

## MGPO402 - 研習計劃II Graduation Project II

標題 Title	索書號 Call No
<p>1. 澳門旅遊業近年發展及問題之探討</p> <p>學生 Student(s): Wong Ka Lee, Corina (P-97-0264-3); Chan Wing Man, Scarlet (P-97-0265-6); Chan Io Fai, Kelvin (P-00-0619-6)</p> <p>學年 Academic Year: 2000/2001</p>	ESCE-BM-006
<p>2. 澳門沖印業的策略發展</p> <p>學生 Student(s): Tam Pui San, Virginia (P-97-0004-7); Leong Chio Fai, Connie (P-97-0005-3); Chan Wai Seng, Wilson (P-97-0007-2); Chang Chi Keong (P-97-0288-5)</p> <p>導師 Advisor(s): 關沾雄 Kwan Jim Hung, Jimmy</p> <p>學年 Academic Year: 2001/2002</p>	ESCE-BM-007
<p>3. "足球博彩消費行為及態度"之探索性研究</p> <p>學生 Student(s): Lung Keng Man, Fiona (P-97-0063-9); Lung Ming Yan (P-97-0222-3); Alice Tang (P-97-0257-8); Chao Weng San, Sonny (P-97-0272-1)</p> <p>導師 Advisor(s): 吳紹宏 Ng Sio Wang, Albe</p> <p>學年 Academic Year: 2001/2002</p>	ESCE-BM-008
<p>4. 本澳大專院校發展網上教學的商機</p> <p>學生 Student(s): Ip Wai Chan, Jenny (P-97-0013-1); Mui Choi Fan, Iris (P-97-0015-0); Wong Kit Peng, Michelle (P-97-0016-3); Ung Soi Heng, Shirley (P-97-0168-2); Lou Kuok Un, Vicki (P-97-0261-8)</p> <p>導師 Advisor(s): 周卓君 Chau Cheuk Kwan, Clement</p> <p>學年 Academic Year: 2000/2001</p>	ESCE-BM-009
<p>5. 澳門下午茶茶客消費行為研究</p> <p>學生 Student(s): Lei Cheok Kuan (P-97-0019-8); Van Sut Mui (P-97-0251-1); Cheang Lao Wa (P-97-0258-1); Lam Man Po (P-97-0289-1); Ip Pak Long (P-97-0371-4)</p> <p>學年 Academic Year: 2000/2001</p>	ESCE-BM-010
<p>6. 澳門環保政策</p> <p>學生 Student(s): Susana Tjahajamulia (P-95-0267-1); Wong Lai Wa (P-95-0327-9); Elsa da Silva (P-95-0516-4)</p> <p>學年 Academic Year: 2000/2001</p>	ESCE-BM-011
<p>7. 澳門郵政服務私營化的探討</p> <p>學生 Student(s): Chan Pou I, Cambie (P-97-0079-3); Cho May Oy, Anissa (P-97-0133-4); Mei Kin Woo, Margarida (P-97-0232-0)</p> <p>導師 Advisor(s): 葉遠昌 Ip Un Cheong, Kevin</p> <p>學年 Academic Year: 2000/2001</p>	ESCE-BM-012
<p>8. 澳門戲院業的過去、現在及將來</p> <p>學生 Student(s): Anabela F. N. da Luz (P-95-0428-1); Mak Kit U, Phyon (P-95-0433-7); Pun An I, Larry (P-96-0050-0); Dina Ferreira Martins (P-96-0263-0); Lei Chao Leng, Denise (P-96-0276-2)</p> <p>導師 Advisor(s): 金振昕 Kam Chan Ian, Carol</p> <p>學年 Academic Year: 2000/2001</p>	ESCE-BM-013
<p>9. 澳門發展成物流中心的研究探討</p> <p>學生 Student(s): 陳怡 (P-97-0011-2); 譚靈燕 (P-97-0105-2); 陳玉嬋 (P-97-0166-3); 羅敏瑜 (P-97-0269-4); 陸玉琪 (P-97-0351-0)</p> <p>學年 Academic Year: 2001/2002</p>	ESCE-BM-014

- 10. 澳門工餘大專生市場：進修行為研究** **ESCE-BM-015**  
 學生 Student(s): Fong Wai Peng, Joana (P-97-0006-6); Lei Kit U, Anny (P-97-0008-5); Lam Un Hong, Lam (P-97-0102-7); Leong Teng Sao, Candace (P-97-0129-4); Kwok Tim, David(P-98-0139-1)  
 導師 Advisor(s): 譚穎欣  
 學年 Academic Year: 2001/2002
- 11. 澳門女性使用化妝品的消費行為** **ESCE-BM-016**  
 學生 Student(s): Hoi Lai Mui, Ivy (P-97-0283-1); Lam Wai Man, Sarina (P-97-0052-6); Kan Wai Kei, Annice (P-97-0254-3)  
 學年 Academic Year: 2000/2001
- 12. The Study On The Trend Of Car Industry In Macau** **ESCE-BM-017**  
 學生 Student(s): Herminia Madeira (P-95-0279-7); Leonel Almeida (P-95-0282-1); Emilia Bento (P-95-0289-4); Chang Pui I, Jennifer (P-95-0397-1); Hung Wing Yee, Shirley (P-96-0193-2)  
 導師 Advisor(s): 何文正 Ho Man Cheng, Oscar  
 學年 Academic Year: 2000/2001
- 13. The Study Of Teenagers' Behavior Towards Junk Food In Macau** **ESCE-BM-018**  
 學生 Student(s): Virginia Lei (P-97-0194-5); Louisa Wong (P-98-0230-8); Emily Chen (P-98-0332-6); Samantha Yeung (P-98-0389-7)  
 學年 Academic Year: 2001/2002
- 14. Credit Risk Management Of Residential Loan In The Banking Industry** **ESCE-BM-019**  
 學生 Student(s): Fok Yi Po, Sandra (P-97-0017-9); Chang Im Peng, Yolanda (P-97-0116-2); Cheong Weng Si, Edith (P-97-0161-9)  
 學年 Academic Year: 2000/2001
- 15. An Exploratory Study Of Macao Gaming Industry Impact, Towards The Past And Future Social Economy** **ESCE-BM-020**  
 學生 Student(s): Cartar Singh Mann (P-95-0481-6); Filipe Tang (P-95-0506-7); Rui Colaco (P-95-0500-0); Vicente Coutinho (P-95-0511-3)  
 導師 Advisor(s): Yau Kwok Wah  
 學年 Academic Year: 2000/2001
- 16. The Impacts Of Tourism Towards Macao's Economy** **ESCE-BM-030**  
 學生 Student(s): Teresa Carlos (P-95-0275-9); Cintia Gomes (P-95-0296-9); Monica Loi (P-95-0326-3); Evelina Fonseca (P-95-0447-2)  
 導師 Advisor(s): Glenn McCartney  
 學年 Academic Year: 2001/2002
- 17. An Analysis Of The Tourism Industry In Macau** **ESCE-BM-031**  
 學生 Student(s): Ho Lai Ieng, Angela (P-97-0018-2); Lau Io Meng, Andy (P-97-0234-9); Raquel Geolina de Oliveira (P-97-0278-8); Tang Ching Yi, Roseria (P-97-0309-8)  
 導師 Advisor(s): 蕭錦雄 Carlos Siu Lam Alias Sio Kam Hong  
 學年 Academic Year: 2001/2002
- 18. Study Of The Magazines Reading Behavior In Macau** **ESCE-BM-034**  
 學生 Student(s): Wong Mio Ian, Carmen (P-98-0135-3); Caroline Luisa Rosario (P-98-0382-4); Wong Veng Ian, Maggie (P-98-0530-5)  
 導師 Advisor(s): Michael Choi  
 學年 Academic Year: 2002/2003
- 19. 賭權開放對旅遊博彩業的影響** **ESCE-BM-035**  
 學生 Student(s): Song Wai Kit (P-91-2629-3); Lam Sio Kong (P-94-0171-2); Nip Seong Chan (P-97-0246-5); Leong Chan Po (P-98-0402-1); Lei Ieng Wa (P-98-0005-0)  
 導師 Advisor(s): 李雁玲 Lei Ngan Leng  
 學年 Academic Year: 2001/2002
- 20. 研究賭權開放對澳門的影響** **ESCE-BM-036**  
 學生 Student(s): 陳惠嫦 (P-98-0023-5); 鄭佩珠 (P-98-0024-1); 林玉娟 (P-98-0026-0); 施小祥 (P-98-0186-4); 梁國健 (P-98-0335-1)  
 導師 Advisor(s): 楊碧霞 Ieong Pek Ha, Betty  
 學年 Academic Year: 2001/2002

21. **A Study On The Consumer Behavior Of Soft Drinks In Macau** ESCE-BM-037  
 學生 Student(s): Mandy Pun; Kristy Hoi  
 導師 Advisor(s): 余麗萍 Yu Lai Peng, Amy  
 學年 Academic Year: 2002/2003
22. **澳門財政局財稅廳推行ISO9001系列的可行性** ESCE-BM-038  
 學生 Student(s): 陳梅 (P-97-0042-9); 陳雙鳳 (P-98-0004-4); 林美寶 (P-98-0309-5); 黃燦雄 (P-98-0376-5); 朱詠嫻 (P-98-0465-1)  
 導師 Advisor(s): 鄺幸泉 Kwong Hang Chuen  
 學年 Academic Year: 2002/2003
23. **A Study Of Macao Internal Factors And Mainland China Tourists' Decision Of Coming To Macao** ESCE-BM-039  
 學生 Student(s): U Iok Sun, Yvonne (P-98-0051-0); Chan Ka Kei, Karly (P-98-0162-2)  
 學年 Academic Year: 2002/2003
24. **澳門的經濟命脈: 旅遊博彩業** ESCE-BM-040  
 學生 Student(s): Cheong Im Lan (P-98-0044-5); Sin Hio In (P-98-0052-3)  
 導師 Advisor(s): 李雁玲 Lei Ngan Leng  
 學年 Academic Year: 2001/2002
25. **Consumer Behavior Towards Soft-Drinks In Macao** ESCE-BM-041  
 學生 Student(s): Cristina Isabel Lourenco (P-97-0325-4); Tso Wai Yee, Teresa (P-98-0074-9)  
 導師 Advisor(s): 關沾雄 Kwan Jim Hung, Jimmy  
 學年 Academic Year: 2002/2003
26. **澳門稅務的探討與前瞻** ESCE-BM-042  
 學生 Student(s): 李嘉慧 (P-98-0022-2); 黃玉蘭 (P-98-0315-4); 林麗玉 (P-99-0061-4); 鄭劍虹 (P-99-0070-8); 李綺紅 (P-99-0071-1)  
 導師 Advisor(s): 蘇煥容 Sou Wun Iong  
 學年 Academic Year: 2002/2003
27. **A Research On The Business Opportunities After The Liberalization Of The Gaming Industry In Macau** ESCE-BM-043  
 學生 Student(s): Chan Lin Pui, Fiona (P-98-0363-3); Fong Pui San, Rufina (P-98-0364-9); Mio I Man, Elaine (P-98-0366-8)  
 導師 Advisor(s): 譚淑嫻 Tam Shuk Han, Sally  
 學年 Academic Year: 2002/2003
28. **A Study On The Popularity Of Qoo** ESCE-BM-044  
 學生 Student(s): Chan Mei U, Agnes (P-92-0402-6); Luk Cheng I, Cecilia (P-98-0030-0); Lam Iat Kuai, Cecilia (P-98-0055-8); Lo Yuen Yi, Rosita (P-98-0342-3)  
 學年 Academic Year: 2002/2003
29. **The Study Of Macao Civil Servants' Response Towards Government Training Program** ESCE-BM-045  
 學生 Student(s): Fong Sok Man; Leong Sio Peng; Pun Chi Kin; Tou Soi Kit  
 導師 Advisor(s): 何文正 Ho Man Cheng, Oscar  
 學年 Academic Year: 2002/2003
30. **The Competitive Advantage In Tourism Industry & The Role Of Government In Macao** ESCE-BM-046  
 學生 Student(s): Ung Pou I, Pauline (P-97-0402-4); Choi Ka Wing, Katherine (P-98-0018-2); Kong Wai Si, Joe (P-98-0233-3); Ho Pui Si, Jacqueline (P-98-0346-1)  
 導師 Advisor(s): 陳卓華 Chan Cheuk Wah, Sunny  
 學年 Academic Year: 2001/2002

31. **Purchase Whole Life Insurance Or Not?: Study Of Factors Underlying The Decision (Chinese Residing In Macao)** ESCE-BM-047  
學生 Student(s): Chou Wan Fai, Maggedo (P-98-0021-6); Sou Cheng Teng, Donna (P-98-0042-3); Ng Sio Lin, Winnie (P-98-0196-1)  
導師 Advisor(s): 劉海豪 Lao Hoi Hou, Adrian  
學年 Academic Year: 2002/2003
32. **澳門市民理財模式研究** ESCE-BM-048  
學生 Student(s): 林潔 (P-00-0572-2); 李潔玲 (P-00-0198-7); 梁淑珍 (P-00-0136-3); 梁金鳳 (P-00-0174-2); 張景輝 (P-00-0137-6)  
導師 Advisor(s): 吳紹宏 Ng Sio Wang, Albe  
學年 Academic Year: 2003/2004
33. **澳門人力資源開發: 金融業概況** ESCE-BM-050  
學生 Student(s): 鄭彼得 (P-01-0563-5); 黃建鋒 (P-01-0107-2); 陳美芬 (P-01-0194-6); 陳小雅 (P-01-0427-3); 李慧敏 (P-01-0434-8)  
導師 Advisor(s): 吳紹宏 Ng Sio Wang, Albe  
學年 Academic Year: 2004/2005
34. **澳門工業企業在國內投資狀況** ESCE-BM-051  
學生 Student(s): 梁麗嫻 (P-01-0350-5); 吳遠轉 (P-01-0364-3); 黃美嬌 (P-01-0381-2); 張燕麗 (P-01-0481-1)  
導師 Advisor(s): 杜偉明 To Wai Ming  
學年 Academic Year: 2004/2005
35. **澳門中小型飲食業人力資源開發研究** ESCE-BM-052  
學生 Student(s): 梁鳳珊 (P-01-0490-5); 梁麗珊 (P-01-0688-2); 蘇婉玲 (P-01-0566-0)  
導師 Advisor(s): 吳紹宏 Ng Sio Wang, Albe  
學年 Academic Year: 2004/2005
36. **對於影響虛擬社群參與的探索性研究** ESCE-BM-053  
學生 Student(s): 吳猛龍 (P-00-0082-1); 蕭麗娜 (P-01-0191-1); 鄭偉傑 (P-01-0544-4); 黎敏兒 (P-01-0574-8); 郭樺 (P-01-0673-1)  
導師 Advisor(s): 余達緯 Yu Tat Wai, Billy  
學年 Academic Year: 2004/2005
37. **供應鏈夥伴關係研究: 澳門零售業** ESCE-BM-054  
學生 Student(s): 梁文輝 (P-01-0416-3); 羅智蓮 (P-01-0415-7); 許炳林 (P-04-0560-4); 楊日峰 (P-99-0051-7)  
導師 Advisor(s): 李家駿  
學年 Academic Year: 2004/2005
38. **商業銀行財務績效評估: 以澳門若干家商業銀行為例** ESCE-BM-055  
學生 Student(s): 游里 (P-01-0685-0); 林瓊 (P-01-0668-8); 許可可 (P-01-0678-5); 施晶晶 (P-01-0660-2); 曾琳偉 (P-01-0653-7)  
導師 Advisor(s): 余麗萍 Yu Lai Peng, Amy; 葉桂平  
學年 Academic Year: 2004/2005
39. **電子預付卡於澳門的發展空間研究** ESCE-BM-056  
學生 Student(s): 鄭振輝 (P-00-0350-8); 林善光 (P-00-0138-2); 陳桂霞 (P-00-0099-1); 陳裕貞 (P-00-0355-2); 黎春薇 (P-00-0626-1)  
導師 Advisor(s): 何文正 Ho Man Cheng, Oscar  
學年 Academic Year: 2004/2005
40. **消費者購買行為對澳門超級市場營銷組合的影響** ESCE-BM-057  
學生 Student(s): 方志超 (P-01-0074-3); 葉俊釗 (P-01-0085-3); 鄺子麟 (P-01-0086-9); 陳美玲 (P-01-0098-5); 陳文姬 (P-01-0670-9)  
導師 Advisor(s): 彭詠璇 Pang Weng Sun, Natalie  
學年 Academic Year: 2004/2005

41. **澳門寵物飼養者對寵物醫療服務的滿意度** ESCE-BM-058  
學生 Student(s): 龔家威 (P-00-0062-7); 麥景豪 (P-01-0095-3); 陳碧琪 (P-01-0101-2); 李芳 (P-01-0484-6); 楊文裕 (P-01-0523-4)  
導師 Advisor(s): 吳紹宏 Ng Sio Wang, Albe  
學年 Academic Year: 2004/2005
42. **澳門市民對使用傳統郵件及電子郵件的現況研究** ESCE-BM-059  
學生 Student(s): 鄭燦明 (P-95-0178-2); 陳海欣 (P-01-0083-4); 李海怡 (P-01-0099-1); 劉庭熙 (P-01-0542-5)  
導師 Advisor(s): 何文正 Ho Man Cheng, Oscar  
學年 Academic Year: 2004/2005
43. **研究澳門消費者對茶飲品的消費行為** ESCE-BM-060  
學生 Student(s): 譚麗媚 (P-95-0372-3); 黃素妍 (P-01-0154-5); 陳秀愉 (P-01-0531-2); 許金鳳 (P-01-0615-5)  
導師 Advisor(s): 何文正 Ho Man Cheng, Oscar  
學年 Academic Year: 2004/2005
44. **澳門消費者選購手提電腦之行為研究** ESCE-BM-061  
學生 Student(s): 戴潔玲 (P-01-0314-2); 彭偉忠 (P-01-0469-3); 郭靈輝 (P-01-0513-7); 阮韻律 (P-01-0639-0)  
導師 Advisor(s): 彭詠璇 Pang Weng Sun, Natalie  
學年 Academic Year: 2004/2005
45. **澳門消費者對在選擇手提電話時對其品牌的忠誠度之研究** ESCE-BM-062  
學生 Student(s): Chan Pui (P-98-0365-2); Law In Chi (P-98-0491-7); Jong Hoi Yan (P-00-0163-2); Leong Un Kei (P-00-0467-7)  
導師 Advisor(s): 蘇榮坤 So Wing Kwan, William  
學年 Academic Year: 2004/2005
46. **Acceptability Of Civil Servant Reform Policy: An Exploratory Study In MSAR** ESCE-BM-063  
學生 Student(s): Chan Pek Chi (P-98-0356-1); Cheong Ka Man (P-00-0124-4); Lei Sio Fan (P-00-0090-2); Sio Lai Seong (P-00-0173-9)  
導師 Advisor(s): 蘇榮坤 So Wing Kwan, William  
學年 Academic Year: 2004/2005
47. **The Study Of Human Resources Development: The Hospitality Industry In Macau** ESCE-BM-064  
學生 Student(s): Kong Wai Fan (P-01-0558-2); Ieong Pou Ha (P-01-0140-0); Leong Sok Noi (P-01-0539-1); Loi Kat Fa (P-01-0067-8)  
導師 Advisor(s): 吳紹宏 Ng Sio Wang, Albe  
學年 Academic Year: 2004/2005
48. **The Motives Of Real Estate Property Purchase Of Locals And Non-Locals And Their Inter-Influences** ESCE-BM-065  
學生 Student(s): Milly Leong (P-98-0137-2); Qimy Ao Leong (P-99-0373-0); Maggie Cheang (P-99-0375-9); Joana Chau (P-99-0499-3); Fiona Leong (P-00-0591-3); Yoko Lou (P-00-0605-1)  
導師 Advisor(s): 蘇榮坤 So Wing Kwan, William  
學年 Academic Year: 2004/2005
49. **Implementing ISO 9001:2000 Performance Improvement In Macao's Companies** ESCE-BM-066  
學生 Student(s): Edgar da Silva (P-00-0533-4); Fiona Sou (P-01-0579-2); Sandra Cordeiro (P-01-0020-4); Vivian Hui (P-01-0012-6); Vivian Lei (P-01-0040-4)  
導師 Advisor(s): 杜偉明 To Wai Ming  
學年 Academic Year: 2004/2005
50. **Effectiveness Of Credit Card Marketing In Macau** ESCE-BM-067  
學生 Student(s): Chao Kit Ieng (P-02-0017-7); Lao Ka Ian (P-02-0151-0); Lei Weng Io (P-99-0234-3); Lau Ka Meng (P-02-0479-0); Lei Mei In (P-98-0358-0)  
導師 Advisor(s): 馮本莘 Fong Pun San, Candy  
學年 Academic Year: 2005/2006

- 51. Implementing TQM Tools In Macao Companies** **ESCE-BM-068**  
學生 Student(s): Lam Kei Kei (P-01-0556-3); Chan Ka I (P-01-0431-3); Hui Nga Vun (P-01-0554-1); Lei Kit Ian (P-01-0641-1); U Hiu Tong (P-01-0014-5)  
導師 Advisor(s): 杜偉明 To Wai Ming  
學年 Academic Year: 2005/2006
- 52. 澳門酒店業人力資源開發培訓績效** **ESCE-BM-069**  
學生 Student(s): 甘俊杰 (P-02-0551-6); 施鳳英 (P-02-0031-4); 韋凱琪 (P-01-0301-3); 孫麗萍 (P-02-0019-6)  
導師 Advisor(s): 余達緯 Yu Tat Wai, Billy  
學年 Academic Year: 2005/2006
- 53. 澳門市民閱讀習慣之行為研究** **ESCE-BM-070**  
學生 Student(s): 馬春燕 (P-02-0770-5); 馬斯敏 (P-02-0847-3); 範旭 (P-02-0862-6); 奚順卿 (P-02-0889-3)  
導師 Advisor(s): 彭詠璇 Pang Weng Sun, Natalie  
學年 Academic Year: 2005/2006
- 54. 澳門酒店業供應聯盟調查** **ESCE-BM-071**  
學生 Student(s): 施晨輝 (P-02-0845-4); 曹思嘉 (P-02-0794-0); 胡嘉文 (P-02-0785-6); 趙文 (P-02-0953-1); 趙娜 (P-02-0886-1)  
導師 Advisor(s): 李家駿  
學年 Academic Year: 2005/2006
- 55. 澳門市民對美髮的消費研究** **ESCE-BM-072**  
學生 Student(s): 林綺敏 (P-01-0116-3); 潘倩敏 (P-02-0005-1); 江瑞嬌 (P-02-0023-6); 蘇素欣 (P-02-0076-9); 黃瑩瑩 (P-02-0473-3); 岑嘉慧 (P-02-0563-2)  
導師 Advisor(s): 彭詠璇 Pang Weng Sun, Natalie  
學年 Academic Year: 2005/2006
- 56. 澳門居民對於澳門電力股份有限公司(CEM)服務質量滿意度之調查研究** **ESCE-BM-073**  
學生 Student(s): 孫銘陽 (P-02-0837-6); 黃妙鏞 (P-01-0089-1); 周宇星 (P-02-0905-2); 蓋芃 (P-02-0943-4)  
導師 Advisor(s): 蕭錦雄 Carlos Siu Lam Alias Sio Kam Hong  
學年 Academic Year: 2005/2006
- 57. 香港與中國內地上市公司盈利能力的比較** **ESCE-BM-074**  
學生 Student(s): 包敏 (P-02-0938-1); 林鸞 (P-02-0854-8); 鄭璋 (P-02-0904-9); 林玉敏 (P-02-0848-9); 王偉丹 (P-02-0884-2); 林獻敏 (P-02-0844-1)  
導師 Advisor(s): 何保全 Ho Po Chuen, Horace  
學年 Academic Year: 2005/2006
- 58. 澳門青年選購手錶之行為特徵調查** **ESCE-BM-075**  
學生 Student(s): 李達成 (P-02-0048-4); 黃佩 ? (P-02-0095-0); 霍倩宜 (P-02-0159-6); 朱春 (P-02-0828-2); 錢翔慶 (P-02-0869-9); 張健慧 (P-02-0890-1)  
導師 Advisor(s): 蕭錦雄 Carlos Siu Lam Alias Sio Kam Hong  
學年 Academic Year: 2005/2006
- 59. 澳門銀行業團隊績效研究** **ESCE-BM-076**  
學生 Student(s): 方子清 (P-02-0086-6); 黃德榮 (P-02-0029-3); 鄭小萍 (P-02-0115-7); 梁婉媚 (P-02-0116-3)  
導師 Advisor(s): 李家駿  
學年 Academic Year: 2005/2006
- 60. 澳門高等教育未來發展路線研究** **ESCE-BM-077**  
學生 Student(s): 翟恩作 (P-02-0773-0); 範嘉 (P-02-0840-3); 周嫻婧 (P-02-0898-7); 趙凌天 (P-02-0892-0); 車靜 (P-02-0901-4); 張潔波 (P-02-0941-5)  
導師 Advisor(s): 周經桂 Chao Keng Kuai, Eric  
學年 Academic Year: 2005/2006
- 61. 澳門房屋購買行為研究** **ESCE-BM-078**  
學生 Student(s): 林志 ? (P-00-0105-3); 王寬待 (P-00-0115-3); 高桂珍 (P-00-0450-7); 何佩 ? (P-00-0307-3); 余雅娟 (P-01-0351-1)  
導師 Advisor(s): 李家駿  
學年 Academic Year: 2005/2006

62. 澳門銀行業服務表現評估研究 ESCE-BM-079  
學生 Student(s): 李惠欣 (P-02-0033-3); 何詠嫻 (P-02-0105-0); 黃艷玲 (P-02-0144-5); 徐惠蓮 (P-02-0474-6); 陳國香 (P-02-0505-6)  
導師 Advisor(s): 杜偉明 To Wai Ming  
學年 Academic Year: 2005/2006
63. 澳門居民對購買盜版產品的行為研究 ESCE-BM-080  
學生 Student(s): 何永安 (P-02-0499-4); 黃人傑 (P-01-0501-1); 羅惠妍 (P-02-0112-2); 周志傑 (P-01-0188-7); 潘鳳鳴 (P-02-0127-3); 梁少惠 (P-01-0075-6)  
導師 Advisor(s): 馮本莘 Fong Pun San, Candy  
學年 Academic Year: 2005/2006
64. 互聯網營銷對消費者購買行為的影響 ESCE-BM-081  
學生 Student(s): 葛琳 (P-02-0863-2); 胡蓓穎 (P-02-0876-1); 祁願宇 (P-02-0879-6); 田莉 (P-02-0873-9)  
導師 Advisor(s): 黎子明 Lai Tsz Ming, Terence  
學年 Academic Year: 2005/2006
65. 澳門酒店服務質素研究 ESCE-BM-082  
學生 Student(s): 歐陽少鳳 (P-02-0217-5); 李玉儀 (P-02-0126-0); 李見兒 (P-02-0492-1); 梁翠娥 (P-02-0064-3); 伍翠姿 (P-02-0071-5)  
導師 Advisor(s): 李家駿  
學年 Academic Year: 2005/2006
66. 中國大陸上市公司的股息政策 ESCE-BM-083  
學生 Student(s): 呂寧 (P-02-0866-4); 梁美晶 (P-02-0044-6); 丁冠男 (P-02-0937-5); 施樂健 (P-02-0877-7); 林碧雯 (P-02-0045-2); 黃麗韻 (P-02-0090-6)  
導師 Advisor(s): 何保全 Ho Po Chuen, Horace  
學年 Academic Year: 2005/2006
67. 澳門星級酒店服務質量研究 ESCE-BM-084  
學生 Student(s): 高超 (P-02-0841-6); 金晶 (P-02-0849-2); 金懿秀 (P-02-0860-7); 曾婷 (P-02-0903-3)  
導師 Advisor(s): 鍾錦河 Chung Kam Ho  
學年 Academic Year: 2005/2006
68. 探討澳門消費者[討價還價]的因素及其行為模式 ESCE-BM-085  
學生 Student(s): 黃建偉 (P-00-0160-7); 劉鴻枝 (P-02-0067-5); 許家豪 (P-00-0135-7); 區詠琴 (P-01-0166-1)  
導師 Advisor(s): 馮本莘 Fong Pun San, Candy  
學年 Academic Year: 2005/2006
69. 澳門博彩業人力資源發展研究 ESCE-BM-086  
學生 Student(s): 陳宇健 (P-01-0120-3); 楊紹欣 (P-01-0561-6); 冼德威 (P-01-0122-2); 陳詠芝 (P-01-0515-6); 陳玉珍 (P-01-0341-1)  
導師 Advisor(s): 余達緯 Yu Tat Wai, Billy  
學年 Academic Year: 2005/2006
70. 澳門房地產消費狀況與發展空間 ESCE-BM-087  
學生 Student(s): 李俊傑 (P-02-0865-1); 朱瑩 (P-02-0910-8); 王中博 (P-02-0853-2); 南育丹 (P-02-0857-3); 金健 (P-02-0858-6); 馬曉璐 (P-02-0855-1)  
導師 Advisor(s): 彭詠璇 Pang Weng Sun, Natalie  
學年 Academic Year: 2005/2006
71. 論述中國與澳門特別行政區仲裁裁決相互承認的依據、現狀、執行等問題 ESCE-BM-088  
學生 Student(s): 岑麗萍 (P-02-0001-3); 黃惠婷 (P-02-0058-1); 麥艷冰 (P-05-0777-2); 黃維政 (P-97-0121-8)  
導師 Advisor(s): 陳智彪 Chan Chi Bui  
學年 Academic Year: 2005/2006
72. 澳門博彩業員工工作壓力研究 ESCE-BM-089  
學生 Student(s): 譚文耀 (P-99-0368-4); 莫麗容 (P-01-0199-0); 吳淑芬 (P-01-0480-8); 梁志立 (P-01-0540-6); 李維俊 (P-01-0588-3)  
導師 Advisor(s): 李家駿  
學年 Academic Year: 2005/2006

73. 澳門青年人使用"口腔護理用品"習慣之研究 ESCE-BM-090  
學生 Student(s): 廖婷婷 (P-02-0085-3); 伍曉華 (P-02-0286-4); 楊志豪 (P-02-0027-4); 袁明傑 (P-02-0083-1); 吳詠恩 (P-02-0093-1)  
導師 Advisor(s): 蕭錦雄 Carlos Siu Lam Alias Sio Kam Hong  
學年 Academic Year: 2005/2006
74. Tourism At Macau's World Heritage Sites: Awareness, Interest, Prospects ESCE-BM-091  
學生 Student(s): Ma Si Lai (P-01-0287-3); Law Sio Fan (P-02-0016-1); Lee Veng In (P-02-0018-3); Lo Oi Yan (P-02-0562-9)  
導師 Advisor(s): Bryce Telfer McIntyre  
學年 Academic Year: 2005/2006
75. 澳門博彩業員工工作價值觀分析畢業論文 ESCE-BM-092  
學生 Student(s): 孟慶薇 (P-02-0868-3); 姚文飛 (P-02-0887-4); 袁鑫 (P-02-0867-0); 趙曉慧 (P-02-0950-9); 鄭樺舒 (P-02-0875-8)  
導師 Advisor(s): 鍾錦河 Chung Kam Ho  
學年 Academic Year: 2005/2006
76. 賭權開放如何影響澳門的投資環境 ESCE-BM-093  
學生 Student(s): 何德強 (P-02-0146-4); 陳宇圖 (P-02-0136-7); 吳富華 (P-02-0391-9); 謝嘉倫 (P-02-0011-0); 孔子明 (P-02-0661-2)  
導師 Advisor(s): 陳嘉賢 Chan Ka Yin, Victor  
學年 Academic Year: 2005/2006
77. 汽車零售業服務品質與滿意度之研究 ESCE-BM-100  
學生 Student(s): 賴靜怡 (P-02-0813-1); 李煥蓮 (P-03-0512-8); 江麗珊 (P-03-0556-7); 方美珊 (P-03-0466-5); 歐陽婉勤 (P-03-0743-3)  
導師 Advisor(s): 杜偉明 To Wai Ming  
學年 Academic Year: 2006/2007
78. 公共服務機構全面質量管理研究 ESCE-BM-101  
學生 Student(s): 李曉迎 (P-02-0767-1); 孔佳 (P-02-0842-2); 賀瑤 (P-02-0850-0); 潘曉明 (P-02-0872-3); 張澤明 (P-02-0957-2)  
導師 Advisor(s): 杜偉明 To Wai Ming  
學年 Academic Year: 2006/2007
79. 探討上海住宅樓宇市場的發展 ESCE-BM-102  
學生 Student(s): 吳奇 (P-02-0946-9); 高劍 (P-02-0843-5); 袁迪 (P-02-0878-3); 王敬波 (P-02-0882-3); 陳敬陽 (P-02-0838-2)  
導師 Advisor(s): 黃佑美 Vong Iao Mei, Myriam  
學年 Academic Year: 2006/2007
80. 如何提升乘客對澳門公共巴士的滿意度 ESCE-BM-103  
學生 Student(s): 林美嫦 (P-02-0320-1); 曾慧明 (P-03-0021-4); 何獻文 (P-03-0031-1); 盧安琪 (P-03-0086-3); 卓明 (P-03-0771-8)  
導師 Advisor(s): 陳嘉賢 Chan Ka Yin, Victor  
學年 Academic Year: 2006/2007
81. 澳門第三代流動通訊服務市場研究 ESCE-BM-104  
學生 Student(s): 侯文彬 (P-03-0028-7); 梁文仲 (P-03-0070-9); 張煒煒 (P-01-0764-9)  
導師 Advisor(s): 黃佑美 Vong Iao Mei, Myriam  
學年 Academic Year: 2006/2007
82. 勞動法比較研究 - 中國大陸、香港、澳門 ESCE-BM-105  
學生 Student(s): 尹淑卿 (P-03-0473-0); 張詠兒 (P-03-0046-2); 吳志偉 (P-02-0054-3)  
導師 Advisor(s): 陳智彪 Chan Chi Biu  
學年 Academic Year: 2006/2007
83. 知識管理在人力資源的應用 - 娛樂事業 ESCE-BM-106  
學生 Student(s): 張少君 (P-03-0051-8); 伍冠雄 (P-03-0480-2); 呂良坤 (P-03-0619-0)  
導師 Advisor(s): 余達緯 Yu Tat Wai, Billy  
學年 Academic Year: 2006/2007



84. 澳門特別行政區人力資源的研究 -- 從"人力資本"理論視角之探究 ESCE-BM-107  
 學生 Student(s): 張建業 (P-03-0057-5); 吳君怡 (P-03-0748-7); 何紹明 (P-03-0066-9); 盧康富 (P-03-0054-3); 區倩婷 (P-03-0050-2)  
 導師 Advisor(s): 吳紹宏 Ng Sio Wang, Albe  
 學年 Academic Year: 2006/2007
85. 內地自由行旅客來澳消費行為特徵研究 ESCE-BM-108  
 學生 Student(s): 李育青 (P-03-0068-8); 林嘉茵 (P-03-0069-1); 黃萬利 (P-03-0027-1); 劉強 (P-02-0861-3); 戴惠儀 (P-00-0122-5)  
 導師 Advisor(s): 陳嘉賢 Chan Ka Yin, Victor  
 學年 Academic Year: 2006/2007
86. 賭權開放效應對高中生職業取向的研究 ESCE-BM-109  
 學生 Student(s): 趙創焜 (P-02-0123-5); 趙宇翰 (P-02-0469-3); 黃志堅 (P-02-0491-8)  
 導師 Advisor(s): 陳嘉賢 Chan Ka Yin, Victor  
 學年 Academic Year: 2006/2007
87. 研究影響員工對外資與本地賭場滿意度的因素 ESCE-BM-110  
 學生 Student(s): 卓麗華 (P-02-0230-9); 李靜 (P-02-0678-2); 蕭文略 (P-02-0716-7); 蕭婉屏 (P-03-0511-2)  
 導師 Advisor(s): 陳嘉賢 Chan Ka Yin, Victor  
 學年 Academic Year: 2006/2007
88. 澳門酒店定位及營運策略之研究 ESCE-BM-111  
 學生 Student(s): 覃文佳 (P-03-0672-2); 易苑 (P-03-0689-2); 余輝 (P-02-0885-5); 葉天駿 (P-03-0448-0); 姜曉津 (P-03-0722-3)  
 導師 Advisor(s): 黎秀齡 Lai Sau Ling, Linda  
 學年 Academic Year: 2006/2007
89. 澳門特區政府公職制度研究 - 從"激勵理論"視角之考究 ESCE-BM-112  
 學生 Student(s): 陳嘉安 (P-03-0526-3); 鄧潤偉 (P-03-0034-6); 蘇宏基 (P-03-0053-7); 周可圓 (P-03-0458-7); 鍾艷華 (P-03-0371-2)  
 導師 Advisor(s): 吳紹宏 Ng Sio Wang, Albe  
 學年 Academic Year: 2006/2007
90. 研究影響內地旅客留澳日數之因素 ESCE-BM-113  
 學生 Student(s): 李嘉昌 (P-03-0064-0); 許偉成 (P-03-0055-6); 黃玉旋 (P-03-0024-9); 楊鳳英 (P-03-0029-3)  
 導師 Advisor(s): 陳嘉賢 Chan Ka Yin, Victor  
 學年 Academic Year: 2006/2007
91. 美容資訊在網絡社區的研究 ESCE-BM-114  
 學生 Student(s): 曾倩儀 (P-02-0097-9); 黎施敏 (P-99-0477-7); 霍泳儀 (P-01-0178-0); 吳家美 (P-01-0451-0)  
 導師 Advisor(s): 余達緯 Yu Tat Wai, Billy  
 學年 Academic Year: 2006/2007
92. 澳門網絡銀行發展及趨勢分 ESCE-BM-115  
 學生 Student(s): 高翠翠 (P-01-0011-3); 游淑儀 (P-01-0457-7); 曾建榮 (P-02-0032-0); 李瑞英 (P-02-0497-5)  
 導師 Advisor(s): 李少彬 Li Siu Pan, Thomas  
 學年 Academic Year: 2006/2007
93. Human Resources Development In Tourism Industry - A Study For Macau SAR, China ESCE-BM-116  
 學生 Student(s): Chen Yuan Yuan (P-03-0676-3); Chak Ka Hou (P-03-0570-4); Ng Kok Ieng (P-03-0195-6); Wan Weng Kam (P-03-0557-3); Sou Wai Fong (P-02-0484-3)  
 導師 Advisor(s): 吳紹宏 Ng Sio Wang, Albe  
 學年 Academic Year: 2006/2007
94. The Purchasing Patterns Among Mainland Tourists In Macao -- An Exploration Of Potentials In Macao As A Second "Shopping Paradise" ESCE-BM-117  
 學生 Student(s): Chan In San (P-02-0640-2); Leong Un Teng (P-03-0016-1); Wong Sio Hong (P-03-0136-4); Chio Chi Pan (P-03-0492-1); Lei Hong Mui (P-00-0059-3)  
 導師 Advisor(s): 夏光 Xia Guang  
 學年 Academic Year: 2006/2007

95. **Career Choices And Family Values Among College Students In Today's Macao - A Survey Of Some Possible Consequences Of The Booming Gaming Industry In Macao** ESCE-BM-118  
 學生 Student(s): Chu Soi Heng (P-03-0431-0); Ieong Meng Lai (P-03-0579-6); Manuel Leong (P-98-0540-2)  
 導師 Advisor(s): 夏光 Xia Guang  
 學年 Academic Year: 2006/2007
96. **Users' Satisfaction Of E-Government** ESCE-BM-119  
 學生 Student(s): Lei Weng I (P-03-0072-8); Chou Choi Ha (P-03-0508-8); Lo Sao Lan (P-03-0505-3); Ho Choi I (P-03-0421-3); Leong Choi Un (P-03-0278-3)  
 導師 Advisor(s): 黎子明 Lai Tsz Ming, Terence  
 學年 Academic Year: 2006/2007
97. **Managerial Issues In Offshore Companies - A Cross-Cultural Perspective** ESCE-BM-120  
 學生 Student(s): Monica Julieta Cheok (P-02-0175-2); So Wai In (P-01-0054-6); Au Vai Chu (P-01-0052-7); Cheang Weng Tong (P-01-0013-2); Kuok Soi Hong (P-96-0370-1)  
 導師 Advisor(s): 杜偉明 To Wai Ming  
 學年 Academic Year: 2006/2007
98. **Customer Orientation And Its Effect On Service Performance Of Retailing Industry** ESCE-BM-121  
 學生 Student(s): Choi Sin I (P-03-0040-5); Lam Lai Chu (P-03-0020-1); Li Lin (P-03-0723-9); Cheong Lei Lei (P-03-0251-6); Wong Cheng Man (P-01-0428-9)  
 導師 Advisor(s): 杜偉明 To Wai Ming  
 學年 Academic Year: 2006/2007
99. **Implementation Of Integrated Management Systems In Macao SAR And Hong Kong SAR** ESCE-BM-122  
 學生 Student(s): Cheong Cho (P-00-0314-5); Lam Kuok Seng (P-03-0573-9); Lei Ka Yan (P-02-0014-2); Leong Man Sun (P-03-0447-4); Tam Mei Ling (P-03-0003-9)  
 導師 Advisor(s): 余達緯 Yu Tat Wai, Billy  
 學年 Academic Year: 2007/2008
100. **Pathological Gambling And Its Solutions: The Case Of Macao** ESCE-BM-123  
 學生 Student(s): Kong Yun Cheong (P-01-0552-2); Mok Ian Ian (P-03-0457-1); Wu Ka Fai (P-03-0484-3); Fong U Sam (P-03-0612-7); Chu Lai I (P-03-0613-3)  
 導師 Advisor(s): 夏光 Xia Guang  
 學年 Academic Year: 2007/2008
101. **A Study Of Eating-Out Behavior In Macau -- From A Perspective Of Consumption Socialization** ESCE-BM-124  
 學生 Student(s): Fong Hao I (P-04-0013-3); Mak Mei Teng (P-04-0066-6); Kong Hio Kuan (P-04-0471-8)  
 導師 Advisor(s): 吳紹宏 Ng Sio Wang, Albe  
 學年 Academic Year: 2007/2008
102. **How Do Local And Multinational Operators Differ In Developing Promotion Strategies In The Macao Gaming Market? : A Qualitative Study Of Strategies Comparison** ESCE-BM-125  
 學生 Student(s): Chan In Fong (P-03-0625-9); Sou Va Ian (P-03-0750-8)  
 導師 Advisor(s): 吳紹宏 Ng Sio Wang, Albe  
 學年 Academic Year: 2007/2008
103. **A Study Of Consumer Behavior And Purchasing Decision For Digital Cameras In Macao** ESCE-BM-126  
 學生 Student(s): Ho Pui I (P-04-0695-1); Choi Pok Man (P-04-0004-2); Cheong Tan Nei (P-04-0606-5); Chio Meng Sam (P-04-0511-2)  
 導師 Advisor(s): 彭詠璇 Pang Weng Sun, Natalie  
 學年 Academic Year: 2007/2008
104. **澳門居民對非牟利組織的服務品質及滿意度之探討——以社福慈善團體為例** ESCE-BM-128  
 學生 Student(s): 陳淑美 (P-03-0078-5); 陳雪蓮 (P-03-0063-4); 崔佩然 (P-03-0073-1); 黃玉嫦 (P-03-0757-1)  
 導師 Advisor(s): 杜偉明 To Wai Ming  
 學年 Academic Year: 2007/2008

- 105. 從消費者角度分析澳門信用卡之促銷策略成效研究** ESCE-BM-130  
學生 Student(s): 龐凱傑 (P-97-0021-9); 鍾燕兒 (P-98-0221-4); 高少萍 (P-00-0125-0); 梁詠山 (P-04-0485-3); 冼文傑 (P-04-0590-8)  
導師 Advisor(s): 陳燕 Chan In  
學年 Academic Year: 2007/2008
- 106. 澳門會展業發展機遇之研究** ESCE-BM-131  
學生 Student(s): 張景雲 (P-04-0059-1); 張志恒 (P-04-0026-5); 林志堅 (P-04-0047-5); 謝家賢 (P-04-0028-4); 袁家餘 (P-04-0050-2)  
導師 Advisor(s): 黎秀齡 Lai Sau Ling, Linda  
學年 Academic Year: 2007/2008
- 107. 澳門消費者購買私家車之行為特徵研究：歐日車種之比較** ESCE-BM-132  
學生 Student(s): 許月嫻 (P-04-0062-8); 李嘉煥 (P-04-0409-2); 朱曼婷 (P-04-0567-7); 劉冰紛 (P-04-0508-5); 周康穎 (P-04-0035-9)  
導師 Advisor(s): 吳紹宏 Ng Sio Wang, Albe  
學年 Academic Year: 2007/2008
- 108. 跨國企業之組織溝通滿意度研究** ESCE-BM-133  
學生 Student(s): 陳玉芬 (P-04-0562-3); 黃思敏 (P-04-0580-1); 梁偉恩 (P-04-0563-9); 林志濱 (P-00-0035-8); 林永池 (P-01-0567-3)  
導師 Advisor(s): 杜偉明 To Wai Ming  
學年 Academic Year: 2007/2008
- 109. 來澳乘客對廉價航空與傳統航空機上服務滿意度的研究** ESCE-BM-134  
學生 Student(s): 王嫻嫻 (P-03-0671-9); 李潔 (P-02-0852-9); 劉菲 (P-02-0851-3); 林威 (P-04-0038-1)  
導師 Advisor(s): 陳嘉賢 Chan Ka Yin, Victor  
學年 Academic Year: 2007/2008
- 110. 澳門博彩機構內部行銷對組織效能影響之研究** ESCE-BM-136  
學生 Student(s): 黃棟榆 (P-99-0475-8); 毛啟鳳 (P-04-0582-0); 林蘭 (P-04-0063-1)  
導師 Advisor(s): 杜偉明 To Wai Ming  
學年 Academic Year: 2007/2008
- 111. 澳門青少年價值觀研究：澳門賭博娛樂風氣的影響** ESCE-BM-137  
學生 Student(s): 林華富 (P-02-0987-3); 關偉平 (P-04-0461-1); 蔡文雅 (P-04-0460-5); 朱鳳儀 (P-04-0641-2)  
導師 Advisor(s): 陳嘉賢 Chan Ka Yin, Victor  
學年 Academic Year: 2007/2008
- 112. 澳門私人機構員工組織承諾、工作滿意度及組織公民行為之相關研究** ESCE-BM-138  
學生 Student(s): 李珊妮 (P-04-0535-4); 關偉姬 (P-04-0396-7); 劉淑茵 (P-04-0021-1); 吳祖兒 (P-04-0027-1); 歐陽偉傑 (P-04-0041-8)  
導師 Advisor(s): 吳紹宏 Ng Sio Wang, Albe  
學年 Academic Year: 2007/2008
- 113. 銀行網上股票服務調查及研究** ESCE-BM-139  
學生 Student(s): 孫信? (P-04-0046-2); 吳志源 (P-94-0006-2); 鄭少亮 (P-02-0065-6); 甄國威 (P-02-0040-8); 黃青儀 (P-02-0674-4)  
導師 Advisor(s): 余達緯 Yu Tat Wai, Billy  
學年 Academic Year: 2007/2008
- 114. 情緒智商對工作的影響** ESCE-BM-140  
學生 Student(s): 蘇詠妍 (P-01-0092-8); 古燕紅 (P-02-0088-5); 王子君 (P-05-0319-7); 周育靈 (P-05-0331-5); 唐哲明 (P-05-0335-3)  
導師 Advisor(s): 陳智彪 Chan Chi Bui  
學年 Academic Year: 2008/2009
- 115. 澳門居民選擇金融工具的行為研究** ESCE-BM-141  
學生 Student(s): 周美芳 (P-05-0320-2); 廖詠欣 (P-05-0740-5); 彭杏美 (P-05-0310-5); 黃美雲 (P-05-0334-0)  
導師 Advisor(s): 彭詠璇 Pang Weng Sun, Natalie  
學年 Academic Year: 2008/2009

116. "澳門通"對澳門居民消費及商戶營運之研究分析 ESCE-BM-142  
學生 Student(s): 岑敏珊 (P-05-0257-0); 郭淑華 (P-05-0262-3); 王晶 (P-05-0753-7); 曾星龍 (P-05-0803-8); 王適 (P-05-0804-1)  
導師 Advisor(s): 彭詠璇 Pang Weng Sun, Natalie  
學年 Academic Year: 2008/2009
117. 澳門博彩業的社會影響和社會責任 ESCE-BM-143  
學生 Student(s): 陳賢揚 (P-05-0281-4); 林志超 (P-05-0277-4); 梁婉均 (P-05-0289-3); 吳嘉汶 (P-05-0271-7); 李曉彤 (P-05-0280-1)  
導師 Advisor(s): 夏光 Xia Guang  
學年 Academic Year: 2008/2009
118. 澳門商務旅遊業競爭力的重要度與績效(IPA)研究 ESCE-BM-144  
學生 Student(s): 陳健富 (P-04-0012-0); 陳燕娟 (P-04-0601-1); 林俊賢 (P-02-0035-2); 盧國顯 (P-96-0041-6); 盧德海 (P-03-0768-1)  
導師 Advisor(s): 黎秀齡 Lai Sau Ling, Linda  
學年 Academic Year: 2008/2009
119. 以重要度及績效分析澳門五星級酒店之發展策略 ESCE-BM-145  
學生 Student(s): 張麗霞 (P-04-0403-2); 林仲賢 (P-04-0030-5); 劉嘉瑩 (P-03-0011-7); 屈炎培 (P-04-0024-6); Wong Ian Tai (P-04-0055-3)  
導師 Advisor(s): 黎秀齡 Lai Sau Ling, Linda  
學年 Academic Year: 2008/2009
120. 澳門市民於台式飲品專賣店的消費者行為研究 ESCE-BM-146  
學生 Student(s): 張開源 (P-05-0254-5); 林志偉 (P-05-0267-7); 凌彩燕 (P-05-0253-2); 黃詩敏 (P-04-0076-3); 莊媛君 (P-05-0756-2)  
導師 Advisor(s): 彭詠璇 Pang Weng Sun, Natalie  
學年 Academic Year: 2008/2009
121. 內部營銷與組織績效的相關性研究--以澳門酒店業為例 ESCE-BM-147  
學生 Student(s): 王莉敏 (P-05-0324-3); 尤嘉敏 (P-05-0326-2); 林學智 (P-05-0333-4); 關志洪 (P-05-0332-1)  
導師 Advisor(s): 杜偉明 To Wai Ming  
學年 Academic Year: 2008/2009
122. 虛擬社區中的消費者行為研究 ESCE-BM-148  
學生 Student(s): 方曉楚 (P-05-0755-6); 涂君 (P-05-0808-2); 陳楓藝 (P-05-0793-8); 黃瑞琳 (P-05-0795-7)  
導師 Advisor(s): 黎子明 Lai Tsz Ming, Terence  
學年 Academic Year: 2008/2009
123. 衣物購買與處理的道德研究 ESCE-BM-149  
學生 Student(s): 黃夏楠 (P-05-0805-7); 林方銘 (P-05-0759-4); 李赫巍 (P-05-0751-8); 王正毅 (P-05-0764-0)  
導師 Advisor(s): 譚鳳儀 Tam Fung Yi, Joyce  
學年 Academic Year: 2008/2009
124. 互聯網對澳門消費者價格敏感度的影響 ESCE-BM-150  
學生 Student(s): 林平轉 (P-05-0256-4); 駱淑華 (P-05-0738-4); 劉杰 (P-05-0810-3)  
導師 Advisor(s): 李少彬 Li Siu Pan, Thomas  
學年 Academic Year: 2008/2009
125. 大型盛事的旅遊效應: 2008北京奧運實證研究 ESCE-BM-151  
學生 Student(s): 錢立潔 (P-03-0678-2); 郎朔 (P-02-0951-2); 李劍明 (P-03-0075-3)  
導師 Advisor(s): 黎秀齡 Lai Sau Ling, Linda  
學年 Academic Year: 2008/2009
126. 中港澳公司法比較研究--成立及管理公司 ESCE-BM-152  
學生 Student(s): 陳裕森 (P-05-0317-8); 李僑雙 (P-05-0291-1); 許延源 (P-05-0323-7); 關志軍 (P-05-0339-1)  
導師 Advisor(s): 陳智彪 Chan Chi Bui  
學年 Academic Year: 2008/2009

127. 探討非本地生(大中華地區)對高等教育服務品質的滿意度 ESCE-BM-153  
學生 Student(s): 譚小龍 (P-05-0293-3); 陳玉奇 (P-05-0275-5); 譚耀銘 (P-05-0296-5); 鮑少育 (P-05-0757-5); 潘嘉真 (P-05-0761-5)  
導師 Advisor(s): 杜偉明 To Wai Ming  
學年 Academic Year: 2008/2009
128. Effects Of Negative Co-Worker Relationship On Organizational Development ESCE-BM-154  
學生 Student(s): Ka Yi Winnie (P-05-0355-0); Lei Lok Lok (P-05-0353-1); Lio Ho I (P-05-0358-2); Tang Nga Chi (P-05-0350-6); Wong Cheng Yi (P-05-0378-9)  
導師 Advisor(s): 杜偉明 To Wai Ming  
學年 Academic Year: 2008/2009
129. A Study On The Market Performance Of Personal Insurance Product In Macao -- A Strategic Marketing Point Of View ESCE-BM-155  
學生 Student(s): Mak Un Kuan (P-05-0377-3); Chan Pak Iong (P-04-0472-1); Lai Sut Ieng (P-05-0348-5); Ho Lok Seng (P-05-0371-6); Leong Hou Leong (P-05-0366-3)  
導師 Advisor(s): Iu Cheok Vo  
學年 Academic Year: 2008/2009
130. A Study Of Shopping Orientation To Branded Clothing Product In Macao ESCE-BM-156  
學生 Student(s): Kuan Chi Fong (P-04-0005-5); Lou Yan Kei (P-04-0155-2)  
導師 Advisor(s): 譚鳳儀 Tam Fung Yi, Joyce  
學年 Academic Year: 2008/2009
131. A Study Of The Corporate Social Responsibility Effects On Consumers Decision Making Styles In Macau ESCE-BM-157  
學生 Student(s): Wong Lok I (P-05-0368-2); Kuan Lai Peng (P-05-0365-7); Sio Lai (P-05-0354-4)  
導師 Advisor(s): 譚鳳儀 Tam Fung Yi, Joyce  
學年 Academic Year: 2008/2009
132. 澳門大學生對選購眼鏡的消費行為研究 ESCE-BM-158  
學生 Student(s): 劉彬 (P-06-0201-2); 黃仲怡 (P-06-0196-3); 陳欽榮 (P-06-0230-0); 楊智峰 (P-06-0211-9); 潘濤 (P-06-0220-3)  
導師 Advisor(s): 彭詠璇 Pang Weng Sun, Natalie  
學年 Academic Year: 2009/2010
133. (以二維品質模型)分析澳門流動電訊供應商的服務質量與顧客滿意度之研究 A Research Into The Analysis (In Two Dimensional Model) Of The Service Quality Of Macau Moblie Telecommunication Provider And Customer Satisfaction ESCE-BM-159  
學生 Student(s): 陳家華 Chan, Ka Wa (P-04-0043-7); 廖裕華 Lio, U Wa (P-05-0321-8); 鍾子豪 Chong, Chi Hou (P-05-0337-2); 葉偉德 Ip, Wai Tak (P-06-0276-1); 張智恆 Cheong, Chi Hang (P-05-0292-7)  
導師 Advisor(s): 杜偉明 To Wai Ming  
學年 Academic Year: 2009/2010
134. 本澳大學生使用信用卡的消費決策研究 ESCE-BM-160  
學生 Student(s): 梁傑聰 (P-06-0242-6); 尹德華 (P-06-0232-9); 劉國權 (P-05-0270-1); 鄧煒敏 (P-05-0260-4)  
導師 Advisor(s): 陳智彪 Chan Chi Biu  
學年 Academic Year: 2009/2010
135. 以區域合作為基礎發展澳門休閒產業的研究 ESCE-BM-161  
學生 Student(s): Ng Ka Fong (P-06-0256-1); Lam Sin Hang (P-05-0311-1); Lo Wai I (P-04-0053-4); Lou Kit Ieng (P-03-0087-9); Leong Lai Na (P-03-0651-2)  
導師 Advisor(s): 黎秀齡 Lai Sau Ling, Linda  
學年 Academic Year: 2009/2010
136. 研究消費決策模式與品牌代言人的關係 ESCE-BM-162  
學生 Student(s): 李凱瑩 (P-05-0316-2); 林振國 (P-05-0340-9); 楊榮亮 (P-05-0328-1); 歐陽景傑 (P-05-0329-4)  
導師 Advisor(s): 譚鳳儀 Tam Fung Yi, Joyce  
學年 Academic Year: 2009/2010

- 137. 澳門?港式飲茶?酒樓之顧客滿意度調查研究** **ESCE-BM-163**  
 學生 Student(s): 馮立言 (P-95-0362-6); 黃小燕 (P-04-0691-3); 梁淑賢 (P-04-0678-9); 蕭良驄 (P-06-0252-3); 黃永年 (P-06-0270-1)  
 導師 Advisor(s): 彭詠璇 Pang Weng Sun, Natalie  
 學年 Academic Year: 2009/2010
- 138. 澳門市民對促銷策略的態度研究-以宣傳單張為例** **ESCE-BM-164**  
 學生 Student(s): 張永強 (P-06-0217-6); 吳澤洲 (P-06-0197-9); 吳耀東 (P-06-0226-0); 蕭君誠 (P-06-0214-1); 吳少偉 (P-06-0264-2)  
 導師 Advisor(s): 謝潔靈 Che Kit Leng  
 學年 Academic Year: 2009/2010
- 139. 勞工政策行銷之研究:以勞工法為例** **ESCE-BM-165**  
 學生 Student(s): 陳嘉琪 (P-06-0262-3); 林永康 (P-06-0267-4); 容瑪麗 (P-06-0263-6); 洪榮瑩 (P-06-0241-3)  
 導師 Advisor(s): 陳智彪 Chan Chi Biu  
 學年 Academic Year: 2009/2010
- 140. Exploring Macau's Image As A Destination - A City Of CAT (Casino Tourism) Vs. A City Of MICE (Meeting, Incentive, Convention, Exhibition)** **ESCE-BM-166**  
 學生 Student(s): TAI SIO MENG (P-06-0280-8); WONG KA LAI (P-06-0276-8); LONG CHI FONG (P-05-0299-0); CHEONG WENG (P-06-0279-3); WONG IN MAN (P-06-0296-2)  
 導師 Advisor(s): 黎秀齡 Lai Sau Ling, Linda  
 學年 Academic Year: 2009/2010
- 141. The Study Of Internet Addict's Behavior** **ESCE-BM-167**  
 學生 Student(s): Chan Teng San (P-06-0290-5); Chan I Lan (P-06-0289-0); Leung Tsz Lun (P-06-0286-5); Chen Jin Bin (P-06-0284-6)  
 導師 Advisor(s): 黎子明 Lai Tsz Ming, Terence  
 學年 Academic Year: 2009/2010
- 142. Acceptance Of Electronic Payment Systems In Macao** **ESCE-BM-168**  
 學生 Student(s): Lo Kin Lok (P-05-0352-5); Leong I Man (P-05-0346-6); Chou Mei Wa (P-05-0369-5); Cheang In Kei (P-01-0482-7); Chan Chin Pang (P-06-0281-1)  
 導師 Advisor(s): 陳嘉賢 Chan Ka Yin, Victor  
 學年 Academic Year: 2009/2010
- 143. A Study Of Country Of Origin Image Impacts On Consumer Decision Making Style In Luxury Brand** **ESCE-BM-169**  
 學生 Student(s): Lao I Kam (P-06-0277-1); Leong Sio Mui (P-06-0287-1); Hoi Ieok I (P-06-0293-0)  
 導師 Advisor(s): 譚鳳儀 Tam Fung Yi, Joyce  
 學年 Academic Year: 2009/2010
- 144. Difficult People And Their Effects On Job Stress And Turnover Intention: An Exploratory Study In The Public Sector** **ESCE-BM-170**  
 學生 Student(s): Mariana Lopes (P-04-0007-4); Lao Cheng Wan (P-04-0016-8); Wong Pui Chi (P-02-0605-5)  
 導師 Advisor(s): 杜偉明 To Wai Ming  
 學年 Academic Year: 2009/2010
- 145. A Study Of How Consumers Adopt The Idea Of "LOHAS" In Macao** **ESCE-BM-171**  
 學生 Student(s): Juliana da Silva (P-06-0292-4); Lam Mei Ha (P-06-0295-9); Lok Ka Man (P-06-0275-2); Ng Pek I (P-06-0285-2)  
 導師 Advisor(s): 譚鳳儀 Tam Fung Yi, Joyce  
 學年 Academic Year: 2009/2010
- 146. Acceptance Of 3G Mobile Services In Macau** **ESCE-BM-172**  
 學生 Student(s): Tam I Lam (P-04-0534-1); Wong Cheng I (P-05-0349-1); Chan Pui Man (P-05-0357-9); Ng Ian Kei (P-05-0370-3)  
 導師 Advisor(s): 李少彬 Li Siu Pan, Thomas  
 學年 Academic Year: 2009/2010

- 147. Impact Of Financial Stress On Personal And Work Satisfaction** **ESCE-BM-173**  
學生 Student(s): Lee Siu Ming (P-06-0300-5); Lei Ka Hang (P-06-0278-7); Lou Choi I (P-06-0291-1); Wu Hoi Van (P-00-0047-4)  
導師 Advisor(s): 杜偉明 To Wai Ming  
學年 Academic Year: 2009/2010
- 148. 基於旅遊體驗視角探討港澳旅遊互補性** **ESCE-BM-174**  
學生 Student(s): 王少帆 (P-07-0229-2); 黎偉康 (P-07-0198-2); 莊錦龍 (P-07-0207-6); 余葆芹 (P-07-0186-3); 陳奕霖 (P-07-0199-5)  
導師 Advisor(s): 黎秀齡 Lai Sau Ling, Linda  
學年 Academic Year: 2010/2011
- 149. 澳門娛樂場市場區隔與定位研究** **ESCE-BM-175**  
學生 Student(s): 鄭子萍 (P-05-0312-4); 曾良敬 (P-07-0237-0); 李金兒 (P-07-0251-7); 譚燕萍 (P-07-0256-1); 馬麗敏 (P-07-0258-0)  
導師 Advisor(s): 吳紹宏 Ng Sio Wang, Albe  
學年 Academic Year: 2010/2011
- 150. 服務型政府服務質量與公眾和諧社會期望的關係研究-以澳門特區政府為例** **ESCE-BM-176**  
學生 Student(s): 郭智康 (P-07-0248-3); 林鑫 (P-07-0239-9); 許秋龍 (P-07-0247-7); 梁偉豪 (P-07-0243-9)  
導師 Advisor(s): 吳紹宏 Ng Sio Wang, Albe  
學年 Academic Year: 2010/2011
- 151. 以意向模型研究Y世代之信息源選擇** **ESCE-BM-177**  
學生 Student(s): 梁艷芳 (P-07-0223-2); 羅嘉汶 (P-07-0209-5); 吳瓊 (P-07-0634-1); 范潤澤 (P-07-0590-2)  
導師 Advisor(s): 杜偉明 To Wai Ming  
學年 Academic Year: 2010/2011
- 152. 兩岸四地高等院校的學生感知教學導向與學習導向對其的影響** **ESCE-BM-178**  
學生 Student(s): 陳美佐 (P-05-0728-7); 譚曉彤 (P-07-0184-4); 陳保全 (P-07-0212-2)  
導師 Advisor(s): 杜偉明 To Wai Ming  
學年 Academic Year: 2010/2011
- 153. 澳門都市型男購買決策風格研究** **ESCE-BM-179**  
學生 Student(s): 郭惠瓊 (P-01-0318-3); 林婉婷 (P-04-0559-9); 陳翠玉 (P-04-0643-1); 鄧卓瑤 (P-04-0547-3); 徐肇鏗 (P-01-0455-8)  
導師 Advisor(s): 譚鳳儀 Tam Fung Yi, Joyce  
學年 Academic Year: 2010/2011
- 154. 法律推廣-《控煙法》** **ESCE-BM-180**  
學生 Student(s): 林敏龍 (P-07-0200-3); 楊少程 (P-07-0189-8); 李振邦 (P-07-0222-9); 姚東輝 (P-07-0193-8); 鄭瑋祥 (P-07-0204-1)  
導師 Advisor(s): 陳智彪 Chan Chi Biu  
學年 Academic Year: 2010/2011
- 155. Me世代消費者決策模式的研究** **ESCE-BM-181**  
學生 Student(s): 甘文開 (P-06-0268-0); 劉華康 (P-06-0244-5); 蘇國俊 (P-06-0272-0); 黃思添 (P-06-0245-1); 李藝雄 (P-06-0248-3)  
導師 Advisor(s): 譚鳳儀 Tam Fung Yi, Joyce  
學年 Academic Year: 2010/2011
- 156. 「體驗澳門,澳門就是與別不同」- 澳門體驗旅遊營銷的績效評價研究** **ESCE-BM-182**  
學生 Student(s): 歐陽國儀 (P-07-0245-8); 歐陽德 (P-07-0259-3); 趙文浩 (P-07-0240-4); 雷應昌 (P-07-0235-1); 黃嘉富 (P-07-0253-6)  
導師 Advisor(s): 黎秀齡 Lai Sau Ling, Linda  
學年 Academic Year: 2010/2011
- 157. 中國人對澳門酒店服務質量的看法** **ESCE-BM-183**  
學生 Student(s): 吳加文 (P-06-0210-3); 周少盈 (P-06-0212-2); 鄭敬斌 (P-06-0240-7)  
導師 Advisor(s): 譚鳳儀 Tam Fung Yi, Joyce  
學年 Academic Year: 2010/2011

- 158. The Role Of Social Media In The Formation Of A Tourism Destination Image--A Case Study Of Macao SAR** **ESCE-BM-184**  
 學生 Student(s): Chan Pou I (P-07-0282-4); Chan Fong Kei (P-07-0269-3); Ho Hoi Lam (P-07-0276-5); Chan Wai Peng (P-07-0283-0); Wong Iok Kam (P-07-0267-1)  
 導師 Advisor(s): 黎秀齡 Lai Sau Ling, Linda  
 學年 Academic Year: 2010/2011
- 159. Impact Of Financial Well-Being On Work Satisfaction And Work Performance In The Gaming And Hospitality Industries** **ESCE-BM-185**  
 學生 Student(s): Chio Man Chong (P-05-0362-2); Cheong Man Chong (P-05-0364-1); Kou Ka Kei (P-05-0363-8); Lau Ut Meng (P-05-0344-7); Ho Sau Mei (P-03-0012-3)  
 導師 Advisor(s): 杜偉明 To Wai Ming  
 學年 Academic Year: 2010/2011
- 160. The Role Of Involvement And Participation In Utilizing Social Network** **ESCE-BM-186**  
 學生 Student(s): Siew Tak Kei (P-07-0279-0); Loi Meng Lam (P-07-0275-2); Hong Hio Kei (P-07-0271-1); Chan Mei Kei (P-07-0277-1)  
 導師 Advisor(s): 杜偉明 To Wai Ming  
 學年 Academic Year: 2010/2011
- 161. Comparison Of The Effects In Online Social Network And Multilevel Marketing** **ESCE-BM-187**  
 學生 Student(s): CHAN WENG SI (P-00-0649-0); UN MAN TENG (P-06-0297-8)  
 導師 Advisor(s): 黎子明 Lai Tsz Ming, Terence  
 學年 Academic Year: 2010/2011
- 162. Environmental Management And Sustainable Development: The Case Of Organizations In Macao And Pearl River Delta** **ESCE-BM-188**  
 學生 Student(s): Cheang Sio Wan (P-08-0234-2); Ho Sio Fong (P-08-0231-0); Ma Sin Leng (P-08-0229-9); Wong Nga Kun (P-08-236-1)  
 導師 Advisor(s): 杜偉明 To Wai Ming  
 學年 Academic Year: 2011/2012
- 163. Cultural Heritage Tourism In A Casino And Gambling Setting : The Macao Experience** **ESCE-BM-189**  
 學生 Student(s): Lam Yuen Pik (P-07-0263-3); Lou Chi Seng (P-07-0274-6); Mak Lai Teng (P-08-0240-1); Chio Fun Fun (P-08-0242-3); Choi Soi Io (P-08-0241-7)  
 導師 Advisor(s): 黎秀齡 Lai Sau Ling, Linda  
 學年 Academic Year: 2011/2012
- 164. How Does "The Meaning Of Money" Affect The Financial Behaviors And Financial Well-Being** **ESCE-BM-190**  
 學生 Student(s): Che Hang Mei (P-97-0041-3); Iao Mei Ian (P-08-0239-6); Lei Keng Lin (P-08-0237-7); Leong Si U (P-08-0232-3); Yee Seing Wa (P-08-0233-9)  
 導師 Advisor(s): 杜偉明 To Wai Ming  
 學年 Academic Year: 2011/2012
- 165. Internal Marketing And Organizational Performance : An Exploratory Study In The Public Sector** **ESCE-BM-191**  
 學生 Student(s): Cheong Vai Si (P-05-0343-1); Ma Sin Ieng (P-07-0266-8); Lou Hong Ting (P-05-0375-4)  
 導師 Advisor(s): 杜偉明 To Wai Ming  
 學年 Academic Year: 2011/2012
- 166. 澳門化妝品用戶之消費者特性、品牌忠誠度與產品特性之關係研究** **ESCE-BM-192**  
 學生 Student(s): 林思齊 (P-08-0157-2); 何慧怡 (P-08-0165-3); 吳健鍾 (P-08-0188-2); 方俊國 (P-08-0196-0)  
 導師 Advisor(s): 吳紹宏 Ng Sio Wang, Albe  
 學年 Academic Year: 2011/2012
- 167. 澳門月光族購買決策風格研究** **ESCE-BM-193**  
 學生 Student(s): 陳淑媚 (P-08-0171-2); 孔慶玲 (P-08-0178-2); 黃舒怡 (P-08-0483-5); 劉麗婷 (P-08-0187-6); 黃婉芳 (P-08-0161-2)  
 導師 Advisor(s): 譚鳳儀 Tam Fung Yi, Joyce  
 學年 Academic Year: 2011/2012



- 168. 從國際視角探究中國人民幣匯率爭議** ESCE-BM-194  
學生 Student(s): 梁景松 (P-07-0356-0); 趙瑞龍 (P-08-0478-2); 陳家毅 (P-08-0209-2); 陳婷芳 (P-08-0204-1); 林麗玲 (P-08-0216-7)  
導師 Advisor(s): 黎秀齡 Lai Sau Ling, Linda  
學年 Academic Year: 2011/2012
- 169. 探討澳門旅客對拉斯維加斯式休閒娛樂的感受** ESCE-BM-195  
學生 Student(s): 詹麗琛 (P-08-0211-3); 李樂儀 (P-05-0161-1); 張玉彩 (P-08-0207-3); 許翠青 (P-08-0213-2)  
導師 Advisor(s): 黎秀齡 Lai Sau Ling, Linda  
學年 Academic Year: 2011/2012
- 170. 澳門賭業研究-德州撲克及發展低注碼德州撲克可能性研究** ESCE-BM-196  
學生 Student(s): 陳熊恩 (P-06-0237-3); 陳彥夫 (P-07-0281-1); 李靜慧 (P-08-0182-2)  
導師 Advisor(s): 陳智彪 Chan Chi Biu  
學年 Academic Year: 2011/2012
- 171. 澳門「吞世代」的購買決策風格研究** ESCE-BM-197  
學生 Student(s): 郭美錦 (P-04-0049-4); 練富萍 (P-04-0467-8); 曹嘉偉 (P-06-0251-0); 區家玲 (P-07-0241-0); 林麗清 (P-07-0244-2)  
導師 Advisor(s): 譚鳳儀 Tam Fung Yi, Joyce  
學年 Academic Year: 2011/2012
- 172. 從私營化到公私合營- 以澳門巴士服務為例** ESCE-BM-198  
學生 Student(s): 蔡安妮 (P-08-0173-1); 鄭佳媚 (P-08-0189-5); 黃鞍傑 (P-08-0184-1); 蘇耀恆 (P-08-0194-1); 蕭君樂 (P-08-0166-6)  
導師 Advisor(s): 謝潔靈 Che Kit Leng  
學年 Academic Year: 2011/2012
- 173. 澳門公務員工作壓力、組織支持感、公共服務動機與離職傾向的關係研究** ESCE-BM-199  
學生 Student(s): 吳傑 (P-07-0257-4); 陳東旭 (P-02-0546-1); 吳敏儀 (P-08-0219-2); 卓群偉 (P-07-0249-6); Vitor Lam (P-08-0221-3)  
導師 Advisor(s): 吳紹宏 Ng Sio Wang, Albe  
學年 Academic Year: 2011/2012
- 174. 應用科技接受模型、自我效能、感知風險探討網上團購行為** ESCE-BM-200  
學生 Student(s): 李精嫦 (P-08-0176-3); 龍詩婷 (P-08-0479-5); 尹艷珊 (P-08-0169-1); 馮秀芝 (P-08-0482-2); 雷燕琼 (P-08-0172-5)  
導師 Advisor(s): 杜偉明 To Wai Ming  
學年 Academic Year: 2011/2012
- 175. 法律推廣-《中央招聘》** ESCE-BM-201  
學生 Student(s): 黃奕霖 (P-08-0175-0); 張樂民 (P-08-0159-1); 馮凱威 (P-08-0203-5); 蔣華輝 (P-08-0214-8); 李永鈴 (P-08-0215-1)  
導師 Advisor(s): 陳智彪 Chan Chi Biu  
學年 Academic Year: 2011/2012
- 176. 澳門消費者產品知識、購買意願、科技接受模型與知覺風險之關係研究** ESCE-BM-202  
學生 Student(s): 余興 (P-04-0615-9); 梁秀雯 (P-04-0700-7); 潘穎施 (P-06-0191-2); 黃鏡濠 (P-06-0299-7)  
導師 Advisor(s): 吳紹宏 Ng Sio Wang, Albe  
學年 Academic Year: 2011/2012
- 177. 個人價值觀、疏離感及人格特質對保險購買決策影響之相關研究-以澳門地區為例** ESCE-BM-203  
學生 Student(s): 陳結如 (P-09-0279-4); 陳甄燕 (P-99-0067-1); 關志雄 (P-08-0135-9)  
導師 Advisor(s): 吳紹宏 Ng Sio Wang  
學年 Academic Year: 2012/2013
- 178. 基於網絡口碑探討國際旅客於澳門酒店的體驗** ESCE-BM-204  
學生 Student(s): 黃栩 (P-08-0205-4); 陳慧敏 (P-08-0206-0); 梁威廉 (P-08-0217-3); 賀航天 (P-09-0214-5); 余麗玲 (P-09-0224-2)  
導師 Advisor(s): 黎秀齡博士  
學年 Academic Year: 2012/2013

179. 生活型態、消費價值觀與購買意願之研究---以澳門居民外出晚膳消費為例 ESCE-BM-205  
學生 Student(s): 黃桂亮 (P-09-0283-4); 李達禧 (P-09-0295-3); 卓群洪 (P-09-0281-5)  
導師 Advisor(s): 吳紹宏 Ng Sio Wang, Albe  
學年 Academic Year: 2012/2013
180. 澳門中小企業人力資源問題研究-「人力資本」框架之論析 ESCE-BM-206  
學生 Student(s): 陳娜娜 (P-08-0324-4); 余雅玲 (P-08-0445-3); 蘇靜欣 (P-09-0286-9); 梁惠玲 (P-05-0525-4); 鄭伊娜 (P-09-0284-0)  
導師 Advisor(s): 吳紹宏 Ng Sio Wang  
學年 Academic Year: 2012/2013
181. 專題報告-人民幣匯率對香港民生的影響 ESCE-BM-207  
學生 Student(s): 鄭富聰 (P-09-0217-0); 洪超群 (P-09-0276-2); 鄧焯榮 (P-09-0268-1)  
導師 Advisor(s): 梁永生 Leung Wing Sang  
學年 Academic Year: 2012/2013
182. "Like (Or Dislike): Does It Have An Impact On Consumer Decision Making?"; ESCE-BM-208  
(Research For Macau Special Administration Region)  
學生 Student(s): Ao Ieong Pek Io (P-09-0319-8); Ieong Fong Chu (P-09-0303-1); Ng Choi Ian (P-09-0323-8); Wu Kit Kam (P-09-0318-2)  
導師 Advisor(s): To Wai Ming  
學年 Academic Year: 2012/2013
183. Relationships Between Attitudes Toward Money, Pay Equity, Work Satisfaction, And ESCE-BM-209  
Subjective Well-Being In Macao  
學生 Student(s): Fong Hoi Ian, Wendy (P-09-0324-1); Lau Kai Chung, Frederick (P-09-0313-1); Lei Man Son, Tweety (P-08-0226-4); Ma Weng Ian, Candy (P-09-0316-3); Wong Man Cheng, Joanna (P-09-0308-5)  
導師 Advisor(s): To Wai Ming  
學年 Academic Year: 2012/2013
184. A Study Of Dining-Out Habits Of Consumers In Macau-From The Socio-Cultural ESCE-BM-210  
Perspective Of Eating-Out Behaviour  
學生 Student(s): Cheng, Ka Hei (P-09-0272-1); Cheong, Ka Seng (P-09-0260-5); Mak, Mei Fun (P-03-0036-5); Wong, Lai Lai Maria (P-03-0010-1); Wong, Wai I (P-07-0270-8)  
導師 Advisor(s): Ng Sio Wang  
學年 Academic Year: 2012/2013
185. 澳門Y世代對智能手機購買決策之研究 ESCE-BM-211  
學生 Student(s): 何倩婷 (P-09-0275-6); 黃嘉明 (P-09-0263-0); 麥漢鏗 (P-09-0232-3); 王嘉碧 (P-09-0254-6); 胡友恆 (P-09-0255-2)  
導師 Advisor(s): 譚鳳儀 Tam Fung Yi  
學年 Academic Year: 2012/2013
186. 品味澳門--國際旅客對澳門餐飲業的體驗 ESCE-BM-212  
學生 Student(s): 黃思芳 (P-09-0246-8); 何司行 (P-09-0543-3); 許奕強 (P-09-0252-7); 區易安 (P-09-0307-2); 張健駿 (P-08-0180-3)  
導師 Advisor(s): 黎秀齡 Lai Sau Ling  
學年 Academic Year: 2012/2013
187. 政府營銷研究-以澳門特區政府為例 ESCE-BM-213  
學生 Student(s): 鄧雪霞 (P-09-0216-4); 蘇琪晶 (P-09-0234-2); 梁鳳飄 (P-09-0273-7); 林美儀 (P-09-0221-0)  
導師 Advisor(s): 吳紹宏 Ng Sio Wang, Albe  
學年 Academic Year: 2012/2013
188. 澳門消費者支付意願研究-以環保電車為例 ESCE-BM-214  
學生 Student(s): 鄧富全 (P-07-0226-7); 區凱恩 (P-02-0098-2); 陸尊經 (P-09-0241-4); 陳盈盈 (P-09-0267-8); 陳素娟 (P-95-0341-6)  
導師 Advisor(s): 吳紹宏 Ng Sio Wang  
學年 Academic Year: 2013/2014

**189. 澳門手機用戶之品牌忠誠度、購買者特性與產品特性的研究**

**ESCE-BM-215**

學生 Student(s): 陳榮波 (P-09-0299-1); 何佩樺 (P-09-0235-5); 楊盈盈 (P-07-0236-4)

導師 Advisor(s): 彭詠璇 Pang Weng Sun

學年 Academic Year: 2013/2014

**190. 個人價值與上網成癮之關係研究**

**ESCE-BM-216**

學生 Student(s): 張震奇 (P-09-0298-5)

導師 Advisor(s): 陳嘉賢 Chan Ka Yin

學年 Academic Year: 2013/2014

打印日期 Print Date: 2022/1/14