

丁承 教授 Prof. Ding, Cherng G.

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學歷 (Education)

美國喬治亞大學統計博士, 1987
Ph.D. in Statistics, University of Georgia, U.S.A, 1987
美國喬治亞大學統計碩士, 1984
M.S. in Statistics, University of Georgia, U.S.A, 1984
國立成功大學統計系學士, 1979
B.B.A. in Statistics, National Cheng Kung University, 1979

最初受聘於管院的日期 (Date of First Appointment)

Aug., 1988

Normal Professional Responsibilities

MT, DT, ED, RES

經歷 (Work Experience)

Academic Experience

國立交通大學 經營管理研究所教授, 1998 年 8 月起迄今
Professor, Institute of Business and Management NCTU, Aug. 1998 to present
國立交通大學 管理學院副院長, 2002 年 9 月~2006 年 7 月
Associate Dean, College of Management, NCTU, Sep. 2002 to Jul. 2006
國立交通大學 經營管理研究所所長, 1999 年 8 月~2006 年 7 月
Director, Institute of Business and Management, NCTU, Aug. 1999 to Jul. 2006
國立交通大學 管理科學研究所教授, 1995 年 8 月~1998 年 7 月
Professor, Institute of Management Science, NCTU, Aug. 1995 to Jul. 1998
國立交通大學 管理科學研究所副教授, 1988 年 8 月~1995 年 7 月
Associate Professor, Institute of Management Science, NCTU, Aug. 1988 to Jul. 1995

Professional Experience

Statistician, Georgia Department of Human Resources, Dec. 1987 to Jul. 1988

Consulting

Consultant, Chinatrust Commercial Bank, Taiwan, Oct. 2008 to Sep. 2009

Professional Development

Editor, Journal of Management & Systems, Apr. 2014 to March 2018
Executive Editor, Journal of Management & Systems, Apr. 2003 to Apr. 2011
Editorial Board member, Management Review, Apr. 2007 to January 2020
Editorial Board member, Chiao Ta Management Review, present
Editorial Board member, Marketing Review, present
Editorial Board member, Journal of Statistics and Computing, present
Editorial Board member, Journal of Health Management, present

Other Professional Activities

University Evaluation committee member, Ministry of Education, Taiwan, Oct. 2002 to Feb. 2009
Research Project Evaluation committee member, Ministry of Transportation and Communications, Taiwan, Nov. 1998 to Jun. 2000

Statistical Consultation committee member, Ministry of Transportation and Communications, Taiwan, Feb. 1996 to Dec. 2000

研究領域 (Research Interests)

多變量分析 (Multivariate analysis)
統計計算 (Statistical computing)
商管統計 (Business Statistics)
研究方法 (Research Methods)
結構方程模型 (Structural Equation Modeling)
成長模型 (Growth Modeling)

授課 (Teaching)

統計學 (Statistics)
多變量分析 (Multivariate Analysis)
線性結構模式 (Structural Equation Modeling)
管理資料分析 (Data Analysis for Management)
統計方法與資料分析 (Statistical Methods and Data Analysis)
階層線性模型 (Hierarchical Linear Models)
成長模型 (Growth Modeling)

獲獎 (Awards and Honors)

The 2012 outstanding teaching award, National Chiao Tung University, Taiwan.
The 2019 excellent teaching award, National Chiao Tung University, Taiwan.

學術期刊著作 (Publications)

(A) 期刊論文 (Peer Reviewed Journal Articles)

1. Ding, C. G. and Chang, Y. W. (2019), "Effects of Task and Work Responsibilities Idiosyncratic Deals on Perceived Insider Status and the Moderating Roles of Perceived Overall Justice and Coworker Support," *Review of Managerial Science*, published online, <https://doi.org/10.1007/s11846-019-00335-6>. 【R】 [J19-1]
2. Wu, C. H., Ding, C. G., and Wu, C. Y. (2018), "On the Assessment of the Performance in Earnings Management for the Banking Industry: The Case of China's Banks," *Applied Economics Letters*, 25, 1463-1465. (SSCI) 【R】 [J18-1]
3. Ding, C. G., Jane, T. D., Wu, C. H., Lin, H. R., and Shen, C. K. (2017), "A Systematic Approach for Identifying Level-1 Error Covariance Structures in Latent Growth Modelling," *International Journal of Behavioral Development*, 41, 444-455. (SSCI) 【R】 [J17-1]
4. Ding, C. G., Hung, W. C., Lee, M. C., and Wang, H. J. (2017), "Exploring Paper Characteristics That Facilitate the Knowledge Flow from Science to Technology," *Journal of Informetrics*, 11, 244-256. (SSCI) 【R】 [J17-2]
5. Ding, C. G. and Shen, C. K. (2017), "Perceived Organizational Support, Participation in Decision-Making, and Perceived Insider Status for Contract Workers: A Case Study," *Management Decision*, 55, 413-426. (SSCI) 【R】 [J17-3]
6. Yang, C., Ding, C. G., and Lo, K. W. (2016), "Ethical Leadership and Multidimensional Organizational Citizenship Behaviors: The Mediating Effects of Self-Efficacy, Respect, and Leader-Member Exchange," *Group & Organization Management*, 41, 343-374. (SSCI) 【R】 [J16-1]
7. Wu, C. H., Ding, C. G., Jane, T. D., Lin, H. R., and Wu, C. Y. (2015), "Lessons from the Global Financial Crisis for the Semiconductor Industry," *Technological Forecasting and Social Change*, 99, 47-53. (SSCI) 【R】 [J15-1]
8. Ding, C. G. and Tseng, Timmy H. (2015), "On the Relationships among Brand Experience, Hedonic Emotions, and Brand Equity," *European Journal of Marketing*, 49, 994-1015. (SSCI) 【R】 [J15-2]
9. Ding, C. G., Lin, H. R., Wu, C. H., and Jane, T. D. (2015), "Using LGM Analysis to Identify Hidden Contributors to Risk in the Operation of a Nuclear Power Plant," *Safety Science*, 75, 64-71. (SCI) 【R】 [J15-3]
10. Hung, W. C., Ding, C. G., Wang, H. J., Lee, M. C., and Lin, C. P. (2015), "Evaluating and Comparing the University Performance in Knowledge Utilization for Patented Inventions," *Scientometrics*, 102, 1269-1286. (SSCI) 【R】 [J15-4]
11. Liu, M. L., Liu, N. T., Ding, C. G., and Lin, C. P. (2015), "Exploring Team Performance in High-Tech Industries: Future Trends of Building up Teamwork," *Technological Forecasting and Social Change*, 91, 295-310. (SSCI) 【R】 [J15-5]
12. Ding, C. G., Wang, H. J., Lee, M. C., Hung, W. C., and Lin, C. P. (2014), "How Does the Change in Investor Sentiment over Time Affect Stock Returns?" *Emerging Markets Finance and Trade*, 50, Supplement 2, 144-158. (SSCI) 【R】 [J14-1]

13. Ding, C. G. and Lee, H. Y. (2014), "An Accurate Confidence Interval for the Mean Tourist Expenditure under Stratified Random Sampling," *Current Issues in Tourism*, 17, 674-678. (SSCI) 【R】 [J14-2]
14. Ding, C. G., Wu, C. H., and Chang, P. L. (2013) "The Influence of Government Intervention on the Trajectory of Bank Performance during the Global Financial Crisis: A Comparative Study among Asian Economies," *Journal of Financial Stability*, 9, 556-564. (SSCI) 【R】 [J13-1]
15. Tsai, Y. H., Joe, S. W., Ding, C. G., and Lin, C. P. (2013), "Modeling Technological Innovation Performance and Its Determinants: An Aspect of Buyer-Seller Social Capital," *Technological Forecasting and Social Change*, 80, 1211-1221. (SSCI) 【R】 [J13-2]
16. Chuang, S. J. and Ding, C. G. (2013), "Measuring Celebrity Singer Image," *International Journal of Market Research*, 55, 149-172. (SSCI) 【R】 [J13-3]
17. 周瑛琪、顏忻怡、丁承、陳葳瑀、(2012), 「銀行業信任與衝突之關聯及不同薪資結構調節效果之研究」, 台灣金融財務季刊, 第十三卷, 第一期, 1-23 頁。 【R】 [J12-1]
18. Liu, N. T. and Ding, C. G. (2012), "General Ethical Judgments, Perceived Organizational Support, Interactional Justice, and Workplace Deviance," *International Journal of Human Resource Management*, 23, 2712-2735. (SSCI) 【R】 [J12-2]
19. Ding, C. G. and Jane, T. D. (2012), "Using SAS PROC CALIS to Fit Level-1 Error Covariance Structures of Latent Growth Models," *Behavior Research Methods*, 44, 765-787. (SSCI) 【P】 [J12-3]
20. Ding, C. G. and Jane, T. D. (2012), "On the Reliability, Consistency, and Method-Specificity Based on the CT-C(M-1) Model," *Behavior Research Methods*, 44, 546-557. (SSCI) 【R】 [J12-4]
21. Ding, C. G. and Lin, C. H. (2012), "How Does Background Music Tempo Work for Online Shopping?," *Electronic Commerce Research and Applications*, 11, 299-307. (SSCI) 【P】 [J12-5]
22. Ding, C. G. and Jane, T. D. (2010), "An Alternative Estimate of Reliability for Test-Retest Data," *Journal of Management (管理學報)*, 27, 355-369. (TSSCI) 【R】 [J10-1]
23. Mao, C. K., Ding, C. G., and Lee, H. Y. (2010), "Post-SARS Tourist Arrival Recovery Patterns: An Analysis Based on a Catastrophe Theory," *Tourism Management*, 31, 855-861. (SSCI) 【P】 [J10-2]
24. Jane, T. D. and Ding, C. G. (2009), "On the Multivariate EGARCH Model," *Applied Economics Letters*, 16, 1757-1761. (SSCI) 【R】 [J09-1]
25. Chen, M. F. and Ding, C. G. (2009), "Comparing Two-Stage Approaches to Detect Continuous Manifest Moderating Effects on Construct Relationships," *Asia Pacific Management Review*, 14, 137-157. (TSSCI) 【R】 [J09-2]
26. Ding, C. G., Chang, K. C., and Liu, N. T. (2009), "The Roles of Personality and General Ethical Judgments in Intention to Not Repay Credit Card Expenses," *The Service Industries Journal*, 29, 813-834. (SSCI) 【P】 [J09-3]
27. Lin, C. P. and Ding, C. G. (2009), "Comparing the Main Effects and Moderating Effects of Education among Three Models in IT Service: A Quantitative Approach," *Quality & Quantity*, 43, 617-633. (SSCI) 【P】 [J09-4]
28. Ding, C. G. and Liu, N. T. (2009), "Productivity Change of Asian Economies by Taking into Account Software Piracy," *Economic Inquiry*, 47, 135-145. (SSCI) 【P】 [J09-5]
29. Chen, M. F., Tzeng, G. H., and Ding, C. G. (2008), "Combining Fuzzy AHP with MDS in Identifying the Preference Similarity of Alternatives," *Applied Soft Computing*, 8, 110-117. (SCI) 【P】 [J08-1]
30. Liou, F. M. and Ding, C. G. (2007), "Trust and Economic Growth in a Democratic Power Shift: An Empirical Study of Taiwan," *International Journal of Development Issues*, 6, 63-78. (EconLit) 【P】 [J07-1]
31. Ding, C. G. and Lin, C. P. (2006). "Comparing the Effects of Determinants of Turnover Intentions Between Taiwanese and U.S. Hospital Employees," *Human Resource Development Quarterly*, 17, 403-421. (ABI) 【P】 [J06-1]
32. Lin, C. P. and Ding, C. G. (2006). "Evaluating Group Differences in Gender during the Formation of Relationship Quality and Loyalty in ISP Service," *Journal of Organizational and End User Computing*, 18, 38-62. (EI) 【P】 [J06-2]

(B) 學術會議論文 (Conference Papers)

1. Ding, C. G. and Chen, C. F. (2019), "On the Bias Due to Common Method Variance," Presented at the International Symposium on Business and Social Sciences (TISSS), Honolulu, Hawaii, USA, August 6-8, 2019 【R】 [C19-1]
2. Ding, C. G. and Chen, C. F. (2018), "On the Use of the Confirmatory Factor Analysis (CFA) Marker Technique for Non-Normal Data," Presented at the 26th EBES Conference – Prague, The Czech Republic, October 24-26, 2018. 【R】 [C18-1]
3. Ding, C. G., Hung, W. C., Lee, M. C., and Wang, H. J. (2017), "Using Growth Modeling to Examine the Trajectory of Interdisciplinarity in Management Research," Presented at the 2017 Academy of Management Annual Meeting – Management Education Division, Atlanta, Georgia, USA, August 4-8, 2017. 【R】 [C17-1]
4. Ding, C. G., Hung, W. C., Lee, M. C., and Wang, H. J. (2016), "Identifying the Paper Characteristics That Influence the Trajectory of the Patent-to-Paper Citation," Presented at the 2016 Academy of Management Annual Meeting – Technology & Innovation Management Division, Anaheim, CA, USA, August 5-9, 2016. 【R】 [C16-1]"

5. Ding, C. G. and Jane, T. D. (2015), "Reexamining the Effectiveness of the ULMC Technique in CMV Detection and Correction," Presented at the 2015 Academy of Management Annual Meeting – Research Methods Division, Vancouver, BC, Canada, August 7-11, 2015. 【R】 [C15-1]
6. Ding, C. G., Lin, H. R., Wu, C. H., and Jane, T. D. (2014), "Identifying and Reducing Hidden Risks in Operation of Nuclear Power Plants," Presented at the 2014 Academy of Management Annual Meeting – Operations Management Division, Philadelphia, PA, USA, August 1-5, 2014. 【R】 [C14-1]
7. Ding, C. G., Jane, T. D., Wu, C. H., and Lin, H. R. (2014), "Scale Development by Taking into Account Common Method Variance," Presented at the 2014 Academy of Management Annual Meeting – Research Methods Division, Philadelphia, PA, USA, August 1-5, 2014. 【R】 [C14-2]
8. Ding, C. G., Jane, T. D., Wu, C. H., and Lin, H. R. (2013), "Identifying Level-1 Error Covariance Structures in Latent Growth Modeling," Presented at IABE - 2013 Bangkok Summer Conference - International Academy of Business and Economics, Bangkok, Thailand, June 15-17, 2013. 【R】 [C13-1]
9. Ding, C. G., Wang, H. J., Lee, M. C., Hung, W. C., and Jane, T. D. (2012), "Measuring the Change in Investor Sentiment over Time Based on Individual Stocks," Presented at the International Conference on Business and Information (BAI2012), Sapporo, Japan, July 3-5, 2012. (best paper award) 【R】 [C12-1]
10. Ding, C. G. and Jane, T. D. (2011), "Identifying the Order of an ARMA Process for Level-1 Errors in Latent Growth Modeling," Presented at the 2011 Academy of Management Annual Meeting – Research Methods Division, San Antonio, TX, USA, August 12-16, 2011. 【R】 [C11-1]
11. Ding, C. G. and Jane, T. D. (2010), "On the Reliability Assessment after Controlling for Common Method Variance," Presented at the 2010 Academy of Management Annual Meeting – Research Methods Division, Montreal, Canada, August 6-10, 2010. 【R】 [C10-1]
12. Ding, C. G. and Jane, T. D. (2009), "The Influence of Misspecification of Error Covariances on the Reliability and Path Estimation in SEM," Presented at the 2009 Academy of Management Annual Meeting – Research Methods Division, Chicago, USA, August 7-11, 2009. 【R】 [C09-1]
13. Ding, C. G. and Jane, T. D. (2008), "Corrected Indices for Reliability Assessment," Presented at the 2008 Academy of Management Annual Meeting – Research Methods Division, Anaheim, CA, USA, August 8-13, 2008. 【R】 [C08-1]
14. Ding, C. G. and Jane, T. D. (2007), "A Composite Reliability Index for Test-Retest Data," Presented at the 2007 Academy of Management Annual Meeting – Research Methods Division, Philadelphia, PA, USA, August 6-8, 2007. 【R】 [C07-1]

(C) 國科會計畫

1. 主持人, 「利用財務資料測量動態能力」, \$675,000, 科技部(108-2410-H-009-049), 2019/08/01~2020/07/31. 【R】
2. 主持人, 「共同方法變異所導致之偏誤探討」, \$1811,000, 科技部(106-2410-H-009-008-MY2), 2017/08/01~2019/09/30. 【R】
3. 主持人, 「非常態資料共同方法變異之評估研究」, \$851,000, 科技部(105-2410-H-009-031), 2016/08/01~2017/09/30. 【R】
4. 主持人, 「ULMC 法在共同方法變異偵測與校正上有效性之重行探討」, \$911,000, 科技部(104-2410-H-009-042), 2015/08/01~2016/09/30. 【R】
5. 主持人, 「管理跨領域研究之動態趨勢實證探討」, \$851,000, 科技部(103-2410-H-009-024-), 2014/08/01~2015/09/30. 【R】
6. 主持人, 「將共同方法變異納入考量之量表開發更新典範」, \$893,000, 國科會(102-2410-H-009-049-), 2013/08/01~2014/09/30. 【R】
7. 主持人, 「具 ARMA 效果一般性潛伏成長模型之研究」, \$1068,000, 國科會(100-2410-H-009-008-MY2), 2011/08/01~2013/07/31. 【R】
8. 主持人, 「多屬性多方法潛伏成長模型及其實證應用」, \$1,311,000, 國科會(98-2410-H-009-010-MY2), 2009/08/01~2011/10/31. 【P】
9. 主持人, 「具相關誤差二階 CFA 組合信度之估計法」, \$606,000, 國科會(97-2410-H-009-040-), 2008/08/01~2009/07/31 【R】
10. 主持人, 「信度評估之修訂與校正及其在管理實證研究上之應用」, \$1,714,000, 國科會(96-2416-H-009-006-MY2), 2007/08/01~2009/08/31 【R】
11. 主持人, 「一般倫理判斷對工作偏差行為之影響及知覺組織支持與互動公平之調節效應探討」, \$737,000, 國科會(95-2416-H-009-017-), 2006/08/01~2007/08/31 【P】
12. 主持人, 「評估動態內部一致性之修正 alpha 係數」, \$835,000, 國科會(94-2416-H-009-012-), 2005/08/01~2006/07/31 【R】
13. 主持人, 「物質傾向、人格特質、消費倫理信念與刷爆信用卡行為意圖之關聯研究」, \$729,400, 國科會(93-2416-H-009-003-), 2004/08/01~2005/07/31 【P】
14. 主持人, 「台美醫院員工離職意願之影響因素關聯比較分析」, \$487,200, 國科會(92-2416-H-009-023-), 2003/08/01~2004/07/31. 【P】
15. 主持人, 「線性結構模式下調節效果檢定之 MRA 修訂法」, \$541,200, 國科會(91-2416-H-009-004-), 2002/08/01~2003/07/31 【R】

(D) 非國科會計畫

1. 顧問，「顧客終身價值(Customer Lifetime Value，簡稱 CLTV)預測模型專案」，\$300,000，中國信託商業銀行股份有限公司 (Oct. 2008 to Sep. 2009) 【P】
2. 「經營管理研究所與台灣電力公司建教合作」，\$1500000，台灣電力股份有限公司(92C152)，92.7.1~93.6.30 【P】