

James Cho

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Rio Grande College of Business,
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Education

Doctor of Business Administration (D.B.A.), Golden Gate University, San Francisco, CA, July 2008

Master of Business Administration (M.B.A.), University of Houston, Victoria, Texas, August 2002

Bachelor of Business Administration (B.B.A.), Providence University, Taiwan, June 1997

Certificate of the Entrepreneurial Leadership & Innovation (ELI) Faculty Growth Program, Babson College, June 2019

Dissertation

Word-of-Mouth effects: Comparing Taiwanese and American consumers

Teaching Interests

1. Issues of Consumer Behaviors: Consumer Behaviors, Consuming Cultures, Consumer Behavior Research
2. Fields of Marketing (Principles of Marketing, Marketing Management, Marketing Strategy, Promotion Marketing, International Marketing, Service Marketing, and E-Marketing)
3. Business Management and Development, International Business Management, Strategic Management

Research Interests

Cross-cultural Consumer Behaviors Research, Diffusion of consumer's Word-of-Mouth (WOM), Neuro-marketing, Cultural Differences in Consumer Information Search and Decision Making, Consumer Behaviors at E-commerce, Emotional Consuming, Social Media Research, and Consuming Behaviors in Genders.

Working Papers

1. Comparing the western and eastern models of information search: cases of American and Chinese consumers
2. If is the family a familiar flow of WOM- A cross-cultural comparison

3. Individualistic and collectivist influencing entries of product information search
4. Risk perception between cultures: Searching product information of pre-purchasing decision
5. Risky consciousness influences purchasing decision— Case of the life insurance industry
6. Consuming behavior in genders

Teaching and Research Experiences

1. Assistant Professor, Vice Chair of the Department of Business Administration, Lunghwa University of Science and Technology, Taiwan, Currently.
2. Instructor, St. John's University, Taiwan, September 2002— June 2004.
3. Teaching Assistant, American Language Institute, San Diego State University, October 2000— June 2001.
4. Research Assistant, Emeritus Professor Dr. Milton Chen, Department of Information & Decision System, San Diego State University, January 97- January 99.

Practical Experience

Over 10 years of a practical experience in marketing of manufacturing (Chemistry and Shoes) and service industries along the Pacific Rim.

Professional Affiliations

1. American Marketing Association (AMA) (January 2007-- Present): Reviewer, Session Chair, and Discussant of Sessions of Global and Cross-Cultural Marketing, E-commerce and Technology, and Services Marketing, AMA Summer and Winter Marketing Educators' Conferences.
2. Academy of Marketing Science (AMS) (November 2007-- Present): Conference Reviewer and Session Chair
3. Association for Consumer Research (ACR) (May 2008—Present): Conference Reviewer
4. Chinese Management Association, Alternate Permanent Member
5. Taiwan Management Institute, Alternate Permanent Member
6. Taiwan Marketing Research Association, Serving as a deputy general secretary
7. Association of Taiwan Information Systems Research, Serving as a member of the council

Publication

1. James Cho, Thi Huong Giang Vo, Khoa Huan Le, Duy Binh Luong (2014). How to influence consumer behavior-- A perspective from E-commerce in Vietnam context. *International Journal of Electronic Commerce Studies*, 14(4), 1-14.
2. Cho, James, Duyen, Ho Thi Ngoc, Luong, Duy Binh, & Vo, Thi Huong Giang (2023). Exploration of Emotional Factors in Influencing Consumer's Purchasing Decision. *Asian Journal of Arts, Humanities and Social Studies*, 6(1), 22-38.
3. Vo, Thi Huong Giang, Cho, James, Le, Khoa Huan, & Luong, Duy Binh (2022). Establishing

Customer Behavior through E-commerce Websites in Newly Emerging Market. *Marketing and Management of Innovations*, 4, 85-93.

4. Mai, Dinh Khiem (Johnny) & Cho, James (2017). Factors Affecting Behavioral Intention and Actual Use of Mobile Apps in Vietnam. *International Journal of Marketing and Technology*, 7(10), 52-85.
5. Cho, James, Luong, Duy Binh, & Vo, Thi Huong Giang (2016). The Impact of Mobile Advertising on Vietnamese Consumer Buying Decision. *International Journal of Research Studies in Management*, 5(1), 3-18.
6. Cho, James, Ching, Gregory S., & Luong, Thai-Ha (2014). Impulse buying behavior of Vietnamese consumers in supermarket setting, *International Journal of Research Studies in Management*, 3(2), 33-50.

Conference Presentation

1. Consumer's Emotion Influences Consumer's Purchasing Intention: Music as a Mediator, rewarded for one of the Best Papers. *2023 Business and Management Conference and Thesis Competition, Taoyuan, Taiwan, May 26, 2023.*
2. Exploration Brand Equity in Marketing Management by a Literature Review, *2023 Business and Management Conference and Thesis Competition, Taoyuan, Taiwan, May 26, 2023.*
3. Research on the Shopping Behaviors of E-commerce, *2023 Business and Management Conference and Thesis Competition, Taoyuan, Taiwan, May 26, 2023.*
4. The Factor of Influence on Purchasing Behavior of Tai Tourist towards Taiwanese Souvenirs, *2023 Business and Management Conference and Thesis Competition, Taoyuan, Taiwan, May 26, 2023.*
5. The Influence of Millennial generation in Changing of Luxury Fashion Consumption Behavior, *2023 Business and Management Conference and Thesis Competition, Taoyuan, Taiwan, May 26, 2023.*
6. Fear Obligation Guilt (FOG) Influences Consumer's Purchasing Decision Based on Consumer's Perceived Value and Mental Account, *2023 Business and Management Conference and Thesis Competition, Taoyuan, Taiwan, May 26, 2023.*
7. Applying Hashtags of Social Media for a Marketing Strategy at Customer Retention in Vietnam, *2021 Business and Management Conference and Thesis Competition, Taoyuan, Taiwan, June 4, 2021.*
8. The Measurement of Tourist Satisfaction in Bangkok by Using SERVQUAL Model, *2021 Business and Management Conference and Thesis Competition, Taoyuan, Taiwan, June 4, 2021.*
9. Exploring Factors Influence Customers Intention to Use Online Food Delivery Service in Vietnam, *2021 Business and Management Conference and Thesis Competition, Taoyuan, Taiwan, June 4, 2021.*
10. Factor Influencing Purchasing Intention toward Online Cosmetic Shopping—The Case of in Vietnam, *2021 Business and Management Conference and Thesis Competition, Taoyuan, Taiwan, June 4, 2021.*
11. Negative Service Quality Influences Consumer's Purchasing Intention—A Case of Positive Image Company, *2021 Business and Management Conference and Thesis Competition, Taoyuan, Taiwan,*

June 4, 2021.

12. Influences of Experiential Value and Customer Satisfaction on Brand Image, *2021 Business and Management Conference and Thesis Competition*, Taoyuan, Taiwan, June 4, 2021.
13. Investigation at Consumer's Purchasing Intention by Salesman's Service Quality and Word-of-Mouth Information, *2020 Business and Management Conference and Thesis Competition*, Taoyuan, Taiwan, May 29th, 2020.
14. The Exploration of the Tourism Industry in Vietnam, *2020 Business and Management Conference and Thesis Competition*, Taoyuan, Taiwan, May 29th, 2020.
15. An Investigation of Handmade Tea Market in Vietnam, *2020 Business and Management Conference and Thesis Competition*, Taoyuan, Taiwan, May 29th, 2020.
16. Consumers' Shopping Behaviors at Smartphone in Ho Chi Minh City, *2020 The 15th Annual Meeting and Academic Conference for Chinese Association of Business and Management Technology*, Yunlin, Taiwan, December 18th, 2020.
17. The Exploration of the industry of tourism in Vietnam, *2019 Business and Management Conference and Thesis Competition*, Taoyuan, Taiwan, May 24th, 2019.
18. Preferences of Vietnamese Tourists to Taiwan, *2019 Business and Management Conference and Thesis Competition*, Taoyuan, Taiwan, May 24th, 2019.
19. The Exploration of Vietnamese Consumer Preferences for Purchasing at Convenience Store, *2018 Business and Management Conference and Thesis Competition*, Taoyuan, Taiwan, June 1st, 2018.
20. The investigation of consumer's repurchase intention at online shopper in Hanoi, Vietnam, *2018 Business and Management Conference and Thesis Competition*, Taoyuan, Taiwan, June 1st, 2018.
21. An Investigation on Website Service Quality from Customer's Perception: A Case of Travel Agencies in South of Vietnam, *One of the Best Paper: 2017 Business and Management Conference and Thesis Competition*, Taoyuan, Taiwan, June 2nd, 2017.
22. The Influences of Background Music to Consumers' Repurchase Intention. *2017 Business and Management Conference and Thesis Competition*, Taoyuan, Taiwan, June 2nd, 2017.
23. Influences of Service Quality and Consumer Service Satisfaction on Purchasing Intention: A Case of the Restaurants in Ho-Ching-Ming City, Vietnam. *2017 Business and Management Conference and Thesis Competition*, Taoyuan, Taiwan, June 2nd, 2017.
24. Factors Affecting on Vietnamese Customer Loyalty of Budget Hotel in Vietnam, *37th International Business Research Conference*, Las Vegas, NV, USA, August 1st-2nd, 2016.
25. Vietnamese Consumer Behavior of Cosmetics Products: Effects of Extrinsic Cues, *37th International Business Research Conference*, Las Vegas, NV, USA, August 1st-2nd, 2016.
26. Product Features Affect the Purchasing Intention at Motobike—A Case of Market in Ho Chi Minh City, *2016 Business and Management Conference and Thesis Competition*, Taoyuan, Taiwan, May 27th, 2016.
27. Factors Affecting Behavioral Intention and Actual Use of Mobile Apps in Vietnam, *2015 Business and Management Conference and Thesis Competition*, Taoyuan, Taiwan, June 5th, 2015.

28. Factors Affecting on Vietnamese Customer Loyalty of Budget Hotel in Vietnam, *2015 Business and Management Conference and Thesis Competition*, Taoyuan, Taiwan, June 5th, 2015.
29. The Impact of Brand Equity on Post-purchase intention: A case study in Vietnam, *2015 Business and Management Conference and Thesis Competition*, Taoyuan, Taiwan, June 5th, 2015.
30. Emphasizing on Brand Equity to Target Consuming Segments, *The 11th Annual Hawaii International Conference on Business*, Honolulu, Hawaii, U.S.A., May 24th~27th, 2012.
31. The Determinants of Affecting Taiwanese Students' Decisions on Choosing Universities, *The 12th Annual Hawaii International Conference on Business*, Honolulu, Hawaii, U.S.A., May 24th~27th, 2012.
32. An exploration of advertising effectiveness: A comparison between product placement and general advertisement, *The 12th Annual Hawaii International Conference on Business*, Honolulu, Hawaii, U.S.A., May 24th~27th, 2012.
33. Supplier effectiveness in green just-in-time supply chains: A case study of a Taiwanese 3C manufacturer, *The 11th Annual Hawaii International Conference on Business*, Honolulu, Hawaii, U.S.A., May 26th~29, 20.
34. A discussion of E-NWOM from perspectives of consuming product and purchasing involvements, *The 11th Annual Hawaii International Conference on Business*, Honolulu, Hawaii, U.S.A., May 26th~29, 2011.
35. An investigation on college student's consuming phenomenon, *The 11th Annual Hawaii International Conference on Business*, Honolulu, Hawaii, U.S.A., May 26th~29, 2011.
36. The Relationships among Materialism, Hedonic Value, Perceived Risk, and Impulse Buying-- A Case of Young Generation in Taiwan. *2010 International Conference on Business and Information (BAI)*, Rihga Royal Hotel Kokura, Kitakyushu, Japan, July 5-7, 2010.
37. How do country environment, university locations, and characteristics affect Taiwanese students' decisions on the countries for international education? *The 2010 Hawaii International Conference on Business*, Honolulu, HI, U.S.A., May 27th~30th, 2010.
38. Effectiveness of decision-making in green just-in-time supply chains in the manufacturing industry: An investigation and comparison of multiple cases in Taiwan. *The 2010 Hawaii International Conference on Business*, Honolulu, HI, U.S.A., May 27th~30th, 2010.
39. An exploration of online-game market and repurchase from gamers' perspectives. *The 2010 Hawaii International Conference on Business*, Honolulu, HI, U.S.A., May 27th~30th, 2010.
40. Does the celebrity really match up your product? *The 2010 Hawaii International Conference on Business*, Honolulu, HI, U.S.A., May 27th~30th, 2010.
41. The impact of humorous advertising on the advertisement preferences-The moderating effects of product involvement and brand awareness. *The 2009 Conference of the International Society for Humor Studies*, California State University, Long Beach, CA, U.S.A., June 17th~20th, 2009.
42. Cultural influence on consumer's adoption of word-of-mouth. *The 2009 Hawaii International Conference on Business*, Honolulu, HI, U.S.A., June 12th~15th, 2009.

43. Do you really know what you are marketing for? Consumer responses toward cause-related marketing in Taiwan. *The 2009 Hawaii International Conference on Business*, Honolulu, HI, U.S.A., June 12th~15th, 2009.
44. Relations between third-party logistics providers' corporate image, customer expectations, and customer loyalty/purchase intentions. *The 2009 Hawaii International Conference on Business*, Honolulu, HI, U.S.A., June 12th~15th, 2009.
45. Evidences of cultural influence on adoption of word-of-mouth, *2008 Conference Theories and Practices in International Business*, Chang Jung Christian University, Tainan, Taiwan, Oct. 31st, 2008.
46. How does the brand equity influence college students' purchasing decision at apparel, *2008 Hawaii International Conference on Business*, Honolulu, HI, U.S.A., May 22nd~25th, 2008.
47. Cultural differences in WOM effects: Comparing Taiwanese and American consumers, *The 2008 AMS Cultural Perspectives in Marketing Conference*, New Orleans, LA, U.S.A., January

Honor Rewarded

1. *Excellent Student Advisor* from Lunghwa University of Science and Technology in 2018
2. *Excellent Student Advisor from Lunghwa University of Science and Technology* in 2017
3. An Investigation on Website Service Quality from Customer's Perception: A Case of Travel Agencies in South of Vietnam, rewarded for **one of the Best Papers**. *2017 Business and Management Conference and Thesis Competition, Taoyuan, Taiwan, June 2nd, 2017*
4. *Excellent Student Advisor* from Lunghwa University of Science and Technology in 2016
5. The Impact of Mobile Advertising on Vietnamese Consumer Buying Decision, **the Best Paper** from 2015 Business and Management Conference and Thesis Competition, Taoyuan, Taiwan, June 5th, 2015.
6. *Excellent Student Advisor from Lunghwa University of Science and Technology* in 2014
7. *Excellent Student Advisor* from Lunghwa University of Science and Technology in 2013