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Journal
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- Hou, Avus., & Shiau, WL. (2020). Understanding Facebook to Instagram migration: A push-pull model perspective, *Information Technology & People*, 33(1), pp.272-295. (SSCI)
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<p>Conference paper (研討會論文)</p>	<p>1. Hou, Avus (2016), Understanding Symbolic Meaning on Smartphone Repurchase intentions, In the proceeding of the BAI 2016 conference, Nagoya, Japan, July 03-05.</p> <p>2. Hou, Avus. & Wu K-L., (2015) "The symbolic meaning effect on Smartphone Repurchase: A Comparison of Android and iOS," in Proceedings of The 19th Pacific Asia Conference in Information System (PACIS 2015), Singapore, July 5-9. (MOST 103-2410-H-161 -002)</p> <p>3. Hou, Avus., Wu K-L., & Huang, C. C., (2014) "The effect of push-pull-mooring on the switching model for social network sites migration," in Proceedings of The 18th Pacific Asia Conference in Information System (PACIS 2014), Sichuan, China, June 24-28.</p> <p>4. Hou, CY. Avus (2014), An exploratory study for users switching smartphone operation system, The 8th U-Home Conference (UHC2014), Kun-Shan University, Tainan, Taiwan, 2014/12.</p> <p>5. Hou, CY. Avus, & Wu K-L. (2014), 'Time fly'- An optimal experience for Apps continuance, The proceeding of 12th management conference, Taichung, Taiwan. November.</p> <p>6. Hou, Avus., Shang, R. A., & Huang, C. C., "An Optimal Experience for People Social Online: The Perspective of Cognitive Absorption," in Proceedings of the 15th International Conference on Electronic Commerce (ICEC2013)</p>

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<p>Academic research Projects Supported by the Taiwan Government (科技部計畫)</p>	<p>1. Hou, Avus. 2015/08/01~ 2016/07/31, Using Two-Factors theory to explore the instant messaging switching intentions, Ministry of Science and Technology, MOST 104-2410 - H -161 -001.</p> <p>2. Hou, Avus. 2014/08/01~ 2015/07/31, The optimal experience for people message on a smartphone- The perspective of cognitive absorption, Ministry of Science and Technology, MOST 103-2410-H-161-002.</p> <p>3. Hou, Avus. 2013/08/01~ 2014/07/31, The Study of Consumers Continuance with Smartphones by applying the Post-Acceptance Model of IS Continuance: Comparison of Android and iOS, Ministry of Science and Technology, NSC 102-2410- H -161 -001.</p> <p>4. Hou, Avus. 2012/08/01~ 2013/10/31, The Impact of Plug-ins on the Continuance Behaviors of Online Game Players: A Survival Analysis, Ministry of Science and Technology, NSC101-2410-H-161-004-.</p> <p>5. Hou, Avus. 2011/08/01~ 2012/10/31, Why do People Switch Social Networking Sites- A Perspective of Push-Pull Theory, Ministry of Science and Technology, NSC100-2410-H-161-003-.</p>
<p>Practical research project (產學合作案)</p>	<p>1. Hou Avus., and Dr. Hou, DB. (2021). Heighten enjoyment effect on mobile game addiction- a second-order structural model. Far Eastern Memorial Hospital.</p> <p>2. Hou Avus., and Dr. Hou, DB. (2020). Cognitive absorption, loneliness, and stress effect on mobile instant messaging addiction (從認知專注、孤獨感及壓力探索行動即時通訊的沉溺成癮). Far Eastern Memorial Hospital.</p> <p>3. Hou, Avus., and Yuan, KZ. (2019). Smart clothing adoption intuition in the Z generalization, Anonymous Institute of Textile (for privacy reason).</p>

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