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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, 2001/8 to 2004/07

Journal Papers

1. 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.
2. Lee, Kuowei, Wu, Kang li, Kuo, Hsingping, Yuan, Penli(2017, Jan.) "Design and Validation of A Knowledge Map System– The Case of Construction Industry in Taiwan." *Human Factors and Ergonomics in Manufacturing & Service Industries*, 27(1): 30-44.

Conference Papers

1. 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.
2. 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.
3. 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.
4. 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.

5. 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.
6. 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.
7. Kuo, Hsingping, Ye, Mengjian(2019, Dec.) "A study on the relationship among tourists' perceived value, satisfaction and revisiting intension: A Case of Anping Tree House Park." 2019 Innovative Conference on Hospitality, Tourism, and Management, Taiwan, Taoyuan.
8. Kuo, Hsingping, Hong, Minghong (2019, July) "Visitors' Experience Marketing, Perception Value and Satisfaction: A Case Study of Tainan Lin Department Store." Global Chinese Real Estate Congress 2019 and Annual Conference, China, Shanghai.
9. Kuo, Hsingping, Tseng, Yungchien(2019, July) "A study on the relationship among tourists' experiential marketing, leisure benefit sand revisiting intension: A Case of Chi-Mei Museum." Global Chinese Real Estate Congress 2019 and Annual Conference, China, Shanghai.
10. Kuo, Hsingping, Tang Weihsuan(2019, July) "The impact of shopping mall development on real estate prices: A study for Showtime Life Chiayi." Global Chinese Real Estate Congress 2019 and Annual Conference, China, Shanghai.
11. Kuo, Hsingping, Su Peiyu, Yu Peiyu(2019, July) "Energy-Saving Renovation Research of Old Buildings: A Case Study of a Diamond-grade Green Building Award in Building 10 of ITRI." Global Chinese Real Estate Congress 2019 and Annual Conference, China, Shanghai.
12. Kuo, Hsingping, Sung, Peiying(2019, July) "The impact of real estate prices caused by public construction projects: A study on the surrounding area of the Chimei Museum." Global Chinese Real Estate Congress 2019 and Annual Conference, China, Shanghai.
13. Kuo, Hsingping, Lee, Wensheng(2019, July) "Fluctuations of real estate prices caused by major public construction projects: Southern Branch of the National Palace Museum." Global Chinese Real Estate Congress 2019 and Annual Conference, China, Shanghai.
14. Kuo, Hsingping, Yen, Cheng-Yu(2018, July) "SPACE Analysis of Competitive Strategy for the Real Estate Industry in Taiwan." 2018 Asian Real Estate Society and Global Chinese Real Estate Congress, China, Qingdao.
15. Kuo, Hsingping, Chang Juhsin(2017, July) "A study on the relationship among tourists' perceived value, satisfaction and revisiting intension: a Case of Chi-Mei Museum." 2017 Asian Real Estate Society and Global Chinese Real Estate Congress, Taiwan, Taichung.
16. Kuo, Hsingping, Weng Hsiuhui(2017, July) "T A study on the relationship among tourists' perceived value, satisfaction and revisiting intension: A Case of Zheng-Xing Street at Tainan City." 2017 Asian Real Estate Society and Global Chinese Real Estate Congress, Taiwan, Taichung.

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)

Professional Experience

- Reviewer, Journal of Housing Studies, 2020/01~2020/04

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.