

黃桂花
Dr. Guei-Hua Flora Huang

一、個人基本資料

(一) 學歷

國立中山大學企業管理學系博士

英國諾丁漢大學國際商務碩士

(二) 經歷

國立高雄餐旅大學博士後研究員

英國東英格蘭大學訪問研究員

私立文藻外語大學專案講師

(三) 研究興趣

消費者行為、網路行銷、社群媒體行銷、服務業行銷、國際行銷

Consumer Behavior, Internet Marketing, Service Marketing, International Marketing

(四) 獲獎榮譽

TSC 崇越論文大賞競賽(博士組)優良

富邦管理碩博士論文獎(博士組)佳作

二、研究發表

(一) 期刊論文

1. Sun, L.-H., **Huang, G. H.**, Sann, R., Lee, Y.-C., Peng, Y.-T., & Chiu, Y.-M. (2022). Too much service? The conceptualization and measurement for restaurant over-service behavior. *Journal of Hospitality and Tourism Management*, 53,81–90 (2022) (45/228) (Q1) (管理領域一級期刊) 本人為通訊作者

2. **Huang, G. H.**, Chang, C. T., Bilgihan, A., & Okumus, F. (2020). Helpful or harmful? A double-edged sword of emoticons in online review helpfulness. *Tourism Management*, 81, 104135. SSCI, Impact Factor: 7.432 (2020) (2/58, Q1) (管理領域一級期刊)
3. **Huang, G. H.**, Korfiatis, N., & Chang, C. T. (2018). Mobile shopping cart abandonment: The roles of conflicts, ambivalence, and hesitation. *Journal of Business Research*, 85, 165–174. SSCI, Impact Factor: 2.509 (2017) (62/140, Q2)
4. **Huang, G. H.** & Korfiatis, N. (2015). Trying before buying: The moderating role of online reviews in trial attitude formation towards mobile applications. *International Journal of Electronic Commerce*, 19 (4), 77–111. SSCI, Impact Factor: 2.514 (2017), (61/140, Q2)
5. Chang, H. H., Tsai, Y. C., Chen, S. H., **Huang, G. H.** & Tseng, Y. H. (2015). Building long-term partnerships by certificate implementation: A social exchange theory perspective. *Journal of Business and Industrial Marketing*, 30 (7), 867–879. SSCI, Impact Factor: 1.833 (2017), (85/140,Q3)

(二) 研討會論文

1. **Huang, G. H.** & Chuo, Y. J. (2023) Does Cultural Distance Matter? An Investigation of International Tourists' Travel Preference by Machine Learning Approach. *Academy of Marketing Science World Marketing Congress (AMSWMC)*, Canterbury, UK
2. **Huang, G. H.**, Lin, C. T. & Huang J. C. (2022) AI-enabled Chatbots Humanness: The Role of Social Distance and Message Interactivity on Customer Service Satisfaction. *International Conference on Service Science and Innovation (ICSSI) Annual Conference*, Kaohsiung, Taiwan
3. **Huang, G. H.** & Chuo, Y. J. (2021). International Traveler's Destination Choice: Exploration Through a Decision Tree Machine-learning Method Informs Annual Meeting, *informs Annual Meeting*, Anaheim, California, U.S.A. (Poster Section)
4. **Huang, G. H.**, Chang, C.T., & Chang, C. H. (2019). Emoticon effects: A double-edged sword in online review helpfulness. Paper presented at the *Conference of Association of Consumer Research (ACR)*, Atlanta, U.S.A. (Competitive Section)
5. Chang, C. T., & **Huang G. H.** (2019). Emoticons as a Double-Edged Sword in Online Review Helpfulness, Paper presented at *2019 Workshop on Big Data*

Analytics and Smart Commerce (大數據與智慧商務學術研討會),
Kaohsiung, Taiwan

6. Lee, H. C., Chang, C. T., Lee, Y. K., Chang, H. W., & **Huang, G. H.** (2018). "Million dollar smile?" Advertising effects of a model's smile intensity depend on relationship norm and consumer self-construal. Paper presented at the *Conference of Association of Consumer Research (ACR)*, Dallas, U.S.A. (Competitive Section)
7. Chang, C.T., **Huang, G. H.**, & He, M. L. (2018). Cuteness makes the sale? How consumer responses are affected by message framing and crowding. *Academy of Marketing Science Conference Proceedings (AMS)*. New Orleans, USA. (Competitive Papers Section)
8. Chang, C. T., **Huang, G. H.**, & He, M. L. (2018). Cuteness makes the sale? The impacts of message framing and crowding on consumer product evaluation. *AMA Winter Educators' Conference Proceedings, 29*, A–27. New Orleans, USA. (Competitive Papers Section)
9. Chang, C.T., **Huang, G. H.**, & Liu, P. C. (2018). Dire straits, sad planet: How facial emotion, anthropomorphism and issue proximity affect green communication. *Academy of Marketing Science Conference Proceedings (AMS)*. New Orleans, USA. (Competitive Papers Section)
10. Chang, C. T., **Huang, G. H.**, & Liu, P. C. (2018). Do we respond to a smiling earth? Facial emotion, anthropomorphism, and issue proximity in green communication. *AMA Winter Educators' Conference Proceedings, 29*, E–8. New Orleans, USA. (Competitive Papers Section)
11. **Huang, G. H.** & Korfiatis N. (2017). To abandon or not to abandon a mobile shopping cart: The role of ambivalence. *AMA Winter Educators' Conference Proceedings, 28*, D–24, Orlando, USA. (Competitive Papers Section)
12. **Huang, G. H.** (2015). The moderating role of user reviews on mobile application trials. *Proceedings of the Ninth Asia Academy of Management (AAOM)*, Hong Kong, China. (Competitive Papers Section)
13. Chang, H. H., & **Huang, G. H.** (2013). The role of consumer reviews on trial attitudes. *Proceedings of the Academy of International Business Southeast Asia Regional Conference (AIBSEA)*, Bali Island, Indonesia. (Competitive Papers Section)

(三) 專書章節

張純端、黃桂花 (2019)。表情符號可以增加說服力嗎? 探討表情符號在網路評論中的效果。載於梁定澎 (主編), *智慧電子商務研究*(149-

163 頁)。高雄市:國立中山大學電子商務研究中心。

三、研究計畫

109 年度【文化距離影響國外旅遊目的地選擇之關聯性:跨國比較研究】

MOST 109-2410-H-153-032 -

110 年度【表情符號對雙面評論說服力的影響】

MOST 110-2410-H-153-028 -

111 年度【如何送禮送的體面又環保? 包裝、自尊與送禮對象交互作用之探討】(2 年期)

MOST 111-2410-H-153 -005 -MY2