

國立台灣科技大學企業管理系106學年度第2學期  
博士學位候選人資格考核參考書目

Reference Books and Contents to be covered for the doctoral candidate Qualify  
Exams at Department of Business Administration, NTUST

(中華民國 106 年 9 月 11 日公布)

壹、 管理學 Management

一、 組織管理 Organizational Management

1. Baron, J. N., & Kreps, D. M. (1999). *Strategic human resources: Framework for general managers*. N.Y.: John Wiley & Sons, Inc. (台灣西書有限公司)
2. Shafritz, J. M., & Ott, J. S. (2010). *Classics of organization theory*. (7th ed.). Harcourt.

二、 策略管理 Strategic Management

1. Besanko, D., Dranone, D., & Shanley, M. (2013). *Economics of strategy*. (6th ed.). Wiley. (新月代理)
2. Grant, R. M. (2013). *Contemporary strategy analysis*. (8th ed.). Blackwell Publishing.

三、 行銷管理 Marketing Management

***Journal of Marketing***

- Dutta, S., Biswas, A., & Grewal, D. (2011). Regret from Postpurchase Discovery of Lower Market Prices: Do Price Refunds Help? *Journal of Marketing*, 75 (Nov), 124-138.
- Yadav, Manjit S. (2010), "The Decline of Conceptual Articles and Implications for Knowledge Development," *Journal of Marketing*, 74(January), 1-19.
- Sandy D. J. (2007). The impact of online reverse auction design on buyer-supplier relationships. *Journal of Marketing*, 71(1), 146-159.
- Chandon, P., Wansink, B., & Laurent, G. (2000). A benefit congruency framework of sales promotion effectiveness. *Journal of Marketing*, 64 (Oct), 65-81.

## ***Journal of Marketing Research***

- Kirmani, A., & Zhu, R. (2007). Vigilant against manipulation: The effect of regulatory focus on the use of persuasion knowledge. *Journal of Marketing Research*, 44(4), 688-701.
- Villanueva, J., Yoo, S., & Hanssens, D. M. (2008). The impact of marketing-induced versus word-of-mouth customer acquisition on customer equity growth. *Journal of Marketing Research*, 45(1), 48-59.
- Labroo, A. A., & Lee, A. Y. (2006). Between two brands: A goal fluency account of brand evaluation. *Journal of Marketing Research*, 43 (Aug), 374-385.
- Paharia, Neeru, Jill Avery, and Anat Keinan (2014). Positioning Brands Against Large Competitors to Increase Sales. *Journal of Marketing Research*, 51(6), 647-656.
- Shah, Avni M., James R. Bettman, Peter A. Ubel, Punam Anand Keller, and Julie A. Edell (2014). Surcharges Plus Unhealthy Labels Reduce Demand for Unhealthy Menu Items. *Journal of Marketing Research*, 51(6), 773-789.

## ***Journal of Consumer Research***

- Kyung, Ellie, Manoj Thomas, and Aradhna Krishna (2017), "When Bigger is Better (And When It is Not): Implicit Bias in Numeric Judgments," *Journal of Consumer Research*, 44 (1), 62–79.
- Sokolova, Tatiana and Aradhna Krishna (2016), "Take It or Leave It: How Choosing versus Rejecting Alternatives Affects Information Processing," *Journal of Consumer Research*, 43 (4), 614–635.
- Yan, Dengfeng, Jaideep Sengupta, and Jiewen Hong (2016), "Why Does Psychological Distance Influence Construal Level? The Role of Processing Mode," *Journal of Consumer Research*, 43 (4), 598–613.
- Yang, Haiyang, Antonios Stamatogiannakis, and Amitava Chattopadhyay. (2015). Pursuing Attainment versus Maintenance Goals: The Interplay of Self-Construal and Goal Type on Consumer Motivation. *Journal of Consumer Research*, 42 (June), 93-108.
- Moore, Sarah G. (2015). Attitude Predictability and Helpfulness in Online Reviews: The Role of Explained Actions and Reactions. *Journal of Consumer Research*, 42 (June), 30-44.
- Wan, Echo Wen and Derek D. Rucker (2013). Confidence and Construal Framing: When Confidence Increases versus Decreases Information Processing. *Journal of Consumer Research*, 39 (Feb), 977-992.
- Hong, Jiewen and Angela Y. Lee (2010). Feeling Mixed but Not Torn: The Moderating Role of Construal Level in Mixed Emotions Appeals. *Journal of Consumer Research*, 37

(Oct), 456-472.

- Lee, Angela Y., Punam Anand Keller, and Brian Sternthal (2010). Value from Regulatory Construal Fit: The Persuasive Impact of Fit between Consumer Goals and Message Concreteness. *Journal of Consumer Research*, 36 (Feb), 735-747.
- Karmarkar, Uma. R. and Zakary L. Tormala (2010). Believe Me, I Have No Idea What I'm Talking About: The Effects of Source Certainty on Consumer Involvement and Persuasion. *Journal of Consumer Research*, 36 (Apr), 1033-1049.
- Shen, H., Jiang, Y., & Adaval, R. (2010). Contrast and Assimilation Effects of Processing Fluency. *Journal of Consumer Research*, 36 (Feb), 876-889 .

## 貳、數量方法 Quantitative Methods

### 一、線性模式 **Linear Models**

1. Neter, J., Wasserman, W., & Kutner, M. H. *Applied linear statistical models: regression, analysis of variance, and experimental designs*. (5th ed.). Irwin.
2. Stock & Watson. (2010) . *Introduction to Econometric*. (3rd Edition) (Addison-Wesley Series in Economics). Pearson.

### 二、時間數列分析 **Time Series Analysis**

#### **Textbook:**

1. Walter Enders, (2004). *Applied econometric time series*. (2nd ed.). Wiley.

#### **Paper:**

1. Lee, B. S. (1995). The response of stock prices to permanent and temporary shocks to dividends. *Journal of Financial and Quantitative Analysis*, 30(1), 1-22.
2. Lee, B. S. (1996). Time-series implications of aggregate dividend behavior. *Review of Financial Studies*, 9(2), 589-618.
3. Lee, B. S. (1998). Permanent, temporary, and nonfundamental components of stock prices. *Journal of Financial and Quantitative Analysis*, 33(1), 1-32.
4. Cha, H. J., & Lee, B. S. (2001). The market demand curve for common stocks: Evidence from equity mutual fund flows. *Journal of Financial and Quantitative Analysis*, 36(2), 195-220.

5. Jiang, J., & Lee, B. S. (2005). An empirical test of the accounting-based residual income model and traditional dividend discount model. *Journal of Business*, 78(4), 1465-1504.
6. Lee, B. S. (2006). An empirical evaluation of behavioral models based on decompositions of stock prices. *Journal of Business*, 79(1), 393-428.

### 三、多變量分析 **Multivariate Analysis**

1. Rencher, A. C. (1995). *Methods of multivariate analysis*. John Wiley & Sons, Inc. (滄海代理)
2. Johnson, D. E. (1998). *Applied multivariate methods for data analysis*. Brooks/Cole Publishing Company. (雙葉代理)
3. Morrison, D. F. (1990). *Multivariate statistical method*. (3rd ed.). McGraw-Hill Book Co. (台灣代理商)
4. Johnson, R. A., & Wichern, D. W. (1998). *Applied multivariate statistical analysis*. (4th ed.). Prentice – Hall International, Inc. (雙葉代理)

### 四、研究方法 Research methods

#### 行銷組 Marketing

1. Cooper, Donald R. and Pamela S. Schindler (2011), *Business Research Methods*, 11th ed., McGraw Hill. (華泰文化) (佔50%)。
2. 行銷組資格考核參考書目所列文章內所使用之研究方法(佔50%)。Research methods used in the Reference Books and Paper (50%)

#### 策略組、人資組 Strategy and Entrepreneurship, Organizational Behavior and Human Resource Management

##### **Textbook:**

1. 陳曉萍、徐淑英、樊景立、鄭伯壘(2013)。「組織與管理研究的實證方法」(2版)(華泰文化)。
2. Schwab, D. P.(2005). *Research methods for organizational studies*. Mahwah, NJ: LEA.

##### **Paper:**

1. Baron, I. L., & Kenny, D. (1986). The moderator mediator variable distinction in social psychological research: conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51, 1173-1182.
2. Chan, D. (1998). Functional relations among constructs in the same content domain at different levels of analysis: A typology of composition models. *Journal of Applied*

Psychology, 83, 234-246.

3. Colquitt, J. A., & Zapata-Phelan, C. P. (2007). Trends in theory building and theory testing: A five-decade study of the Academy of Management Journal. *Academy of Management Journal*, 50, 1281-1303.
4. Daft, R. L. (1995). Why I recommended that your manuscript be rejected and what you can do about it? In L. L. Cummings & P. J. Frost (Eds.), *Publishing in the organizational sciences*. Thousand Oaks, CA: Sage.
5. Edwards, J. R., & Lambert, L. S. (2007). Methods for integrating moderation and mediation: A general analytical framework using moderated path analysis. *Psychological Methods*, 12, 1-22.
6. Hinkin, T. R. (1998). A brief tutorial on the development of measures for use in survey questionnaires. *Organizational Research Methods*, 1, 104-121.
7. Hofmann, D. A. (1997). An overview of the logic and rationale of hierarchical linear models. *Journal of Management*, 23, 723-744.
8. Law, K. K. S., Wong, C.-S., & Mobley, W. H. (1998). Towards a taxonomy of multidimensional constructs. *Academy of Management Review*, 23, 741-755.
9. Muller, D., & Judd, C. M., & Yzerbyt, V. Y. (2005). When moderation is mediated and mediation is moderated. *Journal of Personal and Social Psychology*, 89, 852-863.
10. Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88, 879-903.
11. Sutton, R. I., & Staw, B. M. (1995). What theory is not. *Administrative Science Quarterly*, 40, 371-384.
12. Whetten, D. A. (1989). What constitutes a theoretical contribution? *Academy of Management Review*, 14, 490-495.