

著作目錄

一、期刊論文

1. 古博文、楊智翔、**張鈺臻**、黃建豐、陳俐蓉 (In press)。體育運動發展的挑戰與契機：「健康臺灣」政策的視角。大專體育學刊。
[https://doi.org/10.5297/ser.202506_27\(2\).0000](https://doi.org/10.5297/ser.202506_27(2).0000)
2. Chiao, Yu-Ching, **Chang, Yu-Chen***, and Lin, Chun-Chien (2025). Bribery, Local Network, and Local Performance among Multinational Corporations: A Moderated Mediation Model of Informal Competition. *Journal of Business & Industrial Marketing*, 40(6), 12998-1311. <https://doi.org/10.1108/JBIM-04-2024-0284> (SSCI)
3. Chiao, Yu-Ching, **Chang, Yu-Chen**, Hsu, Yi-Jung, Lu, Chang Hong, and Chang, Man-Ling (2025). Gender diversity in top management team and corporate social responsibility performance: examining the moderating nature of TMT international experience. *Gender in Management: An International Journal*, 40(2), 272-291. <https://doi.org/10.1108/GM-01-2024-0033> (SSCI)
4. Lin, Chun-Chien, Chiao, Yu-Ching, and **Chang, Yu-Chen** (2025). Speed Matters for Supply Chain Communication to Acquire Superior Firm Performance: Carbon Footprint Communication. *Journal of Business & Industrial Marketing*, 40(4), 925-940. <https://doi.org/10.1108/JBIM-02-2023-0093> (SSCI)
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7. Lin, Chun-Chien, Chiao, Yu-Ching, Chang, Tung-Lung, and **Chang, Yu-Chen** (2023). The determinants of the use of process control mechanisms in FDI decisions in headquarters-subsidiary relationships. *Humanities & Social Sciences Communications*, 10, 433. <https://doi.org/10.1057/s41599-023-01890-w>. (SSCI)
8. 喬友慶、**張鈺臻***、周靖偉 (2022)。B2B情境中，供應商企業社會責任與顧客滿意度關聯性之探討—垂直組織間承諾的調節效果與競爭者辨識的調節式中介效果。臺大管理論叢，32(3)，79-116。
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二、研討會論文

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2. Chiao, Yu-Ching, Lin, Chun-Chien, and **Chang, Yu-Chen** (2024). Speed Matters for Supply Chain Communication to Acquire Superior Firm Performance: Carbon Footprint Communication. Academy of International Business 2024 Annual Meeting, Seoul, South Korea, July/02-06.
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4. Lin, Chun-Chien, Chiao, Yu-Ching, and **Chang, Yu-Chen** (2023). How Fast is Enough for a Firm's Marketing Communication Capability and Engaging in CSR to Acquire Superior Firm Performance? Academy of International Business 2023 Annual Meeting, Warsaw, Poland, July/05-09.
5. Lin, Chun-Chien, Chiao, Yu-Ching, and **Chang, Yu-Chen** (2022). The Relationships among OMO Competition and Sustainable Performance within Technological innovation. NTUMR&APMR Joint Consortium-The 23rd Asia Pacific Management Conference "From Sharing Economy to Collaborative Commerce: Sustainability and Transformation Competitive Edge Conference", Tainan, Taiwan, October/09.
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12. **張鈺臻**、詹惠月、黃俊儒、喬友慶（2022）。以動態能力觀點詮釋Intel的數位轉型：機會與技術奇點的路徑相依。2022 ITMA 數位轉型國際研討會，台灣台北，10月15日。
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14. 喬友慶、**張鈺臻**、林鈞鏗、楊文豪（2021）。考慮CSR下，重新檢視國際化與多國企業績效的關聯性-組織餘裕與長期導向的調節效果。管理學報「以永續發展為目標的企業社會責任與倫理」特刊研討會，台灣台北，8月30日。
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