

梁朝雲 教授

◎期刊論文

2021 年（研討會與他年論文均不計）

1. Ip, C. Y., & Liang, C.* (2021). In search of keys to unlock young design entrepreneurship. *The Design Journal*, 24(6), 1043-1063. doi: 10.1080/14606925.2021.1940642. (A&HCI, Arts & Humanities Citation Index, 2020 Journal Citation Indicator (JCI) = 1.42, 14/139, 10.07%, Art) 2021 年 12 月
2. Kung, M.-L., Wang, J.-H., & Liang, C.* (2021). Impact of purchase preference, perceived value, and marketing mix on purchase intention and willingness to pay for pork. *Foods*, 10(10), 2396. doi: 10.3390/foods10102396 (SCI, 2020 IF = 4.35, 37/143, 25.87%, 5-year = 4.957, 32/143, 22.38%, Food Science and Technology) 2021 年 10 月
3. Liang, C. & Chen, C.-C. (2021). Empowering entrepreneurial intention through entrepreneurial self-efficacy: Comparison of farmers with and without entrepreneurial experience. *Asia Pacific Business Review*, 27(4), 595-611. doi: 10.1080/13602381.2020.1857069 (SSCI, 2020 IF = 2.361, 121/153, 79.09%, 5-year = 1.771, 138/153, 90.20%, Business; 173/226, 76.55%, 5-year, 199/226, 88.05%, Management) 2021 年 9 月
4. Ip, C. Y., & Liang, C.* (2021). Effect of violation of social missions on public attitude towards a social enterprise crisis: Mediation of causal attribution and moderation of medium and framing of online articles. *Journalism*, 22(7), 1793-1811. doi: 10.1177/1464884919828513 (SSCI, 2020 IF = 4.436, 16/94, 17.02%, 5-year = 3.965, 26/94, 27.66%, Communication) 2021 年 6 月
5. Ip, C. Y., Liang, C.*, Lai, H. J., & Chang, Y. J. (2021). Determinants of social entrepreneurial intention: An alternative model based on social cognitive career theory. *Nonprofit Management & Leadership*, 31, 737-760. doi: 10.1002/nml.21453 (SSCI, 2020 IF = 3.044, 152/226, 67.26%, 5-year = 3.006, 163/226, 72.12%, Management; 21/47, 44.68%, 26/47, 55.32%, Public Administration) 2021 年 6 月
6. Sun, Y., & Liang, C.* (2021). Effects of determinants of dried fruit purchase intention and the related consumer segmentation on e-commerce in China. *British Food Journal*, 123(3), 1133-1154. doi: 10.1108/BFJ-07-2020-0617 (SCI, 2020 IF = 2.518, 81/143, 56.64%, 5-year = 3.046, 66/143, 46.15%, Food Science & Technology; 10/21, 47.62%, 9/21, 42.86%, Agricultural Economics & Policy) 2021 年 3 月
7. Chang, Y., Peng, X.-E., & Liang, C.* (2021). Transforming nonprofit organisations into social enterprises: An experience-based follow-up study. *VOLUNTAS International Journal of Voluntary and Nonprofit Organizations*, 32, 3-12. doi: 10.1007/s11266-020-00261-2 (SSCI, 2020 IF = 2.468, 20/44, 45.45%, 5-year = 3.020, 16/44, 36.36%, Social Issues) 2021 年 2 月
8. Liu, H.-C., & Liang, C.* (2021). How journalism experience translates to social entrepreneurship: An intention formation study of the Art Yard at Dadaocheng, Taiwan. *Journal of Entrepreneurship, Management and Innovation*, 17(1), 175-201. (ESCI) 2021 年 2 月
9. 孫宇婷、周勇、梁朝雲* (2021)。鄉村精英在疫情期間的身分轉化：以禮物交換為促能媒介的視角。新聞學研究，148，107-151。(TSSCI) (通訊作者) 2021 年 7 月
10. 陳秀惠、王淑美*、梁朝雲 (2021)。遊客對生態旅遊認知的評估與其願付價格之關聯研究。國家公園學報，31 (1)，9-22。2021 年 3 月

11. 許淑美、梁朝雲* (2021)。農業旅遊的服務品質和消費體驗對旅客重遊意願的影響：以田尾公路花園為例。農民組織學刊，23，111-141。(通訊作者)
2021年3月
12. 蕭禾秦、梁朝雲、顏榮宏、孫宇婷* (2021)。解析事實查核行為：以食安訊息為例。教育資料與圖書館學，58 (1)，87-122。doi:
10.6120/JoEMLS.202103_58(1).0055.RS.BM (TSSCI) 2021年3月