

# 金必煌 副教授(Bih-Huang Jin)

## ★個人著作

### A. 期刊論文

1. 陳冠臻,金必煌,吳金山. ( 2015 年 9 月), 市場導向、社群顧客關係管理 與經營績效之研究 。  
行銷評論 · 12(4),395-425
2. Bih-Huang Jin, Chun-Yu Chu. ( 2015 ) The Value Creation Model of Patent Market Intermediaries. Global Journal of Business Research,Volume 9, Number 2(EconLit)
3. Bih-Huang Jin,Chih-Yun Wu,Yu-Tzu Liao (2015, Jan). How does social capital work in regional innovation systems? The moderating role of contract design. Advances in Management and Applied Economics, 5(1),1-14. (EconLit,ABI/INFORM).
4. Bih-Huang Jin, Chih-Yun Wu,Chin-Jou Huang (2015, Jan). Transactive memory systems: a catalyst for the cooperation of industries, universities and research institutions in regional innovation systems. International Business Research,8(1),163-172. (EconLit).
5. 金必煌,朱純瑜( 2014 年 12 月 )·專利市場中介角色演化與商業模式。創新管理評論 · 5(1),1-20
6. 金必煌,李威昇( 2014 年 07 月 )·自行車產業平台形成與演化。東海管理評論 · 16(1),113-140。
7. Bih-Huang Jin, Tzuhui Cheng, Hung-pin Shih (2013), "The Study of Positive and Negative Electronic Word-of-Mouth on Goal-Directed and Impulsive Buying Behavior", Electronic Commerce Studies, Vol. 11, Issue 1, 5-28
8. Bih-Huang Jin, Yung-Ming Li (2012),"Analysis of Emerging Technology Adoption for Digital Content Market: A Strategic Perspective" · Information Technology and Management (SSCI, 2012 Impact Factor 3.025) ,Vol 13,Number 3,149-165
9. Yung-Ming Li, Yuan Fang, Bih-Huang Jin\* (2012),"Analyzing Monetization Models for Digital Content Markets: Content Ownership and Contract Design", Lectures Notes in Business Information Processing, Vol. 108 , 195-201, 2012 (EI)
10. Hung-Pin Shih, Bih-Huang Jin(2011)," Driving goal-directed and experiential online shopping"Journal of Organizational Computing and Electronic Commerce(SCI, 2010 Impact Factor 0.793) · Vol. 21, Issue 2,136-157, 2011
11. Jen-Hung Huang, Chyan Yang, Bih-Huang Jin, Hero Chiu (2004),"Measuring Satisfaction with Business-to-employee benefit systems", Computers In Human Behavior (SSCI, Impact factor 1.344) Vol. 20,Issue 1,Jan,2004
12. Jen-Hung Huang, Chyan Yang, Bih-Huang Jin (2004), "Satisfaction with Business to Employee Benefit Systems and Organizational Citizenship Behaviors",International Journal of Manpower(SSCI) Vol. 25, Issue 2, 2004
13. 楊千、金必煌 · 性別對員工福利系統滿意度之影響 (2003) · 交大管理學報(TSSCI), Vol.23, No.1, pp 1-26.
14. Chih-Tung Hsiao 、Jin Bih-Huang 、Hero Chiu 、Chyan Yang(2001) · 企業集團內部創業模式-以宏碁集團為例 · *Journal of Information, Technology and Society* 中央警察大學『資訊、科技與社會』學報 Vol 1

### B. 主編之專書

1. 金必煌 、鄭永光譯(1998) · 精通 Microsoft Works 3,Cowart, Robert · 松崙出版社.

2. 金必煌、鍾秀培譯(1997) · 微軟 Power Point 97 鑑定課程, Catapult, Inc · 松格資訊。
3. 金必煌、徐文復譯(1997) · 微軟 Word 97 鑑定課程,Catapult, Inc · 松格資訊。
4. 金必煌、林章鈞著(1996) · Power Point 7.0 魔幻寶典 · 弘宇出版社。
5. 金必煌譯(1996) · 從範例學 Excel / Visual Basic For Windows 95,Capapult · 松格出版社。
6. 金必煌、鄭永洸編譯(1995) · 精通 INTERNET · 松崗出版社。
7. 金必煌、鄭永洸、林大為著(1995) · PowerPoint 4.0 中文版全觀 · 松崗出版社
8. 金必煌譯(1995) · Visual Basic 4.0 遊戲魔法寶典, Maark Pruett · 松崗出版社。

### C. 研討會論文

1. Jin, B. H., Li, Y. M., & Li, Z. W. (2018). Study on Crowdfunding Patterns and Factors in Different Phases.
2. Jin, B. H., Li, Y. M., & Liu, T. W. (2018, March). Feasibility and Development Analysis of P2P Online Lending Platforms in Taiwan. In World Conference on Information Systems and Technologies (pp. 82-91). Springer, Cham.
3. Hwang, T. K., Jin, B. H., Li, Y. M., & Lee, S. J. (2018, March). Mobile Sharing Platform Operation Model and System Dynamic Analysis: Uber and Taiwan Taxi as Examples. In World Conference on Information Systems and Technologies (pp. 978-988). Springer, Cham.
4. Hwang, T. K., Li, Y. M., & Jin, B. H. (2016). A Nearby Expert Discovering Mechanism: For Social Support. In New Advances in Information Systems and Technologies (pp. 943-949). Springer, Cham.
5. Jin, B. H., & Li, Y. M. (2015, August). A Strategic Analysis of Digital Publishing Provision. In Proceedings of the 17th International Conference on Electronic Commerce 2015 (p. 27). ACM.
6. Bih-Huang Jin, Yu-Chen Chien (2014, Jul). A strategic analysis of competition between the “Software-as-a-Service” Business Models and conventional software providers. International Business Research, Economics, Finance and MIS Conference , Okinawa.
7. 金必煌,吳祉芸,翁瑞敏 ( 2014 年 07 月 ) 。免費增值商業模式之付費因素-以手機 APP 遊戲為例 。ICIM2014 第 25 屆國際資訊管理學術研討會 ( 最佳論文 ) · 中興大學
8. Bih-huang Jin, Yia-chu Hsieh (2013, Nov). Business Models for Multi-sided Platform Strategy: Open or Closed. The Third Asian Business & Management Conference, Osaka, Japan.
9. Wei-Sheng Lee,Bih-Huang Jin (2013, Jul). Formation and Development Strategies of Industry Platform. International Conference on Business And Information, Bali.
10. Bih-Huang Jin, Chien-Tzu Tsai, Chun-Mao Chan, Chih-Yun Wu (2012, Jul). Exploring critical factors of developing cross domain intermediary of regional innovation Systems: a case study of central Taiwan industrial clusters. PICMET 2012 (EI).
11. Bih-Huang Jin, Chin-Jou Huang, Chih-Yun Wu, Chien-Tzu Tsai (2012, Jul). Inter-organizational cooperation in regional innovation systems: A catalyst of transactive memory systems. PICMET 2012 (EI).
12. Bih-Huang Jin, Yu-Tzu Liao, Chien-Tzu Tsai, Chih-Yun Wu (2012, Jul). How does social capital work in regional innovation systems? The moderating roles of contract design and innovation potential. PICMET 2012 (EI).
13. Bih-Huang Jin、Chun-Yu Chu · (2011) " Patent Market Design" · Paper presented at International Conference on Management of Technology (IAMOT), 2011, Florida, USA
14. Yung-Ming Li, Yuan Fang, Bih-Huang Jin,(2011)" Analyzing Monetization Models for Digital Content Markets: Content Ownership and Contract Design", Paper presented at The Tenth Workshop on E-Business (WEB 2011), Shanghai, China, 2011

15. 金必煌,朱純瑜,許萬龍,(2010)"專利市場之中介角色演化與鎖住機制", 第六屆跨領域管理學術暨實務研討會,May 2010 · 東海大學 · 台中
16. 金必煌 · 朱純瑜 · (2010)" 專利市場中介角色價值創造模式" · 2010 中華民國科技管理學會年會暨論文研討會
17. 金必煌 · 蕭雅芬 · 蕭惠華 · (2010) " 美律實業—邁向百億的成長 " · 2010 管理實務個案研討會 · 台北 · 德明財經科技大學
18. 方修忠,許純瑜,鍾明書,金必煌,郭瑞申,(2007)"美國 WiMAX 產業發展提供我國 M-Taiwan 產業政策之借鑑" · 經濟部技術處跨領域科技管理研習班海外培訓成果發表會,Oct 2007
19. Huang Jen-Hung, Chyan Yang, **Bih-Huang Jin** ,(2002) "Gender Differences in Satisfaction with Business-to-Employee Benefits System" · ASSOCIATION of MANAGEMENT(AoM)CONFERENCE 2002
20. Chyan Yang, **Bih-Huang Jin**, Chen-Hua Fu,(1998)"A Comparative Study of Layer 3 Switches", 第九屆國際資訊管理學術研討會 · 1998
21. Chyan Yang, Chen-Hua Fu, **Bih-Huang Jin** ,Shin-Ray Lee,(1998)"How A Business Survives from IP Address Shortage", The Internaional Symposium on Internet Technology, ISIT 98 Proceedings,1998,pp. 206-265.