

一、期刊論文

1. Huang, L. 2021. A war between flowers and chocolate: The utility of flowers as a romantic Valentine's gift in comparison to chocolate from the perspective of perfect gift theory. *European Journal of Horticultural Science* 87(1) (accepted) (SCI)
2. Chan, H.Y. and L. Huang. 2020. Consumer emotional response and aesthetic perception toward GM ornamental crops. *Communication and Development* 35:18-42.(Corresponding author)
3. Chen, L.C. and L. Huang. 2020. The motivation, strategies, and barriers for adopting social media marketing in the flower retailing business. *Horticulturae* 6, 0080. doi:10.3390/horticulturae 6040080 (SCI, Corresponding author)
4. Huang, L. 2020. The formation of florists' social media based brand communities and its causal relationship with users' knowledge, personal experience and florists' brand equity. *HortScience* 55(7): 1061–1068. (SCI)
5. Huang, L. 2019. Consumer attitude, concerns and brand acceptance for the vegetables cultivated with sustainable plant factory production systems. *Sustainability* 11(18): 4862-4875. (SSCI, SCI)
6. Huang, L. and L.C. Chen. 2018. Message strategies and media formats of florists' Facebook posts and their effects on users' engagement behaviors. *HORTSCIENCE* 53(11):1647–1654. (SCI)
7. Huang, L. Y.H. Chen, Y.H. Chen, C.F. Wang, M.C. Hu. 2018. Food-energy interactive tradeoff analysis of sustainable urban plant factory production systems. *Sustainability* 10(2): 446-457 (SSCI, SCIE)
8. Huang, L. 2016. The effect of message strategy on promoting consumer acceptance of GM ornamentals. *Journal of Communication and Development* 33(1):1 – 27.
9. 黃麗君、陳俐君、詹一心。2016。產業實務之課程介入對提升農學學生行銷技能之效果評估。台灣農學會報 17(1): 52-75。(通訊作者)。
10. 黃慶鴻、蕭崑杉、方珍玲、黃麗君。2016。青年農民推廣策略探討 - 以台灣農業試驗/改良場所之推廣為例。台灣農學會報 17(1):108-123。
11. 陳俐君、黃麗君。2015。網路有機生鮮農產品之故事行銷---品牌故事真實性之建構。農林學報 64(2): 85-100。(通訊作者)
12. Huang, L. and Y. Lin. 2015. Who Decides to Give a Gift of Fresh Flowers? The Effects of Givers and Receivers on the Likelihood of Buying Fresh Flowers for Gifts. *HortScience* 50(7):1028-1034. (SCI)
13. 黃麗君、張淑惠。2014。休閒農業遊憩動機、遊憩體驗與旅遊地意象之內容分析與中介關係檢定。農林學報 63(1):41-54。

14. Hu, M.C., Y.H. Chen, and L. Huang. 2014. A sustainable vegetable supply chain using plant factories in Taiwanese markets: A Nash-Cournot model. *International Journal of Production Economics* 152:49-56. (SCI)
15. 鍾依軒、胡明哲、黃麗君。2013。台北市民眾有機米產區地方意象及品牌權益關聯性探討。 *農業經濟叢刊*。19(1):129-163。(TSSCI)

二、研討會論文

1. Yong, Y.C., Y.C. Chiu, L.C. Huang*. 2021. The Effect of Covid-19 on Tourists' social media engagement behavior -in the case of Malaysian Eco-tourism. 2021 KU-NTU Bilateral Symposium on Agri-Environmental Policies in Developed and Developing Countries (Corresponding Author)
2. Tsai, Y.H., Y.C. Chiu, L.C. Huang*. 2021. Cross-culture Comparison toward the consumer social media engagement among Japan, Korea and Taiwan-in the case of Starbucks. 2021 KU-NTU Bilateral Symposium on Agri-Environmental Policies in Developed and Developing Countries. (Corresponding Author)
3. Feng, C.F., L.C. Huang, and Y.C. Chiu. 2021. Power and Challenge of Collective Intelligence in the Development of Rural Tourism and Agri-Food Businesses. 2021 IEEE International Conference on Social Sciences and Intelligent Management. Taichung, Taiwan. (Aug.29-31, 2021).
4. Huang, L. 2021. The effects of florists' brand page operation strategies on the efficiency of the social media marketing for the florists. II International Symposium on Tropical and Subtropical Ornamentals. Bogor, West Java, Indonesia (Presenter).
5. Feng, C.F., L.C. Huang, and Y.C. Chiu. 2021 (May). Trademark: Potential threshold for commercialization of new plant variety. The 2021 International Conference on Management and Service Innovation (2021 ICMSI).
6. 蔡易軒、黃麗君。2020。Analysis to the Social Media Content Strategy: In the Case of Starbucks in Taiwan。2020 年臺灣農村經濟學會年會暨學術研討會(通訊作者)。
7. 楊怡真、黃麗君。2020。Analysis of Social Media Posts and Travelers' Engagement---in the Case of Malaysian Eco-Tourism Industry. 2020 年臺灣農村經濟學會年會暨學術研討會(通訊作者)。
8. 廖鳳彬、黃麗君。2020。廣播新媒體應用於農產品整合行銷對消費者滿意度之研究。第一屆農業跨域創新傳播學術研討會。
9. 劉建伸、黃麗君。2020。消費者對創新水產品種類接受度之研究。第一屆農業跨域創新傳播學術研討會。
10. Chen, L.C. and Huang, L.C. 2019. An overview for the application of Facebook marketing in florist Industry-in the case of Taiwan. 2019 ASHS Annual Conference. Las Vegas, Nevada. USA.
11. Huang, L. 2018. An analysis to the self-congruity of flowers for flower giver's personality traits in romantic gift giving. XXX International Horticultural Congress. Istanbul, Turkey.

12. 林郁蓁、黃麗君、陳定澤。2018。消費者對傳統與新興農業傳播媒介的使用行為差異與信任度分析。「2018農企業暨生物產業學術研討會」，國立屏東科技大學農企業管理系。
13. Huang, L. 2017. Self-congruity in the Purchase Behavior for Floral Gifts. IV International Conference on Postharvest and Quality Management of Horticultural Products of Interest for Tropical Regions. Kandy, Sri Lanka.
14. 陳俐君、黃麗君。2017。花店社群媒體行銷之應用概況與消費者特性分析。105 年度台灣園藝學會年會，台北，台灣。
15. 陳俐君、黃麗君。2017。花店社群媒體行銷研究--臉書貼文內容對消費者社群涉入行為之影響。105 年度台灣園藝學會年會，台北，台灣。
16. Huang, L. 2016 (June). Consumer conceptual map for the metaphor of floral gifts. 6th International Conference on Landscape and Urban Horticulture. (Agricultural University of Athens). Athens, Greece.
17. 黃麗君。2016。花卉禮物符號之符具與隱喻結構分析。2016 年第十四屆造園景觀學術研討會。國立臺灣大學園藝暨景觀學系造園館。
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19. 黃麗君、陳俐君、詹一心。2015。產業實務模擬之介入對提升農學學生行銷實務技能之效果評估(104R6073 教學發展中心及多媒體中心之運作)。2015 教師專業發展學術研討會。中興大學教師專業發展研究所，台灣，台中。
20. Huang, L. 2015. A perfect floral gift on the Valentine's Day. XVIII International Symposium on Horticultural Economics and Management. Alnarp, Sweden.
21. 陳俐君、黃麗君。2015。農產品品牌故事真實性之探討：以有機生鮮產品為例。2015 科學傳播國際研討會。新北市，台灣。
22. 林怡綾、黃麗君。2015。花卉禮品包裝視覺元素對花禮愛情溝通效能之影響。台灣園藝學會 103 年度年會。中興大學、農委會台中區改良場，台中，台灣。