

許世芸 老師

**現職** 休閒與遊憩管理學系 助理教授

**學歷** 美國夏威夷太平洋大學 行銷學 碩士

**專長1**

觀光

**專長2**

消費者行為

### 教師研究成果資料明細

#### SCI、SSCI、A&HCI、EI、TSSCI期刊論文

- 1.(Tzung-Cheng Huan)、(Jay Beaman)、(Liang-Han Chang)、許世芸(Shih-Yun Hsu)\* ,2008-08, (已刊登)  
TOURISM MANAGEMENT 29卷4期:795頁~806頁  
Robust and alternative estimators for “better” estimates for expenditures and other “long tail” distributions
- 2.許世芸(Shih-Yun Hsu)\* ,2009-12, (已刊登)  
JOURNAL OF BUSINESS RESEARCH 62卷12期:1223頁~1254頁  
Storytelling research of consumers' self-reports of urban tourism experiences in China
- 3.許世芸(Shih-Yun Hsu) ,2011-08, (已刊登)  
JOURNAL OF BUSINESS RESEARCH 64卷8期:785頁~799頁  
General theory of cultures' consequences on international tourism behavior
- 4.許世芸(Shih-Yun Hsu) ,2011-12, (已刊登)  
African Journal of Business Management 5卷34期:13249頁~13253頁  
The evaluation mode of hotel housekeeping

#### 非SCI、SSCI、A&HCI、EI、TSSCI...等具審查機制論文

- 1.許世芸(Shih-Yun Hsu) ,2008-05, (已刊登)  
Advances in Hospitality and Leisure 4卷0期:121頁~137頁  
Experience Use History and Typology of Substitutability among Hikers
- 2.許世芸(Shih-Yun Hsu) ,2008-09, (已刊登)  
International Journal of Management 25卷3期:467頁~479頁  
Improving the Experience of Visitors to Public Museums: A Managerial Perspective
- 3.(Chen Y.Y.)、許世芸(Shih-Yun Hsu)\* ,2007-, (已刊登)  
Asian Journal of Management and Humanity Sciences 1卷4期:577頁~589頁  
The Experiment and Planning of Curriculums for Preparing the Practical Competencies of Hospitality Management Students
- 4.許昌賢(Chang-Hsien Hsu)、許世芸(Shih-Yun Hsu)、陳家慧(Chia-Hui Chen)、陳啟元(Chi-Yuan Chen) ,2010-06, (已刊登)  
The7th IEEE International Conference on Service Systems and Service Management 2010卷1期:988頁~993頁  
The purchasing intention of industrial lubricating oil
- 5.許志賢(Chih-Hsien Hsu)、許世芸(Shih-Yun Hsu) ,2007-06, (已刊登)

管理實務與理論研究 一卷二期:1頁~16頁  
交易成本理論與合作策略間關係之研究

**6.**許世芸(Shih-Yun Hsu) ,2011-04, (已刊登)

Asia Pacific Journal of Tourism Research 16卷2期:209頁~228頁

Why do Visitors Go to Museums? The Case of 921 Earthquake Museum, Wufong, Taichung

### 專書論文

**1.**(Wu C.C)、許世芸(Shih-Yun Hsu)\*、(Wang W.C.) 2008.05

Advances in Hospitality and Leisure

Experience Use History and Typology of Substitutability among Hikers