

	姓名	張國謙 老師
	職稱	教授
	信箱	kcchang@mail.chihlee.edu.tw
	研究室	人文大樓 1 樓 K19
學歷	義守大學 管理研究所 博士	
研究領域	消費行為、資料探勘、服務品質、服務行銷、	
授課課目	研究方法、數位品牌與行銷、行銷管理、消費者行為	
期刊論文	<ol style="list-style-type: none"> 張國謙, 戴維舵, 鄭雅馨, 丁肇安 (2024 年 01 月)。傳統航空與廉價航空之服務品質探討：文本探勘技術與詮釋結構模式之應用。 <i>管理與系統</i>, 31(1), 49-94。 (TSSCI)。 鄭雅馨, 張國謙*, 呂念芸 (2023 年 12 月)。應用資料探勘技術探討奢華餐廳顧客之服務體驗與推薦對滿意度之影響-以臺灣米其林餐廳為例。 <i>觀光與休閒管理期刊</i>, 11(2), 142-154。 Chang, K.C. and Cheng, Y.S. (2023, Sep). How sensory perceptions and sensory brand experience influence customer behavioral intentions in the context of cartoon-themed restaurants. <i>International Journal of Hospitality Management</i>, 115, 103604. (SSCI). Chang, K.C., Cheng, Y.S., Hu, S.M. and Kuo, N.T. (2023, Mar). Exploring enablers of contagious content for dining blogs: An integrated approach by using content analysis and interpretive structural modeling. <i>Journal of Theoretical and Applied Electronic Commerce Research</i>, 18, 668-688. (SSCI). Cheng, Y.H., Chang, K.C.*, Cheng, Y.S. and Hsiao, C.J. (2022, Jun). How green marketing influences customers' green behavioral intentions in the context of hot-spring hotels. <i>Journal of Tourism and Services</i>, 24(13), 190-208. (Scopus). Cheng, Y.S., Kuo, N.T., Chang, K.C. and Wu, H.T. (2022, May). Using data mining methods to predict repeat patronage intention in the restaurant industry. <i>Journal of Quality Assurance in Hospitality & Tourism</i>, 23(6), 1548-1574. (Scopus). Chang, K.C., Hsu, Y.T., Cheng, Y.S. and Kuo, N.T. (2021, Nov). How work engagement influences relationship quality: The roles of work motivation and perceived service guarantee strength. <i>Total Quality Management & Business Excellence</i>, 32(11-12), 1316-1340. (SSCI). Chang, K.C. and Cheng, Y.S. (2021, Mar). How online service recovery reviews influence behavioral intentions in the hospitality context: Regulatory focus and loss aversion perspectives. <i>Journal of Hospitality and Tourism Management</i>, 46, 440-455. (SSCI). Chang, K.C., Hsu, Y.T., Hsu, C.L. and Sung, Y.K. (2019, Aug). Effect of tangibilization cues on consumer purchase intention in the social media context: Regulatory focus perspective and the moderating role of perceived trust. <i>Telematics and Informatics</i>, 44, 101265. (SSCI). 	

10. Chang, K.C., Hsu, C.L., Hsu, Y.T. and Chen, M.C. (2019, Jul). How green marketing, perceived motives and incentives influence behavioral intentions. *Journal of Retailing and Consumer Services*, 49, 336-345. (SSCI).
11. Chang, K.C., Hsu, C.L., Chen, M.C. and Kuo, N.T. (2019, Apr). How a branded website creates customer purchase intentions. *Total Quality Management & Business Excellence*, 30(3-4), 422-446. (SSCI).
12. Chen, M.C., Hsia, Y.H., Chang, K.C. and Lin, M.K. (2019, Feb). Applying big data analytics to support Kansei engineering for hotel service development. *Data Technologies and Applications*, 53(1), 33-57. (SSCI).
13. Chen, M.C., Chang, K.C.*, Hsu, C.L. and German A.V.D.E. (2018, Oct). Investigating the impacts of guanxi and relationship marketing in port logistics: Two cases. *Maritime Economics & Logistics*, 20, 603-623. (SSCI).
14. Kuo, N.T., Cheng, Y.S., Chang, K.C. and Hu, S.S. (2018, Jun). Assessing the asymmetric impact of interpretation environment service quality on museum visitor experience and post-visit behavioral intentions: A case study of the National Palace Museum. *Asia Pacific Journal of Tourism Research*, 23(7), 714-733. (SSCI).
15. Hsu, C.L., Chang, K.C. Kuo, N.T. and Cheng, Y.S. (2017, Jun). The mediating effect of flow experience on social shopping behavior. *Information Development*, 33(3), 243-256. (SSCI).
16. Hsu, C.L., Yu, L.C. and Chang, K.C. (2017, Apr). Exploring the effects of online customer reviews, regulatory focus, and product type on purchase intention: Perceived justice as a moderator. *Computers in Human Behavior*, 69, 335-346. (SSCI).
17. Chang, K.C. (2017, Feb). Feeling leads to believing: A Kansei-based approach to explore website users' purchase intention in the travel agency sector. *Information Systems and e-Business Management*, 15(1), 21-50. (SSCI).
18. Hsu, C.L., Lin, Y.H., Chen, M.C., Chang, K.C. and Hsieh, A.Y. (2017, Jan). Investigating the determinants of e-book adoption. *Program*, 51(1), 2-16. (SSCI).
19. Sung, Y.K., Chang, K.C. and Sung, Y.F. (2016, Oct). Market segmentation of international tourists based on motivation to travel: A case study of Taiwan. *Asia Pacific Journal of Tourism Research*, 21(8), 862-882. (SSCI).
20. Kuo, N.T., Chang, K.C., Cheng, Y.S. and Lin, J.C. (2016, Sep). Effects of tour guide interpretation and tourist satisfaction on destination loyalty in Taiwan's Kinmen battlefield tourism: Perceived playfulness and perceived flow as moderators. *Journal of Travel & Tourism Marketing*, 33, 103-122. (SSCI).
21. Chang, K.C. (2016, Jan). Effect of servicescape on customer behavioral intentions: Moderating roles of service climate and employee engagement. *International Journal of Hospitality Management*, 53, 116-128. (SSCI).
22. Chen, M.C., Chang, K.C.*, Hsu, C.L. and Xiao, J.H. (2015, Aug). Applying a Kansei

	<p>engineering-based logistics service design approach to developing international express services. <i>International Journal of Physical Distribution & Logistics Management</i>, 45(6), 536-564. (SSCI).</p> <p>23. Chen, M.C., Hsu, C.J., Chang, K.C. and Chou, M.C. (2015, Mar). Applying Kansei engineering to design logistics services: A case of home delivery service. <i>International Journal of Industrial Ergonomics</i>, 48, 46-59. (SSCI).</p> <p>24. Chang, K.C. (2015, Feb). How travel agency reputation creates recommendation behavior. <i>Industrial Management & Data Systems</i>, 115(2), 332-352. (SCI).</p> <p>25. Chang, K. C. (2014, Feb). Examining the effect of tour guide performance, tourist trust, tourist satisfaction, and flow experience on tourists' shopping behavior. <i>Asia Pacific Journal of Tourism Research</i>, 19(2), 219-247. (SSCI).</p> <p>26. 20. Chang, K. C. (2013, Jul). How reputation creates loyalty in the restaurant sector. <i>International Journal of Contemporary Hospitality Management</i>, 25(4), 536-557. (SSCI).</p>
會議論文	<ol style="list-style-type: none"> 1. Hsu, Y.T., Fu, S.S. and Chang, K.C. (2023, Sep). Exploring the effect of decent work on turnover intention from the perspective of psychological contract theory—with job embeddedness as mediating variables. 2023 Conference for Business Management Practices, Chihlee University of Technology, Taiwan. 2. Chang, K.C., Hsu, Y.T. and Hsiao, C.J. (2020, Feb). How green marketing influences the green behavioral intentions of hot spring hotel guests. International Conference on Tourism, Travel and Philosophy 2020, The University of Tokyo, Tokyo, Japan. 3. Chang, K.C. and Hsu, Y.T. (2019, Mar). The business comparative analysis by integrating text mining technique into QFD in the hospitality context. The 3rd Asian Symposium on Sustainable Tourism for Development, Mitsui Garden Hotel, Hiroshima, Japan.
研究計劃	國科會專題研究計畫 (2011-2023)