壹、 管理學  Management

一、組織管理  Organizational Management


二、策略管理  Strategic Management


三、行銷管理  Marketing Management


Journal of Marketing


Reference Books and Contents to be covered for the doctoral candidate Qualify Exams at Department of Business Administration, NTUST (中華民國 99 年 11 月 3 日公佈)

- **Journal of Marketing Research**
  - The neglect of prescreening information, Ulkumen/Janiszewski/Chakravarti, *Journal of Marketing Research* (JMR) 2006, 43(4), p.24-
  - Monetary incentives and moods, Meloy/Russo/Miller, *Journal of Marketing Research* (JMR) 2006, 43(2), p.1-
  - Discount rates for time versus dates: the sensitivity of discounting to time-interval description, LeBoeuf, *Journal of Marketing Research* (JMR) 2006, 43(1), p.59-
  - The Impact of Regulatory Focus on Adolescents' Response to Antismoking Advertising Campaigns. By: Zhao, Guangzhi; Pechmann, Cornelia. *Journal of Marketing Research* (JMR), Nov 2007, Vol. 44 Issue 4, p671-687, 17p; DOI: 10.1509/jmkr.44.4.671; (AN26989742)
  - Vigilant Against Manipulation: The Effect of Regulatory Focus on the Use of Persuasion Knowledge. By: Kirmani, Amna; Zhu, Rui (Juliet). *Journal of Marketing Research* (JMR), Nov 2007, Vol. 44 Issue 4, p688-701, 14p; DOI: 10.1509/jmkr.44.4.688; (AN26989730)
  - Form Versus Function: How the Intensities of Specific Emotions Evoked in Functional Versus Hedonic Trade-Offs Mediate Product Preferences. By: Chitturi, Ravindra; Raghunathan, Rajagopal; Mahajan, Vijay. *Journal of Marketing Research* (JMR), Nov 2007, Vol. 44 Issue 4, p702-714, 13p; DOI: 10.1509/jmkr.44.4.702; (AN 26989734)
  - Mental Simulation and Preference Consistency over Time: The Role of Process- Versus Outcome-Focused Thoughts. By: Zhao, Min; Hoeffler, Steve; Zauberman, Gal. *Journal of Marketing Research* (JMR), Aug 2007, Vol. 44 Issue 3, p379-388, 10p; DOI: 10.1509/jmkr.44.3.379; (AN 25685161)
  - Can Trade-Ins Hurt You? Exploring the Effect of a Trade-In on Consumers' Willingness to Pay for a New Product. By: Zhu, Rui (Juliet); Chen, Xinlei (Jack); Dasgupta, Srabana. *Journal of Marketing Research* (JMR), May 2008, Vol. 45 Issue 2, p159-170, 12p; DOI: 10.1509/jmkr.45.2.159; (AN 31499796)
  - The Impact of Marketing-Induced Versus Word-of-Mouth Customer Acquisition on Customer Equity Growth. By: Villanueva, Julian; Yoo, Shijin; Hanssens, Dominique M. *Journal of Marketing Research* (JMR), Feb 2008, Vol. 45 Issue 1, p48-59, 12p, 7 charts, 1 diagram, 4 graphs; DOI: 10.1509/jmkr.45.1.48; (AN 28154793)
Journal of Consumer Research


貳、數量方法 Quantitative Methods。

一、線性模式 Linear Models


二、時間數列分析 Time Series Analysis

Textbook:

Paper:

三、多變量分析 Multivariate Analysis