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2011 Ph.D.: National Sun Yat-sen University, Management;
2002 M.B.A.: University of South Dakota, Business Administration;
2000 B.A.: Morningside College, Business Administration/Economics.

2019-Present Associate Professor / Macau University of Science and Technology
2011-2019 Assistant Professor / Associate Professor / Tajen University
2003-2011 Staff / Lecturer / Tajen University
2002-2003 Research Assistant / National Sun Yat-sen University
2001-2002 Teaching Assistant / University of South Dakota
1993-1998 Store Manager / Sales Supervisor / Family Mart

Marketing, Strategic Marketing, Entrepreneurial Marketing, Marketing Management,
Special Topics in Marketing.

Marketing and consumer behavior studies in retailing, e-commerce, healthcare, and
tourism.

(^{*})

1. **Shiu, J. Y.**, Liao, S. T., & Tzeng, S. Y.* (2023). How does online streaming reform e-commerce? An empirical assessment of immersive experience and social interaction in China. *Humanities & Social Sciences Communications*, 10, 224. (SSCI Q1; AHCI)
2. **Shiu, J. Y.** (2021). Risk-reduction strategies in competitive convenience retail: How brand confusion can impact choice among existing similar alternatives. *Journal of Retailing and Consumer Services*, 61(C), 102547. (SSCI Q1; ABDC A; ABS 2)
3. Tzeng, S. Y., & **Shiu, J. Y.*** (2020). Can involvement increase trust in a confusing online setting? Implications for marketing strategy. *South African Journal of Business Management*, 51(1), a1817. (SSCI Q4; ABDC C; ABS 1)
4. Tzeng, S. Y., & **Shiu, J. Y.*** (2019). Regret type matters: Risk aversion and complaining in a multidimensional post-purchase regret framework. *Asia Pacific Journal of Marketing and Logistics*, 31(5), 1466 1485. (SSCI Q2; ABDC A; ABS 2)
5. **Shiu, J. Y.**, & Tzeng, S. Y.* (2018). Consumer confusion moderates the inertia-purchase intention relationship. *Social Behavior and Personality*, 46(3), 387 394. (SSCI Q4)
6. **Shiu, J. Y.** (2018). Individual rationality and differences in Taiwanese spa hotel choice. *Tourism Economics*, 24(1), 27 40. (SSCI Q3; ABDC A; ABS 2)

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1. Member, Chinese Society for Quality.
2. Best Paper Award, 2013 Asian Network for Quality Congress.
3. Graduate Assistantship, University of South Dakota.
4. Dean's List, Morningside College.
5. Packard Scholarship, Morningside College.
6. Undergraduate Senior Student Scholarship, Morningside College.
7. International Students Scholarship, Morningside College.