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- 2011 Ph.D.: National Sun Yat-sen University, Management;
- 2002 M.B.A.: University of South Dakota, Business Administration;
- 2000 B.A.: Morningside College, Business Administration/Economics.

- 2019-Present Associate Professor / Macau University of Science and Technology
- 2011-2019 Assistant Professor / Associate Professor / Tajen University
- 2003-2011 Staff / Lecturer / Tajen University
- 2002-2003 Research Assistant / National Sun Yat-sen University
- 2001-2002 Teaching Assistant / University of South Dakota
- 1993-1998 Store Manager / Sales Supervisor / Family Mart

Marketing, Strategic Marketing, Entrepreneurial Marketing, Marketing Management, Special Topics in Marketing.

Marketing and consumer behavior studies in retailing, e-commerce, healthcare, and tourism.

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1. **Shiu, J. Y.**, Liao, S. T., & Tzeng, S. Y.\* (2023). How does online streaming reform e-commerce? An empirical assessment of immersive experience and social interaction in China. *Humanities & Social Sciences Communications*, *10*, 224. (SSCI Q1; AHCI)
2. **Shiu, J. Y.** (2021). Risk-reduction strategies in competitive convenience retail: How brand confusion can impact choice among existing similar alternatives. *Journal of Retailing and Consumer Services*, *61*(C), 102547. (SSCI Q1; ABDC A; ABS 2)
3. Tzeng, S. Y., & **Shiu, J. Y.\*** (2020). Can involvement increase trust in a confusing online setting? Implications for marketing strategy. *South African Journal of Business Management*, *51*(1), a1817. (SSCI Q4; ABDC C; ABS 1)
4. Tzeng, S. Y., & **Shiu, J. Y.\*** (2019). Regret type matters: Risk aversion and complaining in a multidimensional post-purchase regret framework. *Asia Pacific Journal of Marketing and Logistics*, *31*(5), 1466 1485. (SSCI Q2; ABDC A; ABS 2)
5. **Shiu, J. Y.**, & Tzeng, S. Y.\* (2018). Consumer confusion moderates the inertia-purchase intention relationship. *Social Behavior and Personality*, *46*(3), 387 394. (SSCI Q4)
6. **Shiu, J. Y.** (2018). Individual rationality and differences in Taiwanese spa hotel choice. *Tourism Economics*, *24*(1), 27 40. (SSCI Q3; ABDC A; ABS 2)

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1. Member, Chinese Society for Quality.
2. Best Paper Award, 2013 Asian Network for Quality Congress.
3. Graduate Assistantship, University of South Dakota.
4. Dean's List, Morningside College.
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6. Undergraduate Senior Student Scholarship, Morningside College.
7. International Students Scholarship, Morningside College.