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專長1 消費者行為

專長2 科技管理

教師研究成果資料明細



研討會論文

1. 鄭正豐(C.F. Cheng) 2011.04.30~2011.04.30

旅遊業消費者行為之研究

2011 前瞻管理學術與產業趨勢研討會

2. 鄭正豐(C.F. Cheng) 2011.04.30~2011.04.30

人格特質與關係行銷成效之研究－以壽險業為例

2011 前瞻管理學術與產業趨勢研討會

3. 鄭正豐(C.F. Cheng) 2010.01.24~2010.01.26

Analysis future and obstacle of solar building substance

2010 International Conference on Asia Pacific Business Innovation and Technology Management

4. 鄭正豐(C.F. Cheng) 2009.05.5 ~2009.05.5

以交易成本理論探究網路消費者行為

第十屆管理學域國際學術研討會

5. 鄭正豐(C.F. Cheng) 2009.05.5 ~2009.05.5

以交易成本理論探究百貨公司關係行銷策略之成效

第十屆管理學域國際學術研討會

6. 鄭正豐(C.F. Cheng) 2006.11.17~2006.11.19

The Effect of Generic Strategies on Service Quality, Perceived Value, and Customer Loyalty: A Comparison Study of the Characteristics of Respondents

The twelfth Asia Pacific Management Conference

7. 鄭正豐(C.F. Cheng) 2006.08.11~2006.08.16

Applying Game Theory to Optimize Manager Compensation as a Negotiation Process

66th Academy of Management Annual Meeting

8. 鄭正豐(C.F. Cheng) 2006.06.23~2006.06.26

Applying Prospect Theory to Evaluate the Effectiveness of Online Auction Strategy in the International Competitive Environment

2006 Academy of International Business Annual Meeting

9. 鄭正豐(C.F. Cheng)、吳萬益(Wu, Wann-Yih)、鄭正豐(C.F. Cheng)

2006.11.23~2006.11.25

Applying Game Theory to Optimize the Impact of Innovation Strategy on Job Satisfaction

Management International Conference

10.李舒萍(Shu-Ping Lee)、鄭正豐(C.F. Cheng)、李舒萍(Shu-Ping Lee)、許晏榕 2011.05.20~2011.05.20

Impact of Anxiety, Inattention, and Physical Inactivity on Foreign Language Performance: a Structural Equation Model
6th Annual International Conference on Foreign Literature Teaching

11.李舒萍(Shu-Ping Lee)、鄭正豐(C.F. Cheng)、李舒萍(Shu-Ping Lee)
2011.10.9 ~2011.10.12

Assessment of Psycho-Physiological Factors for Foreign Language Learning: A Structural Equation Modeling Approach
The International Conference on Measurement and Evaluation in Education

12.李舒萍(Shu-Ping Lee)、鄭正豐(C.F. Cheng)、李舒萍(Shu-Ping Lee)
2011.10.9 ~2011.10.12

Assessing second foreign language learning anxiety, inattention, learning strategies and learning motivation
The International Conference on Measurement and Evaluation in Education

13.鄭正豐(C.F. Cheng)、鄭正豐(C.F. Cheng) 2011.10.31~2011.11.3

Evaluate the Impact of Innovation Strategy on Customer Satisfaction
International Journal of Arts and Sciences' (IJAS) International Conference

14.張曼玲(Man-Ling Chang)、鄭正豐(Cheng-Feng Cheng)
2011.10.31~2011.11.3

Does FCB Planning Strategy Work in Service Advertising?
International Journal of Arts & Sciences (IJAS)