

長庚科技大學-化妝品應用系

林鴻銘教授

專長

消費者行為、行銷管理、大數據分析、多變量分析

現職

長庚科技大學校務研究中心主任(2023/10/1~迄今)

長庚科技大學化妝品應用系教授(2023//1~迄今)

審查委員:

大專校院教學品保/技專校院實習課程績效評量/技專校院入學評量尺規/國科會
專題研究計畫/台灣持續改善競賽/新竹市地方型 SBIR/新竹縣地方型 SBIR

經歷

明新科技大學企管系教授 (2015/8/1~2023/7/31)

明新科技大學研究發長處研發長 (2021/2/1~2023/7/31)

明新科技大學校務研究中心主任(2021/2/1~2023/1/31)

明新科技大學校務研究辦公室主任 (2020/2/1~2021/1/31)

明新科技大學校務研究辦公室副主任 (2019/8/1~2020/1/31)

明新科技大學企管系系主任 (2014/8/1~2018/7/31)

明新科技大學企管系副教授 (2009/8/1~2015/7/31)

明新科技大學助理教授 (2006/08/1~2009/7/31)

➤ PLS-SEM 工作坊講師

2016 年:中山大學、彰化師範大學；2017 年:明新科大、臺大醫學院；2018 年:元培醫大、台灣師範大學；2020 年:彰化師範大學、台灣師範大學國家講座 (August、October)、臺中科技大學龍門講座(December)；2021 年:東華大學、台灣師範大學國家講座(Nov.))；2023 年:臺灣師範大學國家講座、國際護理榮譽學會中華民國分會、國科會科教學門

➤ 校務研究講座與工作坊(TAIR、台評會、文化、景文、文藻、台中教育大學等)

國科會計畫

1. 探討聲音音調對尋求多樣化行為的影響(112/08/01~113/07/31)
2. 五感全開：中文感官知覺量表發展與應用 (110/08/01~111/07/31)
3. 貴氣逼人 or 「冰」人?知覺溫度對奢侈品評估的影響 (109/08/01~110/07/31)
4. 「高處不勝寒?」:身處高度對消費者選擇行為的效應 (108/08/01~109/07/31)
5. 探討產品重量與產品圖像位置對產品態度的影響 (107/08/01~108/07/31)
6. 探討產品溫度與圖像位置對產品態度的影響 (106/08/01~107/07/31)

7. 探討多感官訊息在尋求多樣化行為中的角色 (105/08/01~106/07/31)
8. 冷暖自知:探究口腔溫度知覺在飲食行為中的角色 (104/08/01~105/07/31)
9. 探討觸摸在尋求多樣化行為中的角色 (103/08/01~104/07/31)
10. 探討容器重量對知覺濃度的影響：基礎認知的觀點 (102/08/01~103/07/31)
11. 探討空間能力在延伸偏誤中的角色 (100/08/01~101/07/31)
12. 探討管理學習概念在學習策略的角色 (98/08/01~100/07/31)

產學合作計畫

1. 人工智慧腦出血檢測系統之醫療科技評估計畫(2023/11/21~2024/4/30)(516 萬)
2. 109 年度「受嚴重特殊傳染性肺炎影響企業融資協處計畫」成效調查研究案 (350 萬)

期刊論文 (referred papers)

英文期刊

1. Wen, C.-T., Liu, C.-C., Li, C.-Y., Chang, M.-H., Fan Chiang, S.-H., Lin, H.-M., Hwang, F.-K., & Biswas, G. (2024). The learning analytics of computational scientific modeling with self-explanation for subgoals and demonstration scaffolding. *Computers & Education*, 215(4):105043.
2. Liu, C.-C., Chen, W.-J., Lo, F.-Y., Chang, C.-H., & Lin, H.-M. (2024). Teachable Q&A agent: the effect of chatbot training by students on reading interest and engagement. *Journal of Educational Computing Research*.
3. Lee, S.W.-Y., Tu, H.-Y., Chen, G.-L., & Lin, H.-M. (2023). Exploring the multifaceted roles of mathematics learning in predicting students' computational thinking competency. *International Journal of STEM Education*, 10, 64. (SSCI journal)
4. Lin, H.-M., Wu, J.-Y., Liang, J.-C., Lee, Y.-H., Huang, P.-C., Kwok, O.-M., & Tsai, C.-C. (2023). A review of using multilevel modeling in e-learning research. *Computers & Education*, 198, 104762. (SSCI journal)
5. Liu, C.-C., Liao, M.-G., Chang, C.-H., & Lin, H.-M. (2022). An analysis of children' interaction with an AI chatbot and its impact on their interest in reading. *Computers & Education*, 189, 104576. (SSCI journal)
6. Liu, C.-C., Lin, T.-W., Cheng, C.-H.*, Wen, C.-T., Chang, M.-H., Fan Chiang, S.-H., Tsai, M.-J., Lin, H.-M., & Hwang, F.-K. (2022). The Impact of Functional Interdependencies of Computer Simulations on Collaborative Learning: Evidence from Multiple Sources. *Journal of Computer Assisted Learning*, 38(2), 455-469. (SSCI journal)
7. Wang, M.-J., Lin, H.-M., Hung, L.-C., & Lo, Y.-T. (2020). Non-health outcomes affecting self-care behaviors and medical decision-making preference in patients

with type 2 diabetes: A cross-sectional study. *BMC Medical Informatics and Decision Making*, 20(74). (SCIE journal)

8. Lin, H.-M., Lee, M.-H., Liang, J.-C., Chang, H.-Y., Huang, P., & Tsai, C.-C.(2020). A review of using Partial Least Square Structural Equation Modeling in e-learning research. *British Journal of Educational Technology*, 51(4), 1354-1372. (SSCI journal)
9. Lin, H.-M., & Kuo, S.-H. (2019). Influence of temperature on variety-seeking behavior. *Journal of Sensory Studies*, 34(6), e12538. (SSCI journal)
10. Lin, H.-M (2019). Differences on information commitments in consumption domain. *Journal of Psychological Research*, 1(3), 43-47.
11. Huang, Y.-Y., Liu, C.-C. *, Wang, Y., Tsai, C.-C., Lin, H.-M. (2017). Student engagement in long-term collaborative EFL storytelling activities: An analysis of learners with English proficiency differences. *Educational Technology & Society*, 20(3), 95-109. (SSCI journal)
12. Lin, H.-C., Shih, L.-C., & Lin, H.-M. (2017). The influence of consumers' self-perceived health status and need for cognition on food-product evaluation. *British Food Journal*, 119(2), 242-252. (SSCI journal)
13. Liu, C.-C., Chen, W.-C., Lin, H.-M., & Huang, Y.-Y.(2017). A remix-oriented approach to promoting student engagement in a long-term participatory learning program. *Computers & Education*, 110 (July), 1-15. (SSCI journal)
14. Lin, H.-M., Lin, C.-H., & Hung, H.-H. (2015). Influence of chopstick size on taste evaluations. *Psychological Reports*, 116(2), 381-387. (SSCI journal)
15. Liu, C.-C., Wu, L., Chen, Z.-M., Tsai, C.-C., Lin, H.-M.(2014). The effect of story grammars on creative self-efficacy and digital storytelling. *Journal of Computer Assisted Learning*, 30(5), 450-464. (SSCI journal)
16. Lin, H.-M.,* Lo, H.-Y., & Liao, Y.-S. (2013). More than just a utensil: The influence of drinking straw size on perceived. *Marketing Letters*, 24(4), 381-386. (SSCI journal)
17. Lin, H.-M. (2013). Does container weight influence judgments of volume?. *International Journal of Research in Marketing*, 30(3), 308-309.(SSCI journal)
18. Lin, H.-M.* & Tsai, C.-C. (2013). The development of the conceptions of learning management inventory. *Studies in Higher Education*, 38(5), 741-757. (SSCI journal)
19. Lin, H.-M.*, & Tsai, C.-C. (2011). College students' conceptions of learning management: The difference between traditional (face-to-face) instruction and Web-based learning environments. *Learning, Media and Technology*, 36(4), 1-16. (SSCI journal)
20. Tsai, C.-C., Ho, H.-N., Liang, J.-C., & Lin, H.-M. (2011). Scientific epistemic beliefs, conceptions of learning science and self-efficacy of learning science among high school students. *Learning and Instruction*, 21(6), 757-769. (SSCI journal)

21. Lin, H.-M.*, & Tsai, C.-C. (2008). Conceptions of learning management among undergraduate students in Taiwan. *Management Learning*, 39(5), 561-578. (SSCI journal) (corresponding author)
22. Lin, H.-M.*, Kao, D. T., & Chuang, S.-C. (2007). Effect of perceived benefits on the reluctance to trade. *Psychological Reports*, 100(31), 817-826. (SSCI journal) (corresponding author)
23. Chuang, S.-C., & Lin, H.-M.* (2007). The effect of induced positive and negative emotion and openness-to-feeling in student's consumer decision making. *Journal of Business and Psychology*, 22(1), 65-27. (SSCI journal)
24. Lin, C.-H., Hung, E., & Lin, H.-M.* (2006). Is an auditory presentation mode different from a visual presentation mode on price promotion?. *Journal of Global Business Management*, 2(3), 168-176.
25. Lin, C.-H., & Lin, H.-M.* (2006). Role of social value orientation in the endowment effect. *Asian Journal of Social Psychology*, 9(3), 210-215. (SSCI journal)
26. Lin, C.-H., & Lin, H.-M. (2005). An exploration of Taiwanese adolescents' impulsive buying tendency. *Adolescence*, 40(157), 215-223. (SSCI journal)
27. Wen, L. M., Tsai, C.-C., Lin, H.-M., & Chuang, S.-C. (2004). Cognitive-metacognitive and content-technical aspects of constructivist Internet-based learning environments: A LISREL Analysis. *Computers & Education*, 43(3), 237-248. (SSCI, SCI journal)

中文期刊

1. 邱筱琪、池伯尉、林鴻銘 (2024)。大學生對社會關懷學習成效相關影響因子初探: 2009 至 2020 年重複橫斷面資料之分析。在林鴻銘、魏慧娟(主編)，轉動校務研究-擘劃未來人才培育(頁 11-31)。臺灣校務研究專業協會出版。(專書)
2. 林鴻銘，池伯尉(2024). 但求藜杖火，不羨夜明珠-經濟或文化不利學生就學協助措施成效之長期追蹤分析，教育政策論壇。
3. 林鴻銘，池伯尉(2023)，臺灣大專校院校務研究單位之發展現況，臺灣教育評論月刊，第 12 卷第 1 期，頁次 101-106。
4. 林鴻銘，顏于翔，林鴻洲(2017)，溫度與觸摸需求對尋求多樣化行為之影響，管理評論，第 36 卷第 21 期，頁次 55-969。(TSSCI 期刊)
5. 林鴻銘，洪千惠(2016)，影響範圍績效(IRPA)與非對稱影響(IAA)服務品質分析法簡介與實證應用，品質學報，第 23 卷第 2 期，頁次 77-90。(EI 期刊)
6. 林鴻銘 (2015)，「重」口味？重量對食物知覺濃度的影響，行銷科學學報，第 11 卷第 2 期，頁次 149-166。

7. 林鴻銘，林詩諺(2014)，網路觸覺產品資訊對產品評價之影響，明新學報，第 40 卷第 2 期，頁次 55-693。
8. 林鴻銘，(2011)，調節焦點對廣告說服的影響-訊息處理之角色，商略學報，第 3 卷第 1 期，頁次 39-52。
9. 林鴻銘、吳毓君，(2010)，所有權對廣告勸服的影響，行銷評論，第 7 卷第 2 期，頁次 139-160。