

個人資料		
學位	學校名稱	系所
博士	國立高雄餐旅大學	觀光研究所
專長		
觀光行銷、觀光旅客行為、組織行為、觀光人力資源管理		
研究及產學計畫		
案號／案名	計畫名稱	執行期限
OCU-ea-111-009	台中果菜運銷股份有限公司組織再造計畫	2022年7月-2023年3月
110 農科-3.2.2-糧-Z2	農產品市場交易法及其子法相關問題探討及因應農業經營 環境改變之修法研究	2021年6月-2022年3月
105 農科-5.2.3-糧-Z1	夏季盛產水果及冬季大宗蔬菜之利基行銷策略研究	2017年1月-2017年12月
期刊論文 (論文名稱／收錄分類／發表卷／期／發表年月／申請日期)		

1. Chang, K. Y., & Ku, Edward\* (2023). Achieving Regional Revitalization through Festival Marketplaces: The Perspective of Participating Companies. *Journal of Vacation Marketing*. DOI: 10.1177/13567667231200273 (*SSCI*)
2. 陳冠仰、蕭至惠、張光宇\* (2023)。休閒農業了解市場就能有效創新?行銷動態能力觀點。*觀光休閒學報*。(通訊作者)(*TSSCI*)(已接受)
3. Chang, K. Y., Chen, C. D., & Ku, Edward\* (2023). Enhancing Smart Tourism and Smart City Development: Evidence from Taoyuan Smart Aviation City in Taiwan. (*ESCI*)(accepted)
4. Chang, K. Y., & Ku, Edward\* (2023). Virtual Reality Technology as a Marketing Catalyst for Travel Agencies, *Journal of Quality Assurance in Hospitality & Tourism*, DOI: 10.1080/1528008X.2023.2262139 (*ESCI*)
5. Chang, K. Y., Chang, W. H., & Yeh, Y. C\* (2023) The Effect of Role Stress and Emotional Exhaustion on Well-being Among Pilots: The Moderating Effect of Leisure Participation, *The International Journal of Aerospace Psychology*, DOI: 10.1080/24721840.2023.2242382 (*SSCI*)
6. Chang, K. Y\*, & Ku, Edward (2023). Discount or prestige: E-reputation, compatibility, and continued mobile apps usage intention of low-cost carriers. *Journal of Tourism and Services*, 14(26), 73-91. (*ESCI*)
7. Chang, K. Y., Chang, W.H., & Yeh, Y.C\* (2022). How to Improve Tour Leaders and Guides Service Performance through Emotional Display Rules – The Moderating Effect of Job Stress. *Journal of Tourism and Services*, 13(25), 156-175. (*ESCI*)
8. Chang, K. Y., Huang, L., & Yeh, Y. C\*. (2020). The Relationship among Market Orientation, Role Stress and Organizational Citizenship Behavior on practitioners in Travel Agencies: The

Moderating Effect of Internal Marketing. *International Journal of Advanced Science and Technology*, 29(2), 778-795.

9. 劉維群、張光宇\*(2014)。旅館產業倫理氣候與組織承諾及相關影響因素之探討。全球管理與經濟。第 10 卷，第 2 期
10. Chang, W. L., Lin, T. A., & Chang, K. Y. (2011). Materialism and compulsive buying intentions. *Journal of Global Small and Medium Enterprise*, 3(2).
11. Yang, C. F., Chen, C. P., & Chang, K. Y. (2011). The intellectual development of theory of planned behavior: A co-citation analysis. *Journal of Global Small and Medium Enterprise*, 3(2)
12. 張威龍、林泰安、盧龍泉、蘇宏仁、張光宇(2010)。金錢態度、虛榮特性與衝動性購買關係之研究。全球管理與經濟，第 6 卷，第 1 期。
13. Chang, W. L., Lin, T. A., & Chang, K. Y. (2010). The influence of consumer self-concept, vanity trait on materialism among Taiwanese college female students. *International Journal of Business and Strategy*, 11(1).
14. 梁榮輝、吳克、張光宇\*(2009)虛榮特性、物質主義與購物導向關係之研究。華人經濟研究，第 7 卷，第 2 期。

#### 研討會論文 (研討會名稱/論文名稱/舉辦國家/舉辦城市/申請日期)

1. 陳冠仰、吳宣漫\*、張光宇，組織知識的前因與整合機制，2023 台灣管理學刊學術論文研討會，112 年 10 月。
2. 吳宣漫，陳冠仰\*，張光宇，觀光供應鏈中線上參與和市場知識分享之研究，2022 第 24 屆休閒、遊憩、觀光學術研討會暨國際論壇，111 年 09 月。
3. 張光宇\*、張文賢，旅行業從業人員角色壓力與自發性行為關係之研究，第 14 屆海峽兩岸學術研討會，108 年 10 月。
4. Chang, K. Y., Huang, L., & Yeh, Y. C\*. (2019). *The Relationship among Market Orientation, Role Stress and Organizational Citizenship Behavior on practitioners in Travel Agencies: The Moderating Effect of Internal Marketing*. International Conference on Global Economy in Business, Management, Social Science and Humanity Perspective.
5. Yeh, Y. C., Huang, L., & Chang, K. Y.\*. (2019). *The Effect of Aesthetic Labor, Organizational Identification and Job Satisfaction on the First-line Group Cohesion as a Mediator*. International Conference on Global Business, Economics, Finance and Social Sciences. (通訊作者)
6. Chang, K. Y.\*, Huang, L., & Lin, C. H. (2017). *The Study of Buying Motives on Compulsive Buying Online*. 6th International Conference on Frontier Computing-Theory, Technologies and Applications.

7. Chang, K. Y\*, Huang, L., & Lin, C. H. (2017). *The Study of Relationship among Money Attitude, Material Values and Compulsive Buying Online*. 10th International Conference on Innovative Trends in Social Sciences, Business and Management Studies.
8. Chang, K. Y\* (2014). *The Relationship among Package tour's Electronic Word-of-Mouth, Perceived Risk, Perceived Quality, Perceived Value and Purchase Intention*. 13th Asia Pacific Forum for Graduate Students Research in Tourism. (通訊作者)
9. Chang, W. L., Lin, T. A., & Chang, K. Y “*The Relationship among Money Attitude, Buying Motives, and Compulsive Online Buying*” The 2010 International Conference on Innovation and Management (IAM 2010) Date: July 7 - 10, 2010. Venue: Penang, Malaysia
10. 李正綱、張光宇\*、簡文浩，「虛榮特性對購物導向之研究」，第九屆管理學域學術研討會，民國 97 年

#### 其他

林紀璿、陳祈森、羅旭壯、王偉權、蔡維鈞、張曉楨、張光宇(2012)。餐旅管理與個案實務-策略管理之顧客關係管理觀點，福懋出版社有限公司，台北。