

學術著作目錄

一、學位論文

1. Mobile Technology Applications: The Integrated Perspective of Technology Usage Intention and Online Purchase Intention. **Doctoral Dissertation**, Graduate Institute of Technology Management, National Chung Hsing University.
2. 實體通路與 7net 雲端超商虛實整合零售模式間顧客轉換意圖之研究：以 PPM 人口遷徙理論為例。碩士論文，國立勤益科技大學流通管理系碩士在職專班。

二、期刊論文

1. **Yang, J. M.** (2026). Fast thinking, slow shopping: A context-contingent model of impulse buying across retail formats. *Journal of Retailing and Consumer Services*, 90(March), 104714. **(SSCI/Scopus, Impact Factor: 13.1, Business-Q1)**
2. **Yang*, J. M.** & Hsu, K. C. (2026). The dark side of AI adoption: A study of innovation resistance, job dissatisfaction, and workplace complaints in the franchised retail sector. *Journal of Retailing and Consumer Services*, 88(January), 104562. **(SSCI/Scopus, Impact Factor: 13.1, Business-Q1)**
3. **Yang*, J. M.**, Qiu, J. R., Chiang, M. H., & Wang, Y. H. (2026). Research on the relationship between logistics satisfaction and e-commerce satisfaction: EC quality as a control variable. *International Journal of Applied Decision Sciences*, 19(1), 95-116. **(EI/Scopus, COMPENDEX)**

4. **Yang, J. M.**, Tseng*, K. S., Huang, S. C., & Hung, H. C. (2025). Facial Masks from a Lifestyle Perspective: A Case Study of Female Consumers in Taiwan. *International Journal of Latest Technology in Engineering Management & Applied Science*, 14(11), 1109-1118.
5. 洪惠娟、黃素卿、謝其君、江明翰、楊忠民* (2025)。希臘神話花卉符碼於整體造型之應用創作研究—以花神克洛里斯為例。美容科技學刊，22(2)，21-34。
[https://doi.org/10.30001/JIES.202512_22\(2\).0002](https://doi.org/10.30001/JIES.202512_22(2).0002)
6. Chiang, M. H., & **Yang*, J. M.** (2025). Key factors affecting the perceived image of smart scenic spots—combining text analysis and DEMATEL. *Sustainable Futures*, 10(December), 101462. **(ESCI/Scopus, Impact Factor – 4.9, Sociology-Q1)**
7. Ho, C. T., **Yang*, J. M.**, & Chang, T. M. (2025). Customer intention in using mobile payment: perspectives of attitudes and mooring effects. *International Journal of Mobile Communications*, 26(2), 133-156. **(SSCI, Impact Factor = 1.6, Communication-Q3)**
8. **Yang*, J. M.** (2025). The impact of perceived value and trust on mobile payment reuse intention: The mediating role of user satisfaction. *International Journal of Mobile Communications*, 25(1), 62-82. **(SSCI, Impact Factor = 1.6, Communication-Q3)**
9. 林美倫、王翊周、張同廟、楊忠民* (2024)。B2B 商業模式之顧客忠誠探討—產品品質觀點。休閒運動保健學報，26(12月)，116-136.

- 10.江明翰、楊忠民、王翊周、張同廟*(2024)。外送平台服務功能對顧客忠誠度之影響模式—信任感的中介效果與促銷活動的調節效果。 *休閒運動保健學報*， 26(12月)， 60-84.
- 11.**Yang***, J. M., Xiang, Y. X., & Liu, C. W. (2024). Enterprise sellers' satisfaction with business-to-business cross-border e-commerce platforms: Alibaba.com as an example. *Information Systems*, 122, 102348. **(SCIE/Scopus, Impact Factor: 3.4, Computer Science & Information System—Q2).**
- 12.**Yang***, J. M. (2023). Willingness to buy animal welfare products: a study on the conflict between moral attitudes and perceived higher prices. *Journal of Applied Animal Research*, 51(1), 447-455. **(SCI/Scopus, Impact Factor: 1.4, Agriculture, Dairy & Animal Science—Q2)**
13. 廖震元、 楊忠民* 、陳書儀 (2020)。台灣雞蛋公雞人道淘汰模式之建立， *中國畜牧學會會誌* ， 48(4) ， 361-368 。
14. Ho, B. C. T., & **Yang***, **D. J. M.** (2018), Exploring the Influence of Mobile Technology Usage in the Back-end Process of Mobile Commerce: A Perspective of Combining Uses and Gratifications with Information Attractiveness, *International Journal of Mobile Communications*, 16(6), 669-696, **((SSCI/Scopus, Impact factor: 1.6, Communication—Q3)**
15. Ho, C.T., **Yang***, **J.M.**, & Chen, W.T. (2017). Factors Affecting Re-usage Intentions of Virtual Communities Supporting Cosmetic Products.

Interdisciplinary Journal of Information Knowledge and Management,
12. (EI/Scopus, COMPENDEX)

16. Ho, B. C. T., & Yang*, D. J. M. (2017). Factors Affecting User's Mobile Technology Usage Intentions: An Example of QR Code Scanning for Mobile Commerce. *International Journal of Mobile Communications*, 15(2), 185-209. (SSCI/Scopus, Impact factor: 1.6, Communication-Q3)
17. Ho, B. C. T., Yang*, D. J. M., & Hung, V. C. S. (2015). The Factors of Information System Success: An Example of Customer Relationship Management Implementation in Food & Beverage Industry. *International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE)*, 5(3), 114-128. (EI/Scopus, Inspec)

三、研討會論文

1. 王翊周、楊忠民*、黃靖家 (2025). 失衡的代言關係—從平衡理論探討代言人形象的調節角色。台灣行銷科學學會第 22 屆年度學術研討會, 2025/12/5。
2. 楊忠民*、邱靖茹、林美倫 (2025). 物流滿意度與電商滿意度關係之探討。2025 商管決策與實務研討會, 2025/05。
3. 楊忠民* (2024). 實體零售之回歸—商店形象與衝動性購買關係之探討。2024 行銷研究學研討會, 2024/05。

4. 楊忠民*、許進源 (2023). 企業官方網站設計實務—網頁美學對公司品牌形象之影響。2023 國立台北商業大學學術論壇—經營與管理實務研討會, 2023/12/8。
5. 李株慧*、楊忠民 (2023). 賣家形象對大專院校學生網路購書決策之影響—以信任為中介。2023 當代管理學術研討會, 2023/6/14。
6. 賴依廷*、楊忠民 (2023). 課程互動性對學習成效之影響-學生滿意度觀點。2023 當代管理學術研討會, 2023/6/14。
7. 賴餘芳*、楊忠民 (2023). 網路服飾購買意圖之研究—知覺價值與信任之觀點。2023 當代管理學術研討會, 2023/6/14。
8. 黃詠元*、楊忠民 (2023). 顧客轉換意圖之研究—以地方特色小吃為例。2023 當代管理學術研討會, 2023/6/14。
9. 楊忠民*、詹美娟 (2023). 消費者紙袋重複使用意圖之研究-理性行為理論觀點。2023 當代管理學術研討會, 2023/6/14。
10. 楊忠民*、洪麗華 (2023). 連鎖平價餐飲市場之危機因應-品質掌控力與品牌形象之觀點。2023 第 12 屆中華創新管理學會學術暨實務研討會, 2023/5/21。
11. 楊忠民*、向諭欣 & 劉齊文 (2022). 影響跨境電子商務平台 B2B 企業用戶滿意度之因素—以阿里巴巴跨境電商平台為例。2022 中華民國科技管理學會年會暨論文研討會, 2022/12/01~12/02。

12. **Yang*, J.M., & Wu, M.L.** (2022). A Study on User Satisfaction of Online Banking: Perspectives of Perceived Quality and Perceived Security. In *2022 International Conference on Business, Economics and Management for Sustainable Development Goals*. 2022/10/28.
13. **Yang*, J.M.** (2021). Impact effect of customer satisfaction on mobile payment re-usage intention: perspectives of customer perception (mobility, convenience, benefit), trust and social influence. In *the 22nd Asia Pacific Management Conference*, 2021/10/28.
14. **Yang*, J.M., & Ho, C.T.** (2021). Customers' Intention to Use Mobile Payment: Perspective of Attitudes and Mooring effects. In *the 22nd Asia Pacific Management Conference*, 2021/10/28.
15. **Yang*, J.M., Yohana, P.A., Lim, C., & Purwanto, A.A.** (2021). The Relationship among Word-of-Mouth, Brand Image, Brand Trust, Brand Satisfaction, and Purchase Intention: The Comparison of Cross-Border Differences. In *the 22nd Asia Pacific Management Conference*, 2021/10/28.
16. **Yang*, J.M., & Liao, C.Y.** (2021). Consumer's Willingness of Buying Animal Welfare Eggs: The Perspective of Moral Judgment and Price Expectation to laying hen housing systems. In *the 2021 International Conference on Management Sciences and Decision Making (EI Compendex)*, 2021/7/17.
17. **Ho, C.T., & Yang*, J.M.** (2021). The Integrative Effects of Perception, Satisfaction and Trust on Loyalty in Online Group Buying. In: *2021 管理觀念與應用研討會*, 2021/4/3~4/4.

18. **Denis Jhong-Min Yang** and Bruce Chien-Ta Ho (2015), The Behavioral Intention Research from Deductive Reasoning to Inductive Reasoning: An Example of QR Code for Mobile Commerce Service Promotion, Presentation at *3rd International Conference on Social Science and Management (ICSSAM 2015)* to be hosted by the Higher Education Forum in Kyoto Japan, May 07-09, 2015.
19. 彭國芳、楊忠民* (2013), 實體通路與虛實整合零售模式間顧客轉換意圖之研究-以 PPM 人口遷徙理論為架構。2013 國際 ERP 學術及實務研討會，中華企業資源規劃學會 (2013 年 1 月 21 日，銘傳大學，基河校區)。

四、其他

1. 王佩華、廖震元、楊忠民 (2019). 國內豬場引進國外先進新設施設備之應用評析。農委會養豬產業振興計畫，執行單位：台灣農業標準學會。
2. 廖震元、楊忠民 (2019). 「蛋種雞場雛公雞銷毀方式」。108 年度中國文化大學委託【強化動物福利管理政策計畫】，執行單位：台灣農業標準學會。
3. 廖震元、楊忠民*、陳書儀、周端政 (2018)，新農業－畜禽科技化設施設備（家畜）產業人才供需調查報告書，農委會委託，執行單位：財團法人農業科技研究院。