

# 研討會論文

**Chou, W.H.C.** (2022, Nov). *Redesigning Fashion Business Courses to Incorporate Sustainable Education: An Exploratory Study*. Paper presented at the 2022 Taiwan Education Research Association conference, Kaohsiung, Taiwan.

**Chou, W.H.C.** (2022, June). *Connecting the Fashion Industry with University Students Through Course Design: An Experience-Based Learning Approach*. Paper presented at the 2022 Annual Canada International Conference on Education, Toronto, Canada.

**楊孝康** (2022/05/20), 「教育在疫情蔓延時,遠距教學帶來的挑戰與轉機:以質化研究探討線上教學對於大學生之影響」銘傳大學教學對於大學生之影響」發表於銘傳大學諮商與工商心理學系舉辦之「2022 年國際學術暨實務研討會:當遠距成為健康照護的一種挑戰:可能性、效益與挑戰」, 台灣

**Chou, W.H.C.** (2021, Nov). *Industry Collaboration Experience Outcomes for Fashion Management Students in Taiwan: An Experience-Based Learning Approach*. Paper presented at the 2021 Taiwan Education Research Association conference, Kaohsiung, Taiwan.

**Chou, W.H.C.** (2021, May). *Taiwanese Sustainable Luxury Brands Emotionally Connect with Consumers through Stories*. Paper presented at the 2021 Conference on Innovation of Taiwan Textile Industry, Taipei, Taiwan.

**楊孝康 & 盧海茵**, (2020/07/03), 「教師文化智慧對於學生滿意度的相關研究:以銘傳大學國際學生為例」國立高雄科技大學 2020 教學實踐研究研討會, 發表於國立高雄科技大學教務處教學發展中心線上展覽網站, 台灣

**Chou, W.H.C.** (2020, Jun). *Luxury Sustainable Entrepreneurship in Taiwan: An Exploratory Study*. Paper presented at the 2020 Contemporary Management Conference, Da-Yeh University, Changhua, Taiwan.

**楊孝康** (2020/06/19), "Cross-Cultural Management in Taiwan: A Study of Employee Cultural Intelligence and Voice Behavior in Expatriates," presented at 2020 當代管理學術研討會 (Contemporary Management Conference), 大葉大學, 彰化台灣

**Yang, C & Liu, S.Y.-H.** (2020/05/23), "Cultural Intelligence and Its Importance in Ethical Leadership: The Advantages and Challenges in Cross-Cultural Management," presented at *The Development of Cross-Regional Cooperation: Choices Amid Constraints*, 銘傳大學, 桃園台灣

**Chou, W.H.C.** (2020, May). *Fashion Brand Marketing in Taiwan: An Exploratory Study*. Paper presented at the Development of Cross Regional Cooperations: Choices Amidst Constraints, Ming Chuan University, Taoyuan, Taiwan.

**Chou, W. H. C. & Jin, B** (2018, June). *Micro-Blog Marketing of Luxury Consumption: The Role of Micro-Blog Contents and Envy in Purchase Intention*. Paper presented at the annual conference of Academy of Marketing Science World Marketing Congress, Porto, Portugal.

**Chou, W. H. C** (2018, May). *An Exploratory Study: Omni-Channel Marketing of Fast Fashion Brands*. Paper presented at the 11th International Conference on Interdisciplinary Design and Industrial-Academic Collaboration & National Conference on Fashion Design, Kaohsiung, Taiwan.

**Yang, C.** (2017/08/04-08), "The Influence of Supervisor Cultural Intelligence on Employee Well-Being," presented at The 77<sup>th</sup> Annual Meeting of the Academy of Management, Aug. 04-08, Atlanta, Georgia.

**Chou, W. H. C.** (2017, July). *Micro-Blog marketing of luxury consumption: The role of envy in purchase intention*. Dissertation.

**Chou, W. H. C. & Jin, B** (2016, July). *Emotions in Luxury Consumption: An Exploratory Comparison between Two Cultures*. Paper will be presented at the annual conference of Academy of Marketing Science World Marketing Congress, Paris, France.

**Chou, W. H. C. & Jin, B** (2016, April). *Consumers' Brand Experience at Experiential Retail Stores and Brand Equity*. Paper presented at the annual conference of American Collegiate Retailing Association, Secaucus, New Jersey.

Ramkumar, B., Jin, B., & **Chou, W.** (2015, November). *Factors Influencing Consumers' Intention to Engage in International Online Outshopping (IOO): A Comparison of US and Indian Consumers' Outshopping Intention at Chinese e-tailers*. Paper presented at the annual conference of International Textile and Apparel Association, Santa Fe, NM. (Oral)

Jin, B., **Chou, H.**, & Ramkumar, B. (2014, November). *Identifying unknown sources and roles of networks among SMEs in international expansion: Evidence from global apparel cases*. Paper presented at the annual conference of International Textile and Apparel Association, Charlotte, NC.

Jin, B., Ramkumar, B., & **Chou, H.** (2014, November). *Motivations and patterns of Internationalization among SMEs in Asian countries: How are they different from SMEs in European countries?* Paper presented at the annual conference of International Textile and Apparel Association, Charlotte, NC.

*Journal*), (TSSCI)

Namairage, A. A.; **Chang, Jung-nung** (2014). "Factors Leading to Adjustment Efficiency in Academic Performance for African Students in Taiwan," 2014 MCU International Conference on Business Management, Taipei.

Siemon, Shelove; **Chang, Jung-nung** (2013). The Impact of Political Instability on the Textile Industry in Haiti, *The 5th Development Research Annual Congress (Development: Crisis and Security)*, Taipei, National Chengchi University.

**Chang, Jung-nung** and Cheng, Chia-yi (Mar 2012). "The Effects of Learning Orientation on Team Members' Turnover Intention: A Motivational Perspective." 2012 MCU International Conference on Business Management, Taipei.

Cheng, Chia-yi and **Chang, Jung-nung** (Mar 2012). "Effects of Goal Orientation and Job Embeddedness on Financial Salespersons' Job Stress." 2012 MCU International Conference on Business Management, Taipei.

張榮農、羅喬云 (Jun 2011)。連鎖零售業自有品牌消費者購買意願影響因素之研究，2011 全國商管學術暨實務研討會，台北：聖約翰科技大學。

Trappey, C., **Yang, C.** (2011/06/28-30), "Modeling Electronic Word of Mouth and Complaint Behavior for Electronic CRM Systems," Proceedings of the Technology Innovation and Industrial Management (TIIM) 2011, Jun. 28-30, Oulu, Finland

**Chang, Jung-nung** and Cheng, Chia-yi (Mar 2011). "School Embeddedness and Team Potency in Diversified Learning Environment," 2011 MCU International Conference on Business Management.

Cheng, Chia-yi and **Chang, Jung-nung** (Mar 2011). "The Effects of Job Embeddedness on Internal Job Satisfaction and Sales Performance," 2011 MCU International Conference on Business Management.

Lee, Yih-Yuh. and **Chang, Jung-nung** (Oct 2010). "Service Innovation: A Case Study of Brand-building Kitchen Design System for Customer Value Creation," ISBC: 36th International Small Business Congress, Taipei.

張榮農、潘權寬 (Sep 2010)。全球化下中小企業以 e 化強化策略聯盟關係之研究，「全球變局下之管理創新：策略佈局」國際研討會，台北，國立師範大學。

張榮農、楊義弘 (Dec 2009) 。亞太區域整合策略之比較研究：以 *APEC* 及 *ASEAN* 為例。第一屆發展研究年會。台北，國立政治大學。

李易諭、張榮農 (Nov 2007) 。出版業商業模式創新之探討-以華文網為例。第十三屆服務業管理研討會 - 服務的創新與轉型。

李易諭、張榮農 (Mar 2007) 。A Case Study of the Market Development Strategies for Taiwan-based E-learning Company in China。國際行銷資訊管理研討會。台北，國立台北大學行銷管理系。政大公企中心。台北，國立政治大學企管系。