

謝慧璋 助理教授(Sara H. Hsieh)

★個人著作

A. 期刊論文

1. Lee, C. T., & Hsieh, S. H. (2019). Engaging consumers in mobile instant messaging: the role of cute branded emoticons. *Journal of Product & Brand Management*.
2. Tseng, T. H., & Hsieh, S. H. (2019). Determinants of emoticon usage in mobile instant messaging: A construal level theory perspective. *Behaviour & Information Technology*, 38(3), 289-301.
3. Hsieh, S. H., & Tseng, T. H. (2017). Playfulness in mobile instant messaging: Examining the influence of emoticons and text messaging on social interaction. *Computers in Human Behavior*, 69, 405-414.
4. Hsieh, S. H., & Chang, A. (2016). The psychological mechanism of brand co-creation engagement. *Journal of Interactive Marketing*, 33, 13-26.
5. Chang, A., Hsieh, S. H., & Tseng, T. H. (2013). Online brand community response to negative brand events: the role of group eWOM. *Internet Research*, 23(4), 486-506.
6. Chang, A., Hsieh, S. H., & Lin, F. (2013). Personality traits that lead members of online brand communities to participate in information sending and receiving. *International Journal of Electronic Commerce*, 17(3), 37-62.

B. 研討會論文

1. Sara H. Hsieh and Crystal. T. Lee. (2019). Exploring Drivers of Location Information Sharing in Social Networks: A Dual Route Perspective
2. Timmy H. Tseng, Crystal T. Lee and Sara H. Hsieh. (2019). Investigating the Effects of Design Factors on the Marketing Effectiveness of Gamified Branded Applications
3. Sara H. Hsieh and Crystal. T. Lee. (2018). Assessing the Role of Pleasure and Arousal in Driving Online Brand Community Participation
4. Crystal. T. Lee and Sara H. Hsieh. (2018). Fandom of Live Streaming: Exploring Fan Behavior from the Interpersonal Attraction Theory
5. Hsieh, S. H., Tseng, T. H., & Lee, C. T. (2018, January). Drivers of Online Brand Community Value Creation: The Role of Psychological Empowerment. In Proceedings of the 51st Hawaii International Conference on System Sciences.
6. Sara H. Hsieh and Crystal T. Lee. (2017). Community Engagement in Social Media Brand Fan Page
7. Hsieh, S. H., & Tseng, T. (2016, July). A dual-route perspective on emoticon usage in mobile instant messaging. In 2016 Global Marketing Conference at Hong Kong (pp. 1342-1347).
8. Lee, C. T., & Hsieh, S. (2016). THE EFFECTS OF SOCIAL CAPITAL ON BRAND EVANGELISM IN ONLINE BRAND FAN PAGE: THE ROLE OF PASSIONATE BRAND LOVE.
9. Hsieh, S. H., & Tseng, T. H. (2015). The Effects of Emoticons and Text-Messaging on Social Interaction: Playfulness in Mobile Instant Messaging. In PACIS (p. 220).

10. Hsieh, S. H., & Chang, A. (2015). The Impact of Brand Concept and Task Design in Co-Creation: the Role of Processing Fluency. *ACR Asia-Pacific Advances*.
11. Hsieh, S. H., & Chang, A. (2016). The psychological mechanism of brand co-creation engagement. *Journal of Interactive Marketing*, 33, 13-26.
12. Hsieh, S. H., Tseng, T. H., & Lee, C. T. (2014). The Self-Expressiveness of Footprints: Understanding the Drivers of Check-in. In *PACIS* (p. 71).
13. Lee, C. T., Hsieh, S. H., & Tseng, T. H. (2014). Transforming smartphone Owners into Partial Employees: the effect of Value Creation and Innovativeness on Consumer coproduction Behaviour. In *PACIS* (p. 142).
14. Lee, C. T., Tseng, T. H., & Hsieh, S. H. (2016). Can't Live Without Smartphones: Device Attachment as a Dual Route Process Promoting Consumer Loyalty. In *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era* (pp. 181-182). Springer, Cham.
15. Hsieh, S., Tseng, T., & Lee, C. (2013). Draw Me Closer: The Role of Psychological Distance on Mobile Device Attachment. *ACR European Advances*.
16. Timmy Tseng, Sara H. Hsieh and Crystal Tzuying Lee. (2013). **Information Seeking that Drives Mobile Device Attachment: The Perspective of Uncertainty Reduction**
17. Hsieh, S., Lee, C., & Tseng, T. (2013). Is "Angry" More Fun Than "Happy" For Mobile Game Name? a Pleasure-Arousal Perspective. *ACR European Advances*.
18. Chang, A., Hsieh, S. H., & Tseng, T. H. (2013). Online brand community response to negative brand events: the role of group eWOM. *Internet Research*, 23(4), 486-506.
19. Sara H. Hsieh and Crystal Tzuying Lee. (2012). **Affective Cue and Message Ambiguity in Persuasion: Implications for Green Advertising**
20. Lee, C. T., & Hsieh, S. H. (2012). I Designed the Avatar Myself: the Role of Implicit Egotism in Virtual Co-Creation. *ACR Asia-Pacific Advances*.
21. Crystal Tzuying Lee and Sara H. Hsieh. (2012). **Mirror, Mirror on the Avatar: The Role of Chameleon Effect and Kin-Recognition Heuristics**
22. Hsieh, S. H., & Lee, C. T. (2012). Preference For Print Book Over E-Book: a Material Possession Love Perspective. *ACR Asia-Pacific Advances*.
23. Hsieh, S., Lee, C., & Liu, Y. (2011). Examining Chinese Consumers' Attitude Towards E-Book Adoption: When East Meets West—a Cross Culture Comparison. *ACR Asia-Pacific Advances*.
24. Hsieh, S., Chang, A., & Lin, F. (2011). Personality Traits Antecedents of Online Brand Community Members' Participation. *ACR Asia-Pacific Advances*.

★研究計畫

年度	補助類別	學門代碼	計畫名稱	擔任工作	核定經費(新台幣)
108	專題研究計畫 (新進人員研究計畫)	行銷	探討影響品牌 app 使用行為意圖之研究: 環境心理學觀點	計畫主持人	482,000
107	專題研究計畫 (新進人員研究計畫)	行銷	社群媒體中行動定位資訊分享驅動因子之研究: 社會交換理論和劇場理論觀點	計畫主持人	370,000

106	專題研究計畫 (新進人員研究計畫)	行銷	線上品牌社群價值創造驅動因子之研究: 心理賦權所扮演的角色	計畫主持人	408,000
101	研究生出席國際會議	行銷	美國行銷協會夏季學術研討會	計畫主持人	40,000
100	研究生出席國際會議	行銷	消費者研究學會亞太區研討會	計畫主持人	15,000