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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)*、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

2. 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)

2009 IEEE International Conference on Industrial Engineering and Engineering Management 2009卷期:頁~頁

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

3. 游雅雯(Ya-Wen Yu), 2010-06, (已刊登)

臺灣企業績效學刊 3卷2期:151頁~181頁

台灣印刷電路板產業經營績效之探討: S-C-P產業組織理論之應用

4. 游雅雯(Ya-Wen Yu)*, 2011-05, (已刊登)

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Business operation strategy for online market in Taiwan

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

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