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EDUCATION

Ph.D.	Consumer behavior and retail management, 1993. Purdue University; USA
M.A.	Dept. of Psychology, 1989. New York University; USA

TEACHING ACTIVITIES

08/1994 to Current	Associate Professor at Fu Jen Catholic University, New Taipei City, Taiwan.
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SPECIALIZATION

- ❖ Consumer behavior
 - ❖ Research Method in Management
 - ❖ Management of Service in Hospitality
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PUBLICATIONS

Journal Refereed Paper

- Pai, C. H., Hsu, T. K., & Sung Y.H.(2016). A Study on Kano Model in Customer Innovation Need Analysis of Highway Service Area. *Journal of Nan Ya*, 36, 446-473
- Wang, Y.H., Huang, M. C., Tsai, Y.C., Hsu, T. T. & Hsu, T.K. (2016), The Study on Enterprise Value and Value of Equity in Using Discounted Free Cash Flow, *Bank of Taiwan Quarterly*, 67, 61-80.
- Hsu, T. K., Pai, C. H. & Yung, L. S. (2015). A Study on Using Kano's Model to Explore the Service Quality of Japanese Restaurant. *Journal of Taoyuan Innovation*, 35, 505-529.
- Wang, Y.H., Hsu, S. W., Tsai, Y. C., Huang, M. C. & Hsu, T.K. (2015). The Relationship between Firm Performance and The Characteristic of Board: The Examples of Food Industries in Taiwan, *Fu Jen Journal of Human Ecology*, 21(2), 15-34.
- Hsu, Y. M., Lin Y. N. & Hsu, T.K. (2014). The Influence of Humor on Innovative Behavior, Gelophobia, and Communication Satisfaction. *Journal of Chinese Creativity*, 5(2), 73-89.
- Hsu, T. K., Liu, W.C., & Hu, M.H. (2013). Consumer Behavior Analysis of Assistive Device Rental Service: The Caregiver Perspective. *The Journal of Long-Term Care*, 17(3), 229-245.
- Hu, M.H., Hsu, T. K., & Liu, W.C. (2013). Supply and Demands of Assistive Device Rental Service: An Ecological Analysis. *The Journal of Long-Term Care*, 17(3), 247-266

- L, L., Hsu, T. K., & Hsu, S. Y.(2012). The Moderating Effect of Brand Awareness and Interpersonal Ties Strength on the Relationship between Negative eWOM and Purchasing Intentions, and Consumer Confusion: Apparel and Dining Industry as Examples. *Fu Jen Journal of Human Ecology*, 18(1), 83-106
- Hsu, T. K., Wu, L.L.& Lin, Y. N. (2010). The Exploratory Study on How the Mainland China People who are not yet Visiting Taiwan Build up Impression of Taiwan via Popular Culture, Diet Culture and Travel Image. *Fu Jen Journal of Human Ecology*, 16(1), 121-144

Conference Paper

- Hsu,T.T., Wang, Y.H., Tsai, Y. C., Huang, M. C. and Hsu, T.K. (2016, June), The Study on Enterprise Value and Value of Equity in Using Discounted Free Cash Flow, *2016 International Conference of Hospitality Management and Culinary Innovation*, Taipei, Taiwan.
- Hsu, T.K. & Shi, Y. C. (2015, May) . An Exploratory study of Backpackers' Physical,Mind and Spiritual Growth. *2015 International Conference of Hospitality Management and Culinary Innovation*, Taipei, Taiwan.
- Hsu, T.K. & Lin, B.S. (2015, May) Research on different travel types affect on the spirit of adventure, cultural acceptance, and pressure release rate. *2015 International Conference of Hospitality Management and Culinary Innovation*, Taipei, Taiwan.
- Hsu, T. K., Pai, C. H., & Kao, C. Y. , (2014, May). The Development of Pubs Service Quality Scale (PSQS), *International Conference of Tourism, Hospitality and Recreation 2014*, Poznan, Poland.
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