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### 教師研究成果資料明細



#### SCI、SSCI、A&HCI、EI、TSSCI期刊論文

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2. 陳永信(Yung-Hsin Chen)、蔡碩倉(Shuo-Chang Tsai)\*、(Sheng-Tsung Hou)、(Long-Tai Chen) ,2009-12, (已刊登)

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3. 蔡碩倉(Shuo-Chang Tsai) ,2010-12, (已刊登)

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How Trust Links the Association Connecting Use Experience, Word-of-Mouth with Use Intention and Use Behavior – A Case Study on the Service Innovation in the Aesthetic Medical Treatment

4. 蔡碩倉(Shuo-Chang Tsai) ,2011-06, (已刊登)

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How Addiction Behavior as a Factor of Switching Barrier Affects Fans' Loyalty in Sponsoring Professional Sports Games-- A Case Study on the Fans Behavior toward Taiwan Professional Base Ball Games

5. 曾勝睿(Tseng, Cheng-Jui)、蔡碩倉(Shuo-Chang Tsai) ,2011-12, (已刊登)

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