# Hsu, Shu-Ling (許淑鈴)



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## Education

- PhD, Accounting, National Cheng Kung University, Taiwan, 2009/7
- Master, Accounting, National Cheng Kung University, Taiwan, 1999/6

## Area of Specialty

- Financial Accounting
- Management Accounting
- Economics
- Business Ethics

## Academic Experience

- Assistant Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2022/8 to present
- Assistant Professor, Department of Accounting Information, Southern Taiwan University of Science and Technology, 2009/8 to 2022/7
- Lecturer, Department of Management Information System, Far East University, 2000/8 to 2009/7

### Journal Papers

1. Hsu, Shu-Ling, Chi-Hsiang Lin, and Cindy Aprilia Nugroho (2024) "The Relationship between Online Sales Promotions and Impulse Buying on Shopee Indonesia", Journal of Southern Taiwan University of Science and Technology: Social Science Edition, 9 (1), 1-20.
2. Hsu, Shu-Ling (2022) "The Study of Consumers' Intention to Purchase in Unmanned Stores" , Journal of Economics and Management, 18, 1-27. [EconLit]
3. Hsu, Shu-Ling, Yung-Chi Chang, Ignasia Vabiola, and Wen-Ling Lin (2021) "Determinants of Customer Loyalty of Green Products – The Case of Gogoro in Taiwan" , Journal of Business Administration, 46(4), 15-46. [ABI]
4. Ruangkanjanases, Athapol, Shu-Ling Hsu, Yenchun Jim Wu, Shih-Chih Chen, and Jo-Yu Chang (2020) "What Drives Continuance Intention towards Social Media? Social Influence and Identity Perspectives", Sustainability, 12(17), 7081. [SSCI]
5. Hsu, Shu-Ling (2018) "The Effects of Corporate Social Responsibility on Corporate Image, Customer Satisfaction and Customer Loyalty: An Empirical Study on the Telecommunication Industry", The International Journal of Social Sciences and Humanities Invention, 5(5), 4693-4703.
6. Hsu, Shu-Ling (2017) "The Relevance of Financial Information to Investors since the Implementation of International Financial Reporting Standards: Evidence from the Financial Firms in Taiwan", Accounting and Finance Research, 6(4), 285-293.
7. Hsu, Shu-Ling (2017) "An Empirical Study on the Effects of Income Tax on Capital Gains Derived by Individuals from Securities Transactions", International Research Journal of Applied Finance, 8(5), 248-263.
8. Hsu, Shu-Ling (2017) "Information Content of Pro Forma Earnings", Australian Journal of Business and Management Research, 5(7), 22-34.
9. Wang, Min, Rain Chen, and Shu-Ling Hsu (2015) "Investigation on Course Correlation of

Industrial Design by Course Distribution Diagram", Journal of Communications and Networking, 5(12), 15-22.
10. Lin, Hsuan-Chu, Chin-Chen Chien, and Shu-Ling Hsu (2010) "Investigation on Privatization Effect of State-Owned Firms in Taiwan", Journal of Statistics and Management Systems, 13(1), 131-151. [EI]
11. Lin, Hsuan-Chu and Shu-Ling Hsu (2009) "A Study on Privatization of State- Owned Banks in Taiwan", The Empirical Economics Letters, 8(6), 117-124. [EconLit]

### Conference Papers

1. Hsu, Shu-Ling, and Yi-Cheng Wu (2026) "A Study of the Impact of Experiential Marketing Strategies on Consumers' Repurchase Intention in Fitness Centers", 2026 Business Management Decision-making and Practice Conference, Southern Taiwan University of Science and Technology, Tainan, Taiwan.
2. Hsu, Shu-Ling, and Ya-Zhu Shi (2026) "The Effects of Perceived Quality and Brand Image on Customer Satisfaction and Customer Loyalty: A Case Study of FamilyMart's Fami!ce Soft Serve Ice Cream", 2026 Business Management Decision-making and Practice Conference, Southern Taiwan University of Science and Technology, Tainan, Taiwan.
3. Hsu, Shu-Ling, and Kuan-Hao Ting (2024) "The Study of Relationship between Service Quality, Customer Satisfaction and Customer Loyalty of Tile Product: Case of Champion Tile", 2024 Business Management Decision-making and Practice Conference, Southern Taiwan University of Science and Technology, Tainan, Taiwan.
4. Lin, Chi Hsiang, Shu-Ling Hsu, Li-Syuan Huang, and Cindy Aprilia Nugroho (2022) "The Effect of Sales Promotion on the Online Impulsive Buying in Indonesia Case Study: Shopee", The 18th International Conference on Knowledge-Based Economy and Global Management, Southern Taiwan University of Science and Technology, Tainan, Taiwan.
5. Hsu, Shu-Ling, Tasi-Ning Lin, Wei-Sheng Chen, Jia-Yu Wang, and Pin-Chen Wang (2019) "The Study of Consumer Intention in Unmanned Stores", 2019 STUST International Conference on Finance, Accounting, and Management Decisions, Southern Taiwan University of Science and Technology, Tainan, Taiwan.
6. Chen, Shih-Chih, Shu-Ling Hsu, and Jo-Yu Chang (2018) "An Empirical Study of Social Identity and Usage Continuance Intention in Social Media Communities", International Conference on Innovation and Management 2018 Winter, Fukuoka, Japan.
7. Hsu, Shu-Ling and Sin-Yu Chen (2013) "Information Content of Pro Forma Earnings", 2013 Accounting and Information Technology Conference, Kun Shan University, Tainan, Taiwan.
8. Hsu, Shu-Ling and Hui-Fan Tsou (2012) "The Study on Tax Expenses, Earnings Management and Stock Returns", 2012 Finance, Accounting and Management Decision International Conference, Southern Taiwan University of Science and Technology, Tainan, Taiwan.
9. Hsu, Shu-Ling and Yi-Chieh Chen (2012) "Oversight Mechanisms and Earnings Conservatism", 2012 Finance, Accounting and Management Decision International Conference, Southern Taiwan University of Science and Technology, Tainan, Taiwan.
10. Hsu, Shu-Ling and Chiu-Wei Su (2011) "Operation Performance, Ownership Structure and Non-performing Loan Ratio for Banks", 2011 Financial Management Theory and Practice Conference, Chang Jung Christian University, Tainan, Taiwan.
11. Hsu, Shu-Ling and Wei-Hsiang Li (2011) "Corporate Governance, Banks Performance and Executive Compensation in Banking", 2011 Marketing and Logistics Management Practice Conference, Hsing Kuo University of Management, Tainan, Taiwan.
12. Chien, Chin-Chen, Hsuan-Chu Lin, and Shu-Ling Hsu (2009) "Discretional Accruals and Security Mispricing: The Utilization of Fundamental Analysis in Developing Trading Strategies", The First Cross-Strait Symposium on Accounting, Xiamen University, Fujian, China.
13. Lin, Hsuan-Chu, Chin-Chen Chien, and Shu-Ling Hsu (2008) "Does Privatization Always Improve the Performance of State-Owned Enterprises? - Evidence from Taiwan", 2008 Annual Conference of Taiwan Finance Association, National Dong Hwa University, Hualien, Taiwan.

### Dissertation

- Hsu, Shu-Ling (2009) "The Development of Mispricing Strategy with Fundamental Analysis", Ph.D. Dissertation, National Cheng Kung University.

## Professional Certifications

1. Enterprise Resource Planning GM ERP System 15.A3, 2021/11
2. Coordinator Certificate in Logistics Management, 2021/09
3. Introduction to Programming using JavaScript, 2019/11
4. Basic Creative APP Programming, 2019/01
5. Software Developer of APP for eBusiness MIT App Inventor 2, 2018/10
6. SAP ERP for Financial Accounting Module, 2011/03
7. Business Intelligence Planner, 2011/02
8. Microsoft Office Specialist 2007 (Word Expert、Excel Expert、Outlook、PowerPoint), 2010

## Grants

- Hsu, Shu-Ling (2010) "Bankruptcy Prediction in Banks: Applying Binary Quantile Regression", National Science Council, No. NSC 99-2410-H-218-015.

## Entrusted Practical Projects

1. Hsu, Shu-Ling and Shi-Yi Wang (2022) "GTC Power Point Slide Editing and Master Film Design License Guidance" , Hong Yang Computer Technology Co., LTD, No. 33001110293.
2. Hsu, Shu-Ling (2019) "Financial Accounting Service Consulting Program", Boltun Precision CO., No. 2400108007.
3. Lin, Chi-Hsiang and Shu-Ling Hsu (2016) "Eloquence Training Learning Course", Junior Chamber International Taiwan Worldwide Federation of Young Leaders and Entrepreneurs, No. 341050069.
4. Hsu, Shu-Ling (2015) "2015 National College Students' Innovation and Entrepreneurship Business Plan Contest - Printing Colorful Dream", Ministry of Education, No. 131040143-GP(2).

## Honors and Awards

1. Excellent Mentor Award in 2st semester of 2021 Academic Year
2. Excellent Mentor Award in 2st semester of 2019 Academic Year
3. Excellent Mentor Award in 2st semester of 2014 Academic Year

## Patents

1. Hsu, Shu-Ling, Rain Chen, and Min Wang, "Heighten and Massage Socks", Taiwan Patent (No. M519888), Apr. 11, 2016.
2. Hsu, Shu-Ling, Min Wang, and Rain Chen, "Adhesive and Discard Napkins Structure", Taiwan Patent (No. M507741), Sept. 1, 2015.