

MGPO4110 - 畢業報告II Graduation Report II

標題 Title	索書號 Call No
<p>1. Relationship Between Personal Values And Mobile Applications Purchases And Downloads In Macao</p> <p>學生 Student(s): Lei Ka Long (P-11-0840-2); He Qian (P-11-0790-1); Leong Weng Ian (P-11-0358-3); Cheng Chi Kuan (P-11-0357-7)</p> <p>導師 Advisor(s): 陳嘉賢 Chan Ka Yin</p> <p>學年 Academic Year: 2014/2015</p>	ESCE-4LMKT-004
<p>2. Customer Satisfaction Between Mainland People And Macao Residents In Airline Industry</p> <p>學生 Student(s): Wong Ka Kin (P-11-0356-1); Fong Ka Kit (P-11-0347-0); Tang Tian Qi (P-11-0784-2)</p> <p>導師 Advisor(s): 彭詠璇 Pang Weng Sun</p> <p>學年 Academic Year: 2014/2015</p>	ESCE-4LMKT-005
<p>3. Factors Affecting Consumer Purchase Intention In The Chinese Online Cosmetics Market</p> <p>學生 Student(s): Ao Im San (P-11-0354-2); Xie Xing Yi (P-11-0349-9); Lei Ka Kei (P-11-0352-3)</p> <p>導師 Advisor(s): 陳嘉賢 Chan Ka Yin</p> <p>學年 Academic Year: 2014/2015</p>	ESCE-4LMKT-006
<p>4. The Relationship Between Social Network And Purchase Intention</p> <p>學生 Student(s): Carolina Lei (P-11-0350-4); Leong Un Ieng (P-11-0348-3); Ng Kuok Chio (P-11-0343-2); Wong U Kit (P-11-0360-1)</p> <p>導師 Advisor(s): 陳嘉賢 Chan Ka Yin</p> <p>學年 Academic Year: 2014/2015</p>	ESCE-4LMKT-007
<p>5. Explore The Relationship Between Hotel And Consumer Factors And Consumer Choice Of Green Hotel In China</p> <p>學生 Student(s): Wang Lin (P-11-0791-7); Li Zhen Zhen (P-11-0789-6); Huang Zhuo Ya (P-11-0787-7)</p> <p>導師 Advisor(s): 高紅 Gao Jennifer Hong</p> <p>學年 Academic Year: 2014/2015</p>	ESCE-4LMKT-008
<p>6. A Study Of Factors Affecting Consumer Decision-Making Styles</p> <p>學生 Student(s): Liu Chen Yu (P-11-0785-8); Wang Xiao (P-11-0783-9); Wang Ying Xu (P-11-0838-1); Zhuang Zhao Yang (P-11-0346-4)</p> <p>導師 Advisor(s): 高紅 Gao Jennifer Hong</p> <p>學年 Academic Year: 2014/2015</p>	ESCE-4LMKT-009
<p>7. A Study Of Place Branding In Macao</p> <p>學生 Student(s): Lau Ka Lon (P-11-0340-7); Tang Chi Fong (P-11-0344-5); Zhang Ming Hao (P-11-0788-3); Chen Jia Qi (P-11-0345-1)</p> <p>導師 Advisor(s): 高紅 Gao Jennifer Hong</p> <p>學年 Academic Year: 2014/2015</p>	ESCE-4LMKT-010
<p>8. A Relational Study Of Money Attitude, Price Consciousness, Value And Materialism - The Purchase Intention Of BMW As An Example</p> <p>學生 Student(s): Wang Xinwei (P-12-0845-3); Yang Bihua (P-12-0366-8); Ieong Man San (P-12-0348-3); Li Anna (P-12-0352-3)</p> <p>導師 Advisor(s): 吳紹宏 Ng Sio Wang</p> <p>學年 Academic Year: 2015/2016</p>	ESCE-4LMKT-011

9. **A Relationship Study Of Money Attitude, Compulsive Buying Behavior And Value: The Case Of "Rolex" As A Purchase Intention Of Luxurious Good** ESCE-4LMKT-012
 學生 Student(s): Chan Chou Cheng (P-12-0361-4); Fong Chi Hou (P-12-0363-3); Ng Ka Man (P-12-0356-1)
 導師 Advisor(s): 吳紹宏 Ng Sio Wang
 學年 Academic Year: 2015/2016
10. **A Study On Customer Acceptance Toward Personalization In Mobile Advertising** ESCE-4LMKT-013
 學生 Student(s): Ling Yili (P-12-0784-2); Yang Hong(P-12-0844-0); Fu Yu (P-12-0785-5)
 導師 Advisor(s): 吳紹宏 Ng Sio Wang
 學年 Academic Year: 2015/2016
11. **A Relationship Study Of Customer Mood, Service Quality, Customer Satisfaction And Shopping Involvement** ESCE-4LMKT-014
 學生 Student(s): Wong Teng Teng (P-12-0367-1); Un Ka Ian (P-12-0714-7); Xiao Yan (P-12-0359-3)
 導師 Advisor(s): 吳紹宏 Ng Sio Wang
 學年 Academic Year: 2015/2016
12. **A Study Of Relationship Between Gender Differences, Perceived Risk And Compulsive Buying On Online Shopping Behavior** ESCE-4LMKT-015
 學生 Student(s): Im Chi Hou (P-12-0351-7); Wong Hon Long (P-12-0357-4); Tong Chan Pong (P-12-0349-6); Chen Zhen (P-12-0354-2); Chen Min Qian (P-12-0894-3)
 導師 Advisor(s): 吳紹宏 Ng Sio Wang
 學年 Academic Year: 2015/2016
13. **A Study Of Brand Equity On Purchase Intention - Automobile As An Example** ESCE-4LMKT-016
 學生 Student(s): Ip Ling Wun (P-13-0352-0) ; Tan Ruifang (P-13-0340-1) ; Lei Weng Si (P-12-0712-8) ; Ho Chi Heng (P-13-0355-2)
 導師 Advisor(s): 吳紹宏 Ng Sio Wang
 學年 Academic Year: 2016/2017
14. **The Relationship Study Of Packaging, Price, Brand Engagement And Brand Awareness On Brand Loyalty** ESCE-4LMKT-017
 學生 Student(s): Zhang Jin Song (P-13-0761-0) ; Wang Xue Ying (P-13-0756-4) ; Lou Chi Seng (P-13-0338-3) ; Hoi Ka Pui (P-13-0348-0)
 導師 Advisor(s): 吳紹宏 Ng Sio Wang
 學年 Academic Year: 2016/2017
15. **An Exploratory Study Of Perceived Crowding In The Retail Environment- Consequences And Antecedents** ESCE-4LMKT-018
 學生 Student(s): Kuok Hou Hin (P-13-0349-3) ; Chan Chi Hou (P-13-0344-2) ; Lu Zhuo Xin (P-13-0342-3) ; Wong Yuen Ki (P-12-0705-3)
 導師 Advisor(s): 吳紹宏 Ng Sio Wang
 學年 Academic Year: 2016/2017
16. **The Relationship Study Of Compulsive Buying, Money Attitudes, Materialism And Social Influence On Gender Difference** ESCE-4LMKT-019
 學生 Student(s): Xu Xiangyue (P-13-0759-9) ; Huang Xueying (P-13-0760-4) ; Wu Hongmei (P-13-0757-0) ; Wu Yawen (P-13-0335-8)
 導師 Advisor(s): 吳紹宏 Ng Sio Wang
 學年 Academic Year: 2016/2017
17. **The Study Of Brand Personality On The Influential Impacts Towards Purchase Intention - Nikes As An Example** ESCE-4LMKT-020
 學生 Student(s): Chan Pui Ian (P-12-0365-2) ; Loi I Leng (P-13-0334-2) ; Choi Ka U (P-13-0354-9) ; Lei Shun Kwan (P-13-0347-4)
 導師 Advisor(s): 吳紹宏 Ng Sio Wang
 學年 Academic Year: 2016/2017
18. **The Study Of Intention To Shop - The Effects Of Shopping Orientation, Consumer Innovativeness And Gender Difference** ESCE-4LMKT-021
 學生 Student(s): Ng Iok Man (P-13-0341-7) ; Cheong Chon Wa (P-13-0343-6) ; Chan Lai Iong (P-13-0345-5)
 導師 Advisor(s): 吳紹宏 Ng Sio Wang
 學年 Academic Year: 2016/2017

19. **A Relational Study Of Innovativeness, Perceived Risk, Perceived Value And Trust On The Actual Use Of Online Banking** ESCE-4LMKT-022
 學生 Student(s): 劉浩天 LAU HO TIN (P-14-0378-1); 周柏霖 CHAO PAK LAM (P-14-0372-1); 歐陽淑雯 AO IEONG SOK MAN (P-14-0364-3); 侯婉儀 HAU YUEN YEE (P-14-0380-2)
 導師 Advisor(s): 吳紹宏 Ng Sio Wang
 學年 Academic Year: 2017/2018
20. **A Study Of The Behavioural Intention On Mobile Payment: Based On UTAUT With Innovativeness** ESCE-4LMKT-023
 學生 Student(s): 鄧淑華 TANG SOK WA (P-14-0369-7); 黃靜榆 WONG CHING YU (P-14-0888-3); 陳美濼 CHAN MEI LOK (P-14-0375-6); 唐少軒 TONG SIU HIN (P-14-0379-4); 羅德正 LO TAK CHENG (P-14-0362-4)
 導師 Advisor(s): 吳紹宏 Ng Sio Wang
 學年 Academic Year: 2017/2018
21. **Social Media Marketing: Impact Of Social Media On User's Attitudes Towards Brand, EWOM And Purchase Intention** ESCE-4LMKT-024
 學生 Student(s): 高子鈺 GAO ZIYU (P-14-0847-9); 邵丹 SHAO DAN (P-14-0848-2); 代子璇 DAI ZIXUAN (P-14-0851-9); 李星蓉 LI XINGRONG (P-14-0852-2); 吳思奇 WU SIQI (P-13-0758-3);
 導師 Advisor(s): 吳紹宏 Ng Sio Wang
 學年 Academic Year: 2017/2018
22. **A Study Of The Theory Of Planned Behavior (TPB) On Green Purchase Behavior** ESCE-4LMKT-025
 學生 Student(s): 張凌峰 CHEONG LENG FONG (P-14-0365-9); 黎庭暉 LAI TENG FAI (P-14-0361-1); 鄺靖怡 KUONG CHENG I (P-14-0370-2); 梁文嘉 LEONG MAN KA (P-14-0382-1); 梁家誥 LEONG KA KOU (P-14-0367-8)
 導師 Advisor(s): 吳紹宏 Ng Sio Wang
 學年 Academic Year: 2017/2018
23. **A Study Of The Factors Influencing The Continuous Usage Intention In Online Shopping---Taobao As An Example** ESCE-4LMKT-026
 學生 Student(s): 古健明 KU KIN MENG (P-14-0374-3); 薛銀龍 XUE YINLONG (P-14-0849-8); 蔡仕杰 CAI SHIJIE (P-14-0368-1); 付宸 FU CHEN (P-14-0850-3)
 導師 Advisor(s): 吳紹宏 Ng Sio Wang
 學年 Academic Year: 2017/2018
24. **Factors Influencing Consumer Cafe Experience On Purchase Intention** ESCE-4LMKT-027
 學生 Student(s): 司徒茵如 SI TOU IAN U (P-14-0371-8); 王旭姬 WANG XUHEG (P-14-0906-1); 劉金穎 LIU JINYING (P-14-0905-8); 戴詠恩 TAI WENG IAN (P-14-0373-7)
 導師 Advisor(s): 吳紹宏 Ng Sio Wang
 學年 Academic Year: 2017/2018
25. **The Effect Of Perceived Value, Satisfaction And Loyalty Toward Customers' Choices Of Various Restaurants In Macao** ESCE-4LMKT-028
 學生 Student(s): 蘭殊平 LIN SHUPING (P-15-0773-3); 梁潔瑩 LEONG KIT IENG (P-15-0332-0); 嚴鎮華 YAN ZHENHUA (P-15-0776-5)
 導師 Advisor(s): Ng Sio Wang
 學年 Academic Year: 2018/2019
26. **The Study Of Student's Intention Preferences On Master's Degree In Macao** ESCE-4LMKT-029
 學生 Student(s): 黃碧瑩 WONG PEK IENG (P-15-0330-1); 甄曉琪 IAN HIO KEI (P-15-0338-7); 陳婷楓 CHAN TENG FONG (P-15-0835-0); 歐陽詠彤 AO IEONG WENG TONG (P-15-0328-0)
 導師 Advisor(s): Ng Sio Wang
 學年 Academic Year: 2018/2019
27. **A Relational Study On Age And Different Gender, Attitude, Perceived Risk And Trust Towards Online Buying Behavior** ESCE-4LMKT-030
 學生 Student(s): 陳筱藝 CHAN SIO NGAI (P-14-0376-2); 陳程 CHEN CHENG (P-14-0377-5)
 導師 Advisor(s): Ng Sio Wang
 學年 Academic Year: 2018/2019

- 28. The Relationship Of Destination Images, Tourist Satisfaction And Revisit Intention: A Case Of Mainland China Tourists In Macao** ESCE-4LMKT-031
 學生 Student(s): 宋佳憶 SONG JIAYI (P-15-0769-3); 宋威利 SONG WAI LEI (P-15-0337-1); 王思嫻 WANG SIXIE (P-15-0895-5)
 導師 Advisor(s): Ng Sio Wang
 學年 Academic Year: 2018/2019
- 29. The Marketing Effects Of Travel Behavior** ESCE-4LMKT-032
 學生 Student(s): 林艷敏 LAM IM MAN (P-15-0327-4); 霍達 HUO DA (P-15-0768-7); 周小力 ZHOU XIAOLI (P-15-0770-8); 梁思敏 LEONG SI MAN (P-15-0334-9)
 導師 Advisor(s): 黎子明 Lai Tsz Ming
 學年 Academic Year: 2018/2019
- 30. The Investigation Of Fashion Product Strategy** ESCE-4LMKT-033
 學生 Student(s): 陳冬東 CHEN DONGDONG (P-15-0771-1); 鄺慧欣 KUANG HUI HSIN (P-15-0340-8); 陳嘉健 CHAN KA KIN (P-15-0841-9); 陳錦源 CHAN KAM UN (P-15-0326-1)
 導師 Advisor(s): Lai Tsz Ming
 學年 Academic Year: 2018/2019
- 31. Effects Of Green Marketing In Hospitality Industry** ESCE-4LMKT-034
 學生 Student(s): 黎民偉 LAI MAN WAI (P-15-0331-4); 董展圖 TONG CHIN TOU (P-15-0343-3); 樊瑞敏 FAN SOI MAN (P-15-0336-8); 吳綺珊 NG I SAN (P-15-0341-1)
 導師 Advisor(s): Lai Tsz Ming
 學年 Academic Year: 2018/2019
- 32. A Study Of Brand Equity On Purchase Intention - Automobile As An Example** ESCE-4LMKT-035
 學生 Student(s): 葉令媛 IP LING WUN (P13-0352-0); 談瑞芳 TAN RUIFANG (P-13-0340-1); 李穎斯 LEI WENG SI (P-12-0712-8); 何梓鏗 HO CHI HANG (P-13-0355-2)
 導師 Advisor(s): Ng Sio Wang
 學年 Academic Year: 2016/2017
- 33. The Relationship Study Of Packaging, Price, Brand Engagement And Brand Awareness On Brand Loyalty** ESCE-4LMKT-036
 學生 Student(s): 張勁松 ZHANG JINSONG (P-13-0761-0); 王雪瑩 WANG XUEYING (P-13-0756-4); 盧志城 LOU CHI SENG (P-13-0338-3); 許嘉培 HOI KA PUI (P-13-0348-0)
 導師 Advisor(s): Ng Sio Wang
 學年 Academic Year: 2016/2017
- 34. An Exploratory Study Of Perceived Crowding In The Retail Environment - Consequences And Antecedents** ESCE-4LMKT-037
 學生 Student(s): 郭浩軒 KUOK HOU HIN (P-13-0349-3); 陳梓灝 CHAN CHI HOU (P-13-0344-2); 盧焯信 LU ZHUOXIN (P13-0342-3); 黃遠基 WONG YUEN KI (P-12-0705-3)
 導師 Advisor(s): 吳紹宏 Ng Sio Wang
 學年 Academic Year: 2016/2017
- 35. The Relationship Study Of Compulsive Buying, Money, Attitudes, Materialism And Social Influence On Gender Difference** ESCE-4LMKT-038
 學生 Student(s): 徐相玥 XU XIANGYUE (P-13-0759-9); 黃雪瑩 HUANG XUEYING (P-13-0760-4); 吳鴻湄 WU HONGMEI (P-13-0757-0); 吳雅雯 WU YAWEN (P-13-0335-8)
 導師 Advisor(s): Ng Sio Wang
 學年 Academic Year: 2016/2017
- 36. The Study Of Brand Personality On The Influential Impacts Towards Purchase Intention - Nikes As An Example** ESCE-4LMKT-039
 學生 Student(s): 陳佩欣 CHAN PUI IAN (P-12-0365-2); 呂怡玲 LOI I LENG (P-13-0334-2); 蔡嘉如 CHOI KA U (P-13-0354-9); 李順君 LEI SHUN KWAN (P-13-0347-4)
 導師 Advisor(s): Ng Sio Wang
 學年 Academic Year: 2016/2017

- 37. The Study Of Intention To Shop - The Effects Of Shopping Orientation, Consumer Innovativeness And Gender Difference** ESCE-4LMKT-040
學生 Student(s): 吳玉文 NG IOK MAN (P-13-0341-7); 張俊華 CHEONG CHON WA (P-13-0343-6); 陳麗容 CHAN LAI IONG (P-13-0345-5)
導師 Advisor(s): Ng Sio Wang
學年 Academic Year: 2016/2017
- 38. Effects Of Country Of Origin And Product Features On Customer Purchase Intention: A Research Of Studying Abroad For Higher Education** ESCE-4LMKT-041
學生 Student(s): Chan Man Nga, Vicki (P-16-0403-8); Andreia Nicole M. Cruz (P-16-0397-6); Un Wai Kit, Jay (P-16-0405-7); Kuan Cheok Pang, Patrick (P-16-0390-3); Jiang Liang Lu, Gru (P-15-0775-2)
導師 Advisor(s): 高紅 Gao Jennifer Hong
學年 Academic Year: 2019/2020
- 39. The Effect Of Visual Merchandising And Brand Toward Consumer Impulse Buying In Pop-Up Stores** ESCE-4LMKT-042
學生 Student(s): Zhou Jiu Yue, Ruby (P-16-0912-7); Li Qu Ji, Lando (P-16-0908-7); Yang Shi Min, Alice (P-16-0377-2); Liang Peng Wei, Iven (P-16-0910-8); Liu Ya Ru, Bear (P-16-0907-1)
學年 Academic Year: 2019/2020

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