

# Chung-Wei Kuo

## Contact Information

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## Education

**08 / 2002 – 01 / 2008**

*Ph.D. in Department of Civil Engineering, National Taiwan University, Taiwan*

**Advisor** : Prof. Shou-Min Tsao

**Dissertation:** A Study on Forecasting Potential Primary Hub Cities for Air Passenger Transport

**08 / 2000 – 07 / 2002**

*M.S. in Department of Traffic and Transportation Management, Feng Chia University, Taiwan*

**Advisor** : Prof. Rong-Chang Jou

**Thesis** : The Effects of Airlines' Service Quality on Passengers' International Airline Choice Behavior.

**08 / 1996 – 07 / 2000**

*B.S. in Department of Traffic and Transportation Management, Feng Chia University, Taiwan*

## Employment History

2021/8~ Associate Professor, Chaoyang University of Technology

2013/8~2021/08 Associate Professor, Aletheia University

2008/7~2013/7 Assistance Professor, Aletheia University

## Research Interest:

*Current research activities and interests include: 1) Transportation Planning and Management, 2) the application of advanced econometric and statistical methods for transportation policy analysis, 3) Travel Behavior and Demand Analysis, 4) Consumer Behavior.*

## Publications

1. Kuo, C.W.\*, 2021. *Can We Return to Our Normal Life When the Pandemic Is under Control? A Preliminary Study on the Influence of COVID-19 on the Tourism Characteristics of Taiwan*. Sustainability 13(17), 9589; (SSCI, SCI Expanded ; 2020 Impact Factor =3.251 ; rank in ENVIRONMENTAL STUDIES =60/125 ; rank in ENVIRONMENTAL SCIENCES= 160/302)
2. Jou, R. C., Chiou, Y. C., Kuo, C.W.\*, 2021. *Low-Cost Carrier Passengers' Willingness-To-Pay for the Seat Pre-Selection Service: A Case Study on the Taiwan-Japan Route*. Journal of Advanced Transportation. (SCI Expanded ; 2019 Impact Factor =2.266 ; rank in ENGINEERING, CIVIL=75/134 ; rank in TRANSPORTATION SCIENCE & TECHNOLOGY= 24/36) (DOI: 10.1155/2021/6699270) (corresponding author)
3. Kuo, C.W., Jou, R. C., 2018. *Air passengers' willingness to pay for counter check-in service*. Transportation Research Part A : Policy and Practice, 107, 203-215. (SSCI, SCI ; Times Cited = 3 ; 2018 Impact Factor = 3.693 ; rank in TRANSPORTATION SCIENCE & TECHNOLOGY= 10/37)
4. Kuo, C.W., Jou, R. C., 2017. *Willingness to pay for airlines' premium economy class : The perspective of passengers*. Journal of Air Transport Management, 59, 134-142. (SSCI ; Times Cited =18 ; 2017 Impact Factor = 2.038 ; rank in TRANSPORTATION=17/31)
5. Kuo, C.W., Jou, R. C., 2014. *Asymmetric response model for evaluating airline service quality : An empirical study in cross-strait direct flights*. Transportation Research Part A : Policy and Practice, 62, 63-70. (SSCI, SCI ; Times Cited : 24 ; 2014 Impact Factor=2.789 ; rank in TRANSPORTATION SCIENCE & TECHNOLOGY= 6/33)
6. Kuo, C.W. \*, Tang, M. L., 2013. *Relationships among service quality, corporate image, customer satisfaction, and behavioral intention for the elderly in high speed rail services*. Journal of Advanced Transportation, 47, 512-525. (SCI Expanded ; Times Cited=96 ; 2013 Impact Factor= 1.878 ; rank in ENGINEERING, CIVIL=17/124 ; rank in TRANSPORTATION SCIENCE & TECHNOLOGY= 10/32)
7. Jou, R.C., Kuo, C.W\*., and Tang, M. L., 2013. *A Study of Job Stress and Turnover Tendency among Air Traffic Controllers-The Mediating Effects of Job Satisfaction*. Transportation Research Part E : Logistics and Transportation Review, 57, 95-104. (SSCI, SCI ; Times Cited=92 ; 2013 Impact Factor=2.193 ; rank in ENGINEERING, CIVIL= 13/124 ; rank in OPERATIONS RESEARCH & MANAGEMENT SCIENCE= 7/79) (corresponding author)
8. Kuo, C. W., Jou, R. C., and Lin., S.W., 2012. *Turnover Intention of Air Traffic Controllers in Taiwan*. Journal of Air Transport Management, 25, 50-52. (SSCI ; Times Cited=22 ; 2012 Impact Factor=0.800 ; rank in TRANSPORTATION=22/26)
9. Jou, R.C., Chiou, Y.C., Kuo, C.W., and Tan, H.I., 2013. *Freeway driver's willingness to pay for an on board unit under Electronic Toll Collection System*. Transportation Research Part C : Emerging Technologies, 27, 16-24. (SCI ; Times Cited=13 ; 2013 Impact Factor=2.820 ; rank in TRANSPORTATION SCIENCE & TECHNOLOGY=3/32)
10. Chao, M. C., Jou, R. C., Liao, C. C., and Kuo, C. W., 2015. *Workplace stress, job satisfaction, job performance, and turnover intention of health care workers in rural*

- Taiwan*. Asia-Pacific Journal of Public Health, 27(2), 1827-1836. (SCI ; Times Cited=113 ; 2015 Impact Factor=1.722 ; rank in PUBLIC, ENVIRONMENTAL & OCCUPATIONAL HEALTH=80/173)
11. Jou, R.C., Lam, S.H., Kuo, C.W., Chen, C.C., 2008. *The Asymmetric Effects of Service Quality on Passengers' Choice of Carriers for International Air Travel*. Journal of Advanced Transportation, 42(2), 179-208. (SCI Expanded ; Times Cited=27 ; 2008 Impact Factor=1.207 ; rank in ENGINEERING, CIVIL=18/91 ; rank in TRANSPORTATION SCIENCE & TECHNOLOGY= 9/23)
  12. Jou, R.C., Lam, S.H., David A., Chen, C.C., Kuo, C.W., 2008. *The Effects of Service Quality and Price on International Airlines' Competition*. Transportation Research Part E : Logistics and Transportation Review, 44(4), 580-592. (SSCI, SCI ; Times Cited=78 ; 2008 Impact Factor=1.270 ; rank in ENGINEERING, CIVIL= 14/91 ; rank in OPERATIONS RESEARCH & MANAGEMENT SCIENCE=18/64 )
  13. 周榮昌、郭仲偉\*、廖崇堯(2012)，兩岸直航航空旅運選擇行為之研究：以台北-上海航線為例。運輸學刊，第二十四卷，第二期，135-166頁。(TSSCI) (ISSN : 1027-2275) (corresponding author)
  14. 郭仲偉、盧衍良(2011)。台灣飛航管制員於不同管制階段下之工作壓力探討。航空、太空及民航學刊系列B，第四十三卷，第二期，107-116頁。(EI) (ISSN : 1022-0666)
  15. 郭仲偉、湯美玲、呂婉甄(2010)。不同高齡消費族群對高鐵運輸服務需求之研究。危機管理學刊，第七卷，第二期，95-108頁。(ISSN : 1816-4714)

## Conference Presentations

1. Kuo, C.W., 2019. A Study of the High-Speed Rail Passengers' Choice for Compartment Car Seating. 2019 International Conference on Hospitality, Tourism, and Sports Management, Osaka, Japan.
2. Kuo, C.W., 2018. A Study of the High-Speed Rail Passengers' Willingness to Pay for Stopping Patterns in Taiwan. International Symposium on Fundamental and Applied Sciences, Osaka, Japan.
3. Kuo, C.W., 2017. A Study of the elderly visual aging in Taiwan on demand for Taiwan High Speed Rail service. 40th European Conference on Visual Perception, Berlin, Germany.
4. Kuo, C.W., Jou, R. C., 2017. An Empirical Study of the User Satisfaction for Taichung's BRT. 2017 ACENS Asian Conference on Engineering and Natural Sciences, Hokkaido, Japan.
5. Kuo, C.W., Jou, R. C., Chen, K. H., Chiu, Y. C., 2016. A Study on Air Passengers' Willingness to Pay for The Low-cost Carrier' Value-Added Services. 20th Annual Air Transport Research Society (ATRS) World Conference, Rhodes, Greece.
6. Kuo, C.W., Jou, R. C., Chen, K. H., 2016. A Empirical Study on Passengers' Choice Behavior of the Full Service Carriers' Value-Added Services. 2016 International Research Conference on Engineering and Technology, Bali, Indonesia.
7. Kuo, C.W., Jou, R. C., 2015. Willingness to Pay Of Air Passengers for Check-in Services. 2015 International Research Conference on Engineering and Technology, Bangkok, Thailand.
8. Kuo, C.W., Jou, R. C., 2014. Extra cost for airlines' premium economy class: the perspective of passengers. 2014 Tokyo International Conference on Engineering and Applied Sciences, Tokyo, Japan.
9. Kuo, C.W., Jou, R. C. Wang, Y.P., Chen, T.Y., 2014. A Study on the influence of traditional and new media upon freeway users' willingness to adopt Electronic Toll Collection Systems. 2014 International Research Conference on Engineering and Technology, Bali, Indonesia.

10. Chen, T.Y., Jou, R. C., Chiou, Y. C., Kuo, C.W., 2014. Application of spike models to investigate the traffic accident compensation in Taiwan. 2014 International Research Conference on Engineering and Technology, Bali, Indonesia.
11. Kuo, C.W., Tang, M. L, Jou, R. C., 2013. A Study on Airline Passengers' Behavior Intention to Use Self Check-in Services. 17th Annual Air Transport Research Society (ATRS) World Conference, Bergamo, Italy.
12. Jou, R. C. Chen, T.Y., Kuo, C.W., 2013. The willingness to pay of economic class air passengers for a carbon-offset policy. 17th Annual Air Transport Research Society (ATRS) World Conference, Bergamo, Italy.
13. Chen, T.Y., Jou, R. C., Chiou, Y. C., Kuo, C.W., Lin Y. T., 2013. A Study on the Compensation of Road Traffic Crashes: An Approach Using Civil Court Verdicts. 2013 Road Safety and Simulation International Conference, Roma, Italy.
14. Kuo, C.W., Jou, R. C., Tang, M. L. Chen, T.Y., 2012. Applying loss aversion to assess the effect of air passenger' asymmetric responses to service quality on passengers' behavioral intentions: An empirical study in cross-strait direct flights. 15th meeting of the Euro Working Group on Transportation, Paris, France.
15. Kuo, C.W., Jou, R. C. Chen, T.Y., 2012. A Study on the influence of traditional and new media upon freeway users' willingness to adopt Electronic Toll Collection Systems. 15th meeting of the Euro Working Group on Transportation, Paris, France.
16. Kuo, C.W., Jou, R. C., Tang, M. L., 2012. Asymmetric response model for evaluating airline service quality: An empirical study in cross-strait direct flights. 16th Annual Air Transport Research Society (ATRS) World Conference, Tainan, Taiwan.
17. Kuo, C.W., Jou, R. C., Tang, M. L., 2011. A Study of Job Stress and Turnover Tendency among Air Traffic Controllers –The Mediating Effects of Job Satisfaction and Job Performance. 15th Annual Air Transport Research Society (ATRS) World Conference, Sydney, Australia.
18. Tang, M. L., Kuo, C.W.\*, 2010. Toward an Integrative Model for Consumer Behavior Regarding Mobile Commerce Adoption. Cyber C 2010: The 2nd International Conference on Cyber-Enabled Distributed Computing and Knowledge Discovery, Huangshan, China. (**Indexed by IEE INSPEC, EI**) (corresponding author)
19. 郭仲偉、邱意淳、周榮昌，2018。旅客對親子臥艙增值服務願付價格之研究，2018 年中華民國運輸年會暨學術論文國際研討會，台中。
20. 邱意淳、周榮昌、郭仲偉、陳科宏，2017。低成本航空旅客對於航空公司服務之選擇行為研究：以台灣-日本為例，2017 年中華民國運輸年會暨學術論文國際研討會，台北。
21. 郭仲偉、陳科宏、邱意淳、張逸柔、周榮昌，2016。提升大學生使用公共運輸之研究-以大葉大學為例，2016 年中華民國運輸年會暨學術論文國際研討會，花蓮。
22. 郭仲偉、陳科宏、邱意淳、周榮昌，2015。旅客對低成本航空公司增值服務願付價格之研究，2015 年中華民國運輸年會暨學術論文國際研討會，基隆。(獲得 104 年度中華民國運輸年會「民航運輸與科技論文獎」)
23. 王又平、郭仲偉、周榮昌，2014。旅客對航空公司碳抵銷計劃接受行為之探討，2014 年中華民國運輸年會暨學術論文國際研討會，南投。
24. 郭仲偉、周榮昌、王又平，2013。航空旅客登機報到選擇行為之研究，2013 年中華民國運輸年會暨學術論文國際研討會，宜蘭。
25. 郭仲偉、周榮昌、王又平、陳孜穎、湯美玲，2012。航空旅客對航空公司碳補償計劃接受行為意向之研究，2012 年中華民國運輸年會暨學術論文國際研討會，台南。
26. 陳孜穎、周榮昌、邱裕鈞、郭仲偉，2012。交通事故賠償金額之研究—法院民事判決之應用，2012 年中華民國運輸年會暨學術論文國際研討會，台南。

27. 郭仲偉、湯美玲、周榮昌、陳昭瑜，2012。航空旅客使用自助報到服務行為意向之研究，第十四屆休閒、遊憩、觀光學術研討會暨國際論壇議程，台東。
28. 郭仲偉、湯美玲、葉鈺菁、呂婉甄，2011。台灣航管員工作壓力之探討，2011年海峽兩岸觀光旅遊研討會，高雄。
29. 郭仲偉、陳淑娟、郭仕堯、王晟融，2011。台北捷運票證系統服務品質、滿意度與忠誠度之研究，2011年中華民國運輸年會暨學術論文國際研討會，新竹。
30. 林淑雯、郭仲偉\*、周榮昌，2011。飛航管制員工作壓力、工作滿意、工作績效與離職傾向關係之探討，2011年中華民國運輸年會暨學術論文國際研討會，新竹。
31. 蘇韋兆、周榮昌、郭仲偉\*，2011。高速公路通車後日月潭到訪者旅遊行為之研究，2011年中華民國運輸年會暨學術論文國際研討會，新竹。
32. 郭仲偉、湯美玲，2010。服務品質、滿意度、企業形象與行為意向關係之研究-以高鐵高齡者為例，2010年中華民國運輸年會暨學術論文國際研討會，台中。
33. 周榮昌、郭仲偉、廖崇堯，2010。兩岸直航航空旅運選擇行為之研究：以台北-上海航線為例，2010年中華民國運輸年會暨學術論文國際研討會，台中。
34. 郭仲偉、湯美玲、洪瑩育，2010。全球訂位系統之服務品質對旅行從業人員滿意度之影響-以AMADEUS系統為例，2010年文化大學國際觀光餐旅休閒管理研討會，台北。

## Services

### Executive Editor

*Journal of Advanced Transportation(SCOPUS、SCIE) ; Journal of the Chinese Institute of Transportation*

### Reviewer

「*Transportation Research Part A: Policy and Practice (SSCI, SCI)*」、*Transportmetrica A: Transport Science (SCI)*」、「*Journal of Advanced Transportation (SCI)*」、「*Journal of Air Transport Management (SSCI)*」、「*Psychology, Health & Medicine (SSCI, SCI)*」、「*International Journal of Mental Health Systems (SSCI)*」、「*The Service Industries Journal(SSCI)*」、「*Archives of Environmental and Occupational Health (SCI)*」、「*Travel Behaviour and Society*」、「*Human Resource Management Journal (SSCI)*」、「*Information Security Journal: A Global Perspectivel (SSCI)*」、「*Journal of Business Economics and Management (SSCI)*」、「*Accident Analysis & Prevention (SSCI)*」、「*Technology in Society(SSCI)*」、「*Research in Transportation Economics(SSCI)*」、「*Journal of Housing and the Built Environment (SCI)*」、「*International Journal of Medical Informatics(SCI)*」、「*International Journal of Sustainable Transportation (SCI)*」

## **Programming and Tools**

SPSS, AMOS, LIMDEP

## **Awards or grants**

2013-2016;2018-2019	<i>Aletheia University Annual Outstanding Research Award</i>
2014, 2016-2017,2019-2020	<i>Ministry of Science and Technology Annual University and College Subsidization for Outstanding Talent</i>
2019	<i>Research Project for Excellent Young Scholars, Ministry of Science and Technology.</i>
2015	<i>The Transport Annual Civil Aviation Transportation and Technology Paper Award</i>

## **Research Achievements and Relevant Presentations:**

- 2021/8-2022/07 *Could We Get Back to Normal After the Pandemic? Exploring the impacts of New Coronary Pneumonia (COVID-19) on people's transport behavior and mode preferences. Commissioned by the Ministry of Science and Technology. (MOST 110-2221-E-324-020-)*
- 2020/8-2021/12 *Why Fly-Cruise? A Study of the Fly-Cruise Choice Behavior for Domestic and International Passengers Commissioned by the Ministry of Science and Technology. (MOST 109-2410-H-324-009-)*
- 2020/8-2023/7 *A Study of Seat Bidding Behaviour for International Airlines. Commissioned by the Ministry of Science and Technology. (MOST 109-2221-E-260-002-MY3)*
- 2019/8-2021/1 *Stuck in a Cramped Seat and Want to Get a Flight Upgrade? A Study of the Seat Bidding Choice Behavior for Air Passengers. Commissioned by the Ministry of Science and Technology. (MOST 108-2628-H-156-001-SSS)*
- 2018/8-2019/10 *A Study of the High-Speed Rail Passengers' Choice Behavior and Willingness to Pay for Compartment Car Seating in Taiwan. Commissioned by the Ministry of Science and Technology. (MOST 107-2410-H-156-008-SSS)*
- 2017/8~ 2018/7. *A Study of the High-Speed Rail Passengers' Choice Behavior and Willingness to Pay for Stopping Patterns in Taiwan. Commissioned by the Ministry of Science and Technology. (MOST 106-2221-E-156-004-)*
- 2016/8~ 2017/7. *A Study of the Family Couch Choice Behavior for Air Passenger. Commissioned by the Ministry of Science and Technology. (MOST 105-2221-E-156-002 -)*

- 2015/8~ 2016/7. *An Empirical Study of the User Satisfaction and Willingness to Pay for Taichung's BRT. Commissioned by the Ministry of Science and Technology. (MOST 104-2410-H-156-016 -)*
- 2014/8~ 2015/7. *The Empirical Study on Air Passengers' Choice Behavior of the Airlines' Value-Added Services. Commissioned by the Ministry of Science and Technology. (MOST 103-2221-E-156 -002 -)*
- 2013/8~ 2014/7. *A Study of the Cabin-Class Choice Behavior for Air Passenger-A Case Study of Premium Economy Class. Commissioned by the Ministry of Science and Technology. (MOST 102-2221-E-156 -007 -)*
- 2012/8~ 2013/7. *A Empirical Study of Check-In Services Choice Behaviour for Air Passengers. Commissioned by the Ministry of Science and Technology. (MOST 101-2410-H-156-019-)*
- 2010/8~ 2011/7. *A Study of Service Quality Affects Passengers' Choice Behaviors for Cross-Strait Direct Flight Passengers. Commissioned by the Ministry of Science and Technology. (MOST 99-2410-H-156-019-SSS)*