

102 級餐旅管理學系專題研究題目一覽表

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| 專題研究題目 Title | 學生姓名 Students | 指導教授 Advisor |
|---|---|-------------------------|
| 消費個人特質、食品知識、飲食態度與產品資訊對金針花烘焙食品接受度的影響 The effects of consumer characteristics, food knowledge and eating attitude on the acceptability of bakery products containing daily flower buds. | 麥孟容、李尚軒、呂玉婷、鮑凱文、包欣瀨 Mai, Meng-Yung Li, Shang-Syuan Lu, Yu_Ting Pao, Kai-Wen Pao, Hsing-Hui | 高馥君 Kao, Fu-Juin |
| 探討美食節目收視行為對觀眾知覺價值與消費行為之影響 An investigation of the effect of cooking programs on the audiences' perceived values and consumption behavior | 陳彥誠、楊馥、黃鈺宸、蔣依芳 Chen, Yan-Cheng Yang, Fu Huang, Yu-Chen Chiang, Yi-Fang | 陳琪婷 Chen, Ci-Ting |
| 探討實習經驗對自我成長、就業力、工作價值觀與職涯發展之影響—以餐旅觀光科系的學生為例 A Study of the Influences of Internship Experience on Self-development, Employability, Work Values, and Career Development | 高御綺、汪雅萍、陳佳玫、王韻慧、廖映雪、陳楠 Gao, Yu-Qi Wang, Ya-Ping Chen, Jia-Mei Wui, Zun-Wey Liao, Ying-Xue Chen, Nan | 胡欣慧 Hu, Shin-Hui |
| 影響餐飲業服務共同創新之動態能力與成功關鍵因素之探討 Study of Dynamic Capabilities and Successful Key Factors that Affecting Service Co-Innovation of Food Service Industry | 林欣慈、洪千晴、夏伶瑜、蔡佳岑、王奕晴、余詠姿 Hung, Chian-Ching Wang, Yi-Ching Ju, Weng-Chi Hsia, Ling-Yu Lin, Shin-Tzu Cai, Jia-Cen | 胡欣慧 Hu, Shin-Hui |
| 旅館業組織文化對第一線員工工作績效之影響—工作適配度、人格特質調節作用的探討 The effect of Organizational culture to Job performance in hospitality for first-line employees-personality traits and job fit are the moderating effects | 楊惠筑、何芳綺、江宜璇、曾宜葳、林靜宜 Yang, Huei-Jhu Ho, Fang-Chi Chiang, Yi-Hsiung Tseng, Yi-Wei Lin, Ching-Yi | 蘇靖淑 Su, Ching-Shu |
| 從眾行為與知覺風險對大學生夜間休閒活動涉入程度之影響 The Influence of Herding Behavior and Perceived Risk on College Students' Involvement in Night Leisure Activities | 董怡均、郭瑞雙、沈俞希、莊君翎、呂婕安、周芷榆 Tung, Yi-Chun Kuo, Jui-Shuang Shen, Yu-His Chuang, Chun-Ling Lu, Chieh-An Chou, Chih-Yu | 陳琪婷 Chen, Ci-Ting |
| 省產余甘子醋渣果醬的開發及其在烘焙產品上的運用及推廣 Development and Utilization of Vinger Residue from Fermented Amla (Emblica officinalis) in Bakery Products. | 梁雁婷、黃楨宜、王藍萱、廖淑妍、楊楚逸、楊彥逸 Liang, Yen-Ting Huang, Jane-Yi Wang, Lan-Hsuan | 高馥君 Kao, Fu-Juin |

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| | Lio, Sok-In Chai, Yan Yi Chai, Chu Yi | |
| 難纏顧客行為對於餐飲業第一線服務人員情緒勞務與專業承諾影響之研究 A Study on the Impact of Jaycustomer 's Behavior on the emotional labor and professional commitment of the First-line Catering Services | 林仔婕、何愛婷、韓立省、蔡子涵、葉孟潔 Lin, Yu-Chieh Ho, Ai-Ting Han, Li-Hsing Tsai, Tz-Han Yeh, Meng-Chieh | 蘇靖淑 Su, Ching-Shu |
| 大學生運動員購買動機對正向情感及行為意圖之影響 Student Athletes The Influences Of Buying Motivation Toward Positive Emotion And Behavior Intention | 魏冠杰、謝振升、楊可倫、張訓琴、謝政燐、陳雯欣 Wei, guan-Jie Hsieh, cheng-Lin Yong, Kher-Loon Cheah, Chan-Seng Tiong, Huong-Ching Tan, Boon-Sin | 宋永坤 Sung, Yung-Kun |
| 餐廳永續行銷對消費者消費態度與消費意願影響之研究 A study of the relationships among restaurant sustainable marketing, green consumption Attitude and intention | 紀韋汝、陳莉婷、許靜儀、黃敏婷、蕭兆妍、蔣宜廷 Chi, Wei-Ju Chen, Li-Ting Chiang, I-Ting Hsiao, Chao-Yen Vong, Man-Teng Hui, Ching-Yee | 周勝方 Chou, Sheng-Fang |
| 探討浮動價格、硬體設施、服務品質、科技應用以及交通運輸對網路口碑之影響－以經濟型旅館為例 The effect of dynamic pricing, facilities, service quality, technology and transportation on EWOM, based on economy hotels. | 呂軒德、郭雪琪、馬家馨、鄭伊庭、李蒙娜 Lu, Xuan-De Ma, Jia-Sin Cheng, Yi-Ting Guo, Xue-Qi Lee, Meng-Na | 宋永坤 Sung, Yung-Kun |
| 消費者食物素養對其消費態度與行為影響之研究 A study of the relationships among consumers' food literacy, consumption attitude and behavior | 連啟祥、李怡臻、林思好、王濛萌、陳盈蓁、楊琇婷 Lien, Chi-Hsiang Yang, Hsiu-Ting Lin, Szu-Yu Chen, Ying-Jhen Li, Yi-Zhen Wang, Meng-Meng | 周勝方 Chou, Sheng-Fang |
| 文創園區體驗行銷影響文化價值及行為意圖之研究 The Experiential Marketing of Cultural and Creative Park Affects Cultural Values and Behavioral Intentions | 劉育伶、鄭紹琪、黃靖雅、詹子彤、宋欣悅 Liu, Yu-Lin Cheng, Shao-Chi Huang, Jing-Ya Chan, Tzu-Tong Song, Xin-Yue | 陳柏蒼 Chen, Po-Tsang |