

著作目錄

一、期刊論文：

1. Hsu, P. F., Huang, Y. T., & Chen, P. T.* (2025). Exploring Moderation Model on Taiwan Beauty and Hairdressing Service Workers' Emotional Labor, Psychological Contract, and Organizational Commitment, *The International Journal of Organizational Innovation*, 18 (1), 135-154. (EI)
2. Chen, P. T., Huang, Y. T., Lai, Y. P.* (2023). A Study of Consumer Purchase Behavior on Health Food in the Multi-level Marketing. *Asian Journal of Social Science Studies*, 8(4), 8-17.
3. Hsu, P. F., Chen, P. T., & Wu, J. Y.* (2023). Surface Acting and Deep Acting on Work Engagement for Taiwan Catering Industry Service Employees' Affective Delivery? The Moderation Effects of Psychological Safety. *Journal of Business and Economic Management*, 11(3), 035-045. (ISI-SSCI-WOS)
4. Chen, P. T., (2023). Earnings Management and Corporate Governance Evaluation in the Post-epidemic Era: Evidence from Taiwan. *Journal of Business and Economic Management*, 11(2), 20-27. (ISI-SSCI-WOS)
5. 陳蓬桐、郭俊佑 (2023)，多層次傳銷導入社群媒體教育訓練之研究—以康霖公司為例，*明道學術論壇*，14(2)，43-50.
6. Huang, Y. T., Chen, P. T *, Chou H. C., Lin H. C. (2023). Corporate Social Responsibility and Company Value in Taiwan. *Journal of Economics and Finance Research*, 1(1), 1-8.
7. Huang, Y. T., Chen, P. T *, Huang, H. T., Chou, H. C. (2022). Effects of Quality of Financial Statements and CEO Turnover. *International Business & Economics Studies*, 4(4), 8-17.
8. 陳蓬桐、耿筠 (2018)，創業家職業地位認知在高等教育創業教育之影響力：以我國大學生為例，*教育政策論壇*，21,2，1-24(TSSCI)

二、研討會：

1. 陳蓬桐、劉元凱(2023,9)。多層次傳銷保健產品之消費者購買行為研究。「2023 健康與科技管理學術研討會」發表之論文，美和科技大學。(摘要海報發表)
2. 陳蓬桐、李晟睿(2022,5)。初探外國人士飲食消費購買行為之研究—以珍珠級茶為例。林原勗 (主持人)，2022 創新創業暨經營管理研討會，明道大學。
3. 陳蓬桐、郭俊佑(2021,6)。傳直銷產業行銷策略創新轉型電子商務之探討以康霖公司為例。林原勗 (主持人)，2021 創新創業暨經營管理研討會，明道大學。