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Wee-Kheng Tan, Yung-Jen Hsiao, Shu-Fen Tseng, Chien-Lung Chan

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Authors:

Wee-Kheng TAN* (Professor)
Chinese Culture University
55, Hwa-Kang Road
Yang-Ming-Shan, Taipei 11114, Taiwan
Email: cwq7@ulive.pccu.edu.tw
Tel: (886) 2-2861-0511 Ext 35007

Yung-Jen Hsiao (Mr)
Department of Information Management
Yuan Ze University
No. 135, Yuandong Road, Zhongli, Taoyuan City, Taiwan
Email: s1046208@mail.yzu.edu.tw
Tel: (886) 3-463-8800
Fax: (886) 3-435-2077

Shu-Fen Tseng (Associate Professor)
Department of Information Management
Yuan Ze University
No. 135, Yuandong Road, Zhongli, Taoyuan City, Taiwan
Email: gssftseng@saturn.yzu.edu.tw
Tel: (886) 3-463-8800 Ext 2650
Fax: (886) 3-435-2077

Chien-Lung Chan (Professor)
Department of Information Management
Yuan Ze University
No. 135, Yuandong Road, Zhongli, Taoyuan City, Taiwan
Email: clchan@saturn.yzu.edu.tw
Tel: 3-463-8800 Ext 2605
Fax: (886) 3-435-2077

* - Corresponding author

Abstract

Few studies have considered the personalities of smartphone applications. This study identifies four underlying smartphone application personality dimensions: interactive and daring, interesting and attractive, open and wide-ranging, and principled and

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