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RESEARCH AND TEACHING INTERESTS

- Human Factors Engineering
- Human-Computer Interaction
- User Experience
- Human-Centered Design
- Human-Robot Interaction
- Cross-Cultural Communication

EDUCATION

School of Industrial Engineering, Purdue University, USA, 1998

Doctor of Philosophy in Industrial Engineering, Human Factors Program

School of Industrial Engineering, Purdue University, USA, 1996

Master of Science in Industrial Engineering, Manufacturing Program

Department of Mechanical Engineering, National Taiwan University, Taiwan, 1992

Bachelor of Science in Mechanical Engineering

PUBLICATIONS

1. Rau, P.L.P., Zheng, J., Guo, Z., Li, J.Q. (2018) Speed reading on virtual reality and augmented reality. *Computers & Education* 125: 240-245
2. Rau, P.L.P. & Ji, Y.G. (2018) Games and HCI. *International Journal of Human-Computer Interaction* 34(8): 681
3. Zhong, R.T., Rau, P.L.P., Yan, X.H. (2018) Application of smart bracelet to monitor frailty-related gait parameters of older Chinese adults: A preliminary study: Smart bracelet for gait assessment. *Geriatrics & Gerontology International*
4. Ji, X., Rau, P.L.P. (2018) Development and Application of a Classification System for Voice Intelligent Agents. *International Journal of Human-Computer Interaction*.
5. Rau, P.L.P., Liao, P.C, Guo, Z, Zheng, J., Jing, B.Y. (2018) Personality Factors and Safety Attitudes Predict Safety Behavior and Accidents in Elevator Workers. *International Journal of Occupational Safety and Ergonomics: JOSE*
6. Ma, G., Rau, P. L. P., & Guo, Z. (2018). The Effects of Environmental Awareness and Consumption Value on Green Makeup Product Purchase Intentions. *Psychology*, 9(07), 1898.
7. Lu, T.P., Rau, P.L.P., Guo, Z., & Chen, C.L. (2017). Factors determining perceptions of fairness in access to hospital outpatient departments in Taiwan. *Journal of Health Services Research and Policy*, 1355819617725546.
8. Jiang, C. & Rau, P.L.P. (2017). Working memory performance impaired after exposure to acute social stress: The evidence comes from ERPs. *Neuroscience Letters*, 658, pp. 137–141.
9. Jiang, C. & Rau, P.L.P. (2017). The detrimental effect of acute stress on response inhibition when exposed to acute stress: an event-related potential analysis. *NeuroReport*, 28(4), pp. 922–928.
10. Chen, Y., Gao, Q., & Rau, P.L.P. (2017). Watching a movie alone yet together: uses and gratifications of Danmaku videos. *International Journal of Human-Computer Interaction*, 33(9), pp. 731-743.
11. Tiang, C.M., Rau, P.L.P., & Huang, H. (2017). Handpad: Virtual mouse to control laptop. *Human-centric Computing and Information Sciences*, 7:27. <https://doi.org/10.1186/s13673-017-0108-3>.
12. Chen, N. & Rau, P.L.P. (2017). Cooperation with friends or new encounters: Tie Strength and shared leadership behaviors. *Social Behavior and Personality*, 45(4), pp. 573–582.
13. Gong, Y. & Rau, P.L.P. (2017). DL-KES: A Deep Learning based Kansei Engineering system. *Journal of Japan Society of Kansei Engineering*, 15(1), pp. 29–31.
14. Rau, P.L.P., Tseng, Y.C., Dong, X., Jiang, C., & Chen, C. (2017). The effect of Personality on online

- game Flow experience and the eye blink rate as an objective indicator. *Advances in Human-Computer Interaction*, Article ID 4675401, 8 pages. doi:10.1155/2017/467540.
15. Qie, N., Rau, P.L.P., & Deng, J. (2017). Emotions evoked by Traditional Chinese herbs for Cosmeceuticals. *International Journal of Affective Engineering*, 16(2), pp. 57-62.
 16. Cho, H.M., Rau, P.L.P., Liu, J., & Jiang, C. (2017). Expectation of manager-subordinate communication: a comparison between Chinese, Korean and American students. *Global Business and Management Research: An International Journal*, 99(1), pp. 1-11.
 17. Sun, N. & Rau, P.L.P. (2017). Barriers to improving physician-patient communication in a primary care setting: Perspectives of Chinese physicians. *Health Psychology and Behavior Medicine*, 5(1), pp. 166-176.
 18. Li, Y., Rau, P.L.P., Li, H., & Alexzander, M. (2017). Effects of dyad's Cultural intelligence on collaboration processes and outcomes in globally distributed work. *IEEE Transactions on Professional Communication*, 9(1), pp. 1-11.
 19. Rau, P.L.P., Chen, N., & Suriyalaksh, P. (2017). How Thai and Chinese young adults manage time? *Psychology*, pp. 717-727. doi: 10.4236/psych.2017.85046
 20. Gao, F., Rau, P.L.P., & Zhang, Y. (2017). Perceived security and adoption of mobile payment services. *International Journal of Mobile Human-Computer Interaction*, 9(1), pp. 45-62.
 21. Chen, Z., & Rau, P.L.P. (2017). The role of size of input box, location of input box, input method and display size in Chinese handwriting performance. *Applied Ergonomics*, 59, pp. 215-224.
 22. Chen, H., Rau, P.L.P., & Guo, Z. (2017). The Effects of V2V Information on Visual Attention and Driving Performance of the Drivers, *Chinese Journal of Ergonomics*, 23(4), pp. 44-47. (in Chinese)
 23. Yu, C.W., Rau, P.L.P., & Zhong, R. (2017). The Choreography of Square Dance and the Development of Fitness Somatosensory System by Laban Movement Analysis, *Chinese Journal of Gerontology*, 37(17), pp. 4346-4348. (in Chinese)
 24. Rau, P.L.P. & Guo, Z. (2017). The Effect of Public Trust in Hospital on Complaint Behavior Level[J]. *Chinese Journal of Health Policy*, 2017, 10(6), pp. 43-48. (in Chinese)
 25. Lo, H., Rau, P.L.P., & Ji, X. (2017). Effects of Trust and Safety on Mobile Payment Decisions. *Enterprise Economy*, 36(8), pp. 68-72. (in Chinese)
 26. Rau, P.L.P., Xie, A., Li, Z., & Chen, C. (2016). The Cognitive Process of Chinese Abacus Arithmetic. *International Journal of Science and Mathematics Education*, 14, pp. 1499-1516.
 27. Chen, N., & Rau, P.L.P. (2016). Reciprocal norms moderate the influence of Guanxi on Feeling and Behavior of Closeness. *Social Behavior and Personality*. 44(7), pp.1099-1114.
 28. Ji, X., & Rau, P.L.P. (2016). Application and Development of Motion Sensing Games on Rehabilitation of Older People. *Chinese Journal of Rehabilitation Medicine*, 31(9), pp 1036-1039. (in Chinese)
 29. Zhang, Y., & Rau, P.L.P. (2016). Measuring Addictive Experience of Multitasking Interaction with Multiple Smart Devices. *Cyberpsychology, Behavior, and Social Networking*. 19(6), pp.397-403.
 30. Rau, P.L.P., Gong, Y. & Zhuang, C. (2016). Pretty Face Matters: Relative Importance of the Face and Body Attractiveness in China. *Psychology*, 7 (7), pp. 1034.
 31. Rau, P.L.P., Zhou, L.H., Sun, N., & Zhong, R. (2016). Evaluation of Web Accessibility in China: Changes from 2009 to 2013. *Universal Access in the Information Society*, 15, pp. 297-303.
 32. Sun, N., Rau, P.L.P., Li, Y., Owen, T., & Thimbleby, H. (2016). Design and evaluation of a mobile phone-based health intervention for patients with hypertensive condition. *Computers in Human Behavior*, 63, pp. 98-105.
 33. Rau, P.L.P., Gong, Y., Huang, H., Wen, J., & Yang, Z. (2016). User experience in smart thermostat controller. *Buildings*, 6(2), 19.
 34. Liu, J, Rau, P.L.P., & Chen, N. (2016). Why Vocal Minority Dominate Chinese Microblog Discussion: The Influence of Social Status. *International Journal of Mobile Communications*, 14(2), pp. 118-132.
 35. Rue, V., Rau, P.L.P., Ji, X., & Chen, C. (2016). Promoting Intellectual Property Education for Engineers in China. *International Journal of Technological Learning, Innovation and Development*, 1(8), pp. 57-69.
 36. Lesch, M., Rau, P.L.P., & Choi, Y. S. (2016). Effects of culture (China vs. US) and task on perceived hazard: Evidence from product ratings, label ratings, and product to label matching. *Applied Ergonomics*, 52, pp.43-53.