

國立台灣科技大學企業管理系115學年度第1學期  
博士學位候選人資格考核參考書目

Reference Books and Contents to be covered for the doctoral candidate Qualify  
Exams at Department of Business Administration, NTUST

(中華民國 115 年 2 月 23 日公布)

## 壹、管理學 Management

### 一、組織管理 Organizational Management

1. Jay M. Shafritz, J. Steven Ott, Yong Suk Jang. (2016). *Classics of organization theory*. Boston, MA.: Cengage Learning
2. Jeffrey A. Mello. (2015). *Strategic Human Resource Management*. Cengage Learning Asia Pte Limited.

### 二、行銷管理 Marketing Management

#### **Paper:**

1. Dutta, S., Biswas, A., & Grewal, D. (2011). Regret from Postpurchase Discovery of Lower Market Prices: Do Price Refunds Help? *Journal of Marketing*, 75 (Nov), 124-138.
2. Yadav, Manjit S. (2010), "The Decline of Conceptual Articles and Implications for Knowledge Development," *Journal of Marketing*, 74(January), 1-19.
3. Sandy D. J. (2007). The impact of online reverse auction design on buyer-supplier relationships. *Journal of Marketing*, 71(1), 146-159.
4. Chandon, P., Wansink, B., & Laurent, G. (2000). A benefit congruency framework of sales promotion effectiveness. *Journal of Marketing*, 64 (Oct), 65-81.
5. Coviello, N. E., & Joseph, R. M. (2012). Creating major innovations with customers: Insights from small and young technology firms. *Journal of Marketing*, 76 (4), 87-104.
6. Luka, L. M. & Atuahene-Gima, K. (2007). Market knowledge dimensions and cross-functional collaboration: Examining the different routes to product innovation performance. *Journal of Marketing*, 71(1), 95-112.
7. Zhou, K. Z., Yim, C. K., Tse, D. K. (2005). The effect of strategic orientations on technology- and market-based breakthrough innovations. *Journal of Marketing*, 69(2), 42-60.
8. Kozlenkova, I. V., Samaha, S. A., & Palmatier, R. W. (2014). Resource-based theory in marketing. *Journal of the Academy Marketing Science*, 42(1), 1-21.

9. Blocker, C. P., Flint, D. J., Myers, M. B. & Slater, S. F. (2011). Proactive customer orientation and its role for creating customer value in global markets. *Journal of the Academy Marketing Science*, 39(2), 216-233.
10. Zaichkowsky, J. L. (1994). The Personal Involvement Inventory: Reduction, Revision, and Application to Advertising. *Journal of Advertising*, 23(4), 59–70.
11. Liu-Thompkins, Y. & Tam, L. (2013). Not All Repeat Customers Are the Same: Designing Effective Cross-Selling Promotion Based on Attitudinal Loyalty and Habit. *Journal of Marketing*, 77(5), 21-36.
12. Fisher R. J. & Dubé L. (2005). Gender Differences in Responses to Emotional Advertising: A Social Desirability Perspective, *Journal of Consumer Research*, 31(4), 850–858.

### 三、策略管理 Strategic Management

1. David Besanko, David Dranove, Mark Shanley, Scott Schaefer, 2021, *Economics of Strategy 7th Edition*, Wiley.

## 貳、數量方法 Quantitative Methods

### 一、線性模式 Linear Models

1. Neter, J., Wasserman, W., & Kutner, M. H. *Applied linear statistical models: regression, analysis of variance, and experimental designs*. (5th ed.). Irwin.
2. Stock & Watson. (2010) . *Introduction to Econometric*. (3rd Edition) (Addison-Wesley Series in Economics). Pearson..
3. Jeffrey M. Wooldridge(2016) *Introductory Econometrics: A Modern Approach*(Six Ed.) Cengage Learning.

### 二、研究方法 Research methods

#### **Textbook:**

1. Pamela S. Schindler(2019) *Business Research Methods*.13 edition.,Mc Graw Hill.
2. *Qualitative Research & Evaluation Methods Integrating Theory and Practice 2015 FOURTH EDITION* Michael Quinn Patton - *Utilization-Focused Evaluation*, Saint Paul, MN.
3. Locke Karen (2001). *Grounded theory in management research*, London ,Sage Publications.
4. Robert K. Yin(2018) *Case Study Research and Applications Design and Methods Sixth*

**Paper:**

1. Baron, I. L., & Kenny, D. (1986). The moderator mediator variable distinction in social psychological research: conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51, 1173-1182.
2. Chan, D. (1998). Functional relations among constructs in the same content domain at different levels of analysis: A typology of composition models. *Journal of Applied Psychology*, 83, 234-246.
3. Colquitt, J. A., & Zapata-Phelan, C. P. (2007). Trends in theory building and theory testing: A five-decade study of the Academy of Management Journal. *Academy of Management Journal*, 50, 1281-1303.
4. Coviello, N. E., & Joseph, R. M. (2012). Creating major innovations with customers: Insights from small and young technology firms. *Journal of Marketing*, 76 (4), 87-104.
5. Daft, R. L. (1995). Why I recommended that your manuscript be rejected and what you can do about it? In L. L. Cummings & P. J. Frost (Eds.), *Publishing in the organizational sciences*. Thousand Oaks, CA: Sage.
6. Dutta, S., Biswas, A., & Grewal, D. (2011). Regret from Postpurchase Discovery of Lower Market Prices: Do Price Refunds Help? *Journal of Marketing*, 75 (Nov), 124-138.
7. Edwards, J. R., & Lambert, L. S. (2007). Methods for integrating moderation and mediation: A general analytical framework using moderated path analysis. *Psychological Methods*, 12, 1-22.
8. Hinkin, T. R. (1998). A brief tutorial on the development of measures for use in survey questionnaires. *Organizational Research Methods*, 1, 104-121.
9. Hofmann, D. A. (1997). An overview of the logic and rationale of hierarchical linear models. *Journal of Management*, 23, 723-744.
10. Laursen, Keld and Ammon Salter (2006) "Open for innovation: the role of openness in explaining innovation performance among U.K. manufacturing firms," *Strategic Management Journal*, 27: 131-150.
11. Law, K. K. S., Wong, C.-S., & Mobley, W. H. (1998). Towards a taxonomy of multidimensional constructs. *Academy of Management Review*, 23, 741-755.
12. Muller, D., & Judd, C. M., & Yzerbyt, V. Y. (2005). When moderation is mediated and mediation is moderated. *Journal of Personal and Social Psychology*, 89, 852-863.
13. Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88, 879-903.
14. Sutton, R. I., & Staw, B. M. (1995). What theory is not. *Administrative Science Quarterly*, 40, 371-384.
15. Whetten, D. A. (1989). What constitutes a theoretical contribution? *Academy of Management Review*, 14, 490-495.

16. Yadav, Manjit S. (2010), "The Decline of Conceptual Articles and Implications for Knowledge Development," *Journal of Marketing*, 74(January), 1-19.
17. Eisenhardt, K. M. (1989). Building theories from case study research. *Academy of management review*, 14(4), 532-550.