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

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*


Journal of Marketing Research


**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


四、研究方法 Research methods

行銷組  Marketing


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、鄭伯壎(2013)。「組織與管理研究的實證方法」(2版)(華泰文化)。


Paper:


