

Hsing-Ping Kuo(郭幸萍)

Department of Business Administration Southern
Taiwan University of Science and Technology
Southern Taiwan University of Science and
Technology
No. 1, Nan-Tai Street, Yungkang Dist., Tainan City
71005, Taiwan

Office S206-B
☎ 886-6-2533131 ext.4533
📠 886-6-2422460
✉ hpkuo@stust.edu.tw



Education

- PhD, Major in Management Sciences, College of Management, Department of Business Administration, National Chung Kung University, 2004/07
- Master, Major in Health Service Administration, College of Management, Department of Health Service Administration, China Medical University, 1996/07

Area of Specialty

- Marketing management
- Consumer Behavior
- Service Marketing
- Strategic Marketing

Academic Experience

- Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2015/02 to present
- Associate Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2010/03 to 2015/01
- Assistant Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2004/08 to 2010/02
- Instructor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2001/08 to 2004/07

Journal Papers

1. Hong, Hongming, Kuo, Hsingping(2023, Jun.) "Visitors' Experience Marketing, Perception Value and Satisfaction: A Case Study of Tainan Hayashi Department Store." Journal of Tourism and Leisure Management, 11(1): 134-144.
2. Su, Peiyu, Kuo, HsingPing, Yu, Peiyu(2021, Sep) "The managerial strategy study due to the difference before and after energy saving remodeling of an existing building: A case study based on the Diamond-class Green Building 10 at Chung-Hsing Campus of ITRI " Management Information Computing, 10(2): 34-44.
3. Tseng, Yungchien, Kuo, Hsingping(2021, Jun.) "A study on the relationship among tourists' experiential marketing, leisure benefits and revisiting intension: A Case of Chi-Mei Museum." Journal of Tourism and Leisure Management, 9(1): 138-148.

Conference Papers

1. YANG,Peichi, Kuo, Hsingping(2026, April) "A Study on Experiential Marketing, Festival Benefits, and Satisfaction: A Case Study of the Yanshui Yuejin Lantern Festival." 2026 Business Management Decision and Practice Seminar, Taiwan, Tainan.
2. Chen, CaiJun, Kuo, Hsingping(2026, April) "The Effects of Consumers' Internet Self-Efficacy and Online Stickiness on Customer Loyalty: Evidence from Shopee." 2026 Business Management Decision and Practice Seminar, Taiwan, Tainan.
3. Luo, Weijia, Kuo, Hsingping(2023, May) "A Study of the Relationship between Brand Image, Trust and Consumers' Purchase Intention for Apparel Industry." 2023 Academic Seminar on

Sustainable Education and Industrial Management, Taiwan, Tainan.

4. Kuo, Hsingping, Pan, Zhiying(2023, May) "A study Effects of Brand Image and Brand Trust on Purchase Intention-an Example of the Gym Industry." 2023 Academic Seminar on Sustainable Education and Industrial Management, Taiwan, Tainan.
5. Lin, Guxing, Kuo, Hsingping(2022, May) "Effects of Brand Image, Brand Marketing and Word-of-Mouth Marketing on Purchase Intention: an Example of Online Frozen Food." 2022 Business Management Decision and Practice Seminar, Taiwan, Tainan.
6. Kuo, Hsingping, Chou, Yingyao(2021, Dec.) " Research on the Relationship between Channel Collaboration, Channel Decision-making and Channel Performance: A Study for the Channel Business Products of non-woven fabric company." 2021 16th Conference on Theory and Practice of Bussiness Internationalization, Taiwan, Tainan.
7. Kuo, Hsingping, Lu, Yuxuan(2020, Nov.) "Employ technology acceptance model to explore consumer behavior intentions using food delivery App as example." 2020 Social Service and Civil Production Industry Conference, Taiwan, Pingtung.
8. Kuo, Hsingping, Foong, Munkin(2020, Nov.) "Discussion On The Factors Affecting The Choice of Living in A Retirement Village: A Case of Malaysian Chinese." 2020 Social Service and Civil Production Industry Conference, Taiwan, Pingtung.
9. Kuo, Hsingping, Lu, Jiande(2020, Nov.) "Discussion on Factors Affecting Citizens' Choice of Living in Health Care Villages in Southern Taiwan." 2020 Social Service and Civil Production Industry Conference, Taiwan, Pingtung.
10. Kuo, Hsingping, Hong, Guanyu(2020, Nov.) "Employing technology acceptance model to explore consumer behavior intentions using GoShare as example." 2020 Social Service and Civil Production Industry Conference, Taiwan, Pingtung.
11. Kuo, Hsingping, Chang, Yuting(2020, Nov.) "Employing technology acceptance model to explore consumer behavior intentions using trivago as example." 2020 Social Service and Civil Production Industry Conference, Taiwan, Pingtung.
12. Kuo, Hsingping, Liu, Zhen(2020, Nov.) "The Effects of Viewing House in Virtual Reality on the Behavioral Intention through the Technology Acceptance Model." 2020 Social Service and Civil Production Industry Conference, Taiwan, Pingtung.

Dissertation

- The Relationship between Human Resource Management Practices, Employee Commitment, and Operational Performance in the Healthcare Institutions: A Combinative Application of Fuzzy Set Theory and Grey System. The PhD Dissertation of Business Administration, National Chung Kung University, 2004/07

Professional Certifications

- Internet and Computing Core Certification (IC³) (Certiport) NO : YmCf-kx2z (2008/01)

Entrusted Practical Projects

1. Granted by Great Tainan Development Co., Ltd., No: 3300-107P028, "Service Quality Analysis and Strategic Suggestions of Real Estate Agency Market in Tainan. " 2019/04/05-2019/10/15.
2. Granted by Great Tainan Development Co., Ltd., No: 33001080114, "Analysis of Service Quality and Suggestions for the Market of Real Estate Broker in Tainan Area. " 2019/04/15-2019/10/15.