Tu, Wenting Feng. Consumers’ reactions to service exclusion: The moderating role of relationship norm”, (target: Journal of Services Management).
7. Tu, Rungting, Huawei Zhu, Pikuei Tu, and Cheryl C. J. Lin, “What Do Consumers Shop for? The Influence of Values and Orientations”, (target: International Journal of Research in Marketing).
8. Cheryl C. J. Lin, Pikuei Tu, and Rungting Tu, “The Diverging Expectations and Perceptions of Cross-Cultural Service Providers and Consumers”, (target: Journal of Consumer Psychology).
9. Tu, Rungting, William Jen, Yuwei Hu, and Tim Lu, “How Company-Cause Fit, Consumer Involvement, and Corporate Associations Influence Consumer Evaluation of Cause-Related Marketing Campaigns.” (target: Journal of Business Research).
10. Tu, Rungting, Cheryl C. J. Lin, Pikuei Tu, and Xia Wei, “Investigation into Consumers’ Purchase Motivation of Counterfeit Luxury Goods,” (target: Journal of Marketing)
11. Lin, Cheryl C. J., Rungting Tu, and Pikuei Tu, “Pick What You Like, but Research What You Chose: The Motives and Risks of Consumers’ Post-Purchase Search Behavior", (target: Journal of Consumer Research)
12. Tu, Rungting, Huawei Zhu, Pikuei Tu, and Cheryl C. J. Lin, “The Influence of Prefactual Thinking and Regulatory Focus on Impulsive Purchase”, (target: Journal of the Academic of Marketing Science).
13. Lin, Cheryl C.J. , Rungting Tu, Pikuei Tu, and Rita Chang, “The Allure of Queuing—The Benefits and Mechanism of Positive Queue Effects”, (target: Journal of Consumer Psychology).
14. Tu, Rungting, William Jen, and Chu-Hsuan Kuo, “Accept or Reject: Consumer Responses to Different Types of Forced Adoption”, (target: at Journal of Product Innovation Management).

15. Tu, Rungting, “Beyond Service Quality and Expectation: the Critical Impact of Emotions and Service Experience on Customer Satisfaction and Loyalty”, (target: Journal of Marketing Research).

CONFERENCE PRESENTATIONS AND PROCEEDINGS

1. Feng, Wenting, Rungting Tu, Peishan Hsieh, “Gamification or socialization? What motivates consumers’ engagement in fitness apps”, Proceedings of ANZMAC 2018 Conference, December, 2018, Adelaide, Australia.
2. Feng, Wenting, Rungting Tu, Jiaming Ou, “Do calorie labels make consumers eat less? The interplay between calorie labeling and product type”, American Marketing Association Winter Academic Conference, February, 2018, New Orleans, United States.
3. Tu, Rungting, Xia Wei, Wenting Feng, “The role of consumer readiness in new product adoption and old product disposition process”, International Conference on Transdisciplinary Engineering, July, 2017, Singapore.
4. Wei, Xia, Rungting Tu, Wenting Feng, Jiaming Ou, “Can relationship be bought by money? The effect of monetary value ambiguity on consumer loyalty”, International Conference on Transdisciplinary Engineering, July 2017, Singapore.
5. Tu, Rungting, Xia Wei, “How Company-Cause Fit and Consumer Involvement Influence Consumer Evaluation of Corporate Social Responsibility Programs”, International Conference of Asian Marketing Associations, Nov, 2015, Tokyo, Japan.
6. Tu, Rungting, Xia Wei, Cheryl Lin, Pikuei Tu, Duke University “Competition or Cooperation? The Impacts of Communal and Exchange Relationship Norms on Customer Attitudes and Behavior in Service Encounters”, International Conference of Asian Marketing Associations, Nov, 2015, Tokyo, Japan.
7. Xia Wei, Rungting Tu, and Ziwei Wang, “The Impact of Erotic Stimulation on Perceived Brand Personality”, International Conference of Asian Marketing Associations, Nov, 2015, Tokyo, Japan.
8. Tu, Rungting, Xia Wei, “The Allure of Queuing—The Benefits and Mechanism of Positive Queue Effects”, Decision Science Institution Conference, Nov. 2011, Boston, USA.
9. Tu, Rungting, Daniel Hu, Cheryl C. J. Lin, and Pikuei Tu, “Communal or Exchange: the Impact of Desired Relationship Types on the Interaction Dynamics of Service Encounters,” Frontiers in Service Conference, Dec 2009, Hawaii, USA.
10. Tu, Rungting, Ke Chen, and Cheryl C. J. Lin, “The Dynamic Effects of Expectations on Service Recovery Satisfaction”, 15th Intl. Frontiers in Service Conference, 06/29-07/02, 2006, Brisbane, Australia.
11. Lin, Cheryl C. J., Rungting Tu, and Pikuei Tu, “The Diverging Expectations of Cross-Cultural Service Providers and Consumers”, 14th Intl. Frontiers in Service Conference, 10/06-09, 2005, Tempe, AZ, USA.

12. Tu, Rungting, and Ke Chen, "The Effects of Will Expectation and Should Expectation on Satisfaction in Service Recovery", Marketing Scholar Forum III, 06/16-19, 2005, Shanghai, China.
13. Tu, Rungting and Morgan Jones, "Is Service Quality Enough to Satisfy Your Customers? An Empirical Examination of Expectation, Service Quality, Experience and Customer Satisfaction", POMS 2003 – POM in the Service Economy, April 04-07, 2003, Savannah, GA.
14. Tu, Rungting, Aleda V. Roth, and Geraldo Ferrer, "The Impact of Web Enhanced Capabilities on Market Value of the Firm: An Empirical Investigation on Banking Industry", POMS 2003 – POM in the Service Economy, April 04-07, 2003, Savannah, GA.
15. Tu, Rungting, "Beyond Service Quality and Expectation: the Critical Impact of Emotions and Service Experience on Customer Satisfaction and Loyalty", DSI 2003, November 22-25, 2003, Washington, D.C.
16. Lin, Cheryl C. J., Rungting Tu, and Pikuei Tu, "Multi-Dimensional Quality Evaluation of Educational Services: Developing the EdQual Scale", 5th Intl. Frontiers in Services Conference, 10/25-28, 2001, Washington, DC.
17. 涂榮庭, 湯昕爛, 馮文婷, 葛景瑤, "善因營銷中分割捐贈對消費者態度的影響——品牌熟悉度的調節作用", 中國高校市場學研究會學術年會, 長沙, 中國, 2019年7月.
18. 王鑫, 涂榮庭, 韋夏, 葛景瑤, "捆綁還是分割? 善因營銷中分割捐贈對消費者參與度的影響", 中國營銷國際年會, 廣州, 中國, 2019年7月.
19. 涂榮庭, 馮文婷, 韋夏, 歐家銘, "品牌刻板印象對消費者回應品牌負面輿論的調節效應", 中國營銷科學年會, 廣州, 中國, 2017年11月.
20. 涂榮庭, 馮文婷, 韋夏, 歐家銘, "付費模式對手機遊戲購買意願和忠誠度的影響研究", 中國營銷科學學術年會, 廣州, 中國, 2017年11月.
21. 馮文婷, 涂榮庭, 韋夏, 歐家銘, "善因營銷中企業—事件契合度對企業聯想的影響: 消費者涉入度的調節效應", 中國營銷科學學術年會, 廣州, 中國, 2017年11月.
22. 韋夏, 涂榮庭, 王紫薇, "意外贈禮失敗對商家滿意度的影響", 中國營銷科學學術年會, 上海, 中國, 2015年10月.
23. 韋夏, 涂榮庭, 王紫薇, "美女、伴侶與香車: 性感刺激和品牌擁有者對品牌個性感知的影響", 中國營銷科學學術年會, 上海, 中國, 2015年10月.
24. 涂榮庭, 韋夏, 周小宇, "在 B2B 業務中感知風險和回報類型對交易意願和關係偏好的影響", 第六屆(2011)中國管理學年會, 成都, 中國, 2011年09月.
25. 韋夏, 涂榮庭, "關係是"錢"嗎——顧客忠誠計畫的"金錢對應性"的影響研究", 2011年中國營銷科學年會博士生論壇, 廣州, 中國, 2011年08月.
26. 韋夏, 王光耀, 涂榮庭, "分標價定價策略的負面效果研究", 全國管理學科博士生學術論壇, 2011年03月.
27. 涂榮庭, 韋夏, 劉民, 候闖, "請先給錢: 先收費定價策略對消費者心理影響機制的研究", 全國管理學科博士生學術論壇, 2011年03月.
28. 涂榮庭, 韋夏, 劉民, 候闖, "請先給錢: 先收費定價策略對消費者心理影響機制的研究", 2010年JMS年會, 北京, 2010年08月.

29. 涂榮庭, 林佛諭, 任維廉, 呂堂榮, 呂明穎, “換新就緒度及汰舊就緒度：消費者就緒度對於新產品購買意願與舊產品賣出意願的影響”, 2009 年 JMS 年會,(優秀論文獎),天津,2009 年 10 月.
30. 涂榮庭, 徐維中, 任維廉, 呂堂榮, 呂明穎, “基於社會比較與參照團體探討消費者對奢侈品購買的合理化陳述”, 2009 年 JMS 年會,天津,2009 年 10 月.
31. 涂榮庭, 朱華偉, 程爵敏, 涂碧桂, “奢侈品贗品的購買動機研究”, 2009 年 JMS 年會,天津,2009 年 10 月.
32. 涂榮庭, 胡友維, 任維廉, 呂堂榮, 呂明穎, “共有或交換：偏好交易型式對人際喜好、互動品質、以及服務接觸中互動的動態變化之影響”, 2009 年 JMS 年會,天津,2009 年 10 月.
33. 涂榮庭,王光耀, 韋夏, “分標定價策略的負面效果研究”, 2009 年 JMS 年會,天津,2009 年 10 月.
34. 馮文婷 涂榮庭, “認知風格在現在獎勵和未來獎勵選擇中的調節作用”, 2009 年 JMS 年會,天津,2009 年 10 月.
35. 涂榮庭 郭竹軒, 任維廉 呂堂榮, 呂明穎, “‘強迫接受’與‘強迫拒絕’：消費者對不同類型的強迫採用之反應”, 2009 年 JMS 年會,天津,2009 年 10 月.
36. 涂榮庭 熊蕾明 任維廉 徐士弘 呂明穎, “正版, 仿冒與二手奢侈品之情境效應對消費者選擇之影響”, 2009 年 JMS 年會,天津,2009 年 10 月.
37. 任維廉, 呂堂榮, 涂榮庭, 李偉義, 林佛諭, “趨利或避害：訊息內容對新產品感知風險之影響”, 2008 年 JMS 年會,(優秀論文獎),西安,2008 年 10 月.
38. 涂榮庭,李斐,林倩蓉,韋夏,“奢侈品真實性感知機制研究”,2008 年 JMS 年會,西安,2008 年 10 月.
39. 林佛諭,程濤,涂榮庭,胡友維,“好事是否要作到底：企業停止社會營銷後消費者的購買意願變化之研究”,2008 年 JMS 年會,西安,2008 年 10 月.
40. 朱華偉,林倩蓉,涂碧桂,涂榮庭,“預期性思考與自我調節導向對非計畫購買的影響研究”,2008 年 JMS 年會,西安,2008 年 10 月.
41. 胡友維, 涂榮庭, 呂堂榮, 任維廉, 韋夏,“企業參與社會營銷對企業形象與顧客滿意度影響之研究”,2008 年 JMS 年會,西安,2008 年 10 月.
42. 呂堂榮, 任維廉, 涂榮庭, 郭又菁,“改善服務品質真的能帶來獲利？投資改善服務品質之報酬率的評估”,2008 年 JMS 年會,西安,2008 年 10 月.
43. 陳可, 涂榮庭, 涂平, “服務補救評價的顧客差異：自我調整導向的作用”,2007 年 JMS 年會,上海, 2007 年 10 月
44. 趙占波, 涂榮庭, 涂平, “產品屬性對顧客滿意和購後行為影響的實證研究”,2006 年 JMS 年會 (優秀論文獎),武漢,2006 年 10 月.
45. 陳可, 涂榮庭, “個體差異對服務補救滿意度的影響”,2006JMS 年會,武漢,2006 年 10 月.
46. 陳可, 涂榮庭, “服務補救中可能期望和應該期望的作用”,2005JMS 博士生論文競賽,北京,2005 年 6 月.

HONORS & AWARDS

1. 涂榮庭, 湯昕瀾, 馮文婷, 葛景瑤, “善因營銷中分割捐贈對消費者態度的影響——品牌熟悉度的調節作用”, 中國高校市場學研究會學術年會優秀論文獎, 2019 年 7 月.

2. 涂榮庭, “關係是“錢”嗎——顧客忠誠計畫的“金錢對應性”的影響研究”, 第十屆中國市場研究寶潔論文獎, 專業組優秀獎, 2011年10月.
3. 涂榮庭, 韋夏, 劉民, 候闖, “請先給錢:先收費定價策略對消費者心理影響機制的研究”, 第九屆中國市場研究寶潔論文獎, 專業組三等獎, 2010年09月.
4. 涂榮庭, 林佛諭, 任維廉, 呂堂榮, 呂明穎, “換新就緒度及汰舊就緒度: 消費者就緒度對於新產品購買意願與舊產品賣出意願的影響”, 2009年JMS年會, 優秀論文獎, 天津, 2009年10月.
5. 涂榮庭, 程爵敏, 涂碧桂, 周雷, “奢侈品價值的購買動機研究”, 獲得第七屆中國市場研究“寶潔”論文獎專業組二等獎(中國市場研究會主辦), 2008年11月.
6. 趙占波, 涂榮庭, “產品屬性測量中二維評價模型實證研究”, 獲得第七屆中國市場研究“寶潔”獎專業組優秀論文獎(中國市場研究會主辦), 2008年11月.
7. 任維廉, 呂堂榮, 涂榮庭, 李偉義, 林佛諭, “趨利或避害: 訊息內容對新產品感知風險之影響”, 2008年JMS年會, 優秀論文獎, 西安, 2008年10月.
8. 涂榮庭, 陳可, “服務補救悖論產生的條件: 應該期望的作用”, 獲得第六屆中國市場研究“寶潔”論文獎, 專業組二等獎(中國市場研究會主辦), 2007年9月.
9. 張如慧, 朱華偉, 涂榮庭, 餘波, “顧客品牌忠誠的形成機制探究——基於空調行業的實證研究”, 獲得第六屆中國市場研究“寶潔”論文獎專業組優秀獎(中國市場研究會主辦), 2007年9月.
10. 趙占波, 涂榮庭, 涂平, “產品屬性對顧客滿意和購後行為影響的實證研究”, 獲得2006年中國JMS年會, 優秀論文獎, 武漢, 2006年10月.
11. 陳可, 涂榮庭, “服務補救中可能期望和應該期望的作用”, 2005JMS 博士生論文競賽優秀獎, 北京, 2005年6月.
12. Case Study Teaching Workshop (May 20-21, 2004)
by Louis Barnes, Harvard Business School.
Funded by Kenan-Flagler Business School, University of North Carolina at Chapel Hill
13. 2003 DSI Doctoral Consortium Fellow, San Diego
14. University of North Carolina at Chapel Hill Fellowship (1998-2002)
15. University of Pittsburgh Fellowship (1997)
16. Stanford University Fellowship (1996)

HONORS & AWARDS – Advised Research Works

1. 林遂生, 朱華偉, 張如慧, “透析信用卡的顧客行為與市場細分”, 第七屆中國市場研究寶潔論文獎, 專業組優秀獎, 2008年11月.
2. 李斐, 林倩蓉, 韋夏, “奢侈品真實性感知機制研究”, 第七屆中國市場研究寶潔論文獎, 學生組二等獎, 2008年11月.
3. 李亞平, 徐維中, 徐士弘, “男性化妝品的消費者研究”, 第七屆中國市場研究寶潔論文獎, 學生組三等獎, 2008年11月.
4. 崔冬亮, 徐士弘, 林佛諭, “股票型基金投資者主要消費行為影響因素分析”, 第七屆中國市場研究寶潔論文獎, 學生組優秀獎, 2008年11月.

5. 安秋明, 周雷, “透視消費者購買仿冒品的行為：基於感知利益和感知風險的視角”, 第七屆中國市場研究寶潔論文獎, 學生組優秀獎, 2008年11月.
6. 朱華偉, 林倩蓉, 涂碧桂, “預期性思考與自我調節導向對非計畫購買的影響研究”, 第七屆中國市場研究寶潔論文獎, 學生組優秀獎, 2008年11月.
7. 韋夏, 李斐, 馮文婷, 胡友維, “奢侈品真實性感知機制探索”, 第八屆中國市場研究寶潔論文獎, 學生組三等獎, 2009年11月.
8. 涂榮庭, 韋夏, 劉民, 侯闖, “先收費定價策略對消費者心理影響機制的研究”, 第九屆中國市場研究寶潔論文獎, 專業組三等獎, 2010年11月.
9. 涂榮庭, “關係是“錢”嗎——顧客忠誠計畫的“金錢對應性”的影響研究”, 第十屆中國市場研究寶潔論文獎, 專業組優秀獎, 2011年10月.
10. 馮文婷, 韋夏, 歐家銘, 彭圳培, 何豔燁, “付費模式對手機遊戲支付意願和忠誠意願的影響研究”, 第十六屆中國市場研究寶潔論文獎, 入圍優秀論文, 2017年.

DISSERTATION COMMITTEES

1. Huawei Zhu, “The Influence of Prefactual Thinking and Counterfactual Thinking on Justification Processes of Unplanned Purchase,” (Dissertation Chair), now Associate Professor at Wuhan University.
2. Chen Ke, “Individual Differences in Customers’ Evaluations After Service Recovery.” (Dissertation Chair), now Associate Professor at University of International Business and Economics.
3. Zhao Zhanbo, “An Empirical Examination of Satisfaction and Dissatisfaction Process Based on Product Attributes. (Dissertation Co-chair), now Professor at Peking University
4. Zhao Bing, “Customer Dissatisfaction, Trust, and Switching Intentions Before and After Service Failures.” (Dissertation Co-chair), now Associate Professor at Capital University of Economics and Business.

INDUSTRIAL PROJECTS & REPORTS

1. "Engineers On-line Scheduling for CISCO TSC" with Dr. Peter Glynn and Dr. Donald Iglehart, Stanford University (1995).
2. "Job Scheduling at Fast-food Restaurants" with Dr. Frederick S. Hillier, Stanford University, (1995).
3. "Telemarketing Site Selection for AT&T" with Dr. Frederick S. Hillier, Stanford University, (1995).
4. "Implementing Strategic Total Quality Management and Object Transformation Process Model in Resume Referral System of the University of Pittsburgh" with Dr. Harvey Wolfe, University of Pittsburgh, University of Pittsburgh, (1994).
5. "Information Flow in the Resume Referral Service" with Dr. John H. Manley, University of Pittsburgh, (1994).
6. "Maximizing Productivity in a Department of the American Thermoplastics Company" with Dr. Anoop Kapoor, University of Pittsburgh, (1993).

COURSES AND TEACHING EVALUATIONS

2019—2020

- 社會科學方法論（本科） (COVID unrated)
- 社會科學方法論（本科） (COVID unrated)
- 客戶關係管理（MBA） (COVID unrated)

2018—2019

- 社會科學方法論（本科） 99.22 (Ranking 0.43%)
- 社會科學方法論（本科） 97.40 (Ranking 2.17%)
- 客戶關係管理（MBA） 98.67 專業第三名

2017—2018

- 社會科學方法論（本科） 94.24 (Ranking 6.85%)
- 社會科學方法論（本科） 95.58 (Ranking 5.24%)
- 管理研究方法論（研究生） 96.33
- 客戶關係管理（MBA） 99.03 專業第一名

2016—2017

- 社會科學方法論（本科） 95.21 (Ranking 3.56%)
- 社會科學方法論（本科） 97.84 (Ranking 0.89%)
- 客戶關係管理（MBA） 專業第一名

2015—2016

- 社會科學方法論（本科） 98.15 (Ranking 1.22%)
- 社會科學方法論（本科） 98 (Ranking 2.04%)
- 客戶關係管理（MBA） 專業第二名

2014—2015

- 社會科學方法論（本科） 94.5 (Ranking 3.9%)
- 社會科學方法論（本科） 94.91 (Ranking 0.87%)
- 商業關係（本科） 99.1 (Ranking 0.47%)
- 客戶關係管理（MBA） 專業第一名

2010—2011

- IPHD Multivariate and SEM 95.75 (School Average: 92.8)
- MBA Marketing Research 99.51 (School Average: 95.7)
- IMBA Service Marketing 97.13 (School Average: 95.7)
- Undergraduate Service Marketing

2009—2010

- IPHD Multivariate and SEM 94.75 (School Average: 92.9)
- MBA Marketing Research. 99.73 (School Average: 95.6)
- IMBA Service Marketing. 96.19 (School Average: 95.6)

2008—2009

- IPHD Special Topics. 99.34 (School Average: 92.7)
- MBA Marketing Research. 99.19 (School Average: 92.4)
- IMBA Service Marketing. 94.47 (School Average: 92.4)
- Undergraduate Service Marketing. 100.0 (School Average: 92.4)

2007—2008

- MBA Marketing Research. 98.73 (School Average: 93.6)
- IPHD Marketing Research Methods. 98.67 (School Average: 94.9)
- IMBA Service Marketing. 99.29 (School Average: 93.0)

2006—2007

- Master's Special topics in Marketing. **100.0** (School Average: 93.2)
- MBA Marketing Research. **97.38** (School Average: 93.2)
- IPHD Marketing Research Methods. **95.90** (School Average: 93.1)

2005—2006

- IPHD Special topics in Marketing. **99.75** (School Average: 92.4)
- Master's Special topics in Marketing. **94.13** (School Average: 92.4)
- MBA Marketing Research. **91.13** (School Average: 92.4)
- IPHD Marketing Research Methods. **99.22** (School Average: 92.9)

2004—2005

- IPHD Special topics in Marketing. **91.75** (School Average: 85.5)
- IPHD Marketing Research Methods. **97.48** (School Average: 85.9)
- Master's Marketing Research. **92.23** (School Average: 90.6)

GRADUATE COURSES TAKEN

Marketing Management

BA 367	Issues in Marketing Research	(UNC)
BA 368	Marketing Research Methodology	(UNC)
BA 591	Consumer Behavior	(Duke)
PSYC 235	Topics in Attitude Research	(UNC)
PSYC 238	Advanced Survey of Social Psychology	(UNC)
BIOST 2057	Applied Regression Analysis	(Pitt)
BA 308	Applied Research Methodology I	(UNC)
BA 309	Applied Research Methodology II	(UNC)
SOCI 317	Structural Equations	(UNC)

Modeling Methodology

IE 2001	Operations Research	(Pitt)
OR 241	Linear Programming	(Stanford)
OR 242	Network Programming	(Stanford)
OR 243	Integer and Non-linear Programming	(Stanford)
OR 251	Stochastic Decision Models	(Stanford)
OR 358	Queuing Theory	(Stanford)
OR 371	Topics in Mathematical Programming	(Stanford)
OR 372	Advanced Linear Programming	(Stanford)
OR 281	Case Studies in Operations Research	(Stanford)
OR 282	Projects in Operations Research	(Stanford)
OR 283	Operations Research with Spreadsheet	(Stanford)
Stat 217	Stochastic Programming	(Stanford)
BA 337	Simulation Research I	(UNC)
BA 337A	Simulation Research II	(UNC)
OR 210	Models in Operations Research	(UNC)
OR 220	Stochastic Models	(UNC)

Operations Management

BA 330	Theory of Operations Management I	(UNC)
BA 331	Theory of Operations Management II	(UNC)
BA 332	Theory of Operations Management III	(UNC)
BA 338	Seminar in Operations Management I	(UNC)
BA 399A	Supply Chain Management	(UNC)
BA 399D	Seminar in Operations Management II	(UNC)
BA 399J	Seminar in Operations Management III	(UNC)

Industrial Engineering and Technology Management

IE 2001	Systems Management	(Pitt)
IE 2005	Statistics for Engineers	(Pitt)
IE 2072	Probability for Engineers	(Pitt)
IE 2004	Information System	(Pitt)

IE 2057	Manufacturing Information System	(Pitt)
IE 2061	Ergonomics and Occupational Biomechanics	(Pitt)
IE 2088	Digital System Simulation	(Pitt)
IE 2086	Decision Models	(Pitt)
IE 2040	Advanced Engineering Economy	(Pitt)
EES 217	Economy Growth Theory	(Stanford)
EES 246	Investment Science	(Stanford)
EES 247	Advanced Investment Science	(Stanford)
CS 193X	X window System Programming	(Stanford)
CS 221	Artificial Intelligence	(Stanford)

REFERENCES

Siqing Peng

Professor of Marketing, Department Chair
Guanghua School of Management
Peking University
Beijing, China, 100871
(86-10) 6275-9063
Email: pengsq@gsm.pku.edu.cn

Ping Tu

Professor of Marketing
Guanghua School of Management
Peking University
Beijing, China, 100871
(86-10) 6275-6254
Email: tuping@gsm.pku.edu.cn

Minghua Jiang

Professor of Marketing
Guanghua School of Management
Peking University
Beijing, China, 100871
(86-10) 6275-4814
Email: jmh@gsm.pku.edu.cn

Guoqun Fu

Professor of Marketing
Guanghua School of Management
Peking University
Beijing, China, 100871
(86-10) 6276-5140
Email: fugq@gsm.pku.edu.cn

J. Morgan Jones

Dissertation Chair
Associate Professor of Operations, Technology and Innovation Management
Kenan-Flagler Business School
University of North Carolina at Chapel Hill
CB #3490, McColl Building
Chapel Hill, NC 27599-3490
(919) 962-3178
Email: morgan_jones@unc.edu

William D. Perreault, Jr.

William R. Kenan Jr. Professor of Marketing
Kenan-Flagler Business School
University of North Carolina at Chapel Hill

CB #3490, McColl Building
Chapel Hill, NC 27599-3490
(919) 962-3171
Email: Bill_Perreault@kenan-flagler.unc.edu

James R. Bettman

Burlington Industries Professor of Marketing
Fuqua School of Business
Duke University, Box 90120
Durham, NC 27708
(919) 660-7851
Email: jrb12@mail.duke.edu

Kenneth Bollen

Henry Rudolph Immerwahr Professor, Department of Sociology
University of North Carolina at Chapel Hill
CB #3210, Hamilton Hall
Chapel Hill, NC 27599-3210
(919) 962-7501
Email: bollen@unc.edu

D. Clay Whybark, Macon G. Patton Distinguished Professor
Operations, Technology and Innovation Management
Kenan-Flagler Business School
University of North Carolina at Chapel Hill
CB #3490, McColl Building
Chapel Hill, NC 27599-3490
(919) 962-3206
Email: clay_whybark@unc.edu

Ann Marucheck

Professor of Operations, Technology and Innovation Management
Kenan-Flagler Business School
University of North Carolina at Chapel Hill
CB #3490, McColl Building
Chapel Hill, NC 27599-3490
(919) 962-3193
Email: ann_marucheck@unc.edu

Previous letters of recommendation also available from the following recommenders

George B. Dantzig, Emeritus Professor
Management Science and Engineering
Stanford University
Stanford, California 94305-4026

Michael Saunders

Management Science and Engineering
Terman Bldg, Rm 330
Stanford University
Stanford, CA 94305-4026
Email: saunders@stanford.edu

Sam Savage

Management Science and Engineering
Terman Engineering Center, Rm. 303
Stanford University
Stanford, CA 94305-4026
Email: savage@stanford.edu