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	專長	網路行銷、關係行銷、企業創新、氣候相關財務揭露、企業社會責任、人工智慧行銷、低碳創新、公正轉型
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經歷	國立臺灣大學風險社會與政策研究中心助研究員 國立臺灣大學風險社會與政策研究中心博士後研究員 中央研究院環境變遷中心博士後研究員	
研究計畫 (國科會、中研院、教育部、產學合作)	113 年度永續科學研究計畫「產業氣候變遷風險評估研究(II)」之分支計畫二「產業因應氣候變遷之轉型風險評析」(計畫協同主持人) 1122 學年社群『多元跨域教師社群』補助計畫 (計畫協同主持人) 1122 學年「資訊與雲端應用實習」課程教材編纂與教具製作補助(計畫主持人) 1131 學年「人工智慧與應用」課程教材編纂與教具製作補助(計畫主持人) 1131 學年「電子商務」課程教材編纂與教具製作補助(計畫主持人) 1131 學年社群『多元跨域教師社群』補助計畫 (計畫協同主持人) 1132 學年「行銷管理」課程教材編纂與教具製作補助(計畫主持人) 1132 學年社群『多元跨域教師社群』補助計畫 (計畫協同主持人) 1141 學年「創業與創新管理」課程教材編纂與教具製作補助(計畫主持人) 113/10~114/03 產學合作案-商業週刊碳競爭力調查(計畫主持人) 114/02~114/11 產學合作案-人工智慧驅動的醫患關係行銷模式:醫療機構與患者之間互動的長期關係行銷模式與永續發展研究(計畫主持人) 114/10~115/03 產學合作案-2025 年商業週刊碳競爭力調查(計畫主持人)	
期刊論文	1. Chou, Shihyu, Chen, Chi-Wen, & Kuo, Ya-Ting . (2018). Flexibility, collaboration and relationship quality in the logistics service industry: An empirical study. Asia Pacific Journal of Marketing and Logistics, Vol. 30 Issue: 3, pp.555-570. (IF=6.10) 2. Sheng-Fang Chou, Jeou-Shyan Horng, Chih-Hsing Liu, Tai-Yi Yu, & Ya-Ting Kuo* . (2022). Identifying the critical factors for sustainable marketing in the catering: The influence of big data applications, marketing innovation, and technology acceptance	

	model factors. Journal of Hospitality and Tourism Management, Vol. 51, pp. 11-21(IF=9.35)(*Corresponding Author) 3. Chia-Chi Lee, Shih-Yun Kuo, Shih-Yu Lee, Huang-Hsiung Hsu, Kuei-Tien Chou, Tung-Li Mo, Chung-Pei Pien, <u>Ya-Ting Kuo</u>, En-Yu Chang, Kuan-Chun Huang, Ling-Ju Hsu, Yi-Meng Chao, Hui-Tsen Hsiao, Ming-Cheng Chang. (2024). Evaluating corporate climate risk assessment results: Lessons learned from Taiwan's top 100 enterprises. Climate risk management, 46, 100668. 4. Lee, Chia-Chi, Lee, Shih-Yu, Kuo, Shih-Yun, Hsu, Huang-Hsiung, <u>Kuo, Ya-Ting</u>, Lin, Mu-Xing, Pien, Chung-Pei, Chou, Kuei-Tien & Tsai, Yi-Ting (2025). Corporate competition in climate scenario analysis: Current challenges and solutions. Climate Services, 40, 100604.
研討會論文	1. Chou, Shihyu, & <u>Kuo, Ya-Ting</u>. (2016). The Linkage Between Strategic Competitive Capabilities and the Relationship Quality: A Combined View of RBV and RM. 201 (38th) ISMS Marketing Science Conference, June 16-18, 2016, Shanghai, China 2. Horng, J-S., <u>Kuo, Ya-Ting</u>, Tsai, C.-Y., & Chung, Y.-C. (2017). The impact of Ethical leadership on Corporate Social Responsibility: a perspective of hospitality, and tourism employees. Proceedings of 2017 15th APacCHRIE Conference, May30 -Jun 2, Nusa Dua, Bali, Indonesia. 3. Horng, J-S., & <u>Kuo, Ya-Ting</u>. (2017). The impact of ethical leadership on employee perception of Corporate Social Responsibility. International Conference on Hospitality, Tourism and Leisure - Sustainable Development, Innovation and Entrepreneurship, 5-6 May, New Taipei, Taiwan. 4. Tsai, C.-Y., Horng, J-S., & <u>Kuo, Ya-Ting</u>. (2018). An Empirical Study of Corporate Social Responsibility in the Hotel Industry in Taiwan", Asia Pacific Tourism Association (APTA) 2018 Annual Conference, July 3-6, Mactan (Cebu), Philippines. 5. Hsieh, Yeu-Sheng , <u>Kuo, Ya-Ting</u>, & Ping-Hung Li. (2019). Family Instability, Future Orientation, and Adulthood Milestone Achievement in Taiwan. The 7th Conference of Taiwan Youth Project at Institute of Sociology, Academia Sinica, April 12-13. 6. <u>Kuo, Ya-Ting</u>, Khor, Chia Keey, & Hsieh, Yeu-Sheng. (2020). Spatial relationship and changes of fertility rate in Taiwan's counties and towns. The 2020 Annual Conference of the Population Association of Taiwan, September 19-20. 7. Yeu-Sheng Hsieh, Chi-Fang Long, & <u>Ya-Ting Kuo</u>. (2020) Wages and returns to education in rural area: Comparison of Southern Taiwan and Non-Southern Taiwan". Seeing the South: 2020 Southern Taiwan Society Seminar", National Sun Yat-sen University, November 6, Kaohsiung, Taiwan. 8. Sheng-Fang Chou, Jeou-Shyan Horng, Chih-Hsing Liu, Tai-Yi Yu, & <u>Ya-Ting Kuo</u>. (2022). The Text Mining of Sustainable Marketing for Restaurants: Current Status,

Future prospects, and Research Priorities. International Conference on Hospitality, Tourism, and Leisure: Health, Well-being, and Sustainability, Taiwan.

9. **Ya-Ting Kuo**, & Kuei-tien Chou. (2022). Manufacturing sector based on TCFD recommendations in Taiwan. Development, Resilience and Recovery: Taiwan and Regional Studies in the Context of Post-Covid and War. National Dong Hwa University, Taiwan. (The 14th Annual Conference on Development Studies)
10. **Ya-Ting Kuo**, & Kuei-tien Chou. (2022). Exploring the application of low-carbon innovation responding to net-zero carbon emissions: Evidence from Taiwanese manufacturing companies. Taiwanese Sociological Association, Taiwan. (Taiwanese Sociological Association)
11. Sheng-Fang Chou, Jeou-Shyan Horng, Chih-Hsing Liu, Tai-Yi Yu, & **Ya-Ting Kuo**. (2023). An Examination Of Innovativeness, Technology, And Brand Equity : A Case Study Of The Taiwan Restaurant Industry. the Asia Pacific Tourism Association Annual Conference (APTA), Chiang Mai, Thailand.
12. **Ya-Ting Kuo**, & Kuei-tien Chou. (2023). Transition risk and credit risk: The effects of the carbon tax on Taiwanese listed companies. National Taiwan Ocean University, 28-29 October, Keelung City, Taiwan (The 15th Annual Conference on Development Studies)
13. Fang-Ying Lin, **Ya-Ting Kuo**, & Kuei-tien Chou. (2023). Challenges of climate-related financial disclosure by Taiwanese companies: A grounded theory analysis. 18-19 November, National Taipei University, New Taipei city, Taiwan. (Taiwanese Sociological Association)
14. Ling-Ru HSU, Fang-Ying Lin, **Ya-Ting Kuo**, & Kuei-tien Chou. (2023). Taiwan's industry transition towards net-zero: evidence from the paper industry. 18-19 November, National Taipei University, New Taipei City, Taiwan. (Taiwanese Sociological Association)
15. Chung-Pei Pien, **Ya-Ting Kuo**, & Kuei-tien Chou. (2023). Who Drives Corporate Renewable Energy Initiatives? Evidence from a 2022 TCFD Survey Among Taiwanese Companies. 4-5 November, Kanto Gakuin University, Yokohama, Japan. (ISESEA-9)
16. **Ya-Ting Kuo**, & Kuei-tien Chou. (2023). Toward better just transition: the impact of perception of employees on attitude towards just transition in high-carbon emission manufacturing industries. 4-5 November, Kanto Gakuin University, Yokohama, Japan. (ISESEA-9).
17. Yi-Meng Chao, Hui-Tsen Hsiao, Ling-Ru Hsu, **Ya-Ting Kuo**, & Kuei-Tien Chou. (2023). Factors, pressures, and barriers driving large manufacturing industries to adopt renewable energy: a preliminary examination of key emission enterprises in Taiwan. 4-5 November, Kanto Gakuin University, Yokohama, Japan. (ISESEA-9).
18. Kuo, Ya-Ting. (2024). Integrating TCFD Framework into Sustainable Hospitality: An Exploration of Listed Firms in Taiwan. International Conference on

	Hospitality, Tourism and Leisure: Technology, Innovation, and Sustainability (ICHTL). 10-11 May, Shih Chien University, Taipei, Taiwan. 19. Fang-Ying Lin, Kuo,Ya-Ting, & Kuei-Tien Chou. (2024). Discussing green knowledge acquisition and sharing strategies for Taiwanese companies to conduct climate-related financial disclosure assessments. 2024 Management Innovation Conference: Frontier of Technology, Intelligence and Analytics. 13-14 October, Pusan National University, Busan, Korea. 20. Kuo,Ya-Ting, & Kuei-Tien Chou. (2024). Assessing the Impact of Employee Task Changes in Carbon Reduction Initiatives on Corporate Net-Zero Objectives-An Event System Theory Perspective. 8th Annual SRA-E Benelux Conference, Ministry of Climate and Green Growth, 22 October, Hague, Netherlands. 21. Kuo,Ya-Ting, & Kuei-Tien Chou. (2025). Towards Net-Zero: How Taiwanese Manufacturers Implement Low-Carbon Innovation. ESREL SRA-E 2025 Conference, 15-19 June, University of Stavanger, Norway. 22. Kuo, Ya-Ting, Chao, Yi-Meng, & Kuei-Tien Chou. (2025). Drivers of Corporate Net-Zero Target Adoption: An Empirical Study of Taiwanese Listed Companies. 22nd European Round Table on Sustainable Consumption and Production, 15 – 18 September, Prague, Czech Republic. 23. Kuo, Ya-Ting & Jieyu Zhan (2025). Is Carbon Risk Reflected in Stock Prices? Empirical Evidence from Taiwan's Listed Companies. The 10th International Symposium on Environmental Sociology in East Asia. 31 October- 02 November, Taipei, Taiwan.
擔任國內、外專業期刊評審	International Journal of Contemporary Hospitality Management (SSCI; Q1) Journal of Hospitality Marketing and Management (SSCI; Q1) International Journal of Hospitality & Tourism Administration (SSCI; Q1) Journal of Hospitality and Tourism Management (SSCI; Q1) Management Decision (SSCI; Q1) 交通部運輸所講師 臺北市政府環境保護局淨零永續政策氣候風險管理策略諮詢委員 臺北市政府環境保護局氣候變遷風險管理人員訓練課程講師 工業技術研究院專家委員
專業證照	01. ESG 永續助理管理師認證證書 02. ESG 永續助理管理師認證輔導資格證 03. CEPT 跨境電商認證證書 04. ISO14064-1 主導查證員國際證照（法國 AFNOR） 05. ISO14067 主導查證員國際證照（法國 AFNOR） 06. ISO14068-1 碳中和主導查證員國際證照（法國 AFNOR） 07. AI Automation Application Manager 主導查證員國際證照（法國 AFNOR） 08. IPAS AI 應用規劃師 09. IPAS 淨零碳規劃管理師

	10. TIMS 行銷專業能力認證合格證書 11. AI 數據分析決策管理證書 12. AI 電子商務經營管理證書 13. AI 創意生成商務管理證書 14. 跨境電子商務經營管理證書 15. 創新創業技術經營管理證書 16. 文創服務業經營管理證書 17. 虛實整合經營管理證書
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114/12/4 修訂