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專長4 市場研究

教師研究成果資料明細



非SCI、SSCI、A&HCI、EI、TSSCI...等具審查機制論文

1. 陳永信(Yung-Hsin Chen)、(Yi-Tien SHih)、蔡碩倉(Shuo-Chang Tsai)*, 2009-06, (已刊登)

Proceedings of 6th International Conference on Service System and Service Management 2009卷1期:323頁~328頁

Exploring Influential Factors on the Performance of Sales/Service Channel in the E-Commerce Context – An Empirical Study on Auto Distributors in Taiwan

2. 蔡碩倉(Shuo-Chang Tsai)、陳永信(Yung-Hsin Chen)*、許昌賢(Chang-Hsien Hsu)、(Yi-Shan Ko)、(Kuo-Chin Huang), 2009-06, (已刊登)

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Exploring Factors Affecting the Adoption Intention toward the Integration of Traditional Chinese and Western Medicine as a Disruptive Innovation in the Health-Care Service Industry

3. 陳永信(Yung-Hsin Chen)*、蔡碩倉(Shuo-Chang Tsai)、游雅雯(Ya-Wen Yu), 2009-12, (已刊登)

2009 IEEE International Conference on Industrial Engineering and Engineering Management 2009卷1期:1563頁~17頁

Does Customer Satisfaction Affect the Quality, Trust – Loyalty Links in the Marketing Channel Context? – An Empirical Study on Taiwan Hypermarket

4. 陳永信(Yung-Hsin Chen)*、蔡碩倉(Shuo-Chang Tsai)、游雅雯(Ya-Wen Yu), 2009-12, (已接受未出版)

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5. 陳永信(Yung-Hsin Chen)、蔡碩倉(Shuo-Chang Tsai)*、(S.T.Huo)、(L.T.Chen), 2009-12, (已接受未出版)

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Measure Customer Innovativeness by the FuzzyART Network Model

6. (Yung-Hsin Chen)、蔡碩倉(Shuo-Chang Tsai)*、(Long-Tai Chen)、(Han-Ying Wang), 2010-06, (已刊登)

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2010卷1期:962頁~967頁

Predict Customer Innovativeness toward Telematics—via Reduced Form Model from a Normative Marketing Perspective

7. 陳永信(Yung-Hsin Chen)、(Xia Wang)、(Ying-Ying Wang)、蔡碩倉(Shuo-Chang Tsai)* ,2010-06, (已刊登)

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The Moderating Effect of Retailer Image on Customers' Satisfaction – Loyalty Link

8. (Xia Wang)、陳永信(Yung-Hsin Chen)、蔡碩倉(Shuo-Chang Tsai)* ,2010-06, (已刊登)

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Personality Traits as Moderators of the Relationship between Customer Satisfaction and Loyalty

9. 彭作奎(Peng, Tso-kwei)、蔡碩倉(Shuo-Chang Tsai) ,2006-08, (已刊登)

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10. 林士彥、蔡碩倉(Shuo-Chang Tsai)、林銘昌(Ming-Chang Lin)、
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