

樹德科技大學學報

Journal of SHU-TE University

第二十四卷第二期 民國一一一年七月 Vol. 24, No. 2

目錄

民眾對縣市政刊物內容與流通形式期望之研究 A study of citizen's expectation for the contents and accesses of the city magazines	楊美雪；Mei-Hsueh Yang 陳孟湘；Meng-Xiang Chen	1
使用者對線上華語學習網站功能與內容需求之研究 A Study of Online Chinese Learning Website Functions and Contents for User's Need	楊美雪；Mei-Hsueh Yang 王舒禾；Shu-Ho Wang	23
五專英語實習教師在國小課堂使用英語繪本融入教學課程上之挑戰 Affordances or constraints? EFL Student Teachers' perceptions in teaching picture books in the primary classroom	黃琬婷；Wan-Ting Huang	49
日治時期嘉義中學校與嘉義農林學校的校歌、校徽與校旗之符號意象探究與比較 The Investigation and Comparison of Symbolic Imagines between Chiayi Middle School and Chiayi Agricultural School during Japanese Colonial Period: the School Songs, Badges and Flags	蔡元隆；Yuan-Long Tsai 張淑媚；Shu-Mei Chang	63
採用外送平台餐飲商家的資源投入與營運績效 Resource Inputs and Business Performance of the Restaurants Using Food Delivery Platform	蔡文鈞；Wen-Chun Tsai 劉亭毓；Ting-Yu Liu	81

醫療服務品質、滿意度、信任及品牌權益間關係之探究 Investigating the relationships among medical service quality, satisfaction, trust, and brand equity	張嘉雯； Chia-Wen Chang 周麗娟； Li-Chuan Chou	97
探討認知策略與建言行為之關係研究-以領導風格為調節變數效果之討論 The Relationships Between Cognitive Strategies and Voice Behavior：The Moderating of Leadership Style	卓敏惠； Min-Hui Zhuo 陳璿紘； Xuan-Hong Chen 王師綾； Shih-Ling Wang 王議賢； Yi-Hsien Wang	113
歐洲快時尚品牌 Zara 核心能力與競爭力之研究 A Study on the Core Competence and Competitiveness of European Fast Fashion Brand Zara	陳志澤； Chih-Tse Chen	133
高雄市表演藝術演出活動附加價值之研究 A Study on the Value Added of Performing Arts Activities in Kaohsiung	呂弘暉； Hung-Hui Lu	143
自由民主典範鞏固侷限性之分析 An Analysis of the Limitations of Consolidation to Liberal Democracy's Paradigm	葉耀聰； Yaw-Tsong Yeh	161
「隱性」遊走、教學「抗議」：日治時期國民學校台籍教師的意識覺醒與教學實踐 The Taiwanese Teachers' Conscientization and Teaching Practice During Japanese Colonial Period: Their Hidden Protest and Transformation of Teaching Method	蔡元隆； Yuan-Long Tsai 陳佳慧； Jia-Hui Chen	181
中小學視覺藝術教師專業發展因子之研究 Research on the Influencing Factors of the Professional Development of Visual Art Teachers in Elementary and Secondary School	梁文堂； Wen-Tang Liang 林明宏； Ming-Hung Lin 陳俊智； Chun-Chih Chen	197