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	<b>Journal (期刊)</b>	<ol style="list-style-type: none"> <li>Hou, Avus. (2023). Exploring the Viability of Digital-Only Banking: An Empirical Investigation Using the Push-Pull Model. In <i>Proceedings of the 20th International Conference on Smart Business Technologies - ICSBT</i>; ISBN 978-989-758-667-5; ISSN 2184-772X, SciTePress, pages 26-31.</li> <li>Hou, Avus., &amp; Lu, YZ. (2023). The obstacles of Internet-only bank as an alternative banking service. <i>Procedia Computer Science</i>, 219(1), pp. 642-646.</li> <li>Hou, Avus., &amp; Shiau, WL. (2020). Understanding Facebook to Instagram migration: A push-pull model perspective, <i>Information Technology &amp; People</i>, 33(1), pp.272-295. (SSCI)</li> <li>Hou, Avus., Shiau, WL., &amp; Shang, RA. (2019). The involvement paradox: The role of cognitive absorption in mobile instant messaging user satisfaction. <i>Industrial Management &amp; Data Systems</i>, 119(4), pp.881-901. (SCI)</li> <li>Li, Z., &amp; Hou, Avus (2019). Online purchase performance and personal characteristics: A moderation approach. <i>International Journal of Electronic Commerce Studies</i>, 10(1), pp.1-27. (EI, corresponding author)</li> <li>侯正裕、尚榮安 (2018)，專注未必有用－從媒介特性及認知專注探索行動通訊 App 的持續意圖，<i>行銷評論</i>，15(1)，pp. 133-165.</li> <li>Yong, J., Shiau, WL., &amp; Hou, Avus. (2017). A study of Person-Technology Fit in the Cloud Computing Classroom. <i>International Journal of Online Pedagogy and Course Design</i>, 7(3), pp. 1-16. (ESCI, corresponding author)</li> <li>Hou, Avus. (2017), Understanding online game playing continuance intention: The role of Plug-ins effect on perceived fairness (線上遊戲外掛程式公平性對玩家持續意圖的影響), <i>Electronic Commerce Study (電子商務研究)</i>, 15(1), pp. 83-104.</li> <li>Hou, Avus., Chen, YC., &amp; Shang, RA. (2016), Mutual relations in ERP implementation: the impacts of work alienation and organizational support in state-owned enterprise, <i>Procedia Computer Science</i>, Vol. 100, pp1289-1296.</li> </ol>

	<ol style="list-style-type: none"> <li>10. Hou, Avus. (2015), Switching Motivations on Instant Messaging: A Study Based on Two Factor Theory, <i>Communications in Computer and Information Science</i>, Vol. 540, pp. 3-15. (EI, MOST 103-2410-H-161 -002)</li> <li>11. Hou, Avus. (2014), 'From famous to nonentity'- Exploring heavy users' motivations for Social Network Site Switching with quantitative perspective, <i>Ming-Chi Lecture</i> (明志學報), 43(2), pp.59-70.</li> <li>12. Hou, Avus., Shang, RA. &amp; Huang, CC. (2013), An Optimal Experience for People Social Online: The Perspective of Cognitive Absorption," <i>TUCS Lecture Notes</i>, Vol. 19, pp.79-90. (NSC101-2410-H-161-004)</li> <li>13. Hou, Avus, Chen, CC. (2012), "Cyberspace Migration" Exploring Social Network Site Switching though Migration Theory- An example of Plurk, <i>Journal of Information Management</i> (資訊管理學報), 19(1), pp. 105-132. (TSSCI, NSC 100-2410-H-168-004)</li> <li>14. Hou, Avus., Chen, HG., &amp; Chern, CC., (2011), 'Migrating to a New Virtual World': Exploring MMORPG Switching through Human Migration Theory, <i>Computers in Human Behavior</i>, 27(5), pp.1892-1903. (SSCI, NSC 100-2410-H-168-004)</li> <li>15. Hou, Avus, Chen, CC., &amp; Chen YC., (2011), 'Migration to new virtual world'- Using traditional migration theory to explore gamers' switching intentions, <i>Sun Yat-Sen Management Review</i> (中山管理評論), 19(1), pp.147-177. (TSSCI)</li> <li>16. Hou Avus, Chen, CC., Chen H., (2010), Why do people using social networking sites? A perspective of cognitive absorption, <i>Journal of Information Management</i> (資訊管理學報), 17 (special issue). (TSSCI, NSC 98-2410-H-002-012-MY2)</li> <li>17. Chen, CY., Hou, Avus., &amp; Shang, RA., (2009), *Why do players switch MMORPG – Demographic migration perspective, (電子商務學報), 11(4), (TSSCI) *: 2010 Annual best paper award</li> </ol>
<p style="text-align: center;"><b>Conference paper</b> (研討會論文)</p>	<ol style="list-style-type: none"> <li>1. Hou, Avus (2016), Understanding Symbolic Meaning on Smartphone Repurchase intentions, In the proceeding of the BAI 2016 conference, Nagoya, Japan, July 03-05.</li> <li>2. Hou, Avus (2021), The migration form 4G to 5G mobile network service, In the proceeding of the Taiwan marketing research conference, Taipei, Taiwan, July 03-05.</li> <li>3. Hou, Avus (2016), Understanding Symbolic Meaning on Smartphone Repurchase intentions, In the proceeding of the BAI 2016 conference, Nagoya, Japan, July 03-05.</li> <li>4. Hou, Avus. &amp; 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</li> </ol>

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5. 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.
  6. Hou, CY. Avus (2014), An exploratory study for users switching smartphone operation system, The 8<sup>th</sup> U-Home Conference (UHC2014), Kun-Shan University, Tainan, Taiwan, 2014/12.
  7. Hou, CY. Avus, & Wu K-L. (2014), 'Time fly'- An optimal experience for Apps continuance, The proceeding of 12<sup>th</sup> management conference, Taichung, Taiwan. November.
  8. 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) Turku, Finland, 2013,08. (NSC101-2410-H-161-004-)
  9. Hou, Avus, & Wu K-L. (2013). Using the Post-Acceptance Model of IS Continuance to Explore the Smartphone Repurchase, Taipei, Taiwan, March 5.
  10. Hou, Avus (2013). The Impact of Plug-ins on the Continuance Behaviors of Online Gamers: A comparison Survival Analysis and Causal model, In the proceeding of the 2013 Accounting and Privacy Conference, Chayi, Taiwan, December.
  11. Hou, Avus., Y-C Chen, R-A Shang, and C-C Chern, "The post-adoption switching of social network service: A human migratory model", The 16th Pacific Asia Conference on Information Systems (PACIS 2012), Hochiminh city, Vietnam, 2012,07. (NSC100-2410-H-168-004)
  12. Hou, Avus., Y-C Chen, R-A Shang, and C-C Chern, "The post-adoption switching of social network service: A human migratory model", The 16th Pacific Asia Conference on Information Systems (PACIS 2012), Hochiminh city, Vietnam, 2012,07. (NSC100-2410-H-168-004)
  13. Hou, Avus., et al. (2011), The Impact of Plug-ins on the Entertainment Value of Online Game Players: A Survival Analysis, In the proceeding of 2011 Taipei Commerce University Academic Conference, Taipei, Taiwan, December.
  14. Hou, Avus et al. (2011). Internet advertising effect on vote intentions of political alienation youths, In the proceeding of 17<sup>th</sup> management information conference, Tainan, Taiwan, December 6.
  15. Chen YC., Shang, RA., Hou, Avus, & Lee, K. (2011). An exploratory study for alienation effect on students' e-learning system adoption, In the proceeding of 2011 ERP academic conference, Taipei, Taiwan, January 18.
  16. Hou, Avus., Chern, C-C., Chen, H-G., and Chen, Yu-Chen. (2009). "Using

	<p>Demographic Migration Theory to Explore Why People Switch Between Online Games,” Hawaii International Conference on System Sciences (HICSS42), Jan. 5-8 (EI).</p> <p>17. Hou, Avus., Chern, C-C., Chen, H-G., and Chen Yu-Chen. (2008). “Why people switch between online games: a perspective of push and Pull effects” in Proceedings of Pacific Asia Conference in Information System (PACIS 2008), Soochow, China, July 4-7.</p> <p>18. Hou, Avus &amp; Chern, C-C. (2007). “The Magnitude of Switching Costs for Corporate Antivirus Software Switching Decision,” in Proceedings of Pacific Asia Conference in Information System (PACIS 2007), Auckland, New Zealand, July 5-8.</p> <p>19. Hou, Avus &amp; Chern, C-C. (2007). “Can Microsoft OneCare Take Care of Everything?” in Proceedings of the 7th Hawaii International Conference on Business (HIC Business), Honolulu, USA, May 24-27.</p> <p>20. Hou, Avus., Chen, CC., &amp; Chen, HG., (2010), Why do people switch social networking site? A perspective of human migration, The 16<sup>th</sup> information and practice conference, Taiwan, 2010/11.</p> <p>21. Hou, Avus., Chen, CC., (2010), A case study of M business Information security outsourcing, The proceeding of 12<sup>th</sup> Cyberspace Security Conference, Taipei, Taiwan, December.</p> <p>22. Hou, Avus., Chen, CC., (2009), Why do people use Facebook? An intrinsic motivation, The proceeding of 15<sup>th</sup> information and practice conference, Kaohsiung, Taiwan.</p> <p>23. Hou, Avus., Chen, CC., (2006), A case study of a company twice switching corporate antivirus software package, Cyberspace Security Conference, Taipei, Taiwan.</p> <p>24. Hou, Avus., Chen, CC. (2005), Switching costs effect on switching intention of anti-virus software package, Cyberspace Security Conference, Taipei, Taiwan.</p>
<p><b>Academic research Projects Supported by the Taiwan Government (科技部計畫)</b></p>	<ol style="list-style-type: none"> <li>1. Hou, Avus. 2015/08/01~ 2016/07/31, <b>Using Two-Factors theory to explore the instant messaging switching intentions</b>, Ministry of Science and Technology, MOST 104-2410 - H -161 -001.</li> <li>2. Hou, Avus. 2014/08/01~ 2015/07/31, <b>The optimal experience for people message on a smartphone- The perspective of cognitive absorption</b>, Ministry of Science and Technology, MOST 103-2410-H-161-002.</li> <li>3. Hou, Avus. 2013/08/01~ 2014/07/31, <b>The Study of Consumers Continuance with Smartphones by applying the Post-Acceptance Model of IS Continuance: Comparison of Android and iOS</b>, Ministry of Science and Technology, NSC 102-2410- H -161 -001.</li> <li>4. Hou, Avus. 2012/08/01~ 2013/10/31, <b>The Impact of Plug-ins on the</b></li> </ol>

	<p><b>Continuance Behaviors of Online Game Players: A Survival Analysis</b>, Ministry of Science and Technology, NSC101-2410-H-161-004-.</p> <p>5. Hou, Avus. 2011/08/01~ 2012/10/31, <b>Why do People Switch Social Networking Sites- A Perspective of Push-Pull Theory</b>, Ministry of Science and Technology, NSC100-2410-H-161-003-.</p>
<p><b>Practical research project</b> (產學合作案)</p>	<ol style="list-style-type: none"> <li>1. Hou Avus., and Dr. Hou, DB. (2021). Heighten enjoyment effect on mobile game addiction- a second-order structural model. Far Eastern Memorial Hospital.</li> <li>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.</li> <li>3. Hou, Avus., and Yuan, KZ. (2019). Smart clothing adoption intuition in the Z generalization, Anonymous Institute of Textile (for privacy reason).</li> <li>4. Hou Avus., and Dr. Pan, YZ. (2019). Flow, loneliness, and anxiety effect on smartphone addiction. Far Eastern Memorial Hospital.</li> </ol>