

## 郭雅婷 (Kuo, Ya-Ting)



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### 教育程度

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博士 國立臺灣大學/商學研究所

碩士 國立中興大學/行銷學系

學士 國立中興大學/農產運銷學系

### 研究領域

### 研究興趣

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Relationship marketing, Internet marketing, E-commerce, Innovation (product innovation, process innovation, organizational innovation, marketing innovation), Green marketing, Corporate social responsibility.

### 研究方法

Latent class analysis, multilevel analysis, survival analysis, categorical data analysis, decomposition, spatial analysis, log-linear model, geographic information systems (GIS), and quantitative research methods.

### 研究軟體

R, SPSS, SAS, LISREL, PLS-SEM, HLM, Mplus, Latent GOLD, and ArcGIS.

### 著作發表

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#### SSCI 期刊

Chou, Shihyu, Chen, Chi-Wen, and **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, <https://doi.org/10.1108/APJML-08-2017-0170>

#### 研討會文章

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Chou, Shihyu and **Kuo, Ya-Ting**. (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

Horng, J-S., **Kuo, Ya-Ting**, 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.

Horng, J-S., and **Kuo, Ya-Ting**. (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.

Tsai, C.-Y., Horng, J-S., and **Kuo, Ya-Ting**. (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.

Hsieh, Yeu-Sheng, Kuo, Ya-Ting, and 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.

Kuo, Ya-Ting, Khor, Chia Keey, and 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.

Yeu-Sheng Hsieh, Chi-Fang Long, and Ya-Ting Kuo. (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.

## 教學與研究經驗

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### 兼任講師

東吳大學國際貿易學系/行銷學

國立臺灣師範大學/顧客關係管理

### 教學助理

國立臺灣大學 / 經濟學課程、網路行銷課程、新產品發展課程、Human Ecology and Sustainability (GMBA 學程，以英文授課)、策略管理課程、社會科學量化研究課程、高等社會科學量化研究課程、創新行銷課程

### 研究助理

國立臺灣大學 / 科技部計畫

國立臺灣師範大學 / 科技部計畫

景文科技大學 / 科技部計畫

銘傳大學 / 科技部計畫

## 實務經驗

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國立中山大學

聯有資訊科技有限公司 (美商)

中華電信數據通信分公司

豐譽聯合工程股份有限公司

久森資訊股份有限公司 (日商)

## 獲獎經歷

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九十二年度優良農產運銷碩士論文

## 學術服務

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Reviewer, International Journal of Contemporary Hospitality Management (SSCI Journal)

內政部移民署 / 2017 年新住民子女培育研習營講師