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教師研究成果資料明細



SCI、SSCI、A&HCI、EI、TSSCI期刊論文

1. (Wen-Hsien Tsai)*、賴建文(Chien-Wen Lai)、(Li-Jung Tseng)、(Wen-Chin Chou) ,2008-12, (已刊登)
INTERNATIONAL JOURNAL OF PRODUCTION ECONOMICS
115卷1期:210頁~220頁
Embedding management discretionary power into an ABC model for a joint products mix decision
2. (Wen-Hsien Tsai)、(Wen-Chin Chou)、賴建文(Chien-Wen Lai) ,2010-09, (已刊登)
TOURISM MANAGEMENT 31卷6期:936頁~952頁
An effective evaluation model and improvement analysis for national park websites: A case study of Taiwan
3. 賴建文(Chien-Wen Lai)* ,2010-03, (已刊登)
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HOW FINANCIAL ATTITUDES AND PRACTICES INFLUENCE THE IMPULSIVE BUYING BEHAVIOR OF COLLEGE AND UNIVERSITY STUDENTS
4. 賴建文(Chien-Wen Lai) ,2007-12, (已刊登)
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45卷15期:3421頁~3437頁
An Algorithm for Optimizing Joint Products Decision Based on the Theory of Constraints