

# SHIU Yu-Wen



**Title :** Associate Professor  
**Faculty :** School of Business  
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## Academic Qualification

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.

## Working Experience

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

## Teaching Activities

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

## Research Areas

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

## Selected Publications

Journal articles in the recent five years: (\*corresponding author)

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)

#### **Other Professional Activities/Honors/Awards**

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.
5. Packard Scholarship, Morningside College.
6. Undergraduate Senior Student Scholarship, Morningside College.
7. International Students Scholarship, Morningside College.