2025商學專業與品德學術研討會

2025CONFERENCE ON BUSINESS EXPERTISE AND ETHICS

摘要手冊



主辦單位

僑光科技大學商學與管理學院、財務金融系(所)、
企業管理系(所)、國際貿易系、行銷與流通管理系、
財經法律系、金融教育中心、智慧零售商業服務中心

僑光科技大學 商學與管理學院 College of Business and Management

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2025 商學專業與品德學術研討會 議程表

研討會日期：2025 年 04 月 25 日(星期五)　**研討會地點：**僑光科技大學圖資大樓 5、7 樓

主辦單位：僑光科技大學商學與管理學院、財務金融系(所)、企業管理系(所)、國際貿易系、行銷與流通管理系、財經法律系、金融教育中心、智慧零售商業服務中心

時間	時間分配	活動內容									
08:40~09:00	20	簽名報到【地點：圖資大樓 5 樓】									
發表地點：圖資大樓		**5 樓 8522**	**5 樓 8505**	**5 樓 8506**	**5 樓 8507**	**5 樓 8508**	**5 樓 8519B**	**7 樓 8705**	**7 樓 8706**	**7 樓 8707**	**7 樓 8729**
09:00~12:10		主持人									
	15	**N01**	**N10**	**N19**	**N27**	**N35**	**N43**	**N51**	**N59**	**N68**	**N77**
	5	評論人									
	15	**N02**	**N11**	**N20**	**N28**	**N36**	**N44**	**N52**	**N60**	**N69**	**N78**
	5	評論人									
	15	**N03**	**N12**	**N21**	**N29**	**N37**	**N45**	**N53**	**N61**	**N70**	**N79**
	5	評論人									
	15	**N04**	**N13**	**N22**	**N30**	**N38**	**N46**	**N57**	**N62**	**N71**	**N80**
	5	評論人									
	10	休息									
	15	**N05**	**N14**	**N23**	**N31**	**N39**	**N47**	**N55**	**N63**	**N72**	**N81**
	5	評論人									
	15	**N06**	**N15**	**N24**	**N32**	**N40**	**N48**	**N56**	**N64**	**N73**	**N82**
	5	評論人									
	15	**N07**	**N16**	**N25**	**N33**	**N41**	**N49**	**N57**	**N65**	**N74**	**N83**
	5	評論人									
	15	**N08**	**N17**	**N26**	**N34**	**N42**	**N50**	**N58**	**N66**	**N75**	**N84**
	5	評論人									
	15	**N09**	**N18**	-	-	-	-	-	**N67**	**N76**	-
	5	**評論人**									
12:10~12:20	10	綜合座談									
12:20~		**賦歸**									

圖資大樓 5 樓 8522 教室 會議議程

時間	時間分配	內容
09:00 | 10:20		主持人：賴弘程教授 僑光科技大學財務金融系暨校長特助
	20	**【N01】永續經營績效與破產風險的關聯性研究** 發表者：**張紫茵 靜宜大學會計學系碩士生** 樓雍儀 靜宜大學會計學系 評論人：張倉耀 僑光科技大學財務金融系
	20	**【N02】台灣銀行業董事會多元性與現金持有相關性之研究** 發表者：黃莉盈 僑光科技大學財務金融系 **林宴如 僑光科技大學財務金融系(所)研究生** 評論人：張倉耀 僑光科技大學財務金融系
	20	**【N03】法說會異常報酬率之研究-以台積電、聯電、力積電及京元電、日月光投控為例** 發表者：鄭廳宜 僑光科技大學財務金融系 **蘇鈺茹 僑光科技大學財務金融系(所)研究生** 評論人：孫而音 僑光科技大學財務金融系
	20	**【N04】股權結構與控制權偏離程度與公司治理評鑑結果關聯性研究** 發表者：**顏佳萱 靜宜大學會計學系研究生** 樓雍儀 靜宜大學會計學系 評論人：孫而音 僑光科技大學財務金融系
10:20-10:30		**休息時間**
10:30 | 12:10		主持人：賴弘程教授 僑光科技大學財務金融系暨校長特助
	20	**【N05】股權結構與控制權偏離程度對永續經營績效之影響** 發表者：**鄭聿玲 靜宜大學會計學系碩士生** 樓雍儀 靜宜大學會計學系 評論人：張倉耀 僑光科技大學財務金融系
	20	**【N06】公司 ESG 表現是否會影響高層人員異動？** 發表者：**李宜臻 國立彰化師範大學財務金融技術學系** 張 元 國立彰化師範大學財務金融技術學系 評論人：黃莉盈 僑光科技大學財務金融系
	20	**【N07】國際化、多角化程度對永續經營績效影響之研究** 發表者：**李沂璇 靜宜大學會計學系碩士生** 樓雍儀 靜宜大學會計學系 評論人：孫而音 僑光科技大學財務金融系
	20	**【N08】家族傳承會影響企業的銀行貸款利率嗎？－來自個別銀行貸款契約的證據** 發表者：**張懿萱 彰化師範大學財務金融技術學系研究生** 張 元 彰化師範大學財務金融技術學系 評論人：黃莉盈 僑光科技大學財務金融系
	20	**【N09】關鍵查核事項是否會影響企業併購後的審計品質** 發表者：**陳憶萱 靜宜大學會計學系研究生** 許月瑜 靜宜大學會計學系 蔡寶瑢 靜宜大學會計學系研究生 評論人：黃莉盈 僑光科技大學財務金融系
12:10~12:20		**綜合座談**
12:20~		**賦歸**

圖資大樓 5 樓 8505 教室 會議議程

時間	時間分配	內容
09:00 | 10:20		主持人：李國良主任 僑光科技大學行銷與流通管理系
	20	**【N10】會員尊榮禮遇計畫對消費者滿意度與忠誠度的影響：以台灣汽車商 L 之行銷策略為例** 發表者：**陳勇志 僑光科技大學行銷與流通管理系** 賴品榛 僑光科技大學行銷與流通管理系 評論人：翁逸群 僑光科技大學財經法律系
	20	**【N11】退休存股之股債投資策略績效研究** 發表者：葉金標 國立臺中科技大學財政稅務系 林家樑 僑光科技大學財務金融系 **黃敬庭 僑光科技大學財務金融系(所)研究生** 評論人：翁逸群 僑光科技大學財經法律系
	20	**【N12】東南亞廠商環境感知對社群媒體機敏度之影響：以感知－反應模式為基礎** 發表者：譚大純 國立高雄師範大學事業經營學系 魏婧安 國立高雄師範大學事業經營學系 **林恬雅 國立高雄師範大學事業經營學系研究生** 評論人：葉金標 國立臺中科技大學財政稅務系
	20	**【N13】遊戲教學應用在商管教育對學生學習成效之後設分析** 發表者：**羅正吉 國立彰化師範大學財務金融技術學系研究生** 林逸程 國立彰化師範大學財務金融技術學系 評論人：葉金標 國立臺中科技大學財政稅務系
10:20-10:30		**休息時間**
10:30 | 12:10		主持人：李國良主任 僑光科技大學行銷與流通管理系
	20	**【N14】社群媒體機敏性之初探：環境感知—訊息處理—社群反應模式** 發表者：譚大純 國立高雄師範大學事業經營學系 汪昭芬 正修科技大學 蔡乙瑄 國立高雄師範大學事業經營學系 **胡惠棋 國立高雄師範大學事業經營學系研究生** 評論人：李國良 僑光科技大學行銷與流通管理系
	20	**【N15】董事會與高階管理職性別多樣性是否會影響公司資金成本？** 發表者：**賴姵君 國立彰化師範大學財務金融技術學系** 張　元 國立彰化師範大學財務金融技術學系 評論人：葉金標 國立臺中科技大學財政稅務系
	20	**【N16】競爭導向基礎之環境感知、社群回應與敏捷能耐** 發表者：譚大純 國立高雄師範大學事業經營學系 汪昭芬 正修科技大學博士 **巫睿宸 國立高雄師範大學事業經營學系研究生** 評論人：葉金標 國立臺中科技大學財政稅務系
	20	**【N17】分析台灣民眾對長照保險的購買意願** 發表者：**李正鴻 僑光科技大學財務金融系(所)研究生** 評論人：曾漢文 僑光科技大學財務金融系
	20	**【N18】新青安與第七波控管對房地產價量影響之探討** 發表者：葉金標 國立臺中科技大學財政稅務系 林家樑 僑光科技大學財務金融系 **張宇傑 僑光科技大學財務金融系(所)研究生** 評論人：曾漢文 僑光科技大學財務金融系
12:10~12:20		**綜合座談**
12:20~		**賦歸**

圖資大樓 5 樓 8506 教室 會議議程

時間	時間分配	內容
09:00 | 10:20		主持人：林秀柑研發長 僑光科技大學研究發展處
	20	**【N19】定期定額投資與技術分析投資績效之比較-以元大台灣 50 與富邦台 50 為例** 發表者：**莊芳誼 僑光科技大學財務金融系(所)研究生** 林家樑 僑光科技大學財務金融系 評論人：阮俊英 僑光科技大學財務金融系
	20	**【N20】ETF 熱潮的散戶法人化現象對台股加權指數風險** 發表者：葉金標 國立臺中科技大學財政稅務系 **林昆厚 僑光科技大學財務金融系(所)研究生** 評論人：林家樑 僑光科技大學財務金融系
	20	**【N21】運用智慧技術分析台灣債券型及固定收益 ETF 價格之研究** 發表者：高文星 僑光科技大學資訊科技系 劉柏伸 僑光科技大學資訊科技系 **劉佳玲 僑光科技大學資訊科技系碩士生** 評論人：阮俊英 僑光科技大學財務金融系
	20	**【N22】開放式共同基金績效與持續性之研究—以台灣中小型股票基金為例** 發表者：**丁春梅 僑光科技大學企業管理系(所)研究生** 王南喻 僑光科技大學餐飲管理系 評論人：林家樑 僑光科技大學財務金融系
10:20-10:30		**休息時間**
10:30 | 11:50		主持人：林秀柑研發長 僑光科技大學研究發展處
	20	**【N23】市值型 ETF 績效分析** 發表者：葉金標 國立臺中科技大學財政稅務系 林家樑 僑光科技大學財務金融系 **陳靜琪 僑光科技大學財務金融系(所)研究生** 評論人：阮俊英 僑光科技大學財務金融系
	20	**【N24】薪酬制度公平對工作滿意度與工作績效影響之研究** 發表者：**邵繼霆 僑光科技大學企業管理系(所)研究生** 李淑芳 僑光科技大學企業管理系 評論人：林家樑 僑光科技大學財務金融系
	20	**【N25】理財人員專業性與服務品質對信任感和購買意願之影響** 發表者：**蘇凡雅 僑光科技大學企業管理系(所)研究生** 李淑芳 僑光科技大學企業管理系 評論人：阮俊英 僑光科技大學財務金融系
	20	**【N26】台灣指數股票型基金報酬與投資人關注度之研究：網路搜索量之角色** 發表者：**王宜珈 僑光科技大學企業管理系(所)研究生** 王南喻 僑光科技大學餐飲管理系 評論人：林家樑 僑光科技大學財務金融系
11:50~12:00		**綜合座談**
12:00~		**賦歸**

圖資大樓 5 樓 8507 教室 會議議程

時間	時間分配	內容
09:00 | 10:20		主持人：秦雅嫻主任 僑光科技大學機械與電腦輔助工程系暨教學發展中心
	20	**【N27】從「衝動性消費」與「享樂消費」觀點看「網紅行銷」的知覺風險** 發表者：吳莉榆 僑光科技大學行銷與流通管理系研究生 **謝素琴 僑光科技大學行銷與流通管理系** **周台龍 僑光科技大學財經法律系** 評論人：黃素珍 僑光科技大學企業管理系
	20	**【N28】遊戲製作融入課程之 Rubrics 評量開發：以國際貿易理論與政策課程為例** 發表者：**黃素珍 僑光科技大學企業管理系** 田麗珠 僑光科技大學行銷與流通管理系 評論人：秦雅嫻 僑光科技大學機械與電腦輔助工程系
	20	**【N29】AI 人工智慧在行銷領域的應用-Google Ads 消費者科技使用行為觀點的驗證** 發表者：**吳家豪 僑光科技大學行銷與流通管理系** 謝素琴 僑光科技大學行銷與流通管理系 評論人：秦雅嫻 僑光科技大學機械與電腦輔助工程系
	20	**【N30】智慧物流服務使用意願之探討-以蝦皮智取店為例** 發表者：**呂紫瑄 僑光科技大學企業管理系(所)研究生** 詹國華 僑光科技大學企業管理系 評論人：黃素珍 僑光科技大學企業管理系
10:20-10:30		**休息時間**
10:30 | 11:50		主持人：泰雅嫻主任 僑光科技大學機械與電腦輔助工程系暨教學發展中心
	20	**【N31】電動車充電樁設置對新舊大樓影響關鍵因素探討** 發表者：**吳月美 僑光科技大學企業管理系(所)研究生** 賴永裕 僑光科技大學企業管理系 評論人：謝素琴 僑光科技大學行銷與流通管理系
	20	**【N32】轉換型領導模式對屬下行為影響分析-以人格特質為調節變數** 發表者：**黃偉倫 僑光科技大學企業管理系(所)研究生** 蔡連祥 僑光科技大學行銷與流通管理系 評論人：黃素珍 僑光科技大學企業管理系
	20	**【N33】社群媒體 Thread 的普及度與影響因素探討以小學家長為例** 發表者：**楊孟哲 僑光科技大學企業管理系(所)研究生** 黃上晏 僑光科技大學國際貿易系 評論人：謝素琴 僑光科技大學行銷與流通管理系
	20	**【N34】在人力資源供給不足時之工作價值觀、組織承諾、工作幸福感對留任意願之影響** 發表者：何舒毅 僑光科技大學企業管理系 **阮晞玥 僑光科技大學企業管理系(所)研究生** 評論人：黃素珍 僑光科技大學企業管理系
11:50~12:00		**綜合座談**
12:00~		**賦歸**

圖資大樓 5 樓 8508 教室 會議議程

時間	時間分配	內容
09:00 | 10:20		主持人：董孟修主任 僑光科技大學觀光與休閒管理系
	20	**【N35】以 IPA 模式分析消防人員對救災裝備器材適用性與培訓成效之研究** 發表者：**董宇軒 僑光科技大學企業管理系(所)研究生** 莊淑婷 僑光科技大學行銷流通管理系 評論人：董孟修 僑光科技大學觀光與休閒管理系
	20	**【N36】串流媒體系統品質、行銷策略與品牌形象對滿意度與續訂意願影響之實證研究-以 Netflix 為例** 發表者：**鐘昱翔 僑光科技大學企業管理系(所)研究生** 紀逸倫 僑光科技大學企業管理系 評論人：黃意文 僑光科技大學財務金融系
	20	**【N37】領導風格對消防員工作表現影響之研究--以工作壓力與工作適配為干擾變數** 發表者：**羅冠傑 僑光科技大學企業管理系(所)研究生** 紀逸倫 僑光科技大學企業管理系 評論人：董孟修 僑光科技大學觀光與休閒管理系
	20	**【N38】健身房服務品質與體驗行銷對再購意願影響之研究--以顧客滿意度為中介** 發表者：**張家瑋 僑光科技大學企業管理系(所)研究生** 紀逸倫 僑光科技大學企業管理系 評論人：黃意文 僑光科技大學財務金融系
10:20-10:30		**休息時間**
10:30 | 11:50		主持人：董孟修主任 僑光科技大學觀光與休閒管理系
	20	**【N39】顧客價值、體驗行銷、滿意度與忠誠度關聯性之研究 - 以娃娃機為例** 發表者：**陳鳳池 僑光科技大學企業管理系(所)研究生** 紀逸倫 僑光科技大學企業管理系 評論人：黃意文 僑光科技大學財務金融系
	20	**【N40】領導風格對工作績效影響之研究** 發表者：**蔡明宜 僑光科技大學企業管理系(所)研究生** 李淑芳 僑光科技大學企業管理系 評論人：周台龍 僑光科技大學財經法律系
	20	**【N41】綠色旅遊與永續餐飲：田野調查法下虛擬社群互動與行銷策略之探討** 發表者：**賴品榛 僑光科技大學行銷與流通管理系** 陳勇志 僑光科技大學行銷與流通管理系 評論人：黃意文 僑光科技大學財務金融系
	20	**【N42】工廠轉型智慧工廠建置、企業競爭力與企業競爭優勢之研究-以(中部地區)傳統產業為例** 發表者：**陳憶代 僑光科技大學企業管理系(所)研究生** 傅秀仁 僑光科技大學企業管理系 評論人：周台龍 僑光科技大學財經法律系
11:50~12:00		**綜合座談**
12:00~		**賦歸**

圖資大樓 5 樓 8519B 教室 會議議程

時間	時間分配	內容
09:00 | 10:20		主持人：翁志宗主任 僑光科技大學財經法律系
	20	**【N43】企業服務品質、品牌知名度、品牌形象與購買意願關聯性之研究** 發表者：**李嘉河 僑光科技大學企業管理系(所)研究生** 蔡源成 僑光科技大學企業管理系 評論人：李淑芳 僑光科技大學企業管理系
	20	**【N44】企業風險管理對飛航安全影響之研究-以故障維修與定期檢查為干擾** 發表者：**藍英祐 僑光科技大學企業管理系(所)研究生** 蔡源成 僑光科技大學企業管理系 評論人：傅秀仁 僑光科技大學企業管理系
	20	**【N45】消防員職業倦怠對離職傾向影響之研究-以休閒調適與轉換型領導風格為干擾變項** 發表者：**洪啟睿 僑光科技大學企業管理系(所)研究生** 蔡源成 僑光科技大學企業管理系 評論人：李淑芳 僑光科技大學企業管理系
	20	**【N46】企業環境保護對消費者滿意度影響之研究—以環保標章與產品涉入為干擾** 發表者：**蔡耀庭 僑光科技大學企業管理系(所)研究生** 蔡源成 僑光科技大學企業管理系 評論人：傅秀仁 僑光科技大學企業管理系
10:20-10:30		**休息時間**
10:30 | 11:50		主持人：翁志宗主任 僑光科技大學財經法律系
	20	**【N47】轉換型領導、組織氛圍、工作滿意度與組織承諾之關聯研究-以消防人員為例之研究** 發表者：**陳政逸 僑光科技大學企業管理系(所)研究生** 蔡源成 僑光科技大學企業管理系 評論人：李淑芳 僑光科技大學企業管理系
	20	**【N48】企業環境保護對品牌忠誠度影響之研究—以社會責任與產品知識為干擾** 發表者：**陳建樹 僑光科技大學企業管理系(所)研究生** 蔡源成 僑光科技大學企業管理系 評論人：傅秀仁 僑光科技大學企業管理系
	20	**【N49】消防人員工作環境對留任意願之影響之研究 -以工作倦怠及工作負荷為調節變數** 發表者：**劉梓蔚 僑光科技大學企業管理系(所)研究生** 蔡源成 僑光科技大學企業管理系 評論人：李淑芳 僑光科技大學企業管理系
	20	**【N50】企業整合式市場導向對留任意願與組織績效關聯之實證研究** 發表者：**林柏慶 僑光科技大學企業管理系(所)研究生** 蔡源成 僑光科技大學企業管理系 評論人：傅秀仁 僑光科技大學企業管理系
11:50~12:00		**綜合座談**
12:00~		**賦歸**

圖資大樓 7 樓 8705 教室 會議議程

時間	時間分配	內容
09:00 | 10:20		主持人：莊淑婷主任 僑光科技大學行銷與流通管理系暨四創中心
	20	**【N51】企業社會責任對顧客忠誠度影響之實證研究--以品牌形象與品牌知名度為干擾** 發表者：**鄭美華 僑光科技大學企業管理系(所)研究生** 紀逸倫 僑光科技大學企業管理系 蔡源成 僑光科技大學企業管理系 評論人：林淑真 僑光科技大學行銷與流通管理系
	20	**【N52】基於 YOLO 與 SAM2 深度學習於工業安全巡檢之即時影像識別與分割系統研究** 發表者：高文星 僑光科技大學資訊科技系 **張漢福 僑光科技大學資訊科技系(所)研究生** 評論人：林淑真 僑光科技大學行銷與流通管理系
	20	**【N53】應用 IPA 模式探討員工對績效考核制度認知之研究-以 A 公司為例** 發表者：**夏巧珊 僑光科技大學企業管理系(所)研究生** 莊淑婷 僑光科技大學行銷與流通管理系 評論人：林淑真 僑光科技大學行銷與流通管理系
	20	**【N54】電商平台、服務品質、顧客滿意度對購買意願影響之研究** 發表者：**張祐慈 僑光科技大學企業管理系(所)研究生** 傅秀仁 僑光科技大學企業管理系 評論人：田麗珠 僑光科技大學行銷流通管理系
10:20-10:30		**休息時間**
10:30 | 11:50		主持人：莊淑婷主任 僑光科技大學行銷與流通管理系暨四創中心
	20	**【N55】員工激勵與組織承諾對工作績效影響之研究-以國營事業 S 公司為例** 發表者：**陳昆宏 僑光科技大學企業管理系(所)研究生** 詹國華 僑光科技大學企業管理系 評論人：田麗珠 僑光科技大學行銷流通管理系
	20	**【N56】顧客認知與企業形象對品牌忠誠度影響之研究-以統一超商為例** 發表者：**陳宛渝 僑光科技大學企業管理系(所)研究生** 傅秀仁 僑光科技大學企業管理系 評論人：田麗珠 僑光科技大學行銷流通管理系
	20	**【N57】消防人員考績制度對陞遷機會影響之研究-以個人特質與工作能力為干擾變項** 發表者：**謝孟修 僑光科技大學企業管理系(所)研究生** 紀逸倫 僑光科技大學企業管理系 評論人：莊淑婷 僑光科技大學行銷與流通管理系
	20	**【N58】消防隊員學習動機、學習策略、認知負荷與學習滿意度關聯之研究-以台中市消防局證照訓練為例** 發表者：**莊曜仲 僑光科技大學企業管理系(所)研究生** 紀逸倫 僑光科技大學企業管理系 評論人：莊淑婷 僑光科技大學行銷與流通管理系
11:50~12:00		**綜合座談**
12:00~		**賦歸**

圖資大樓 7 樓 8706 教室 會議議程

時間	時間分配	內容
09:00 | 10:20		主持人：紀逸倫主任 僑光科技大學企業管理系
	20	**【N59】消費者對精緻農業產品創新、體驗行銷、知覺品質、網路口碑關聯之研究-以東勢椪柑為例** 發表者：**古滿琴 僑光科技大學企業管理系(所)研究生** 許銘福 僑光科技大學企業管理系 評論人：賴永裕 僑光科技大學企業管理系
	20	**【N60】消防人員休閒參與、工作壓力及工作滿意度之關係研究** 發表者：**邱育銘 僑光科技大學企業管理系(所)研究生** 李淑芳 僑光科技大學企業管理系 評論人：賴永裕 僑光科技大學企業管理系
	20	**【N61】服務品質、產品品質對顧客滿意度及顧客忠誠度之影響-以大樹藥局為例** 發表者：**王羿絜 僑光科技大學企業管理系(所)研究生** 李淑芳 僑光科技大學企業管理系 評論人：賴永裕 僑光科技大學企業管理系
	20	**【N62】網路口碑、品牌形象對滿意度與忠誠度影響之研究-以某T網路服飾店為例** 發表者：**蔡欣樺 僑光科技大學企業管理系(所)研究生** 李淑芳 僑光科技大學企業管理系 評論人：紀逸倫 僑光科技大學企業管理系
10:20-10:30		**休息時間**
10:30 | 12:10		主持人：紀逸倫主任 僑光科技大學企業管理系
	20	**【N63】中小型家族企業推行 ISO 9001:2015 之研究** 發表者：**王明暘 僑光科技大學企業管理系(所)研究生** 李淑芳 僑光科技大學企業管理系 評論人：賴永裕 僑光科技大學企業管理系
	20	**【N64】信任、滿意度與購買意願之關聯研究-以 7-11 Line 社群團購為例** 發表者：**孫正瑾 僑光科技大學企業管理系(所)研究生** 傅秀仁 僑光科技大學企業管理系 評論人：紀逸倫 僑光科技大學企業管理系
	20	**【N65】消費者情感認知、產品涉入、信任程度與再購意圖關聯之研究-以新社香菇為例** 發表者：**劉瑞芳 僑光科技大學企業管理系(所)研究生** 許銘福 僑光科技大學企業管理系 評論人：詹國華 僑光科技大學企業管理系
	20	**【N66】服務品質、企業形象、顧客滿意度與顧客忠誠度關聯之研究-以星巴克為例** 發表者：**謝有婷 僑光科技大學企業管理系(所)研究生** 李淑芳 僑光科技大學企業管理系 評論人：紀逸倫 僑光科技大學企業管理系
	20	**【N67】學校團膳服務品質、食品品質與顧客滿意度之探討-以台中市地區高中職為例** 發表者：**李政倫 僑光科技大學企業管理系(所)研究生** 詹國華 僑光科技大學企業管理系 評論人：賴永裕 僑光科技大學企業管理系
12:10~12:20		**綜合座談**
12:20~		**賦歸**

圖資大樓 7 樓 8707 教室 會議議程

時間	時間分配	內容
09:00 | 10:20		主持人：蔡源成學務長 僑光科技大學企業管理系暨學生事務處
	20	**【N68】台灣觀光產業之人格特質、職場靈性對工作績效關聯之研究** 發表者：**廖采甯 僑光科技大學企業管理系(所)研究生** 田麗珠 僑光科技大學行銷與流通管理系 評論人：蔡源成 僑光科技大學企業管理系
	20	**【N69】應用自助服務技術服務品質調查航空業自助報到櫃台滿意度研究-以 E 航空公司為例** 發表者：**施立衡 僑光科技大學企業管理系(所)研究生** 歐昱廷 僑光科技大學行銷與流通管理系 歐珏竹 嶺東科技大學行銷與流通管理系研究生 評論人：晏啟華 僑光科技大學餐飲管理系
	20	**【N70】品牌形象、體驗行銷、環境氣氛對消費意願影響之研究-以餐廳為例** 發表者：**鄧竣元 僑光科技大學企業管理系(所)研究生** 李淑芳 僑光科技大學企業管理系 評論人：晏啟華 僑光科技大學餐飲管理系
	20	**【N71】國高中生對消防局 CPR 宣導解說滿意度之研究** 發表者：**蔡佑民 僑光科技大學企業管理系(所)研究生** 莊淑婷 僑光科技大學行銷流通管理系 評論人：晏啟華 僑光科技大學餐飲管理系
10:20-10:30		**休息時間**
10:30 | 12:10		主持人：蔡源成學務長 僑光科技大學企業管理系暨學生事務處
	20	**【N72】運用 Kirkpatrick 模式探討消防員救助訓練成效** 發表者：**蔡浚泓 僑光科技大學企業管理系(所)研究生** 莊淑婷 僑光科技大學行銷流通管理系 評論人：晏啟華 僑光科技大學餐飲管理系
	20	**【N73】國小教師工作壓力與工作倦怠對工作滿意度之影響-以臺中市為例** 發表者：**林庭筠 僑光科技大學企業管理系(所)研究生** 詹國華 僑光科技大學企業管理系 評論人：蔡源成 僑光科技大學企業管理系
	20	**【N74】志工參與動機、內部行銷與工作滿意度之研究-以台中地區公共圖書館為例** 發表者：**謝佩芬 僑光科技大學企業管理系(所)研究生** 詹國華 僑光科技大學企業管理系 評論人：蔡源成 僑光科技大學企業管理系
	20	**【N75】應用 IPA 模式探討消防員生存訓練成效之研究-以臺中市政府消防局為例** 發表者：**饒哲源 僑光科技大學企業管理系(所)研究生** 莊淑婷 僑光科技大學行銷與流通管理系 評論人：晏啟華 僑光科技大學餐飲管理系
	20	**【N76】工作壓力與情緒勞務對工作倦怠之影響-以台中市國民小學教師為例** 發表者：**曾瀞萱 僑光科技大學企業管理系(所)研究生** 賴品榛 僑光科技大學行銷與流通管理系 評論人：蔡源成 僑光科技大學企業管理系
12:10~12:20		**綜合座談**
12:20~		**賦歸**

圖資大樓 7 樓 8729 教室 會議議程

時間	時間分配	內容
09:00 | 10:20		主持人：王以莊主任 僑光科技大學機械與電腦輔助工程系
	20	**【N77】日圓升值(円高)對日股下跌(株安)影響之研究－以 2012～2022 年日本經濟失落 20 年時間軸為探討課題** 發表者：**許銘福 僑光科技大學企業管理系** 李家豪 玄奘大學餐旅管理學系 詹國華 僑光科技大學企業管理學系 評論人：王以莊 僑光科技大學機械與電腦輔助工程系
	20	**【N78】銀髮族的生活型態、產品屬性、品牌形象對保健食品購買意願的影響之研究-以大台中地區銀髮族為研究對象** 發表者：**陳貞伶 僑光科技大學企業管理系(所)研究生** 傅秀仁 僑光科技大學企業管理系 評論人：詹國華 僑光科技大學企業管理系
	20	**【N79】組織氛圍、人格特質對工作投入與工作滿意度之間的關聯性-以中部企業為例** 發表者：**黃一鳴 僑光科技大學企業管理系(所)研究生生** 許銘福 僑光科技大學企業管理系 評論人：詹國華 僑光科技大學企業管理系
	20	**【N80】房仲服務品質與顧客滿意度之研究之研究** 發表者：**林意騰 僑光科技大學企業管理系(所)研究生** 傅秀仁 僑光科技大學企業管理系 評論人：許銘福 僑光科技大學企業管理系
10:20-10:30		**休息時間**
10:30 | 11:50		主持人：王以莊主任 僑光科技大學機械與電腦輔助工程系
	20	**【N81】機場人流分析以提升機場規劃效能之研究** 發表者：高文星 僑光科技大學資訊科技系 **莊淳凱 僑光科技大學資訊科技系** 評論人：王以莊 僑光科技大學機械與電腦輔助工程系
	20	**【N82】產品多樣化、服務品質、滿意度與忠誠度關聯之研究-以銀行業為例** 發表者：**陳鳳珠 僑光科技大學企業管理系(所)研究生** 李淑芳 僑光科技大學企業管理系 評論人：許銘福 僑光科技大學企業管理系
	20	**【N83】企業碳盤查評估與減碳策略** 發表者：**劉宇秦 僑光科技大學工設機械系研究生** 陳金祥 僑光科技大學工設機械系研究生 張容瑜 僑光科技大學工設機械系研究生 劉嘉文 僑光科技大學工設機械系研究生 評論人：王以莊 僑光科技大學機械與電腦輔助工程系
	20	**【N84】基層治理中的領導力與競合關係：以台中市西屯區里長與社區發展協會理事長為例** 發表者：**陳桂香 僑光科技大學企業管理系(所)研究生** 詹國華 僑光科技大學企業管理系 評論人：許銘福 僑光科技大學企業管理系
11:50~12:00		**綜合座談**
12:00~		**賦歸**

【N01】永續經營績效與破產風險的關聯性研究

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摘要

本研究旨在探討企業永續經營績效與破產風險之間的關聯性，並分析企業是否能藉由強化其永續發展策略來降低財務風險，避免企業面臨破產危機，並以實現長期穩定經營之目標。隨著全球經濟環境的快速變遷，企業面臨的經營風險加劇，因此在日益複雜的市場經濟中如何實現永續發展並降低破產風險已成為學術界與企業管理者的重視的課題。本研究將針對上市上櫃公司(排除金融業)，檢視企業永續經營績效對破產風險的顯著影響，並比較不同產業中，各產業制定永續策略的效果，以了解永續績效在降低破產風險方面的產業差異性。本研究破產風險採用 Z-score 與 O-score 為財務預測模型，研究對象為 2020 至 2024 年台灣上市、上櫃公司(排除金融業)，結果為當公司之永續績效愈佳，破產風險較低。

關鍵字:*財務風險預測模型、永續績效、破產風險*

【N01】A Study On The Relationship Between Sustainable Business Performance And Corporate Bankruptcy Risk

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Abstract

The study aims to explore the relationship between corporate sustainability performance and bankruptcy risk and analyze whether companies can reduce financial risk, avoid bankruptcy crises, and achieve long-term stable operations by strengthening their sustainability strategies. With the rapid changes in the global economic environment, business risks have intensified. Therefore, how to achieve sustainable development and reduce bankruptcy risk in an increasingly complex market economy has become an important issue for both academia and corporate managers. This study focuses on listed companies in Taiwan (excluding the financial industry) to examine the significant impact of corporate sustainability performance on bankruptcy risk. It also compares the effectiveness of sustainability strategies across different industries to understand industry-specific differences in the role of sustainability performance in reducing bankruptcy risk. This study adopts the Z-score and O-score as financial prediction models, analyzing listed companies in Taiwan from 2020 to 2024 (excluding the financial industry). The expected results indicate that companies with better sustainability performance have lower bankruptcy risk.

Keywords: *Financial Risk Forecast Model, Environment Social Government Performance, Bankruptcy Risk*

【N02】台灣銀行業董事會多元性與現金持有相關性之研究

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摘 要

本研究探討台灣銀行業董事會多元性（性別、教育及國籍多元）與現金持有之關聯性，研究期間為 2014-2020 年。

本研究採用最小平方法（OLS）、二階段最小平方法（2SLS）及廣義動差估計（GMM）進行檢視董事會多元性對現金持有的影響。實證結果顯示，董事會性別多元性與國籍多元性皆與現金持有呈顯著正向關聯。除此之外，實證結果亦顯示銀行規模與成立年數與現金持有呈顯著正相關，但負債比率則與現金持有呈顯著負相關。

關鍵字：*董事會多元性、現金持有、性別多元性、教育多元性、國籍多元性*

【N02】THE RELATIONSHIP BETWEEN BOARD DIVERSITY AND CASH HOLDINGS IN TAIWAN'S BANKING INDUSTRY

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ABSTRACT

This study examines the relationship between board diversity（gender, educational, and national diversity） and cash holdings of Taiwan’s banking industry during the period from 2014 to 2020.

This study employs Ordinary Least Squares（OLS）,Two-Stage Least Squares （2SLS）, and Generalized Method of Moments（GMM）regression to examine the influence of board diversity on bank’s cash holdings. The empirical results show that board gender and national diversity have significant positive impact on cash holdings. The findings further reveal that bank size and bank age are positively related to cash holdings but bank leverage is negatively related to cash holdings.

Keywords: *Board diversity, cash holdings, gender diversity, educational diversity, national diversity.*

【N03】法說會異常報酬率之研究-以台積電、聯電、力積電及京元電、日月光投控為例

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摘 要

本研究以台積電、聯電、力積電及京元電、日月光投控為例，研究期間為選取自 2023 年 01 月至 2024 年 03 月止，探討公司召開法說會前後是否產生異常報酬率及累積平均異常報酬率。其實證結果如下：

1. 聯電與台積電在召開發說會前投資人對聯電與台積電是沒有信心。聯電與台積電召開法說會後，短期對股價有正面的影響，會產生正異常報酬率。
2. 力積電在召開發說會前，投資人對力積電是有所期待。召開發說會後，投資人對力積電是失望。
3. 京元電與日月光投控在召開發說會前後均無異常報酬率。本研究探討潛力。

關鍵字：*晶圓代工、法人說明會(法說會)*

【N03】A Study on the Abnormal Returns of Earnings Conference Calls: The Cases of TSMC, UMC, PSMC, KYEC, and ASE Technology Holding.

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ABSTRACT

This study examines TSMC, UMC, PSMC, KYEC, and ASE Technology Holding as research subjects. The study period spans from January 2023 to March 2024, analyzing whether abnormal returns (AR) and cumulative average abnormal returns (CAAR) occur before and after the companies' earnings calls. The empirical findings are as follows:

1. Before the earnings calls, investors lacked confidence in UMC and TSMC. However, after the earnings calls, there was a short-term positive impact on stock prices, resulting in positive abnormal returns.
2. Prior to the earnings call, investors had certain expectations for PSMC. However, following the earnings call, investor sentiment turned to disappointment.
3. KYEC and ASE Technology Holding exhibited no abnormal returns before or after their earnings calls.

Keywords*: Wafer foundry、Earnings call*

【N04】股權結構與控制權偏離程度與公司治理評鑑結果關聯性研究

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摘要

隨著亞洲金融危機的爆發，許多企業因缺乏公司治理概念及健全的管理制度而陷入財務危機，促使公司治理議題逐漸受到企業、投資人及政府機構的重視。因此政府積極推動公司治理改革，旨在加強企業治理結構、提升資訊透明度及保護投資人權益，從而提升市場信心並促進台灣經濟的永續發展。本研究旨在探討董事會中不同股權結構與控制權偏離程度與公司治理評鑑結果之間的關聯性。研究對象為 2019 至 2023 年實施公司治理評鑑制度的上市櫃公司，共 8,006 筆觀察值。本研究將股權結構區分為經理人持股、機構法人持股及大股東持股，實證結果顯示，經理人持股及機構法人持股比例越高，公司治理評鑑結果越佳，表示上述股東的積極參與有助於提升公司治理水平；相對地，大股東持股比例越高，公司治理評鑑結果越差，表示過度集中股權可能會對公司治理產生負面影響；此外，控制權偏離程度越大，公司治理評鑑結果也越佳，表明控制權偏離可能促使公司治理結構的改善。

關鍵詞：*股權結構、控制權偏離程度、公司治理評鑑結果*

【N04】A Study on the Relationship between Ownership Structure, Degree of Control Rights Deviation, and Corporate Governance Evaluation Results

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ABSTRACT

With the outbreak of the Asian financial crisis, many companies faced financial distress due to the lack of corporate governance concepts and sound management systems. This prompted increased attention to corporate governance issues from businesses, investors, and government agencies. As a result, the government actively promoted corporate governance reforms aimed at strengthening corporate governance structures, enhancing information transparency, and protecting investor rights, thereby boosting market confidence and promoting the sustainable development of Taiwan's economy. This study aims to explore the relationship between different ownership structures, the degree of control deviation in the board of directors, and corporate governance evaluation results. The research subjects are listed companies that implemented corporate governance evaluation systems from 2019 to 2023, with a total of 8,006 observations. This study categorizes ownership structures into manager ownership, institutional investor ownership, and large shareholder ownership. The empirical results show that higher manager and institutional investor ownership ratios lead to better corporate governance evaluation results, indicating that the active involvement of these shareholders helps improve corporate governance levels. Conversely, a higher proportion of ownership by large shareholders results in worse corporate governance evaluation outcomes, suggesting that excessive ownership concentration may have a negative impact on corporate governance. Moreover, a greater degree of control deviation is associated with better corporate governance evaluation results, indicating that control deviation may encourage improvements in corporate governance structures.

Keywords: *Ownership Structure, Degree of Control Rights Deviation, Corporate Governance Evaluation Results*

【N05】股權結構與控制權偏離程度對永續經營績效之影響

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摘要

本研究探討2019至2023年台灣上市櫃公司的股權結構、控制權偏離程度對企業永續經營績效之間的影響。永續經營績效衡量除採ESG整體分數外，分別針對環境(E)、社會(S)及公司治理(G)三大構面，了解股權結構中的董監事、高階經理人、法人持股比例以及控制權偏離程度對各構面之影響進行分析。本研究顯示：董監事持股比例對永續經營績效呈顯著正相關，表示董監事持有較高比例時，其個人利益與公司長期發展目標一致；高階經理人持股對永續經營績效的直接影響有限，考量與控制權偏離的交互作用下，對永續經營績效則有顯著的正向影響，這現象反映高階經理人持股比例偏低時，可能限制他們對公司長期策略的影響力，所以高階經理人可能更傾向執行股東或董事會的指示，而不是推動永續發展相關的決策；法人持股比例對永續經營績效呈顯著負相關，在與控制權偏離的交互作用下，對永續經營績效呈顯著正相關，表示法人可能基於短期投資回報，對企業要求削減ESG投資，抑制永續經營績效，導致負相關的結果，但在交互作用下，法人投資者通常需要專業的監管能力，能夠有效平衡大股東與小股東之間的利益衝突，進而提升永續經營績效。

關鍵字:*股權結構、控制權偏離、永續經營績效、ESG*

【N05】The Impact of Deviation between Ownership Structure and Control Rights on Sustainable Operation Performance

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Abstract

This study explores the impact of the equity structure and degree of control deviation of Taiwan's listed companies on their sustainable operating performance from 2019 to 2023. In addition to the overall Environmental, social, and governance (ESG) score, the sustainable business performance measurement also targets the three major dimensions of environment (E), society (S) and corporate governance (G), and analyzes the impact of the shareholding ratio of directors, supervisors, senior managers, and legal persons in the equity structure and the degree of deviation from control on each dimension. This study shows that the proportion of directors and supervisors holding shares is significantly positively correlated with sustainable operating performance, indicating that when directors and supervisors hold a higher proportion, their personal interests are consistent with the company's long-term development goals; the direct impact of senior managers' shareholding on sustainable operating performance is limited, and when considering the interaction with control deviation, it has a significant positive impact on sustainability. This phenomenon reflects that when the proportion of senior managers holding shares is low, it may limit their influence on the company's long-term strategy, so senior managers may be more inclined to follow the instructions of shareholders or the board of directors. , rather than promoting decisions related to sustainable development; the proportion of legal person shareholding is significantly negatively correlated with sustainable operating performance, and is significantly positively correlated with sustainable operating performance under the interaction with the deviation of control rights, indicating that legal persons may require companies to cut ESG investments based on short-term investment returns, thereby suppressing sustainable operating performance and leading to negative correlation results. However, under the interaction, legal person investors usually need professional supervision capabilities to effectively balance the conflicts of interest between major shareholders and small shareholders, thereby improving sustainable operating performance.

Keywords: *Ownership Structure, Control Deviation, Sustainable Operating Performance, ESG*

【N06】公司 ESG 表現是否會影響高層人員異動？

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摘 要

本研究使用 2016 年至 2023 年間在臺灣證券交易所及證券櫃檯買賣中心掛牌之 1,675 家上市非金融業公司的數據，透過多重迴歸估計，檢驗公司環境社會與治理(ESG)表現是否會影響高層人員異動，特別關注執行長更替與董事辭任的關聯性。實證結果發現，公司 ESG 表現與高層人員異動之間存在顯著的負向關係，即 ESG 表現較佳的公司，其執行長更替與董事辭任的可能性較低。進一步分析 ESG 個別構面後，結果顯示，治理構面對高層人員異動的影響最為顯著，而環境構面與社會構面則未達顯著水準。這表明公司治理機制的完善程度是影響管理層穩定性的關鍵因素，而環境與社會責任的影響可能較為間接，或者需要較長的時間才能發揮其影響。因此，公司應強化 ESG 治理機制，以確保內部管理的穩定性，進一步降低高層異動的風險。此外，投資者可將 ESG 表現作為評估公司長期穩健性的參考指標，而監管機構亦可推動相關政策，以促使公司提升 ESG 資訊揭露的透明度。

關鍵字：*環境社會與治理(ESG)、執行長更替、董事辭任。*

【N06】DOES A COMPANY'S ESG PERFORMANCE AFFECT SENIOR MANAGEMENT TURNOVER ?

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ABSTRACT

This paper examines whether corporate Environmental, Social, and Governance(ESG)performance influences executive turnover, focusing on CEO replacements and board resignations. Using data from 1,675 listed non-financial firms in Taiwan from 2016 to 2023, we conduct descriptive statistics, correlation analysis, and multiple regression estimation. The results show a significant negative relationship between ESG performance and executive turnover, indicating that firms with better ESG performance have lower CEO and board turnover rates. Among ESG dimensions, governance has the most significant impact, while environmental and social factors are not statistically significant. This suggests that strong corporate governance plays a crucial role in management stability, whereas environmental and social aspects may have indirect or long-term effects. Firms should enhance governance mechanisms to ensure stability and reduce turnover risks. Investors may consider ESG performance as an indicator of corporate stability, and regulators should promote transparency in ESG disclosure policies.

Keywords: *Environment, Social & Governance(ESG), CEO turnover, Board Resignations.*

【N07】國際化、多角化程度對永續經營績效影響之研究

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摘要

資訊科技的發達使得國際間的貿易日益頻繁，面對競爭者增加、資源有限的市場，企業開始進行多角化經營，以降低成本及經營風險，獲取更高的利潤，而在人類經濟改善的同時，大自然卻也受到了不可逆的傷害。隨著環保意識的抬頭，使得企業在追求利潤最大化的同時，也必須考慮到永續發展。本研究以 2019~2023 年間台灣上市上櫃公司為研究樣本，探討國際化、多角化程度是否會對永續經營績效產生影響。實證結果顯示，當國際化、多角化程度愈高，永續經營績效愈不好，因為國際化企業通常面臨來自不同國家和市場的監管壓力與責任，而多角化使得企業必須協調多元業務的資源分配，可能導致對於永續經營的專注度下降，進而影響企業在永續經營績效層面的表現。

關鍵字:*國際化、多角化程度、永續經營績效*

【N07】The Impact of Internationalization and Diversification on Sustainable Operating Performance

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ABSTRACT

The development of information technology has led to increasingly frequent international trade. Faced with an increasing number of competitors and a market with limited resources, companies have begun to diversify their operations to reduce costs and operating risks and obtain higher profits. While the human economy has improved, nature has also suffered irreversible damage. With the rise of environmental awareness, companies must consider sustainable development while pursuing profit maximization. This study uses Taiwan's listed companies from 2019 to 2023 as the research sample to explore whether the degree of internationalization and diversification will have an impact on sustainable operating performance. Empirical results show that the higher the degree of internationalization and diversification, the worse the sustainable management performance, because internationalized companies usually face regulatory pressure and responsibilities from different countries and markets, and diversification requires companies to coordinate resource allocation for multiple businesses, which may lead to a decrease in focus on sustainable management, thereby affecting the company's performance in sustainable management.

Keywords: *Internationalization, Diversification, Sustainable Operating Performance*

【N08】家族傳承會影響企業的銀行貸款利率嗎？
－來自個別銀行貸款契約的證據

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摘 要

本研究根據 2013~2022 年間台灣的公開發行銀行貸放給上市上櫃非金融產業公司的個別貸款契約資料，檢驗兩個假說，第一，銀行是否給予面臨或發生家族傳承的公司較不利的貸款條件，例如較高的貸款利率；第二，家族傳承公司的 ESG 表現是否干擾公司出現家族傳承對於銀行貸款利率的影響。本研究有助於公眾瞭解，銀行有可能對於出現家族傳承的公司產生諸如失去重要特定資產、個人社會網絡、出現接班糾紛以及接班人選能力不足等疑慮，進而對該等公司調整其貸款訂價，從而提供政府證券主管機關與投資人掌握公司出現家族傳承的訊息以作為政策規範、市場監視以及投資佈局時的參考。

關鍵字：*家族傳承、銀行貸款利率、企業社會責任表現、ESG 表現。*

【N08】HOW FAMILY SUCCESSION AFFECTS BANK-LOAN RATE: EVIDENCE FROM INDIVIDUAL BANK-LOAN CONTRACTS

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ABSTRACT

This research examines two hypotheses based on individual loan contract data from publicly traded banks in Taiwan from 2013 to 2022. Firstly, whether banks provide less favorable loan terms, namely, higher interest rates, to firms facing or undergoing family succession. Secondly, whether the ESG performance of family succession firms interfere with the effect of family succession on bank loan interest rates. This research contributes to public understanding that banks may adjust loan pricing for firms experiencing family succession due to concerns such as the loss of key specific assets, personal social networks, succession disputes, and insufficient successor capabilities. This provides the government securities regulators and the investors with information and insight on the occurrence of family firm succession for policy regulation, market monitoring, and investment decision-making.

Keywords: *Family Succession, Bank-Loan Rate, ESG, Corporate Social Responsibility*

【N09】關鍵查核事項是否會影響企業併購後的審計品質

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摘要

企業為追求永續經營，會運用許多策略來拓展其事業版圖，其中，「併購」即為企業常用來加速使其規模、營運及競爭力成長的一種策略。併購本身存在不確定性，併購前、併購時及併購後的每一步驟都存在難以預見的風險，而在併購後所可能產生的風險，皆可能會影響企業的營運，導致財務報表品質產生變化，進而影響審計品質。本研究以 2016 年至 2023 年曾發生併購之企業為研究對象，並以企業進行併購流程後之角度，探討關鍵查核事項及企業併購風險是否會對該公司之審計品質造成影響。

關鍵字：*企業併購、關鍵查核事項、審計品質*

【N09】Does Key Audit Matter Affect The Audit Quality After Mergers and Acquisitions.

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ABSTRACT

To achieve sustainable business operations, companies often employ various strategies to expand their business scope. One such common strategy is mergers and acquisitions (M&A), which companies use to accelerate the growth of their size, operations, and competitiveness. Numerous companies engage in M&A, and these transactions come in many forms. M&A transactions inherently carry uncertainties, with each step involving unpredictable risks. The risks after M&A could affect the company's operations, leading to changes in the quality of financial statements, which in turn impacts audit quality. This study aims to investigate companies that underwent mergers and acquisitions between 2016 and 2023. From the perspective of the post-merger process, the study will explore whether KAM and M&A Risk have an impact on the company's audit quality.

Keywords: *M&A, KAM, Audit Quality*

【N10】會員尊榮禮遇計畫對消費者滿意度與忠誠度的影響：以台灣汽車商 L 之行銷策略為例

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摘要

本研究探討台灣 LUXGEN 品牌的「會員尊榮禮遇計畫」對消費者滿意度與忠誠度的影響，特別關注會員計畫中的價格優惠、服務質量、透明度及車輛技術等因素。

研究目的在於分析消費者加入該計畫的動機、滿意度與忠誠度之間的關聯，並檢視計畫中的價格變動對品牌形象與顧客信任的影響。

透過質性研究方法，進行半結構式訪談，收集來自 LUXGEN 會員的真實反饋，並以內容分析法對資料進行分析。

研究結果顯示，會員的參與動機以價格優惠為主，然而實際經驗未達預期，尤其是價格變動頻繁及透明度不足，導致消費者滿意度下降，進而影響品牌忠誠度。研究建議 LUXGEN 在未來會員計畫中應加強價格穩定性和透明度，並更好地履行對顧客的承諾，以提升顧客滿意度和品牌忠誠度。

關鍵字：*會員尊榮禮遇計畫、消費者滿意度、品牌忠誠度、顧客忠誠、行銷策略*

【N10】The Impact of the Exclusive Membership Program on Consumer Satisfaction and Loyalty: A Case Study of L Automobile's Marketing Strategy

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Abstract

This study investigates the impact of the "Exclusive Membership Program" of the Taiwanese LUXGEN brand on consumer satisfaction and loyalty, with particular focus on factors such as price discounts, service quality, transparency, and vehicle technology.

The purpose of the study is to analyze the motivations for consumers joining the program, the relationship between satisfaction and loyalty, and to examine how price fluctuations within the program affect brand image and customer trust.

This study using qualitative research methods, semi-structured interviews were conducted to collect authentic feedback from LUXGEN members, and the data was analyzed through content analysis.

The results indicate that the primary motivation for membership participation is price discounts. However, actual experiences did not meet expectations, particularly due to frequent price changes and insufficient transparency, leading to a decline in consumer satisfaction and, in turn, brand loyalty. The study recommends that LUXGEN strengthen price stability and transparency in future membership programs and better fulfill customer commitments to enhance customer satisfaction and brand loyalty.

Keywords: *Exclusive Membership Program, Consumer Satisfaction, Brand Loyalty, Customer Loyalty, Marketing Strategy*

【N11】退休存股之股債投資策略績效研究

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摘 要

本研究旨在探討以元大台灣 50 及元大美債 20 年做研究；研究期間為 2017 年 1 月 31 日至 2024 年 12 月 31 日；研究方法分為兩類型：其一為透過景氣對策燈號分數為判斷基礎以定期不定額策略，動態操作股債配置比例；其二為靜態投資股債，分配各 50%之投資金額至股債兩大市場進行投資，上述兩種研究方法各以全期間投資以及各年度績效對比進行研究，其產生的股利所得及溢投資額皆加入滾存以達複利效果，最終比較報酬率視結果進行研究。實證結果顯示：全期間投資期由動態股債平衡投資策略為優；各年度來看動態股債平衡投資策略在 8 年中有 5 年優於靜態股債平衡投資策略，顯示出無論長短期，在不同景氣階段下，依據景氣燈號分數調整股債比例可有效提升投資組合的報酬。

關鍵字：*股債平衡投資、指數股票型基金、景氣指標與對策信號、定存*

【N11】Performance Study of Stock-Bond Investment Strategies for Retirement Savings

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ABSTRACT

This study aims to explore investment strategies using Yuanta Taiwan 50 ETF and Yuanta US Treasury 20 Year ETF. The research period spans from January 31, 2017, to December 31, 2024. Two research methods are employed: first, a dynamic stock-bond allocation strategy based on the Business Climate Composite Score, using a periodic but variable amount investment approach; second, a static investment strategy allocating 50% of the investment amount to each of the stock and bond markets. Both methods are analyzed through full-period investment and annual performance comparisons, with reinvested dividends and excess investment amounts compounded to achieve a compounding effect. Finally, the rates of return are compared, and the results are analyzed. Empirical results indicate that the dynamic stock-bond balanced investment strategy outperforms over the entire investment period. On an annual basis, the dynamic strategy outperformed the static strategy in five out of eight years, demonstrating that both in the long and short term, adjusting stock-bond ratios based on the Business Climate Composite Score can effectively enhance portfolio returns across different economic phases.

Keywords:*Stock-Bond Balanced Investment*、*Exchange Traded Fund (ETF)*、*Business Climate Indicator*、*Time Deposit*

【N12】東南亞廠商環境感知對社群媒體機敏度之影響：以感知－反應模式為基礎

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摘要

隨著社群媒體在企業生態系統中的日益重要性，企業如何有效利用這些平台以增強品牌認知度及市場競爭力。本研究旨在探討東南亞企業的環境感知對其社群媒體機敏度的影響，包括員工的內容觀察、顧客的內容聆聽及競爭對手的內容掌握，並基於感知反應模式進行深入分析。本研究採用量化問卷調查法，使用述統計分析、一致性檢定、相關分析、迴歸模式分析，針對東南亞地區中小型企業進行實證分析，旨在揭示環境感知與社群反應之間的相互關聯性。有效樣本數量回收 75 份，研究結果顯示，企業的環境感知能力顯著影響其在社群媒體上的主動預應及被動隨應策略，進而對其市場表現產生深遠影響。最後，本研究提出針對企業在進入東南亞市場時的實務建議，強調社群媒體在當前商業環境中的關鍵角色及其對企業可持續發展的促進作用。

關鍵字:*環境感知、社群反應、東南亞。*

【N12】THE IMPACT OF ENVIRONMENT PERCEPTION ON SOCIAL MEDIA AGILITY AMONG SOUTHEAST ASIAN FIRMS: BASED ON THE SENSE-TO-RESPONSE MODEL

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Abstract

With the increasing significance of social media in the business ecosystem, companies must effectively utilize these platforms to enhance brand awareness and market competitiveness. This study explores how environment perception influences social media agility among Southeast Asian enterprises, focusing on three key dimensions: employees' content observation, customers' content listening, and competitors' content monitoring. Using the perception-response model, the study examines how firms' awareness of their external environment shapes their social media strategies. A quantitative survey methodology was employed, collecting 75 valid responses from small and medium-sized enterprises (SMEs) in Southeast Asia. Statistical analyses, including reliability tests, correlation analysis, and regression modeling, were conducted to assess the relationship between environmental perception and social media engagement strategies. The findings reveal that firms with strong environment perception adopt proactive strategies, actively engaging in content creation, trend analysis, and strategic communication to shape consumer perceptions and stay ahead of market shifts. In contrast, firms with weaker environment perception rely on reactive strategies, responding passively to trends without a long-term approach, placing them at a competitive disadvantage. Moreover, the study highlights the critical role of social media agility in business performance, emphasizing the need for companies to invest in digital analytics, social media monitoring tools, and employee training programs. Finally, this study provides practical recommendations for businesses entering or expanding in Southeast Asia. It underscores the importance of data-driven decision-making, social media analytics, and corporate agility to optimize market positioning and customer engagement. Strengthening environment perception and response capabilities enables firms to integrate social media into their business strategies, ensuring resilience and long-term success in a dynamic digital landscape.

Keywords: *Environment Perception, Community Response, Southeast Asia.*

【N13】遊戲教學應用在商管教育對學生學習成效之後設分析

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摘 要

隨著影音內容與電玩遊戲的興起，學生逐漸傾向將時間分配到 3C 產品上，課業上的注意力與學習動機也逐漸下降。因此，融入遊戲或是提升趣味性於課堂中來取代一昧講述式教學已是現代教師的課題之一。本研究旨在透過後設分析整合並分析相關實證研究，探討遊戲教學在商管群科教育中應用對學生學習成效的影響。研究結果顯示遊戲教學對學生學習成效具有顯著正向影響 (ES＝0.604)。調節變項檢驗中也發現其不受「遊戲類型」、「學校位置」、「學科領域」、「樣本人數」、「教學期間」的影響。本研究結果支持遊戲教學作為提升商管教育學習成效的有效策略，並提供未來教學設計與政策制定的重要參考依據。

關鍵字：*遊戲教學、後設分析、商管教育、學習成效。*

【N13】The effects of game-based teaching on student learning outcomes in business and management education: A meta-analysis

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ABSTRACT

With the rise of audiovisual content and video games, students increasingly allocate their time to digital devices, leading to a decline in academic attention and learning motivation. Consequently, integrating game-based elements or enhancing classroom engagement has become a critical challenge for modern educators, replacing traditional lecture-based teaching. This study employs meta-analysis to synthesize and examine empirical research on the application of game-based learning in business and management education and its impact on student learning outcomes. The results indicate that game-based learning has a significantly positive effect on student learning outcomes (ES = 0.604). Moreover, the moderator analysis reveals that this effect is not influenced by factors such as game type, school location, academic discipline, sample size, or instructional duration. These findings support game-based learning as an effective strategy for enhancing learning outcomes in business and management education, providing valuable insights for future instructional design and policy development.

Keywords: *Game Learning, Meta-analysis, Business Education, Learning Outcomes*

【N14】社群媒體機敏性之初探：環境感知—訊息處理—社群反應模式

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摘要

本研究探討企業在社群媒體環境下的機敏性，採用感知─反應模式及 Seo 與 La Paz (2008) 的理論，從環境感知、訊息處理與社群反應三個面向提出理論架構並驗證假說。環境感知(員工生成內容觀察)。訊息處理則聚焦於描述分析、診斷分析、預測分析及處方分析，將市場訊號轉化為決策依據。社群反應則區分為被動隨應式與主動預應式反應，以闡明企業在應對當前需求與預測市場變化時的策略差異。本研究以「工商名錄網」列名產業為研究母體，包括住宿、金融、娛樂、運輸、不動產、教育、醫療等 11 個行業，透過 SurveyCake 與紙本問卷調查，共回收 110 份有效問卷。研究結果顯示，內部環境感知同時影響被動與主動反應。但訊息處理的四個構念未能顯著調節環境感知與社群反應的關係。

關鍵字：*社群媒體機敏性、環境感知、訊息處理、社群反應*

【N14】Exploring Social Media Agility:Based on Sense-Process-Respond Model

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Abstract

This thesis explores corporate agility in the social media environment using the sense-and-respond model and the framework by Seo and La Paz (2008). It examines three constructs: environment sensing, information processing, and social response.

Environment sensing includes employee-generated content observation. Information processing focuses on descriptive, diagnostic, predictive, and prescriptive analyses to transform market signals into actionable insights. Social response is categorized into reactive and proactive responses, illustrating how companies address immediate demands while anticipating market trends. The study constructs a theoretical framework based on the sense-and-respond model, emphasizing the three factors of sensing, processing, and responding. Empirical research investigates corporate agility's composition and formation in the social media context.

Targeting industries listed in the "Business-Directory," including accommodation, finance, entertainment, transportation, real estate, education, healthcare, and others, the study collected 110 valid responses via surveys.

However, information processing did not demonstrate significant mediating effects between environment sensing and social response.

Keywords: *Social Media Agility, Environment Sensing, Information Processing, Social Response*

【N15】董事會與高階管理職性別多樣性是否會影響公司資金成本？

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摘 要

本研究以 2006 至 2023 年臺灣上市非金融產業公司共 1,675 家為樣本，探討董事會與高階管理職性別多樣性對公司資金成本的影響，並進一步檢驗不同性別多樣性指標(如女性董事比例、女性董事長、女性總經理等)與資金成本衡量方式(如名目利率、利息費用占總負債等)是否影響研究結果的穩健性。透過多重迴歸分析，實證結果顯示，無論是在董事會或高階管理職層級，性別多樣性皆與較低的公司資金成本顯著相關，顯示其可能透過提升公司治理、降低資訊不對稱與風險評估，進而改善公司融資條件。此外，無論採用何種資金成本衡量方式，結果皆具一致性。這項發現對公司決策者而言，意味著提升性別多樣性可能有助於優化資本結構與融資條件；對投資者與金融機構而言，則提供了一個評估公司財務穩健性的參考指標。

關鍵字：*董事會與高階管理職性別多樣性、權益資金成本、債務資金成本*

【N15】DOES GENDER DIVERSITY IN THE BOARD OF DIRECTORS AND EXECUTIVE MANAGEMENT AFFECT COST OF CAPITAL?

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ABSTRACT

This paper examines the impact of board and top management gender diversity on the cost of capital using a sample of 1,675 non-financial publicly listed companies in Taiwan from 2006 to 2023. Additionally, it investigates whether different gender diversity indicators (such as the proportion of female directors, female board chairs, and female CEOs) and various cost of capital measures (such as nominal interest rates and interest expenses relative to total debt) affect the robustness of the results. Through multiple regression analysis, the empirical findings indicate that gender diversity at both the board and top management levels is significantly associated with lower corporate financing costs. This suggests that gender diversity may enhance corporate governance, reduce information asymmetry, and improve risk assessment, thereby leading to better financing conditions. Furthermore, the results remain consistent across different measures of capital costs. These findings imply that increasing gender diversity may help corporate decision-makers optimize capital structure and financing conditions, while also serving as a valuable indicator for investors and financial institutions in assessing corporate financial stability.

Keywords: *gender diversity on boards and senior management, cost of equity, cost of debt*

【N16】競爭導向基礎之環境感知、社群回應與敏捷能耐

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摘 要

現今社群媒體變化快速，企業須具備更高的敏捷能耐，以應對市場變化。本研究以感知－反應模式及 Seo 與 La Paz (2008)模式為理論基礎，探討社群媒體敏捷能耐的形成，並從環境感知、社群反應與敏捷能耐三個面向建構研究架構。環境感知以競爭者生成內容掌握為構念，分析企業如何透過社群媒體監測競爭動態，提高對市場敏銳度。社群反應分為被動隨應與主動預應，探討企業在回應市場需求與預測未來趨勢時，策略上的差異及互補性。敏捷能耐涵蓋速度時效、反覆完善、意義構築與決策權衡（Seo & La Paz, 2008），以衡量企業在社群媒體環境的應變能力。本研究透過問卷調查進行實證分析並針對「工商名錄網」列名之相關產業為研究母體，涵蓋(1)住宿餐飲業、(2)金融保險業、(3)娛樂休閒業等產業，共回收 110 份有效樣本，以驗證研究假設。本研究結果顯示：外部環境感知對被動隨應回應、內部環境感知對被動隨應與主動預應回應皆具正向效果。實證研究結果支持社群媒體敏捷能耐的四個構念之效果，驗證了主動預應與被動隨應對行銷敏捷能耐的解釋力，且假說獲普遍支持。

關鍵字：*社群媒體、環境感知、社群反應、敏捷能耐*

【N16】COMPETITOR-ORIENTED ENVIRONMENT SENSE, SOCIAL RESPONSE, AND AGILITY

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ABSTRACT

With the rapid evolution of social media, businesses must enhance their agility to respond to market changes. This study adopts the Sense-Response Model and the framework of Seo and La Paz (2008) to explore the formation of social media agility, constructing a research framework based on environmental sensing, social media response, and agility capability. Environmental sensing is defined as monitoring competitor-generated content to enhance market awareness. Social media responses are categorized into reactive and proactive strategies, analyzing differences and complementarities in responding to market demands and anticipating future trends. Agility capability encompasses speed efficiency, iterative refinement, sense-making, and decision trade-offs (Seo & La Paz, 2008), evaluating a firm's adaptability in a social media context. This study employs a survey methodology targeting industries listed in the "Business Directory Network," covering (1) hospitality, (2) finance and insurance, and (3) entertainment and leisure, collecting 110 valid samples to test the hypotheses. Results indicate that external environmental sensing positively influences reactive responses, while internal environmental sensing positively affects both reactive and proactive responses. Empirical findings support the four constructs of social media agility and validate the explanatory power of reactive and proactive responses in marketing agility, with hypotheses receiving broad support.

Keywords: *Social Media, Environment Sense, Social Response, Agility*

【N17】分析台灣民眾對長照保險的購買意願

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摘 要

本研究探討民眾對長照 2.0 政策及長照保險的認知程度，以及其與長期照顧需求、購買意願及態度的關係。隨著高齡化和長期照顧需求上升，商業長照保險成為重要補充。研究透過問卷調查收回 70 份有效樣本，分析受訪者的個人背景、健康風險及對長照 2.0 與長照保險的理解。使用「Censored Logistic」模型進行數據分析。

實證結果顯示：1. 理解長照 2.0 與長照保險內容的民眾對長照保險需求與支持度較高；2. 經濟與人口學變項如家庭負擔、可支配所得、年齡與教育程度對購買意願等有顯著影響；3. 具個人疾病史者對長照保險需求較高，不同族群對長照保險的態度需具體分析。研究顯示需推廣長照保險與長照 2.0 計畫，並針對不同族群提供差異化的支持與宣導，以提高民眾對長照保險的認同與參與。

關鍵字：*長照 2.0、長照保險、健康風險、家庭負擔、Censored Logistic 模型*

【N17】Analyze the willingness of Taiwanese people to purchase long-term care insurance

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ABSTRACT

This study investigates public awareness of Taiwan's Long-Term Care 2.0 policy and LTC insurance, and explores their impact on LTC needs, purchase intentions, and attitudes. With aging populations and increasing demand for LTC services, commercial LTC insurance is becoming essential. Analyzing survey data from 70 respondents using a Censored Logistic model, the findings show: (1) those who understand LTC 2.0 and LTC insurance have higher demand and support for LTC insurance; (2) economic and demographic factors (e.g., family burden, income, age, education) significantly influence attitudes, though effects vary; and (3) individuals with disease histories have greater LTC insurance demand. The study highlights the need to promote LTC insurance and the LTC 2.0 program, offering tailored support and education to enhance public participation.

Keywords: *Long-Term Care 2.0, Long-Term Care Insurance, Health Risk, Family Financial Burden, Censored Logistic Model*

【N18】新青安與第七波控管對房地產價量影響之探討

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摘 要

本研究旨在探討台中市西屯區不動產價格之影響因素，並進一步分析政府推出的「新青安貸款精進方案」與第七波「信用管制」對房地產市場的衝擊。研究資料主要取自內政部不動產交易實價登錄查詢網，涵蓋 2021 年 1 月至 2024 年底期間在西屯區完成交易之樣本。經篩選及剔除極端值後，最終取得 4000 餘筆有效觀察值，並採用多元線性迴歸模型進行實證分析。

結果顯示，土地移轉總面積與建物移轉總面積均對房價呈顯著正向影響，顯示買方對較大空間與土地持分抱持較高支付意願；樓層（移轉層次）亦有溢價效果，反映市場對高樓層視野與隱私的需求。相較之下，建物型態與電梯在本區域之迴歸結果中呈現負向影響，可能與屋齡、公共設施比率、維護成本等因素高度關聯。至於政府政策部分，新青安貸款精進方案在短期內刺激自住需求並推升房價；第七波信用管制針對投資客與多屋族提高貸款門檻，則在一定程度上抑制了房價增幅與交易量。

關鍵詞：*房地產價格、新青安貸款精進方案、第七波信用管制、樓層溢價、實價登錄、多元線性迴歸模型*

【N18】A Study on the Impact of the Updated Youth Housing Loan Program and the Seventh Wave of Land and Building Loan Regulations on Real Estate Prices and Transactions

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ABSTRACT

This study aims to investigate the factors influencing real estate prices in Taichung City's Xitun District and to further assess the impact of government measures—namely the "Youth Housing Loan Program" and the "Seventh Wave of Credit Control"—on the local housing market. The data primarily come from the Ministry of the Interior's Real Estate Transaction Registration System, covering transaction records in Xitun District from January 2021 through the end of 2024. After filtering and removing outliers, we obtained data and employed a multiple linear regression model for empirical analysis.

The results show that both land transfer area and building transfer area exert a significant positive effect on housing prices, indicating that buyers are willing to pay more for larger living space and greater land ownership shares. Floor level (transfer story) likewise exhibits a price premium, reflecting the market's preference for higher-floor units with superior views and privacy. By contrast, building type and the presence of an elevator produced negative coefficients in our regression, potentially due to factors such as building age, ratio of shared facilities, and maintenance costs. As for government policies, the Youth Housing Loan Program stimulated owner-occupier demand and pushed prices upward in the short term, while the Seventh Wave of Credit Control—which raised loan thresholds for investors and multi-property owners—partially curbed price growth and transaction volume.

Keywords: *Real estate prices, Youth Housing Loan Program, Seventh Wave of Credit Control, floor-level premium, real estate transaction registration, multiple linear regression model*

【N19】定期定額投資與技術分析投資績效之比較-以元大台灣 50 與富邦台 50 為例

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摘 要

本研究旨在比較定期定額投資與技術分析投資策略在元大台灣 50（0050）與富邦台灣 50（006208）ETF 上的績效表現。研究期間自 2019 年 7 月至 2024 年 7 月，透過模擬回測分析兩種投資策略在這兩檔 ETF 上的報酬率與風險。

研究結果顯示，在定期定額投資策略下，元大台灣 50 與富邦台灣 50 的平均月報酬率分別為 20.70%與 20.97%，夏普比率分別為 1.18 與 1.19，顯示兩者具有相似的風險報酬表現。在技術分析策略方面，本研究採用移動平均法則（5-20 均線和 5-60 均線）和 KD 指標。在 5-20 均線法則下，富邦台灣 50 的累積報酬率（82.45%）略優於元大台灣 50（74.20%），但在 5-60 均線法則下，富邦台灣 50 的淨報酬率達到 103.37%，表現更為突出。KD 指標分析中，富邦台灣 50 在 K 值<20、K 值>80 的策略下，淨報酬率為 79.93%，優於元大台灣 50 的 34.25%。KD 交叉策略下，富邦台灣 50 的淨報酬率也達到 136.28%，高於元大台灣 50 的 118.29%。

綜合來看，富邦台灣 50 在多數技術分析策略中表現優於元大台灣 50，且在定期定額投資中也展現相近的績效。研究結果可為投資者在選擇 ETF 和投資策略時提供參考，惟需注意技術分析策略可能伴隨較高風險。

關鍵字：*均線法則、技術分析、定期定額。*

【N19】Comparison of Investment Performance Between Dollar-Cost Averaging and Technical Analysis: A Case Study of Yuanta Taiwan 50 ETF and Fubon Taiwan 50 ETF

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ABSTRACT

This study aims to compare the performance of regular fixed investment and technical analysis investment strategies on Yuanta Taiwan 50 (0050) and Fubon Taiwan 50 (006208) ETFs. The research period is from July 2019 to July 2024, and the returns and risks of the two investment strategies on these two ETFs are analyzed through simulated backtesting.

The research results show that under the regular fixed investment strategy, the average monthly returns of Yuanta Taiwan 50 and Fubon Taiwan 50 were 20.70% and 20.97% respectively, and the Sharpe ratios were 1.18 and 1.19 respectively, indicating that the two have similar risk-return performance. In terms of technical analysis strategies, this study uses the moving average rule (5-20 moving average and 5-60 moving average) and KD indicator. Under the 5-20 moving average rule, the cumulative rate of return of Fubon Taiwan 50 (82.45%) is slightly better than that of Yuanta Taiwan 50 (74.20%), but under the 5-60 moving average rule, the net rate of return of Fubon Taiwan 50 reaches 103.37%, which is a more outstanding performance. In the KD indicator analysis, under the strategy of K value <20, K value >80, the net return rate of Fubon Taiwan 50 is 79.93%, which is better than the 34.25% of Yuanta Taiwan 50. Under the KD crossover strategy, the net return rate of Fubon Taiwan 50 also reached 136.28%, higher than the 118.29% of Yuanta Taiwan 50.

Overall, Fubon Taiwan 50 outperforms Yuanta Taiwan 50 in most technical analysis strategies and also shows similar performance in regular fixed-amount investment. The research results can provide a reference for investors when choosing ETFs and investment strategies, but it should be noted that technical analysis strategies may be accompanied by higher risks.

Keywords: *Moving average rule 、 technical analysis 、regular quota.*

【N20】ETF 熱潮的散戶法人化現象對台股加權指數風險

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摘要

本研究旨在探討 ETF（交易所交易基金）熱潮導致散戶法人化現象，對台灣加權股價指數風險的影響。ETF 透過將指數證券化，降低了散戶投資者參與市場的門檻，形成所謂的「散戶法人化」現象，即散戶透過 ETF 的方式，集體進出市場並影響市場波動。本研究以 2019 年至 2024 年臺灣股市為樣本期間，採用大盤乖離率作為衡量市場偏離合理價值之指標，並以 ETF 資金變動規模（DETF）、市場日漲跌幅（DTSE）及 VIX 恐慌指數作為自變數，運用 OLS 線性迴歸、分量迴歸與門檻迴歸模型進行分析。

實證結果顯示：ETF 資金變動規模（DETF）與 VIX 恐慌指數對大盤乖離率多呈顯著負向影響，代表當 ETF 資金大量流出或市場恐慌加劇時，市場指數偏離基本面的情況會更為嚴重；而大盤漲跌幅（DTSE）則持續顯著正向影響乖離率，代表市場走勢越強勁，越可能導致市場價格超調，偏離基本價值。分量迴歸進一步揭示，在市場極端低迷（負乖離率較大）時，ETF 資金流動與市場恐慌情緒的影響最為明顯；而市場處於高漲或過熱情境時，ETF 資金變動與 VIX 指數的影響則明顯降低。門檻迴歸則指出市場存在明顯的恐慌門檻效應，當 VIX 達到特定高水準時，市場情緒急劇惡化，ETF 資金流出效應對指數的衝擊加劇，顯示出市場風險的結構性轉變特徵。

關鍵詞：*ETF、散戶投資行為、VIX 恐慌指數、乖離率、系統性風險*

【N20】ETF craze triggers retail investors to become legal persons　risk to the Taiwan Weighted Stock Index

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Abstract

This study examines how the rising popularity of Exchange Traded Funds (ETFs), leading to institutionalization of retail investors, affects market risk in Taiwan. ETFs lower the investment threshold, causing retail investors to collectively enter or exit the market—known as retail investor institutionalization—thereby impacting market volatility. Using Taiwan's stock market data from 2019 to 2024, we measure market deviation using the deviation rate of the TAIEX and analyze ETF capital flows (DETF), daily market returns (DTSE), and the VIX index through OLS, quantile regression, and threshold regression models.

Empirical results show DETF and VIX significantly negatively affect market deviation, suggesting that ETF outflows or rising market fear deepen market deviation from fundamentals. Conversely, DTSE positively influences deviation, implying stronger market returns drive overvaluation. Quantile regression reveals stronger impacts of DETF and VIX during extreme market downturns, whereas their effects diminish in bullish or overheated markets. Threshold regression further identifies a clear fear-threshold effect: when VIX surpasses a critical level, market sentiment sharply worsens, intensifying the negative impact of ETF outflows, highlighting structural shifts in market risk.

Keywords: *ETF, retail investor behavior, VIX, deviation rate, systemic risk*

【N21】運用智慧技術分析台灣債券型及固定收益 ETF 價格之研究

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摘 要

本研究旨在如何運用大數據分析與機器學習技術，以探討台灣證券商發行之債券型及固定收益 ETF 的價格分析。研究中結合決策樹和隨機森林模型，並透過 SHAP 分析辨識影響 ETF 價格的重要特徵。研究結果顯示，開盤價和成交量對價格預測具顯著影響，並透過 K-means 聚類分析，將 ETF 分為三大類群，以提供各類型投資策略參考。

關鍵詞：*ETF、機器學習、隨機森林、大數據分析、投資風險管理*

【N21】A Study on the Analysis of Taiwan Bond and Fixed-Income ETF Prices Using Intelligent Technologies

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ABSTRACT

This study aims to explore the application of big data analytics and machine learning techniques in evaluating and predicting the price dynamics of bond and fixed-income ETFs issued by Taiwanese securities firms. The research integrates decision tree and random forest models and employs SHAP analysis to identify key factors influencing ETF prices. The findings indicate that the opening price and trading volume have a significant impact on price predictions. Additionally, K-means clustering is utilized to categorize ETFs into three major groups, providing valuable insights for different investment strategies.

Keywords: *ETF、Machine Learning、Random Forest、Big Data Analytics、Investment Risk Management*

【N22】開放式共同基金績效與持續性之研究—以台灣中小型股票基金為例

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摘要

本研究探討了台灣中小型股票基金的績效持續性，並將其應用於銀行端客戶之投資組合規劃，結果顯示具有良好績效持續性的基金可作為投資組合配置的重要參考依據。研究期間樣本以 Money DJ 理財基金網截至 113 年 9 月底為止績效排名優良，共 13 家投信公司所發行的 20 檔國內中小型之股票型共同基金為主，並以皮爾森相關係數為研究方法，探討共同基金的各研究變數與報酬率的相關性。研究結果發現，多頭市場時投資人能追求較高成長的積極型基金(野村成長基金、日盛 MIT 主流基金及安聯台灣智慧基金)，空頭市場時應以降低風險、穩健為主，選擇波動較小的基金(復華復華基金、台新主流基金及日盛 MIT 主流基金)。短期投資可考慮復華復華基金、國泰國泰基金及國泰小龍基金，中期投資可選擇日盛 MIT 主流基金、富邦精準基金及野村台灣運籌基金，長期投資可選擇 野村積極成長基金、日盛 MIT 主流基金及安聯台灣智慧基金，超長期投資選擇 安聯台灣智慧基金、野村積極成長基金及野村台灣運籌基金。

關鍵詞：*共同基金、基金績效、皮爾森相關係數、投資風險、投資組合*

【N22】A Study on the Performance and Persistence of Open-End Mutual Funds: The Case of Taiwan Small and Mid-Cap Equity Funds

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Abstract

This study examines the performance persistence of small- and mid-cap equity funds in Taiwan and applies the findings to investment portfolio planning for bank clients. The results indicate that funds with strong performance persistence can serve as valuable references for portfolio allocation. The study sample consists of 20 domestic small- and mid-cap equity mutual funds issued by 13 investment trust companies, selected based on their outstanding performance rankings as of the end of September 2024 from the Money DJ Fund database. The Pearson correlation coefficient is used to analyze the relationship between various research variables and fund returns.The findings suggest that during bull markets, investors should seek higher-growth aggressive funds such as Nomura Growth Fund, JihSun MIT Mainstream Fund, and Allianz Taiwan Smart Fund. Conversely, in bear markets, investors should prioritize stability and risk reduction by selecting lower-volatility funds, such as Fuh Hwa Fund, Taishin Mainstream Fund, and JihSun MIT Mainstream Fund.For different investment horizons:Short-term investors (around one year) may consider Fuh Hwa Fund, Cathay Fund, and Cathay Dragon Fund.Medium-term investors (three years) may opt for JihSun MIT Mainstream Fund, Fubon Precision Fund, and Nomura Taiwan Strategy Fund.Long-term investors (five years) may invest in Nomura Aggressive Growth Fund, JihSun MIT Mainstream Fund, and Allianz Taiwan Smart Fund.Ultra-long-term investors (ten years) may choose Allianz Taiwan Smart Fund, Nomura Aggressive Growth Fund, and Nomura Taiwan Strategy Fund.In conclusion, the study underscores the importance of considering fund performance persistence when constructing investment portfolios, allowing investors to optimize returns while managing risks effectively.

Keywords: *Mutual Funds, Fund Performance, Pearson Correlation Coefficient, Investment Risk, Investment Portfolio*

【N23】市值型 ETF 績效分析

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摘 要

本研究旨在探討台灣市值型 ETF 的績效表現，在 ETF 投資已成趨勢下，市值型 ETF 不斷演變與創新，從最初的傳統產業選股，到納入公司治理、ESG 元素和低碳概念。選取四檔具代表性的市值型 ETF（元大台灣 0050、富邦公司治理 00692、元大臺灣 ESG 永續 00850、群益台 ESG 低碳 50 00923）進行分析，比較其績效差異，並探討受益人數、溢折價、基金規模、申購金額及買回金額等因素對 ETF 績效的影響。

採用迴歸模型實證結果，溢(折)價和受益人數皆呈現顯著負相關，申購金額則呈現正相關。夏普比率（Sharpe Ratio）驗證方法下，申購金額與買回金額皆呈現部分顯著負相關。

關鍵詞：*市值 ETF、溢(折)價、受益人數、申購金額*

【N23】Performance Analysis of Market Capitalization-Based ETFs

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ABSTRACT

This study aims to investigate the performance of market-cap-weighted ETFs in Taiwan, focusing on their evolution and innovation amidst the growing trend of ETF investments. Market-cap-weighted ETFs have transitioned from traditional industry stock selection to incorporating elements such as corporate governance, ESG principles, and low-carbon concepts. Four representative market-cap-weighted ETFs—0050, 00692, 00850, and 00923—are selected for analysis to compare their performance differences and examine the impact of factors such as the number of beneficiaries, premium/discount levels, fund size, subscription amounts, and redemption amounts on ETF performance.

Using a regression model for empirical analysis, the results show that premiums/discounts and the number of beneficiaries are significantly negatively correlated with ETF performance, while subscription amounts exhibit a positive correlation. Under the Sharpe Ratio validation method, both subscription and redemption amounts demonstrate partially significant negative correlations.

Keywords: *Market-cap ETF、Premium/Discount、Number of Beneficiaries、Subscription Amount*

【N24】薪酬制度公平對工作滿意度與工作績效影響之研究

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摘 要

在現代組織管理中，薪酬制度的公平性對員工的工作態度與行為具有關鍵影響。公平的薪酬制度不僅能提升員工的滿意度，也可能進一步影響其工作績效。因此，本研究旨在探討薪酬制度公平性對工作滿意度與工作績效的影響，並進一步分析工作滿意度在薪酬制度公平性與工作績效之間的關係。本研究透過問卷調查方式，回收有效樣本 202 份，並運用 SPSS 統計套裝軟體進行數據分析。研究結果顯示，薪酬制度公平正向影響工作績效，薪酬制度公平正向影響工作滿意度，工作滿意度正向影響工作績效。最後，本研究根據結果提出相關管理意涵與未來研究建議。

關鍵字: *薪酬制度公平、工作績效、工作滿意度*

【N24】A Study on the Impact of Compensation System Fairness on Job Satisfaction and Job Performance

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ABSTRACT

In modern organizational management, the fairness of the compensation system plays a crucial role in shaping employees' work attitudes and behaviors. A fair compensation system not only enhances employee job satisfaction but may also further influence job performance. Therefore, this study aims to explore the impact of compensation system fairness on job satisfaction and job performance, as well as examine the mediating role of job satisfaction between compensation system fairness and job performance.This study was conducted through a questionnaire survey, collecting 202 valid responses. SPSS statistical software was used for data analysis. The results indicate that compensation system fairness has a positive impact on job performance, compensation system fairness has a positive impact on job satisfaction, and job satisfaction positively affects job performance. Finally, based on the findings, this study provides relevant managerial implications and suggestions for future research.

Keywords: *Compensation System Fairness、job performance、job satisfaction*

【N25】理財人員專業性與服務品質對信任感和購買意願之影響

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摘 要

本研究探討理財人員的專業性與服務品質對客戶信任的影響，並進一步分析信任感如何影響購買意願。透過對金融服務業的調查，本研究檢視專業素養與高品質服務如何提升客戶對理財人員的信任，進而提高購買意願。研究採用問卷調查法，針對理財客戶抽樣，共回收 442 份有效問卷，並進行理論模型分析。結果顯示：(1) 專業性對信任感有顯著影響；(2) 服務品質對信任感有顯著影響；(3) 信任感對購買意願有顯著影響。研究結論提供金融業者提升專業能力與服務品質的建議，並強調客戶信任在市場競爭中的關鍵作用。本研究不僅對業界具實務價值，也為學術界提供關於專業性、服務品質、信任感與購買意願關係的深入見解。

關鍵字：*專業性、服務品質、信任感、購買意願。*

【N25】The Impact of Expertise and Service Quality of Bank Financial Advisors on Trust and Purchase Intentions

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ABSTRACT

This study examines how financial professionals' expertise and service quality influence customer trust and purchase intentions. A survey of 442 financial clients was conducted to analyze these relationships. The results indicate that (1) Expertise and (2) service quality significantly impact trust, which (3) positively affects purchase intention. These findings provide practical insights for financial service providers to enhance their Expertise and service quality, emphasizing the critical role of trust in a competitive market. This study offers valuable implications for both industry practitioners and academic research.

Keywords: *Expertise, Service Quality, Trust, Purchase Intentions.*

【N26】台灣指數股票型基金報酬與投資人關注度之研究：網路搜索量之角色

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摘要

投資人對於大量金融訊息資料的關注是有限並且是選擇性的，使得關注力聚焦於何種金融商品成為投資決策的重要因素。本文台灣探討指數股票型基金參與者的關注是否會影響基金報酬，採用 Google Trends 搜尋引擎的關鍵字搜尋量為代理變數，測試 2018 年至 2024 年的台灣指數股票型基金參與者之關注與基金報酬關係。實證結果顯示，儘管理論上 GSVI 變數代表投資人之市場關注度，但本研究發現在控制基金績效波動度下，無論以 ETF 名稱或 ETF 代碼作為投資人搜尋量金融商品的關鍵字，其對 ETF 報酬之影響皆未達統計顯著水準，意味著投資人的網路搜尋行為可能並未對台灣指數股票型基金產生立即性的影響。另外，本研究亦發現前期台灣指數股票型基金績效對於 ETF 當其報酬具有顯著之預測力，即台灣指數股票型基金績效具有月持續性。投資人對指數股票型基金關注度可能透過情緒等方式正或負向影響基金績效，雖然在台灣指數股票型基金風格並未表現出來，但仍希望投資者在評估基金時應考慮此關注度因素，以避免做出錯誤的投資決策。

關鍵詞：*ETF、ETF 報酬、投資人關注度、Google 搜尋量*

【N26】The Impact of ETF Investor Attention on Fund Performance: Evidence from Taiwan's Market

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ABSTRACT

Investors have limited and selective attention to the vast amount of financial information available, making the focus of their attention on specific financial products a crucial factor in investment decision-making. This study examines whether the attention of participants in Taiwan’s Exchange Traded Funds (ETFs) affects fund returns, using keyword search volume from the Google Trends search engine as a proxy variable. The study tests the relationship between the attention of ETF participants and fund returns from 2018 to 2024 in Taiwan.The empirical results indicate that, although theoretically, the Google Search Volume Index (GSVI) represents investors' market attention, this study finds that after controlling for fund performance volatility, the impact of ETF-related search volume—whether based on ETF names or ETF codes—on ETF returns is not statistically significant. This suggests that investors' online search behavior may not have an immediate impact on Taiwan’s ETF market. Additionally, this study identifies significant predictive power of prior-period Taiwan ETF performance on current fund returns, demonstrating monthly performance persistence in Taiwan's ETF market. While investor attention towards ETFs may theoretically influence fund performance through sentiment-driven mechanisms (either positively via informed capital flows or negatively through behavioral biases), such effects remain statistically unobservable in Taiwan's specific market context. Nevertheless, prudent investors should incorporate attention metrics into fund evaluation frameworks to mitigate potential decision-making errors.

Keywords: *ETF, ETF returns, Investor attention, Google search volume*

【N27】從「衝動性消費」與「享樂消費」觀點看「網紅行銷」的知覺風險

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摘要

隨著社交媒體平台的快速發展，網紅成為新興詞彙，透過影音媒體和社群媒體經營，吸引大量追蹤者和粉絲，成為品牌行銷的重要角色。然而，網紅行銷往往受到消費者衝動性和享樂性的影響，引發本研究對知覺風險的關注。本研究目的在探討民眾在網路購買網紅代言及業配產品之消費經驗與知覺風險評估，以曾經有向網紅購買商品經驗的台灣民眾為母體，採便利抽樣法抽樣，預計發出 200 份問卷。

本研究期望研究發現能夠提供有助於品牌和網紅訂定更具效果的行銷策略，同時提供消費者更理性的購買指南，以降低在網紅行銷中可能面臨的風險。最後，透過消費者人口統計變數的差異分析，指出不同群體中，網紅行銷的效果和風險感知存在異同，為制定更具針對性的行銷策略提供參考。

關鍵字：*衝動性消費、享樂消費、網紅行銷、知覺風險*

【N27】The perceived risks of “influencer marketing” from the perspective of “impulsive consumption” and “hedonic consumption”

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Abstract

With the rapid development of social media platforms, Internet celebrity has become an emerging term. Through audio-visual media and social media operations, it attracts a large number of followers and fans and becomes an important role in brand marketing. However, influencer marketing is often influenced by consumers’ impulsiveness and hedonic nature, which leads to this study’s focus on perceived risk. The purpose of this study is to explore the consumer experience and perceived risk assessment of people who purchase products endorsed by influencers and brands online. The sample is Taiwanese people who have purchased products from influencers before, and a convenience sampling method is used. It is expected that 200 questionnaires will be sent out.This study hopes that the findings can help brands and influencers develop more effective marketing strategies, while providing consumers with a more rational purchasing guide to reduce the risks they may face in influencer marketing. Finally, through the difference analysis of consumer demographic variables, it is pointed out that there are similarities and differences in the effectiveness and risk perception of influencer marketing among different groups, which provides a reference for formulating more targeted marketing strategies.

【N28】遊戲製作融入課程之 Rubrics 評量開發：以國際貿易理論與政策課程為例

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摘 要

「國際貿易理論與政策」對科大學生而言，存在三個問題： (1). 數理能力缺乏，加上學習困難，造成的基礎能力不足。 (2). 缺乏學習動機。 (3). 缺乏對國際事件發生的敏感度。 面對學生的學習困難，我在課程與學生能力之間尋求連結，為他們建築「學習的階梯」，達到（1）讓學生不放棄困難的理論課程，（2）建立學生的自信心，讓他們知道自己有能力掌握困難的知識。為此我提出三個方法來解決以上三個問題： 第一： 建構「學習的階梯」：為此，我將做兩件事情， (1). 發展對應理論模型的數字（不連續）案例：在模型的推導上設計簡易的數字（不連續）案例，再以理論模型對應。 (2). 發展融入時事內容的個案：讓他了解知識是有用的，並產生主動學習的想望。 第二： 建構主動學習的機制：培養學生對「國際事件發生的敏感度」，與國際事件產生連結並思考，為此，我設計「國際貿易理論桌遊設計的程序」，讓學生展現創意、自己設計製作「中美貿易戰-國際貿易桌遊」，從建構遊戲的過程中，學習收集、歸納並建構邏輯。 第三： 發展遊戲製作融入課程之教學評量工具：教具、教學方法、教材開發等教學方法創新，需求有效且提供教師教學分析，幫助教師進一步改良，使創新內容更加符合學生的需求，達到教學目標。

關鍵字：*國際貿易理論與政策、桌遊、美中貿易戰、Rubrics、學習成果評量。*

【N28】AND DEVELOPMENT OF RUBRICS FOR BOARD GAME PRODUCTION INTEGRATED IN THEORY & POLICY OF INTERNATIONAL TRADE COURSES

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ABSTRACT

There are three problems for students of the University of Science and Technology to study the theory & Policy of International Trade course： 1. Innate lack of mathematical abilities, coupled with learning difficulties, results in insufficient basic abilities. 2. Lack of motivation to learn. 3. Lack of sensitivity to international events. Facing these difficulties, I never give up, continually searching ways to make them understand and build confidence. So I sought a link between the curriculum and the student's ability, to build a "learning ladder". This ladder serves two purposes 1. To keep students on difficult theoretical lessons. 2. Let them know that they have the ability to master difficult knowledge and build student confidence. So I propose three methods to solve the above three problems: 1. Constructing the "learning ladder": (1). Development of digital (discontinuous) cases of corresponding theoretical models： Design simple digital (discontinuous) cases to help derivate the theoretical model. (2). Development of case studies incorporating current affairs: Let our students know that knowledge is useful and stimulate their desire to learn actively 2. Construct the mechanism of active learning: In order to develop students' sensitivity to "international events" : I designed a set of tools “The Construction Process of International Trade Theory Board Game”. Let students showcase their creativity, design and produce ” US-China Trade War-International Trade Board Game”. Learn to collect, summarize knowledge and construct logic. From the process of constructing games, to stimulate our students’ feel of achievement. 3. Develop teaching evaluation tools that integrate game production into the curriculum: Excellent teaching assessment provides teachers with effective teaching analysis, help teachers further improve his innovative teaching, make innovative teaching more in line with the needs of students and achieve teaching goals.

Keywords: *the theory & Policy of International Trade, board game, US-China Trade War, Rubrics, learning assessment*

【N29】AI 人工智慧在行銷領域的應用-
Google Ads 消費者科技使用行為觀點的驗證

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摘要

根據市場研究，AI 行銷市場正以驚人的速度增長，透過數據分析與機器學習技術，企業能夠提升行銷精準度、提高投資報酬率，並改善消費者體驗。Google Ads 作為全球最具影響力的數位廣告平台之一，已廣泛導入 AI 技術，如智能競價、自動化廣告投放及受眾分析，幫助廣告主優化廣告成效。然而，AI 在行銷中的應用仍面臨消費者接受度、隱私保護及演算法偏見等挑戰。

本研究旨在探討 AI 在 Google Ads 中的運作機制，並分析消費者對 AI 驅動廣告的接受度與行為影響。本研究將透過問卷調查，從個人化廣告的接受度、廣告準確性與干擾程度、隱私顧慮及 AI 信任度等四個構面進行分析，進一步探討不同人口變數（如年齡、性別、科技使用習慣）對 AI 行銷的影響。本研究期望評估 Google Ads 內部 AI 技術的有效性，提供企業在應用 AI 行銷時的參考依據，以提升廣告精準度並兼顧消費者體驗與隱私保護。

關鍵字：*人工智慧、AI 行銷、Google Ads、問卷調查*

【N29】Applications of AI in Marketing- An Examination of Consumer Technology Usage Behavior in Google Ads

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Abstract

According to market research, the AI marketing market is growing at an astonishing rate. Through data analysis and machine learning technology, companies can improve marketing accuracy, increase return on investment, and improve consumer experience. As one of the most influential digital advertising platforms in the world, Google Ads has widely introduced AI technologies such as smart bidding, automated advertising delivery and audience analysis to help advertisers optimize advertising effectiveness. However, the application of AI in marketing still faces challenges such as consumer acceptance, privacy protection and algorithmic bias. This study aims to explore the operating mechanism of AI in Google Ads and analyze consumers' acceptance and behavioral impact of AI-driven advertising. This study will conduct a questionnaire survey to analyze four aspects: acceptance of personalized advertising, accuracy and interference of advertising, privacy concerns, and trust in AI, and further explore the impact of different demographic variables (such as age, gender, and technology usage habits) on AI marketing. This study hopes to evaluate the effectiveness of AI technology within Google Ads and provide a reference for companies to apply AI marketing to improve advertising accuracy while taking into account consumer experience and privacy protection.

Keywords: *Artificial Intelligence, AI Marketing, Google Ads, Questionnaires Survey*

【N30】智慧物流服務使用意願之探討-以蝦皮智取店為例

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摘 要

隨著電子商務市場的快速成長，物流服務創新成為提升消費者購物體驗的關鍵因素。本研究針對曾使用蝦皮智取店的台灣消費者進行問卷調查，共回收 310 份有效樣本，分析服務品質、知覺風險與口碑對使用意願的影響。研究採用 Parasuraman, Zeithaml, & Berry（1988）SERVQUAL 量表衡量服務品質，並以 Jacoby & Kaplan（1972）之知覺風險理論與 Goyette, Ricard, Bergeron, & Marticotte（2010）之口碑模型為理論基礎。

研究結果顯示，服務品質與口碑皆對使用意願具有顯著正向影響，其中口碑的影響力最為顯著。此外，知覺風險與使用意願呈現正相關，顯示即使消費者察覺到物流服務可能存在風險，仍願意嘗試創新物流模式。本研究進一步發現，口碑在消費者決策中扮演主導角色，而知覺風險則對智慧物流服務的採用產生特殊影響。因此，業者可透過提升服務品質與積極推動口碑行銷，降低消費者的知覺風險，以增強其使用意願並促進市場接受程度。

關鍵字：*服務品質、知覺風險、口碑、使用意願、蝦皮智取店。*

【N30】Usage Intention of Intelligent Logistics System: A Study of Shopee Automated Parcel Station

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ABSTRACT

With the rapid growth of the e-commerce market, logistics service innovation has become a key factor in enhancing the consumer shopping experience. This study conducted a questionnaire survey targeting Taiwanese consumers who have used Shopee Automated Parcel Station, collecting a total of 310 valid samples to analyze the impact of service quality, perceived risk, and word-of-mouth on usage intention. The study employs the SERVQUAL scale by Parasuraman et al. (1988) to measure service quality, while Jacoby & Kaplan’s (1972) perceived risk theory and Goyette et al.'s (2010) word-of-mouth model serve as the theoretical foundation.

The results indicate that both service quality and word-of-mouth have a significant positive impact on usage intention, with word-of-mouth being the most influential factor. Additionally, perceived risk is positively correlated with usage intention, suggesting that consumers are still willing to try innovative logistics models despite recognizing potential risks. Furthermore, the study finds that word-of-mouth plays a dominant role in consumer decision-making, while perceived risk has a unique influence on the adoption of smart logistics services. Therefore, businesses can enhance service quality and actively promote word-of-mouth marketing to reduce consumer risk perception, thereby increasing usage intention and market acceptance.

Keywords: *service quality, perceived risk, word-of-mouth, usage intention, Shopee Automated Parcel Station*

【N31】電動車充電樁設置對新舊大樓影響關鍵因素探討

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摘 要

本研究旨在探討電動車充電樁設置對新舊建築物可能造成的影響，尤其著重於消防安全、電負荷及社區規範等關鍵因素的分析。透過問卷調查方法收集相關數據，以全面了解不同建築安全、電負荷及社區規範等關鍵因素的分析。透過問卷調查方法收集相關數據，以全面了解不同建築物在設置充電樁過程中所面臨的困難與挑戰。本研究不僅識別新舊建築物在充電樁設置方面的障礙，還致力於提出具體的解決方案與政策建議，幫助改善現有問題，並促進相關配套措施的落實。研究的最終目的是提升電動車充電設施的設置效率，加強基礎設施的發展，進一步推動電動車的普及，讓更多社區能夠有效適應並接受充電樁的設置，實現更全面的綠色交通目標。

關鍵字: *綠能，電動車，充電樁，充電樁電池。*

【N31】Exploring the Key Factors Influencing the Installation of Electric Vehicle Charging Stations in New and Old Buildings

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Abstract

This study aims to explore the potential impacts of installing electric vehicle charging stations on both new and old buildings, with a focus on analyzing key factors such as fire safety, electrical load, and community regulations. Through questionnaire surveys, relevant data is collected to comprehensively understand the challenges and difficulties faced by different buildings during the installation process. This research not only identifies the obstacles in setting up charging stations for new and old buildings but also strives to propose specific solutions and policy recommendations to improve existing problems and promote the implementation of related supporting measures. The ultimate goal of the study is to enhance the efficiency of electric vehicle charging infrastructure, strengthen the development of basic infrastructure, further promote the popularization of electric vehicles, and enable more communities to effectively adapt to and accept the installation of charging stations, achieving a more comprehensive green transportation goal.

Keywords: *Green energy, electric vehicles, charging stations.*

【N32】轉換型領導模式對屬下行為影響分析-以人格特質為調節變數

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摘 要

本研究旨在探討業務人員的離職傾向及其與領導風格和人格特質之間的潛在關聯。首先，研究將轉換型領導定義為一種激勵員工追求高目標的方式，通過傳達組織目標來提升員工的自信心和承諾。其次，研究將重點分析開放性、神經質和勤勉正直性三種主要人格特質，探討這些特質如何影響業務人員對領導行為的反應，以及這些反應如何進一步影響他們的離職傾向。研究將使用 Avolio 與 Bass（2001）開發的多因子領導量表，以及五大人格特質問卷來測量相關變項。此外，業務人員將使用 Michaels （1982）設計的離職傾向量表，並以五點 Likert 量表進行評分。

為了確保研究的可靠性和有效性，本研究已進行前測，並運用描述性統計、相關分析和迴歸分析來處理數據。期望能為管理層提供有效的建議，以降低業務人員的離職率。未來將進一步收集和分析資料，並提供詳細的研究結果。初步結果顯示，領導者的行為和特質對業務人員的留職或離職有顯著影響。針對不同人格特質的分析顯示，開放性人格特質在調節關係中具有最大的影響力。

關鍵字：*轉換型領導、人格特質。*

【N32】THE ANALYSIS OF TRANSFORMATIONAL LEADERSHIP INFLUENCE SUBORDINATE BEHAVIOR - PERSONALITY TRAITS AS MODERATING VARIABLES

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ABSTRACT

This study aims to explore the turnover intention of business personnel and its potential association with leadership style and personality traits. First, research defines transformational leadership as a way of motivating employees to pursue high goals and increasing employee confidence and commitment by communicating organizational goals. Secondly, the research will focus on analyzing the three main personality traits of openness, neuroticism and conscientiousness, exploring how these traits affect business personnel's reactions to leadership behaviors, and how these reactions further affect their turnover intentions. The study will use the multifactor leadership scale developed by Avolio and Bass (2001) and the Big Five Personality Traits Questionnaire to measure relevant variables. In addition, business personnel will use the turnover intention scale designed by Michaels (1982) and rate it on a five-point Likert scale.

In order to ensure the reliability and validity of the study, this study has been pre-tested and descriptive statistics, correlation analysis and regression analysis were used to process the data. It is expected to provide effective suggestions to management to reduce the turnover rate of business personnel. In the future, data will be further collected and analyzed and detailed research results will be provided. Preliminary results show that leader behaviors and traits have a significant impact on whether business people stay or leave. Analysis of different personality traits revealed that the personality trait of openness has the greatest influence in mediating relationships.

Keywords: *transformational leadership, personality traits*

【N33】社群媒體 Thread 的普及度與影響因素探討以小學家長為例

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摘 要

隨著社群媒體的興起，Thread 逐漸受到小學家長的青睞。本文探討了 Thread 的普及度及其影響因素。首先，Thread 提供了即時交流的平台，讓家長能方便地分享育兒經驗和學校資訊，這促進了其使用頻率。其次，家長對於信息需求和社交互動的渴望是主要驅動力，透過交流建立支持網絡，增強了育兒過程中的心理支持。

然而，平台的安全性也成為家長考量的重點。由於對孩子安全的關注，Thread 需加強隱私保護措施，以贏得家長信任。問卷調查顯示，多數家長對 Thread 的評價積極，但也期待功能和內容的改善。總體而言，Thread 在小學家長中逐漸普及，未來若能針對影響因素進行優化，將有助於提升其使用率和社群互動。

關鍵字: *Thread，社群媒體，小學家長。*

【N33】Exploring the Popularity and Influencing Factors of Social Media Threads: A Case Study of Elementary School Parents

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ABSTRACT

With the rise of social media, Threads has gradually gained popularity among elementary school parents. This study explores the popularity of Threads and its influencing factors. First, Threads provides a real-time communication platform, allowing parents to conveniently share parenting experiences and school information, which increases its usage frequency. Second, parents' need for information and social interaction serves as the main driving force, as communication helps build a support network and enhances psychological support in the parenting process.

However, platform security has become a key concern for parents. Due to their focus on children's safety, Threads needs to strengthen privacy protection measures to gain parents' trust. Survey results indicate that most parents have a positive perception of Threads but also expect improvements in its features and content. Overall, Threads is gradually becoming more popular among elementary school parents. If key influencing factors are optimized in the future, it will help enhance its usage rate and social interaction.

【N34】在人力資源供給不足時之工作價值觀、組織承諾、工作幸福感對留任意願之影響

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摘要

COVID-19 疫情五年來改變了台灣的就業市場，勞工更偏好彈性與遠端工作，傳統就業模式吸引力下降，使企業面臨招募與留才挑戰。全球人才短缺問題加劇，台灣因低生育率、人口老化及專業人才外流，導致人力供應不足，特別在技術與專業領域影響競爭力。本研究探討工作價值觀、組織承諾與工作幸福感對留任意願的影響，分析這些因素如何影響員工對組織的忠誠度與穩定性。透過文獻回顧，發現當工作價值觀與組織文化契合時，員工的工作滿意度與承諾提高，進而增強留任意願。組織應提升員工幸福感與歸屬感，以減少流動率，並透過有效管理策略促進企業長期發展。本研究整合三者關係，為企業提供留才建議，以應對勞動力供應短缺問題，提升競爭力與組織穩定性。本論文問卷以網路與紙本調查方式，以台灣在職員工抽樣，共蒐集有效問卷 374 份，透過理論模型研析，驗證該模式的可行性。研究顯示：工作價值觀、組織承諾、工作幸福感對留任意願皆有顯著影響。在本研究的結論基礎上，我們可以進一步探討其在管理實務上的應用價值，以及在學術領域的貢獻，並提出未來可能的研究方向，以深化相關議題的探討。

關鍵詞：*工作價值觀、組織承諾、工作幸福感、留任意願*

【N34】The impact of work values, organizational commitment, and work well-being on retention intentions while human resource supplies are insufficient

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Abstract

The COVID-19 pandemic has changed Taiwan's job market over the past five years. Workers prefer flexible and remote work, and traditional employment models have become less attractive, posing challenges to companies in recruiting and retaining talent. The global talent shortage problem is getting worse. Taiwan's low fertility rate, aging population and outflow of professional talent have led to an insufficient supply of manpower, which has affected its competitiveness, especially in the technical and professional fields. This study explores the impact of work values, organizational commitment, and job happiness on the intention to stay, and analyzes how these factors affect employees' loyalty and stability to the organization. Through the literature review, it is found that when work values are aligned with organizational culture, employees' job satisfaction and commitment increase, which in turn enhances their willingness to stay. Organizations should enhance employee happiness and sense of belonging to reduce turnover and promote long-term development of the company through effective management strategies. This study integrates the three relationships and provides enterprises with talent retention suggestions to cope with the problem of labor supply shortage and improve competitiveness and organizational stability. The questionnaire of this paper was conducted through online and paper survey, sampling from employed employees in Taiwan, and a total of 374 valid questionnaires were collected. The feasibility of the model was verified through theoretical model analysis. Research shows that work values, organizational commitment, and job happiness all have a significant impact on the willingness to stay. Based on the conclusions of this study, we can further explore its application value in management practice and its contribution in the academic field, and propose possible future research directions to deepen the discussion of related issues.

Keywords: *work values, organizational commitment, work well-being, retention intentions*

【N35】以 IPA 模式分析消防人員對救災裝備器材適用性與培訓成效之研究

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摘要

隨著都市快速發展與人口密度提升，火災與各類災害事故的發生頻率日益增加，消防人員在執行救災任務時，裝備器材的性能與適用性對其工作效率及安全性至關重要。所謂「工欲善其事，必先利其器」，精良且適切的裝備不僅能提升消防人員的救災能力，亦能有效降低執勤風險。因此，本研究旨在探討臺中市政府消防局所配置的救災裝備器材之適用性與培訓成效，並透過重要-表現分析法（Importance-Performance Analysis, IPA）評估消防人員對裝備與器材的需求與實際使用情況的感受，以提供管理單位優化裝備配置與訓練機制的參考依據。

本研究以臺中市消防局外勤消防人員為主要研究對象，採用問卷調查收集數據，分析消防人員對各類救災裝備器材在知識、技能、能力及特質等方面的重視與滿意程度，進而識別需優先改善的項目。

調查結果顯示，236 位受訪消防人員對 20 個評估項目進行比較分析後，發現以下 4 項指標亟待優化：「A3.器材適合救災現場需求」、「C1.器材的優劣影響救災表現」、「D2.救災抗壓能力」及「C5.器材的實用性對救災結果至關重要」。

關鍵詞：*救災裝備、消防人員、IPA 模式*

【N35】Using the IPA Model to Evaluate the Suitability of Firefighting Equipment and Training Effectiveness

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Abstract

With rapid urban development and increasing population density, the frequency of fires and various disaster incidents has been rising. The performance and suitability of firefighting equipment play a crucial role in ensuring the efficiency and safety of firefighters during rescue operations. As the saying goes, *"To do a good job, one must first sharpen one's tools."* High-quality and well-suited equipment not only enhances firefighters' disaster response capabilities but also effectively reduces operational risks. Therefore, this study aims to examine the suitability of rescue equipment provided by the Taichung City Fire Department and assess the effectiveness of training programs.

By employing the **Importance-Performance Analysis (IPA)**, this study evaluates firefighters' perceptions of the necessity and actual usability of firefighting equipment, providing insights for management to optimize resource allocation and training mechanisms. This research focuses on **frontline firefighters of the Taichung City Fire Department** as the primary study subjects. Data were collected through a questionnaire survey to analyze firefighters' levels of importance and satisfaction regarding their knowledge, skills, abilities, and attributes related to various rescue equipment. The goal is to identify key areas requiring improvement.

The survey results, based on responses from **236 firefighters** assessing **20 evaluation criteria**, highlight **four indicators** that require urgent enhancement:(1) Suitability of equipment for disaster rescue scenarios; (2) Impact of equipment quality on rescue performance; (3) Firefighters' stress resilience during rescue operations; (4) Practicality of equipment as a critical factor in rescue outcomes.

These findings provide valuable recommendations for optimizing firefighting equipment management and resource allocation, ultimately enhancing rescue effectiveness and firefighter safety.

***Keywords**: Firefighting Equipment, Firefighters, IPA Model*

【N36】串流媒體系統品質、行銷策略與品牌形象對滿意度與續訂意願影響之實證研究-以 Netflix 為例

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摘 要

本研究探討串流媒體企業的系統品質、行銷策略與品牌形象對滿意度及續訂意願的影響，以 Netflix 為例進行實證分析。隨著數位娛樂市場的快速發展，Netflix 憑藉強大內容庫、高效技術與全球化行銷策略成為領導者。然而，面對競爭加劇，如何提升用戶滿意度與續訂意願成為關鍵挑戰。本研究透過問卷調查收集數據，並運用 SPSS 進行分析，結果顯示系統品質、行銷策略與品牌形象均對滿意度有顯著正向影響，而滿意度進一步影響續訂意願。其中，Netflix 的平台技術穩定性、用戶介面的友好性、精確的內容推薦、靈活的訂閱方案及強大品牌形象，均有效提升消費者使用體驗，增強忠誠度及續訂意願。此外，研究確認滿意度在系統品質、行銷策略、品牌形象與續訂意願之間的中介作用，顯示提升用戶滿意度是促進續訂的關鍵因素之一。基於研究結果，本研究提出管理建議，包括持續優化技術品質、精準行銷策略及品牌形象塑造，藉此提升用戶滿意度與忠誠度，確保企業在競爭市場中維持優勢並實現可持續發展。此研究不僅提供實證證據，亦為業界提供可行策略，協助企業吸引與留住用戶，在全球市場中保持競爭力。

關鍵字: *系統品質、行銷策略、品牌形象、滿意度、續訂意願*

【N36】An Empirical Study on the Impact of Streaming Media System Quality, Marketing Strategies, and Brand Image on Satisfaction and Renewal Intention: A Case Study of Netflix

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ABSTRACT

This study explores the impact of system quality, marketing strategies, and brand image on user satisfaction and subscription renewal intention in the streaming media industry, using Netflix as a case study. With the rapid growth of the digital entertainment market, Netflix has become a leader through its extensive content library, advanced technology, and global marketing strategies. However, as competition intensifies, enhancing user satisfaction and subscription renewal intention has become a critical challenge. This study collects data through a survey and analyzes it using SPSS. The results indicate that system quality, marketing strategies, and brand image all have a significant positive impact on user satisfaction, which in turn influences subscription renewal intention. Specifically, Netflix's platform stability, user-friendly interface, accurate content recommendations, flexible subscription plans, and strong brand image effectively enhance consumer experience, strengthen loyalty, and increase subscription renewal intention. Furthermore, the study confirms the mediating role of satisfaction between system quality, marketing strategies, brand image, and subscription renewal intention, highlighting that improving user satisfaction is a key factor in promoting subscription renewals. Based on the findings, this study provides managerial recommendations, including continuous optimization of technical quality, precise marketing strategies, and brand image development, to enhance user satisfaction and loyalty. These efforts will help companies maintain a competitive advantage in the market and achieve sustainable growth. This study not only provides empirical evidence but also offers actionable strategies for the industry, helping businesses attract and retain users while maintaining competitiveness in the global market.

Keywords: *System Quality, Marketing Strategies, Brand Image, Satisfaction, Renewal Intention*

【N37】領導風格對消防員工作表現影響之研究—以工作壓力與工作適配為干擾變數

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摘要

本研究探討領導風格對消防員工作表現的影響，特別關注工作壓力與工作適配為干擾變數之間的關聯。在高度危險、充滿時間壓力與情緒管理挑戰的消防工作環境中，如何提升消防員的工作動機和滿意度，加強其動力機制，以及有效應對工作緊迫性，均具有重要意義。然而，並非所有消防人員都能輕鬆適應主管所施行的領導方式，這一現象值得進一步深入研究。在探討個體反應如何反映團隊整體表現時，我們發現不同背景與性格的消防員對領導者的反應可能存在顯著差異。一些消防員可能在命令式領導風格下表現更佳，而另一些則可能在開放且鼓勵參與的環境中發揮出色。若指揮者能在管理中有效平衡隊伍整體需求與個別消防員的需求，將有助於提升團隊的整體表現，這亦是研究中值得樂觀探討的方向。本論文採用問卷調查法，以台灣消防員為抽樣對象，共收集 232 份有效問卷，並進行理論模型分析以驗證研究假設。研究結果顯示：(1) 主管領導風格對消防隊員工作表現具有顯著正向影響；(2) 當消防隊員工作壓力愈高時，會弱化主管領導風格對工作表現的影響；(3) 當消防隊員工作適配愈好時，會強化主管領導風格對工作表現的影響。最後，根據研究結論，本文提出管理實務涵意與學術貢獻，提供未來相關議題參考，供消防機關在制定工作規範時參考。

關鍵詞：*領導風格、工作表現、工作壓力、工作適配*

【N37】The Impact of Leadership Styles on Firefighters' Job Performance – Exploring the Moderating Roles of Job Stress and Job Fit

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Abstract

This study investigates the impact of leadership styles on firefighters' job performance, with a particular focus on the relationship between job stress and job fit. In a highly hazardous firefighting environment characterized by intense time pressure and challenges in emotional management, enhancing firefighters' work motivation and satisfaction, strengthening their motivational mechanisms, and effectively coping with job urgency are of great significance. However, not all firefighters can easily adapt to the leadership styles implemented by their supervisors, a phenomenon that warrants further investigation. In exploring how individual responses reflect overall team performance, we found that firefighters with diverse backgrounds and personalities may react differently to leadership. Some firefighters might perform better under an authoritarian leadership style, while others may excel in a more open and participatory environment. If commanders can effectively balance the overall needs of the team with those of individual firefighters, it would contribute to improving the team's overall performance—a promising direction for further exploration. This study employed a questionnaire survey targeting Taiwanese firefighters, collecting a total of 232 valid responses, and conducted a theoretical model analysis to test the research hypotheses. The results indicate that: (1) Supervisory leadership style has a significant positive impact on firefighters' job performance; (2) higher job stress among firefighters weakens the influence of supervisory leadership style on job performance; and (3) better job fit among firefighters strengthens the influence of supervisory leadership style on job performance. Finally, based on the research conclusions, this paper offers practical management implications and academic contributions, providing a reference for future research on related topics and guidance for firefighting agencies when formulating work regulations.

Keywords: *Leadership Styles, Job Performance, Job Stress, Job Fit*

【N38】健身房服務品質與體驗行銷對再購意願影響之研究—以顧客滿意度為中介

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摘要

隨著網路科技的進步，消費者的意識逐漸提升，對於消費品質的要求日益增高。在競爭激烈的健身市場中，如何有效地吸引並留住顧客已成為健身業者持續經營的重要課題。健身中心應根據消費者的需求為核心，開發符合不同需求的產品和服務，這樣才能提高顧客的滿意度，進而促進顧客的忠誠度。因此，本研究將分析健身房的服務品質、體驗行銷與顧客滿意度對顧客再購意願的影響。本論文以問卷調查方式，並以平時有運動健身習慣之民眾來抽樣，共搜集 232 份成功問卷，執行理論模型研析，藉以驗證理論模式。研究顯示：(1)健身房服務品質對顧客滿意度有顯著影響；(2)體驗行銷對顧客滿意度有顯著影響；(3)服務品質對再購意願有顯著影響；(4)體驗行銷對再購意願有顯著影響；(5)顧客滿意度對再購意願有顯著影響。最後，根據研究結論，提出管理的實務涵意及學術上的貢獻提供未來的議題參考。

關鍵詞：*服務品質、體驗行銷、顧客滿意度、再購意願*

【N38】The Influence of Gym Service Quality and Experiential Marketing on Repurchase Intention: The Mediating Role of Customer Satisfaction

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Abstract

With the advancement of internet technology, consumer awareness has gradually increased, leading to higher expectations for consumption quality. In the highly competitive fitness market, effectively attracting and retaining customers has become a crucial challenge for fitness center operators to sustain their businesses. Fitness centers should prioritize consumer needs as the core of their operations, developing products and services that cater to various demands in order to enhance customer satisfaction and, in turn, foster customer loyalty.Therefore, this study examines the impact of service quality, experiential marketing, and customer satisfaction on customers' repurchase intention in fitness centers. A questionnaire survey was conducted, targeting individuals with regular exercise habits. A total of 232 valid responses were collected and analyzed using a theoretical model to validate the proposed framework. The findings indicate that: (1) Service quality in fitness centers has a significant impact on customer satisfaction. (2) Experiential marketing has a significant impact on customer satisfaction. (3) Service quality has a significant impact on repurchase intention. (4) Experiential marketing has a significant impact on repurchase intention. (5) Customer satisfaction has a significant impact on repurchase intention. Finally, based on the research findings, managerial implications and academic contributions are discussed to provide insights for future research.

Keywords: *Service Quality, Experiential Marketing, Customer Satisfaction, Repurchase Intention*

【N39】顧客價值、體驗行銷、滿意度與忠誠度關聯性之研究 - 以娃娃機為例

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摘要

本研究旨在探討娃娃機消費者的顧客價值、體驗行銷、滿意度與忠誠度之間的關聯性，並以臺灣娃娃機市場為例進行實證分析。自 2016 年以來，臺灣的娃娃機市場蓬勃發展，成為一種受歡迎的娛樂形 式，吸引了大量消費者。然而，隨著市場競爭日益激烈，如何在競爭環境中維持顧客滿意度與忠誠度，已成為業者面臨的重要課題。因此，本研究探究顧客價值與體驗行銷如何影響顧客滿意度與忠誠度，並提供業者有效的經營策略建議。本研究採用問卷調查法，以娃娃機愛好者及一般消費者為研究對象，共回收 488 份有效問卷。問卷內容涵蓋消費者對於產品價值、遊戲體驗、服務品質等方面的感受，數據分析使用 SPSS 27.1 軟體，並採用描述性統計、信度分析、因素分析、相關分析、差異分析、迴歸分析等方法來驗證各變數間的關係。研究結果顯示，(1)顧客價值對滿意度和忠誠度具有顯著正向影響；(2) 當消費者感受到較高的產品價值時，其滿意度顯著提升，進而促使重複消費；(3)體驗行銷在滿意度和忠誠度上也發揮了關鍵作用，無論是透過店內環境、遊戲設計或服務創新，都能有效提升消費者的遊戲體驗並增強品牌忠誠度。根據以上實證結果，本研究提出相應的管理實務涵意與學術貢獻，供業者在制定市場競爭策略時參考，並為未來相關議題的深入探討提供方向。

關鍵字：*顧客價值、體驗行銷、滿意度、忠誠度*

【N39】A Study on the Relationship amomg Customer Value, Experiential Marketing, Satisfaction, and Loyalty: A Case Study of Claw Machines

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ABSTRACT

This study aims to explore the relationship between customer value, experiential marketing, satisfaction, and loyalty among claw machine consumers, using the Taiwanese claw machine market as an empirical case. Since 2016, Taiwan's claw machine industry has experienced rapid growth, becoming a popular form of entertainment that attracts a large number of consumers. However, as market competition intensifies, maintaining customer satisfaction and loyalty has become a crucial challenge for business operators. Therefore, this study investigates how customer value and experiential marketing influence customer satisfaction and loyalty while providing strategic recommendations for operators. The study adopts a questionnaire survey method, targeting claw machine enthusiasts and general consumers, with a total of 488 valid responses collected. The questionnaire covers consumer perceptions of product value, gaming experience, and service quality. Data analysis was conducted using SPSS 27.1 software, employing descriptive statistics, reliability analysis, factor analysis, correlation analysis, variance analysis, and regression analysis to examine the relationships between variables. The research findings reveal that: (1) Customer value has a significant positive impact on satisfaction and loyalty. (2) When consumers perceive higher product value, their satisfaction significantly increases, leading to repeat purchases. (3) Experiential marketing plays a crucial role in satisfaction and loyalty, as store environment, game design, and service innovation all effectively enhance consumer gaming experiences and strengthen brand loyalty. Based on these empirical results, this study provides practical managerial implications and academic contributions, offering strategic insights for business operators in developing competitive market strategies while serving as a reference for future research on related topics.

Keywords: *customer value, experiential marketing, satisfaction, loyalty*

【N40】領導風格對工作績效影響之研究

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摘 要

現今競爭激烈且快速變遷的商業環境中，企業如何提升員工的工作績效已成為組織管理的重要課題。領導風格被視為影響員工行為與表現的關鍵因素，其中，領導者在管理過程中展現的倡導行為與關懷行為對員工之工作績效的任務績效與脈絡績效可能產生不同影響。因此，本研究探討不同領導風格構面對員工工作績效的影響機制，提出四項假設：(1) 倡導行為正向影響任務績效，(2) 倡導行為正向影響脈絡績效，(3) 關懷行為正向影響任務績效，(4) 關懷行為正向影響脈絡績效。本研究採用問卷調查法，針對企業員工進行資料收集，並透過統計分析方法檢驗變數間的關係。研究結果顯示，倡導行為與關懷行為皆對任務績效與脈絡績效產生正向影響。最後，本研究將提出管理意涵與未來研究建議方向。

關鍵字：*領導風格、工作績效*

【N40】A Study on the Influence of Leadership Style on Job Performance

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ABSTRACT

In today's highly competitive and rapidly changing business environment, enhancing employee job performance has become a crucial issue in organizational management. Leadership style is regarded as a key factor influencing employee behavior and performance. In particular, the initiating behavior and consideration behavior exhibited by leaders in the management process may have different effects on employees' task performance and contextual performance.Therefore, this study explores the impact of different leadership style dimensions on employee job performance and proposes four hypotheses:(1) Initiating behavior has a positive effect on task performance.

(2) Initiating behavior has a positive effect on contextual performance.(3) Consideration behavior has a positive effect on task performance.(4) Consideration behavior has a positive effect on contextual performance.This study adopts a survey methodology, collecting data from corporate employees and applying statistical analysis methods to examine the relationships among the variables. The results indicate that both initiating behavior and consideration behavior positively influence task performance and contextual performance.Finally, this study provides managerial implications and suggests directions for future research.

Keywords: *Leadership Style, Job Performance*

【N41】綠色旅遊與永續餐飲：田野調查法下虛擬社群互動與行銷策略之探討

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摘 要

本研究探討綠色旅遊與永續餐飲的關聯，並以日月潭國家風景區為案例，藉由田野調查法分析虛擬社群互動與行銷策略的影響。隨著全球氣候變遷，永續發展成為全球性議題，旅遊與餐飲業的環境影響也逐漸受到關注。研究發現，遊客對低碳設施的接受度較高，但對永續餐飲的參與度較低，顯示行銷策略需要進一步強化。在地食材的採購與減廢措施有一定進展，但高成本和遊客對永續餐飲價值的認知不足仍為主要挑戰。虛擬社群行銷策略能提升品牌知名度，但對實際消費行為的轉化效果有限。

研究結果顯示，虛擬社群在促進綠色理念和提升消費者對永續餐飲的認知上發揮了關鍵作用，然而，實際轉化為消費行為仍存在挑戰。遊客對永續餐飲的接受度不足，這與市場教育、產品價格及選擇多樣性有關。因此，未來行銷策略應更加重視遊客的教育與永續餐飲的價值傳遞，並整合線上與線下行銷，進一步促進綠色旅遊與永續餐飲的協同發展。

本研究建議政府與業界可加強對消費者的永續理念教育，並在餐飲服務中強調環保與本地食材的價值。此外，結合虛擬社群行銷與現場推廣，能更有效地吸引遊客參與綠色旅遊和永續餐飲活動，進而促進地區經濟與環境的雙重效益。

關鍵詞：*綠色旅遊、永續餐飲、虛擬社群、行銷策略*

【N41】Green Tourism and Sustainable Dining: An Exploration of Virtual Community Interactions and Marketing Strategies through Field Research Methods

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ABSTRACT

This study explores the relationship between green tourism and sustainable dining, using the Sun Moon Lake National Scenic Area as a case study. Field research examines the impact of virtual community interactions and marketing strategies. While tourists show high acceptance of low-carbon facilities, participation in sustainable dining remains limited, indicating a need for stronger marketing. Progress has been made in sourcing local ingredients and reducing waste, but high costs and low awareness of sustainable dining's value pose challenges. Virtual community marketing enhances brand awareness but has limited influence on actual consumer behavior.

The study highlights the role of virtual communities in promoting green concepts and raising awareness. However, converting awareness into consumer action remains difficult. Tourist acceptance is influenced by education, pricing, and product variety. Future strategies should focus on educating tourists and integrating online and offline marketing to support the development of green tourism and sustainable dining.

Governments and businesses are advised to strengthen sustainability education, promote eco-friendly practices, and emphasize local ingredients. Combining virtual and on-site promotions can effectively engage tourists and create environmental and economic benefits.

***Keywords**: Green Tourism, Sustainable Dining, Virtual Communities, Marketing Strategies*

【N42】工廠轉型智慧工廠建置、企業競爭力與企業競爭優勢之研究-以(中部地區)傳統產業為例

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摘要

本研究旨在探討中部地區傳統產業在轉型為智慧工廠過程中，對企業競爭力與競爭優勢的影響。隨著全球工業 4.0 浪潮的興起，智慧製造已成為製造業發展的主流趨勢。然而，台灣傳統產業面臨技術失傳、勞動力短缺、員工高齡化、成本上升等內部挑戰，以及市場飽和、惡性競爭等外部壓力。因此，如何透過智慧工廠的建置來提升企業競爭力，成為傳統產業亟需解決的課題。

智慧工廠的核心在於運用物聯網、大數據、人工智慧等技術，實現生產設備之間的互聯互通，並透過數據分析進行自主管理與優化。這不僅能提高生產效率，還能滿足市場對新穎、獨特產品的需求，進而提升企業的競爭力。台灣政府自 2016 年起推動「智慧機械產業推動方案」，以提高中小企業的數位化能力，並強化國際產業合作，助力傳統產業的智慧化轉型。

然而，傳統產業在轉型過程中，仍面臨資源重整、技術整合、組織變革等障礙。以明治實業股份有限公司為例，該公司以製鞋業務為基礎，成功開發出物聯網智慧機上盒，並結合 5G 技術，帶動自動裁斷機業績增長四倍，吸引 Nike 成為主要客戶之一。

本研究採用質性研究方法，透過深度訪談與案例分析，選取中部地區具有代表性的傳統產業作為研究對象。結果顯示，導入智慧工廠對企業競爭力與競爭優勢有顯著提升作用。智慧工廠能快速響應市場需求，提供客製化產品，提升客戶滿意度。透過生產流程自動化與數位化，降低人力成本，解決勞動力短缺問題，並提高生產效率，增強企業競爭優勢。

研究發現，轉型過程中，需確保高階管理層對智慧製造的重視與投入，提供足夠的資源支持；員工的技能培訓與組織文化調整至關重要；與供應鏈上下游協同合作，有助於打造智慧製造生態系統。

綜上所述，傳統產業透過智慧工廠可有效提升企業競爭力與競爭優勢，但需綜合考量技術、組織、資源等多方面因素，制定全面的轉型策略，以確保轉型的成功與可持續發展。

關鍵字:*智慧工廠、傳統產業轉型、競爭力提升*

【N42】A Study on the Transformation to Smart Factories, Corporate Competitiveness, and Competitive Advantage: A Case Study of Traditional Industries in Central Taiwan

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ABSTRACT

This study explores the impact of transforming traditional industries in central Taiwan into smart factories on business competitiveness. With the rise of Industry 4.0, smart manufacturing has become a key trend. However, traditional industries in Taiwan face internal challenges like technology loss, labor shortages, and rising costs, as well as external pressures such as market saturation and fierce competition. Smart factories, powered by technologies like IoT, big data, and artificial intelligence, enable interconnectivity and optimize production, improving efficiency and meeting market demand for innovative products.

Since 2016, the Taiwanese government has promoted the "Smart Machinery Industry Promotion Program" to enhance digital capabilities of SMEs and support transformation. A case example is Meiji Industrial Co., which developed an IoT smart machine box, integrating 5G technology, leading to a four-fold increase in cutting machine performance, attracting Nike as a client.

This study uses qualitative research, conducting interviews and case analysis. Results show that smart factories significantly improve competitiveness by enabling quick responses to market demand, offering customized products, and reducing labor costs through automation. The study also found that senior management focus, resource support, employee training, and collaboration with supply chain partners are crucial for successful transformation.

In conclusion, smart factories can enhance traditional industries' competitiveness, but a comprehensive strategy is needed to ensure successful transformation.

competitiveness. However, a comprehensive strategy considering technology, organization, and resources is essential for transformation.

Keywords: *Smart Factory、Traditional Industry Transformation、Competitive Advantage Enhancement*

【N43】企業服務品質、品牌知名度、品牌形象與購買意願關聯性之研究

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摘 要

在探討企業服務品質、品牌形象、品牌知名度與購買意願之關聯性，並建立綜合模型架構。透過文獻回顧確立理論基礎，並以 Google 表單進行網路問卷調查，共收集 167 份有效樣本，使用 SPSS 27.1 統計套裝軟體來進行統計分析。結果顯示，企業服務品質、品牌形象與品牌知名度皆會影響購買意願，且彼此相互影響與補充。本研究僅針對臺灣地區使用者，建議未來可擴展至國際市場，以驗證研究結果的適用性。

關鍵字: *企業服務品質、品牌知名度、品牌形象、購買意願*

【N43】A Research on the correlation between corporate service quality, brand awareness, brand image and purchase intention

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ABSTRACT

This study explores the relationships among corporate service quality, brand image, brand awareness, and purchase intention while establishing a comprehensive model framework. Through a literature review, the theoretical foundation was established, and an online questionnaire survey was conducted using Google Forms, collecting a total of 167 valid responses. Statistical analysis was performed using SPSS 27.1. The results indicate that corporate service quality, brand image, and brand awareness all influence purchase intention, and they interact with and complement each other. This study focuses only on users in Taiwan, and future research is suggested to expand to international markets to verify the applicability of the findings.

Keywords: *Enterprise service quality, brand awareness, brand image, purchase intention*

【N44】企業風險管理對飛航安全影響之研究-以故障維修與定期檢查為干擾

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摘 要

在企業風險管理中、定期檢查和故障維修與飛航安全之間的關聯性。具體而言，研究分析了風險管理、定期檢查和故障維修對飛航安全的影響程度，並建立了一個綜合模型架構以進行更深入的理解。在研究過程中，我們利用文獻探討確立理論基礎，並通過網路問卷調查等方式收集了相關數據。通過統計分析，研究發現風險管理、定期檢查和故障維修與飛航安全密切相關，彼此之間存在著互相影響的關係。並透過Google表單問卷調查法共取得有效樣本共計250份，本研究使用SPSS 29版套裝軟體進行統計分析。實證結果所顯示：(1) 風險管理會正向影響飛航安全；(2) 故障維修在風險管理對飛航安全之影響具有干擾效果；(3) 定期檢查在風險管理對飛航安全之影響具有干擾效果。最後，本研究提出了實務建議，企業應重視風險管理的發展、定期檢查及故障維修的程序，從而推動飛航安全的提升。這些發現對於企業管理者和決策者具有實質的指導意義，有助於優化管理制度，提高企業的競爭力，同時作為制定策略的重要參考。

關鍵字: *企業風險管理、定期檢查、故障維修、飛航安全*

【N44】Research on the impact of enterprise risk management on aviation safety-Interference with fault repairsAnd regular inspections

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ABSTRACT

The relationship between periodic inspection and breakdown maintenance and aviation safety in enterprise risk management. Specifically, the study analyzed the impact of risk management, periodic inspection and fault maintenance on flight safety and established a comprehensive model framework for a deeper understanding. During the research process, we used literature to establish the theoretical basis and collected relevant data through online questionnaires. Through statistical analysis, the study found that risk management, regular inspections and fault repairs are closely related to flight safety and there is a mutual influence between them. A total of 250 valid samples were obtained through the Google form questionnaire survey method. This study used SPSS version 29 software package for statistical analysis. The empirical results show that: (1) risk management has a positive impact on flight safety; (2) fault repair has a disruptive effect on the impact of risk management on flight safety; (3) regular inspection has a disruptive effect on the impact of risk management on flight safety. Finally, this study puts forward practical suggestions that companies should pay attention to the development of risk management, regular inspection and fault repair procedures to promote the improvement of aviation safety. These findings have substantial guiding significance for business managers and decision makers, helping to optimize management systems and improve corporate competitiveness, while also serving as an important reference for formulating strategies.

Keywords: *Enterprise risk management, Regular inspection, Fault repair, Flight safety*

【N45】消防員職業倦怠對離職傾向影響之研究-以休閒調適與轉換型領導風格為干擾變項

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摘要

消防員對於大多數人可能是神聖的工作之一，其必須具備強大的心理素質來面對災害現場，以及紮實的訓練來面對救災時有能夠負荷的身體素質。預防火災、搶救災害、緊急救護是消防法賦予消防員的使命，然而消防員備勤待命時還需處理承辦的各項業務，以及平時的車輛維護、器材保養等。警消人員上班工時長，依臺中市政府消防局外勤分隊為例，目前勤休制度為勤二休二，意旨須在隊上備勤四十八小時後始能放假四十八小時，到下次上班再次的循環。上班時承受著高壓，下班時身心俱疲的狀態，種種因素造成了消防員的職業倦怠，為消防員的現況寫照。離職是轉換跑道的人生重要選擇之一，而多數民眾對於公務員有著鐵飯碗的刻板印象，但不為人知的是警消人員在工作上面對龐大的壓力。

本論文以問卷調查方式，並以台灣內勤、外勤消防員來抽樣，共搜集 150 份成功問卷，執行理論模型研析，藉以驗證理論模式。研究顯示：(1)消防員職業倦怠對離職傾向有顯著影響；(2) 休閒調適干擾弱化消防員職業倦怠與離職傾向之關係有顯著影響；(3)轉換型領導風格干擾弱化消防員職業倦怠與離職傾向之關係有顯著影響。最後，根據研究結論，提出管理的實務涵意及學術上的貢獻提供未來的議題參考。

關鍵詞：*職業倦怠、休閒調適、轉換型領導風格、離職傾向*

【N45】A study on the Impact of Firefighters' Occupational Burnout on Turnover Intention:The Moderating Effects of Leisure Adjustment and Transformational Leadership Style

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Abstract

For most people, being a firefighter is considered a sacred profession. Firefighters must possess strong psychological resilience to face disaster scenes and undergo rigorous training to maintain the physical fitness required for rescue operations. Fire prevention, disaster relief, and emergency medical services are the core missions assigned to firefighters by fire service regulations. However, beyond responding to emergencies, firefighters also handle various administrative tasks, as well as routine vehicle maintenance and equipment upkeep.

Firefighters endure long working hours. For instance, in the Taichung City Fire Department's field units, the current shift system follows a "two days on, two days off" schedule, meaning firefighters remain on duty for 48 hours before getting 48 hours of rest, repeating this cycle continuously. While on duty, they work under immense pressure, and when off duty, they are physically and mentally exhausted. These factors contribute to job burnout, which is a prevalent issue among firefighters. While career change is a significant life decision, many people hold the misconception that public servants, including firefighters, have a highly secure job. However, the immense work-related stress faced by firefighters is often overlooked.

This study utilized a questionnaire survey method, sampling both administrative and frontline firefighters in Taiwan, collecting a total of 150 valid responses. A theoretical model analysis was conducted to verify the proposed hypotheses. The findings indicate that: (1) Job burnout among firefighters has a significant impact on their turnover intention; (2) Leisure adjustment significantly moderates the relationship between job burnout and turnover intention, weakening its effect; (3) Transformational leadership style significantly moderates the relationship between job burnout and turnover intention, also weakening its effect.

Finally, based on the research conclusions, practical management implications and academic contributions are proposed to serve as references for future studies.

Keywords: *Occupational Burnout, Turnover Intention, Leisure Adjustment, Transformational Leadership Style*

【N46】企業環境保護對消費者滿意度影響之研究—以環保標章與產品涉入為干擾

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摘要

現今雖然隨著科技蓬勃的發展，但也伴隨著環境汙染的問題，加上消費者環保意識的崛起，各國政府針對環境保護皆投入相當程度的心力，來同步執行許多環保相關政策。由於消費者對環保產品涉入程度越來越高，未來不論企業規模大小，所有產品皆要全面獲得環保標章認證，以符合國際趨勢，以便拓展國際商機。因此，本研究將消費者觀點來探討企業環境保護、環保標章、產品涉入與消費者滿意度之間的關聯。本研究以問卷調查方式，並以台灣消費者來抽樣，共搜集 246 份成功問卷，執行理論模型研析，藉以驗證理論模式。研究顯示：(1) 企業環境保護對消費者滿意度有顯著影響；(2)環保標章在企業環境保護對消費者滿意度影響中具有干擾效果;(3)產品涉入在企業環境保護對顧客忠誠度影響中具有干擾效果。最後，根據研究結論，提出管理的實務涵意、以及學術上的貢獻，提供未來對於企業經營之影響的議題參考。

關鍵詞：*企業環境保護、環保標章、產品涉入、消費者滿意度*

【N46】Research on the Impact of Corporate Environmental Protection on consumer satisfaction - Interference with Environmental labeling and product involvement

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Abstract

Although technology is developing rapidly today, it is also accompanied by environmental pollution problems. Coupled with the rise of consumers' environmental awareness, governments around the world have invested considerable efforts in environmental protection and are simultaneously implementing many environmental protection-related policies. As consumers become increasingly concerned about environmentally friendly products, in the future, all products of all companies, regardless of their size, must obtain environmental label certification to comply with international trends and expand international business opportunities. Therefore, this study uses consumers' perspectives to explore the relationship between corporate environmental protection, environmental labels, product involvement, and consumer satisfaction. Therefore, this study uses consumers' perspectives to explore the relationship between corporate environmental protection, environmental labels, product involvement, and consumer satisfaction. A total of 246 successful responses were collected through questionnaire survey and sampled from Taiwanese consumers to verify the theoretical model. The study shows that: (1) corporate environmental protection has a significant effect on customer loyalty; (2) environmental labeling moderates the effect of corporate environmental protection on customer loyalty; (3) product involvement moderates the effect of corporate environmental protection on customer loyalty. Finally, based on the research conclusions, practical management implications and academic contributions are proposed, providing reference for issues that will affect business operations in the future.

Keywords: *corporate environmental protection, environmental labeling, product involvement, consumer satisfaction*

【N47】轉換型領導、組織氛圍、工作滿意度與組織承諾之關聯研究-以消防人員為例之研究

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摘要

由於消防人員面臨高風險的工作環境，以及急速變動的社會需求、技術挑戰與公職報考人數驟降等，提升組織內部的知識分享與員工能力成為關鍵議題。而轉換型領導、良好的組織氛圍與工作滿意度，則被視為提升團隊績效與組織承諾的重要因素。本論文以問卷調查方式，並以全台灣消防人員回收問卷，共搜集 240 份成功問卷，執行理論模型研析，藉以驗證理論模式。深入探討這些因素如何影響消防人員的組織承諾，並驗證理論模式，進一步釐清轉換型領導、組織氛圍、工作滿意度與組織承諾之間的關係。研究結果顯示：(1)轉換型領導對工作滿意度有顯著影響；(2)組織氛圍對工作滿意度有顯著影響；(3)工作滿意度對組織承諾有顯著影響。最後，根據研究結論，提供消防人員管理實務上的指導及學術上未來研究的參考。

關鍵詞：*轉換型領導、組織氛圍、工作滿意度、組織承諾*

【N47】A Study on the Correlation Between Transformational Leadership, Organizational Climate, Job Satisfaction, and Organizational Commitment: A Study of Firefighters as an Example

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Abstract

Given the high-risk work environment faced by firefighters, alongside rapidly evolving societal demands, technological challenges, and a sharp decline in applicants for public service positions, enhancing internal knowledge sharing and employee competencies has become a critical organizational concern. Transformational leadership, a positive organizational climate, and job satisfaction are widely recognized as essential factors in improving team performance and fostering organizational commitment.

This study employs a questionnaire-based survey methodology, collecting 240 valid responses from firefighters across Taiwan to conduct a theoretical model analysis and validate the proposed framework. The research aims to investigate how these factors influence firefighters' organizational commitment and to further elucidate the interrelationships among transformational leadership, organizational climate, job satisfaction, and organizational commitment.

The findings reveal that:

(1) Transformational leadership exerts a significant positive effect on job satisfaction.

(2) Organizational climate has a significant positive influence on job satisfaction.

(3) Job satisfaction significantly contributes to organizational commitment.

Based on these findings, this study provides practical implications for the management of firefighting personnel and offers valuable insights for future academic research.

Keywords: *Transformational Leadership, Organizational Climate, Job Satisfaction, and Organizational Commitment*

【N48】企業環境保護對品牌忠誠度影響之研究—以社會責任與產品知識為干擾

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摘 要

由於台灣企業面臨經營內外部環境激烈變化，加上近年來隨著環境保護與企業社會責任的議題受到高度的關注，各國政府紛紛開始訂定環境保護與企業社會責任的相關準則。加上科技產業快速變遷與網際網路普及下，消費者對產品知識與永續意識重視更勝以往，如供應商提供安全的工作環境及產品的製程危害到環境。另外，為了能在激烈競爭的環境中存活勝出，如何提升消費者對企業品牌忠誠度乃是取得優勢的重要關鍵。因此，本研究將消費者觀點來探討企業環境保護對品牌忠誠度間的影響。其中社會責任與產品知識是否為企業環境保護對品牌忠誠度中具有干擾效果，亦是一個值得探討的課題。本論文以問卷調查方式，並以台灣地區消費者來抽樣母體，共搜集 236 份成功問卷，執行理論模型研析，藉以驗證理論模式。研究顯示：(1)企業環境保護對品牌忠誠度有顯著影響；(2)社會責任在企業環境保護對品牌忠誠度影響中具有干擾效果；(3)產品知識在企業環境保護對品牌忠誠度影響中具有干擾效果。最後，根據研究結論，提出管理的實務涵意及學術上的貢獻提供未來的議題參考。

關鍵詞：*企業環境保護、社會責任、產品知識、品牌忠誠度*

【N48】Research on the Impact of Environmental Protection on Brand Loyalty - Interference with Corporate Social Responsibility and Product Knowledge

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ABSTRACT

As Taiwanese enterprises face rapid changes in both internal and external business environments, along with the increasing global emphasis on environmental protection and corporate social responsibility (CSR), governments worldwide have begun establishing relevant regulations and guidelines. Additionally, with the rapid evolution of the technology industry and the widespread adoption of the internet, consumers are placing greater importance on product knowledge and sustainability awareness. This includes concerns about whether suppliers provide a safe working environment and whether the product manufacturing process harms the environment. To survive and gain a competitive edge in such a highly competitive market, enhancing consumer brand loyalty has become a critical success factor. Therefore, this study explores the impact of corporate environmental protection on brand loyalty from the consumer's perspective. Moreover, it examines whether corporate social responsibility and product knowledge serve as moderating factors in the relationship between corporate environmental protection and brand loyalty. This study employed a questionnaire survey targeting consumers in Taiwan, collecting a total of 236 valid responses. The research utilized a theoretical model analysis to validate the proposed framework. The findings indicate that: (1) Corporate environmental protection has a significant impact on brand loyalty. (2) Corporate social responsibility moderates the relationship between corporate environmental protection and brand loyalty. (3) Product knowledge moderates the relationship between corporate environmental protection and brand loyalty. Finally, based on the research conclusions, this study provides managerial implications and academic contributions as a reference for future research on related topics.

Keywords: *environmental protection, corporate social responsibility, product knowledge, brand loyalty*

【N49】消防人員工作環境對留任意願之影響之研究 – 以工作倦怠及工作負荷為調節變數

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摘 要

本研究探討消防人員的工作環境、工作倦怠、工作負荷與留任意願之間的關聯性，並透過SPSS統計軟體進行假設驗證與數據分析，以建立綜合模型架構，深入了解這些因素的影響。研究過程中，我們首先透過文獻探討建立理論基礎，並採用Google表單問卷調查法，共回收有效樣本202份，以進行實證分析。研究結果顯示：(1)工作環境正向影響消防人員的留任意願，即良好的工作環境能提高消防人員對工作的滿意度與長期服務的意願；(2)工作倦怠在工作環境對留任意願的影響具有干擾效果，即使工作環境良好，若消防人員因長期高壓導致倦怠感，仍可能降低其留任意願;(3)工作負荷在工作環境對留任意願的影響具有干擾效果，當消防人員的工作負荷過高時，良好的工作環境對提升留任意願的正向作用可能被削弱。本研究最後提出實務建議，消防機關應致力於改善消防人員的工作環境，並加強心理支持機制及合理分配工作負荷，以提升消防人員的工作滿意度與留任意願。本研究結果可作為決策者制定消防人力資源管理政策的重要參考，以提高消防機構的穩定性與長期競爭力。

關鍵字: *工作環境、工作倦怠、工作負荷、留任意願*

【N49】A Study on the Impact of the Work Environment of Firefighters on Retention Willingness - Using Work Burnout and Workload as Moderating Variables

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ABSTRACT

This study explores the relationship between firefighters' work environment, job burnout, workload, and retention willingness. The research employs SPSS statistical software to validate hypotheses and analyze data, aiming to establish a comprehensive model for a deeper understanding of these influencing factors.In the research process, we first established a theoretical foundation through a literature review and conducted an empirical analysis using a Google Forms questionnaire survey, collecting 202 valid responses. The results indicate that: (1)The work environment positively influences firefighters' retention willingness. A well-structured work environment enhances firefighters' job satisfaction and long-term commitment; (2)Job burnout moderates the impact of the work environment on retention willingness. Even in a favorable work environment, prolonged exposure to high stress can lead to burnout, which may reduce firefighters' willingness to stay; (3)Workload moderates the effect of the work environment on retention willingness. When firefighters experience excessive workload, the positive impact of a good work environment on retention willingness may be weakened. This study concludes with practical recommendations, emphasizing that fire agencies should focus on improving the work environment, enhancing psychological support mechanisms, and ensuring a reasonable distribution of workload to increase firefighters' job satisfaction and retention willingness. The findings of this study can serve as a valuable reference for policymakers in fire department human resource management, contributing to organizational stability and long-term competitiveness.

Keywords: *Work environment, Job burnout, Workload, Retention willingness*

【N50】企業整合式市場導向對留任意願與組織績效關聯之實證研究

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摘 要

在快速變遷且競爭激烈的商業環境中，企業不僅面臨外部市場的挑戰，內部組織管理上的需求也日益增加，而在以人為本的企業中，人力資源是企業最基本的競爭力來源，員工的留任意願將會影響企業的績效，本研究聚焦於內部市場導向、外部市場導向、員工留任意願與組織績效之間的關聯性，探討內部市場導向與外部市場導向如何透過提升員工留任意願，進一步強化組織績效。本研究以問卷調查的方式，針對台灣中小企業進行抽樣調查，預計結果：(1) 內部市場導向與外部市場導向皆正向影響留任意願；(2) 內部市場導向和外部市場導向均正向影響組織績效；(3) 員工的留任意願正向影響組織績效。本研究結果將為管理實務提供了具體建議，並對學術領域中的市場導向與組織績效研究提出新的視角。

關鍵字：*內部市場導向、外部市場導向、留任意願、組織績效。*

【N50】An empirical study on the relationship between corporate integrated market orientation and organizational performance

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ABSTRACT

In a rapidly changing and fiercely competitive business environment, companies not only face challenges from the external market, but also have increasing demands on internal organization and management. In people-oriented companies, human resources are the most basic source of competitiveness for the company, and employee retention Intention will affect the performance of the company. This study focuses on the correlation between internal market orientation, external market orientation, employee retention intention and organizational performance, and explores how internal market orientation and external market orientation can further strengthen employees' retention intention by improving employees' retention intention. organizational performance. This study uses a questionnaire survey to conduct a sample survey of small and medium-sized enterprises in Taiwan. The expected results are: (1) Both internal market orientation and external market orientation have a positive impact on intention to stay; (2) Both internal market orientation and external market orientation have a positive impact. Organizational performance; (3) Employee retention intention positively affects organizational performance. The results of this study will provide specific suggestions for management practice and provide a new perspective on the research on market orientation and organizational performance in the academic field.

Keywords: *Internal Market Orientation, External Market Orientation, Intention to Stay, Organization Performance*

【N51】企業社會責任對顧客忠誠度影響之實證研究—以品牌形象與品牌知名度為干擾

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摘 要

由於近年來隨著永續發展的潮流與善盡企業社會責任等呼聲的增加，諸多國際組織與各國政府均開始制定善盡企業社會責任的準則，加上永續意識與道德消費主義逐漸的興起，消費者關注的議題不再侷限在產品主體，逐漸擴及產品形成過程，包括產品的製程是否有危害到環境或與供應商是否有提供安全的工作環境及制度，可見企業社會責任將成為日趨受到重視的議題。因此，本研究將消費者觀點來探討企業社會責任、品牌形象、品牌知名度與顧客忠誠度之間的關聯。本論文以問卷調查方式，並以台灣消費者來抽樣，共搜集 242 份成功問卷，執行理論模型研析，藉以驗證理論模式。研究顯示：(1)企業社會責任對顧客忠誠度有顯著影響；(2) 品牌形象在企業社會責任對顧客忠誠度影響中具有干擾效果；(3)品牌知名度在企業社會責任對顧客忠誠度影響中具有干擾效果。最後，根據研究結論，提出管理的實務涵意及學術上的貢獻提供未來的議題參考。

關鍵詞：*企業社會責任、品牌形象、品牌知名度、顧客忠誠度*

【N51】An Empirical Study on the Impact of Corporate Social Responsibility on Customer Loyalty : Moderating Effects of Brand Image and Brand Awareness

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Abstract

In recent years, with the trend of sustainable development and the increasing calls for the fulfillment of corporate social responsibility (CSR), numerous international organizations and governments have begun to formulate standards for the fulfillment of corporate social responsibility. With the gradual rise of sustainability and ethical consumerism, consumers' concerns are no longer limited to the product itself. Their concerns are also gradually extending to the product creation process, including whether the product manufacturing process endangers the environment, or whether the supplier provides a safe working environment and system, which shows that CSR will become an increasingly important issue. Therefore, this study examines the relationship between CSR, brand image, brand awareness and customer loyalty based on the data provided by consumers. A total of 242 successful responses were collected through questionnaire survey and sampled from Taiwanese consumers to verify the theoretical model. The study shows that: (1) CSR has a significant effect on customer loyalty; (2) brand image moderates the effect of CSR on customer loyalty; (3) brand awareness moderates the effect of CSR on customer loyalty. Finally, the study's conclusions lead to practical implications and academic contributions in the field of management, serving as a reference for future endeavors.

Keywords: *corporate social responsibility (CSR), brand image, brand awareness, customer loyalty*

【N52】基於 YOLO 與 SAM2 深度學習於工業安全巡檢之即時影像識別與分割系統研究

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摘要

在工業 4.0 時代的迅速發展下，工業安全管理的智慧化轉型已成為當前產業升級的重要課題。傳統工安稽核高度仰賴人工作業，不僅耗費大量人力與時間成本，更因稽核人員疲勞、主觀判斷不一致及注意力有限等問題，導致稽核結果缺乏一致性與全面性。

本研究整合了 YOLO（You Only Look Once）即時物件偵測系統與 Meta 公司 SAM2（Segment Anything Model 2）影像分割模型，構建智慧化工安稽核輔助系統。YOLO 具備優異的即時運算能力，適合工安場域的即時監控；SAM2 則提供像素級精確度的影像分割，能應對複雜場景的精細識別需求。

研究針對工安稽核中九大關鍵項目進行深入研究：工地管理、個人防護具配戴、梯具使用安全、酒精管制、火災爆炸預防、穿刺切割防護、旋轉機具防護、營建機具設備安全及感電防護設施。本研究提出的方法預期將顯著提升工安稽核效率與準確性，為工業安全管理提供更加系統化、自動化的解決方案，進而降低工作場所事故風險，提升整體工安水平。

關鍵詞：*工業安全稽核、深度學習、YOLO、SAM2、電腦視覺、風險評估、智慧監控系統*

【N52】Research on Real-time Image Recognition and Segmentation System for Industrial Safety Inspection Based on YOLO and SAM2 Deep Learning Framework

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ABSTRACT

In the era of Industry 4.0, the intelligent transformation of industrial safety management has become a crucial aspect of industrial upgrading. Traditional safety inspection processes rely heavily on manual operations, consuming substantial resources while suffering from inconsistencies due to human factors such as fatigue, subjective judgment, and limited attention.

This research integrates the YOLO (You Only Look Once) real-time object detection system with Meta's SAM2 (Segment Anything Model 2) image segmentation model to develop an intelligent safety inspection assistance system. YOLO provides excellent real-time processing capabilities ideal for safety monitoring, while SAM2 delivers pixel-level image segmentation for precise identification in complex environments.

The study addresses nine critical safety inspection areas: site management, personal protective equipment, ladder safety, alcohol control, fire prevention, cutting protection, rotating machinery protection, construction equipment safety, and electrical safety. This approach significantly enhances inspection efficiency and accuracy, offering a more systematic and automated solution for industrial safety management that reduces workplace accident risks and improves overall safety standards.

Keywords: *Industrial Safety Inspection, Deep Learning, YOLO, SAM2, Computer Vision, Risk Assessment, Intelligent Monitoring System*

【N53】應用 IPA 模式探討員工對績效考核制度認知之研究-以 A 公司為例

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摘 要

一間成功的企業，除了擁有優良的產品及技術外，員工更是企業中最重要的資產。其中員工的工作滿意度更是留住人的關鍵因素。因此，為了提升工作滿意度，公司必須建立完善的績效考核制度，以獎勵及激勵員工，進而提升整體士氣與工作表現。

本研究以某民營企業為實證分析對象，探討員工對績效考核制度的重要性與滿意度的看法。本研究針對該公司員工進行問卷調查，透過網路問卷共回收 306 份有效問卷，並運用描述性統計分析、信效度分析及迴歸分析進行數據處理。最後透過重要-表現分析法(IPA)找出該公司績效考核制度的不足之處。

研究結果顯示，該公司需優先改進以下四項關鍵問題：(1)建立合宜的績效考核相關辦法、(2)確保考核制度與作業程序的公平性、(3)採用適切的考核方法，以及(4)設定比例淘汰機制以提升競爭力。根據研究發現，本研究提出具體建議，以協助企業優化績效考核制度，進一步提升員工滿意度，作為業者改善人力資源管理之參考依據。

關鍵字: *績效考核制度、滿意度、重要-表現分析法(IPA)*

【N53】A Study on Employees' Perception of the Performance Appraisal System Using the IPA Model: A Case Study of Company A.

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ABSTRACT

A successful enterprise not only relies on excellent products and technology but also values its employees as its most important asset. Among various factors, employee job satisfaction plays a crucial role in talent retention. Therefore, to enhance job satisfaction, companies must establish a comprehensive performance appraisal system to reward and motivate employees, thereby boosting overall morale and work performance.

This study conducts an empirical analysis of a private enterprise to explore employees' perspectives on the importance and satisfaction of the performance appraisal system. A questionnaire survey was conducted among the company's employees, with a total of 306 valid responses collected via an online survey. The collected data were analyzed using descriptive statistical analysis, reliability and validity analysis, and regression analysis. Additionally, the Importance-Performance Analysis (IPA) method was applied to identify deficiencies in the company's performance appraisal system.

The research findings indicate that the company should prioritize improvements in the following four key areas: (1) establishing appropriate performance evaluation policies, (2) ensuring fairness in the evaluation system and operational procedures, (3) adopting suitable evaluation methods, and (4) implementing a proportional elimination mechanism to enhance competitiveness. Based on these findings, this study provides concrete recommendations to help businesses optimize their performance appraisal systems, ultimately improving employee satisfaction and serving as a reference for human resource management improvements.

Keywords: *Performance appraisal system, Satisfaction, Importance-Performance Analysis (IPA)*

【N54】電商平台、服務品質、顧客滿意度對購買意願影響之研究

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摘 要

本研究旨在探討電商平台、服務品質與顧客滿意度對購買意願的影響。隨著電子商務的快速發展與普及，顧客越來越依賴線上購物，導致電商平台競爭日趨激烈。在此背景下，如何提升服務品質與顧客滿意度，進而提高顧客購買意願，成為電商業者關注的核心議題，以提升顧客滿意度並進一步影響購買意願。因此，本研究透過文獻回顧分析電商平台、服務品質與顧客滿意度三者之間的關聯性，並進一步探討其對購買意願的影響機制。本研究採用問卷調查方式蒐集顧客的意見與行為數據，以實證分析電商平台的服務品質與顧客滿意度如何影響消費者的購買決策。

關鍵字：*電商平台、服務品質、顧客滿意度、購買意願*

【N54】RESEARCH ON THE INFLUENCE OF E-COMMERCE PLATFORM, SERVICE QUALITY AND CUSTOMER SATISFACTION ON PURCHASE INTENTION

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ABSTRACT

This study aims to explore the impact of e-commerce platforms, service quality, and customer satisfaction on purchase intentions. With the rapid development and popularization of e-commerce, customers are increasingly relying on online shopping, leading to increasingly fierce competition among e-commerce platforms. In this context, how to improve service quality and customer satisfaction, and then increase customer purchase intentions, has become a core issue that e-commerce operators are concerned about, so as to enhance customer satisfaction and further influence purchase intentions. Therefore, this study examines the correlation between e-commerce platforms, service quality, and customer satisfaction through a paper review, and further explores its influence mechanism on purchase intentions. This study uses questionnaire survey to collect customer opinion and behavior data to empirically analyze how the service quality and customer satisfaction of e-commerce platforms affect consumers' purchasing decisions.

Keywords: *e-commerce platform, service quality, customer satisfaction, purchase intention*

【N55】員工激勵與組織承諾對工作績效影響之研究-以國營事業 S 公司為例

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摘要

本研究探討國營事業 S 公司員工激勵、組織承諾與工作績效之關聯。員工激勵引用李佩欣與林弘昌（2022）研究量表，區分為外在財務、外在非財務及內在報酬三個構面；組織承諾與工作績效則引用何婕與林弘昌（2020）研究量表，前者分為價值承諾與努力承諾兩個構面，後者涵蓋任務與脈絡績效兩個構面。並於正式施測前進行前測，以確保問卷信、效度，此外本研究採問卷調查隨機抽樣發放，回收數據採信度、探索性因素與多元迴歸等方式分析。結果顯示，員工激勵與組織承諾皆顯著影響工作績效，且組織承諾在兩者間發揮完全中介作用。最後，根據研究結果提出管理實務與未來研究建議。

關鍵詞：*員工激勵、組織承諾、工作績效*

【N55】Research on the Impacts of Employee Motivation and Organizational Commitment on Job Performance-Take State-Owned Enterprise S Company as an Example

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Abstract

This study explores the relationship between employee motivation, organizational commitment and work performance of S Company, a state-owned enterprise. Employee motivation is quoted from the research scale of Li Peixin and Lin Hongchang (2022), which is divided into three aspects: extrinsic financial, extrinsic non-financial and intrinsic rewards; organizational commitment and job performance are quoted from the research scale of He Jie and Lin Hongchang (2020). The former is divided into two aspects: value commitment and effort commitment, and the latter covers the two aspects of task and context performance. A pre-test was conducted before the official test was administered to ensure the reliability and validity of the questionnaire. In addition, this study adopted random sampling of questionnaires and analyzed the recovered data through methods such as reliability, exploratory factors and multiple regression. The results show that both employee motivation and organizational commitment significantly affect job performance, and organizational commitment plays a complete mediating role between the two. Finally, suggestions for management practice and future research are proposed based on the research results.

Keywords: *employee motivation, organizational commitment, job performance*

【N56】顧客認知與企業形象對品牌忠誠度影響之研究-以統一超商為例

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摘 要

現今競爭激烈的零售市場中，品牌忠誠度已成為企業成功的關鍵之一。顧客不僅會基於對產品本身的質量來選擇品牌，更會受到企業形象和品牌認知的深刻影響。顧客對企業形象的認知，尤其是對服務質量、社會責任和品牌信任的感知，決定了他們是否會保持對某一品牌的忠誠。然而，顧客認知和企業形象之間的關聯性，對於品牌忠誠度的影響仍然缺乏深入的研究。

本研究將採用問卷調查法收集數據，對統一超商的顧客進行分析，探討顧客在不同層面上的認知差異如何影響他們的品牌忠誠度。並分析不同層面的企業形象如何影響顧客的忠誠度。通過本研究，期望能夠為企業在品牌管理和市場策略制定上提供有價值的建議，幫助企業更好地提升顧客忠誠度，從而在激烈的市場競爭中獲得持續的競爭優勢。

關鍵字: *顧客認知、企業形象、品牌忠誠度、統一超商*

【N56】Research on the Influence of Customer Perception and Corporate Image on Brand Loyalty: A Case Study of Uni-President Supermarket

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ABSTRACT

The purpose of this study is to explore the impact of customer perception and corporate image on brand loyalty, with a focus on Uni-President Enterprises Corporation. In today's highly competitive retail market, brand loyalty has become one of the key factors for business success. Customers not only choose brands based on the quality of the products themselves but are also deeply influenced by the corporate image and brand perception. Customers' perceptions of the corporate image, particularly their views on service quality, social responsibility, and brand trust, determine whether they will remain loyal to a particular brand. However, the relationship between customer perception and corporate image, and their impact on brand loyalty, still lacks in-depth research.

This study will use a questionnaire survey method to collect data and analyze the customers of Uni-President Enterprises Corporation, exploring how differences in customer perception at various levels affect their brand loyalty. It will also analyze how different aspects of corporate image influence customer loyalty. Through this research, it is expected to provide valuable recommendations for businesses in brand management and market strategy formulation, helping companies better enhance customer loyalty and gain sustained competitive advantages in the intense market competition.

Keywords: *Customer Perception, Corporate Image, Brand Loyalty, Uni-President Enterprises Corporation*

【N57】消防人員考績制度對陞遷機會影響之研究-以個人特質與工作能力為干擾變項

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摘要

本研究探討考績制度對消防員陞遷機會的影響，特別關注個人特質與工作能力作為干擾變數之間的關聯。在高度危險、充滿時間壓力與複雜決策需求的消防工作環境中，如何透過公平合理的考核標準提升消防員的晉升機會，確保制度的公平性與有效性，並同時考量個別差異，是一項重要的管理議題。然而，並非所有消防員都能適應現行的考績制度，不同的個體特徵可能影響其對考核機制的適應程度與績效表現，這一現象值得深入探討。在分析個體因素如何影響組織內部升遷公平性的同時，我們發現不同背景與個人特質的消防員對考績結果的接受度可能存在顯著差異。一些消防員可能較能適應競爭導向、數據化的績效評估方式，而另一些則更依賴於實務經驗與團隊合作來展現自身價值。此外，消防員的工作能力亦可能影響考績制度的公平性與有效性，能力較強的個體可能更容易獲得較高評價與晉升機會，而能力較弱者則可能因標準化評估受到限制。因此，若管理層能夠在考績制度設計上，兼顧團隊整體發展與個別消防員的適應性，將有助於提升考核的公平性與激勵效果。本論文採用問卷調查法，以台灣消防員為研究對象，共收集 185 份有效問卷，並進行理論模型分析以驗證研究假設。研究結果顯示：(1) 消防人員考績制度正向影響消防人員陞遷機會；(2) 當消防人員的個人特質愈好時，會強化考績制度對陞遷機會的影響；(3) 當消防人員的工作能力愈好時，會強化考績制度對陞遷機會的影響。最後，根據研究結論，本文提出管理實務涵意與學術貢獻，提供未來相關議題參考，供消防機關在制定考核與升遷標準時作為依據。

關鍵詞：*考績制度、陞遷機會、個人特質、工作能力*

【N57】The Impact of Firefighters' Performance Evaluation System on Promotion Opportunities: Personal Traits and Work Abilities as Moderating Variables

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Abstract

This study explores the impact of the performance evaluation system on promotion opportunities for firefighters, with a particular focus on the moderating effects of individual characteristics and work competence. In the high-risk, time-sensitive, and complex decision-making environment of firefighting, establishing a fair and reasonable evaluation system to enhance firefighters' promotion opportunities while ensuring fairness and effectiveness, as well as considering individual differences, is a crucial managerial issue. However, not all firefighters can easily adapt to the existing performance evaluation system. Differences in individual traits may affect their ability to adjust to the assessment mechanism and influence their performance outcomes, making this phenomenon worth further investigation.When analyzing how individual factors affect the fairness of internal promotion decisions, we found that firefighters with different backgrounds and individual characteristics may have significantly different perceptions of performance evaluations. Some firefighters may excel in a competitive, data-driven assessment approach, while others may rely more on practical experience and teamwork to demonstrate their value. Additionally, work competence may influence the fairness and effectiveness of the performance evaluation system. Those with higher competence may receive better evaluations and greater promotion opportunities, while those with lower competence may face limitations due to standardized assessment criteria.Therefore, if management can design a performance evaluation system that balances both team development and the individual adaptability of firefighters, it will help enhance the fairness and motivational effects of performance assessments. This study adopts a survey methodology, targeting firefighters in Taiwan, and collected 185 valid responses. A theoretical model analysis was conducted to test the research hypotheses. The results indicate that: (1) The performance evaluation system has a significant positive impact on promotion opportunities for firefighters. (2) When firefighters have better individual characteristics, the positive effect of the performance evaluation system on promotion opportunities is strengthened. (3) When firefighters exhibit higher work competence, the positive effect of the performance evaluation system on promotion opportunities is also enhanced.Finally, based on the research findings, this study provides practical managerial implications and academic contributions, offering insights for future studies and serving as a reference for fire departments in formulating performance evaluation and promotion standards.

Keywords: *Performance Evaluation System, Promotion Opportunities, Individual Characteristics, Work Competence*

【N58】消防隊員學習動機、學習策略、認知負荷與學習滿意度關聯之研究-以台中市消防局證照訓練為例

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摘 要

本研究旨在探討台中市消防局證照訓練中，消防隊員的學習動機、學習策略、認知負荷與學習滿意度之間的關聯性。透過了解這些因素如何相互影響，本研究期望能夠為提升消防隊員的訓練效果與學習體驗提供具體的建議。消防隊員在接受專業訓練時，其學習動機和策略會影響其學習過程中的認知負荷，進而影響學習滿意度，因此研究這些變項之間的互動關係，對於提升消防訓練的成效具有重要意義。本研究採用問卷調查法，針對台中市消防局參與證照訓練的消防隊員進行抽樣調查，收集有關其學習動機、學習策略、認知負荷與學習滿意度的數據，並透過統計分析方法進行實證分析。本論文以問卷調查方式，並以台灣中小型企業來抽樣，共搜集 377 份成功問卷，執行理論模型研析，藉以驗證理論模式。研究結果顯示，學習動機對學習策略與學習滿意度具有顯著正向影響，學習策略對認知負荷與學習滿意度也產生正面影響。此外，適度的認知負荷能促進學習效果，進而提升學習滿意度。

根據研究結果，本研究建議在設計消防隊員的訓練課程時，應加強學員的學習動機培養、提供有效的學習策略，同時控制訓練中的認知負荷，從而提升消防隊員的整體學習滿意度與訓練成效。

關鍵字:*學習動機 學習策略 認知負荷 學習滿意 證照訓練*

【N58】A Study on the Relationship Between Firefighters' Learning Motivation, Learning Strategies, Cognitive Load, and Learning Satisfaction: A Case Study of Certification Training at the Fire Bureau of Taichung City Government

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ABSTRACT

This study examines the interrelationships among firefighters' learning motivation, learning strategies, cognitive load, and satisfaction in a certification training program organized by the Fire Bureau of Taichung City Government. By analyzing how these factors interact, the study seeks to provide actionable insights for enhancing both training outcomes and the learning experience. Specifically, firefighters' learning motivation and strategies influence their cognitive load during training, which subsequently affects their satisfaction with the learning process. Understanding these dynamics is essential to improving training efficacy for firefighters.

This study administered a questionnaire survey to firefighters enrolled in a certification training program organized by the Fire Bureau of Taichung City Government to collect data on learning motivation, learning strategies, cognitive load, and learning satisfaction. Statistical analysis was used to examine the correlations among these factors. The findings indicate that learning motivation significantly and positively affects both learning strategies and satisfaction, while learning strategies positively influence cognitive load and satisfaction. Furthermore, an optimal level of cognitive load enhances learning outcomes, ultimately increasing overall satisfaction.

Based on the findings, this study recommends that firefighter training programs prioritize learning motivation and learning strategies. Moreover, managing cognitive load throughout training is crucial to improving both firefighters' overall learning satisfaction and the effectiveness of their training.

Keywords: *Learning motivation, learning strategies, cognitive load, learning satisfaction, certificate training*

【N59】消費者對精緻農業產品創新、體驗行銷、知覺品質、網路口碑關聯之研究-以東勢椪柑為例

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摘要

隨著時代科技的進步，生活方式也隨之改變，行業競爭者不斷增多，消費者對產品創新的要求日益深切，體驗行銷與知覺品值扮演著日益重要的影響力。現今行銷觀念已邁入與顧客維繫長期關係之觀點，使農會更能準確鎖定客群，以提升消費者的網路口碑。具體而言，本研究旨在探討台灣消費者對精緻農業產品創新、體驗行銷、知覺品質與網路口碑關聯之研究，並建立了一個綜合模型。本研究採用文獻回顧確立了理論基礎，並通過問卷調查等方式收集相關資料，共獲得了 232 份有效樣本，並使用了 SPSS 套裝軟體進行統計分析。實證結果所顯示:(1)農業產品創新正向顯著影響網路口碑;(2)農業產品創新正向顯著影響體驗行銷;(3)農業產品創新本顯著正向影響知覺品質；(4)體驗行銷正向顯著影響知覺品質；(5)體驗行銷正向顯著影響網路口碑；(6)知覺品質正向影響網路口碑。研究建議農會除了應該努力於產品創新外，更應該透過體驗行銷主動為消費者創造知覺品質，進而提高網路口碑。如此才能在競爭激烈的產業環境中為自己創造立於不敗的競爭優勢。最後，根據研究發現提出管理的意涵與未來研究建議。

關鍵詞：*產品創新、體驗行銷、知覺品質、網路口碑*

【N59】A study on the relationship among product innovation, experiential marketing, perceived quality and online word-of-mouth of refined agricultural -- Take Dongshi quince as an example

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Abstract

With the advancement of technology, lifestyles have also changed. The number of industry competitors has continued to increase, and consumers' demands for product innovation have become increasingly profound. Experiential marketing and perceived value are playing an increasingly important role. Today's marketing concepts have entered the perspective of maintaining long-term relationships with customers, allowing farmers' associations to more accurately target their customer base and enhance consumers' online reputation. Specifically, this study aims to explore the relationship between Taiwanese consumers' perceptions of product innovation, experiential marketing, perceived quality, and online word-of-mouth in precision agriculture and to develop an integrated model. This study established the theoretical basis through literature review and collected relevant information through questionnaire surveys, etc., obtaining a total of 232 valid samples, and used SPSS software package for statistical analysis. The empirical results show that: (1)product innovation positively and significantly affects online word-of-mouth; (2)product innovation positively and significantly affects experiential marketing; (3)product innovation significantly and positively affects perceived quality; (4)experiential marketing positively and significantly affect perceived quality; (5)experiential marketing positively and significantly affect online word-of-mouth; (6)perceived quality positively affects online word-of-mouth. The study found that in addition to working hard on product innovation, farmers' associations should also proactively create perceived quality for consumers through experiential marketing, thereby improving their online reputation. Only in this way can we create an invincible competitive advantage for ourselves in the fiercely competitive industrial environment. Finally, managerial implications and future research suggestions are proposed based on the research findings.

Keywords: *product innovation, experiential marketing, perceived quality, online word-of-mouth*

【N60】消防人員休閒參與、工作壓力及工作滿意度之關係研究

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摘要

近年來民眾各項意識抬頭，消防人員肩負著社會公共安全的重要責任，然而其工作特性具備高壓、繁重的勤務已成為普遍存在的問題，對其工作效能、心理健康與職業滿意度帶來挑戰，如何善用各項方式來提升消防人員心理與生理健康，是值得探討的議題。因此本研究針對台灣地區消防人員，探討休閒參與、工作壓力及工作滿意度之關聯，旨在了解休閒活動是否能有效緩解消防人員的工作壓力，並進一步提升其工作滿意度。本研究擬透過網路問卷調查方式，並以台灣地區消防人員進行資料收集，共回收有效樣本 218 份，運用 SPSS 軟體來進行統計分析，預期結果為（1）消防人員休閒參與負向影響工作壓力；（2）消防人員休閒參與正向影響工作滿意度；（3）消防人員工作壓力負向影響工作滿意度。最後，根據研究結論，提出管理的實務涵意及學術上的貢獻，提供未來的議題參考。

關鍵詞：*消防人員、休閒參與、工作壓力、工作滿意度*

【N60】A Study on the Relationship Between Firefighters' Leisure Participation, Work Stress, and Job Satisfaction

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Abstract

In recent years, as public awareness has increased, firefighters have shouldered the crucial responsibility of ensuring public safety. However, due to the high-pressure and demanding nature of their work, issues related to job stress, psychological well-being, and job satisfaction have become prevalent challenges. Effectively improving firefighters' physical and mental health has become a topic worth exploring.

Therefore, this study focuses on firefighters in Taiwan and examines the relationships among leisure participation, job stress, and job satisfaction. The primary objective is to determine whether engaging in leisure activities can effectively alleviate job stress and further enhance job satisfaction.

This research adopts an online survey method to collect data from firefighters in Taiwan, obtaining a total of 218 valid responses. The collected data is analyzed using SPSS statistical software. The expected findings are:

(1) Leisure participation among firefighters has a negative impact on job stress.

(2) Leisure participation among firefighters has a positive impact on job satisfaction.

(3) Job stress among firefighters has a negative impact on job satisfaction.

Finally, based on the research findings, this study provides practical managerial implications and academic contributions, offering insights for future research on this topic.

Keywords: *Firefighter, Leisure Participation, Work Stress, Job Satisfaction*

【N61】服務品質、產品品質對顧客滿意度及顧客忠誠度之影響-以大樹藥局為例

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摘要

隨著現今社會對醫療保健的重視和社區藥局便利性的需求增加，藥局市場競爭日益激烈，各家藥局紛紛擴大規模並多元化經營，以在此競爭環境中脫穎而出。本研究以大樹藥局為研究對象，探討服務品質與產品品質對顧客滿意度及忠誠度的影響，並深入分析這些因素如何影響顧客的消費行為。本研究透過問卷調查方式，對大樹藥局的消費者進行抽樣，共回收 232 份有效問卷，並運用理論模型進行驗證分析。研究結果顯示：(1) 服務品質對顧客滿意度具有顯著影響；(2) 產品品質對顧客滿意度具有顯著影響；(3) 顧客滿意度對顧客忠誠度具有顯著影響。基於研究結果，本研究提出管理實務建議與學術貢獻，為未來相關研究提供參考。

關鍵詞：*服務品質、產品品質、顧客滿意度、顧客忠誠度、大樹藥局*

【N61】Service Quality, Product Quality, and Their Impact on Customer Satisfaction and Loyalty: A Case Study of Great Tree Pharmacy

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Abstract

As society places increasing importance on healthcare and the demand for the convenience of community pharmacies grows, competition in the pharmacy market has become increasingly intense. Pharmacies are expanding their scale and diversifying their operations to stand out in this competitive environment. This study focuses on Great Tree Pharmacy, examining the impact of service quality and product quality on customer satisfaction and loyalty, while also analyzing how these factors influence consumer behavior.

A questionnaire survey was conducted, targeting Great Tree Pharmacy customers, and a total of 232 valid responses were collected. The study utilized a theoretical model for validation and analysis. The results indicate that: (1) Service quality has a significant impact on customer satisfaction; (2) Product quality has a significant impact on customer satisfaction; (3) Customer satisfaction has a significant impact on customer loyalty. Based on these findings, this study provides practical management recommendations and academic contributions, serving as a reference for future related research.

Keywords: *service quality, product quality, customer satisfaction, customer loyalty, Great Tree Pharmacy*

【N62】網路口碑、品牌形象對滿意度與忠誠度影響之研究-以某T網路服飾店為例

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摘 要

在電子商務快速發展的時代，網路口碑與品牌形象成為影響消費者行為的重要因素。消費者在購買產品前，往往會參考網路上的評價與品牌形象，以降低購買風險並提高決策信心。因此探討這兩者對顧客滿意度與忠誠度的影響，對企業經營策略具有重要參考價值。本研究以某 T 網路服飾店為例，探討網路口碑與品牌形象對顧客滿意度與忠誠度的影響，共收集 304 份有效樣本，並使用 SPSS 進行數據分析。研究結果顯示網路口碑與品牌形象皆對滿意度與忠誠度具有顯著正向影響，而滿意度亦能強化顧客對品牌的忠誠度。本研究結果可為企業提供實務參考，以優化網路口碑與品牌形象，進而提升顧客滿意度與忠誠度，增強市場競爭力。

關鍵字: *網路口碑、品牌形象、滿意度、忠誠度*

【N62】A study on the impact of online word-of-mouth and brand image on satisfaction and loyalty –Taking a certain T online clothing store as an example

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ABSTRACT

In the era of rapid e-commerce development, online word-of-mouth and brand image have become crucial factors influencing consumer behavior. Before making a purchase, consumers often refer to online reviews and brand image to reduce purchasing risks and enhance decision-making confidence. Therefore, exploring the impact of these two factors on customer satisfaction and loyalty provides valuable insights for business management strategies.This study examines the influence of online word-of-mouth and brand image on customer satisfaction and loyalty, using a specific T online clothing store as an example. A total of 304 valid samples were collected and analyzed using SPSS. The results indicate that both online word-of-mouth and brand image have a significant positive impact on satisfaction and loyalty, and satisfaction further strengthens customer loyalty to the brand. The findings of this study offer practical implications for businesses to optimize online word-of-mouth and brand image, thereby enhancing customer satisfaction and loyalty and improving market competitiveness.

Keywords: *online word-of-mouth, brand image, satisfaction , loyalty*

【N63】中小型家族企業推行 ISO 9001:2015 之研究

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摘 要

本研究探討中小型家族企業在不同動機與對 ISO 9001:2015 條款的認知下，如何透過品質管理系統來提升客戶滿意度與組織績效。家族企業關注客戶需求並善用現有資源，依循 ISO 9001:2015 的七大原則與 PDCA 循環模式，以因應外部環境（如制度、市場、結構）與內部議題（如技術、績效）的變化，並採取多種策略來優化經營。然而，管理控制中的信念系統與邊界系統顯示，家族企業以保護家族與傳承為核心價值，這與 ISO 9001:2015 的部分原則產生衝突。本研究基於代理理論、管家理論及資源基礎理論，探討家族企業所有權、控制權與管理權合一的優缺點。研究結果顯示，當企業擴大規模並需投入更多家族核心資源與能力時，可能因保護自身利益而減少長期投資，或因追求長遠目標而進行轉型與長期投資。然而，核心能力不足可能導致管理僵化與組織績效停滯。此外，家族和諧往往優先於企業成長，進一步影響整體營運能力與競爭力。本研究結果可為家族企業提供管理與決策參考，以平衡家族價值與企業永續發展。

關鍵字: *ISO 9001:2015，中小型家族企業，組織績效，代理理論，資源基礎理論。*

【N63】Study on the implementation of ISO 9001:2015 in small and medium-sized family businesses

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ABSTRACT

This study explores how small and medium-sized family businesses, driven by different motivations and varying levels of understanding of ISO 9001:2015 regulations, utilize quality management systems to enhance customer satisfaction and organizational performance. Family businesses focus on meeting customer needs and making effective use of existing resources, adhering to the seven principles of ISO 9001:2015 and the PDCA cycle model to respond to changes in external environments (such as regulations, markets, and structures) and internal issues (such as technology and performance). They adopt various strategies to optimize operations. However, the belief and boundary systems within management control indicate that family businesses prioritize the protection of family heritage and succession, which may conflict with certain principles of ISO 9001:2015.This study, based on agency theory, stewardship theory, and the resource-based view, examines the advantages and disadvantages of the convergence of ownership, control, and management within family businesses. The findings reveal that as businesses expand and require more investment in core family resources and capabilities, they may either reduce long-term investments to protect their interests or engage in transformation and long-term investments to achieve long-term goals. However, insufficient core capabilities may lead to managerial rigidity and stagnation in organizational performance. Furthermore, family harmony often takes precedence over business growth, which can further impact overall operational capacity and competitiveness. The results of this study provide managerial and strategic insights for family businesses to balance family values with sustainable corporate development.

Keywords: *ISO 9001:2015, Small and Medium Family Businesses, Organizational Performance, Agency Theory, Resource-Based Theory*

【N64】信任、滿意度與購買意願之關聯研究-以 7-11 Line 社群團購為例

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摘要

隨著數位科技與社交媒體的迅速發展,社群購物已成為現代消費者重要的購物模式之一。7-11 結合其實體通路優勢，推出 LINE 社群購物平台，精準提供顧客最新商品上市資訊、限量商品預購及不定期優惠商品訂購，並透過團購模式提供便利、多樣化的商品選擇與安全的交易體驗。然而，消費者對平台的信任、購物滿意度及購買意願之間的關係，對平台的成功運營與永續發展至關重要。本研究以 7-11 LINE 社群購物為對象，探討信任、滿意度與購買意願三者的關聯性，並驗證滿意度在信任與購買意願之間的中介作用。研究透過問卷調查收集使用該平台的消費者數據，並運用 SPSS 進行資料分析，預計採用結構方程模型（SEM）驗證假設關係。預期結果將顯示，信任對滿意度與購買意願具有顯著正向影響，且滿意度在信任與購買意願之間發揮部分中介效果。此外，消費者對平台的便捷性、安全性與社群互動的正面評價，有助於提升購買意願。

關鍵詞：*7-11 LINE 社群購物、信任、滿意度、購買意願、社群購物平台*

【N64】A Study on the Relationship among Consumer Trust, Customer Satisfaction, and Purchase Intention: A Case of 7-11 Line Group Buying.

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Abstract

With the rapid growth of digital technology and social media, 7-11 LINE community-based group buying has emerged as a popular and innovative shopping model. This platform offers convenience, diverse product choices, and secure transactions, regularly presenting special promotions and group purchasing opportunities. Nevertheless, understanding the interrelationships among consumer trust, satisfaction, and purchase intention is critical for the platform's sustained success. Therefore, this study investigates the relationships among consumer trust, satisfaction, and purchase intention within the context of 7-11 LINE community group buying. By conducting a questionnaire survey targeting users of this platform, this research collects relevant consumer data and plans to utilize SPSS software for statistical analysis and Structural Equation Modeling (SEM) to examine the hypothesized relationships. The anticipated findings suggest that consumer trust significantly influences satisfaction, which, in turn, positively impacts purchase intention. Moreover, consumer trust directly enhances purchase intention. Ultimately, the results of this study are expected to provide valuable insights for platform operators to implement precise marketing strategies, meet consumers' shopping expectations effectively, and achieve mutual benefits for both consumers and operators.

Keywords: *7-11 LINE Social Shopping, Trust, Satisfaction, Purchase Intention, Social Commerce Platform*

【N65】消費者情感認知、產品涉入、信任程度與再購意圖關聯之研究-以新社香菇為例

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摘要

台灣加入 WTO 後，由於關稅減讓及市場開放，台灣農產品必需面對全球化激烈的國際競爭與的威脅，因此業者在此嚴苛的環境之下，應透過創新設計與技術生產高品質的農產品，努力建立與台灣生產的情感認知，以提升消費者對產品的涉入購與信任程度，進而提高購買意圖。台灣業者唯有重新定位自己的品牌，深耕台灣進行市場調查滿足顧客需求，針對不同涉入程度的消費者，創新研發符合顧客需求之特色農產品，鞏固消費者情感認知，創造產品差異化利潤，才能突破困境以尋求新的契機。本研究旨在探討台灣消費者情感認知、產品涉入、信任程度與再購意圖之間關聯性研究。並建立了一個綜合模型。在研究中採用文獻回顧確立了理論基礎，本研究共蒐集了 297 份有效樣本，並運用了 SPSS 套裝軟體進行統計分析。實證結果所顯示：(1)消費者情感認知正向顯著影響再購意圖；(2)消費者情感認知正向顯著影響產品涉入；(3)消費者情感認知顯著正向影響信任程度；(4)產品涉入正向顯著影響信任程度；(5)產品涉入正向顯著影響再購意圖；(6)信任程度正向影響再購意圖。最後，提出管理意涵與建議做為農會的參考。

關鍵詞：*消費者情感認知、產品涉入、信任程度、再購意圖*

【N65】A study on emotion cognition, product involvement, trust degree and repurchase in intention- -Take Xinshe mushroom as an example

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Abstract

After Taiwan joined the WTO, due to tariff reductions and market opening, Taiwan's agricultural products must face fierce international competition and threats from globalization. Therefore, in this harsh environment, industry players should produce high-quality agricultural products through innovative designs and technologies, and strive to establish emotional recognition of Taiwan's production to enhance consumers' involvement and trust in the products, thereby increasing their purchasing intentions. Only by repositioning their brands, conducting in-depth market research in Taiwan to meet customer needs, and targeting consumers with different levels of involvement, innovatively developing specialty agricultural products that meet customer needs, consolidating consumer emotional cognition, and creating product differentiation profits can Taiwanese businesses break through difficulties and seek new opportunities. This study aims to explore the relationship between Taiwanese consumers' emotional cognition, product involvement, trust and repurchase intention. A comprehensive model was established. The literature review was used to establish the theoretical basis for the study.A total of 297 valid samples were obtained, and statistical analysis was conducted using the SPSS software package. The empirical results show: (1) consumer emotional cognition positively and significantly affects repurchase intention; (2) consumer emotional cognition 1 positively and significantly affects product involvement; (3) consumer emotional cognition significantly and positively affects trust degree; (4) product involvement positively and significantly affect trust degree; (5) product involvement positively and significantly affect repurchase intention; (6) trust degree positively affects repurchase intention. Finally, management implications and suggestions are put forward as a reference for farmers' associations.

Keywords: *consumer emotional cognition, product involvement, trust degree, repurchase intention*

【N66】服務品質、企業形象、顧客滿意度與顧客忠誠度關聯之研究-以星巴克為例

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摘 要

隨著現代市場競爭日益激烈，顧客滿意度與顧客忠誠度成為企業長期發展的關鍵因素之一。星巴克作為全球知名的咖啡連鎖品牌，以優質的顧客服務及獨特的品牌形象，成為研究顧客忠誠度之理想案例。本研究以星巴克為研究對象，聚焦服務品質、企業形象、顧客滿意度與顧客忠誠度之間的關聯性，探討服務品質與企業形象是否透過提升顧客滿意度進一步影響顧客忠誠度。透過問卷調查法，共蒐集 251 份有效問卷，並使用 SPSS 統計軟體分析檢驗變數之間的關係。結果顯示，優良的服務品質和正面的企業形象對顧客滿意度有顯著正向影響，顧客滿意度正向影響顧客忠誠度。本研究的結果不僅有助於企業理解顧客忠誠度的形成機制，也提供了改進服務品質和塑造品牌形象的實務建議。

關鍵字: *服務品質、企業形象、顧客滿意度、顧客忠誠度*

【N66】A Study on the Relationship between Service Quality, Corporate Image, Customer Satisfaction, and Customer Loyalty: A Case Study of Starbucks

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ABSTRACT

With the increasing competition in the modern market, customer satisfaction and customer loyalty have become key factors for the long-term development of businesses. Starbucks, as a globally recognized coffee chain brand, has become an ideal case for studying customer loyalty due to its high-quality customer service and unique brand image. This study focuses on Starbucks as the research subject, examining the relationship between service quality, corporate image, customer satisfaction, and customer loyalty. It explores whether service quality and corporate image influence customer loyalty by enhancing customer satisfaction. A total of 251 valid questionnaires were collected through a survey method, and the relationships between the variables were analyzed using SPSS statistical software. The results show that excellent service quality and a positive corporate image have a significant positive impact on customer satisfaction, and customer satisfaction positively influences customer loyalty. Finally, based on the research results, practical recommendations are provided as a reference for coffee shop operations to enhance customer loyalty.

Keywords: *Service Quality, Corporate Image, Customer Satisfaction, Customer Loyalty*

【N67】學校團膳服務品質、食品品質與顧客滿意度之探討-以台中市地區高中職為例

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摘 要

學校團膳服務對於學生的健康與營養攝取具有重要影響，因此提升服務品質與食品品質成為學校與團膳業者關注的焦點。本研究以臺中市高中職學校團膳為研究對象，探討服務品質與食品品質對顧客滿意度之影響。透過問卷調查法，共回收 372 份有效樣本，並運用 SPSS 統計軟體進行敘述性統計分析、信度與效度檢測、迴歸分析及變異數分析等方法，驗證研究假設及相關變數之影響。研究結果顯示，服務品質與食品品質皆對顧客滿意度具有顯著正向影響，其中食品品質對滿意度的影響程度高於服務品質（H1：服務品質正向影響顧客滿意度-成立；H2：食品品質正向影響顧客滿意度-成立）。此外，人口統計變數分析結果顯示每週使用團膳次數對於團膳服務品質與食品品質的評價存在顯著差異，其中，年齡與收入較高者對食品品質的滿意度相對較高。本研究結果可供學校管理者及團膳業者作為改善學校團膳品質的參考，建議學校團膳業者強化食品新鮮度、提升供餐多樣性及改善用餐環境，並透過健康飲食教育來強化學生對食品品質的認知，以增進學生的滿意度。

關鍵字：*學校團膳、服務品質、食品品質、顧客滿意度。*

【N67】THE EXPLORATION OF SCHOOL CATERING SERVICE QUALITY, FOOD QUALITY, AND CUSTOMER SATISFACTION: A CASE STUDY OF SENIOR HIGH AND VOCATIONAL SCHOOLS IN TAICHUNG CITY

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ABSTRACT

School catering services play a crucial role in students' health and nutritional intake. Therefore, improving service quality and food quality has become a key focus for schools and catering providers. This study examines the impact of service quality and food quality on customer satisfaction in high school catering services in Taichung City. A questionnaire survey was conducted, yielding 372 valid responses. SPSS statistical software was used for descriptive statistical analysis, reliability and validity testing, regression analysis, and variance analysis to verify research hypotheses and variable relationships. The results indicate that both service quality and food quality have a significant positive impact on customer satisfaction, with food quality having a stronger influence than service quality (H1: Service quality positively affects customer satisfaction—supported; H2: Food quality positively affects customer satisfaction—supported). Additionally, demographic analysis reveals that factors such as age, education level, and weekly meal frequency significantly influence the evaluation of service and food quality. Among these, individuals with higher age and income levels report greater satisfaction with food quality. The findings provide valuable insights for school administrators and catering providers in improving school meal services. It is recommended that catering providers enhance food freshness, increase meal variety, and improve dining environments. Furthermore, promoting nutritional education can strengthen students' awareness of food quality, thereby increasing satisfaction. Future research could expand the scope to different regions or age groups to validate the generalizability of the findings and explore the long-term effects of catering quality changes on customer satisfaction.

Keywords: *Service Quality, Food Quality, Customer Satisfaction, School Catering*

【N68】台灣觀光產業之人格特質、職場靈性對工作績效關聯之研究

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摘要

台灣觀光產業提升工作績效的關鍵不是管理工具與技術提升，而是員工的內在人格特質與職場靈性，故本研究主旨探討台灣觀光產業之人格特質、職場靈性對工作績效關聯之研究，採用問卷調查法並使用便利抽樣調查的方式進行，發放正式問卷，共回收有效問卷 400 份，以台灣觀光產業人員為研究對象，使用 SPSS 統計軟體進行敘述性統計分析、迴歸分析。本研究結果得知：

（一）「人格特質」、「職場靈性」、「工作績效」三者之間具有顯著相關。

（二）「人格特質」對「職場靈性」有正向影響。

（三）「人格特質」對「工作績效」有正向影響。

（四）「職場靈性」對「工作績效」具有正向關聯。

關鍵詞：*人格特質、職場靈性、工作績效*

【N68】A Study on the Relationship Between Personality Traits, Workplace Spirituality, and Job Performance in Taiwan's Tourism Industry

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Abstract

The key to enhancing work performance in Taiwan's tourism industry lies not in management tools or technological advancements but in employees' intrinsic personality traits and workplace spirituality. Therefore, the purpose of this study is to explore the relationship between personality traits, workplace spirituality, and work performance in Taiwan's tourism industry.This research adopts a questionnaire survey method with convenience sampling. A total of 400 valid questionnaires were collected from employees in the Taiwanese tourism industry. The data were analyzed using SPSS statistical software, employing descriptive statistical analysis and regression analysis. The findings of this study are as follows:

1. There is a significant correlation among "personality traits","workplace spirituality","and"work performance."
2. "Personality traits" have a positive influence on "workplace spirituality."
3. "Personality traits" have a positive impact on "work performance."
4. "Workplace spirituality" is positively associated with "work performance."

Keywords: *Personality Traits, Workplace Spirituality, Job Performance.*

【N69】應用自助服務技術服務品質調查航空業自助報到櫃台滿意度研究-以 E 航空公司為例

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摘要

隨著科技進步與全球化加速，航空業積極推動數位化轉型，自助報到櫃台成為航空業提升服務效率與降低成本的關鍵，儘管技術不斷完善，旅客的服務品質感受仍存在差異。了解影響因素並優化服務品質，對航司維持競爭力至關重要。

本文探討自助服務技術(SST)對服務品質及顧客體驗的影響，基於服務品質缺口模型(PZB 模型)及自助服務技術品質量表(SSTQUAL)，分析自助報到櫃檯的便利性、安全性、功能性、愉悅性、及客製化等構面，研究流程包括文獻回顧、問卷設計與預試、資料收集、資料分析及結果討論。本研究將聚焦於 E 航空公司自助報到櫃檯的具體案例，深入分析各服務品質構面，如何影響旅客的整體滿意度，透過統計分析，探討乘客對自助報到櫃檯的期望與實際感受之間的差距，並透過實證研究提供具體改善建議，以提升乘客滿意度和增強企業競爭力。

關鍵詞：*自助服務技術、滿意度、服務品質、問卷調查*

【N69】The Study on the Satisfaction of Using Self Check-in Kiosk by Service Quality of Self-Service Technologies -Taking E Airline For Example

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ABSTRACT

As technology advances, the airline industry is actively promoting digital transformation. Self-check-in kiosks have become the key to improving service efficiency and reducing costs. Despite continuous technological improvements, travelers still experience differences in service quality. Finding influencing factors and optimizing service quality is crucial for airlines to maintain competitiveness. This article investigates the impact of Self-Service Technology (SST) on service quality and customer experience. Based on the PZB Model and SSTQUAL, it analyzes aspects such as convenience, security, functionality, enjoyment, and customization of self-check-in kiosks. The research process includes literature review, questionnaire design and pre-testing, data collection, data analysis, and result discussion. This study focuses on the specific case of E Airlines' self-check-in kiosks, analyzing how each service quality aspect affects overall traveler satisfaction.

Keywords: *Self-Service Technology, Satisfaction, Service Quality, Questionnaire*

【N70】品牌形象、體驗行銷、環境氣氛對消費意願影響之研究-以餐廳為例

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摘 要

本研究探討品牌形象、體驗行銷及環境氣氛對消費意願的影響，以餐廳為研究對象，期望透過實證分析了解各變數之間的關聯性。本研究採用問卷調查法，透過網路發放，共回收 294 份有效問卷，並使用 SPSS 軟體進行統計分析。並以多元迴歸分析進行假設驗證。研究結果顯示：(1) 餐廳的品牌形象對消費意願有正向影響；(2) 餐廳的體驗行銷對消費意願有正向影響；(3) 餐廳的品環境氣氛對消費意願有正向影響。品牌形象、體驗行銷及環境氣氛皆對消費意願具有顯著影響，其中體驗行銷的影響力最為顯著。最後，針對上述研究結果，本研究將提出管理意涵與未來研究建議方向，作為餐飲業者制定行銷策略與提升顧客體驗之參考，進而提高消費者的消費意願。

關鍵字：*品牌形象、體驗行銷、環境氣氛、消費意願*

【N70】A Study on the Impact of Brand Image, Experiential Marketing, and Environmental Atmosphere on Purchase Intention -A Case Study of Restaurants

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ABSTRACT

This study explores the impact of brand image, experiential marketing, and environmental atmosphere on purchase intention, using restaurants as the research context. Through empirical analysis, the study aims to understand the relationships between these variables. A questionnaire survey was conducted online, resulting in 294 valid responses. Data were analyzed using SPSS software, and multiple regression analysis was employed to test the research hypotheses. The results indicate that: (1) a restaurant's brand image positively influences purchase intention; (2) a restaurant's experiential marketing positively influences purchase intention; and (3) a restaurant's environmental atmosphere positively influences purchase intention. All three factors—brand image, experiential marketing, and environmental atmosphere—significantly impact purchase intention, with experiential marketing having the most substantial effect. Based on these findings, this study provides managerial implications and suggestions for future research. The results can serve as a reference for restaurant operators in formulating marketing strategies and enhancing customer experience to increase consumer purchase intention.

Keywords: *Brand Image, Experiential Marketing, Environmental Atmosphere, Purchase Intention*

【N71】國高中生對消防局 CPR 宣導解說滿意度之研究

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摘 要

本研究以曾在學校或到臺中市政府消防隊接受消防人員 CPR 宣導的國高中學生為研究對象，探討學生對消防局 CPR 宣導解說品質的看法與評價。本研究運用 PZB 模型與重要-表現分析法(IPA)，依據 SERVQUAL 量表的五大構面(有形性、可靠性、回應性、保證性、關懷性)，設計消防人員 CPR 宣導服務品質之問卷。

本研究透過問卷調查方式進行資料蒐集，共回收有效問卷 416 份，並對回收之問卷進行描述性統計分析、信度分析、t 檢定、單因子變異數分析、迴歸分析。最後，透過重要-表現分析法(IPA)識別宣導解說人員的服務品質缺口。研究結果顯示，需優先改善項目包括:(1)CPR 宣導解說人員說話速度合宜，即 CPR 宣導解說人員的語速應更為適宜；(2)與 CPR 宣導人員的溝通容易，提升與 CPR 宣導人員的溝通便利性；(3)CPR 宣導解說人員專業態度值得信賴，即需強化 CPR 宣導解說人員的專業態度與可信度。

根據研究結果，本研究提出實務之建議，供給臺中市政府消防局各分隊參考，以改善服務品質並提升國高中學生對 CPR 宣導解說的滿意度。

關鍵字：*心肺復甦術、服務品質、滿意度*、重要-表現分析法*(IPA)*。

【N71】A Study on High School Students' Satisfaction with the Fire Department's CPR Promotion

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ABSTRACT

This study focuses on high school and junior high school students who have received CPR education from fire personnel at schools or at the Taichung City Fire Department. The purpose of this study is to investigate the students' perceptions and evaluations of the quality of CPR instruction provided by the fire personnel. The study applies the PZB model and Importance-Performance Analysis (IPA), designing a questionnaire based on the five dimensions of the SERVQUAL scale: tangibility, reliability, responsiveness, assurance, and empathy, to assess the service quality of firefighter-led CPR training.

This study employed a questionnaire survey to collect data, with a total of 416 valid responses. The collected data was analyzed using descriptive statistics,, reliability analysis, t-tests, one-way ANOVA, regression analysis, and finally, an Importance-Performance Analysis (IPA) was used to identify service quality gaps in the CPR education provided by fire personnel. Based on the data analysis, the areas that require improvement are as follows:

1. The speed of speech by the CPR educator should be appropriate.
2. Communication with the CPR educator should be easy.
3. The professional attitude of the CPR educator should be trustworthy.

Based on the research findings, practical suggestions are provided to the Taichung City Fire Bureau’s various divisions as a reference for improving service quality and enhancing the satisfaction of high school and junior high school students.

Keywords: *Cardiopulmonary Resuscitation (CPR), Service Quality, Satisfaction, Importance-Performance Analysis (IPA).*

【N72】運用 Kirkpatrick 模式探討消防員救助訓練成效

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摘要

隨著自然災害與人為事故日益頻繁且複雜，消防特搜分隊在救援任務中面臨愈加嚴峻的技術挑戰。為提升消防人員的專業能力與應變效能，本研究採用 Kirkpatrick 四層次訓練評估模式，系統性分析現行救助訓練課程的效益，並透過深度訪談與案件類型分析等質性研究方法，探討課程對學員技能發展與實務應用的影響。

研究結果顯示，山域與水域救援訓練成效顯著，但繩索救援技能不足，尤其在應對高難度場景時，學員表現出技術侷限性。反應層次發現，學員的學習態度與師資專業度直接影響訓練成效；學習層次顯示部分技能具高適用性，但繩索救援技術熟練度與課程覆蓋範圍仍待提升；行為層次則指出技能轉化效果不均，特別是在高難度案件中，學員的應用能力仍存在挑戰;結果層次揭示課程內容雖提升了特搜分隊的救援效能,但仍需針對實務需求進行優化。

為進一步提升訓練效益,本研究建議(1)優化課程設計,引入更貼近實務的情境模擬訓練、(2)加強技術復訓機制，確保技能持續精進與應用能力提升、(3)設立專責單位以提升訓練專業性與針對性，並(4)透過政策支持與激勵機制，來鼓勵學員積極參與，提升技能熟練度。透過上述策略，訓練課程將更符合現場救援需求，進一步強化特搜分隊的應變能力，提升公共安全保障水平。

關鍵詞：*消防員、救助訓練、Kirkpatrick 模式、訓練效益*

【N72】Using Kirkpatrick Model to Explore the Effectiveness of Firefighter Rescue Training

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Abstract

With the increasing frequency and complexity of natural disasters and human-made incidents, search and rescue teams face greater technical challenges during rescue missions. To enhance firefighters' professional skills and emergency response effectiveness, this study applies Kirkpatrick's Four-Level Training Evaluation Model to systematically analyze the effectiveness of current rescue training programs. Using qualitative research methods such as in-depth interviews and case type analysis , the study explores the impact of training on skill development and practical application, while identifying potential areas for curriculum improvement.

The results indicate significant effectiveness in mountain and water rescue training but highlight deficiencies in rope rescue skills, particularly in handling high-difficulty scenarios. At the reaction level, learners' attitudes and instructors' expertise directly influenced training outcomes. The learning level revealed that while some skills had high applicability, rope rescue proficiency and curriculum coverage required enhancement. The behavior level showed inconsistent skill transfer in practical scenarios, especially in challenging cases. At the results level, the training contributed to the overall effectiveness of search and rescue teams but still required optimization to meet practical needs.

Based on the findings, this study recommends refining curriculum design, incorporating scenario-based training, strengthening refresher mechanisms, establishing dedicated units to enhance training professionalism, and leveraging policy support and incentive mechanisms to boost learner engagement and skill proficiency. These suggestions aim to further improve training effectiveness, meet evolving rescue demands, and strengthen public safety capabilities.

Keywords: *Firefighters, Rescue Training, Kirkpatrick Model, Training Effectiveness*

【N73】國小教師工作壓力與工作倦怠對工作滿意度之影響-以臺中市為例

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摘 要

本研究旨在探討臺中市國小教師之工作壓力、工作倦怠與工作滿意度間之關係。透過問卷調查法，以劉雅惠（2011）之教師工作壓力量表、Maslach & Jackson（1981）之馬氏職業倦怠量表（MBI），以及周嘉彥與莊惠君（2015）及邱佳慧（2022）之教師工作滿意度量表進行資料蒐集。本研究將工作壓力區分為家長壓力、教學與輔導壓力、行政壓力、時間壓力及同儕壓力；工作倦怠則包括情緒耗竭、缺乏人性及缺乏個人成就感；工作滿意度則涵蓋工作本身、福利報酬、行政領導、人際關係及工作環境。經前測進行探索性因素分析與信度檢驗後，正式調查以便利抽樣方式回收有效問卷共 319 份，並進行多元迴歸分析以驗證研究假設。

研究結果發現，教師工作壓力與工作倦怠對工作滿意度皆具顯著影響，顯示高壓環境易引發教師情緒耗竭與倦怠，進而降低其工作滿意度。此外，教師工作壓力除了透過倦怠間接影響滿意度外，亦直接對工作滿意度產生負面效果。最後，本研究提出具體的實務管理建議，供學校管理階層參考，以有效降低教師的工作壓力、改善工作倦怠情形，進而提升教師的工作滿意度與教學效能，以促進教育品質之提升。

關鍵字：*工作壓力、工作倦怠、工作滿意度。*

【N73】The Impact of Elementary School Teachers' Work Stress and Job Burnout on Job Satisfaction: A Case Study of Taichung City

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ABSTRACT

This study aims to explore the relationships between work stress, job burnout, and job satisfaction among elementary school teachers in Taichung City. Using a questionnaire survey method, data was collected through the Teacher work Stress Scale developed by Liu Ya-Hui （2011）, the Maslach Burnout Inventory （MBI） by Maslach & Jackson （1981）, and the Teacher Job Satisfaction Scale by Zhou Jia-Yan and Zhuang Hui-Jun（2015）and Qiu Jia-Hui（2022）. work stress was categorized into parental stress, teaching and counseling stress, administrative stress, time pressure, and peer pressure. Job burnout was measured in terms of emotional exhaustion, depersonalization, and lack of personal accomplishment. Job satisfaction included factors such as job itself, compensation and benefits, administrative leadership, interpersonal relationships, and work environment. After conducting exploratory factor analysis and reliability testing during the pre-test phase, the formal survey collected 319 valid responses via convenience sampling, and multiple regression analysis was performed to test the research hypotheses.

The results revealed that both teacher work stress and job burnout had a significant impact on job satisfaction, indicating that a high-stress environment can lead to emotional exhaustion and burnout among teachers, which in turn reduces their job satisfaction. Additionally, teacher work stress directly and indirectly negatively affected job satisfaction through burnout. Finally, this study provides practical management recommendations for school administrators to effectively reduce teacher work stress, alleviate burnout, and enhance teachers' job satisfaction and teaching effectiveness, ultimately contributing to the improvement of educational quality.

Keywords: *Work Stress, Job Burnout, and Job Satisfaction*

【N74】志工參與動機、內部行銷與工作滿意度之研究-以台中地區公共圖書館為例

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摘要

本研究旨在探討圖書館志工的參與動機與內部行銷對其工作滿意度之影響。以臺中市立圖書館各分館志工為調查對象，採用便利抽樣問卷調查法，透過信度分析、因素分析與迴歸分析進行統計驗證。研究結果顯示，志工的參與動機對內部行銷與工作滿意度具有顯著正向影響，圖書館實施之內部行銷策略亦能有效提升志工的工作滿意度。

本研究指出，強化志工參與動機與落實內部行銷有助於提升志工服務品質與留任意願，並提出實務建議供圖書館管理單位參考。未來研究可擴大樣本規模，並納入文化背景、管理政策等變項進行更全面探討。

關鍵詞：*參與動機、內部行銷、工作滿意度*

【N74】Volunteer Participation Motivation, Internal Marketing, and Job Satisfaction: A Case Study of Public Libraries in Taichung

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Abstract

This study aims to explore the impact of volunteer participation motivation and internal marketing on job satisfaction in library volunteers. The research targets volunteers from various branches of the Taichung Public Library and employs a convenience sampling survey method. Statistical validation is conducted through reliability analysis, factor analysis, and regression analysis.The findings indicate that volunteer participation motivation has a significant positive impact on both internal marketing and job satisfaction. Additionally, the internal marketing strategies implemented by the library effectively enhance volunteers' job satisfaction.

This study suggests that strengthening volunteer participation motivation and implementing internal marketing can improve service quality and volunteer retention. Practical recommendations are provided for library management. Future research may expand the sample size and incorporate variables such as cultural background and management policies for a more comprehensive analysis.

Keywords: *Volunteers' Motivation， Internal Marketing， Job Satisfaction*

【N75】應用 IPA 模式探討消防員生存訓練成效之研究-以臺中市政府消防局為例

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摘要

消防署的統計資料顯示，近 20 年來，共有 74 名消防人員在救災行動中不幸殉職。在這樣高風險的環境下，消防人員的生存訓練對其自救與應變能力至關重要。本研究針對臺中市政府消防局進行實證分析，透過問卷調查消防員對生存訓練品質的認知與反應。研究對象為臺中市政府消防局之消防員，總共回收 244 份有效問卷。

本研究運用多元迴歸分析瞭解影響整體滿意度的關鍵因素，並藉由重要－表現程度(IPA)分析識別臺中市政府消防局迫切需要改善之生存訓練課程項目。研究結果顯示，該局應優先強化以下 4 項關鍵訓練內容:「訓練目標符合我的期望和需求」、「教官的教學方式清晰易懂」、「課程內容具備高度實用價值」及「教材明確易懂」。

最後，本研究根據研究結果對臺中市政府消防局提出優化生存訓練課程之相關建議，以增強消防人員的自救與應變能力。

關鍵詞：*消防員、生存訓練、滿意度、重要－表現程度分析*

【N75】Applying the IPA Model to Explore the Effectiveness of Firefighter Survival Training: A Case Study of the Fire Bureau of Taichung City Government

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Abstract

According to statistics from the Fire Department, a total of 74 firefighters have tragically lost their lives in rescue operations over the past 20 years. In such a high-risk environment, survival training is crucial for enhancing firefighters' self-rescue and emergency response capabilities. This study conducts an empirical analysis of the Taichung City Fire Department, using a questionnaire survey to assess firefighters' perceptions and reactions to the quality of survival training. The study targets firefighters from the Taichung City Fire Department, with a total of 244 valid questionnaires collected.

This study employs multiple regression analysis to identify key factors influencing overall satisfaction and utilizes Importance-Performance Analysis (IPA) to determine the survival training courses that urgently require improvement within the Taichung City Fire Department. The research findings indicate that the department should prioritize enhancements in the following four key training aspects: "Training objectives align with my expectations and needs," "Instructors' teaching methods are clear and easy to understand," "Course content is highly practical," and "Training materials are clear and comprehensible."

Finally, based on the findings, this study provides recommendations for optimizing survival training programs in the Taichung City Fire Department, aiming to strengthen firefighters' self-rescue and emergency response capabilities.

Keywords: *Firefighters, Survival Training, Satisfaction, IPA,*

【N76】工作壓力與情緒勞務對工作倦怠之影響-以台中市國民小學教師為例

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摘要

本研究探討工作壓力與情緒勞務對國小教師工作倦怠的影響，以台中市國民小學教師為研究對象。採問卷調查法與團體訪談法，回收 204 份有效問卷，並訪談不同背景教師，以深入了解其壓力來源、情緒勞務負荷與工作倦怠感受。研究結果顯示：(1)教師在工作壓力、情緒勞務及工作倦怠三個構面皆呈中度至中高度知覺；(2)工作壓力與情緒勞務皆與工作倦怠呈顯著正相關，顯示壓力負荷越高，倦怠程度亦提升；(3)背景變項（如年齡、教學年資、學校規模）對壓力感受與倦怠程度具顯著影響。訪談結果進一步支持問卷發現，並揭示教師因應壓力與倦怠的策略與需求。研究建議教育主管機關應關注教師的工作負荷，建立支持機制，以降低倦怠風險並提升教學品質。

關鍵字:*工作壓力、情緒勞務、工作倦怠、國民小學教師*

【N76】The Impact of Work Stress and Emotional Labor on Job Burnout: A Case Study of Elementary School Teachers in Taichung City

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Abstract

This study explores the impact of work stress and emotional labor on job burnout among elementary school teachers in Taichung City. A survey and focus group interviews were conducted, collecting 204 valid questionnaires and interviewing teachers with diverse backgrounds to gain deeper insights into their sources of stress, emotional labor burden, and experiences of job burnout. The results indicate that: (1) Teachers reported moderate to high perceptions of work stress, emotional labor, and job burnout; (2) Both work stress and emotional labor were significantly positively correlated with job burnout, suggesting that higher stress levels contribute to increased burnout; (3) Background variables (such as age, teaching experience, and school size) significantly influenced perceptions of stress and burnout levels. The focus group findings further supported the survey results, revealing teachers' coping strategies and support needs in response to stress and burnout. This study suggests that educational authorities should address teachers' workload and establish effective support mechanisms to reduce burnout risks and enhance teaching quality.

Keywords: *Work Stress, Emotional Labor, Job Burnout, Elementary School Teachers*

【N77】日圓升值(円高)對日股下跌(株安)影響之研究
－以 2012～2022 年日本經濟失落 20 年時間軸為探討課題

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摘要

1992～2022 年日本經濟失落 20 餘年間其最主要的內容: 在實體經濟上處於高失業率與低通膨率的泥濘之中，這也就是所謂的停滯性通貨緊縮 (Stag-Deflation)的年代。而在金融經濟上，為使日本經濟為脫離長期的通貨緊縮困境，在近 20 餘年的失落年代中，政府相關當局執行扭曲市場的幣寬鬆政策。1991 年日銀開始下調利率，1995 年央行將基準利率降至接近零水平的 0.1%，持續至 2002 年。而且從 90 年代末期至 21 世紀初期間，日銀並開始實施量化寬鬆政策。因此，這是日本經濟流動性陷阱（Liquidity Trap）時代特徵之一的「零利率政策」（ZIRP）。

在此日本經濟惡劣條件下，本研究發現第一個失落 10 年間:日圓匯率(exr)與日經 225 指數(nkr)間沒有顯著的因果相關關係存在，其原因是在日本經濟泡沫解體後 1992 年初已經升值至 125(基期過高)，加上 1997 年亞洲金融風暴下亞洲貨幣一齊走貶的國際金融市場之變動。第二個失落 10 年間: 兩者相關係數(*exr,nkr*):-0.319、迴歸係數 (*exr*) :-0.680。該階段由小泉經濟改革績效顯著，而且日圓為國際安全性資產投資標的的定著化，造成日圓走升。但日圓升值是不利於出口競爭力之提升，日本經濟依然陷入長期通貨緊縮之困境，日經 225 指數表現不佳。而全階段失落 20 餘年期間，日圓匯率與日經 225 指數兩者相關係數(*exr,nkr*):-0.147、迴歸係數 (*exr*):-0.281。整體觀之，經由此實證研究結果顯示:日圓匯率對日經 225 指數影響動能偏弱，但仍具顯著負相關。

關鍵字: *停滯性通貨緊縮、流動性陷阱、零利率政策、亞洲金融風*

【N77】The Study on the Impact of the Appreciation of the Yen (high yen) on the Decline of Japanese Stocks (kabu yasu)-Taking the 20 years Timeline of Japan's Economic Decline from 2012 to 2022 as the Discussion Topic

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ABSTRACT

The most important content of Japan's economic loss for more than 20 years from 1992 to 2022 is that the real economy is in the quagmire of high unemployment and low inflation rate, which is the so-called stagflation era. In terms of financial economics, in order to escape from the long-term deflationary dilemma, the Japanese economy was forced to implement a market-distorting monetary easing policy during the lost years of more than 20 years. The Bank of Japan began to cut interest rates in 1991, and in 1995 the central bank lowered the benchmark interest rate to 0.1%, a level close to zero, which lasted until 2002. Moreover, from the late 1990s to the early 21st century, the Bank of Japan began to implement quantitative easing policies. Therefore, this is the "zero interest rate policy" (ZIRP), which is one of the characteristics of the Japanese economy's liquidity trap era.

Under the adverse conditions of Japan's economy, this study found that during the first lost decade, there was no significant causal correlation between the yen exchange rate (EXR) and the Nikkei 225 Index (NKR). The reason was that the yen had appreciated to 125 in early 1992 after the collapse of the Japanese economic bubble (the base period was too high), and the changes in the international financial market caused Asian currencies to depreciate together under the Asian financial crisis in 1997. During the second lost decade: correlation coefficient (β exr,nkr): -0.319, regression coefficient (β exr): -0.680. During this period, the yen appreciated due to the significant results of Koizumi's economic reforms and the yen's standardization as an international safe asset investment target. However, the appreciation of the yen is not conducive to improving export competitiveness. The Japanese economy is still trapped in the dilemma of long-term deflation, and the Nikkei 225 Index performed poorly. During the more than 20 years of the entire lost stage, the correlation coefficient between the Japanese yen exchange rate and the Nikkei 225 index (β exr,nkr): -0.147, and the regression coefficient (β exr): -0.281. Overall, the results of this empirical study show that the impact of the Japanese yen exchange rate on the Nikkei 225 index is relatively weak, but there is still a significant negative correlation.

Keywords: *Stagflation, Liquidity Trap, Zero Interest Rate policy, Asian Financial Crisis*

【N78】銀髮族的生活型態、產品屬性、品牌形象對保健食品購買意願的影響之研究-以大台中地區銀髮族為研究對象

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摘要

隨著全球高齡化趨勢加劇，銀髮族對於自身營養補充與保健食品的需求日益增加，推動保健食品市場擴大。影響銀髮族購買保健食品的因素多元，包括個人生活型態、產品屬性與品牌形象等。本研究以大台中地區銀髮族為對象，探討這些因素對購買意願的影響。透過實證分析，研究旨在提供具體的行銷建議，以協助業者掌握消費行為模式，提升產品接受度與品牌忠誠度。同時，研究希望為銀髮族提供更適合其需求的保健食品選擇，促進其健康與生活品質的提升。這些策略不僅能幫助企業在競爭激烈的市場中佔據優勢地位，也能推動社會整體健康水平的提升，促進產業與社會的和諧發展

關鍵詞：*銀髮族 生活型態 保健食品 產品屬性 品牌形象*

【N78】A Study on the Impact of Lifestyle, Product Attributes, and Brand Image of Senior Citizens on Their Purchase Intentions for Health Supplements – Focusing on Senior Citizens in the Greater Taichung Area.

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ABSTRACT

As the global trend of aging intensifies, the demand for nutritional supplements and health foods among the Senior Citizens continues to increase, driving the expansion of the health food market. The factors influencing the purchase of health foods by the senior citizens are multifaceted, including personal lifestyle, product attributes, and brand image. This study focuses on the older adults in the Greater Taichung area, exploring the impact of these factors on purchasing intentions. Through empirical analysis, the study aims to provide specific marketing recommendations to help businesses grasp consumer behavior patterns, enhance product acceptance, and increase brand loyalty. Simultaneously, the study seeks to provide senior citizens with more suitable health food options, promoting their health and quality of life. These strategies not only help companies gain a competitive edge in the market but also contribute to improving overall societal health levels and fostering harmonious development between industry and society.

Keywords: *Senior Citizens, Lifestyle, Health Supplements, Brand Image*

【N79】組織氛圍、人格特質對工作投入與工作滿意度之間的關聯性-以中部企業為例

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摘要

本研究旨在探討不同的組織氛圍與人格特質對工作投入及工作滿意度的影響，分析企業員工是否會因這些因素而影響其投入程度，進而影響對工作的滿意程度。本研究透過文獻回顧建立理論基礎，並採用網路問卷調查的方式蒐集中部企業相關數據，共回收有效樣本 260 份。研究採用 SPSS 27 統計軟體進行數據分析，結果顯示：(1) 組織氛圍正向影響工作投入；(2) 人格特質正向影響工作投入；(3) 工作投入正向影響工作滿意度。根據研究結果，本研究提出實務建議，企業應關注組織氛圍的塑造、員工人格特質的發展，以及員工的工作投入情形，以提升整體工作滿意度。這些發現對企業管理者和決策者提供了具體的參考價值，有助於優化管理制度，提升企業競爭力，並作為未來制定策略的重要依據。

關鍵詞：*組織氛圍、人格特質、工作投入、工作滿意度*

【N79】The Relationships Between Organizational Climate, Personality Traits, Job Involvement, and Job Satisfaction: A Case Study of a Central Taiwan Company

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Abstract

This study aims to explore the impact of different organizational climates and personality traits on work engagement and job satisfaction, analyzing whether these factors influence employees' level of engagement and subsequently affect their job satisfaction. Through a literature review, the theoretical foundation was established, and data were collected from central region enterprises using an online questionnaire survey, yielding a total of 260 valid responses. The study employed SPSS 27 statistical software for data analysis, and the results indicated that: (1) organizational climate positively influences work engagement; (2) personality traits positively affect work engagement; and (3) work engagement positively impacts job satisfaction. Based on these findings, this study provides practical recommendations, suggesting that enterprises should focus on shaping a favorable organizational climate, fostering the development of employees' personality traits, and enhancing work engagement to improve overall job satisfaction. These findings offer valuable insights for business managers and decision-makers, helping to optimize management systems, enhance corporate competitiveness, and serve as a crucial reference for future strategic planning.

Keywords: *organizational climate, personality traits, job involvement, job satisfaction*

【N80】房仲服務品質與顧客滿意度之研究之研究

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摘 要

本研究旨在探討消費者對於服務品質、品牌認知、顧客滿意度與購買意願之間的關係，並分析其影響程度，以期為企業在行銷管理與顧客服務策略上提供具體的參考依據。本研究以消費者為研究對象，透過問卷調查方式收集數據，進一步驗證各變數之間的影響效應。研究結果顯示，消費者對服務品質的評估對品牌認知產生顯著的正向影響，當消費者對服務品質的評價越高，其對品牌的信賴感與認同度亦隨之提升。進一步分析發現，品牌認知的提升能夠有效強化顧客的滿意度，而顧客滿意度的增強則有助於提升消費者的購買意願，最終促使其產生忠誠行為，願意持續選擇該品牌的產品或服務。

關鍵字：*消費者對服務品質、消費者對品牌認知、消費者對顧客滿意度、消費者對購買意願*

【N80】A Study on Service Quality and Customer Satisfaction in Real Estate Brokerage

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Abstract

This study aims to explore the relationships between consumers' perceptions of service quality, brand recognition, customer satisfaction, and purchase intention, and analyze the degree of their impact, with the goal of providing concrete reference points for businesses' marketing management and customer service strategies. The research focuses on consumers as the study subjects, using a questionnaire survey to collect data and further validate the effects among the variables. The results show that consumers' evaluation of service quality has a significant positive impact on brand recognition. As consumers' evaluation of service quality increases, their trust and affinity toward the brand also improve. Further analysis reveals that an increase in brand recognition effectively strengthens customer satisfaction, which in turn enhances consumers' purchase intentions. Ultimately, this leads to loyalty behaviors, with consumers continuously choosing the brand's products or services.

Keywords: *Consumer Perception of Service Quality, Consumer Perception of Brand Recognition, Consumer Perception of Customer Satisfaction, Consumer Purchase Intention*

【N81】機場人流分析以提升機場規劃效能之研究

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摘要

隨著航空業的發展，乘客對於機場服務的要求日益提高，機場作為航空運輸的基礎設施，其規劃與設計直接影響乘客的整體體驗。本文旨在探討機場規劃對於提升乘客體驗的作用，並以人力資源配置、動線規劃等作為主要研究方向。通過航班資料收集分析，本文的研究結果對機場規劃與設計提供了有益的參考，並對提升未來機場運營效能具有實踐意義。

關鍵詞 *機場規劃、乘客體驗、機場人流*

【N81】A Study on Airport Passenger Flow Analysis to Enhance Airport Planning Efficiency

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ABSTRACT

With the development of the aviation industry, passengers' demands for airport services have been increasing. As a fundamental part of air transportation infrastructure, airport planning and design directly impact the overall passenger experience. This study aims to explore the role of airport planning in enhancing passenger experience, with a focus on aspects such as human resource allocation and passenger flow planning. By collecting and analyzing flight data, the findings of this study provide valuable insights for airport planning and design, offering practical significance for improving future airport operational efficiency.

Keywords*: Airport Planning, Passenger Experience, Airport Passenger Flow*

【N82】產品多樣化、服務品質、滿意度與忠誠度關聯之研究-以銀行業為例

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摘要

隨著金融市場競爭日益激烈，銀行業如何提升顧客滿意度與忠誠度成為重要課題。產品多樣化與服務品質作為影響顧客體驗的關鍵因素，其與滿意度和忠誠度之間的關係值得深入探討。本研究針對銀行業探討產品多樣化、服務品質、滿意度與忠誠度的關聯性，採用網路發放問卷的調查方式，共收集到 225 份有效問卷，並運用 SPSS 統計軟體進行數據分析。研究結果顯示：(1) 銀行的產品多樣化對顧客滿意度具有顯著正向影響；(2) 銀行的服務品質對顧客滿意度具有顯著正向影響；(3) 顧客滿意度對顧客忠誠度具有顯著正向影響。本研究結果不僅強調了產品多樣化與服務品質在提升顧客滿意度中的重要性，也證實了滿意度是影響忠誠度的關鍵因素，對銀行業提升競爭力與顧客黏著度提供了實務參考。

關鍵字：*產品多樣化、服務品質、滿意度、忠誠度*

【N82】A Study on the Relationship Between Product Diversification, Service Quality, Satisfaction, and Loyalty: A Case Study of the Banking Industry

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ABSTRACT

With the increasing competition in the financial market, enhancing customer satisfaction and loyalty has become a critical issue for the banking industry. Product diversification and service quality, as key factors influencing customer experience, warrant further exploration of their relationship with satisfaction and loyalty. This study examines the relationship between product diversification, service quality, satisfaction, and loyalty in the banking sector. A survey was conducted using an online questionnaire, collecting 225 valid responses, and the data were analyzed using SPSS statistical software. The findings reveal that: (1) product diversification in banks has a significant positive impact on customer satisfaction; (2) service quality in banks has a significant positive impact on customer satisfaction; (3) customer satisfaction has a significant positive impact on customer loyalty. These results highlight the importance of product diversification and service quality in enhancing customer satisfaction and confirm that satisfaction is a critical factor influencing loyalty. The findings provide practical insights for the banking industry to improve competitiveness and customer retention.

Keywords: *Product diversification, service quality, satisfaction, loyalty*

【N83】企業碳盤查評估與減碳策略

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摘要

近幾年全球氣候變化變得非常嚴峻，造成了許多自災害以及聖嬰現象急遽的在世界動盪，造成氣候變遷的主要影響原因是來自於溫室氣體的排放量，因此歐盟等國家開始對溫室氣體排放量做出研究，並提出了碳足跡這一類相關的議題，並開始推動碳盤查、碳足跡以及 ESG 永續發展等相關資訊，將這件事件推動到全世界並以 ESG 永續發展為主題相關的有碳足跡、碳盤查、綠色科技和永續經營一類的項目。

我國對於碳盤查及碳足跡是在近幾年開始慢慢由上市櫃公司及用電大戶優先實施作為中小企業範例，並在這兩年的通融期後實施全國的減碳計畫。

關鍵字：*ESG、碳盤查、減碳策略、鍛造業*

【N83】Corporate carbon inventory assessment and carbon reduction policy

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Abstract

In recent years, global climate change has become very serious, causing many natural disasters and the El Niño phenomenon to rapidly turmoil in the world. The main cause of climate change is the emission of greenhouse gases. Therefore, countries such as the European Union have begun to control greenhouse gases. Conducted research on emissions, raised issues related to carbon footprint, and began to promote carbon inventory, carbon footprint, and ESG sustainable development and other related information, promoting this event to the world and taking ESG sustainable development as the Related themes include projects such as carbon footprint, carbon inventory, green technology and sustainable management.

In recent years, my country's carbon inventory and carbon footprint has been gradually implemented by listed companies and large electricity consumers as examples for small and medium-sized enterprises, and a national carbon reduction plan will be implemented after the two-year accommodation period.

【N84】基層治理中的領導力與競合關係：以台中市西屯區里長與社區發展協會理事長為例

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摘 要

本研究探討台中市西屯區里長與社區發展協會理事長在社區發展中的角色、領導風格及其競合關係，並分析其對社區治理與居民參與的影響。隨著城市化進程加速，基層社區治理面臨資源競爭、角色分工與權力運作等挑戰，影響治理效率與社區發展。

研究透過深度訪談與案例分析，比較不同社區的競合模式，發現合作關係可提升社區凝聚力與資源整合，而競爭則可能導致治理衝突與發展阻礙。例如，在福瑞里，里長與理事長合作無間，促進社區發展；但在永安里，雙方因資源分配意見分歧而產生對立，影響治理效能。本研究強調溝通機制與協作策略對於基層治理的重要性，並提出政策建議，以強化社區發展的永續性與效率。

關鍵詞： *領導風格、社區治理、競合關係、基層行政、資源整合*

【N84】LEADERSHIP AND COOPETITION IN GRASSROOTS GOVERNANCE: A CASE STUDY OF VILLAGE CHIEFS AND COMMUNITY DEVELOPMENT ASSOCIATION CHAIRPERSONS IN XITUN DISTRICT, TAICHUNG

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ABSTRACT

This study explores the leadership, coopetition dynamics, and governance effectiveness between village chiefs and community development association (CDA) chairpersons in Xitun District, Taichung City. As urbanization accelerates, grassroots governance faces challenges such as resource competition, role differentiation, and power distribution, which impact governance efficiency and community development.

Through in-depth interviews and case analysis, this study compares different coopetition models and finds that collaboration enhances community cohesion and resource integration, while competition may lead to governance conflicts and development setbacks. For instance, in Furui Village, cooperation between the village chief and the CDA chairperson has strengthened community initiatives, whereas in Yong'an Village, disputes over resource allocation have led to governance inefficiencies. This study underscores the importance of communication mechanisms and strategic cooperation in grassroots governance and provides policy recommendations to enhance sustainable and effective community development.

Keywords: *Leadership Style, Community Governance, Coopetition, Grassroots Administration, Resource Integration*

「2025 商學專業與品德學術研討會」摘要手冊

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