

鄭正豐 老師

現職 國際企業學系 助理教授

學歷 國立成功大學 企業管理學 博士

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



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