

## 著作目錄

### 一、期刊論文

1. 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*. <https://doi.org/10.1108/JBIM-04-2024-0284> (SSCI)
2. 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)
3. 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)
4. Chiao, Yu-Ching, Lin, Chun-Chien, and **Chang, Yu-Chen** (2024). Run, not walk: advanced red queen effect and mutual forbearance effect in multimarket contact. *International Journal of Emerging Markets*. <https://doi.org/10.1108/IJOEM-06-2021-0891> (SSCI)
5. Lin, Chun-Chien and **Chang, Yu-Chen** (2024). Impact of Circular Economy Network Building: Resilience Strategy to Climate Action. *International Journal of Climate Change Strategies and Management*, 16(3), 337-361. <https://doi.org/10.1108/IJCCSM-812-2022-0150>. (SSCI)
6. 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-subsidary relationships. *Humanities & Social Sciences Communications*, 10. <https://doi.org/10.1057/s41599-023-01890-w>. (SSCI)
7. 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。 [https://doi.org/10.6226/NTUMR.202212\\_32\(3\).0003](https://doi.org/10.6226/NTUMR.202212_32(3).0003) (TSSCI)
8. 喬友慶、**張鈺臻**、林鈞鏗 (2021)。善盡企業社會責任的供應商，真的會讓零售商顧客滿意嗎？。 *管理學報*， 38(4)， 533-561。 [http://dx.doi.org/10.6504/JMBR.202112\\_38\(4\).0005](http://dx.doi.org/10.6504/JMBR.202112_38(4).0005) (TSSCI)

## 二、研討會論文

1. Chiao, Yu-Ching and **Chang, Yu-Chen** (2024). Three-Way Interaction Effect on Home Country CSR: Internationalization, Organizational Slack, and Long-Term Orientation. Academy of International Business 2024 Annual Meeting, Seoul, South Korea, July/02-06.
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.
3. Hsu, Yi-Jung and **Chang, Yu-Chen** (2024). Breaking the Glass Ceiling! Does TMT gender diversity improve CSR performance? Academy of International Business 2024 Annual Meeting, Seoul, South Korea, July/02-06.
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.
6. Chang, Tung-Lung, Lin, Chun-Chien, and **Chang, Yu-Chen** (2022). The Impact of Local Networks on Subsidiary Performance. 82nd Annual Meeting of the Academy of Management, Seattle, Washington, USA, August/05-09.
7. Chiao, Yu-Ching, **Chang, Yu-Chen**, Lin, Chun-Chien, Chuang, Tang-Shun, and Yang, Wen-Hao (2022). Re-examining the Relationship between Internationalization and MNEs' Performance with CSR. 82nd Annual Meeting of the Academy of Management, Seattle, Washington, USA, August/05-09.
8. Lin, Chun-Chien, Chiao, Yu-Ching, Chang, Tung-Lung, and **Chang, Yu-Chen** (2022). Impact of Network Building on Competence Enhancement: The Role of the Economic Freedom and Firm Size of the Offshore Subsidiary. Academy of International Business 2022 Annual Meeting, Boston, U.S.A., Jul/06-09.
9. Lin, Chun-Chien, Chiao, Yu-Ching, and **Chang, Yu-Chen** (2022). The Antecedents and Consequences of Competitor Identification of Suppliers in an Emerging Market. Academy of International Business 2022 Annual Meeting, Boston, U.S.A., Jul/06-09.
10. Chiao, Yu-Ching, Lin, Chun-Chien, and **Chang, Yu-Chen** (2022). Subsidiary Host

Country Bribery and Performance: The Moderating Effects of Informal Competition, Local Access, Corruption, and International Experience. Academy of International Business 2022 Annual Meeting, Boston, U.S.A., Jul/06-09.

11. Chang, Tung-Lung, Lin, Chun-Chien, and **Chang, Yu-Chen** (2019). The Impact of Local Networks on Subsidiary Performance: The Moderating Effects of Host Country Institutional Voids. 2019 Academy of International Business Southeast Asia Regional Conference, Cebu, Philippines, December/05-07. **【Best Paper Award】**
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。
13. 喬友慶、**張鈺臻**、林鈞鏗 (2021)。善盡企業社會責任的供應商，真的會讓零售商顧客滿意嗎？。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。
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。
15. 喬友慶、林鈞鏗、吳翊瑋、**張鈺臻** (2019)。多國企業如何在全球市場執行全球整合與當地回應?相互容忍觀點。2019經營管理研討會，台灣台北，6月14日。