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	<b>Journal (期刊)</b>	<ol style="list-style-type: none"> <li>1. Avus Hou. (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, Project no: 114-2410-H-161-002- Amount: NT\$680,000</li> <li>2. Avus Hou, T. D. Pham Th, N. T. Duong (2026). Understanding Employee Intentions to Adopt AI Technologies in the High-Tech Industry. <i>Journal of Organizational Computing and Electronic Commerce</i>, 1–28. (SSCI).</li> <li>3. Avus Hou., Duong, N.T., Pham, V.K. (2026). What drives students' green intentions? A psychological approach. <i>BMC Psychology</i>. Volume 14, article number 93. (SSCI).</li> <li>4. Avus Hou, T. D. Pham Thi, Xavier Hou (2025). Understanding problematic TikTok use: Cognitive absorption, nomophobia, and life stress. <i>Acta Psychologica</i>, Volume 260, 105536. (SSCI).</li> <li>5. 侯正裕 (2024)。是歡愉還是寂寞——以認知專注探討短影音社交App的依賴成癮。教育心理學報(TSSCI), 55(3), 537–556。</li> <li>6. 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.</li> <li>7. 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>8. 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>9. 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>10. Hou, Avus., Shiau, WL., &amp; Shang, RA. (2019). The involvement paradox: The</li> </ol>

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11. Li, Z., & Hou, Avus (2019). Online purchase performance and personal characteristics: A moderation approach. *International Journal of Electronic Commerce Studies*, 10(1), pp.1-27. (EI, corresponding author)
  12. 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，*行銷評論*，15(1)，pp. 133-165.
  13. Yong, J., Shiau, WL., & Hou, Avus. (2017). A study of Person-Technology Fit in the Cloud Computing Classroom. *International Journal of Online Pedagogy and Course Design*, 7(3), pp. 1-16. (ESCI, corresponding author)
  14. 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), *Electronic Commerce Study (電子商務研究)*, 15(1), pp. 83-104.
  15. Hou, Avus., Chen, YC., & Shang, RA. (2016), Mutual relations in ERP implementation: the impacts of work alienation and organizational support in state-owned enterprise, *Procedia Computer Science*, Vol. 100, pp1289-1296.
  16. Hou, Avus. (2015), Switching Motivations on Instant Messaging: A Study Based on Two Factor Theory, *Communications in Computer and Information Science*, Vol. 540, pp. 3-15. (EI, MOST 103-2410-H-161 -002)
  17. Hou, Avus. (2014), 'From famous to nonentity'- Exploring heavy users' motivations for Social Network Site Switching with quantitative perspective, *Ming-Chi Lecture (明志學報)*, 43(2), pp.59-70.
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  20. Hou, Avus., Chen, HG., & Chern, CC., (2011), 'Migrating to a New Virtual World': Exploring MMORPG Switching through Human Migration Theory, *Computers in Human Behavior*, 27(5), pp.1892-1903. (SSCI, NSC 100-2410-H-168-004)
  21. Hou, Avus, Chen, CC., & Chen YC., (2011), 'Migration to new virtual world'- Using traditional migration theory to explore gamers' switching intentions, *Sun Yat-Sen Management Review (中山管理評論)*, 19(1), pp.147-177. (TSSCI)
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	<p>networking sites? A perspective of cognitive absorption, Journal of Information Management (資訊管理學報), 17 (special issue). (TSSCI, NSC 98-2410-H-002-012-MY2)</p> <p>23. 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</p>
<p><b>Conference paper</b> (研討會論文)</p>	<ol style="list-style-type: none"> <li>1. Avus Hou, Y. Yang and Yunru Hou (2024, Oct). Understanding User continuance for Generative AI: An Exploration through the Theory of Trying.</li> <li>2. The International Conference on Artificial Intelligence and Software Engineering (ICAISE 2024), October 25-27., Singapore.</li> <li>3. Avus Hou (2024, Sep). Exploring Intra-telecom Service Switching from 4G to 5G: A MigrationModel Lens. The 11th Asia-Pacific International Symposium on Advanced Reliability and Maintenance Modeling, NAGAYA, JAPAN.</li> <li>4. Avus Hou (2023, Jul). Exploring the Viability of Digital-Only Banking: An Empirical Investigation Using the Push-Pull Model. The 20th International Conference on Smart Business Technologies - ICSBT, Rome, Italy.</li> <li>5. Avus Hou, DB Hou (2022, Nov). Joy or loneliness? Cognitive absorption effect on the short-form video Apps problematic use. The 11th International Conference on Biomedical Engineering and Biotechnology, China.</li> <li>6. Avus Hou, Te-Bin Hou (2022, Nov). A paradox of immersion: The role of flow</li> <li>7. in short-form video problematic use. ICBEB 2022, China.</li> <li>8. Avus Hou, Yu Zhan Lu (2022, Nov). The obstacles of Internet-only bank as an alternative banking. International Conference on ENTERprise Information Systems, Portugal.</li> <li>9. Avus Hou, Yu Zhan Lu (2022, Nov). The empirical investigation for Internetonly bank switching resistance. International Conference on ENTERprise Information Systems, Portugal.</li> <li>10. Hou, Avus (2021), The migration from 4G to 5G mobile network service, In the proceeding of the Taiwan marketing research conference, Taipei, Taiwan, July 03-05.</li> <li>11. 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>12. 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 5-9. (MOST 103-2410-H-161 -002)</li> <li>13. Hou, Avus., Wu K-L., &amp; Huang, C. C., (2014) "The effect of push-pull-mooring on the switching model for social network sites migration," in</li> </ol>

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14. 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.
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  18. 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.
  19. 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)
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  23. 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.
  24. Hou, Avus., Chern, C-C., Chen, H-G., and Chen, Yu-Chen. (2009). "Using Demographic Migration Theory to Explore Why People Switch Between Online Games," Hawaii International Conference on System Sciences

	<p>(HICSS42), Jan. 5-8 (EI).</p> <p>25. 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>26. 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>27. 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>28. 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>29. 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>30. 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>31. Hou, Avus., Chen, CC., (2006), A case study of a company twice switching corporate antivirus software package, Cyberspace Security Conference, Taipei, Taiwan.</p> <p>32. 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 Continuance Behaviors of Online Game Players: A Survival Analysis</b>,</li> </ol>

	<p>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. (2025). The Impact of Nomophobia and Cyberbullying on Generalized Anxiety Disorder. Far Eastern Memorial Hospital.</li> <li>2. 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>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.</li> <li>4. Hou, Avus., and Yuan, KZ. (2019). Smart clothing adoption intuition in the Z generalization, Anonymous Institute of Textile (for privacy reason).</li> <li>5. Hou Avus., and Dr. Pan, YZ. (2019). Flow, loneliness, and anxiety effect on smartphone addiction. Far Eastern Memorial Hospital.</li> </ol>