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專長領域

資料探勘、推薦系統、機器學習與人工智慧應用、影像辨識、商業智慧、
消費者行為分析

經歷

2025/01–至今 中央研究院人文社會科學研究中心 博士後研究

2024/01–2024/12 國立中央大學 博士後研究

參與國科會計畫

2025–2026 臺灣實證資料推動與加值計畫

2023–2024 以 NBI, E2EMN, MFCC 從交易資料萃取特徵值進行產品推薦

2020–2023 基於信任與忠誠指標預測客戶再購行為的深度學習模型

2019–2022 以 S-O-R 框架設計跨領域業配文偵測方法之研究

2018–2020 從中文專利分析辨識跨領域新興科技

2017–2018 O2O2O：旅館業網路與實體行銷通路之競合關係

2017–2019 建構以價值為基礎的推薦方法

著作目錄

SCI/SSCI

1. Yen-Yu Chen, Ping-Yu Hsu, Ni Xu (2026) Mediating effects of emotions on switching intention of opening mobile bank accounts, Journal of Financial Services Marketing. (Accept)

2. Ni Xu, Yang-Ruei Jheng, Ping-Yu Hsu, Yen-Huei Ko, Yi-Hsin Hsieh (2026) Predicting Repurchase Behavior for Dietary Supplements on the Basis of Trust and Loyalty Indicators with long Short-term Memory, Sage Open , (SSCI) (Accept)
3. Yu-Wei Chang, Jiahe Chen, Ni Xu, Chenxue Ren, Po-Ya Chang (2025) Customers' switching decisions between online booking sites: A multichannel perspective, Journal of Organizational Computing and Electronic Commerce, (SSCI)
4. Chang, Y. W., Hsu, P. Y., Chen, J., Shiau, W. L., & Xu, N. (2023). Utilitarian and/or hedonic shopping—consumer motivation to purchase in smart stores. Industrial Management & Data Systems(SSCI)
3. Ching-Fen Wu, Ping-Yu Hsu, Yu-Wei Chang, Jiahe Chen and Ni Xu.(2021) Factors Influencing Customers' Shopping and Word-of-Mouth Intentions in Smart Stores, Int. J. of Mobile Communications (SSCI)
4. Luo, Z., Hsu, P., & Xu, N. (2020). SME Default Prediction Framework with the Effective Use of External Public Credit Data. Sustainability, 12(18), 7575.(SCI)

EI

1. Xu, N., Chen, Y. H., Hsu, P. Y., Cheng, M. S., & Li, C. Y. (2022, June). Recommendation Model for Tourism by Personality Type Using Mass Diffusion Method. Lecture Notes in Computer Science book series (LNCS, volume 13306)(EI)
2. Wu, C. C., Hsu, P. Y., Xu, N., Cheng, M. S., & Chen, Y. Y. (2022, June). Prediction of Personality Traits Through Instagram Photo HSV. In Human-Computer Interaction. Lecture Notes in Computer Science book series (LNCS, volume 13303)(EI)
3. Zheng, C. H., Hsu, P. Y., Cheng, M. S., Xu, N., & Chen, Y. C. (2022, August). Predicting Infection Area of Dengue Fever for Next Week Through Multiple Factors. Lecture Notes in Computer Science book series (LNAI, volume 13343)(EI)
4. Lee, C. Y., Hsu, P. Y., Cheng, M. S., Leu, J. D., Xu, N., & Kan, B. L. (2021, July). Using Machine Learning to Predict Salaries of Major League Baseball Players. Lecture Notes in Computer Science book series (LNAI, volume 12799) (EI)
5. Ping Yu Hsu, Chen Wan Huang, Ming Shien Cheng, Yen Huei Ko, Cheng-Han Tsai, and Ni Xu (2019, Jul). Exploring Frequent Itemsets in Sweltering Climates. Communications in Computer and Information Science, Volume 1071, pp.240-247.(EI)
6. Pin-Hsuan Huang, Ping-Yu Hsu, Ming-Shien Cheng, Chen-Wan Huang, Ni Xu (2019, Dec). The Relationship between Sentiments of Social Media and Economic Indicators. Lecture Notes in Computer Science book series (LNAI, volume 11987) (EI)

Conference

1. Ni Xu; Ping Yu Hsu; Yen-Huei Ko; Yi-Hsin Hsieh.(2021)Predicting repurchase behavior on the basis of trust and loyalty indicators by using a recurrent neural network, International Conference on the Development and Application of Big Data and Enterprise Resource Management, 2021
2. 許倪;許秉瑜;柯彥輝;謝沂歆.(2020) 以遞迴式類神經網絡探討顧客信任及忠誠度對於再購行為預測之研究. International Conference on the Development and Application of Big Data and Enterprise Resource Management, 2020
3. Ni Xu, Ping-Yu Hsu, Yu-Wei Chang, Bo-Lun Kan.An integrated model to explore unmanned store usage intention. International Conference on the Development and Application of Big Data and Enterprise Resource Management, 2022
4. 陳俞君;許秉瑜;許倪;鍾瑞益;陳又暄.(2023)以社群網站照片顏色推薦個人化旅遊景點之研究,International Conference on the Development and Application of Big Data and Enterprise Resource Management, 2023

Working paper

1. Xu, N., & Chang, M.-C. Detecting ATM Money Mule Activities via LVLM-Guided Forensic Analysis.(已投稿至 AVSS2026)
2. Xu, N., & Hsu, P.-Y.,Chang, Y-W. Knowing your customers from service-dominant logic and servicecape perspectives in smart store Journal of Organizational Computing and Electronic Commerce(Major revision)
3. Chen, Y. C., Hsu, P. Y., Jheng, Y. R., Yang, H. Y., Xu, N., & Chen, Y. H. From shades to traits: Integrating color-based personality inference into destination recommender system. Information Technology & Tourism. (Major revision)
4. Xu, N., & Hsu, P.-Y. Scholarly Construct Recommender System via LLM-Enhanced Mass Diffusion. (撰寫中，預計投稿至 Expert Systems With Applications)
5. Xu, N., & Chang, C.-C. Living Arrangements, Self-Esteem, and Adolescent Internet Addiction: The Moderating Role of Parental Restrictive Control within a Multisystemic Resilience Framework. (撰寫中)