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	Journal (期刊)	<ol style="list-style-type: none"> Hou A. (2025/08/01~2026/07/31). 國科會專題研究計畫獎助. Exploring the User Engagement and Intention to pays in Trying Generative AI, <i>Project no: 114-2410-H-161-002</i>- Amount: NT\$680,000 Hou, A. (2024). Exploring intra-telecom service switching from 4G to 5G: A migration model lens. <i>Recent Advances in Reliability and Maintenance Modeling</i> (pp. 27-35). CRC Press. 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. Hou, Avus., & Lu, YZ. (2023). The obstacles of Internet-only bank as an alternative banking service. <i>Procedia Computer Science</i>, 219(1), pp. 642-646. Hou, Avus., & Shiau, WL. (2020). Understanding Facebook to Instagram migration: A push-pull model perspective, <i>Information Technology& People</i>, 33(1), pp.272-295. (SSCI) Hou, Avus., Shiau, WL., & Shang, RA. (2019). The involvement paradox: The role of cognitive absorption in mobile instant messaging user satisfaction. <i>Industrial Management & Data Systems</i>, 119(4), pp.881-901. (SCI) Li, Z., & 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) 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. Yong, J., Shiau, WL., & 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) Hou, Avus. (2017), Understanding online game playing continuance intention:

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<p>Academic research Projects Supported by the Taiwan Government (科技部計畫)</p>	<ol style="list-style-type: none"> 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. 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. 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. 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-. 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>Practical research project (產學合作案)</p>	<ol style="list-style-type: none"> 1. Hou Avus., and Dr. Hou, DB. (2025). The Impact of Nomophobia and Cyberbullying on Generalized Anxiety Disorder. Far Eastern Memorial Hospital. 2. Hou Avus., and Dr. Hou, DB. (2021). Heighten enjoyment effect on mobile game addiction- a second-order structural model. Far Eastern Memorial Hospital. 3. 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. 4. Hou, Avus., and Yuan, KZ. (2019). Smart clothing adoption intuition in the Z

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