

王育民

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4. Yu-Min Wang, Hong-Yi Shih (2016, Jul). Using the Decomposed Theory of Planned Behavior (DTPB) to Predict Internet-Entrepreneurial Intentions of University Business Students. *International Journal of Psychology*, 51(Supplement S1), 353-354. (SSCI, 48/128 PSYCHOLOGY, MULTIDISCIPLINARY). MOST 103-2511-S-260-002-MY2. 本人為第一作者、通訊作者.
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1. Yu-Min Wang (2017, Jul). Investigating the Commitment Formation of Internet Start-up by Integrating Three Theoretical Models. The 21st Pacific Asia Conference on Information Systems (PACIS 2017), Langkawi, Malaysia. MOST 105-2511-S-260-004-MY3. 本人為第一作者、通訊作者。
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4. Yu-Min Wang*, Hsin-Yu Chen (2014, Aug). The Impacts of Product Characteristics and Product Presentation Types on Online Consumers' Purchase Intention. International Research Conference on Information Technology and Computer Sciences , Phuket, Thailand. NSC 100-2628-H-260-002-MY3. 本人為第一作者、通訊作者。
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6. Yu-Min Wang* and Chei-Chang Chiou (2013, Aug). Examining the Effect of Blog Use on Learning Outcomes in the College Course. The 5th International Conference on Business & Management Education, Bangkok, Thailand. NSC 100-2511-S-260-001-MY3. 本人為第一作者、通訊作者.
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10. 王育民、徐享銘* (2015年10月) 。行動社交軟體下, 影響消費者持續使用店家官方訊息之決策變數。臺灣網際網路研討會, 埔里, 台灣。本人為第一作者。
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