

MGPO4100 - 畢業報告I Graduation Report I

標題 Title	索書號 Call No
1. A Study Of Green Purchasing Behavior Of Automobile	ESCE-4LMKT-001
學生 Student(s): 陳妙妍 (P-10-0331-6); 周穎珊 (P-10-0328-2); 李思慧 (P-10-0321-9); 梁巧嘉 (P-10-0333-5); 廖意詩 (P-10-0323-8)	
導師 Advisor(s): 吳紹宏 Ng Sio Wang	
學年 Academic Year: 2013/2014	
2. A Correlational Study Of Factors Influencing Consumer Complaint Intention	ESCE-4LMKT-002
學生 Student(s): 陳嘉盈 (P-10-0769-2); 黎曉彤 (P-10-0320-3); 蔡麗坪 (P-10-0322-2); 黃妙珍 (P-10-0330-3); 王聖玄 (P-10-0329-5)	
導師 Advisor(s): 吳紹宏 Ng Sio Wang	
學年 Academic Year: 2013/2014	
3. A Study Of The Factors For Consumer Online Behavior Towards Social Media Marketing	ESCE-4LMKT-003
學生 Student(s): 陳永傑 (P-10-0334-1); 林晨 (P-10-0767-3); 鄭嘉偉 (P-10-0337-3)	
導師 Advisor(s): 吳紹宏 Ng Sio Wang	
學年 Academic Year: 2013/2014	