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專長1 觀光

專長2 消費者行為

教師研究成果資料明細



研討會論文

- 1.許世芸(Shih-Yun Hsu)、許世芸(Shih-Yun Hsu) 2011.01.20~2011.01.22
Critical tests of alternative cultural value theories on consumers' international services purchases and experiences
The 10th International Marketing Trends Conference
- 2.許世芸(Shih-Yun Hsu) 2009.09.25~2009.09.26
Gestalt modeling of cultures' consequences on international experiential (tourism) consumption
Royal Bank International Research Seminar
- 3.許世芸(Shih-Yun Hsu) 2008.11.4 ~2008.11.9
Storytelling research of travelers' self-reports: Etic analyses of how visitors interpret places and experiences in China
Society for Marketing Advances 2008 Annual Conference