

Curriculum Vitae

Bo-chiuan Su



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Lindedin:

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Gender: Male

Citizenship: Taiwan, China

Education:

Ph.D. in Business Administration, specializing in Information Management, School of Business, University of Connecticut, Storrs, U.S.A. June 2002

1. Full Graduate Assistantship and Pre-doctoral Fellowship until graduation, University of Connecticut, Storrs, U.S.A. (1997-2002)
2. First Ph.D. student passing the one-week Ph.D. qualifying examination WITHOUT ANY DEFECTS, School of Business, University of Connecticut, Storrs, U.S.A.

Expertise:

- Information Systems
- Digital Marketing / Digital Transformation / Electronic Business
- Big Data Analytics
- Cloud Computing
- UI/UX Design and Analytics
- Data Modelling
- Artificial Intelligence Internet of Things (AIoT)

Experience:

1. Board of Directors, Chinese Institute of Decision Sciences, 2003-2022
2. Associate Professor, 2009 –2021, Dept. of Information Management, National Dong Hwa University, Taiwan, China
3. Smart Cities Council, Hualien, Taiwan, 2017-2021
4. Evaluation Committee for USD \$ 100 Million Grants, Ministry of Economic Affairs, Taiwan, 2009
5. The #1-ranked Scholar for *International Journal of Electronic Commerce* (The #1-ranked EC journal by Communications of ACM, May 2002 and Journal of AIS, February 2004) publications in Chinese populations (China, Taiwan, Singapore, Hong Kong, Macau), 1996-2005
6. Assistant Professor, 2007 – 2009, Dept. of Information Management, National Dong Hwa University, Taiwan, China
7. Deputy Director of the ERP Center, 2008 – 2018, National Dong Hwa University, Taiwan, China
8. Deputy Director of the ERP Center, 2008 – 2018, National Dong Hwa University, Taiwan, China
9. Assistant Professor, 2002 – 2007, Dept. of Information Management, National Central University, Taiwan, China
10. Deputy Director of the ERP Center, 2004-2007, National Central University, Taiwan, China
11. Director of the Audio and Video Library, 2003-2007, National Central University, Taiwan, China
12. Strategic Advisor, ETM Group, Taiwan, China 2003-2004

Journal Publications (Referred Journal Papers)

* Corresponding Author

1. Gupta, A., Su, B.C.* and Walter, Z. (2004) (author names in alphabetical order) "An Empirical Study of Consumer Switching from Traditional to Electronic Channel: A Purchase Decision Process Perspective," *International Journal of Electronic Commerce*, Volume 8, Number 3, Spring, 131-162. (Impact Factor: 4.3) (SSCI) (Times Cited: 454) (The #1-ranked EC journal by Communications of ACM, May 2002 and Journal of AIS, February 2004)
2. Gupta, A.*, Su, B.C and Walter, Z. (2004) (author names in alphabetical order) "Risk Profile and Consumer Shopping Behavior in Electronic and Traditional Channels," *Decision Support Systems*, Volume 38, Issue 3, 347-367. (Impact Factor: 5.795) (SSCI, SCI) (Times Cited: 206)
 3. Walter, Z.*, Gupta, A. and Su, B.C (2006) "The Sources of On-Line Price Dispersion Across Product Types: An Integrative View of On-Line Search Costs and Price Premiums," *International Journal of Electronic Commerce*, Volume 11, Number 1, Fall, 37-62. (NSC 92-2416-H-008 – 015 and NSC 94-2416-H-008-002) (Impact Factor: 4.3) (SSCI) (Times Cited: 56) (The #1-ranked EC journal by Communications of ACM, May 2002 and Journal of AIS, February 2004)
4. Su, B.C.*, Lin, S.J. and Lee, C.C (2006) "Using RFM, Bayesian Stochastic Model and ARIMA for Customer State Forecasting," *Journal of e-Business* (TSSCI), Volume 8, Number 2, 193-218. (NSC 93-2416-H-008-015 and NSC 93-2416-H-008-009)
5. Su, B.C.* (2006) "Multimedia-on-Demand Systems for the University System of Taiwan" *Information Management for Buddhist Libraries*, Volume 43, 100-114.
6. Su, B.C.* (2007) "Channel Cannibalization," *Journal of Information Management* (TSSCI), Volume 14, Issue 1, 123-152. (NSC 93-2416-H-008-009 and NSC 93-2416-H-008-015)
7. Su, B.C.* (2007) "Consumer Strategies of E-tailer Choice at the Online Shopping Comparison Sites," *International Journal of Electronic Commerce*, Volume 11, Number 3, 137-162. (NSC 92-2416-H-008-009 and NSC 93-2416-H-008-009) (Impact Factor: 4.3) (SSCI) (Times Cited: 71) (The #1-ranked EC journal by Communications of ACM, May 2002 and Journal of AIS, February 2004)
8. Su, B.C.* (2008) "Characteristics of Consumer Search On-Line: How Much Do We Search?" *International Journal of Electronic Commerce*, Volume 13, Number 1, Fall, 109-129. (Impact Factor: 4.3) (SSCI) (Times Cited: 81) (The #1-ranked EC journal by Communications of ACM, May 2002 and Journal of AIS, February 2004)
9. Chiang, M.H.* and Su, B.C. (2011) "Modeling a Reader's Preferences for Online News Presentation Formats: Effects of Interactivity," *Journal of International Management*

- Studies*, Volume 6, Number 2, May, 1-13. (Indexed in ABI/ProQuest and listed in ULRICH'S Directory)
10. Su, B.C.* and Chen, C.D. (2012) "Modeling Consumers' Hypermarket Choices: Practical Implications for Global Hypermarket Retailers," *Journal of Global Business Management*, Volume 8, Number 2, August, 8-17. (Indexed in the ABI/ProQuest and listed in CABELL'S & EBSCO & ULRICH'S Directory)
 11. Su, B.C.*, Capistrano, E. and Chen, J.V. (2013) "Towards a Strategic Information Systems Planning and Adoption Framework: A Context of Change Readiness and Dynamic Capabilities in Developing Countries," *International Journal of Management Theory and Practices*, Volume 14, Number 1, 73-87. (Listed in CABELL'S Directory)
 12. Su, B.C.*, Chen, J.V., and Capistrano, E. (2013) "The Causes to Relative Advantage in Internet Auctions," *International Journal of Business and Systems Research*, Volume 7, Number 4, 412-435. (Indexed in Academic OneFile, Business and Company Resource Center, Computer and Information Systems, and Computer Database; Listed in Cabell's Directory)
 13. Su, B.C., Chen, J.V.* and Wang, S.L. (2013) "Analysis of Large-scaled Social Network Services Online," *International Journal of Commerce and Strategy* , Volume 5, Number 4, 251-267.
 14. Chen, J.V.*, Su, B.C. and Yen, D. (2014) "Location-Based Advertising in an Emerging Market: A Study of Mongolian Mobile Phone Users," *International Journal of Mobile Communications* (Impact Factor: 1.221) (SSCI), Volume 12, Number 3, 291-310. (Times Cited: 17)
 15. Su, B.C.* and Hsu, Y.W. (2014) "Transformation of B2C Online Shopping to C2B Group Buying on the Web," *Marketing Review*, Volume 11, Number 4, 341-366. (Indexed in ABI/ProQuest and EBSCO)
 16. Su, B.C.*, Chen, J.V. and Yang, Y.F. (2015) "Game Apps: Influential Downloading Factors, Downloading Probability, Market Share, and Sales Cannibalization between Google Play and App Store," *Electronic Commerce Studies*, Volume 13, Number 1, 113-140.
 17. Su, B.C.* and Tsai, Y.C. (2015) "Reasons of Returning Goods for Online Shopping," *Electronic Commerce Studies*, Volume 13, Number 2, 141-166.
 18. Su, B.C.*, Chih, W.H. and Fu, D.G. (2015) "The eWOM Engagement Behavior in Social Networking Sites: Posting, Acquiring, and Passing Information," *Marketing Review*, Volume 12, Number 1, 49-97. (Indexed in ABI/ProQuest and EBSCO)
 19. Chen, J.V., Su, B.C.* and Widjaja, E.A. (2016) "Facebook C2C Social Commerce: A Study of Online Impulse Buying," *Decision Support Systems* (Impact Factor: 5.795) (SSCI & SCI), Volume 83, 57-69. (Times Cited: 176)
 20. Chen, J.V., Su, B.C.* and Quyet, H.M. (2017) "Users' Intention to Disclose Location on Location-Based Social Network Sites (LBSNS) in Mobile Environment: Privacy Calculus

- and Big Five," *International Journal of Mobile Communications* (Impact Factor: 1.221) (SSCI), Volume 15, Number 3, pp. 329-353. (Times Cited: 13)
21. Chen, J.V., Su, B.C.* and Hiele, T.M. (2017) "The Impact of IT-Coordination Costs on Firm Size and Productivity: Transaction Cost Perspective," *International Journal of Electronic Commerce*, Volume 21, Number 1, 99-127. (Impact Factor: 4.3) (SSCI) (Times Cited: 12) (The #1-ranked EC journal by Communications of ACM, May 2002 and Journal of AIS, February 2004)
 22. Su, B.C.* and Yen, T.S. (2017) "Small-World Phenomenon and Strategies for Making Friends on Social Networking Sites in Mobile Environment: Random and Non-Random," *International Journal of Mobile Communications* (Impact Factor: 1.221) (SSCI), Volume 15, Number 4, pp. 355-371. (Times Cited: 5)
 23. Su, B.C.* and Hsu, Y.W. (2018) "Factors Influencing Group-Buying Intention and Measuring Group-Buying Effect," *Web Journal of Chinese Management Review*, Volume 21, Number 1, pp. 2-28.
 24. Su, B.C.* and Lin, C.Y. (2018) "Implementation and Empirical Study of Electronic Business: Three-Stage Method Combining Brain Storming, Fishbone Diagram and Analytic Hierarchy Process," *Web Journal of Chinese Management Review*, Volume 21, Number 1, pp. 2-26.
 25. Su, B.C.* and Chen, C.D. (2021) "The Study of Factors Influencing the Adoption of Cloud-Based ERP System: The Perspective of Transaction Cost Economics," *Lecture Notes in Computer Science*, Volume 12783 (Impact Factor: 0.402) (EI Engineering; SCI Expanded; Scopus)
 26. Su, B.C.*, Wu, L.W. and Hsu, I.C. (2021) "Social Commerce: The Mediating Effects of Trust and Value Co-Creation on Social Sharing and Shopping Intentions," *Lecture Notes in Computer Science*, Volume 12783 (Impact Factor: 0.402) (EI Engineering; SCI Expanded; Scopus)
 27. Su, B.C.*, Luvaanjalba, B. (2021) "The Effect of Hubert Dreyfus's Epistemological Assumption on the Philosophy of Artificial Intelligence," *Lecture Notes in Computer Science*, Volume 12783 (Impact Factor: 0.402) (EI Engineering; SCI Expanded; Scopus)
 28. Su, B.C.*, Wu, L.W. and Yen, Y.C. (2021) "Transferring Customers Trust and Loyalty on Offline Banks towards Online Payment Platforms in Integrated Ecosystem," *Lecture Notes in Computer Science*, Volume 12783 (Impact Factor: 0.402) (EI Engineering; SCI Expanded; Scopus)
 29. Chen, J.H.*, Su, B.C., Chen, C.H. (2021) "A Study of Teamwork's Productivity and Search Behavior Using Talent Themes for Grouping," *Lecture Notes in Computer Science*, Volume 12783 (Impact Factor: 0.402) (EI Engineering; SCI Expanded; Scopus)
 30. Su, B.C.*, Wu, L.W., Chang, Y.Y.C., Hong, R.H. (2021) "Influencers on Social Media as References: Understanding the Importance of Parasocial Relationship," *Sustainability* (Impact Factor: 3.205, SSCI), Volume 13, Issue 19, DOI: 10.3390/su131910919

31. Su, B.C.*, Wu, L.W. and Yen, Y.C. (2021) " Antecedents and Consequences of Trust and Loyalty in Physical Banks Affecting Mobile Payments," *Sustainability* (Impact Factor: 3.251, SSCI), Volume 13, Issue 22, DOI: 10.3390/su132212368
32. Luvaanjalba, B.* and Su, B.C. (2022) "An Epistemological Analysis of the Brain in a Vat Approach for the Philosophy of Artificial Intelligence," *Lecture Notes in Computer Science* Volume 13327 (Impact Factor: 0.402) (EI Engineering; SCI Expanded; Scopus)
33. Su, B.C.*, Lin, H.* and Wang, Y.M. (2022) " The Business Model of Digital Platforms for the Sharing Economy: Intensive Case Study Methodology for Rover.com Pet Boarding Platform," *Sustainability* (Impact Factor: 3.889, SSCI & SCI Expanded), Volume 14, Issue 23, DOI: 10.3390/su142316256
34. Su, B.C., Wu, L.W.* and Wu, J.P. (2023) " Exploring the Characteristics of YouTubers and Their Influence on Viewers' Purchase Intention: A Viewers' Pseudo-Social Interaction Perspective," *Sustainability* (Impact Factor: 3.889, SSCI & SCI Expanded), Volume 15, Issue 1, DOI: 10.3390/su15010550
35. Su, B.C., Wu, L.W.*, Lin, H.* and Chieh-An Lin (2023) " The Mediating Effect of Herd Behavior and Brand Attitude towards the Impact of Spokesman Credibility, Source Fit, and Online Word-of-Mouth on Purchase Intention," *Sustainability* (Impact Factor: 3.889, SSCI & SCI Expanded), Volume 15, Issue 1, DOI: <https://doi.org/10.3390/su15010888>

Grants:

Date	Project Title	Task	Funding	Funding Institution
8/2007-7/2010	A Stochastic RFM Model for Visitor Relationship Management over the Internet (96-2416-H-259-031-MY3)	Project Investigator	NT \$,971,000	National Science Council, Taiwan

8/2006- 7/2007	Analysis of Consumer's Hypermarket Choices: Probabilistic Models (95-2416-H-008-038-)	Project Investigator	NT \$ 455,000	National Science Council, Taiwan
8/2006- 7/2007	Measuring Cannibalization across Electronic and Traditional Retail Channels: Competitive and Strategic Implications for Pure and Multi-Channel Retailers (3/3)(95-2416-H-008-001)	Project Investigator	NT \$ 676,000	National Science Council, Taiwan
8/2005- 7/2006	Measuring Cannibalization across Electronic and Traditional Retail Channels: Competitive and Strategic Implications for Pure and Multi-Channel Retailers (2/3)(94-2416-H-008-002)	Project Investigator	NT \$ 684,000	National Science Council, Taiwan
8/2004- 7/2005	Measuring Cannibalization across Electronic and Traditional Retail Channels: Competitive and Strategic Implications for Pure and Multi-Channel Retailers (1/3)(93-2416-H-008-015)	Project Investigator	NT \$ 501,600	National Science Council, Taiwan
8/2004- 7/2005	Cannibalization across Electronic and Traditional Retail Channels: A Individual-Level Nested Multinomial Logit Model (93-2416-H-008-009)	Project Investigator	NT \$ 643,600	National Science Council, Taiwan

8/2003- 7/2004	Three Consumer Retailer Choice Strategies under Incomplete Information at Internet Shopping Agents: The Impact of Objective Information and Personal Experience on Consumer Choices	Project Investigator	NT \$ 517,400	National Science Council, Taiwan
11/2002 7/2003	The Effect of Information Search and Evaluation on Consumers' Online Price Sensitivity and Willingness to Purchase Online: Develop Effectiveness Functions via Laboratory Experiment (91-2416-H-008-026)	Project Investigator	NT \$ 277,500	National Science Council, Taiwan
8/2006- 11/2006	Policy, Regulation, and Legal Issues for e-Learning Industry	Co-Project Investigator	NT \$ 700,000	Institute for Information Industry, Taiwan
8/2005- 11/2005	Investigation on e-Learning within Government	Co-Project Investigator	NT \$ 460,000	Institute for Information Industry, Taiwan
2005-2006	Training Program for Work-Flow ERP System 3	Project Investigator	NT \$ 600,000	National Central University and Industry Liaison System, Taiwan

2004-2005	Training Program for Work-Flow ERP System 2	Project Investigator	NT \$ 900,000	National Central University and Industry Liaison System, Taiwan
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Services:

1. ***HCI (Human-Computer Interaction) International 2022*** Session Organizer and Chair
Session Title: Sustainable Electronic Commerce, Virtual Conference at Gothenburg, Sweden, 26 June - 1 July, 2022
2. ***HCI (Human-Computer Interaction) International 2021*** Session Organizer and Chair
3. Session Title: The Meteoric Rise of Academic and Practical Research for Human-Computer Interaction, Virtual Conference at Washington DC USA and Carnegie Mellon University, School of Computer Science, July 24-29, 2021
4. ***Sustainability*** (Impact Factor: 3.251; SSCI) Guest Editor for Special Issue 〈 Sustainable Electronic Commerce 〉 Publish ten papers for special issue
https://www.mdpi.com/journal/sustainability/special_issues/Sustainable_Electronic_Commerce
5. ***HCI (Human-Computer Interaction) International 2021*** Session Organizer and Chair
6. Publish six papers for Lecture Notes in Computer Science (Impact Factor: 0.402; SCI Expanded, EI Engineering Indexed)
7. ***Information & Management*** (Impact Factor: 7.71) Outstanding Contribution in Reviewing
8. ***Sustainability*** (Impact Factor: 3.251) Topic Editor
9. ***SAGE OPEN*** (Impact Factor: 0.715) Article Editor
10. ***International Conference on Society Science and Economics Development (ICSSD 2019)***, Committee Member, Wuhan, China
11. Invited talks, National Chiao Tung University, Taiwan
12. Invited talks, National Defense University, Taiwan
13. Creative Industries Council, Hua-Lien, Taiwan
14. Four invited talks, Renmin University of China, Beijing, CHINA (Renmin University of China ranks the third among over 2,500 universities by the China Ministry of Education)
15. Council for Degree Course, School of Management, National Dong Hwa University

(NDHU), Taiwan

16. Council for School of Management, NDHU, Taiwan
17. Research Evaluation Committee, School of Management, NDHU, Taiwan
18. Graduate School Council, Dept. of Information Management, NDHU, Taiwan
19. College Advisor, NDHU, Taiwan
20. *Sustainability* (SSCI Impact Factor: 3.251) Topic Editor
21. Official Reviewer for *IEEE Access*
22. Official Reviewer for *International Journal of Electronic Commerce*
23. Official Reviewer for *Sustainability*
24. Ad hoc Reviewer for *Journal of Supercomputing*
25. Ad hoc Reviewer for *Economies*
26. Ad hoc Reviewer for *Information Technology & People*
27. Ad hoc Reviewer for *Entropy*
28. Ad hoc Reviewer for *Journal of Open Innovation: Technology, Market, and Complexity*
29. Ad hoc Reviewer for *Inventions*
30. Ad hoc Reviewer for *Agriculture*
31. Ad hoc Reviewer for *Data*
32. Ad hoc Reviewer for *International Journal of Environmental Research and Public Health*
33. Ad hoc Reviewer for *Journal of Theoretical and Applied Electronic Commerce Research*
34. Ad hoc Reviewer for *Journal of Risk and Financial Management*
35. Ad hoc Reviewer for *Information & Management*
36. Ad hoc Reviewer for *Decision Sciences*
37. Ad hoc Reviewer for *International Journal of Information Systems*
38. Ad hoc Reviewer for *Psychology & Marketing*
39. Ad hoc Reviewer for *Information Technology & People*
40. Ad hoc Reviewer for *Applied Sciences*
41. Ad hoc Reviewer for *Maritime Policy & Management*
42. Ad hoc Reviewer for *Journal of Retailing and Consumer Services*
43. Ad hoc Reviewer for *Sensors*
44. Ad hoc Reviewer for *IEEE Transactions on Education*
45. Ad hoc Reviewer for *ICIS (International Conference on Information Systems)*
46. Ad hoc Reviewer for *HICSS (Hawaii International Conference on Systems Sciences)*

REVIEW CONFIRMATION CERTIFICATE



We are pleased to confirm that

Bo-chiuan Su

has reviewed 42 papers for the following MDPI journals in the period 2017–2023:

Sustainability, Symmetry, International Journal of Environmental Research and Public Health, Electronics, Systems, Applied Sciences, Agriculture, Inventions, Data, Economies, Journal of Open Innovation: Technology, Market, and Complexity, Sensors, Entropy, Journal of Theoretical and Applied Electronic Commerce Research, Journal of Risk and Financial Management

Shu-Kun Lin

Dr. Shu-Kun Lin, Publisher and President
Basel, 23 February 2023



MDPI is a publisher of open access, international, academic journals. We rely on active researchers, highly qualified in their field to provide review reports and support the editorial process. The criteria for selection of reviewers include: holding a doctoral degree or having an equivalent amount of research experience; a national or international reputation in the relevant field; and having made a significant contribution to the field, evidenced by peer-reviewed publications.



Information & Management



*Certificate of
Outstanding Contribution in Reviewing*

awarded April 2017 to

Bo-chiuan Su

in recognition of the contributions made to the quality of the journal

