



## 申請升等審查資料目錄

### 送審代表成就

專門著作

專門著作名稱 Effect of servicescape on customer behavioral intentions: Moderating roles of service climate and employee engagement

技術報告

技術報告名稱 \_\_\_\_\_

### 參考著作

1. How travel agency reputation creates recommendation behavior (SCI, 單一作者)
2. Examining the effect of tour guide performance, tourist trust, tourist satisfaction, and flow experience on tourists' shopping behavior (SSCI, 單一作者)
3. How reputation creates loyalty in the restaurant sector (SSCI, 單一作者)
4. Market segmentation of international tourists based on motivation to travel: A case study of Taiwan (SSCI, 第二作者)

5. Effects of tour guide interpretation and tourist satisfaction on destination loyalty in Taiwan's Kinmen battlefield tour: Perceived playfulness and perceived flow as moderators (SSCI, 第二作者)
6. Applying a Kansei engineering-based logistics service design approach to developing international express services (SSCI, 通訊作者)
7. The impact of website quality on customer satisfaction and purchase intention: Perceived playfulness and perceived flow as mediators (SSCI, 通訊作者)
8. Integrating loss aversion into a technology acceptance model to assess the relationship between website quality and user's behavioural intentions (SSCI, 第一作者與通訊作者)
9. Flow experience and internet shopping behaviour: Investigating the moderating effect of consumer characteristics (SSCI, 通訊作者)
10. Identifying critical brand contact elements of a destination: Applications of Kano's model and importance-satisfaction model (SSCI, 第一作者與通訊作者)