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專長1 消費者行為

專長2 科技管理

教師研究成果資料明細

研究計畫

1. 鄭正豐 校內計畫 2008.08.1 ~2009.07.31
Applying Game Theory to analyze the Impact of Innovation Strategy on Job Satisfaction of the R&D employee
2. 鄭正豐 國科會 2009.08.1 ~2010.07.31
Evaluate the Impact of Marketing Strategy on Customer Satisfaction through Game Theory: A Mathematical Model and Empirical Research
3. 鄭正豐 校內計畫 2011.03.1 ~2012.02.28
Evaluate the Impact of Innovation Strategy on Customer Satisfaction from the Perspectives of Supplier and Buyer
4. 鄭正豐 國科會 2011.08.1 ~2012.07.31
Hierarchical Structure Approach for Determinants of Successful Product Innovation

SCI、SSCI、A&HCI、EI、TSSCI期刊論文

1. 鄭正豐(C.F. Cheng) ,2009-04, (已刊登)
JOURNAL OF COMPUTER INFORMATION SYSTEMS 49卷3期:22頁~30頁
Evaluating Online Auction Strategy: A Theoretical Model and Empirical Exploration
2. 吳萬益(Wann-Yih Wu)*、鄭正豐(C.F. Cheng)* ,2009-06, (已刊登)
APPLIED ECONOMICS LETTERS 16卷8期:841頁~845頁
The optimal internal marketing strategy in services under open economy
3. 鄭正豐(C.F. Cheng)、賴孟寬(Lai, Meng-Kuan)、吳萬益(Wu, Wann-Yih)* ,2010-05, (已刊登)
TECHNOVATION 30卷7-8期:459頁~470頁
Exploring the Impact of Innovation Strategy on R&D Employees' Job Satisfaction: A Mathematical Model and Empirical Research
4. 鄭正豐(C.F. Cheng)* ,2011-07, (已刊登)
African Journal of Business Management 5卷13期:5199頁~5209頁
The Influences of Relationship Marketing Strategy and Transaction Cost on Customer Satisfaction, Perceived Risk, and Customer Loyalty
5. 鄭正豐(Cheng-Feng Cheng) ,2011-12, (已刊登)
African Journal of Business Management 5卷33期:12691頁~12701頁
Evaluating the impact of marketing strategy on customer satisfaction through game theory: A mathematical model and empirical research

非SCI、SSCI、A&HCI、EI、TSSCI...等具審查機制論文

1. 鄭正豐(C.F. Cheng)*、張筱湄(Chang, Hsiao-Mei), 2009-10, (已刊登)
中國經濟評論 9卷10期:43頁~50頁
以交易成本理論探究網路消費者行為

研討會論文

1. 鄭正豐(C.F. Cheng) 2011.04.30~2011.04.30

旅遊業消費者行為之研究

2011 前瞻管理學術與產業趨勢研討會

2. 鄭正豐(C.F. Cheng) 2011.04.30~2011.04.30

人格特質與關係行銷成效之研究－以壽險業為例

2011 前瞻管理學術與產業趨勢研討會

3. 鄭正豐(C.F. Cheng) 2010.01.24~2010.01.26

Analysis future and obstacle of solar building substance

2010 International Conference on Asia Pacific Business Innovation and Technology Management

4. 鄭正豐(C.F. Cheng) 2009.05.5 ~2009.05.5

以交易成本理論探究網路消費者行為

第十屆管理學域國際學術研討會

5. 鄭正豐(C.F. Cheng) 2009.05.5 ~2009.05.5

以交易成本理論探究百貨公司關係行銷策略之成效

第十屆管理學域國際學術研討會

6. 鄭正豐(C.F. Cheng) 2006.11.17~2006.11.19

The Effect of Generic Strategies on Service Quality, Perceived Value, and Customer Loyalty: A Comparison Study of the Characteristics of Respondents

The twelfth Asia Pacific Management Conference

7. 鄭正豐(C.F. Cheng) 2006.08.11~2006.08.16

Applying Game Theory to Optimize Manager Compensation as a Negotiation Process

66th Academy of Management Annual Meeting

8. 鄭正豐(C.F. Cheng) 2006.06.23~2006.06.26

Applying Prospect Theory to Evaluate the Effectiveness of Online Auction Strategy in the International Competitive Environment

2006 Academy of International Business Annual Meeting

9. 鄭正豐(C.F. Cheng)、吳萬益(Wu, Wann-Yih)、鄭正豐(C.F. Cheng)

2006.11.23~2006.11.25

Applying Game Theory to Optimize the Impact of Innovation Strategy on Job Satisfaction

Management International Conference

10. 李舒萍(Shu-Ping Lee)、鄭正豐(C.F. Cheng)、李舒萍(Shu-Ping Lee)、許晏榕 2011.05.20~2011.05.20

Impact of Anxiety, Inattention, and Physical Inactivity on Foreign Language Performance: a Structural Equation Model

6th Annual International Conference on Foreign Literature Teaching

11. 李舒萍(Shu-Ping Lee)、鄭正豐(C.F. Cheng)、李舒萍(Shu-Ping Lee)

2011.10.9 ~2011.10.12

Assessment of Psycho-Physiological Factors for Foreign Language Learning: A Structural Equation Modeling Approach

The International Conference on Measurement and Evaluation in Education

12. 李舒萍(Shu-Ping Lee)、鄭正豐(C.F. Cheng)、李舒萍(Shu-Ping Lee)

2011.10.9 ~2011.10.12

Assessing second foreign language learning anxiety, inattention, learning strategies and learning motivation

The International Conference on Measurement and Evaluation in Education

13. 鄭正豐(C.F. Cheng)、鄭正豐(C.F. Cheng) 2011.10.31~2011.11.3

Evaluate the Impact of Innovation Strategy on Customer Satisfaction

International Journal of Arts and Sciences' (IJAS) International Conference

14. 張曼玲(Man-Ling Chang)、鄭正豐(Cheng-Feng Cheng)

2011.10.31~2011.11.3

Does FCB Planning Strategy Work in Service Advertising?

International Journal of Arts & Sciences (IJAS)