

# 投稿規則及訂閱說明

## 投稿規則

1. 一切與經營管理議題有關之學術論文成果，但未曾刊登於其他學術期刊者，均為本學報刊登之對象。已投稿其它期刊且正在審查中之文稿，或已發表之論文不得投稿本刊。
2. 投稿著作所有列名作者皆同意在投稿文章被刊登於管理學報後，其著作財產權即讓與給社團法人中華民國管理科學學會，但作者仍保有著作人格權，並保有本著作未來自行集結出版、教學等個人非營利使用之權利。
3. 被本期刊刊載之著作所有列名作者皆須同意在文章被刊登於管理學報後，其著作財產權即授權給社團法人中華民國管理科學學會及本會同意合作之單位等進行數位化、重製等增值流程，並存於資料庫，透過單機、網際網路、無線網路等公開傳輸方式，提供使用者檢索、瀏覽、下載、傳輸、列印等產品或服務。
4. 接受以中文或英文方式投稿，內容皆須附 **350 字以內中文摘要**及 **200 字英文摘要**（摘要須說明研究問題及其重要性、研究方法及研究結果等）及至多 **5 個關鍵字 (Key Words)**。投稿論文之中（英）文稿必須由左而右橫式打字，字級為 12pt，行距為單行間距。表格 (Table)及圖片 (Figure) 標題第一字母均以大寫打字；表格標題置於表格上方，圖檔標題置於圖檔下方。中文稿中之英文詞及括弧內之英文對照，除專有名詞外一律小寫。詳細規定內容請參閱本刊格式說明。
5. 稿件應按下列順序撰寫：中英文標題、中英文摘要、中英文關鍵詞、本文、參考文獻及附錄。
6. 投稿之中（英）文文章，以不超過二十五頁（含標題、中英文摘要、關鍵字、圖表、參考文獻及附錄等）為原則。
7. 英文文章內容（如：摘要、本文等），請經專業人士進行編修潤飾，以利審查人及讀者閱讀。
8. 論文排版後之校對，由作者負責。稿件校對應自收件日起一星期內送回編輯室。本刊對於格式排版有修改權利，已保持一定編輯水準。
9. 參考文獻須以本文中引用者才得以列出。請將中文文獻列於前，英文文獻列於後；中文按姓名筆劃，英文按字母次序排列。其他未列規定，則以美國發行之期刊 — *Academy of Management Journal* 為準。
10. 中文投稿之作者待收悉「條件式接受函」後，須依本刊規定之格式將中文文獻逐一進行羅馬化英譯，並繳交 **1200~1500 字之英文長摘 (English Summary)**。並針對英文文章部分（英文摘要及英文長摘），需請專業人士加以潤飾，並提交**潤稿證明**。若未附專業人士潤稿證明之作者，則需經本刊核定其英文文章品質，待核定通過後才始予發給正式接受函。
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**訂閱說明 — ( 劃撥戶名：社團法人中華民國管理科學學會 帳號：01010282 )**

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# 投稿格式說明

2014.09 修訂

2017.09 修訂

2019.07 修訂

## 一、內文與章節

投稿之內文中文字體為華康細圓體；英文字體為 Times New Roman；字級為 12pt；行距為單行間距。章節採國際期刊編輯慣例，以字型及字級變化區隔，如下列所示：

### (一) 中文稿

大段落之標題 (Level one heading)，請依編輯室規定之標題撰寫，包括：緒論、文獻回顧（或「文獻探討與研究假說」）、研究方法（或「資料與研究方法」、「理論模型」）、研究結果、討論與建議（或「結論」）；若文章屬性特殊，作者得經編輯室同意後保有調整段落標題之彈性。

大段落之標題置於每行正中央，例如：

## 緒論（18 級華康細圓體加粗體）

中段落之標題 (Level two heading) 應於每行靠左對齊，例如：

### 管理外匯風險暴露（14 級華康細圓體加粗體）

小段落之標題 (Level three heading) 應於每行靠左對齊，例如：

#### 交易暴露（13 級華康細圓體加粗體）

其他更小段落之標題應於每行靠左對齊，並請按：

交易暴露（12 級華康細圓體加粗體） 1. (1) a. (a) 等順序排列。

### (二) 英文稿

The Level one heading should be “Introduction”, “Literature Review” (or “Literature Review and Hypotheses”, “Theoretical Framework”, “Theoretical Framework and Hypotheses”), “Methods” (or “Data and Methodology”, “Theoretical Models”), “Results”, “Discussion and Conclusion” (or “Conclusion”). Exceptions are permitted when they are approved by the editorial office.

(Level one heading)

## Literature Review (18-pt Times New Roman, Boldface)

(Level two heading)

### Brand Equity (14-pt Times New Roman, Boldface)

(Level three heading)

#### Brand Loyalty (13-pt Times New Roman, Boldface)

(Level four heading)

## Customers Satisfaction (12-pt Times New Roman, Boldface)

### 二、圖表

圖表之標號，無論以中文或英文撰寫，一律以阿拉伯數字表之。圖的名稱置於圖下方；表的名稱置於表上方。圖表之說明文字請精簡，並置於圖表下方。

### 三、註釋

文中如果有註腳，中、英文稿請以阿拉伯數字順序標明於右上角，註解內容至於頁底，字級 9 pt，行距為單行間距，如下列所示：

#### (一) 中文稿

從 ABI/INFO 與 EBSCO~BSP 資料庫中檢索相關研究文獻，有持續增多的現象<sup>2</sup>.....

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2. 在 ABI/INFO 資料庫中檢索共有 27 篇，以計劃行為理論為理論基礎的研究文獻，於 1996~2001 年刊登篇數分別為 6、1、5、3、8、4 .....

#### (二) 英文稿

A number of reasons for the imposition of trade barrier have been advocated by protectionists<sup>2</sup>.

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2. Philip Cateora classifies all arguments for market protection under the following.....

### 四、引用

內文引用應依中、英文稿之不同，遵循不同的格式要求。

- 內文引用英文文獻有兩位作者時，以 "and" 或 "&" 連接兩位作者英文姓氏 (last name)，詳見以下兩類範例：

【例】第一類--括弧內：Prior research supports this conclusion (Adams & Bernstein, 1988).

【例】第二類--括弧外：Adams and Bernstein (1988) presented conflicting evidence.

- 內文引用中文文獻有兩位作者時，以 "與" 連接兩位作者中文姓名，詳見以下兩類範例：

【例】第一類：衡量漲跌幅限制對股票報酬與風險之影響是一項非常重要的研究議題（吳壽山與周賓鳳，1996）。

【例】第二類：吳壽山與周賓鳳（1996）認為衡量漲跌幅限制對股票報酬與風險之影響是一項非常重要的研究議題。

- 內文引用英文文獻有三至六位作者時，第一次引用須列出所有作者英文姓氏 (last name)，後續引用則以 "et al." 取代第二位作者以後的所有作者英文姓氏。

【例】第一次引用：Foster, Whittington, Tucker, Horner, Hubbard, and Grimm (2000) argued that....

後續引用：Foster et al. (2000) showed that....

- 內文引用中文文獻有三至六位作者時，第一次引用須列出所有作者中文姓名，後續引用則以 "等人" 取代第二位作者以後的所有作者中文姓名。

【例】第一次引用：（鄭晉昌、劉曉雯、林俊宏與陳春希，2006）。

後續引用：（鄭晉昌等人，2006）。

- 內文引用英文文獻有七位以上作者時，第一次及後續引用即直接以“et al.”取代第二位作者以後的所有作者英文姓氏。
- 內文引用中文文獻有七位以上作者時，第一次及後續引用即直接以“等人”取代第二位作者以後的所有作者中文姓名。
- 內文引用文獻中如需引註頁碼，請以冒號表示。  
 【例】Calder (1977: 197) suggested that.....  
 【例】簡禎富、林國義、許鉅秉與吳政鴻（2016: 96）表示.....

## 五、文獻

文獻部份，排版請以左右對齊，首行凸排 2 字元。請將中文列於前，英文列於後，中文按姓名筆劃，英文按字母次序排列。

中文文獻須附有對照英文翻譯在其後方（撰寫方式請參閱下述說明）。

各文獻之撰寫格式請參考下列簡例。其他未列規定，則以美國發行之期刊 — *Academy of Management Journal* 為準。

### ➤ 書 籍

【例】賴士葆，1995。《*生產／作業管理—理論與實務*》。台北：華泰文化事業有限公司。

【例】Boyer, E. L. 1990. *Scholarship reconsidered: Priorities of the professorate*. Princeton, NJ: Carnegie Foundation.

### ➤ 編輯書中之章節

【例】林清山，1978。實驗設計的基本原則。收錄於楊國樞等（編），《*社會及行為科學研究法*，上冊》：87-130。台北：東華書局。

【例】DeNisi, A. S., Hitt, M. A., & Jackson, S. E. 2003. The knowledge-based approach to sustainable competitive advantage. In S. E. Jackson, M. A. Hitt & A. S. DeNisi (Eds.), *Managing knowledge for sustained competitive advantage*: 3-33. San Francisco: Jossey-Bass.

### ➤ 碩博士論文

【例】周淑貞，1997。《*管理當局盈餘預測與盈餘管理關係之實證研究*》。國立政治大學會計研究所未出版碩士論文。

【例】Simpson, H. B. 1988. *Manic-depressive behavior in early childhood*. Unpublished doctoral dissertation, University of Illinois, Urbana-Champaign.

### ➤ 討論稿（Working Paper, Manuscript）

【例】周善瑜、陳其美與顧永生，2006。《*不完全競爭廠商從事產品別廣告與品牌廣告誘因之探討*》。討論稿，國立台灣大學管理學院。

【例】Chen, Y. K. 1976. *A network approach to the capacitated lot-size problem*. Unpublished manuscript, The Wharton School, University of Pennsylvania, Philadelphia.

【例】Chen, M. J., & Miller, D. 2013. *Reconceptualizing competitive dynamics: A multidimensional framework*. Working paper, University of Virginia, Charlottesville.

➤ 研討會

- 【例】鄭宗松，2006。《*產品生命週期與技術創新與品牌價值*》。財政與金融改革學術研討會論文集，台北。
- 【例】Wallendorf, M. 1987. *On intimacy*. Paper presented at the American Marketing Association Winter Educators' Conference, San Antonio, TX.

➤ 期 刊

- 【例】林鈺琴與彭台光，2012。組織研究的中介檢測：緣起、爭議、研究設計和分析。《*管理學報*》，第二十九卷第四期：333-354。
- 【例】陳文良、王怡涵與邱雅萍，2013。台灣工作家庭衝突研究之回顧與展望。《*人力資源管理學報*》，第十三卷第四期：79-106。
- 【例】Schellekens, G. A. C., Verlegh, P. W. J., & Smidts, A. 2010. Language abstraction in word of mouth. *Journal of Consumer Research*, 37(2): 207-223.
- 【例】Autio, E., Harry, J. S., & James, G. A. 2000. Effects of age at entry, knowledge intensity, and imitability on international growth. *Academy of Management Journal*, 43(5): 909-924.

➤ 英文中譯書

- 【例】黃家齊譯，Robbins, S. P., & Judge, T. A. 著，2011。《*組織行為學*》。台北：華泰文化事業有限公司。

➤ 報 告

- 【例】楊仁壽，1997。《*動態決策理論之研究(1)：長短期與特定模糊標的設定的效果*》。國科會補助研究報告 NSC 86-2417-H-224-001。

➤ 網路資料

- 【例】集萃鞋業網，2010。《*世界十大運動鞋品牌排行*》。http://www.ccedsi.com/pinpai/pinpaipar.asp?id=159。搜尋日期：2011年4月10日。
- 【例】林宏文，2010。《*2010年台灣生技30強排行榜出爐*》。http://www.nownews.com/n/2010/10/09/635891。搜尋日期：2011年8月23日。
- 【例】U.S. Census Bureau, 2008. *American community survey 2006-2008*. http://factfinder.census.gov. Accessed June 16, 2010.

➤ 報紙

- 【例】中國時報，1990。《*慎選考試委員、健全考銓制度*》。7月25日，3版社論。

➤ 中文參考文獻羅馬英譯

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3. 本刊文章參考文獻（References）羅馬化英譯規則，仍遵循 *Academy of Management Journal* 之精神及原則，進行必要且相對應之編排處理。

- 【例】陳厚銘、連勇智、許嘉文、林玟廷與簡睿哲，2016。國際企業研究發展的新方向和新興議題。《*管理學報*》，第三十三卷第一期：35-60。(Chen, H., Lien, Y. C., Hsu, C. W., Lin, W. T., & Jean, R. J. B. 2016. New research direction and emerging themes in international business research. *Journal of Management and Business Research*, 33(1): 35-60.)
- 【例】林建煌，2017。《*行銷管理*》(第七版)。台北：華泰文化事業有限公司。(Lin, C. H. 2017. *Marketing Management* (7th ed.). Taipei: Hwa Tai Publishing.)
- 【例】周惠珍，1999。《*網際網路標題廣告效果研究：廣告大小與資訊量之影響*》。國立交通大學經營管理研究所未出版碩士論文。(Chou, H. J. 1999. *A study of web banner advertising effectiveness: The effect on ad size and information load*. Unpublished master's thesis, National Chiao Tung University, Hsinchu City.)
- 【例】經濟部中小企業處，2016。《*2016 中小企業白皮書*》。台北：經濟部。(Small and Medium Enterprise Administration, Ministry of Economic Affairs. 2016. *2016 White paper on small and medium enterprises*. Taipei: Ministry of Economic Affairs.)
- 【例】教育部，2015。《*104 年學生網路使用情形調查報告*》。[http://www.edu.tw/News\\_Content.aspx?n=0217161130F0B192&s=F1AA06D56E8D6B20](http://www.edu.tw/News_Content.aspx?n=0217161130F0B192&s=F1AA06D56E8D6B20)。搜尋日期：2016年9月3日。(Ministry of Education. 2015. *Report on internet use by students in 2015*. [http://www.edu.tw/News\\_Content.aspx?n=0217161130F0B192&s=F1AA06D56E8D6B20](http://www.edu.tw/News_Content.aspx?n=0217161130F0B192&s=F1AA06D56E8D6B20). Accessed September 3, 2016. )

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4. The Journal accepts submissions in Chinese and English. Content must include a Chinese abstract of 350 characters or less and an English abstract of 200 words or less (abstracts must explain the issue studied and its importance, methodology, results, etc.) and a maximum of five key words. Chinese (English) manuscripts must be typed from left to right with 12-point fonts and single line spacing. The first word of table and figure titles must be capitalized. Table titles are placed above the table; figure titles are placed below the figure. English words found in Chinese texts, including English terminology in parentheses, are typed in lowercase with the exception of proper nouns. Please refer to the Journal's format guide for details.
5. Submissions should be written in the following order: Chinese and English titles, Chinese and English abstracts, Chinese and English key words, main body, reference, and appendixes.
6. Submitted Chinese (English) papers in principle should not exceed 25 pages (including title, Chinese and English abstracts, key words, tables, figures, works cited, appendixes, etc.).
7. Please have English papers or content (such as abstracts or main body) proofread and embellished by professionals to facilitate reading by reviewers and readers.
8. The author is responsible for proofreading of the paper after typesetting and returning the proofread manuscript to the editorial room within one week from the date of receipt. The Journal reserves the right to modify the layout to maintain editorial standards.
9. Works cited must be listed based on actual references in the text. The References should include only the most relevant papers. Please list Chinese works first, followed by works in English. Chinese works are listed according to the number of strokes in the authors' names while English works are listed in alphabetical order.

References should appear in the manuscript as: "Weng (1992) reported that..." or "This issue has been raised before (Coffey & Atkinson, 1992)". At the end of the manuscript, the complete references should be listed as:

For Books

Boyer, E. L. 1990. *Scholarship reconsidered: Priorities of the professorate*. Princeton, NJ: Carnegie Foundation.

For Chapters in books, including annuals

DeNisi, A. S., Hitt, M. A., & Jackson, S. E. 2003. The knowledge-based approach to sustainable competitive advantage. In S. E. Jackson, M. A. Hitt, & A. S. DeNisi (Eds.), *Managing knowledge for sustained competitive advantage*: 3–33. San Francisco: Jossey-Bass.

For periodicals

Schellekens, G. A. C., Verlegh, P. W. J., & Smidts, A. 2010. Language abstraction in word of mouth. *Journal of Consumer Research*, 37(2): 207-223.

Note: the journal titles should not be abbreviated.

Please refer to the format of *Academy of Management Journal*.

10. Authors of **Chinese submissions** must translate and romanize Chinese works cited according to the Journal's specified format after receiving the "letter of conditional acceptance" and submit a 1200- to 1500-word English summary. English content (including English abstract and English summary) has to be revised by professionals and a certificate of revision has to be submitted. If authors fail to provide such certificates, the editorial room will identify the quality of English content. A formal letter of acceptance will be issued after confirmation.
11. Authors of **English submissions** must have English content revised by professionals after receiving the "letter of conditional acceptance" and a certificate of revision has to be submitted. A letter of acceptance will be issued after confirmation. If authors fail to provide such certificates, the editorial room will identify the quality of English content and will issue a formal letter of acceptance after confirmation.
12. Starting from Nov. 1st, 2018, each manuscript submission is charged submission fees of **NT\$1,000** and another publishing fee of **NT\$2,000** after acceptance for publishing. Contributors are requested to first remit or transfer submission fees to the Chinese Management Association's Taipei Fubon Bank Nanmen Branch (bank code: 012) account (510210069850) and fax or upload the submission fee receipt to the online submission system of the website of the Chinese Management Association. Thank you for your support.
13. The Journal has fully adopted online submissions. Please gather and upload all of the following material to the Journal's "Submission Section": (a) Author information form; (b) Anonymous manuscript; (c) List of recommended reviewers (4-6 people); and (4) Submission fee receipt.

# 管理學報 評審程序

- 一、 來稿之評審由編輯委員及相關研究領域之學者擔任。
- 二、 總編輯、領域主編就來稿性質，決定審查人。
- 三、 來稿由兩位專家學者進行評審；每位審查人於評審意見表上陳述意見，並於下述四項勾選其中一項：
  1. 不必修改，直接刊登
  2. 小幅修改（敬請說明建議）
  3. 大幅修改（敬請說明建議）
  4. 退稿（敬請說明建議）
- 四、 處理方式：總編輯、領域主編綜合審查意見：
  1. 寄回修改
  2. 退稿
  3. 送第三位審查人：綜合三位評審意見，決議寄回修改或退稿。  
（詳列於「論文審查制度流程圖」）
- 五、 是否刊登文件，事關投稿人權益，應將評審意見等函送投稿人，並說明處理方式。

# **Journal of Management and Business Research—**

## ***The Process of Reviewing***

1. All submitted manuscripts would be reviewed by either the editorial committees or scholars from relevant academic fields.
2. The chief editor and field editor would distribute the submitted manuscripts to proper reviewers depended on the academic field.
3. Every submitted manuscript will be reviewed by two scholarly reviewers. The reviewers will provide their comment and advisory opinions and mark one of following paper evaluations as follows:
  - (1) Accepted to publish without revising.
  - (2) Mild revise with reviewers' comments
  - (3) Major revise with reviewers' comments
  - (4) Rejected with reviewers' comments
4. The chief editor and field editor will decide the final reviewing process based on reviewers' comments as follows:
  - (1) Mail the manuscript back to the author for revising.
  - (2) Reject.
  - (3) Seek for the third reviewer's opinion and decide to revise or to reject.
5. The publication seriously regards to author's right, therefore the editorial committee mailing reviewers' comments as well as explain the following reviewing process to author.

# 論文審查制度流程圖

2020.09.28 修訂

依編輯委員會公佈之審查制度流程、評審程序說明如下：

