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MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY

學術年報

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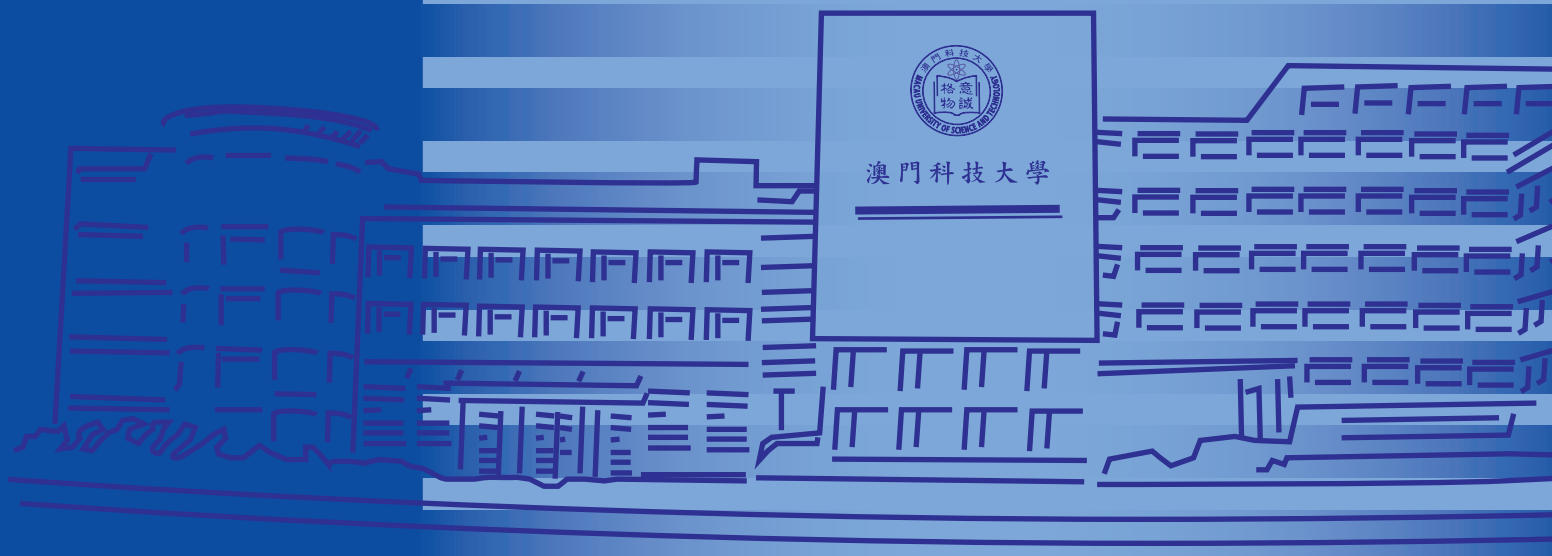

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學術會議和活動

Academic Conferences and Activities

1. 2013 年工程、管理科學與創新國際會議

主辦機構：

澳門科技大學

承辦機構：

加拿大 CeBA 學會、IEEE 澳門分會

資／贊助機構：

澳門基金會

時間:

2013 年 06 月 27 日至 2013 年 06 月 29 日

地點：

澳門科技大學校園

會議總結：

由澳門科技大學舉辦，加拿大 CeBA 學會與 IEEE 澳門分會承辦、並由澳門基金會贊助的“2013 年工程、管理科學與創新國際會議”於 2013 年 6 月 28 日舉行。此次會議匯聚了來自美國、加拿大、法國、馬來西亞、斐濟、臺灣以及中國內地等近百名學者參與（圖 1）。大會圍繞工程管理、電子商務、管理科學以及其他相關領域的研究熱點進行了討論。

本次大會由澳門科技大學協理副校長龐川教授擔任主席。張曙光常務副校長、商學院院長陳乃九教授以及資訊科技學院院長蔡亞從教授分別做了主旨發言。大會邀請了國際著名資訊系統專家、國際資訊系統學會主席 Doug Vogel 教授和西密西根大學商業資訊系統系主任 Michael Tarn 教授作了高水準的主旨報告。

第一屆澳門工程、管理科學與創新國際會議在助力澳門青年學者成長的同時，也進一步提升了澳門科技大學在相關學科研究領域的影響力。

1. 2013 International Conference on Engineering, Management Science and Innovation

Organizer:
Macau University of Science and Technology
Co- Organizer:
CeBA Canada, IEEE Macau
Sponsor:
Macao Foundation
Date:
From 27/06/2013 to 29/06/2013
Venue:
Macau University of Science and Technology Campus
Summary:

Macau University of Science and Technology held 2013 International Conference on Engineering, Management Science and Innovation (ICEMSI 2013) on 28 June, 2013, which was co-organized by CeBA Canada and IEEE Macau. The conference was mainly funded by Macau Foundation. Over 100 guests attended this conference, who were from USA, Canada, France, Malaysia, Fiji, Taiwan and Mainland China, respectively (Figure 1). The topics focus on engineering management, e-commerce, management science, and other popular related issues.

ICEMSI 2013 was chaired by Prof. Pang Chuan (Associate Vice Rector). Prof. Zhang Shu Guang (Standing Vice Rector), Prof. Chan Lai Kow (Dean, School of Business), and Prof. Tsoi Ah Chung (Dean, Faculty of Information Technology) gave a welcome speech, respectively. Two keynote speakers, Prof. Doug Vogel (President of Association for Information Systems), and Prof. Michael Tarn (Chair of the Department of Business Information Systems at Western Michigan University) delivered high-level reports, respectively.

ICEMSI 2013 not only helps to raise the academic level of young scholars in Macau, but also leads to more positive impact of MUST in the related research fields.

2. “跨域著作保護”研討會

主辦機構：

澳門科技大學法學院

資／贊助機構：

澳門基金會

時間:

2013 年 4 月 18 日

地點：

澳門科技大學 A501

會議總結：

2013 年 4 月 18 日週四上午九點半至十二點半，由澳門科技大學法學院主辦、澳門基金會贊助的“跨域著作權保護”研討會在澳門科技大學 A 座 501 會議廳舉行。應邀來自上海大學知識產權學院的陶鑫良院長、許春明教授、王勉青教授、袁真富副教授及傅文園副教授、澳門大學法學院的塗廣建教授、法學院助理院長方泉副教授及“CC.MACAU”團隊成員出席了研討會。

研討會正式開始前，法學院助理院長方泉副教授代表主辦方向上海大學知識學院諸位學者的到來和參與表示感謝，隨後雙方互贈紀念品。

本次研討會分兩個環節舉行，主題分別為“網絡著作權保護研究”和“著作權法修訂之探討”。第一環節研討由澳門科大法學院易在成助理教授主持並評議，上海大學知識產權學院陶鑫良教授、王勉青教授及袁真富副教授分別就網絡環境下 “孤兒作品”著作權保護，網絡安全與著作權保護及網絡新媒體廣播權等問題，向與會者分享了他們的研究心得。三位報告人同時指出，現代網絡資訊時代大環境下著作權保護面臨著前所未有的挑戰和考驗，這給著作權法的發展提供了新的契機，也有很多新的問題值得研究與思考。

接下來的第二環節由澳門大學法學院涂廣建副教授主持並評議，澳門科技大學法學院沈雲樵助理教授首先發言對《澳門著作權及相關權利制度》提出了幾點問題及完善意見，上海大學知識產權學院許春明教授及傅文園副教授各自就內地《著作權法》修訂中的爭議問題如錄音製品法定許可制度的存廢、“署名權”是否應正名為“作者身份權”等問題作出了精彩報告。

隨後的討論環節，與會師生就研討會各項議題展開熱烈討論，最後與會嘉賓合影留念，研討會圓滿落下帷幕。

2. “Cross-regional Copyright Protection”

Organizer:

Faculty of Law, Macau University of Science and Technology

Sponsor:

Macao Foundation

Date:

18/04/2013

Venue:

A501, Macau University of Science and Technology Campus

Summary:

Seminar on “Cross-regional Copyright Protection” was held by CC Macau project team of Faculty of Law at A501 Conference room of MUST on April 18, 2013.

The main topics of the seminar are “research on copyright protection in the network environment” and “discussion on amendments to the copyright law”. Scholars and practitioners from both Macao and Mainland China pointed out the unprecedented challenges and tests copyright protection has been facing in the network environment of this information era. Enlightening insights were also shared at the seminar on the issues of the localized CC3.0 license document.

3. 2012-2013 學年十字門法學論壇第五場：政府資訊公開與個人資料保護

主辦機構：

澳門科技大學法學院

資／贊助機構：

澳門基金會

時間:

2013 年 4 月 10 日

地點：

澳門科技大學 N101

會議總結：

本次論壇為法學院 2012-2013 學年第五場『十字門法學論壇』，主題為政府資訊公開與個人資料保護。台灣東吳大學法律系程明修副教授首先作了題為《臺灣個人資料保護法中“特種資料”保護之爭議問題》的主題報告。他簡要介紹了臺灣個人資料保護法的立法始末和規範體系，隨後，又對其中的“特種資料”保護問題作了詳細闡述。澳門特別行政區個人資料保護辦公室業務主管廖志漢先生以《淺談澳門的政府資訊公開與個人資料保護》為題，對澳門現行法制下的資訊公開與個人資料保護問題作了詳實的闡述。珠海市中級人民法院行政庭庭長唐文報告的主題是《個人隱私權的邊界——大陸政府資訊公開中個人隱私司法保護若干實務問題》。他首先介紹了大陸關於政府資訊公開和個人資料保護的制度發展，接下來又借用哈特的理論揭示了個人隱私邊界的模糊性並對相關的司法事務問題作了精當的分析。

謝耿亮助理教授主持了論壇，李煥江大律師和王淩光助理教授圍繞三位發言人精彩的報告闡述了自己的觀點並與發言人進行交流，現場的法學院師生也參與了討論。珠海市中級人民法院黃志堅副院長和法學院的方泉助理院長、易在成助理教授出席了本次論壇。

3. the 5th SHIZIMEN Law Forum for the 2012-2013 Academic Year: "Openness of Government Information and Protection of Personal Information "

Organizer:

Faculty of Law, Macau University of Science and Technology

Sponsor:

Macao Foundation

Date:

10/04/2013

Venue:

N101, Macau University of Science and Technology Campus

Summary:

This is the 5th SHIZIMEN Law Forum for the 2012-2013 Academic Year, organized by the Faculty of Law, with its theme of "Openness of Government Information and Protection of Personal Information". Associate Professor Cheng Mingxiu from Dongwu university of Taiwan pointed out in his report "Some Issues on the Protection of Special Information under the Personal Information Protection Law of Taiwan" that there are many reasons for the legislation of Personal Information Protection Law of Taiwan and there are many disputes about its application, especially the Protection of Special Information. Liao Zhihan, the director of Personal Information Protection Office of Macau entitled his report "An Analysis of Openness of Government Information and Protection of Personal Information of Macau" which stressed many important issues of Openness of Government Information and Protection of Personal Information of Macau. Tang Wen, presiding judge of Administrative Law Department of Secondary Court of Zhuhai, gave his report entitled "the Frontier of Privacy: Several Issues of Openness of Government Information and Protection of Personal Information of Mainland China", in which he introduces the development of institutions of mainland China, and then he analyzes the frontier of privacy.

Assistant Professor Xie Gengliang from the Faculty of Law hosted the forum, Barrister Li Huanjiang and Assistant Professor Wang Lingguang from the Faculty of Law, made their wonderful comments accordingly. Associate Professor FANG Quan (the Assistant Dean of Faculty of Law) , Assistant Professor Yi Zaicheng, the undergraduates and graduate students, and guests from and outside of the university attended the forum and engaged in a heated discussion around topics about Openness of Government Information and Protection of Personal Information.

4. 2012-2013 學年十字門法學論壇第六場:基本法解釋衝突的理論反思與實踐出路

主辦機構：

澳門科技大學法學院

資／贊助機構：

澳門基金會

時間:

2013 年 5 月 9 日

地點：

澳門科技大學 N212

會議總結：

本場論壇為 2012-2013 學年十字門法學論壇第六場，主題為『基本法解釋衝突的理論反思與實踐出路』。澳門特區政府保安司司長辦公室顧問何志遠博士首先在題為《澳門特區“違憲”/違法審查視角下的基本法解釋機制》的報告中，以回歸前後澳門“違憲審查”模式的變革為切入點，探討澳門特區成立後在基本法解釋制度的設置及所面對的問題，並提出完善基本法解釋制度的看法。法學院李冬松博士生接下來在題為《形式主義與實質主義思維差異：<香港基本法>解釋衝突》的報告中就全國人大常委會立法解釋與香港特區法院司法解釋中分別蘊含的法律文化和制度能力差異進行了分析，並從立法程式與司法程式之區分入手探討了二者在“一國兩制”架構中的和諧共處之道。臺灣大學法律學院副教授張文貞博士最後在題為“Judges as Discursive Agent: The Use of Foreign Precedents by the Constitutional Court of Taiwan”的報告中論述了美國、德國、日本等國憲法、國際人權法和先例在臺灣“大法官”合憲/違憲解釋的引用和影響，揭示了在憲法或憲法性法律解釋中因解釋者留學背景不同而產生的釋憲說理差異現象。

法學院助理教授謝耿亮博士主持論壇，澳門大學法學院蔣朝陽副教授和法學院黎曉平教授隨後進行精彩點評。澳門特區檢察院律政廳鄭鼎基先生及法學院師生等近百人出席。

4. the 6th SHIZIMEN Law Forum for the 2012-2013 Academic Year: "Theoretic and Practical Analysis of Conflict of Macau Basic Law"

Organizer:

Faculty of Law, Macau University of Science and Technology

Sponsor:

Macao Foundation

Date:

19/5/2013

Venue:

N212, Macau University of Science and Technology Campus

Summary:

This is the 6th SHIZIMEN Law Forum for the 2012-2013 Academic Year, organized by the Faculty of Law, with its theme of "Theoretic and Practical Analysis of Conflict of Macau Basic Law". PH.D. He Zhiyuan from Macau Government pointed out in his report "Interpretation of Macau Basic Law in the View of Judicial Review" that there is a special mode of Judicial Review in Macau before 1999, and there are many challenges against the classical mode. PH.D. Li Dongsong from the Faculty of Law entitled his report "The Conflict of Formalism and Substantiality: the Interpretation of Hong Kong Basic Law" which differentiates interpretation methods used the Congress of National People and the Highest Court of Hong Kong. Zhang Wenzhen, Associate Professor of Taiwan University, gave his report entitled "Judges as Discursive Agent: The Use of Foreign Precedents by the Constitutional Court of Taiwan", in which she introduces influence of precedents from German, the United States, Human Rights Court of Europe, Japan on the interpretation of constitution of Taiwan .

Assistant Professor Xie Gengliang from the Faculty of Law hosted the forum, Associate Professor Jiang Chaoyang of Macau University and Professor Li Xiaoping from the Faculty of Law, made their wonderful comments accordingly. The undergraduates and graduate students, and guests from and outside of the university attended the forum and engaged in a heated discussion around the topics.

5. 2012-2013 學年十字門法學論壇第四場：食品安全的公私法治理

主辦機構：

澳門科技大學法學院

資／贊助機構：

澳門基金會

時間:

2013 年 3 月 12 日

地點：

澳門科技大學 N101

會議總結：

本場論壇為 2012-2013 學年十字門法學論壇第四場，主題為『產品安全監管的公私法治理』。澳門立法會顧問李寒霖博士其在題為《食品安全的公法管制——試析澳門食品安全法的立法技術》的報告中認為，澳門《食品安全法》法案是澳門第一次嘗試以專門法的形式規管食品安全事宜，該法的立法動因包括多法規並存、多頭管制、過分強調刑事規範而行政違法管制不足以及法定處罰厲而不嚴等。法學院李梁博士生在題為《風險社會視域下食品安全刑法保護的應對——以地溝油事件為例》的報告中，認為內地的刑事政策應從“保民生”這一社會發展目標出發，與民生風險及民生安全的實際情況相對應，以“民生刑法”為理論主線，以便系統地研究民生受到的危害，從而在刑法中構築起保護民生的最後防線。

沈雲樵助理教授主持論壇，澳門大學法學院高級導師艾林芝和謝耿亮博士隨後進行精彩點評。法學院方泉助理院長、澳門特區檢察長辦公室李建基代廳長、法學院黃明健副教授、張清波助理教授以及百余名師生參加了論壇，圍繞主題與報告人、評議人等進行了熱烈的提問和討論。

5. the 4th SHIZIMEN Law Forum for the 2012-2013 Academic Year: "Civil and Public Law Regulation of Food Safety"

Organizer:

Faculty of Law, Macau University of Science and Technology

Sponsor:

Macao Foundation

Date:

12/3/2013

Venue:

N101, Macau University of Science and Technology Campus

Summary:

This is the 4th SHIZIMEN Law Forum for the 2012-2013 Academic Year, organized by the Faculty of Law, with its theme of "Civil and Public Law Regulation of Food Safety". PH.D. Li Hanlin, an advisor of Legislation Assembly of Macau pointed out in his report "Public Law Regulation of Food Safety: An Analysis of Legislation Technique of Food Safety Law of Macau " that Food Safety Law of Macau is the first special regulation on food safety of Macau, and there are many reasons for the legislation. PH.D. Li Liang from the Faculty of Law entitled his report "Criminal Law Regulation on Food Safety in Risk Society: Take Di-gou-you Event as An Example" which stressed that criminal law of mainland China should emphasize protection of civil life of people and put up an firewall against various risks in rick society.

Assistant Professor Shen Yunqiao from the Faculty of Law hosted the forum, Senior Tutor Ai Linzhi from Macau University and Assistant Professor Xie Gengliang from the Faculty of Law, made their wonderful comments accordingly. Associate Professor FANG Quan (the Assistant Dean of Faculty of Law) , Associate Professor Huang Mingjian, Assistant Professor Zhang Qingbo, the undergraduates and graduate students, and guests from and outside of the university attended the forum and engaged in a heated discussion around topics about Civil and Public Law Regulation of Food Safety.

6. 電子商務及其法律規範

主辦機構：

澳門科技大學法學院

資／贊助機構：

澳門基金會

時間:

2013 年 1 月 16 日

地點：

澳門科技大學 N218

會議總結：

由澳門科技大學法學院主辦、澳門基金會贊助的 2012-2013 學年第二學期第一場法學講座於 2013 年 1 月 16 日上午在本校 N 座 218 室舉行。

本次講座邀請到了暨南大學法學院教授、博士生導師劉穎教授。劉教授以《電子商務及其法律規範》為題，對電子商務中功能等同、電子簽名及電子資金劃撥中所涉及到的技術問題及法律問題進行了介紹與分析。作為國內最早進行電子商務法研究的學者之一，劉教授結合國際及外國的相應法律規範，對電子商務中所涉及到法律關係的定位、法交易安全及知識產權保護等法律問題，談了他的研究心得。法學院部份教師、國際國際經濟與商法碩士及法律碩士全體同學及部份本科生聆聽了劉教授精彩演講，在提問環節踴躍提問，劉教授和各位提問者就電子商務中的一些具體的實踐及理論問題進行了深入的交流。

法學院助理教授易在成博士主持了這一場講座，法學院助理院長方泉副教授代表學院向劉教授的贈送紀念品表達謝意。

6. E-commerce and Its Law

Organizer:

Faculty of Law, Macau University of Science and Technology

Sponsor:

Macao Foundation

Date:

16/01/2013

Venue:

N218, Macau University of Science and Technology Campus

Summary:

Lecture on "E-Commerce and Its Law" was held by Faculty of Law at N208 Conference room of MUST on January 16, 2013.

Doctor Liu Ying, well-known E-commerce legal exporter, professor of Law School of JI Nan University, introduced and analyzed main legal problems in functional equivalent, electronic signature and electronic funds transfer in E-commerce. Furthermore, professor Liu shared his researching understanding on what's the nature of legal relationships involved in E-commerce, how to ensure the transactions' safety, and Intellectual Property Protection in E-commerce.

Participants are part of teachers of Faculty of Law, all master students majoring in International Economic and Commerce, majoring in Jurisdiction and part of Bachelor Students.

Assistant Professor YI ZAI CHENG hosted this Lecture.

Event Photo: One photo required with at least 150dpi resolution.

7. 2013/2014 學年十字門法學論壇第一場：未成年人刑事司法保護最新發展

主辦機構：

澳門科技大學法學院

資／贊助機構：

澳門科技大學基金會

時間:

2013 年 11 月 6 日

地點：

澳門科技大學 D 座禮堂

會議總結：

本場為法學院 2013/2014 學年十字門法學論壇第一場，主題為『未成年人刑事司法保護最新發展』。澳門檢察院黎裕豪檢察官對澳門違法青少年教育監管制度進行評析，從其適用範圍及目的，教育監管措施及選用等方面進行了深度梳理，最後對新增設的警方警誡及復和措施的實際操作情況也進行了分析和總結。深圳大學法學院彭勃教授以“拿什麼拯救你，歧途少年”為題，簡述了未成年人刑事司法的理念與模式，總結了新刑訴法對未成年人案件的規定，採納未成年人刑事司法制度存在的問題，最後以未成年刑事司法制度的改革前瞻完美結尾。隨後，澳門治安警察局劉國熙副警司以警方警誡為主題切入，附以清晰明瞭的流程圖進行了詳細的說明，使在場師生對以前較為陌生的澳門警誡不同階段，有了更進一步的認識。

王淩光助理教授主持論壇，廣州大學法學院李明教授和科大法學院趙琳琳助理教授作為評議人進行了精彩點評。澳門立法會李寒林顧問、澳門檢察院李建基庭長，科大法學院方泉副教授及法學院師生 100 餘人到場參加本次論壇。

7. The 1st SHIZIMEN Law Forum for the 2013-2014 Academic Year: "The Latest development of Protection of Juvenile in Criminal Law"

Organizer:

Faculty of Law, Macau University of Science and Technology

Sponsor:

Macau University of Science and Technology Foundation

Date:

6/11/2013

Venue:

Block D, Macau University of Science and Technology Campus

Summary:

This is the 1st SHIZIMEN Law Forum for the 2013-2014 Academic Year, organized by the Faculty of Law, with its theme of "The Latest development of Protection of Juvenile in Criminal Law". Prosecuting Attorney Li Yuhao from Macau Procuratorate introduced the involving institution of Macau and made his wonderful comments. Professor Peng Bo from Shenzhen University entitled his report "How Can I Save You, Lost Juvenile?" which stressed basic ideals, institutions of the protection of juvenile in criminal law, and then, he ended with some comments on the latest modifications of Criminal Litigation Law of Mainland China. Police Officer Liu Guoxi from Macau Police Office introduced the whole procedure of criminal litigation of juvenile in Macau.

Assistant Professor Wang Lingguang from the Faculty of Law hosted the forum, Professor Li Ming of Guangzhou and Assistant Professor Zhao Linlin from the Faculty of Law, made their wonderful comments accordingly. Associate Professor FANG Quan, the undergraduates and graduate students, and guests from and outside of the university attended the forum and engaged in a heated discussion around relevant topics.

8. 2013/2014 學年十字門法學論壇第二場：人民幣國際化與金融法制發展

主辦機構：

澳門科技大學法學院

資／贊助機構：

澳門科技大學基金會

時間:

2013 年 12 月 5 日

地點：

澳門科技大學 N101

會議總結：

本場為法學院 2013-2014 學年『十字門法學論壇』第二場，主題為『人民幣國際化與金融法制發展』。遼寧大學塗永前教授首先作了題為《人民幣國際化與我國金融體制與法律的完善》的主題報告。塗教授首先簡要介紹了人民幣國際化的概念及發展現狀，隨後深度分析了人民幣國際化過程中我國金融法制如何協調與完善等問題。中國人民大學法學院副院長楊東副教授以《人民幣國際化背景下上海自貿區的金融創新與法律制度》為主題報告。他對自貿區的概念、建立的必要性以及我國上海自貿區建立的背景和過程進行的簡要梳理，並對上海自貿區最近出臺的法律制度進行了詳細解釋。

法學院王淩光助理教授主持論壇，香港中文大學法律學院助理教授許炎、澳門科技大學法學院助理教授沈雲樵隨後進行精彩點評。法學院助理院長黃明健副教授、林位強助理教授及近百名法學院學生到場參加了本次論壇。

8. The 2nd SHIZIMEN Law Forum for the 2013-2014 Academic Year: "The Internationalization of RMB and the Latest Development of Finance Law"

Organizer:

Faculty of Law, Macau University of Science and Technology

Sponsor:

Macau University of Science and Technology Foundation

Date:

5/12/2013

Venue:

N101, Macau University of Science and Technology Campus

Summary:

This is the 2nd SHIZIMEN Law Forum for the 2013-2014 Academic Year, organized by the Faculty of Law, with its theme of "The Internationalization of RMB and the Latest Development of Finance Law". Professor Tu Yongqian from Liaoning University pointed out in his report "The Internationalization of RMB and Some Necessary Modifications of Finance Law in Mainland China" that it is important to clarify the concept of Internationalization of RMB and there are some necessary modifications of finance law in Mainland China. Associate Professor Yang Dong of Renmin University entitled his report "The Latest Development of Finance Law in the Free-Trade-Zone of Shanghai, under the Background of Internationalization of RMB" which commented many important issues of Finance Law in the Free-Trade-Zone of Shanghai.

Assistant Professor Wang Lingguang from the Faculty of Law hosted the forum, Assistant Professor Xu Yan from Chinese University of Hong Kong and Assistant Professor Shen Yunqiao from the Faculty of Law, made their wonderful comments accordingly. Associate Professor Huang Mingjian (the Assistant Dean of Faculty of Law), Assistant Professor Lin Weiqiang, the undergraduates and graduate students, and guests from and outside of the university attended the forum and engaged in a heated discussion around relevant topics.

9. 十字門名家講壇第八場: 亨利 • 龐特爾教授解析 08 年金融危機之後的重大刑事追訴的缺失

主辦機構：

澳門科技大學法學院

資／贊助機構：

N/A

時間:

2013 年 4 月 23 日

地點：

澳門科技大學 N101

會議總結：

本場為十字門名家講壇第八場，加利福尼亞大學社會學系亨利 • 龐特爾教授作了題目《大而不能倒，大而不入獄？——論 2008 年金融崩潰後重大犯罪檢控的缺失》的精彩報告。亨利 • 龐特爾教授是國際知名犯罪學家，他對美國 08 年金融危及之後重大刑事追訴的研究在美國甚至國際學界引起了廣泛的關注。他首先為介紹了 08 年美國次貸危機的成因和政府的應對，他指出，美國金融界高管的違法犯罪行為是導致金融危機的重要原因，但在過去十年之中，美國政府對白領犯罪的追訴數量卻大大下降。接著，他分析了這種現象的原因，即美國政府基於經濟、政治及人力資源等原因對相關犯罪行為的容忍。最後，亨利 • 龐特爾教授對這一問題的解決提出了自己的看法。

來自澳門特區檢察院的嘉賓，法學院方泉助理院長，謝耿亮、張青波、王淩光三位助理教授及百多名法學院本科及研究生參加了本次講座。通識教育部汪誠芳高級講師進行了現場翻譯。

9. The 8th SHIZIMEN Law Forum of Academic Master: "Too Big To Fail, Too Big to Jail? On the Absence of Major Prosecutions Following the 2008 Financial Meltdown"

Organizer:

Faculty of Law, Macau University of Science and Technology

Sponsor:

N/A

Date:

23/4/2013

Venue:

N101, Macau University of Science and Technology Campus

Summary:

This is the 8th SHIZIMEN Law Forum of Academic Master, organized by the Faculty of Law, Professor Henry N. Pontell of Department of Criminology of Law & Society Department of Sociology University of California gave his report "Too Big To Fail, Too Big to Jail? On the Absence of Major Prosecutions Following the 2008 Financial Meltdown". Professor Henry N. Pontell started with some questions: what does the absence of major prosecutions following the 2008 financial meltdown have to do with law, criminology or white-collar crime? and, if white-collar crime was involved, why haven't there been any major prosecutions resulting from the current crisis? And then, he answered the questions himself wonderfully.

Senior Lecturer Wang Chengfang of the General Knowledge Department interpreted for the whole forum. Associate Professor Fang Quan, Assistant Professor Xie Gengliang, Zhang Qingbo, Wang Lingguang from the Faculty of Law, and undergraduates and graduate students, and guests from and outside of the university attended the forum and engaged in a heated discussion around the topics.

10. 民法與憲法關係學術圓桌會議

主辦機構：

澳門科技大學法學院

資／贊助機構：

N/A

時間:

2013 年 5 月 10 日

地點：

澳門科技大學 A301

會議總結：

2013 年 5 月 10 日晚『民法與憲法關係學術圓桌會議』在大學行政樓 A301 會議廳舉行。臺灣大學法律學院副教授張文貞博士，澳門理工學院一國兩制研究中心副教授王禹博士，澳門大學法學院艾林芝高級導師，法學院副教授黃明健博士，助理教授林位強博士、張青波博士，畢經緯講師，法學院碩博士研究生及其它校外嘉賓等出席，法學院助理教授謝耿亮博士主持會議。

謝耿亮博士首先以負責釋憲的歷屆『司法院大法官』中出身民法學家或民事法專長法官如第一屆之羅馬法學家黃右昌、第二屆之民法學家史尚寬、第四屆之民法學家鄭玉波、第四屆之法官楊與齡、第六屆之民法學家王澤鑒、第六屆之法官孫森焱、第六屆及第七屆之法官謝在全等人為例，闡釋了民法與憲法關係議題的價值。張文貞博士隨後報告了臺灣『憲法解釋制度』的最新進展、民事規範的憲法解釋審查標準，並就民事規範自身或其適用涉及違反婚姻自由、性別平等、子女之人格權、契約自由、不表意自由等憲法基本權的爭議案件和憲法解釋進行報告，並回答了與會者提出的問題。

與會者還從公法與私法、上位法和下位法、根本法與普通法律等二元框架對憲法與民法關係進行了探討，就民事規範是否違反憲法的法律論證尤其是民法學家作為大法官進行釋憲說理時之論證難題以及港澳地區民事規範違反基本法等議題進行了討論。

10. Round Table Conference on the Relationship between Civil Law & Constitutional Law

Organizer:

Faculty of Law, Macau University of Science and Technology

Sponsor:

N/A

Date:

10/05/2013

Venue:

A301, Macau University of Science and Technology Campus

Summary:

The Round Table Conference on the Relationship between Civil Law & Constitutional Law was held on May 10, 2013 at the Conference Room 301, Block A of the university. Associate Professor Dr. Wen-Chen Chang from National Taiwan University, Associate Professor Dr. Wang Yu from Macao Polytechnic Institute, Senior Lecturer Ai Linzhi from Macao University, Associate Professor Dr. Huang Mingjian, Assistant Professor Dr. Lin Weiqiang, Zhang Qingbo, Lecturer Bi Jingwei, the graduates from the Faculty of Law and the other guests attended the meeting. Assistant Professor Dr. Xie Gengliang chaired the meeting.

At the first, Dr. Xie Gengliang explained the values of the topic of the relationship between civil law and constitutional law by listing the grand justices of the Judicial Yuan that was in charge of interpreting constitutional law, who themselves were civil law scholar or expertized in civil law, such as roman law scholar Huang Youchang of the first Council of Grand Justices, civil law scholar Shi Shangkuan of the second, civil law scholar Zheng Yubo of the fourth, Justice Yang Yuling of the fourth, civil law scholar Wang Zejian of the sixth, Justice Sun Senmiao of the sixth, Justice Xie Zaiquan of the sixth and the seventh. Then Dr. Wen-Chen Chang made a report on the latest development of constitutional interpretation system of Taiwan, the constitutional review standard of civil law, the civil law norms themselves or their application that invade the constitutional basic rights such as the freedom of marriage, sex equality, personal right of child, freedom of contract, freedom of remaining silence, and answered the questions asked by the attendants.

The participants of the conference also discussed the relationship between civil law and constitutional law from the dualistic framework of public law and private law, higher law and lower law, fundamental law and general law, the difficult problems of legal argumentation on unconstitutionality of civil law norms, the Hong Kong and Macao cases of civil norms interpreted as breaching basic law.

11. 法學講座：中國人民大學法學院楊東副院長講授金融消費者保護與金融法制的重構

主辦機構：

澳門科技大學法學院

資／贊助機構：

澳門科技大學基金會

時間:

2013 年 12 月 5 日

地點：

澳門科技大學 N101

會議總結：

2013 年 12 月 5 日（週四）下午，由澳門科技大學法學院主辦，澳門科技大學基金會贊助之「澳門科技大學法學講座」在 N 座圖書館大樓 N101 禮堂舉行，中國人民大學法學院副院長楊東副教授作題為「金融消費者保護與金融法制的重構」的主題報告。本次講座由澳門科技大學法學院助理教授沈雲樵博士主持

楊東副教授首先對境外各國投資者保護和金融消費者相關制度進行了梳理和分析；然後系統分析了多元化金融糾紛解決機關的構建、金融申訴專員制度（FOS）。他認為，在我國現有制度中投資者保護和金融消費者保護的規定中，應當導入申訴專員制度（Ombudsman），代替上訪制度。同時，我國應當借鑒境外制度，起草《證券期貨投資者保護管理暫行辦法》。最後，楊東副教授提出，在金融消費者保護的立法模式和路徑方面，應當從金融商品（服務）、保護體制、糾紛解決機制等三個方面構建動態立體、有機統一的以金融消費者為核心的金融服務統合法體系。

在互動環節，澳門科技大學法學院助理教授沈雲樵博士圍繞楊東副教授精彩的報告闡述了自己的觀點並與發言人進行充分的交流和對話，法學院師生積極參與了本次討論。

11. Lecture of law: Financial consumer protection and the reconstruction of the financial legal system, by Pro. Dong Yang, deputy director of law school of Renmin University of China

Organizer:

Faculty of Law, Macau University of Science and Technology

Sponsor:

Macau University of Science and Technology Foundation

Date:

5/12/2013

Venue:

N101, Macau University of Science and Technology Campus

Summary:

The afternoon of December 5, 2013 (Thursday), Pro. Dong Yang, deputy director of law school of Renmin University of China, provided a law lecture which was about Financial consumer protection and the reconstruction of the financial legal system in the N101. Doctor Yunqiao Shen, assistant professor of FL, presided over the lecture. The lecture was organized by faculty of law and sponsored by Macau University of Science and Technology Foundation.

Pro. Yang dong analyzed the system of investor protection and the financial consumer all over the world. Then he analyzed the construction of diversified financial dispute resolution authority, and the financial ombudsman system (FOS). He thought that in the existing system investor protection and the protection of financial consumer in China, we should import the Ombudsman system, instead of the petition system. At the same time, our country should draw lessons from the foreign system, drafting the "Interim Measures for Protection and Control of Securities and Futures Investors". Finally Pro. Yang said, in terms of financial consumer protection legislation mode and path, we should build dynamic three-dimensional, organic legal system of financial service system which is in the core of financial consumer from the financial product (service), protection system and dispute settlement mechanism and so on three aspects.

In the interactive link, Dr. Yunqiao Shen stated his point of view and lead good communication and dialogue with the spokesman around his wonderful report. The teachers and students of FL actively participated in this discussion.

12. 法學講座:程明修博士談法治文化之形成

主辦機構：

澳門科技大學法學院

資／贊助機構：

N/A

時間:

2013 年 4 月 10 日

地點：

澳門科技大學 C502

會議總結：

2013 年 4 月 10 日週三 19：00-20：30，東吳大學法律系副教授程明修博士在 C 座教學大樓 C502 課室，作了題為《法治文化之形成》的專題講座。法學院助理教授王淩光博士主持了講座。

程明修博士於 2001 年畢業於德國敏斯特大學，是台灣著名公法學者，對公法領域內諸多課題都有深度的研究。開場，程博士以一個流傳於網絡的笑話開場，引出了一個深刻的主題： “法學”思想是一個東方的文化根底或者是一個現代化的成就？在此主題之下，程博士論述了西方文化與中國文化之差異及其對憲法制度應選擇的影響，法治觀的支配理念——人性尊嚴，法治社會建立之前提等公法領域內的基礎性問題。程博士的主題發言旁徵博引、義理幽微，融貫了東西法治文化及公私法基礎理念，使在場的聽眾享受了一場學術盛宴。主題發言引發了大家的思考，多名聽眾與程博士進行了交流和互動，現場氣氛十分熱烈。

12. P.H.D. Cheng Mingxiu: the Culture of Rule by Law

Organizer:

Faculty of Law, Macau University of Science and Technology

Sponsor:

N/A

Date:

10/4/2013

Venue:

C502, Macau University of Science and Technology Campus

Summary:

P.H.D. Cheng Mingxiu，Associate Professor of Dongwu University of Taiwan, gave a Lecture on April 4, 2013, with its theme of "the Culture of Rule by Law". Assistant Professor Wang Lingguang from the Faculty of Law hosted the forum.

P.H.D. Cheng Mingxiu graduated from Universität Münster in German, and he is a famous scholar of public law. He started with a joke, which put an important question before the audience: what is the nature of law? Under the thesis, he introduced the difference between the western and oriental culture, and the influence of the difference on the choice of constitutional law. The dignity of human being was taken as the fundamental core of public law by him. His speech included a lot of sparkled insights and knowledge, and many listeners communicated with him on the relevant topics.

13. 澳科大-清華法學研究生論壇：澳門與內地商事法制比較

主辦機構：

澳門科技大學法學院

資／贊助機構：

N/A

時間:

2013 年 5 月 15 日

地點：

澳門科技大學 A501

會議總結：

2013 年 5 月 15 日週三上午九點半至十二點半，“澳科大-清華法學研究生論壇：澳門與內地商事法制比較 ”在 A 座 501 會議廳舉行。本次論壇由澳門科技大學法學院葉再興助理教授擔任主持人，清華大學深圳研究生院朱大明助理教授與本院謝耿亮助理教授及沈雲樵助理教授助理擔任評議人，兩院約三十名研究生參加，本院助理院長方泉副教授出席了本次論壇。

論壇正式開始前，法學院助理院長方泉副教授代表主辦方向清華大學朱大明助理教授贈送了紀念品。

圍繞本次論壇的主題，報告人分四組進行闡述。清華大學深圳研究生院的郭航、張涵、劉娟、傅禹銘、張立同學分別對“證券的定義與投資者保護問題”以及“內地董事會秘書制度的比較”作了精彩的報告。兩組清華同學的報告圍繞著內地對證券的認定標準以及證券市場的監管機制的缺陷和內地上市公司董事會秘書制度存在的若干問題提出了自己的見解。澳門科技大學法學院鐘聰聰、夏璐同學也就“內地著作權法草案第 46 條”和“港澳公司秘書法律制度的比較”作出了各自的闡述，與清華大學深圳研究生學院的同學分享了在歌曲翻唱方面的法律問題和港澳公司秘書法律制度的功能、價值方面的思考。

報告結束後，三位擔任評議人的老師分別對四組同學的報告作出了精彩的點評，同學們受到了很大的啟發。

13. MUST-Tsinghua Law Graduate Forum: Compare Commercial Law of Macao & Mainland China

Organizer:

Faculty of Law, Macau University of Science and Technology

Sponsor:

N/A

Date:

15/05/2013

Venue:

A501, Macau University of Science and Technology Campus

Summary:

The forum was held in the Conference Room A501, Block A of MUST at May 15, 2013, from 09:30 to 12:00. Assistant Professor Ye Zaixing from the Faculty of Law served as the moderator, Assistant Professor Zhu Damimg from the Graduate School at Shenzhen of Tsinghua University, Assistant Professor Shen Yunqiao and Xie Gengliang, both from the Faculty of Law, served as the commentators of the forum. Assistant Dean Fang Quan and about 30 law graduates coming from the two sides attended the forum.

Before the forum, Associate Professor Fang Quan, on behalf of the organizer, presented a memento to Assistant Professorship Zhu Daming, on behalf of the Graduate School at Shenzhen of Tsinghua University.

The speakers were divided into four groups to give their reports. Guo Hang, Zhang Han, Liu Juan, Fu Yu Ming and Zhang Li, all coming from Tsinghua University, made wonderful presentations on “The Definition of Security and the Protection of Investors” and “The Compare Legal System of Board Secretary of Hong Kong and Mainland China”. Their reports focused on the defects of the classification standards of security, the board secretary system of public companies and the security regulatory system of Mainland China. Zhong Congcong and Xie Lu, coming from the Faculty of Law, made reports separately on “The 46th Article of the Draft Copyright Law of Mainland China” and “The Compare Law of Company Secretary of Hong Kong & Macau”, shared their ideas about the legal issues of copyright of cover songs and the functions and values of company secretary of Hong Kong and Macao with the companies of the Graduate School at Shenzhen of Tsinghua University.

The three commentators made wonderful comments separately which enlightened the students greatly.

14. 中葡國際醫學論壇(系列十一)：組織相容性、免疫遺傳學及個人化醫學

主辦機構：

澳門科技大學健康科學學院

承辦機構：

澳門健康管理及促進學會，澳門血液腫瘤科醫學會

時間:

2013 年 1 月 18 日至 2013 年 1 月 20 日

地點：

1) 金麗華酒店 2 樓宴會廳；2) 澳門美高梅酒店宴會廳

會議總結：

由澳門科技大學健康科學學院主持領導之「中葡國際醫學論壇(系列十一)：組織相容性、免疫遺傳學及個人化醫學」於 2013 年 1 月 18-20 日舉行。主要講解有關在 21 世紀上的健康科最新消息。聳人聽聞的主題包括：幹細胞移植、輸血醫學、免疫遺傳學、遺傳藥理學及人起步醫學等。

本次論壇彙集來自葡萄牙、法國、英國、中國內地、香港及澳門本地的著名國際科學家、醫生及專家。

科技大學健康科學學院院長霍文遜醫生表示："我們非常榮幸邀請了來自葡萄牙衛生部的官員 Prof. Manuel Sobrinho Simões 和 Dr. Helena Alves。這是一個非常重要的平臺，讓澳門和葡萄牙語系國家有更緊密的連接與溝通，促進澳門的醫療水準及國際知識。"

當中，我們亦邀請了來自中國內地的頂尖科學家樊武舫教授，為我們講解基因分析、蛋白質相互作用和分子流行病學的研究。他曾經是世界衛生組織分子遺傳學系和哈佛大學醫學院的微生物學系研究員。他申請超過三十個專利權，還發表超過三十篇論文，並應邀到白宮參加前美國總統喬治布殊的晚宴。

這次會議還彙集在癌症研究領域最新的調查結果。來自英國倫敦皇家自由醫院兼歐洲血液和骨髓移植小組主席 Prof. Alejandro Madrigal 更為我們解說血液和骨髓移植的知識。除此之外，我們更邀請了來自法國巴黎狄德羅大學的 Dr. Dominique Charron、香港血液科學會秘書長區永仁醫生、澳門科大醫院血液科及腫瘤科醫生鄭彥銘教授及澳門血液腫瘤科醫學會會長陳廼志醫生等嘉賓，為我們講解有關醫療知識。

藉此，我們希望為澳門的醫療團體帶來更多的國際醫療知識，並有助於提升澳門的醫療水準及質素，讓澳門居民能夠享用更完善的醫療服務。

Sino-Luso International Medical Forum (Series Eleven) :
Histocompatibility, Immunogenetics and Personalised Medicine
Fórum Médico Internacional Sino-Luso (Décima Primeira Fase) :
Histocompatibilidade, Imunogenética e Medicina Personalizada
中葡國際醫學論壇(系列十一)：
組織相容性、免疫遺傳學及個人化醫學
Prof. Dominique Charron

14. Sino-Luso International Medical Forum - (Series Eleven) Histocompatibility, Immunogenetics and Personalised Medicine

Organizer:

Faculty of Health Sciences, Macau University of Science and Technology

Co-Organizer:

Macau Healthcare Management and Promotion Association, Macau Society of Hematology & Oncology

Date:

From 18/01/2013 to 20/01/2013

Venue:

1) Banquet Hall, Grand Lapa Hotel；2) Salon Room, MGM Grand Macau

Summary:

This 3-day forum is chaired by the Macau University of Science and Technology: Faculty of Health Sciences and organized by the Macau Healthcare Management and Promotion Association (MHMPA) on the 18th – 20th January in Macau SAR, China.

Titled "Histocompatibility, Immunogenetics and Personalized Medicine". Providing latest updates on some of the major issues in health science in the 21st century. Sensational topics included, Stem Cell Transplantation, Transfusion medicine, Immunogenetics, Pharmacogenetics & Personalized Medicine, etc.

This Sino-Luso forum brings together prominent international scientists, doctors and experts from Portugal, France, the United Kingdom, Mainland China, Hong Kong and Macau.

Dr. Manson Fok, Dean of Faculty of Health Sciences at the Macau University of Science and Technology says, "We are indeed honoured to have the great minds from Portugal, Prof. Manuel Sobrinho Simões and Dr. Helena Alves are here presenting in this forum. Connecting Portuguese speaking counties to Macau is a key faculty priority. By bringing such distinguished international speakers to this forum through this series on hematology and oncology is a reflection of our commitment to excellence in skills training and continuing medical education."

Chief amongst our presenters, we have top scientists from the Chinese mainland, such as Prof. Wufang Fan, an expert in gene transcript analyses as well as protein interaction and molecular epidemiology studies. Prof. Fan was a World Health Organization Fellow in the Department of Molecular Genetics and Microbiology at the Harvard University School of Medicine. Prof. Fan has filed over 30 patent applications, also an author on over 30 publications and has been invited to dinner at the White House by US president George W Bush.

This meeting also brings together the best and latest findings in areas of cancer research. Through keynote educational sessions and roundtable discussions, Prof. Alejandro Madrigal from Royal Free Hospital, London, Elected President of the European Group for Blood and Marrow Transplantation will share his experiences in stem cell transplantation for solid tumors.

From University Paris Diderot, France, Dr. Dominique Charron will present his papers describing the latest discovery of Immunogenetics and Pharmacogenetics.

Experts from Hong Kong will also present at the forum. They include Dr. Au Wing Yan and his papers in Oral Arsenic drugs. Also, Prof Gregory Cheng will be sharing his insights in the area of personalized transfusion.

Dr. Chan Nai Chi (Macau), the President of the Macau Society of Hematology and Oncology, will present an interesting topic in "Functional Benefits of Fungi in Anti-cancer treatment".

15. 中葡國際醫學論壇(系列十二)：醫學教育的創新視野與挑戰

主辦機構：

澳門科技大學健康科學學院

承辦機構：

澳門健康管理及促進學會

時間:

2013 年 3 月 16 日至 2013 年 3 月 17 日

地點：

1) 澳門科技大學專業醫療發展中心；2) 金麗華酒店 17 樓會所；3) 何鴻燊博士醫療拓展基金會演講廳

會議總結：

由澳門科技大學健康科學學院主持的“中葡國際醫學論壇 (系列十二) 之醫學教育的創新視野與挑戰”，於 2013 年 3 月 16-17 日一連兩天舉行，論壇聚集來自澳大利亞、荷蘭、中國內地、香港及澳門的傑出醫療專家，展示最新突破的醫療教育模式及在論壇與澳門健康教育工作者、研究人員及各界醫護人員在論壇中分享經驗及一同學習。

今次論壇聚集了來自澳大利亞的 Dr. Ross Horley，荷蘭的 Prof Joeri Post，中國北京大學人民醫院黨委書記及副院長陳紅教授、中國北京大學人民醫院教育部副主任姜冠潮教授，中華人民共和國衛生部廣州內鏡與微創醫學培訓基地管理辦公室主任龍萍博士，香港大學外科學系榮譽教授黎卓先，以及澳門科技大學科大醫院血液及腫瘤科顧問醫生鄭彥銘等。

健康科學學院院長霍文遜醫生表示，是次會議的目的，是讓參加者了解醫療教育的最新發展，特別是持續技能培訓及醫療教育的創新模式，論壇包括內視鏡模擬培訓班、學術委員會研討會和學術論壇等。

會議中，陳紅教授詳述中國醫學培訓的發展趨勢，黎卓先醫生就澳門年輕醫生的“內鏡逆行胰膽管造影培訓”提出具體建議；Dr. Ross Horley 及 Prof Joeri Post 介紹當地模擬醫療培訓。衆專家一致認同模擬培訓課程，可提升學習興趣，減低對患者安全威脅，降低一些不必要的醫療誤差，讓學員熟習模擬醫療器材上的操作過程，提升操控技術並逐步帶入專業醫療團隊中。

15. Sino-Luso International Medical Forum - (Series Twelve) New Horizon, Innovation and Challenges in Medical Education

Organizer:

Faculty of Health Sciences, Macau University of Science and Technology

Co-Organizer:

Macau Healthcare Management and Promotion Association

Date:

From 16/03/2013 to 17/03/2013

Venue:

1) Center of Medical Professional Development, MUST；2) Club House, 17/F, Grand Lapa Hotel；3) Lecture Hall, Dr. Stanley Ho Medical Development Foundation

Summary:

Macau's cutting edge Sino-Luso International Medical Forum will be hosting its 12th conference on March 16th and 17th. Titled "New Horizon, Innovation and Challenges in Medical Education", this two-day forum is chaired by the Macau University of Science and Technology (MUST): Faculty of Health Sciences.

Prominent national and international medical educators from Australia, the Netherlands, Mainland China, Hong Kong, and Macau will present the latest in groundbreaking medical sciences. We welcome our top health educators, researchers in virtual reality simulation and our Macau health bureau officers to come and share their experiences in medical education across the learning continuum.

Dr. Manson Fok, Dean of Faculty of Health Sciences at the Macau University of Science and Technology states, "The purpose of this important meeting is to highlight to allow our participants to benefit from the latest developments in medical education especially on ongoing skills training and to promote academic medicine by establishing this forum for medical educators and their many partners to meet and exchange ideas."

This forum will include two very specialized laparoscopic simulation workshops, keynote presentations and roundtable discussion session. This forum also offers great opportunities for our public and stakeholders to participate and interact with delegates from our national and international health organizations.

Dr. Fok remarks, "We are honoured to have our top educators Prof, Chen Hong and Prof Jiang Guanchao from Peking University People's Hospital here presenting in this forum."

Our keynote presenter from Australia, Dr. Ross Horley, is an expert in virtual reality simulation. Dr. Horley says, "One very important inspiration on the use of virtual reality training is about patient safety issue. Deploying simulators in surgical procedures can reduce some of the underlying causes of medical errors. We have been taken advantage of the increasing deployment of simulation to train our doctors with the appropriate skills required to safeguard patient safety."

This meeting also brings together the finest educators, Dr. Long Ping from Guangzhou Medical College, and a surgical expert from Hong Kong, Dr. Edward Lai. They will present their papers describing the latest developments in Gastroenterological Endoscopy Training in this region.

Dr. Gregory Cheng (MUST, Macau) will discuss emerging challenges in medical education and explore issues in the effectiveness in providing suitable clinical experiences in medical curricula.

Our simulation expert from the Netherlands, Prof Joeri Post, remarks, "I am so happy to come back to Macau again. We will be running simulation workshops where psychomotor skill is applied in completing tasks in a virtual domain, junior trainees need to practice these tasks prior to some very difficult procedures. As simple as peg transferring from one to another position without dropping it and we will program the sequence to be repeated with their non-dominant hands. We also will maximize their time they spend on the simulators and to create some fun to the training course like they are entering into a game competition."

16. 中葡國際醫學論壇(系列十三)：皮膚學及傷口護理的新發展

主辦機構：

澳門科技大學健康科學學院

承辦機構：

澳門健康管理及促進學會

時間:

2013 年 6 月 1 日至 2013 年 6 月 2 日

地點：

1) 澳門科技大學專業醫療發展中心；2) 金麗華酒店 2 樓宴會廳；3) 何鴻燊博士醫療拓展基金會演講廳

會議總結：

由澳門科技大學健康科學學院主持的“中葡國際醫學論壇(系列十三)：皮膚學及傷口護理的新發展”，於 2013 年 6 月 1-2 日一連兩天舉行。論壇聚集來自葡萄牙、中國內地、香港及澳門的醫療專家，向本澳醫護人員介紹皮膚學及傷口護理的最新技術。

本次論壇的核心目的是提高澳門當地的醫生和護士的臨床技能培訓的效果和醫學教育水準。我們將有十多名主講嘉賓和專業培訓人員參與科學會議以及分享最新研究、科學診斷、外科、皮膚美容治療和傷口護理管理。

“我們的論壇持續為澳門的衛生保健提供者舉辦高品質的培訓和教育活動。此次傷口護理會議為醫生和護士提供皮膚學最新教育。”澳門科技大學健康科學學院院長霍文遜醫生說道。

科大醫院醫務總監萬漢明等作專題講座。

科大醫院醫務總監萬漢明醫生說道“我們很高興能有頂級燒傷外科醫生，來自中國第三軍醫大學西南醫院全軍燒傷研究所顏洪教授在這次會議中分享其兩篇科學論文。”

另外兩名來自第三軍醫大學西南醫院全軍燒傷研究所的優秀護士 - 李曉琴和劉春梅主持了一個特別的工作坊。這將使我與會者從傷口護理管理的最新技術中受益，並為我們的患者提供更好的護理。

葡萄牙及澳門本地的醫學教育工作者將講授最新的醫學科學。其中包括澳門仁伯爵綜合醫院整形外科創科主任 Dr. Joao Peixoto，澳門仁伯爵綜合醫院皮膚科 Dr. Gilberto Silva 和澳門仁伯爵綜合醫院整形外科主任黎玄輝醫生。

澳門科大醫院整形外科顧問吳偉民表示，現時澳門對傷口護理技術有明確的需求，如癌症病人在癌細胞切除手術後體內的大面積缺損，因糖尿或其他疾病傷口難以癒合，或傷口因發炎壞死等情況，會聯絡香港的專科人員來澳處理。

香港佳美肌皮膚外科中心創始人侯鈞翔醫生將帶來最新的亞洲嫩膚知識。與會者還將聽取專家對當前各種皮膚疾病相關的主題介紹並且參與問答，學術委員會研討會議提倡設立皮膚科的臨床實踐高標準以及終生健康的皮膚護理。

此次活動得到中國國家衛生和計劃生育委員會、中國醫師協會、澳門優秀的醫療機構，以及澳門葡語協會給予無限支持。

16. Sino-Luso International Medical Forum - (Series Thirteen) Dermatology and Wound Care Management

Organizer:

Faculty of Health Sciences, Macau University of Science and Technology

Co-Organizer:

Macau Healthcare Management and Promotion Association

Date:

From 01/06/2013 to 02/06/2013

Venue:

1) Center of Medical Professional Development, MUST；2) Lotus Room, Grand Lapa Hotel；3) Lecture Hall, Dr. Stanley Ho Medical Development Foundation

Summary:

Macau again hosts a fascinating international medical event: the 13th Sino-Luso International Medical Forum. Titled "Dermatology and Wound Care Management," the two-day forum takes place on 1st and 2nd of June, and is chaired by the Macau University of Science and Technology (MUST): Faculty of Health Sciences.

The core purpose of this forum is to improve the outcomes of clinical skills training and medical education for our local Macau doctors and nurses. We will have ten keynote speakers and profession trainers contribute to scientific sessions as well as training workshops on the latest research and scientific information in the diagnosis, surgical, cosmetic treatment of skin and also wound care management.

"Our forum has continued to host high quality training and education events for Macau healthcare providers, this particular dermatology and wound care management meeting offering the latest in dermatologic education to physicians and nurses," said Dr. Manson Fok, Dean of Faculty of Health Sciences, MUST.

Medical Director of University Hospital, MUST, Dr. Man stated "We are excited to have the top burns surgeon, Prof Yan Hong from The Third Military Medical University from Chongqing to present two scientific papers at this meeting here in Macau."

The other two finest nurse trainers from the Institute of Burn Research, PRC, namely, Li Xiaoqin and Liu Chunmei, will conduct a special workshop on 1st June. This will allow our participants to benefit from the latest techniques in wound care management and provide better care for our patients.

Overseas and local medical educators from Portugal and Macau will present the latest in groundbreaking medical sciences. Amongst them are Dr. Joao Peixoto, Dr. Gilberto Silva and Dr. Lai Yun Fee.

A leading Hong Kong skin expert, Dr. Raymond Ng, will present his paper on the Management of Necrotizing Fasciitis. The founder of a leading skin surgery centre based in Hong Kong, Dr. Hau Kwun Cheung will give us updates on Asian skin rejuvenation.

Participants will also hear presentations from prominent experts on a variety of current topics related to skin diseases and willengage in Q&A, roundtable discussions with the group on advocating high standards in clinical practice in dermatology and to patient care for a lifetime of healthier skin.

This event is supported by the new National Health and Family Planning Commission, PRC, The Chinese Medical Doctors Association as well as a list of outstanding healthcare organizations and Portuguese speaking associations in Macau.

17. 中葡國際醫學論壇(系列十四)：美容醫學的實踐與創新技術

主辦機構：

澳門科技大學健康科學學院

承辦機構：

澳門健康管理及促進學會

時間:

2013 年 7 月 27 日至 2013 年 7 月 28 日

地點：

1) 何鴻燊博士醫療拓展基金會演講廳； 2) 金麗華酒店 2 樓蓮花廳

會議總結：

由澳門科技大學健康科學學院主持的“中葡國際醫學論壇 (系列十四) 之美容醫學的實踐與創新技術，於 2013 年 7 月 27-28 日一連兩天舉行，論壇聚集來自瑞士、以色列、葡萄牙、中國內地、香港及澳門等地的醫療專家，向參與論壇的醫護人員展示最新美容醫學知識。

7 月 27 日假澳門置地廣場工銀中心九樓何鴻燊博士醫療拓展基金會舉辦兩個有關皮膚外科護理的臨床培訓工作坊。專家學者還包括劉晞迎小姐，她向本澳醫護人員展示了最新的美容醫學知識。當天晚上，學者專家以圓桌會議的方式進行會談，集中討論最新的技術發展情況。

7 月 28 日舉行了學術論壇，由醫療專家學者擔任演講，當中包括：中華醫學會廣東省整形醫學美容學會副會長、佛山市第一人民醫院整形美容科陳平主任醫生，她展示了在鐳射美容醫學應用的最新成果。

另外一位演講者是瑞士保羅尼翰抗衰老中心主席 Mr. Michel Schipoff，他講授手術後的細胞護膚治療。

葡萄牙醫學顧問 Dr. Ana Filipa Beato Conde 發表了有關食物不相容的問題，以及它們是如何影響我們的皮膚。

以色列雷射技術專家兼醫學美容器械生產企業副主席 Mr. Lior Dayan ，他講解最新的美容醫學潮流及新趨勢。

香港著名整形外科顧問醫生吳偉民展示了上眼瞼的手術過程。

中葡國際醫學論壇組織人兼主席霍文遜醫生論述：“醫學美容師在澳門的需求日漸迅速，因此我們很期待舉辦這次論壇，這方面的主題確實是同類型的第一次。我們從專家學者身上吸取新的治療方法和技術，感到非常興奮。”

霍文遜醫生再表示：“更重要的是，我們擁有第一手的資訊，特別在抗衰老和美容醫學有關的一些令人興奮的趨勢和發展。市民大眾會很樂意瞭解更多與醫療服務、化妝品及美容行業法規有關的熱門話題。”

此次活動得到中國國家衛生和計劃生育委員會、中國醫師協會、澳門優秀的醫療機構，以及澳門葡語協會給予無限支持。

Sino-Luso International Medical Forum (Series Fourteen) :
Empowering Aesthetic Medical Practices with Innovative Techniques
Fórum Médico Internacional Sino-Luso (Décima Quarta Fase) :
Fortalecendo a Prática de Estética Médica com Técnicas Inovadoras
中葡國際醫學論壇(系列十四) :
美容醫學的實踐與創新技術
Lior Dayan

17. Sino-Luso International Medical Forum - (Series Fourteen) Empowering Aesthetic Medical Practices with Innovative Techniques

Organizer:

Faculty of Health Sciences, Macau University of Science and Technology

Co-Organizer:

Macau Healthcare Management and Promotion Association

Date:

From 27/07/2013 to 28/07/2013

Venue:

1) Lecture Hall, Dr. Stanley Ho Medical Development Foundation；2) Lotus Room, Grand Lapa Hotel

Summary:

The 14th Sino-Luso International Medical Forum titled, “Empowering Aesthetic Medical Practices with Innovative Techniques” will take place from 27th to 28th of July 2013 in Macau.

Aimed at improving medical training for Macau's healthcare providers and for bridging international medicine, the academic programs of this forum shall be chaired by the Faculty of Health Sciences, Macau University of Science and Technology (MUST).

Saturday the 27th features two clinical training workshops on operative skin care. They will take place at the Lecture Hall of Dr. Stanley Ho Medical Development Foundation, 9/F, ICBC Building, Landmark Macau. Expert presenters for this include Ms. Kennes Lau, who will guide Macau's medical providers in these training sessions. On the evening, a special roundtable discussion will be held for advanced technology experts to present their latest findings and services.

Sunday the 28th features Scientific Sessions with professionals such as Dr. Chen Ping, the Vice-Chairman of the Guangdong Society of Laser Medicine, Chinese Medical Association. Dr. Chen will present her latest findings in the application of lasers with aesthetic medicine.

Another presenter is Mr. Michel Schipoff, the Chairman of Paul-Niehans Group based in Switzer- land. Mr. Schipoff will lecture on cellular skincare treatment in post-surgery situations.

Dr. Ana Filipa Beato Conde, a Portuguese expert, will give a lecture about food intolerance issues and how they influence our skin.

Mr. Lior Dayan, an Israeli expert of laser technology will speak about the latest aesthetic trends and new indications based on advanced energy devices.

Dr. Ng Wai Man Raymond, a renowned Hong Kong plastic surgeon, will present his work on upper blepharoplasty procedures.

Dr. Manson Fok, the President and organizer of the Sino-Luso International Medical Forums comments, "The demand for medical aestheticians is growing rapidly here in Macau and we are very excited to run this forum. It really is the first of its kind. We are all very excited to absorb a comprehensive overview of new treatments and technologies available to professionals."

Dr. Fok further remarks, “More importantly, we will have the first-hand information about some of the exciting trends and developments, particularly in anti-aging and aesthetic medicine. The public would be happy to learn more about topical issues of compliance in the arena of medical services, cosmetic and beauty industries.”

18. 中葡國際醫學論壇(系列十五)：革新的手術治療及領導培訓

主辦機構：

澳門科技大學健康科學學院

承辦機構：

澳門健康管理及促進學會

資／贊助機構：

澳門基金會

時間:

2013 年 9 月 20 日至 2013 年 9 月 22 日

地點：

1) 金麗華酒店 17 樓會所；2) 美高梅酒店宴會廳

會議總結：

中華人民共和國國家衛生和計劃生育委員會陳嘯宏副主任出席了由澳門科技大學健康科學學院主持的“中葡國際醫學論壇 (系列十五) 之革新的手術治療及領導培訓”的醫學教育合作計劃簽署儀式。

我們很榮幸地邀請到中華人民共和國國家衛生和計劃生育委員會陳嘯宏副主任出席本次論壇。

由 9 月 20 至 22 日為期三天的活動，陳嘯宏副主任將會出席是次合作計劃簽署儀式。中華人民共和國衛生部人才交流服務中心將與澳門科技大學健康科學學院簽署合作計劃，加強彼此間之合作；建立夥伴關係。

中葡國際醫學論壇主席霍文遜醫生論述：「能夠讓國家衛生和計劃生育委員會(原衛生部）關注本論壇，感到無比高興。陳副主任公務繁忙，百忙中抽空來澳出席是次活動，我們感到無比榮幸。」

霍醫生繼續說道：「我們分享了一些共同關心的問題及和實踐。大家將會共同努力，在醫療教育及培訓專案上發展綜合計劃，為中國內地的決策者提供意見。」

國家衛生部人才交流服務中心(下稱“衛生部人才中心”)張俊華副主任讚揚中葡國際醫學論壇，表示：「衛生部人才中心認同高品質培訓的重要性。它直接關係到病人是否得到更好的治療效果及存活率。因此，我們與很多海外機構合作，如：美國哈佛大學和史丹佛大學加強全面護理的持續教育，並提供一個綜合的系 統。我們珍惜與澳門科技大學健康科學學院在這項合作計劃的機會。我們將繼續審查和提高我們的工作流程，希望能提高醫學教育的水準。」

張副主任表示：「這是一個已知的事實，良好的培訓項目可以改善醫療保健服務中的護理過程，同時也能改善不同臨床情況下的臨床結果，我們全力支持本論壇作全面改善醫療服務的品質。」

一連三天的會議能為醫護從業人員及決策者之間建立一個廣泛而跨學科的平臺進行建設性對話。為此，一場頂級多學科專家小組討論將於 9 月 21 日(星期六) 下午 4 時簽署儀式後假澳門美高梅酒店宴會大廳舉行。

小組成員包括國家衛生和計劃生育委員會國際合作司王立基副司長、北京大學人民醫院院長王彬教授、英國愛丁堡皇家外科醫學院院長 Prof. Ian Richie、葡萄牙外科雜誌主編 Prof. Vitor Manuel Ribeiro、國家衛生部人才交流服務中心張俊華副主任。

論壇項目還包括在 9 月 21 日晚上假澳門美高梅酒店宴會大廳舉行專題演講及論壇晚宴。身為美國加州 Kinex Pharmaceuticals 董事的劉耀南教授將發表一個有趣話題：『成功在澳門建立生物技術中心的一個路線圖。』

本次論壇的學術項目將由澳門科技大學健康科學學院主持，並由澳門健康管理及促進學會舉辦的。此外，項目亦得到英國愛丁堡皇家外科醫學院及中國醫師協會的協助。

這次特別的簽署儀式將於 9 月 21 日中午 12 時 30 分假澳門科技大學 N 座禮堂舉行。

Liderança
Sino-Luso International Medical Forum (Series Fifteen) :
Advancing Surgical Care through Innovations, Education and Leadership
Fórum Médico Internacional Sino-Luso (Décima Quinta Fase) :
Cuidados Cirúrgicos Avançados por meio de Inovações, Educação e Liderança
中葡国际医学论坛(系列十五)：
革新的手术治疗及领导培训
2013.9.20-22

18. Sino-Luso International Medical Forum - (Series Fifteen) Advancing Surgical Care through Innovations, Education and Leadership

Organizer:

Faculty of Health Sciences, Macau University of Science and Technology

Co-Organizer:

Macau Healthcare Management and Promotion Association

Sponsor:

Macau Foundation

Date:

From 20/09/2013 to 22/09/2013

Venue:

1) Club House, Grand Lapa Hotel；2) Banquet Room, MGM Grand Macau

Summary:

The 15th Sino-Luso International Medical Forum is proud to host Dr. Chan Xia Hong, Vice Minister of the National Health and Family Planning Commission (NHFPC).

Running from September 20 - 22, this 3-day event will see Dr. Chan Xia Hong attending the signing ceremony. The Ministry of Health, Health Human Resources Development Center, PRC and Faculty of Health Sciences, MUST have agreed that an important link between them will be established through this collaboration agreement.

Dr. Manson Fok, who is also the president of the Sino-Luso International Medical Forum, remarked, “We are delighted to have brought this event to the attention of the new NHFPC (formerly Ministry of Health). With the Vice Minister Dr. Chan’s busy schedules, we’re honoured that this important official can actually accommodate our event this time.”

Dr. Fok continued, “We share a number of common interests and practices. We will work together in developing integrated plans for medical education and training programs in providing advice to policy makers in mainland China.”

The Ministry of Health’s (MOH HRC) Deputy Director, Dr. Zhang Junhua, praised the Sino-Luso Forum, noting, “MOH HRC recognises the importance of high quality training. It is directly related to better patient outcomes and survival. Therefore, we have collaborated with many overseas institutions such as Harvard and Stanford to strengthen the whole continuum of care and provide an integrated system. We treasure the opportunity of this collaboration plan with the Faculty of Health Sciences, MUST. We will continue to review and enhance our work processes, to improve the standards of medical education.”

Deputy Director Dr. Zhang added, “This is a known fact that good training programs improve the process of care provided by healthcare services, also improving clinical outcomes of a wide spectrum of clinical conditions. We support forum of this kind to improve the quality of healthcare services across the board.”

19. 中葡國際醫學論壇(系列十六)：臨床毒理學

主辦機構：

澳門科技大學健康科學學院

承辦機構：

澳門健康管理及促進學會

協辦機構：

香港中毒諮詢中心，澳門急重症醫學會

時間:

2013 年 10 月 5 日至 2013 年 10 月 6 日

地點：

何鴻燊博士醫療拓展基金會演講廳

會議總結：

由澳門科技大學健康科學學院主持的“中葡國際醫學論壇（系列十六）之臨床毒理學”，於 2013 年 10 月 5-6 日一連兩天舉行。

論壇主席霍文遜醫生評論道：“我們很高興有機會在澳門首次舉辦毒理學論壇，一連兩天令人興奮和刺激的活動讓我們非常期待。”

霍醫生補充說：“來自香港的專家團隊將主持高質素的工作坊，讓前線醫療人員對毒理學問題有更深層次的見解，包括：藥物和化學殘留物、昆蟲咬傷、食品污染物以及一些化工產品的活性成分等等。”

本次學術活動由澳門科技大學主持，大會非常榮幸地邀請到香港臨床毒理學學會會長陳耀祥醫生出席活動，陳醫生說道：“我們很高興能跟這一領域的專家們蒞臨澳門，我們非常明白食物與藥品的安全性尤其重要，它也是目前大家非常關心的話題。我們必須培訓澳門的醫療人員，以保證他們有能力處理緊急事件，應對當今的挑戰。”

對於澳門的前線醫護人員來說，本次論壇將會指導他們在毒理學範疇上的發展，這也是現代健康問題的關鍵。論壇為澳門醫療界提供在化學物質和毒素與人體接觸時的各種症狀及處理方法、先進的治療和檢測技術。

香港中毒諮詢中心的三位頂級科學委員會成員將蒞臨澳門參加本次高品質的培訓工作坊。中心董事以及該領域的著名講師劉飛龍醫生與其工作團隊帶來內容豐富極具知識的專題講座、寶貴的實驗室實務經驗、毒理學課題的實際應用，以及風險管理等。其目的是對所有直接或間接的影響食品和藥品安全提供科學建議。其他兩位專家包括香港中毒防控中心謝萬裡顧問醫生及香港中毒諮詢中心助理顧問陳志強醫生。

澳門本地醫療教育者將出席論壇，包括澳門科大醫院血液及腫瘤科鄭彥銘顧問醫生，以及澳門急重症醫學會副理事長陳麗陽醫生。

是次工作坊將於十月五日及六日上午八時三十分假澳門何鴻燊博士醫療拓展基金會演講廳舉行。

本次論壇需特別鳴謝國家衛生和計劃生育委員會、中國醫師協會，以及本澳一眾優秀的醫療機構以及澳門葡語協會給予無限支持。

Sino-Luso International Medical Forum
Macau
Clinical Toxicology Course
5 - 6 October 2013
Dr. Lau Fei Lung
(Series Sixteen) :
Clinical Toxicology
Forum Medico Internacional Sino-Luso (Décima Sexta Fase) :
Toxicologia Clinica
中葡國際醫學論壇(系列十六) :
臨床毒理學
2013.10.05-06

19. Sino-Luso International Medical Forum - (Series Sixteen) Clinical Toxicology

Organizer:

Faculty of Health Sciences, Macau University of Science and Technology

Co-Organizer:

Macau Healthcare Management and Promotion Association, Hong Kong Poison Information Centre, Macau Society of Emergency and Critical Care Medicine

Date:

From 05/10/2013 to 06/10/2013

Venue:

Lecture Hall, Dr. Stanley Ho Medical Development Foundation

Summary:

Macau hosts the 16th Sino-Luso International Medical Forum. Titled "Clinical Toxicology," the two-day forum takes place on the 5th and 6th October , the scientific and academic programs are chaired by the Macau University of Science and Technology (MUST): Faculty of Health Sciences.

Toxicology is one of the most important subjects that plays an important role in modern medicine, this forum will provide our local healthcare providers the know-how in dealing with issues in all kinds symptoms, advanced treatments and detection of poisoning when chemicals and toxins come into contact with the human body.

President of the forum, Dr. Manson Fok comments, "We are delighted to have taken the opportunity of hosting this Toxicology Forum in Macau for the first time. We are very much looking forward to our two full days exciting and stimulating programs."

Dr. Fok adds, "A team of experts from Hong Kong will run quality workshops, our frontline medical providers will gain insights in a vast array of toxicological topics such as drugs and chemical residues, venomous bites from insects, contaminants in food items and some of the active ingredients of chemical products, etc."

Dr Chan Yiu Cheung, the President of Hong Kong Society of Clinical Toxicology remarks, "We are excited to come over to Macau with a team of specialists in the field, we understand food and drug safety issues are important and it is the current 'hot' topic. We must train our medical providers in this region to ensure that are all well-equipped and able to deal with emergency cases in order to meet today's challenges."

Three of top scientific committee members of the Hong Kong Poison Information Centre will travel to Macau to conduct these high quality training workshops. Director of the centre and renowned lecturer in the field, Dr Lau Fei Lung will lead his team to give highly informative lectures, with their hands-on laboratory experience and instruction in the practical application of the toxicological topics, risks management. The aim is to provide scientific advice on all matters with direct or indirect impact on food and drugs safety. Experts include senior specialists of the organization, Dr Tse Man Li and Dr Chan Chi Keung.

Local Macau medical educators will also present in this forum. Amongst them are Prof Gregory Cheung, consultant of University Hospital, MUST and Dr. Chen Lai Leong, the Vice Executive Officer of Macau Society of Emergency and Critical Care Medicine.

This event is supported by the new National Health and Family Planning Commission, PRC, The Chinese Medical Doctors Association as well as a list of outstanding healthcare organizations and Portuguese speaking associations in Macau.

20. 中藥研究高新技術研修班

主辦機構：

兩岸四地中醫藥科技合作中心

承辦機構：

中藥質量研究國家重點實驗室（澳門科技大學）

時間:

2013 年 4 月 18 日至 2013 年 4 月 20 日

地點：

澳門科技大學

會議總結：

於 2008 年成立的“兩岸四地中醫藥科技合作中心”（以下簡稱“中心”），旨在聯絡組織港、澳、台與內地中醫藥界有識之士在科技方面進行多層次多方面的廣泛合作與交流，並承擔起聯合兩岸四地中醫藥專家學者進行科技學術交流和合作及培訓等工作。

爲了推廣高新技術在中藥研究中的應用，促進中藥研究現代化，加強兩岸四地在中醫藥研究領域的交流和合作，由“中心”主辦，中藥質量研究國家重點實驗室（澳門科技大學）承辦的“第二屆中藥研究高新技術研修班”於 4 月 18 日至 20 日在澳門科技大學舉行。在 18 日的開班儀式上，“中心”理事長周禮杲教授致辭感謝兩岸四地的專家來澳授課，也歡迎來自兩岸四地的研修班學員。周禮杲教授介紹了“中心”的背景、宗旨以及近年來所開展的中醫藥科技交流活動，勉勵學員在三天的培訓中學習掌握高新技術在中藥現代研究中的應用，並進行充分的交流和探討。“中心”執行理事長、澳門科技大學校長兼中藥質量研究國家重點實驗室（澳門科技大學）主任劉良講座教授介紹了近幾年來澳門科技大學在中醫藥教育與科研方面的進展。

本次研修班面向兩岸四地中醫藥領域的科研機構和企業招收學員，共招收了內地學員 23 名、台灣學員 2 名、香港學員 2 名、澳門本地學員 4 名，比去年的研修班的規模有所擴大，學員中有三名教授和副教授。授課導師來自兩岸四地長期從事中藥現代研究的專家教授，如臺北醫學大學的謝瀛華教授、 香港中文大學的林鴿教授、廣州中醫藥大學的劉中秋教授以及中藥質量研究國家重點實驗室的幾位教授。他們在課堂上重點介紹了一些高新技術的基礎理論和在中藥研究上的應用。此外，由於去年的第一期研修班的實驗課普遍受到學員的好評，因此本期研修班也同樣開設了一些實驗課，讓學員能夠更具體、更深入地掌握所學的理論知識。研修班的課程內容包括抗衰老藥物研究策略與方法、具有肝臟毒性中藥的安全使用和評估、生物藥劑學在中藥新藥研發中的作用與應用、中藥質量控制樣品處理的新方法、DNA 與中藥質量研究、基於多元 LC-MS 技術的創新糖組學技術平臺的建立及應用等，實驗課程包括 UHPLC-TOF-MS 技術應用於三七人參皂苷的分析、多功能活細胞成像技術在中藥研究中的應用、UPLC-QQQ-MS 技術應用於中藥成分的的定量分析、利用多重等位基因特異 PCR 鑒別人參類藥材。

學員們一致認為參加這次三天的學習和實驗培訓收穫良多，非常感謝“中心” 和中藥質量研究國家重點實驗室（澳門科技大學）提供的這個學習機會。福建中醫藥大學的陳強教授說，在這次研修班上掌握了一些高新技術在中藥質量控制和安全 性評價研究中的理論知識和實際應用，也和港澳的中藥研究領域的科研人員進行了充分的交流，“中心”在推動兩岸四地的中醫藥的交流合作和人才培訓方面不遺餘力，功不可沒。

中藥研究高新技術研修班
Workshop on Advanced Technology in Chinese Medicines Research
2013.04.18-20

20. Workshop on Advanced Technology on Chinese Medicines Research

Organizer:

Cross-Strait Scientific Collaboration Center for Chinese Medicine

Co-Organizer:

State Key Laboratory of Quality Research in Chinese Medicine (Macau University of Science and Technology)

Date:

From 18/4/2013 to 20/4/2013

Venue:

Macau University of Science and Technology

Summary:

The Cross-Strait Scientific Collaboration Centre for Chinese Medicine (hereinafter the Centre) was founded in 2008. The aim of the Centre is to liaise with knowledgeable and experienced individuals in the Chinese medicine industry in Mainland China, Taiwan, Hong Kong and Macau to develop extensive technological cooperation and exchanges at multiple levels; and to bring together the Chinese medicine experts and scholars in these regions to facilitate scientific and academic exchange, cooperation and training etc.

The Centre organized the Second Seminar on Advanced Technologies in Chinese Medicine Research with Macau University of Science and Technology (MUST) on 18-20 April, with the intention of promoting the application of advanced technologies, modernization, deeper cooperation and knowledge exchange in Chinese medicine research in the regions. At the opening ceremony on 18 April, Prof. Zhou Li-Gao, Director-General of the Centre, welcomed the regional delegates in his speech and introduced the background and purpose of the Centre, as well as the knowledge exchange activities in Chinese medicine technology undertaken in recent years. He also encouraged the delegates to grasp the significance of the application of advanced technology in modern Chinese medicine research at the seminar and utilize this occasion to the fullest extent for knowledge exchange and discussions.

Chair Prof. Liu Liang, Executive Director of the Centre, Rector of MUST and Director of State Key Laboratory of Quality Research in Chinese Medicine (MUST), took the opportunity detailing to delegates how MUST had been flourishing in education and research in Chinese medicine.

This seminar was aimed at scientific research institutions and enterprises in the regions. There were 23 delegates from Mainland China, two from Taiwan, two from Hong Kong and four from Macau, representing an increase in comparison to the inaugural seminar last year. Three of the delegates were Professors and Assistant Professors. The tutors at this seminar were experienced experts and scholars in modern Chinese medicine research, including Assistant Professor Hsieh Ying-Hua, Taipei Medical University; Professor Lin Ge, Chinese University of Hong Kong; Professor Liu Zhong Qiu, Guangzhou University of Chinese Medicine; and several professors from the State Key Laboratory of Quality Research in Chinese Medicine.

At the seminar, the tutors highlighted underlying theories and application of advanced technologies. The well received laboratory skill training sessions had made a return this year, meaning that delegates were able to thoroughly consolidate the conceptual knowledge learned at the seminar. Topics covered at this year seminar included strategies and methodologies in anti-aging medicine research, safety and evaluation of Chinese medicine causing hepatotoxicity, the role of biopharmaceutics and its application in research and development in Chinese medicine, new ways of quality control in Chinese medicine, the use of DNA sequencing in Chinese medicine quality research and the establishment and application of a glycomics platform based on the multidimensional LC-MS. Experimental training included analyzing ginsenoside from Panax notoginseng with UHPLC-TOF-MS, application of multi-functional live cell imaging in Chinese medicine research, quantitative analysis of Chinese medical ingredients with UPLC-QQQ-MS and evaluation of different types of ginseng via multiplex PCR.

The general feedback from the delegates was that this seminar was hugely beneficial and they thanked the Centre and MUST for providing this learning opportunity. Professor Chen Qiang from Fujian University of Traditional Chinese Medicine said that he had acquired theoretical knowledge

and practical application of some advanced technologies for quality control and safety evaluation in Chinese medicine. He also had opportunities to have ample discussions with researchers in the field of Chinese medicine from Hong Kong and Macau.

The Centre has been sparing no effort to promote academic exchange and training in Chinese medicine in the regions and its contribution certainly has not gone unnoticed.

21. 中藥質量研究與創新藥物研究高峰論壇 (2013・澳門)

主辦機構：

澳門科技大學

承辦機構：

中藥質量研究國家重點實驗室（澳門科技大學）、澳門藥物及健康應用研究院

資／贊助機構：

澳門基金會、科學技術發展基金、安捷倫科技有限公司

時間:

2013 年 4 月 16 日至 2013 年 4 月 17 日

地點：

澳門科技大學

會議總結：

由澳門科技大學主辦，中藥質量研究國家重點實驗室（澳門科技大學）和澳門藥物及健康應用研究院承辦，澳門基金會、科學技術發展基金和安捷倫科技有限公司協辦的“中藥質量研究與創新藥物研究高峰論壇（2013・澳門）”於 2013 年 4 月 16-17 日假澳門科技大學舉行。國家中醫藥管理局于文明副局長、中央人民政府駐澳門特別行政區聯絡辦公室部長級助理高尚德先生、科學技術發展基金行政委員會唐志堅主席、澳門基金會行政委員會林金城副主席、澳門特別行政區政府 高等教育輔助辦公室何絲雅副主任、科學技術發展基金行政委員會鄭冠偉委員、中國工程院張伯禮院士、姚新生院士、劉昌孝院士、李連達院士、澳門科技大學校董會周禮杲主席、澳門科技大學校長兼中藥質量研究國家重點實驗室(澳門科技大學)主任劉良講座教授擔任主禮嘉賓主持了開幕禮，來自中國兩岸四地、美國和韓國的 30 多名知名專家和年輕學者以及本澳中藥界和學術界人士 150 多名出席了高峰論壇的開幕典禮。

在開幕典禮上，劉良校長首先代表主辦機構澳門科技大學致歡迎辭，對各位主禮嘉賓和專家學者對論壇的鼎力支持表示熱烈歡迎和誠摯的謝意。劉良校長說，澳門科技大學是一所文理並舉、充滿活力的年輕綜合型大學。經過 13 年的發展，已經成為澳門最大規模的高等學府，也是在上海交通大學兩岸四地大學排名中，躋身於百強之列的最年輕大學。澳門科技大學基金會一直著力發展中醫藥，早在 2000 年建校之初，即創辦了中醫藥學院，隨後又建立了澳門藥物及健康應用研究所和科大醫院。目前，完整的中醫學和中藥學高等教育課程體系已經基本建立。2011 年 1 月，國家科技部批准中藥質量研究國家重點實驗室在澳門掛牌,使大學成為國家重點實驗室的兩個依託機構之一，這為大學發展中醫藥研究注入了強勁動力。最近，大學決定將澳門藥物及健康應用研究所升格為研究院，藉以加強創新中藥新藥研發和食品與藥品檢定服務工作。今後，大學將會充分把握質量和創新兩個關鍵，將發展優質中醫藥教育及研究繼續作為大學發展的重要方向之一，也努力把國家重點實驗室建設成為中藥質量與創新藥物研究領域的真正國家級平臺。

唐志堅主席在致辭中說，澳門科技大學主辦的“中藥質量與創新藥物研究高峰論壇”邀請了來自兩岸四地和美國、韓國的 30 多位中醫藥和生物醫藥研究的知名專家和學者前來交流，分享中藥質量和創新藥物研究的成果和經驗，相信一定能使澳門從事中醫藥研究的同仁受益匪淺，對提高本澳的中醫藥研究水準具有重要意義。澳門特別行政區科學技術發展基金將繼續大力支持中藥質量研究國家重點實驗室建設，使其符合國家科技部對國家重點實驗室建設的要求和發展目標。

於文明副局長在致辭中說，中醫藥是中華民族幾千年來與疾病鬥爭，凝聚知識經驗，而獨立創造出來的醫學科學。中央政府對中醫藥工作進行了一系列重要部署，更加注重扶持和促進中醫藥事業發展。特區政府把發展中醫藥作為推動經濟適度多元發展的四大重點領域之一，國家也將推動澳門發展中醫藥納入《十二五發展規劃》。于文明副局長充分肯定了澳門科技大學在中醫藥的教育和研究方面所取得的顯著成績，並表示將繼續支持中藥

質量研究國家重點實驗室的建設和發展。他希望國家重點實驗室能夠一如既往，加快發展，真正成為我國中藥質量和創新藥物研究提供有力的支撐。

“中藥質量研究與創新藥物研究高峰論壇”是繼 2012 年“中藥質量與創新藥物學術研討會”之後的又一次中藥研究的學術盛會， 20 多位演講者的講演內容豐富，精彩紛呈。專家們分別從中藥質量、中藥安全性和創新藥物研究的新思路、新技術、新方法、新進展、新成果等方面發表了高水準的學術報告，並進行了深入地討論。會議期間，與會專家和參會者還參觀了中藥質量研究國家重點實驗室（澳門科技大學）。他們對實驗室的尖端儀器設備和管理以及科研成果表示了極大的讚許。

這是一次高水準的專題研討會，也對促進澳門的中醫藥科技合作頗有裨益。澳門科技大學將每年舉行一次這樣的專題研討會。劉良校長說，科技進步和現代醫學的快速發展，各種新技術、新思路、新方法和新成果不斷湧現，爲中藥質量研究和創新藥物研發帶來許多機遇和挑戰。借此高峰論壇召開之際，各位專家學者共聚一堂，共同分享中藥質量和創新藥物研究的重要成果、發展趨勢和學術觀點，將大大擴展與提升這兩大研究領域

研究思路與方法。中藥質量研究國家重點實驗室（澳門科技大學）亦希望

進一步凝煉目標，加強創新，力爭在一些關鍵技術領域取得跨越式進步。

21. Summit on Quality Research and Drug Discovery in Chinese Medicines (2013・Macau)

Organizer:

Macau University of Science and Technology

Co-Organizer:

State Key Laboratory of Quality Research in Chinese Medicine (Macau University of Science and Technology), Macau Institute for Applied Research in Medicine and Health

Sponsor:

Macao Foundation, FDCT, Agilent Technologies

Date:

From 16/4/2013 to 17/4/2013

Venue:

Macau University of Science and Technology

Summary:

The Summit on Quality Research and Drug Discovery in Chinese Medicine Research Summit (2013 • Macau) run by MUST with State Key Laboratory of Quality Research in Chinese Medicine (MUST) and Macau Institute for Applied Research in Medicine and Health was held at MUST on 16-17 April 2013, in association with the sponsors, Macau Foundation, FDCT and Agilent Technologies Co. Ltd..

The Research Summit opening ceremony was officiated by Mr. Yu Wen-Ming, Deputy General-Director of State Administration of Traditional Chinese Medicines (SATCM); Mr. Kou Shung-Te, Assistant Director of the Liaison Office of the Central People's Government in Macao SAR; Mr. Tong Chi Kin, Chairman of FDCT Administrative Committee; Mr. Peter Lam Kam-Seng, Vice Chairman of Macao Foundation Executive Committee; Ms. Sílvia Ribeiro Osório Ho, Deputy Director of Macao SAR Tertiary Education Services Office; Mr. Cheang Kun Wai, Member of FDCT Administrative Committee; Prof. Zhang Bo-Li, Prof. Yao Xin-Sheng, Prof. Liu Chang-Xiao, Prof Li Lian-Da, academicians of Chinese Academy of Engineering; Prof. Zhou Li-Gao, Chairman of the University Council of MUST; and Chair Prof. Liu Liang, Rector of MUST and Director of tate Key Laboratory of Quality Research in Chinese Medicine (MUST). Over 30 renowned experts from the Mainland, Hong Kong, Taiwan, Macau, America and Korea attended and over 150 from the local Chinese medicine and academic circles.

Rector Liu Liang delivered a welcome speech at the opening ceremony on behalf of MUST to express his sincere gratitude and appreciation to the officiating guests, experts and scholars for their generous support to the Research Summit. He said that MUST was a dynamic and comprehensive university offering a wide range of courses across many disciplines. After 13 years since this young university was founded, it had become the largest leading university in Macau. It was also the newest university ranked in the top hundred of Shanghai Jiao Tong Ranking of Universities among universities in the Mainland, Hong Kong, Taiwan and Macau.

MUST Foundation had always attached particular importance to developing Chinese medicine. The university was founded in 2000 with the formation of the Faculty of Chinese Medicine. There followed the establishment of the Macau Institute for Applied Research in Medicine and Health and a university hospital. Higher education courses in medicine and pharmacy of Chinese medicine has now in principle been fully established.

In January 2011, approval by Ministry of Science and Technology to establish State Key Laboratory of Quality Research in Chinese Medicine in Macau had led to MUST become on of the two supporting institutions. This was a huge driving force for the university in developing Chinese medicine research. The university had recently upgraded the Macau Institute for Applied Research in Medicine and Health to drive growth in innovation and drug discovery in Chinese medicine and food and drug testing services.

In the future, the university will fully grasp the significance of quality and innovation, and continue with developing high quality education and research in Chinese medicine as one of its development directions. It will also strive to grow State Key Laboratory of Quality Research in Chinese Medicine into a real national platform for quality research and drug discovery.

Mr. Tong Chin Kin, Chairman of FDCT the Administrative Committee, said in his speech that he believed this Research Summit, which involved over 30 experts and scholars in Chinese medicine and biomedical research from the Mainland, Taiwan, Hong Kong, Macau, America and Korea, had been a valuable experience for researchers in Macau. The sharing of experiences and results with these experts and scholars in quality research and drug discovery had considerable significance in enhancing research in Macau. Furthermore, he also expressed that FDCT would continue to provide QRCM Lab with their full support to conform to the requirements and development goals set by the Ministry of Science and Technology.

Mr. Yu Wen-Ming, Deputy General-Director of SATCM, said in his speech that Chinese medicine was a medical science created solely from thousands of year's accumulated experience and knowledge of fighting diseases. The Chinese Government has been undertaking a series of instrumental arrangements for Chinese medicine with increased focus on supporting and promoting development of Chinese medicine research. Macau SAR has designated Chinese medicine development as one of the four key areas for encouraging economic diversification. Backing from the Chinese Government to Macau for developing Chinese medicine will also be included in the National 12th Five-Year Plan. He gave his full recognition to the remarkable achievements in Chinese medicine education and research made by MUST and affirmed his continued support for the growth of State Key Laboratory of Quality Research in Chinese Medicine. He hoped that the laboratory could continue their expeditious development and truly become a powerful support to the country in quality research and drug discovery in Chinese medicine.

Following the Forum on Quality Research and Drug Discovery in Chinese Medicine in 2012, this Research Summit was a further academic event specifically on Chinese medicine research. Over 20 experts shared their insights on fresh ideas, up-to-date techniques, new methods, recent development and latest findings on quality, safety and drug discovery in Chinese medicine through lively and informative presentations, which were of extremely high standard, complemented by in-depth discussions.

During the Research Summit, the experts and attendants visited the State Key Laboratory of Quality Research in Chinese Medicine (MUST). The state-of-the-art research facilities, first-class management and research work of the laboratory had won high praise.

This Research Summit was a high level symposium, which was undoubtedly valuable for promoting technological collaboration in Chinese medicine. This symposium will therefore continue to be hosted annually by MUST.

Chair Prof. Liu Liang, Rector of MUST, commented that technology and modern medicine were advancing at pace resulting in the constant emergence of new techniques, fresh ideas, new methods and new results. This had brought ample opportunities and challenges to quality research and drug discovery in Chinese medicine. The Research Summit provided an opportunity for experts to come together to share their significant achievements, development trends and academic views in quality and drug discovery in Chinese medicine which would facilitate expansion and enhancement of ideas and methodologies in these two research areas.

The State Key Laboratory of Quality Research in Chinese Medicine (MUST) is also hoping to further streamline its goals, enhance innovation and to progress in a number of key technology areas at an exponential rate.

22. 兩岸四地中醫藥院校長論壇 (2013・澳門)

主辦機構：

澳門科技大學

承辦機構：

中藥質量研究國家重點實驗室（澳門科技大學）、澳門藥物及健康應用研究院、澳門科技大學中醫藥學院

資／贊助機構：

澳門特別行政區政府高等教育輔助辦公室、澳門基金會、科學技術發展基金

時間:

2013 年 10 月 29 日至 2013 年 10 月 30 日

地點：

澳門科技大學

會議總結：

由澳門科技大學主辦的首屆“兩岸四地中醫藥院校長論壇”於 2013 年 10 月 29 日在澳科大校園隆重開幕，來自內地、臺灣、香港、澳門的專家學者、與會代表和嘉賓等近 400 人出席，包括 17 間中醫藥大學/學院的校長或院長(各校長/院長的個人簡介請參閱附件一)。國家衛生和計劃生育委員會副主任、國家中醫藥管理局局長王國強先生，中央人民政府駐澳門特別行政區聯絡辦公室副主任陳斯喜先生，澳門基金會行政委員會吳志良主席，澳門科學技術發展基金行政委員會唐志堅主席，澳門衛生局陳惟蒨副局長，澳門高等教育輔助辦公室盧麗萍代副主任，粵澳中醫藥科技產業園開發有限公司陳敬紅董事長，中國科學院院士、上海中醫藥大學校長陳凱先教授，澳門科技大學校董會周禮杲主席、校長劉良講座教授一同為“論壇”剪綵揭幕。

為了加強中藥質量與創新藥物研究，澳科大校董會決定將澳門藥物及健康應用研究所更名為研究院。與此同時，大學亦決定成立澳門國際中藥標準中心，大力推動國際中藥標準等研究工作。上述機構均在“論壇”開幕禮上同時揭牌。

劉良校長在開幕致辭中表示: 是次“論壇”是在兩岸四地致力於傳承和創新中華民族共同的傳統文化瑰寶---中醫藥學的良好形勢下召開的。“論壇”以“深化合作、協同發展”為主題，院校長們從戰略的高度，研討中醫藥傳承與創新、中醫藥教育與研究、中醫藥產業化和國際化的發展思路與策略，共同搭建兩岸四地堅實的中醫藥合作平臺。他同時指出：中醫藥正在快速地走向世界，研究、應用和發展中醫藥的國際浪潮方興未艾，兩岸四地的中醫藥院校長們必定是這一浪潮的重要推動者和擔當者，因為教育和人才是最根本的。為此，兩岸四地的中醫藥院校，亟需建立適應中醫藥國際化的教育與研究模式，建立適應傳統中醫藥傳承與創新的國際性競爭與合作機制，同時形成大中華地區發展中醫藥的合力，牢牢掌握中醫藥國際化的主導權。劉良校長對澳門發展中醫藥充滿信心，他認為澳門具有社會和諧、經濟繁榮、文化多元、背靠祖國、國際化程度高等多種優勢，只要充分地把握機遇、做好定位、注重人才、加強合作，定能成為兩岸四地發展中醫藥的重鎮。

國家衛生和計劃生育委員會副主任、國家中醫藥管理局局長王國強先生專程從北京前來出席“論壇”，發表了熱情洋溢的講話，亦對近年來澳門中醫藥的快速發展給予了高度評價。

科學技術發展基金行政委員會唐志堅主席在致辭中充分肯定澳門的中醫藥科學與技術進步，特別是中藥質量研究國家重點實驗室的建設成績，亦表示將一如既往地支持中醫藥科學研究與產業發展，積極拓展澳門與內地、香港、臺灣的科技合作。

澳門高等教育輔助辦公室盧麗萍代副主任在致辭中強調：澳門特區政府特別重視發展高等教育（包括高等中醫藥教育），努力儲備人才與智力資源，為推動澳門經濟適度多元發展服務。

“論壇”為期兩天，均在澳科大校園進行合共十五場學術報告。“論壇”組織者希望，本次“論壇”僅是系列“論壇”的開始，今後能夠在兩岸四地不同的城市輪流舉辦。

22. Cross-Strait University Presidents Conference on Chinese Medicine

Organizer:

Macau University of Science and Technology

Co-Organizer:

State Key Laboratory of Quality Research in Chinese Medicine (Macau University of Science and Technology), Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology Faculty of Chinese Medicine

Sponsor:

Macao SAR Government Tertiary Education Services Office, Macao Foundation, FDCT, Agilent Technologies

Date:

From 29/10/2013 to 30/10/2013

Venue:

Macau University of Science and Technology

Summary:

Macau University of Science and Technology (MUST) hosted the first Cross-Strait University Presidents Conference on Chinese Medicine at its campus on 29 October 2013. This was attended by University Presidents from 17 Universities and Colleges of Chinese Medicine; along with academics, representatives and guests from the Mainland, Taiwan, Hong Kong and Macau totaling almost 400 people. (See appendix 1 for profiles of the Rectors and Presidents.)

The opening ceremony was officiated by the following guests:

- Mr. Wang Guo-Qiang , Vice Minister of the National Health and Family Planning Commission and Director of the State Administration of Traditional Chinese Medicines;
- Mr. Chen Si-Xi, Vice Director of the Liaison Office of the Central People's Government in the Macao Special Administrative Region;
- Mr. Wu Zhi-Liang, Chairman of the Executive Committee of the Macau Foundation;
- Mr. Tong Chi-Kin, Chariman of the Macao Science and Technology Development Fund (FDCT) Administrative Committee ;
- Dr. Chan Wai-Sin, Deputy Director of Macau Health Bureau;
- Ms. Lu Li-Ping, Acting Deputy Director of the Macao SAR Tertiary Education Services Office;
- Ms. Chen Jing-Hong, Executive Director of Guangdong-Macau Traditional Chinese Medicine Technology Industrial Park Development Co., Ltd.;
- Prof. Chen Kai-Xian, academician of the Chinese Academy of Science and President of the Shanghai University of Traditional Chinese Medicine;
- Prof. Zhou Li-Gao, Chairman of the University Council of MUST;
- Chair Prof. Liu Liang, Rector of MUST

Together they cut the ribbon to mark the opening of the conference.

The University Council of MUST made a decision to upgrade the Macau Institute for Applied Research in Medicine and Health to enhance quality research and drug discovery in Chinese medicine. MUST also set up Macau Centre for International Standard of Chinese Medicines with the intention to proactively promote research of setting universal standards in Chinese medicine. These two latest developments were both unveiled at the conference opening ceremony.

Chair Prof. Liu Liang, Rector of MUST, remarked in his opening speech that the conference was convened in an excellent state of affairs where the Mainland, Taiwan, Hong Kong and Macau were working together with the same commitment - building on our heritage and being innovative in Chinese medicine, which is a Chinese cultural treasure we all share.

The theme of the conference was “Deeper Cooperation and Collaborative Development”. Invited speakers deliberated over several areas in Chinese medicine at a strategic level:

- innovation and dissemination,
- research and education,

- industrialization and internationalization, and
- a cooperative research platform for the Mainland, Taiwan, Hong Kong and Macau

He also commented that Chinese medicine was gaining popularity rapidly worldwide with its research, application and development blossoming at a global level. Therefore, Rectors and Presidents would undoubtedly become key motivators and ambassadors of this global movement, as education and talent were the two most fundamental requisites. Consequently, there would be a real need for universities and colleges in Chinese medicine in the regions to establish an education and research model suitable for the internationalization of Chinese medicine, and a cooperative system for innovation and dissemination competitive at international level. Meanwhile, we should also ensure that we work together to be at the forefront of internationalizing Chinese medicine.

Chair Prof. Liu has a strong faith in Macau's development of Chinese medicine as the harmonious Macau society has a vibrant economy, diverse cultures, and support from Mainland China and is highly internationalized. He believes that Macau can become a strategic city for developing Chinese medicine in the regions as long as the following can be achieved:

- seizing opportunities when they arise
- positioning itself appropriately
- focusing on nurturing talent
- deepening cooperation

Mr. Wang Guo-Qiang, Vice Minister of the National Health and Family Planning Commission and Director of the State Administration of Traditional Chinese Medicines, made a special trip from Beijing to attend this conference. He delivered a heart-felt and compassionate speech and highly commended on the expeditious development over the past few years in Chinese medicine in Macau.

Mr. Tong Chi-Kin, President of the Administrative Committee of FDCT, gave ample recognition in his speech to the growth in Chinese medicine science and techniques in Macau; in particular the accomplishments made by the State Key Laboratory. He also affirmed that he would offer his wholehearted support as usual and would proactively promote technological cooperation among the Mainland, Taiwan, Hong Kong and Macau.

Ms Lu Li-Ping, Acting Deputy Director of the Macao SAR Tertiary Education Services Office stressed in her speech that in order to promote economic diversification and encourage growth, Macau SAR had always attached particular importance to developing tertiary education, including higher education in Chinese medicine, and retaining talent and intellectual resources.

The conference was over two days with 15 presentations. The conveners of the conference hoped that this was only the first of many on the horizon, with venues alternating between Mainland China, Taiwan, Hong Kong and Macau.

23. 2013 圖書館未來之發展研討會

主辦機構：

澳門科技大學圖書館，北京大學圖書館，中國高等教育文獻保障系統 CALIS 管理中心，澳門圖書館暨資訊管理協會

承辦機構：

澳門科技大學圖書館

資／贊助機構：

澳門基金會，EBSCO，Innovative Interface Inc.，Civica

時間:

2013 年 7 月 4 日至 2013 年 7 月 5 日

地點：

澳門科技大學 N101 室

會議總結：

為讓澳門地區圖書館瞭解近年來行業的先進發展理念和技術應用，由澳門科技大學倡議並與北京大學、中國高等教育文獻保障系統（CALIS）和澳門圖書館暨資訊管理協會聯合主辦的「二０一二圖書館未來之發展」研討會，於本月四日至五日，在澳門科技大學成功舉辦。來自北京、上海等地的知名學者、專家及澳門中央圖書館、澳門大學圖書館、澳門理工學院圖書館、澳門旅遊學院圖書館等專業人員參與了此次研討。此次研討會主題涉及圖書館發展之戰略規劃、資源發現服務、下一代圖書館系統、資源描述、資源與服務之未來等五大類，十五個演講報告。

澳門科技大學張曙光常務副校長在開幕式致辭時表示，澳門科技大學圖書館近三年來的發展無論在館藏數量、館舍面積還是服務能力上都有較大提升，高新技術手段更是將服務滲透到教、學、研各領域。

借此研討會召開之際，澳門圖書館暨資訊管理協會組織本澳地區從業人員參加研討會以期達成專業培訓之目的，七十餘圖書館界從業者參與了此次課程學習。與會學員們紛紛表示，此次研討會為澳門地區圖書館在新技術應用、服務於資源方面打開一扇視窗，對於推動兩地圖書館界更多的交流與合作，拓展從業人員的業務能力具有積極作用。學員在會上針對新技術拓展應用、移動圖書館服務等方面與專家展開熱烈討論。

23. 2013 Library future development seminar

Organizer:

MUST library, PKU library, China Academic Library & Information System, aka CALIS, Macao Library & Information Management Association

Co-Organizer:

MUST library

Sponsor:

Macau foundation, EBSCO, Innovative Interface Inc., Civica

Date:

From 4/7/2013 to 5/7/2013

Venue:

N101, Macau University of Science and Technology

Summary:

In order for Macao Library staff members to understanding of advanced concepts and technology in recent years, the development of the industry, the initiative by the Macau University of Science and Technology and Peking University , China Academic Library and Information System (CALIS) and Macau Library and Information Management Association jointly organized a seminar on 2013 the future development of Macau libraries, from 4 to 5, July 2013, was successfully held in Macao University of Science and Technology. Experts from Beijing, Shanghai and other places, professional scholars and Macau Central Library, University of Macau Library, Macao Polytechnic Institute Library, Macau Institute for Tourism Studies Library and other professionals participated in the discussion. The seminar topics related to strategic planning library development, resource discovery five categories, fifteen presentations services, and the next generation of library systems, resource description, future resources and services.

Shuguang Zhang, executive vice president of the Macau University of Science and Technology, said at the opening ceremony of the development of Macau University of Science and Technology Library in nearly three years, whether the collection has greatly improved in the number of building area or service capacity, high-tech means more service penetration to teaching, learning and research in various fields.

Take this occasion of the symposium, Macau Library and Information Management Association of the Macao library staffs attend seminars to achieve the purpose of professional training, more than seventy libraries practitioners participated in the courses. Most of the participants have said that the seminar is a library Macao application of new technologies , services, open a window on the resources, both for the library community to promote more exchanges and cooperation, and expand the business capabilities of employees have a positive effect. At the meeting, participants engaged in lively discussions with experts for the development of new technology applications, mobile library services.

24.「東亞文獻資源國際合作聯盟」會議

主辦機構：

東亞文獻資源國際合作聯盟

承辦機構：

澳門科技大學圖書館、澳門文獻資訊協會、南京大學圖書館

資／贊助機構：

(台灣)華藝數位股份有限公司

時間:

2013 年 7 月 25 日至 2013 年 7 月 28 日

地點：

澳門科技大學 A501

會議總結：

由澳門科技大學、澳門文獻資訊學會、南京大學圖書館聯合主辦的「東亞文獻資源國際合作聯盟」第一次工作會議，七月廿五日至廿七日假澳門科技大學成功舉行。來自美國哈佛大學、芝加哥大學、韓國學中央研究院、北京大學、清華大學、台灣大學、澳門大學等兩岸四地多家著名大學圖書館的館長作為聯盟成員代表出席了會議。科大常務副校長張曙光教授在開幕式上致辭表示，圖書館不僅是文獻的收集者，還是文獻辨識、整理和加工的專家，為學術研究的開展提供了堅實的基礎和保障。他認為「東亞文獻資源國際合作聯盟」的成功建立，把分佈在全球各地的東亞文獻資源進行整合並建立共用平臺，是一項獨具慧眼和高瞻遠矚的工作。會議對東亞研究文獻的合作、挖掘與利用等議題進行了討論，澳門文獻資訊學會理事長楊開荊博士及澳門科技大學圖書館代表分別就澳門地區特色文獻整理以及澳門特藏館藏建設向大會做了學術報告，得到與會專家的肯定。本次會議同時確定了東亞文獻國際合作聯盟之宗旨、章程，並對聯盟的工作計劃、平臺規劃及發展事宜等議題進行了討論。聯盟主席南京大學圖書館館長洪修平教授總結會議時表示，聯盟旨在整合成員館的東亞研究文獻資源，秉持“學術乃天下之公器”理念，遵從互利互惠、互補餘缺原則，在嚴格遵守國際版權法的前提下，盡最大努力，實現東亞文獻資源的共知共建與共用。聯盟近期目標計劃為“出東海，下南洋”，加強與日本、韓國的傳統合作，開拓與越南等東亞東南亞國家的新合作。

24. The Steer Meeting of "East Asian Literature Resources Alliance"

Organizer:

East Asian Literature Resources Alliance

Co-Organizer:

Macau University of Science and Technology, Macau Documentation and Information Institute and Nanjing University Library

Sponsor:

Airiti Incorporation (Taiwan)

Date:

From 25/7/2013 to 28/7/2013

Venue:

A501, Macau University of Science and Technology

Summary:

The first Steer Meeting of "East Asian Literature Resources Alliance" was jointly organized by the Macau University of Science and Technology, Macau Documentation and Information Institute and Nanjing University Library on July 25 to 27, 2013 at Macao University of Science and Technology. The experts from Harvard, University of Chicago , Academy of Korean Studies , Peking University, Tsinghua University, National Taiwan University and the Universities in Macau and Hong Kong as the alliance members attended the meeting. Professor Zhang Shuguang, the Standing Vice Rector of Macau University of Science and Technology, give a speech at the opening ceremony. He said, the library is not only a collector literature, but also the experts of literature identification, organizing and retrieving, on which the academic research skyscrapers are built and consolidated. He believes that the successful establishment of the Alliance will integrate the distribution of resources in the East Asian literature around the world, and establish a sharing platform, which is a discerning and visionary work. The meeting discussed the issues on the cooperation, mining and utilization of East Asia research literature. Dr. Yang Kaijing, the president of Macau Documentation and Information Society, and the librarian from Macau University of Science and Technology Library gave speeches on the special literature in Macao and the Macao special collections development. The meeting also established the purpose and charters of of the Alliance, and also discussed the further work plan, platform planning and development issues. Professor Hong Xiuping, the President of the Alliance, and the University Librarian of Nanjing University concluded that the goal of the Alliance is to integrate the literature resources on East Asian Studies, with bearing the concept of "Academia is a public equipment of the world", to comply with the principles of mutual benefit, in strict compliance with the intellectual laws and copyrights, to do the utmost to achieve the common building and sharing of the East Asian literature resources. The next plan of tha Alliance is to "go out of the East China Sea, and go to the Southeast Asia" to strengthen traditional cooperation with Japan, South Korea, and to explore the new cooperation with Vietnam and other Southeast Asian countries.

25. 國家科技圖書文獻中心澳門合作館簽約儀式及培訓會議

主辦機構：

國家科技圖書文獻中心，澳門科技大學圖書館

承辦機構：

澳門科技大學圖書館

時間:

2013 年 10 月 17 日至 2013 年 10 月 18 日

地點：

澳門科技大學 A501，N406

會議總結：

2013 年 10 月 17、18 日，科大圖書館在 A501 舉辦了“國家科技圖書文獻中心澳門合作館簽約儀式”，在 N406 進行了服務開通使用的相關培訓。這標誌著科大圖書館又得一有力合作夥伴，意味著我館的文獻傳遞服務水準可以更上一層次。

國家科技圖書文獻中心（National Science and Technology library, 簡稱 NSTL）是經國務院領導批准成立的一個基於網絡環境的科技資訊資源服務機構，是國家科技資訊資源戰略儲備基地，年度經費達數億人民幣。因此，NSTL 是我國收集外文印本科技文獻資源最多的，面向全國提供服務的科技文獻資訊機構。NSTL 為擴展兩岸四地的服務，首選澳門科技大學為其澳門地區合作館，對我館以及澳門地區其它圖書館的科技文獻服務能力將是一個極大的提升。

25. Signing Ceremony of National Science and Technology Library (NSTL) Cooperation Library in Macao, and Training Meeting

Organizer:

National Science and Technology Library (NSTL), MUST Library

Co-Organizer:

MUST Library

Date:

From 17/10/2013 to 18/10/2013

Venue:

A501, N406, Macau University of Science and Technology

Summary:

On 17th and 18th Oct. 2013, MUST Library held a signing ceremony of National Science and Technology Library (NSTL) Cooperation Library in Macao in A501, and held a using training meeting in N406, which means our service ability specially the Document Delivery Service will be upgraded with the help of NSTL.

NSTL is an important sci-tech document and information service institution in China. As an information sharing system, it takes an important role in supporting Chinese science and technology research and education. Having been profited from the advantage of the increase of country's funding, the number of foreign document and information resource has kept growing. Based on this sharing management model, the large stock of document and information resources accumulated for several decades by all member institutions has been effectively activated, which has greatly enhanced China's support capabilities of sci-tech document and information resources. MUST Library is the first cooperation library of NSTL oversea. NSTL's rich resources and high quality services could be shared in Macao now.

26. 圖書館參考諮詢服務研討會——CASHL 走入澳門

主辦機構：

中國高校人文社會科學文獻中心，澳門科技大學圖書館

承辦機構：

澳門科技大學圖書館

資／贊助機構：

超星集團

時間:

2013 年 12 月 13 日

地點：

澳門科技大學 A501

會議總結：

為擴展資源共建共用計劃，促進人文社會文獻資訊資源的廣泛利用，進一步推進兩地文獻保障及服務工作的交流與開展，我館於 2013 年 12 月 13 日舉辦了研討會「圖書館參考諮詢服務研討會——CASHL 走入澳門」。邀請了 CASHL 的關志英秘書長，王晶晶服務主管作為本次研討會的主講嘉賓。兩位老師分別做了題為“趨勢與變革：重新定位大學圖書館的資訊服務”，“文獻服務的協同建設與發展——以 CASHL 為例”的精彩報告。科大圖書館讀者服務組組長張小冰向與會嘉賓彙報了本館參考服務的情況，報告題目為“科大圖書館參考服務回顧與前瞻”。科大圖書館以及澳門大學,澳門城市大學等其他高校圖書館的參考館員參加了這次研討會。

26. Library Reference Service Seminar —— CASHL in Macao

Organizer:
China Academic Social Sciences and Humanities Library(CASHL), MUST Library
Co-Organizer:
MUST Library
Sponsor:
SuperStar Group
Date:
13/12/2013
Venue:
A501, Macau University of Science and Technology
Summary:
On 13th Dec. 2013 and in A501, MUST Library held a seminar 「Library Reference Service Seminar —— CASHL in Macao」. Guan Zhiying, the secretary general of China Academic Social Sciences and Humanities Library (CASHL); Wang Jingjing, the service head of CASHL were invited as the guest speakers. They made excellent report, and the topics respectively were "Trends and Change: Repositioning of University Library Information Service" and "Literature Service Cooperative Construction and Development of —— take CASHL as example". Zhang Xiaobing, head of public services section of MUST Library made a report named "Review and Future of References Service of MUST Library". Reference librarians of MUST Library, UMAC library, Macao CityU Library attended this seminar.

27.「澳門與世界」外交官系列講座

主辦機構：

澳門科技大學社會和文化研究

資／贊助機構：

澳門基金會

時間:

2013 年 9 月 25 日至 2013 年 12 月 13 日

地點：

澳門科技大學 N101

會議總結：

為深化澳門特區在國家對外交流中的特殊作用，加強澳門特區在"一國兩制"框架內與國際社會的互動，並推動澳門公眾對國際事務的關注和參與，澳門科技大學在外交部駐澳公署的大力支持與澳門基金會的資助下，於 2013 年 9 月開始舉辦 "澳門與世界" 外交官系列講座。

該系列講座為常設、開放性課程，供在校生（本科生和研究生）任選，並向澳門及周邊社會各界開放。本每學期 5 場。所涉議題主要包括（但不限於）中國外交與澳門對外交流、全球治理與澳門發展、澳門與葡語國家/西語國家/歐洲/亞太國家及國際組織關係、國際形勢與熱點問題及其他關涉澳門對外事務等。講座幫助學生瞭解澳門及國際事務以及理解中國外交發展及當代外交官的職業生涯及個人簡歷，分享了外交經驗，亦讓同學們深入淺出地瞭解當前中外與國際關係動態，拓寬國際視野。各次講座受到師生的廣泛歡迎和好評，促進了有關外交和澳門在其中作用的討論和思考，也引起良好的社會反響。

2013 年 9 月 25 日	國際形勢和中美日關係	原聯合國副秘書長、原中國駐日本大使、中國人民大學國際關係學院院長 陳 健
2013 年 10 月 12 日	中國和拉美國家展望	中華人民共和國駐巴西大使 李金章
2013 年 11 月 8 日	印華關係及印尼對地區發展及繁榮的推動	印尼駐華大使 Imron Cotan
2013 年 11 月 29 日	俄中關係：現狀與未來	俄羅斯駐華大使 Andrey Denisov
2013 年 12 月 1 日	Estonia Digital Agenda	愛沙尼亞駐華大使 Toomas Lukk

27. Ambassadorial Lecture Series

Organizer:
The Institute for Social and Cultural Research
Sponsor:
Macau Foundation
Date:
From 25/09/2013 to 13/12/2013
Venue:
N101, Macau University of Science and Technology
Summary:

Macau SAR occupies a special position in China's foreign relations and communications. In order to help Macau acquire a more significant role in international society under the "One country, Two system" framework, and prompt it's attention and participation in international affairs, Macau University of Science and Technology launched this Ambassadorial Lecture Series in September 2013. Macau Foundation sponsored this plan. The Office of the Commissioner of MFA of PRC in Macau has given support.

The lecture series is planed as standing and open course, so that the students (undergraduate and postgraduate) have the opportunity and convenience of access to the lectures. It is also open to university staff, Macau academic organizations and the public.

In 1309 semester, 5 lectures were organized as planned successfully. The topics included (but not confined to) China-foreign relations and Macau, global governance and Macau's future, Macau and Lusophone /Spanish-speaking/European/ Asian-pacific countries and international organizations, international hot issues and Macau's foreign relations. They offered precious opportunities for students and other participants to have a much better understanding of Macau's significance in international affairs, a deeper view of the development of China's foreign relations, a more vivid picture of diplomatic lives. The lectures have earned favorable review and comment from students and staff, aroused discussion and thoughts, brought positive social effects.

25/09/2013	International Realities and the Sino-U. S. Japan Relations	Ex Secretary-General of UN, Ex Chinese Ambassador to Japan, Dean of School of Foreign Relations of Chinese People's University Chen Jian
12/10/2013	Prospects for China and Latin American Countries	Chinese Ambassador to Brazil Li Jinzhang
8/11/2013	Indonesia-China relations and Its Support to Regional Possibilities and Prosperities	Indonesian Ambassador to People's Republic of China and concurrently to Mongolia Imron Cotan
29/11/2013	Russian-Chinese Relations and Its Future	Russian Ambassador to China Andrey Denisov
1/12/2013	Estonia Digital Agenda	Estonian Ambassador to China Toomas Lukk

28.「澳門社會」系列講座

主辦機構：

澳門科技大學社會和文化研究所

資／贊助機構：

澳門基金會

時間:

2013 年 1 月 17 日至 2013 年 11 月 28 日

地點：

澳門科技大學 N211

會議總結：

為進一步加強與社會的聯係，加深學生對澳門社會的瞭解，澳門科技大學舉辦「澳門社會」系列講座。邀請本澳各界知名人士，包括立法議員、社團及商界領袖等，主講一系列有關澳門社會現況與未來的講座，內容涵蓋澳門的社會、民生、經濟等各個不同領域。

講座以互動交流的形式進行，主講嘉賓深入闡析澳門各方面的情況及提出其見解，與科大師生一起分享他們豐富的經驗，加深了大家對澳門的瞭解及認識。每場講座均反應熱烈，師生踴躍出席。透過主講嘉賓的精彩演講，令大家獲益良多。

2013 年「澳門社會」系列講座

日期	講題	主講者
2013 年 1 月 17 日	法律與澳門社會初探	澳門立法會議員 唐曉晴先生
2013 年 1 月 24 日	中小企業的前景與政府的互動	澳門中小企業協進會理事長 區宗傑先生
2013 年 2 月 28 日	澳門特區政府民生政策之分析	澳門立法會議員 吳國昌先生
2013 年 3 月 14 日	澳門經濟適度多元，你準備好未	澳門女企業家商會會長 江美芬女士
2013 年 3 月 28 日	對社會發展與環境保護的思考	澳門立法會議員 麥瑞權先生
2013 年 4 月 18 日	澳門社會保障政策	澳門立法會議員 林香生先生
2013 年 5 月 2 日	慈善機構在澳門的功能和作用	澳門立法會議員 陳美儀女士
2013 年 9 月 5 日	從社會救助到多元化服務	澳門街坊會聯合總會會長 姚鴻明先生
2013 年 9 月 12 日	澳門電訊業的發展路向	澳門電訊有限公司行政總裁 潘福禧先生
2013 年 10 月 3 日	澳門文化產業發展的契機	澳門書畫研究院院長 孫蔣濤先生
2013 年 10 月 17 日	澳門稅制及經濟發展近況	澳門會計師公會會長 何美華小姐
2013 年 10 月 31 日	臺灣問題和兩岸關係	海峽兩岸關係協會駐澳門特別行政區辦事處主任 王憲先生
2013 年 11 月 14 日	新城填海區與澳門整體城市規劃	澳門土木工程實驗室董事會主席 區秉光先生
2012 年 11 月 28 日	澳門零售業的發展機遇與挑戰	澳門國際品牌企業商會主席 蕭婉儀小姐

28. Macau Society" Seminar Series

Organizer:

Institute for Social and Cultural Research, Macau University of Science and Technology

Sponsor:

Macau Foundation

Date:

From 17/1/2012 to 28/11/2012

Venue:

N211, Macau University of Science and Technology

Summary:

In order to enhance the connection with the society and increase the students' understanding on Macau society, Macau University of Science and Technology organizes "Macau Society" Seminar Series.

The speakers of "Macau Society" Seminar Series are Macau influential individuals, including Deputies of Legislative Assembly of Macau SAR, community and business leaders, etc. They talked about Macau's current and future situation, including the topics of society, livelihood and economic development, etc.

The speakers shared their insightful experiences and exchanged their ideas with teachers and students. Audience gained a better understanding on Macau. Every seminar attracted many teachers and students to attend. Through the seminars, all of us learnt a lot.

2013 "Macau Society" Seminar Series

Date	**Topic**	**Speaker**
17/1/2013	Analysis of the Law and Macau Society	Mr. Tong Io Cheng Deputy of Legislative Assembly of Macau SAR
24/1/2013	SMEs Prospects and Interaction with the Government	Mr. Au Chong Kit President , Macao Small and Medium Enterprises Association
28/2/2013	Analysis of the Macau SAR Government's Policy on People's Livelihood	Mr. Ng Kuok Cheong Deputy of Legislative Assembly of Macau SAR
14/3/2013	Macau's Moderate Economic Diversification, Are You Ready	Ms. Kong Mei Fan President, **Macau Businesswomen Association**
28/3/2013	Thinking of Social Development and Environmental Protection	Mr. Mak Soi Kun Deputy of Legislative Assembly of Macau SAR
18/4/2013	Macau's Social Security Policy	Mr. Lam Heong Sang Deputy of Legislative Assembly of Macau SAR
2/5/2013	The Function and Role of Charities in Macau	Ms. Chan Melinda Mei Yi Deputy of Legislative Assembly of Macau SAR
5/9/2013	From Social Assistance to Diversified Services	Mr. Io Hong Meng Chairman,The General Union of Neighbor Association of Macau
12/9/2013	Future Development of Macau's Telecommunications Industry	Mr. Vandy Poon Chief Executive Officer, CTM
3/10/2013	The Opportunity of Macau Cultural Industry	Mr. Sun Jiang Tao President, Macau Calligraphy and Paintings Academy
17/10/2013	Tax System and Economic Development of Macau	Ms. Ho Mei Va President, Macau Society of Certified Practising Accountants
31/10/2013	Taiwan Issues and Relations Across the Taiwan Strait	Mr. Wang Xian Director, Liaison Office in Macau SAR Association for Relations Across the Taiwan Strait
14/11/2013	New City Reclamation Area and Macau's Overall Urban Planning	Mr. Ao Peng Kong President of the Board of Directors, Civil Engineering Laboratory of Macau
28/11/2013	Opportunities and Challenges of the Retail Industry in Macau	Ms. Terry Sio President, Macao International Brand Enterprise Commercial Association

29. 中葡國際醫學論壇(系列十七)：心臟迴聲虛擬實境醫療技術和訓練

主辦機構：

澳門科技大學健康科學學院

承辦機構：

澳門健康管理及促進學會

協辦機構：

澳門心臟學會

資／贊助機構：

澳門基金會

時間：

2014 年 4 月 6 日至 2014 年 4 月 8 日

地點：

澳門何鴻燊博士醫療拓展基金會演講廳

會議總結：

由澳門科技大學健康科學學院主持的「中葡國際醫學論壇（系列十七）：心臟迴聲虛擬實境醫療技術和訓練」於 2014 年 4 月 6-8 日分別在何鴻燊博士醫療拓展基金會進行學術講座，以及在澳門科技大學健康科學學院進行模擬訓練工作坊。澳門仁伯爵綜合醫院、澳門鏡湖醫院和澳門科大醫院派出相關醫療人員參與講座。

我們非常榮幸能邀請到世界各地的著名專家學者擔任是次學術講座的主講嘉賓，包括：歐洲心臟病學會教育委員會會員 Dr. Maria Joao Andrade，倫敦心臟病醫院的 Dr. Andrew Smith，澳大利亞聖母大學醫學院客座講師及模擬培訓主任 Dr. Ross Horley，耶路撒冷耶西森心藏病中心（Jesselson Heart Center）的資深心臟病專家 Dr. Adi Butnaru，香港心臟專科學院前院長、心臟科專科醫生王國耀醫生，香港中文大學內科及藥物治療學系心臟科助理教授李沛威醫生，以及其他來自以色列，荷蘭等地模擬教育方面的專家們為此次論壇會帶來他們最新的研究結果。

Dr. Smith 對即將召開的論壇顯示出極大的熱情，他評論道：“我熱切期待即將進行的高品質的 TEE (Transesophageal Echocardiogram—經食管超聲心動圖) 和迴聲成像工作坊，特別是分享心臟迴聲和心臟手術方面的資訊，以及展示我在倫敦心臟醫院的新發現。”

Dr. Adi Butnaru 評論道：“講座和工作坊將集中總結利用超聲和 TEE 成像的手術，我們將展示最先進的模擬技術，使學員能看到高品質圖像的主動脈，肺動脈，閥門，心房和冠狀動脈用為治療提供重要資訊，如定位血塊等症狀。”

本次學術講座旨在提升目前在處理心血管疾病的方面的技術水準，超過 280 名本地醫生和護士參與是次講座及工作坊。

會議的目的是為了提昇目前在處理心血管疾病的技術質量。讓參會者 (特別是本澳前線醫護人員) 提供這一領域的最新發展及作全面性介紹，以及針對患者安全、先進的成像技術和技能培訓。

與會者還包括澳門科技大學健康科學學院院長霍文遜教授，以及港澳地區的專家學者，他們是澳門心臟學會主席兼澳門仁伯爵綜合醫院心臟科主任 Dr. Mario Evaro，他向與會者概述澳門心血管疾病的現狀，以及如果將這一方面的醫療水準提升到國際水準。

29. Sino-Luso International Medical Forum - (Series Seventeen) : Cardio ECHO meets Virtually Reality Technology

Organizer:

Faculty of Health Sciences, Macau University of Science and Technology

Co-Organizer:

Macau Healthcare Management and Promotion Association, Macau Cardiology Association

Sponsor:

Macau Foundation

Date:

06/04/2014 - 08/04/2014

Venue:

Lecture Hall, Dr. Stanley Ho Medical Development Foundation

Summary:

Come learn about the latest advances of cardiology technology in Macau. The 17th series of the Sino-Luso International Medical Forum presents a special 3-day event titled "Cardio ECHO meets Virtually Reality Technology."

This exciting medial forum takes place from April 6-8, 2014, and is academically chaired by the Macau University of Science and Technology's Faculty of Health Sciences and organized by the Macau Healthcare Management and Promotion Association (MHMPA).

We are very pleased to announce that Dr. Maria Joao Andrade, member of Education Committee of the European Society of Cardiology will be participating in our forum as one of our keynote speakers.

Dr. Maria Andrade is joined by other leading experts in this field. Chief among them are: Dr. Andrew Smith from The Heart Hospital based in London, Dr. Adi Butnaru, a senior cardiologist from Jesselson Heart Center in Jerusalem; Dr. Chris Wong, the past President of Hong Kong College of Cardiology; and Dr. Alex Lee from the Chinese University of Hong Kong. Many other overseas VR (virtual reality) simulation experts from Australia, Israel and the Netherlands will be bringing along their latest research findings to this symposium.

Dr. Smith is passionate about this upcoming forum, commenting “I am eagerly looking forward to conduct the high quality TEE (Transesophageal Echocardiogram) and ECHO imaging workshop at the forum particularly in sharing information about cardio echo and cardiac procedures along with presenting my findings in The Heart Hospital in London.”

Dr. Adi Butnaru comments, “The lectures and workshops will conclude with a focus on cardiac imaging procedures by using ultrasound and TEE. We will be deploying advanced simulation technologies for trainees to view high quality images of aorta, pulmonary artery, valves, atria and coronary arteries in providing vital information such as locating blood clot and other symptoms.”

The purpose of all sessions is to improve the quality of current techniques in handling cardiovascular diseases. This will offer the participants, notably Macau's frontline healthcare providers, a comprehensive presentation of trends in relations to the latest developments of this very special field specifically patient safety, advanced imaging technologies and skills training.

30.《第七屆中國外科醫師年會行業管理國際高峰論壇》暨《中葡國際醫學論壇(系列十八)：外科手術的醫療事故及虛擬實境醫療訓練》

主辦機構：

澳門科技大學健康科學學院

承辦機構：

澳門健康管理及促進學會

協辦機構：

中華人民共和國國家衛生和計劃生育委員會

資／贊助機構：

澳門基金會

時間：

2014 年 5 月 14 日至 2014 年 5 月 19 日

地點：

北京北辰洲際酒店、中華人民共和國國家衛生和計劃生育委員會會議廳、北京國際會議中心

會議總結：

中葡國際醫學論壇 (系列十八) 已於 2014 年 5 月 14 日至 17 日一連四天在北京舉行。

此次北京論壇標誌著澳門一個重要的里程碑，這是澳門首次與中華人民共和國國家衛生和計劃生育委員會（NHFPC，原衛生部）合作在北京舉行的科學研討會。

論壇主題為“外科手術的醫療事故及虛擬實境醫療訓練”，由澳門科技大學健康科學學院院長霍文遜醫生籌組。

霍文遜醫生說道：「我們感到自豪能夠把本次論壇移師到北京舉行。我們的代表團，以及來自葡語系國家的醫療專家和外賓們為這次活動共同努力，標誌著一個重要時刻。」

霍文遜醫生繼續說：「我們特別榮幸能得到中華人民共和國國家衛生和計劃生育委員會的大力支持，以及外賓們的參與。」

是次論壇還包括一系列的慶祝儀式、工作坊及科學研討會。

超過 27 位來自葡國系國家的醫療專家及學者向出席的 500 名外科醫生及醫護人員發表學術報告。 當中包括來自葡萄牙、巴西、安哥拉、莫桑比克、佛得角、幾內亞比紹、東帝汶、聖多美和普林西比民主共和國的外交大使來賓。

論壇的嘉賓還包括：北京空軍總醫院、衛生部人才交流服務中心及擁有三百多萬名成員的中國醫師協會。

為了加強中葡兩國以及葡語系國家之間的雙邊合作，除了一系列的講座和研討會外，更促成國家衛生和計劃生育委員會一衆領導、大中華的醫學專家與葡語系國家的醫學權威會面與認識，協商國際級的醫療合作專案，提高彼此的醫療水平。

期間簽訂多份合作備忘錄，包括：中國醫師協會與葡萄牙醫學會簽訂首份醫學教育合作協議；中國醫師協會與巴西醫學聯邦委員會簽訂首份醫學教育合作協議；衛生部人才交流服務中心與澳大利亞聖母大學醫學院簽訂首份醫學教育合作協議；北京空軍總醫院與葡萄牙聖馬爾塔醫院簽訂首份心臟醫學教育合作協議。

自 2011 年 5 月開始，我們啟動一系列的醫療培訓研討會，我們根本沒有想到論壇能有機會在中國北京召開。謹此代表澳門科技大學健康學科學院，感謝這些年來在論壇上展示科學成果的醫生和醫學專家們以及他們對論壇所做出的貢獻。

SINO-LUSO INTERNATIONAL MEDICAL FORUM (Series Eighteen)
FÓRUM MÉDICO INTERNACIONAL SINO-LUSO (Décima Oitava Fase)

30. Sino-Luso International Medical Forum - (Series Eighteen): Medical Errors in Surgery & Simulation Training

Organizer:

Faculty of Health Sciences, Macau University of Science and Technology

Co-Organizer:

Macau Healthcare Management and Promotion Association, Macau Cardiology Association, National Health and Family Planning Commission (NHFPC) of PRC

Sponsor:

Macau Foundation

Date:

14/05/2014 - 19/05/2014

Venue:

1) InterContinental Beijing Beichen Hotel, 2) Conference Hall, National Health and Family Planning Commission (NHFPC) of PRC, 3) Beijing International Convention Center

Summary:

The Sino-Luso International Medical Forum Series 18 will be making its debut in Beijing from May 14th-17th, 2014.

This medical event marks a major milestone for Macau: it is the first time a Macau scientific conference is presenting in Beijing in partnership with the National Health and Family Planning Commission (NHFPC), formerly the Ministry of Health.

Titled "Medical Errors in Surgery and Simulation Training", this forum will welcome officials from every Portuguese speaking country.

The event is organized by Forum President, Dr. Manson Fok, Dean of the Faculty of Health Sciences at the Macau University of Science and Technology (MUST).

Remarks Dr. Fok, "We are proud to be bringing our 18th Sino-Luso International Medical Forum to Beijing. Our delegation of esteemed medical colleagues and diplomats from the Portuguese speaking world marks a momentous occasion for our efforts in training medical professionals in China."

Dr. Fok continued, "We are extremely honoured to have the support of the National Health and Family Planning Commission and the attendance of the minister."

The Sino-Luso International Medical Forum working committee is in the midst of preparing a list of ceremonial activities, workshops and scientific lectures.

Over 32 prominent Portuguese speaking medical experts and scholars will present to over 500 surgeons and medical professionals. There will be a strong diplomatic presence from the embassies of Portugal, Brazil, Angola, Mozambique, Cape Verde, Guinea Bissau, East Timor and São Tomé and Príncipe.

The Air Force General Hospital of Beijing, the NHFPC's Human Resource Center, and the more than three million members strong Chinese Medical Doctors Association are also key partners.

To highlight the importance of this Sino-Luso relationship, an official meeting will be scheduled for invited diplomats and scholars to meet and greet the NHFPC Minister.

A special MOU signing ceremony will be held on May 16th at 9am at the Beijing International Convention Center.

Launched back in May 2011, Sino-Luso International Medical Forums are academically chaired by the Faculty of Health Sciences at the Macau University of Science and Technology (MUST).

These meaningful medical events are supported by the Chinese Medical Doctors Association, the National Health and Family Planning Commission, PRC as well as a list of outstanding healthcare organizations and Portuguese speaking associations in Macau.

31. 中葡國際醫學論壇(系列十九)：外科教育的標準知識和實踐技能

主辦機構：

澳門科技大學健康科學學院

承辦機構：

澳門健康管理及促進學會

資／贊助機構：

澳門基金會

時間：

2014 年 5 月 30 日至 2014 年 5 月 31 日

地點：

澳門仁伯爵綜合醫院演講廳、澳門新葡京酒店蓮花廳、澳門科技大學 N 座禮堂

會議總結：

由澳門科技大學健康科學學院主持的「中葡國際醫學論壇（系列十九）：外科教育的標準知識和實踐技能」於 2014 年 5 月 30-31 日舉行。有幸邀請了著名的英國愛丁堡皇家外科學院和亞伯丁大學參加本次論壇。內容包括基礎講座以及外科教育實踐技能的專題研討會。超過兩百名來自澳門、香港以及內地的醫療專家們出席是次活動。

中葡國際醫療論壇主席霍文遜醫生說道：“這次能邀請到這麼令人印象深刻的外科專家代表團來澳訪問是一種特殊的榮幸。 英國愛丁堡皇家外科學院與本地區在醫療培訓方面的合作已有數十年之久。這次在澳門，我們主要討論醫學教育和手術培訓。幫助澳門培養優秀的醫療人才為我們的市民提供一流的醫療服務是我們的理想。”

身兼澳門科技大學健康科學學院院長的霍醫生繼續說：“這些高品質的證書課程將提供一個機會，加強雙方在重要臨床實踐領域的合作，提高患者的治療效果。這也是加強英國愛丁堡皇家外科學院和澳門本地醫護人員醫療合作關係的一個重要步驟。”

這一令人興奮的專案著眼於人為因素和安全的外科手術實踐的關係，探討團隊動力。世界著名的主講者將引導我們的醫生和護士通過一系列互動練習幫助學員反思他們自己的表現以及他們所工作的手術團隊的表現。

其中一位來自英國主講嘉賓 Prof. George G Youngson，同時也是英國外科學院聯合驗證委員會主席評論道：“這些框架可以幫助學員提高知識和技能以提升他們在手術室的表現，包括溝通和團隊合作，特別是協助決策制定，領導力和情境意識。”

其他主講嘉賓還包括：英國愛丁堡皇家外科學院外科培訓學院外科主任 Prof. Craig Mcilhenny，皇家外科學院資深外科醫生 Prof. Simon Paterson Brown；來自澳門的主講嘉賓包括：澳門特別行政區衛生局陳惟蒨副局長，澳門科技大學醫院外科主任黎卓先醫生。

此外，澳門科技大學健康科學學院已於 5 月 31 日(星期六) 假 N101 禮堂舉辦一場名為“手術更安全醫療教育培訓班”的專題講座。

這將進一步促進澳門在醫學和外科手術技能培訓方面多肩負的責任。我們的目標是將創建一個以澳門為平臺特殊的區域中心。

中葡國際醫療論壇得到中國國家衛生和計劃生育委員會大力支持。

MUST

31. Sino-Luso International Medical Forum - (Series Nineteen): Practical Skills and Criteria Knowledge in Surgical Education

Organizer:

Faculty of Health Sciences, Macau University of Science and Technology

Co-Organizer:

Macau Healthcare Management and Promotion Association

Sponsor:

Macau Foundation

Date:

30/05/2014 - 31/05/2014

Venue:

1) Auditorium of CHCSJ, 2) Lotus Room, Grand Lisboa Hotel, 3) Assembly Hall, Block N, Campus of MUST

Summary:

The 19th Sino-Luso International Medical Forum is proud to host the eminent Royal College of Surgeons of Edinburgh and the University of Aberdeen.

This special forum on May 30-31st will feature original lectures and a special keynote symposium on practical skills in surgery education.

Dr. Manson Fok, the president of the Sino-Luso International Medical Forum remarked, “It is a privilege to host such an impressive delegation of surgical experts to Macau. The links between the Royal College of Edinburgh and the region in healthcare trainings span many decades. In Macau, our discussion will be on medical education and surgical training. It is our ambition to assist Macau in developing the human resources necessary to deliver first class healthcare to our citizens.”

Dr. Fok, who is also Dean of the Faculty of Health Sciences at the Macau University of Science and Technology (MUST), continued, “These high quality certificate courses will provide the opportunity to strengthen co-operation in the important areas of clinical practice and to improve outcomes for our patients. This is also an important step for a deeper and wider healthcare partnerships between one of the world’s oldest surgical corporation and healthcare providers in Macau.”

This exciting program looks at the relationship between human factors and safer surgical practice and explores team dynamics. World-renowned facilitators will lead our doctors and nurses through a series of interactive exercises to help the trainees to reflect on their own performance and that of the operative team they work with.

One of the presenters coming to Macau from the UK, Prof. George G Youngson, CBE and also the Chairman of The Joint Revalidation Committee of the UK surgical college remarked, “These frameworks can help participants develop the knowledge and skills to improve their performance in the operating theatre in relation to communication and teamwork especially in assisting in the decision making, leadership and situational awareness.”

Other key lecturers presenting include Prof. Craig Mcilhenny, the Surgical Director of the Faculty of Surgical Trainers at the Royal College of Surgeons of Edinburgh, and Prof. Simon Paterson Brown, a senior surgeon at the Royal College. Macau presenters include Prof. Edward Lai, the surgical department chief of the University Hospital, MUST, and Dr. Chan Wai Sin, the Deputy Director of Macau Health Bureau. A special S.O.S. workshop will also be held in the University of Science and Technology on the 31st May.

Over 200 medical professionals from Macau, Hong Kong, and the Chinese mainland will attend this 19th series of the Sino-Luso International Medical Forum.

This further promotes the responsibility of medical and surgical skills training in Macau. Our mission is to create a regional hub that operates out of Macau as a unique platform.

The academic programs of this forum will be chaired by the Faculty of Health Sciences, (MUST) and organized by the Macau Healthcare Management and Promotion Association (MHMPA).

The Sino-Luso International Medical Forums are supported by the new National Health and Family Planning Commission, PRC (Formerly the Ministry of Health).

32. 中葡國際醫學論壇(系列二十)：機器人手術技能培訓及乳腺外科的革新

主辦機構：

澳門科技大學健康科學學院

承辦機構：

澳門健康管理及促進學會

資／贊助機構：

澳門基金會

時間：

2014 年 8 月 23 日至 2014 年 8 月 25 日

地點：

澳門何鴻燊博士醫療拓展基金會演講廳、澳門金麗華酒店蓮花廳

會議總結：

中葡國際醫療論壇 (系列二十) 於 8 月 23 至 25 日在澳門召開，此次論壇的題目為 “機器人手術技能培訓及乳腺外科的革新”。

論壇主席霍文遜教授評論說：“遙控機器人手術系統已經存在了超過十年，這個系統已經通過了研發階段。現在是時候培養我們本地的醫生掌握這個先進的技術和知識。隨著該系統的價格不那麼昂貴之後，我們看到許多新一代的外科手術機器人手臂被用於香港和中國大陸的微創手術中。我們認為在不久的將來它很可能被廣泛應用在外科手術中。”

本次活動很榮幸能邀請到來自以色列的機器人模擬器材專家 Mr. Ori Dotanu。他說：“我感到非常興奮能夠再次擔任中葡國際醫學論壇的演講嘉賓。此次論壇，我將展示由以色列開發最先進的機器人模擬系統。這是一個培訓新手的科學方法，有效地評估他們掌握技能程度的方法。”

本論壇的學術活動由澳門科技大學擔任學術主持。香港外科醫學院副院長黎卓先教授評論說:“我們很高興澳門外科醫生可以有機會在 3D 視覺化模擬操作練習中學習如何使用手術機器人手臂做基本技能以及縫合技術。現時美國外科學院正在開發機械人手術的核心課程，教導前線醫護人員學習如何利用外科手術機械人去進行前列腺癌治療、腎切除術及膀胱切除術等不同領域的微創手術，從而提升手術的成功率。懇切的希望澳門能在不久將來引進此先進系統，並吸納周邊地區的機械人手術專才，教導我們不同界別的醫護人士。

此次高質素的論壇也涵蓋了廣泛的乳腺外科手術新方法，專家和學者將在論壇中提出診斷，腫瘤表現的最新資料，案例研究，先進的治療，輔助治療和存活機會。

香港乳癌基金會乳健中心名譽醫學顧問熊維嘉醫生講述:“這是一個絕好的機會能夠參與此次講座，為外科醫生提供了豐富的新思想和靈感。特別是年輕一代的外科醫生，我們傳授的知識能使他們感到鼓舞並且決心在乳腺外科學習創新的技術，這一點是十分重要的。”

兩名來自葡萄牙的外科醫學專家在是次論壇上發表演講，他們是 Dr. Luis Sousa 以及黎玄輝醫生。

其他來自香港的專題演講嘉賓包括: 香港中文大學醫學院外科學系教授趙偉仁醫生，香港仁德醫務中心整形外科顧問醫生張永融醫生，香港放射科醫學院委員方俊仁醫生及香港東區醫院外科主管暨行政總監鄧宗毅醫生。香港大學外科榮譽臨床副教授吳偉民醫生說:“我會推薦對機器人手術和乳腺外科感興趣的年輕外科醫生以及以前接觸過這些專業的醫生來參與是次論壇。”

Robotic Surgical Skills Training and Revolution in Breast Surgery
Fórum Médico Internacional Sino-Luso (Vigésima Fase) :
Habilidades no Treino em Cirurgia Robotica e a Revolução da Cirurgia da Mama
中葡國際醫學論壇(系列二十)：
機器人手術技能培訓及乳腺外科的革新
2014.08.23-25

32. Sino-Luso International Medical Forum - (Series Twenty): Robotic Surgical Skills Training and Revolution in Breast Surgery

Organizer:

Faculty of Health Sciences, Macau University of Science and Technology

Co-Organizer:

Macau Healthcare Management and Promotion Association

Sponsor:

Macau Foundation

Date:

23/08/2014 - 25/08/2014

Venue:

1) Lotus Room, Grand Lapa Hotel, 2) Lecture Hall, Dr. Stanley Ho Medical Development Foundation

Summary:

The 20th Sino-Luso International Medical Forum in Macau takes place on August 23rd, 24th and 25th. The topic for this event is "Robotic Surgical Skills Training and Revolution in Breast Surgery".

Prof. Manson Fok, president of the forum, comments, "Tele-robotic surgical systems have been around for more than 10 years, they have already gone pass the R & D stage. It is time for us to train our local surgeons to gain their skills and knowledge in this advanced technology."

Prof. Fok continues, "We see many of their newer generations of surgical robotic arms being deployed in minimally invasive procedures in Hong Kong and mainland China and as they become less expensive. We feel that it is likely to be deployed widely in surgical procedures in the near future."

The special Sino-Luso event is organized by the Macau Healthcare Management and Promotion Association (MHMPA), the 20th forum, is proud to present robotic simulation the Israeli expert, Mr. Ori Dotan. He remarks, "I am excited to be able to present at the Sino-Luso International Medical Forum again. This particular forum that we are having is to showcase the advanced robotic simulation system that we developed in Israel. A scientific way for training novices and how their skill sets can be assessed appropriately."

Academic programs of this forum are chaired by Macau University of Science and Technology (MUST). The Vice President of the Hong Kong College of Surgeons, Professor Edward Lai comments, "We are excited that for the first time Macau surgeons can learn how to deploy surgical robotic arms to practice operations from basic skills to suturing technique on three dimensional virtual-reality visual simulations." Professor Lai adds, "We are also aware many surgical colleges in the US are now developing core curriculum includes robotic surgery in one of their divisions. Fellows are exposed to learning robotic surgical techniques such as radical prostatectomy, nephrectomy and cystectomy."

This high quality forum also covers a wide range of new surgical method in breast， specialty and experts will be presenting latest data on diagnosis, tumour appearances, case studies, advanced treatment, adjuvant therapy and survival.

The honorary medical advisor of the HKBCF's Breast Health Centre, Dr. Hung Wai Ka, states, "It is a privilege to be given the opportunity for me and my colleagues in this special field to present, this forum will give many surgeons with a wealth of new ideas and inspiration. Particularly to junior surgeons, it is important for us to impart the knowledge to make them feel inspired and determined to pick up some innovative skills in breast surgery."

Two Portuguese surgical experts will also present in this forum too. They include Dr. Luis Sousa and Dr. Lai Yun Fee.

This forum will host scientific committee members from Hong Kong including, Prof. Philip Chiu, Dr. Cheung Wing Yung, Dr. Julian Fong and Dr. Tang Chung Ngai. They will give highly informative lectures. The Honorary Clinical Associate Professor, Department of Surgery of the University of Hong Kong, Dr. Raymond Ng, remarks, "I would recommend this to young surgeons with a special interest in robotic and breast surgery and who have had fair exposure to these specialties previously to come to this special forum."

33. 中葡國際醫學論壇(系列廿一)：高階臨床毒理學

主辦機構：

澳門科技大學健康科學學院

承辦機構：

澳門健康管理及促進學會

協辦機構：

香港中毒諮詢中心，澳門急重症醫學會

資／贊助機構：

澳門基金會

時間：

2014 年 9 月 27 日至 2014 年 9 月 29 日

地點：

澳門何鴻燊博士醫療拓展基金會演講廳、澳門金麗華酒店蓮花廳

會議總結：

由澳門科技大學健康科學學院擔任學術主持的「中葡國際醫學論壇（系列廿一）：高階臨床毒理學」於 2014 年 9 月 27-29 日舉行。

此次週末的培訓課程主要面向澳門公立和私立醫院的前線醫療工作者。培訓內容主要圍繞目前治療毒害人體物質的最新研究，當中包括酗酒和濫藥的治療。

中葡國際醫療論壇主席兼澳門科技大學健康科學學院院長霍文遜醫生評論說：“作為 2013 年臨床毒理學論壇的延續，此次論壇將最新的高階臨床毒理學知識傳授給澳門的衛生保健工作者。我們非常期待這三天的令人激動興奮的課程。同時，為本次論壇能舉辦如此高品質的學術課程感到自豪。”

其中一位來自香港的主講嘉賓 – 香港中毒諮詢中心總監劉飛龍醫生評論說：“我們非常興奮能與這一領域的專家學者再次來到澳門，我們知道濫藥、酗酒以及金屬中毒是當今熱門的話題。這個論壇設有專題研討會及工作坊，討論如何處理各種症狀，先進的治療以及人體接觸毒素後的中毒檢測技術。”

此外，霍文遜醫生還說到：“我們的目標是將頂級的專家們匯聚在一起，交流和分享他們在毒理學各個方面的經驗。同時，它還為我們的醫療合作伙伴提供了一個獨特的平台來討論毒物學領域方面的最新發展、趨勢、在急救服務中突發的實際挑戰，以及最新的治療方法。”

一個來自香港的專家團隊將舉辦一個關於先進的解毒劑和毒素的藥物檢測系統的高品質工作坊。澳門的前線醫護人員可從中獲得在毒理學各方面的見解。

劉飛龍醫生繼續說：“我們將積極培訓澳門的醫療工作者，確保他們有能力在處理緊急問題以面對當今的挑戰。”

其他演講嘉賓包括香港中毒諮詢中心顧問醫生謝萬里醫生、助理顧問醫生陳志強醫生，香港臨床毒理學學會會長陳耀祥醫生，澳門科大醫院血液及腫瘤科顧問鄭彥銘醫生，澳門急重症醫學會副理事長陳麗揚醫生，以及澳門急重症醫學會理事長曾潭飛醫生。

此次學術論壇將於 9 月 27 日假澳門置地廣場工銀(澳門)中心九樓澳門何鴻燊博士醫療拓展基金會演講廳舉行。 此次活動我們很榮幸可以得到中國國家衛生和計劃生育委員會、中國醫師協會以及澳門優秀的醫療機構和澳門葡語系協會的大力支持。

27th - 29th September 2014
Sino-Luso International Medical Forum (Series Twenty-One)
Fórum Médico Internacional Sino-Luso (Vigésima Primeiro Fase)
中葡國際醫學論壇(系列二十一)
Advanced Clinical Toxicology
AvançadoToxicologia Clínica
高階臨床毒理學
PROGRAM AT A GLANCE | 日程概覽:
Sino-Luso International Medical Forum (Series Twenty-One) :
Advanced Clinical Toxicology
Fórum Médico Internacional Sino-Luso (Vigésima Primeiro Fase) :
AvançadoToxicologia Clínica
中葡國際醫學論壇(系列二十一) :
高階臨床毒理學
2014.09.27~29

33. Sino-Luso International Medical Forum - (Series Twenty-one): Advanced Clinical Toxicology

Organizer:

Faculty of Health Sciences, Macau University of Science and Technology

Co-Organizer:

Macau Healthcare Management and Promotion Association, Hong Kong Poison Information Centre, Macau Society of Emergency and Critical Care Medicine

Sponsor:

Macau Foundation

Date:

27/09/2014 - 29/09/2014

Venue:

1) Lotus Room, Grand Lapa Hotel, 2) Lecture Hall, Dr. Stanley Ho Medical Development Foundation

Summary:

The 21st Sino-Luso International Medical Forum in Macau from September 27 to 29 will be hosting special training courses in Clinical Toxicology.

This weekend's courses for Macau's frontline medical professionals in public and private hospitals present the latest research in treating substances that poison the human body. These include treating both alcohol and drug abuse.

The President of Sino-Luso International Medical Forum, Dr. Manson Fok, Dean of the Faculty of Health Sciences at Macau University of Science and Technology (MUST), comments, "As a follow up to the Clinical Toxicology forum held at Sino-Luso in October 2013, this forum will accredit Macau's healthcare providers with the latest in Advanced Clinical Toxicology."

Dr. Fok continues, "We are very much looking forward to our three full days exciting and stimulating programs. This 21st forum is proud to present high quality academic programs."

One of the presenters is Dr. Lau Fei Lung, Director of the Hong Kong Poison Information Centre. Dr. Lau remarks, "We are excited to come over to Macau again with a team of specialists in this field, we understand drug and alcohol abuse and metal poisoning are the current topic today.

This forum will provide special workshops with the know-how in dealing with issues in all kinds symptoms, advanced treatments and detection of poisoning when toxins come into contact with the human body."

Dr. Manson Fok further comments, "Our aim is to bring together leading experts to exchange and share their experiences about all aspects of toxicology. It also provides a unique platform for all our healthcare partners to present and discuss the most recent innovations, trends, and practical challenges stumbled upon in our emergency services and the latest treatment adopted in the field of toxicology.

A team of experts from Hong Kong will run quality workshops in the area of Advanced Antidote and Toxi Lab drug detection. Macau's frontline medical providers will gain insights in a vast array of toxicological topics.

Dr. Lau further comments, "We will train the medical providers in Macau to ensure that they are all well-equipped and able to deal with emergency cases in order to meet today's challenges."

Other experts panelists include Dr. Tse Man Li, Dr. Chan Chi Keung, as well as the President of Hong Kong Society of Clinical Toxicology, Dr. Chan Yiu Cheung.

Local Macau medical educators will also present in this forum. They include Prof Gregory Cheung, consultant of University Hospital, MUST, and Dr. Chen Lai Leong, the Vice Executive Officer of Macau Society of Emergency and Critical Care Medicine and council member, Dr. Chang Tam Fei.

The workshops will be held at the Lecture Hall, Dr. Stanley Ho Medical Development Foundation, 9/F, ICBC Building, Landmark, Macau on Saturday and Sunday the 27th and 28th September starting at 8:30 a.m.

This event is supported by the new National Health and Family Planning Commission, PRC, The Chinese Medical Doctors Association, as well as a list of outstanding healthcare organizations and Portuguese speaking associations in Macau.

34. 中葡國際醫學論壇(系列廿二)：消化內鏡學的診斷和治療技術

主辦機構：

澳門科技大學健康科學學院

承辦機構：

澳門健康管理及促進學會

資／贊助機構：

澳門基金會

時間：

2014 年 11 月 29 日至 2014 年 12 月 1 日

地點：

澳門美高梅酒店宴會廳、澳門金麗華酒店宴會廳

會議總結：

由澳門科技大學健康科學學院擔任學術主持的「中葡國際醫學論壇（系列廿二）：消化內鏡學的診斷和治療技術」於 2014 年 11 月 30 日-12 月 1 日舉行。

此次論壇邀請到了來自葡萄牙、瑞典、中國、香港和澳門的醫療專家參與會議，他們向本澳醫療工作者分享其寶貴的醫療心得及臨床經驗，包括交流內鏡影像及模擬培訓的技術，及相關的實際病例。

中葡國際醫學論壇主席、澳門科技大學健康科學學院院長霍文遜教授表示："我們非常歡迎來自中國衛生部、國家衛生和計劃生育委員會人才交流中心的領導們，以及來自北京空軍總醫院，華中科技大學附屬協和醫院，第二軍醫大學和上海交通大學派出的高規格代表團參與會議。他們將帶來許多優秀的報告展示其豐富經驗的微創技術。"

歐洲內鏡外科協會的 Prof. Gunnar Ahlbert 說道："我們對於此次在澳門的三天活動感到非常期待。我們希望這次會議將為我們提供一個與其他參會者深度交流的機會。我們也相信這將是一個非常有成效的一周。"

來自葡萄牙的膠囊內鏡技術專家 Prof. Miguel Mascarenhas 講述："我非常期待能在這次的會議中與中國專家戈之錚教授見面，分享一些膠囊內窺鏡方面的實際知識，例如標誌，小腸疾病的影像解譯。我將把我的經驗分享給澳門的醫療工作者們，特別是在處理類似克羅恩氏病和潰瘍性結腸炎等此類炎症性腸病患者方面的經驗。"

探討國家之間的共性和差異可以進一步鼓勵胃腸病工作者們瞭解和運用新手段新方法。在這個不斷變化的世界裡，提高消化內鏡師和外科醫師之間的溝通是至關重要的，有助於保持良好的實際操作標準。這一令人興奮的論壇將進一步加深歐洲和亞洲之間的聯繫。

來自香港的專家包括：張源斌教授，劉潤皇教授，唐瓊雄教授以及現任香港外科醫學院副院長黎卓先教授和前主席郭寶賢教授。

來自澳門的專家學者包括：朱文立醫生、李婺芳醫生、詹德娟醫生、鄭海雲醫生及梁棋醫生。

此次活動我們很榮幸可以得到中國國家衛生和計劃生育委員會、中國醫師協會以及澳門優秀的醫療機構和澳門葡語系協會的大力支持。

Sino-Luso International Medical Forum (Series Twenty-two) : Digestive Endoscopy Diagnostic and Therapeutic Technique
Fórum Médico Internacional Sino-Luso (Vigésima Segunda Fase) : Endoscopia Digestiva Diagnóstico e Técnica Terapêutica
中葡国际医学论坛(系列廿二): 消化内镜学的诊断和治疗技术
Signing Ceremony of Medical Education Collaboration Plan : Johns Hopkins University, USA & Faculty of Health Sciences, MUST, Macau SAR

34. Sino-Luso International Medical Forum - (Series Twenty-two): Digestive Endoscopy Diagnostic and Therapeutic Technique

Organizer:

Faculty of Health Sciences, Macau University of Science and Technology

Co-Organizer:

Macau Healthcare Management and Promotion Association

Sponsor:

Macau Foundation

Date:

29/11/2014 - 1/12/2014

Venue:

1) MGM Hotel, 2) Grand Lapa Hotel

Summary:

The 22nd Sino-Luso International Medical Forum in Macau from November 30th – December 1st will be hosting special scientific forum in digestive endoscopy diagnostic and therapeutic technique.

This weekend's courses we will have medical professionals from Portugal, Sweden, Chinese mainland, Hong Kong and Macau SAR. They will be presenting the latest research in a range of new areas in endoscopy to reach their particular goal and to improve knowledge especially to educate for those aiming to deliver excellence in clinical practice.

The President of Sino-Luso International Medical Forum, Professor Manson Fok, Dean of the Faculty of Health Sciences at Macau University of Science and Technology (MUST), comments, "We look forward to receiving our leaders from the Chinese ministry of health, health human resources development centre, a strong delegation from Beijing Air Force General Hospital, Wuhan Unions Hospital, the PLA's 2nd Military Medical University and Shanghai's Jiaotong University. They will showcase many excellent presentations which confirmed their great experience with minimally invasive techniques."

Prof Gunnar Ahlbert, Treasurer of European Association of Endoscopy Surgery comments "We are very much looking forward to our three full days programs in Macau. We hope that this conference will provide us with opportunities to deepen our exchanges with other participants. We also trust it will be a very productive week."

Capsule Endoscopy expert, Prof Miguel Mascarenhas from Portugal remarks, "During this forum, I am very much looking forward to meeting with the Chinese expert Prof Ge Zhizheng in capsule endoscopy and to share the knowledge on a number of actual capsule endoscopy aspects, for example indications, small bowel diseases and image interpretation." Prof. Mascarenhas further comments, "I will be sharing my experience with medical providers in Macau particularly in recommendations developed by the experts in how to manage patients who have incomplete colonoscopy, inflammatory bowel disease such as Crohn's disease and ulcerative colitis."

To explore commonalities as well as variances both between and among the various countries, this will further encourage up-to-date approach to gastroenterology staff in operation theatre and surgeons. As we are taking on this ever-changing world, improving communication between our practicing digestive endoscopy and surgeons is crucial so that we could maintain good practice standards. This exciting forum will forge further links with Europe and Asia.

Other expert panelists from Hong Kong include Prof. Anthony Teoh, Prof. James Lau, Prof Daniel Tong as well as the current Vice President of Hong Kong College of Surgeons, Prof Edward Lai and past president Prof Samuel Kwok.

Local Macau medical educators will also present in this forum. They include Dr. Jeffrey Chu and Dr Li Mo Fong, Dr Zhan de Juan, Dr. Chiang Hoi Wan and Dr Leung Ki.

This event is supported by the new National Health and Family Planning Commission, PRC, The Chinese Medical Doctors Association, as well as a list of outstanding healthcare organizations and Portuguese speaking associations in Macau.

35. 講座「資訊傳播技術與可持續發展」- Prof. Jan Servaes

主辦機構：

澳門科技大學人文藝術學院

資／贊助機構：

澳門基金會

時間：

2014 年 2 月 26 日

地點：

澳門科技大學

會議總結：

2014 年 2 月 26 日下午，由人文藝術學院主辦的「藝術與傳播名家論壇」迎來香港城市大學媒體與傳播系主任 Prof. Jan Servaes。本次講座主題為「資訊傳播技術與可持續發展」，張志慶副院長出席。

講座一開始，Prof. Jan Servaes 闡述了可持續發展的現代意義以及它的三個支柱。他借香港作例子，介紹現代化城市如何實現可持續發展。緊接着，他提出「數字鴻溝」這一概念，並解釋其中「ABCD」的含義，即 access、basic skills、content、divides。他表示，雖然政府曾出資解決「數字鴻溝」，但它仍存於各國中，是十分值得思考的領域。雖然他認為，在許多國家中，與資訊、通信技術相關的政策總涉及政治敏感，但他仍宣導互聯網時代的民主。

最後，他以自己的祖國比利時為例，著重介紹布魯塞爾的資訊通信技術政策，即加強結構性的參與程度和提升社會文化的參與水平，通過數字教育活動，強化公民的社會參與。

他特別提醒聽眾要提防資訊社會的陷阱，小心網路社會帶來的犯罪、隱私洩露以及恐怖主義等負面影響。

在最後的提問環節， Prof. Jan Servaes 教授耐心解答師生關於教育程度對資訊傳播影響的問題。臨行之際，他鼓勵同學積極思考身邊的資訊傳播現象，因為這將是一筆巨大的財富。

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续发展

35. Lecture from Prof. Jan Servaes - Technology of Information Communication and its Sustainable Development

Organizer:

Faculty of Humanities and Arts, Macau University of Science and Technology

Sponsor:

Macau Foundation

Date:

26/02/2014

Venue:

Macau University of Science and Technology

Summary:

On February 26, 2014,Art and Communication Forum, organized by Faculty of Humanities and Arts, welcomed a distinguished guest—Prof. Jan Servaes, head of the City University of Hong Kong Department of Media and Communication, who would give a lecture with the theme of "technology of Information Communication and its Sustainable Development". Assistant Dean Mr. Zhang Zhiqing also attended the forum.

Prof. Jan Servaes at first elaborated the meaning of sustainable development in modern times and its 3 supporting pillars. With Hong Kong as an example, he depicted how to realize sustainable development in a modern city. And then he put forward the concept of "Digital Gap" with 4 basic elements, namely, access, basic skills, content and divides. And he stated that "Digital Gap" is widely-spreaded and deserves a thorough thinking.

In the end, he adopted his motherland Belgium as another example to illustrate the information communication policy, namely, how to reinforce personal involvement through digital education.

He especially reminded his audience that "a information society is not trap-free and we should be aware of the negative impacts from the internet such as crimes, privacy leaking and terrorism".

In the end, Prof. Jan Servaes patiently answered the questions from his audience of the influence of education level on information communication. And he also encouraged students to devote themselves into the research on the information communication phenomena, which would be a great fortune for them.

Event Photo: One photo required with at least 150dpi resolution.

36. 人文藝術學院《2014 手繪作品展》

主辦機構：

澳門科技大學人文藝術學院

時間：

2014 年 3 月 15 日

地點：

澳門科技大學 C 座

會議總結：

三月十四日(星期五)下午 6 時 30 分，C 座教學大樓二樓走廊舉辦《2014 手繪作品展》開幕式。該展覽集合了藝術設計專業二年級產品設計課的 3 個班，共超過 500 幅學生作品，各有不同的手繪方法，如:單綫、單色、至立體彩色等構圖，繼而有不同的產品設計科、室內設計科及環藝設計科的插圖，指導老師為崔德明客座副教授為。

除本院執行副院長張志慶教授外，開幕式還邀請到澳門美術協會理事長邵燕樑先生、香港插畫師協會創會會長鍾渠盛副教授，澳門創新發明協會理事長陳榮先生擔任剪彩嘉賓，其後更與各參展學生交流繪畫及創作心得，使一眾師生獲益良多。

36. 2014 Exhibition of Hand-painted Works held by Faculty of Humanities and Arts

Organizer:

Faculty of Humanities and Arts, Macau University of Science and Technology

Date:

14/03/2014

Venue:

Block C, Macau University of Science and Technology

Summary:

At 6:30 p.m., March 14, the opening ceremony for 2014 Exhibition of Hand-painted Works was held in Block C of the Teaching Building. More than 500 pieces from sophomores of Art Design majors were on display with Cui Deming, visiting associate professor, as their instructor.

Many distinguished guests presented the ceremony, such as Prof. Zhang Zhiqing, vice Dean from Faculty of Humanities and Arts, Mr. Shao Yanliang, Director-general from Macao Artists Association, Mr. Zhong Qusheng, founding president from Hong Kong Society of Illustrators, and Mr. Chen Rong, Director-general from Macao Invention Association. Later on, they shared their precious experiences and study notes with the audiences.

37. 澳門科技大學傳播周開幕式

主辦機構：

澳門科技大學人文藝術學院

時間：

2014 年 3 月 25 日

地點：

澳門科技大學 N 座

會議總結：

由澳門科技大學人文藝術學院主辦，澳門傳播學會協辦的 2014 年傳播周 3 月 25 日於澳門科技大學 N 座禮堂舉行開幕禮。中聯辦文教部劉曉航部長、澳門新聞局陳致平局長，澳門基金會獎學金處姚偉英處長、中國銀行澳門分行業務拓展部陳芬總監、新濠博亞娛樂黃昇雄高級顧問、澳門科技大學校長劉良講座教授、常務副校長張曙光教授及副校長陳曦教授等主禮嘉賓主持了開幕式。

劉良校長在致辭中指出，澳門科技大學一直秉承“意誠格物”之校訓，並以增進文化交流、人才培養、促進文化交流、經濟發展、推動社會進步為辦學宗旨。人文藝術學院一年一度的傳播周活動正是遵循這一宗旨，將教學和學術成果應用到傳播活動中的實踐中去，提高教學品質，推動交流，服務社會。

人文藝術學院執行副院長張志慶教授在致辭中介紹，本次活動的主題為“社媒體時代的傳統媒體”，活動邀請現代傳播集團行政總裁兼董事黃承發先生、南都週刊執行總經理何嘯天先生、新聞記者主編劉鵬博士、五屆康城國際創意節獅子獎獲得者楊燁炘先生、大馳廣告總經理曾耀天先生等，於科大舉行華語傳播產業高峰論壇，更有系列專場講座。同時，2008 年奧運會體操冠軍李珊珊小姐也與同學們分享冠軍成長的心路。更有澳門青年導演鐘楚喬作導師的“中銀盃”微電影工坊以及比賽。活動是一次智慧的精彩激蕩，是一次屬於傳媒人的薪火相傳。

協辦方澳門傳播學會會長李卉茵致辭表示：該會的理念是學術與業界的實踐緊密結合，推動澳門社會進步和世界傳播學的健康發展。本次活動是該會成立後的第一項大型活動，感謝校領導和老師同學們的大力支持。並感謝從全國各地遠道而來的業界專家，希望此次活動能成為全國與全澳傳播學界的交流，共謀發展的良好平臺，為澳門多元化的產業發展帶來更多的新契機。

最後，各位嘉賓一起登上講臺，在百餘名學生的見證下，共同敲響了傳播周的“開山鑼”，在未來的一周內，為同學和老師們呈現十餘場精彩的講座和工作坊等活動。

澳門科技大學人文藝術學院
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37. Opening Ceremony of Communication Week in Macao University of Science and Technology

Organizer:

Faculty of Humanities and Arts, Macau University of Science and Technology

Date:

25/03/2014

Venue:

Block N, Macau University of Science and Technology

Summary:

On 25 March, 2014, the opening ceremony for 2014 Communication Week, with Faculty of Humanities and Arts as organizer and Macao Communication Association as co-organizer, was held in the auditorium of Macao University of Science and Technology. President of MUST Chair Professor Liu Liang, Standing Vice President Profesor Zhang Shuguang, and Vice President Professor Chen Xi hosted the ceremony. Many distinguished guests were invited and presented, namely, Liu Xiaohang, director of Department of culture and education of LOCPG Macao, Chen Zhiping, head of Government Information Bureau of Macao, Yao Weiying, director of Department of Scholarship of Macao Fundation, Chen Fen, deputy director of Business Development Department of Bank of China, Macao, Huang Shengxiong, Senior Consultant of Melco Crown Entertainment Limited.

In his speech, President Liu Liang identified the motto of MUST and its leading principle of promoting culture, fostering talents, boosting economy and pushing forward the society. Under its light, Faculty of Humanities and Arts held this Communication Week, aiming at spreading the academic fruits into social practice, improving teaching quality, promoting exchanges and better serving the society.

The theme of this campaign is “Traditional Media in the Era of Social Media”. And this campaign featured a wide range of lectures given by elites of the communication industry, such as CEO of Modern Media, executive manager of SWEEKLY, etc., and a series of workshops and competitions.

Director of Macao Communication Association, Li Huiyin expressed that the association intended to serve as a bridge between academy and the communication industry, promoting social progress and the development of communication. She wished a successful event and also expressed her sincere thanks to the guests from afar, the staff and students of MUST.

In the end, a ceremonial gong was rung under the witness of guests and students and officially indicates the opening of the campaign.

38. 奧運冠軍李珊珊講座:做自己的冠軍

主辦機構：

澳門科技大學人文藝術學院

時間：

2014 年 3 月 26 日

地點：

澳門科技大學

會議總結：

澳門科技大學人文藝術學院於三月二十六日舉辦「2014 年傳播周」系列講座之一，邀請 2008 年北京奧運會女子體操團體冠軍李珊珊主講“與奧運冠軍面對面——做自己的冠軍”。人文藝術學院執行副院長張志慶教授和圖書館館長戴龍基教授出席了講座,並分別和世冠有限公司董事長何中東、奧運冠軍李珊珊互贈紀念品。

在講座上，李珊珊同在場師生分享了自己的體育生涯和人生經驗。接觸體操对她是一種緣分，無意發現的平衡天賦讓她走上了體育之路。隨後，李珊珊講述了年幼時體操訓練的種種故事，表示堅持訓練平衡木是因為對其有濃厚的興趣，也指出做好一件事需要自身天賦和努力的同時，也需要來自外界的肯定。李珊珊还谈到自己體育生涯中曲折的“三進三退”的經歷，種種被否定時的心情描述，进退之间的无奈彷徨，讓全場感受到李珊珊體育生涯輝煌之路上流下很多汗水同淚水。

李珊珊也分享了自己從奧運賽場到校園生活的轉型經歷，指出自己退役轉型是因為競技賽場的殘酷性與對校園生活的渴望。李珊珊講述她的校園生活同一般同學一樣，與同學相處融洽，在學習生活中繼續發揮了體育精神。

最後，李珊珊表示目前生活豐富多彩，有更多機會接觸社會，並表達了對澳門科技大學的讚賞和到澳門科技大學人文藝術學院攻讀研究生課程的願望。

38. Lecture by 2008 Olympic Champion Li Shanshan: Be Your Own Champion

Organizer:

Faculty of Humanities and Arts, Macau University of Science and Technology

Date:

26/03/2014

Venue:

Macau University of Science and Technology

Summary:

One of the Communication Week lectures was given by 2008 Olympic Champion Li Shanshan on March 26. Professor Zhang Zhiqing, vice Dean of Faculty Humanities and Arts, and Professor Dai Longji, curator of library, attended the lecture.

Li Shanshan shared her stories of her career and her campus life after retirement with the audiences. She said road to success was not smooth, not only perseverance and talent were inseparable, but also the encouragement and support of others. Now she enjoyed her rich campus life and was pursuing an academic success as her fellow schoolmates.

In the end, Li Shanshan expressed her appreciation of MUST and her sincere hope to pursue her master’s degree in Faculty of Humanities and Arts.

39. “人文藝術學院傳播周活動之社媒時代的傳統媒體”高峰論壇

主辦機構：

澳門科技大學人文藝術學院

時間：

2014 年 3 月 25 日

地點：

澳門科技大學 N101

會議總結：

2014 年 3 月 25 日下午，由澳門科技大學人文藝術學院主辦，澳門傳播學會協辦的傳播周活動之一：“社媒時代的傳統媒體”高峰論壇在圖書館 N101 室舉行。

這次高峰論壇邀請了現代傳播媒體集團執行董事兼行政總裁黃承發先生，《新聞記者》主編、上海大學影視學院客座教授劉鵬博士，大馳互動數字行銷機構創始人曾耀天先生，《南都週刊》執行總經理何嘯天先生，上海“天與空”總經理兼創意合夥人楊燁炘先生，澳門傳播學會會長李卉茵女士。人文藝術學院和學校其他學院的老師、本科生、研究生參與了此次活動。

人文藝術學院執行副院長張志慶教授主持此次論壇。高峰論壇的主題為“社媒時代的傳統媒體”。張志慶教授指出，弗裡德曼所謂“碾平世界的十大動力”無不與互聯網相關，誕生不過幾十年的互聯網、流行不過 10 幾年的社群媒體已經並正在改變著世界，傳統媒體尤其是紙質媒體不得不面對這個現實。楊燁炘先生認為，紙質媒體不會消亡，任何行業都不會消亡；黃承發先生闡述了新媒體與傳統媒體的關聯問題；劉鵬博士認為傳統報紙走下坡路是個趨勢,但是單純悲觀,唱衰傳統媒體對於媒體無益；何嘯天先生則提出傳統媒體可以對文化創意產業精耕細作至少可以再有 20 年；曾耀天先生認為傳統媒體的關鍵應從以內容為中心向以使用者為中心轉移。人文藝術學院傳播學教師柳旭東，章戈浩，孫瑱，譚志強，溫乃楠等先後發言，分析了紙質媒體的現狀和可能的未來。最後，嘉賓和老師共同回答了現場聽眾的問題。

澳門科技大學人文藝術學院
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39. Summit Forum of Communication Week - Traditional Media in the Era of Social Media

Organizer:

Faculty of Humanities and Arts, Macau University of Science and Technology

Date:

25/03/2014

Venue:

N101, Macau University of Science and Technology

Summary:

On March 25, 2014, Summit Forum of Communication Week, themed by Traditional Media in the Era of Social Media, was held in room N101 of the library.

Many distinguished guests were invited and attended the forum, such as Mr. Huang Chengfa, executive director and CEO of Modern Media Group, Dr. Liu peng, editor in chief of Shanghai Journalism Review, etc. And Professor Zhang Zhiqing presided over the forum.

The forum ignited inspiring debates over the theme. The world has been deeply changed by the young internet and social media. Traditional media, especially paper media, has been receiving the huge impact. The relationship between traditional media and social media was probed, and many possibilities concerning the future of traditional media were discussed.

In the end, the guests answered the question from the audience.

40. 人文藝術學院傳播周講座之“在數碼時代如何經營平面媒體”

主辦機構：

澳門科技大學人文藝術學院

時間：

2014 年 3 月 25 日

地點：

澳門科技大學 N101

會議總結：

由澳門科技大學人文藝術學院主办的「2014」傳播周系列講座之一與三月二十五日下午在图书馆 N101 舉行。《現代傳播》執行董事長兼行政總裁黃承發先生应邀主講“在數碼時代如何經營平面媒體”。人文藝術學院執行副院長張志慶教授出席了講座並向黃承發贈送紀念品。

在講座中，黃承發為大家詳細講解了在數碼時代的大背景下，如何經營平面媒體以及平面媒體如何實現技術轉型和思維轉型。他展示了中國雜誌媒體市場的相關資料，指出只有了解市場發展的重點才能真正進入廣告行業經營。黃承發認為由於今天媒體消費習慣和顧客購買習慣的變化，廣告商們需要一個全媒體式的整合推廣方案，因此傳媒人必須要重新定義使用媒體的傳播方式。在如今的數碼媒體時代，由於市場發生重大變化，廣告商的廣告投放方式也在變化，因此傳媒人必須改變以往經營平面媒體的思維模式，由單屏思維向多屏思維發展，提供整合傳播解決方案才能順應時代的需求。

黃承發还以現代傳播集團為例，講解了面對數碼媒體時代的到來，傳播集團及傳媒人如何面對，并利用集團資源創造整合傳播平臺，以此來實現廣告客戶投資回報最大化。他總結指出，傳統的平面媒體如果不改革將漸漸被數碼媒體逐步取代；多屏思維發展才能贏得市場；平面與數碼媒體將在市場上共存，只有有效地將兩者整合運用才能實現最完善的傳播解決方案。

在講座最後，黃先生還和同學們進行了互動，一一解答同學們提出的問題。

40. Lecture on "How to Run the Print Media in Digital Era"

Organizer:

Faculty of Humanities and Arts, Macau University of Science and Technology

Date:

25/03/2014

Venue:

N101, Macau University of Science and Technology

Summary:

On March 25, 2014, lecture on How to Run the Print Media in Digital Era was given by Mr. Huang Chengfa, executive director and CEO of Modern Media in room N101 of library. Professor Zhang Zhiqing attended the lecture and offered Mr. Huang a token by way of appreciation.

Mr.Huang illustrated how to run print media and how to realize technological and thinking transition in the big background of digital era. He pointed out that an deep understanding of market is the key to enter the advertising industry and the advertisers need to integrate their resources to meet the need of customers.

Mr. Huang used Modern Group as an example to display how to maximize the customers' investment by means of integrating the resources of the group. He summarized that print media without reform will be substituted by digital media step by step and the best proposal lies in multi-screen thinking and combination of print and digital media.

In the end, Mr. Huang interacted with the students and answered questions.

41. 傳播週專業傳媒人系列講座之“重塑新媒體時代的新聞業價值”

主辦機構：

澳門科技大學人文藝術學院

時間：

2014 年 3 月 26 日

地點：

澳門科技大學 C206

會議總結：

3 月 26 日，2014 年傳播週專業傳媒人系列講座之《新媒體時代的新聞業價值重塑》在 C206 舉行，由上海報業集團《新聞記者》雜誌主编劉鵬博士主講，人文藝術學院課程主任柳旭東助理教授主持讲座。

劉鵬认为新媒體具有顛覆性特徵，打破了傳統新聞媒體傳播的管道霸權，使所有人都可以成為採集發布新聞的記者，擁有申明意見觀點的麥克風，擔當主張利益訴求的發言人。他舉例，在肯尼亞商場襲擊案中，大量的現場圖片和消息通過新媒體傳出。刘鵬認為，第一，網絡資訊過剩甚至超載帶來對資訊的恐懼和迷失。縱使數據多、信息多，但是質量不高、魚龍混雜、泥沙俱下；第二，對網絡資訊的佔有製造虛假的膨脹感，進而形成對網絡的依賴。他強調，佔有信息不等於擁有信息，媒介是人的延伸，但現在卻成媒介向人延伸；第三，網絡閱讀是一種超鏈接、多任務式的瀏覽模式，這容易導致人們 “只看一半、理解四分之一、零思考”；第四，圈子文化被移植到網絡上後，會造成資訊偏執。第五，網絡上的眼球效應使極端意見更易傳播，網絡上各類標題黨、激進主張均由此所致。

在这种背景下，“當新聞可以由普通公眾甚至機器採集發布時，記者何為？”劉鵬提出，在資訊豐富造就注意力貧乏的情況下，新聞人應用專業、高品質的報導贏得受眾、重新凝聚受眾注意力，要體現出新聞專業的價值。他勸誡，專業新聞人不應將傳統新聞業的危機簡單歸咎與新媒體的衝擊，应该反思自身不足，再造自身能力。能力再造有五個方面，即挖掘、核實、篩選、整合和解讀，這些皆為新聞專業的最基本的技能，並非高深學問。

41. Lecture on Reshaping Journalistic Value in the Era of New Media

Organizer:

Faculty of Humanities and Arts, Macau University of Science and Technology

Date:

26/03/2014

Venue:

C206, Macau University of Science and Technology

Summary:

On March 26, 2014, lecture on Reshaping Journalistic Value in the Era of New Media was given by Dr. Liu Peng, editor in chief of Shanghai Journalism Review, in room C206. Assistant professor Liu Xudong, curriculum director of Faculty of Humanities and Arts, presided over the lecture.

Liu Peng maintained that subversive new media broke the channel supremacy of traditional news media, enabling everyone to be news producer and spokesman. But he also pointed out the defects of new media, such as fear and lost facing overloaded low-quality news from internet, the false sense of ownership derived from owning the internet information and consequent addiction. What's more, the on-line reading mode featuring super links and multiple tasks leads to quick judgment of people without deep thinking. Stimulated by the effect of eyes, radical opinions are more frequently spread on the internet.

When news could be produced by common people or even machines, are journalists still needed? Liu Peng put forward his answer that journalists have their duties to produce high-quality news and win their audience so as to reveal the true value of professional news in an attention-scattered society. He exhorted that professional journalist should not blame the impact of new media for the traditional media's crisis, and they should rethink on how to improve their expertise.

When asked about why Chinese media only reprinted the foreign news on MH370, Liu Peng explained that despite the news blackout from Malaysia Government, Chinese media, on the other hand, out of narrow perspective on digging news, failed to reverse to broad field of the second and third layer of information collection.

42. 人文藝術學院傳播周講座之“互聯網思維”

主辦機構：

澳門科技大學人文藝術學院

時間：

2014 年 3 月 24 日

地點：

澳門科技大學 C206

會議總結：

“專業傳媒人系列講座之互聯網思維探討”於 2014 年 3 月 24 日上午 10 點在澳門科技大學 C206 舉行。本次講座邀請到大馳廣告總經理曾耀天前來演講。

曾耀天用個人經歷及生活化案例,向大家鋪墊互聯網時代的大背景，引出由小米科技老板雷軍總結的七字“互聯網思想”：專註、極致、口碑、快。在闡釋該该思想的過程中，他列舉了諸多成功企業（例如蘋果、小米、騰訊）的案例，最后总结出互联网思维的“獨孤九劍”——九大思維以及成功需要的 20 大法則。

曾耀天強調，互聯網思想的本質即經營用戶，服務即營銷。而在解釋“專註”思想時，曾耀天用“小米科技三年做到三百個億”的經典例子，詮釋了“專註的力量”。他自己在經營企業的過程中也在踐行這壹理念，即專註於互聯網營銷，正如喬布斯所說，“不做什麼比做什麼更重要”。

在講座最後的 QA 環節，曾耀天一一對在場師生提出的問題做以解答。有同學提出，如何能在“專註壹個行業做到極致”和“跨界思維”中尋找平衡點，曾耀天表示，只有先做到極致、達到價值的最高點，才有橫向發展的資本。

42. Lecture on Internet Thinking

Organizer:

Faculty of Humanities and Arts, Macau University of Science and Technology

Date:

24/03/2014

Venue:

C206, Macau University of Science and Technology

Summary:

On March 24, 2014, lecture on Internet Thinking was given by Zeng Yaotian, general manager of D&C, in room C206.

Zeng adopted his own experiences and other cases to introduce the internet thinking featuring commitment, perfection, good reputation and quickness. He emphasized his understanding of the nature of internet thinking, namely, fostering users and service is marketing. And he especially accentuated the power of commitment.

In the Q&A session, Zeng answered the questions from the staff and students. When asked about how to keep a balance between perfection in one industry and crossover thinking, Zeng said that only after achieving the summit of perfection can we have the asset to cross over.

43. 人文藝術學院傳播周講座之“媒體與產業資源的整合開發”

主辦機構：

澳門科技大學人文藝術學院

時間：

2014 年 3 月 24 日

地點：

澳門科技大學 C206

會議總結：

2014 年 3 月 24 日下午，人文藝術學院傳播周的第二場講座活動在 C 座 206 教室舉行。主講嘉賓南都週刊執行總經理何嘯天先生，為師生們解讀“媒體與產業資源的整合開發”。人文藝術學院執行副院長張志慶教授，譚志強老師和廣大新聞學和傳播學專業的同學聆聽了講座。

何嘯天先生主要講述了三方面的內容。首先是平面媒體的困境，然後是平面媒體的突圍之道，最後是產業對接轉型。對於平面媒體所面臨的困境，他主要闡述了五大媒體重新洗牌的格局及平面媒體的最後防線這兩個問題。如何突圍？他認為未來依靠區域資源整合、跨技術轉型、跨行業轉型這三個方面。談到產業對接轉型，何嘯天以《南都娛樂週刊》為例子展開，向師生們講述了其核心競爭力的四大強勢產品：明星、公益、慈善、商業對接；娛樂行銷諮詢服務；音樂行銷活動執行；（微）電影行銷及衍生品整合推廣。

在講完三個方面的主要內容後，何總經理與在場的師生互動。老師及同學們向何總經理提出了《南都週刊》的內容深度，南都轉型方面的運作及如何看待傳統媒體對新聞報導的真實性原則等感興趣的問題。何總經理耐心地解答了師生們所疑惑的問題，台下的同學們對他的精彩回答不時報以熱烈的掌聲。最後，何總經理與在場的師生們一起合影留念。

43. Lecture on Integration of Media and Industrial Resources

Organizer:

Faculty of Humanities and Arts, Macau University of Science and Technology

Date:

24/03/2014

Venue:

C206, Macau University of Science and Technology

Summary:

On March 24, 2014, the second lecture of Communication Week was given in room 206 of Block C. Executive manager of SWEEKLY Mr. He Xiaotian as the lecturer illustrated integration of media and industrial resources. Professor Zhang Zhiqing, Dr. Tan Zhiqiang and students in communication major attended the lecture.

Mr. He illustrated his opinion from 3 aspects, namely, the crisis of print media, how to break through and industrial connection and transition. Concerning crisis, he mainly mentioned the shuffling situation of 5 big media and the print media's last line of defense. As for breaking through, he declaimed that the key was resources integration, cross-technology transition and cross-industry transition. When it came to industrial connection and transition, Mr. He used SWEEKLY as his example to depict how to mobilize the core products to keep competitive.

After that, Mr. He interacted with the audience and answered the question. And his patient style won him lasting applause.

44. 慶祝澳門回歸祖國十五週年献禮

主辦機構：

澳門科技大學人文藝術學院

時間：

2014 年 4 月 09 日至 2014 年 4 月 14 日

地點：

澳門科技大學 N 座

會議總結：

慶澳門回歸十五週年活動之全澳大學生優秀創意作品巡展 2014 於 2014 年 4 月 9 日至 4 月 14 日假澳門科技大學 N 座圖書館大堂舉行，共展出一百多幅本澳各大專院校學生的作品，當中包括二十多幅科大人文藝術學院學生作品。

出席巡展開幕儀式的主禮嘉賓有:人文藝術學院執行副院長張志慶教授、課程主任黃光輝女士、院務主任吳建瑩先生、歐洲-中國藝術家協會(澳門) 鄭曉方主席及陳一平副主席等。

開幕儀式上張副院長表示，非常高興能於澳門科技大學舉行是次巡展活動，期望通過舉辦更多活動培養學生的藝術創作及思考能力，真正領悟藝術無處不在；弘揚中華民族傳統文化，構建澳門更具特色中西旅遊文化之都。培育一批有創意、有綜合素質、有國際視野專業水平人才。另外，學院將不斷與海內外學術單位、機構合作，積極提供更多實務實習的機會給同學，讓同學在理論與實務兩個方面都能得到發展及全面提升。

學院希望未來與歐洲-中國藝術家協會(澳門)合作，舉辦相關專業學術探討、交流與互動、及舉辦不同類型有意義的藝術活動，以推動澳門文化創意產業的發展。

44. A Tribute to the 15th Anniversary of Macao's Returning to China

Organizer:

Faculty of Humanities and Arts, Macau University of Science and Technology

Date:

09/04/2014 - 14/04/2014

Venue:

Block N, Macau University of Science and Technology

Summary:

To celebrate the 15th anniversary of Macao's returning to China, Itinerant exhibition of excellent creative works from Macao college students was held on the library hall of MUST from April 9 to April 14, 2014. More than 100 pieces of works were on display, over 20 of which were from students of MUST.

Officiating guests included Professor Zhang Zhiqing, Ms. Huang Guanghui, Mr. Wu Jianying from Faculty of Humanities and Arts, and President Zheng Xiaofang and vice President Chen Yiping from Europe-China Artist Association (Macao).

Professor Zhang, vice Dean of Faculty of Humanities and Arts, expressed his joy that MUST could host the exhibition. He hoped more campaigns could be held so as to stimulate students to think and create. He also mentioned that the Faculty will keep on cooperating with academies and agencies to provide more training opportunities for students.

The Faculty expected to cooperate with Europe-China Artist Association (Macao) in the future and promote the development of Macao Cultural Creative Industry through academic and artistic events.

45. 人文藝術學院 2014 屆畢業設計作品展開幕

主辦機構：

澳門科技大學人文藝術學院

時間：

2014 年 4 月 25 日

地點：

澳門科技大學 N 座

會議總結：

4 月 25 日下午 5 點正，澳門科技大學人文藝術學院 2014 畢業設計作品展開幕式在 N 座一樓大堂舉行。澳門科技大學校長劉良講座教授，澳門文化局局長吳衛鳴先生、澳門高等教育輔助辦公室主任代表陳家豪先生、澳門基金會行政委員會主席代表獎學金處處長姚偉英小姐、澳門文化產業基金行政委員會主席梁慶庭先生、澳門科技大學常務副校長張曙光教授，澳門科技大學副校長陳曦教授，中央美術學院設計學院院長王敏教授、中國美術學院設計學院王雪青教授、臺灣臺北季氏工作室總監季鐵男先生(客座副教授是廣美的職稱)、澳門文化產業委員會委員繆鵬飛先生及澳門科技大學人文藝術學院執行副院長張志慶教授等爲開幕式剪彩。

本次所有展出作品來自於應屆畢業生共三個專業，分別是工業設計，環境設計以及室內設計。同學們爲了給畢業作品提交一份滿意的答卷，紛紛走出校園，充分與實踐結合，學以致用。例如環境設計的學生們穿梭於澳門的大街小巷，以用戶爲中心，以符合消費群爲目的展開研究。關閘口岸，亞馬拉前地，以及大三巴牌坊等大家再熟悉不過的地點都留下了他們研究的脚印。學生們希望更多融入到澳門本土文化中去，結合他們的創意以及所學到的技術，使新創造出的環境能充分滿足使用者對其功能的需求。這是一次可貴的分享創意的旅程與體驗。

應屆畢業生學生代表發言時說，四年的學習成爲人生中寶貴的一段經歷。不僅有知識上的收穫，更多的是磨練了克服困難與挫折的意志。該同學同時還與在場各位分享了老師與同學一起爲設計作品熬夜的回憶，一起出游寫生的回憶，以及同學之間建立下深厚的純粹的友誼。

本次展出展期爲 4 月 25 日至 5 月 23 日，作品展出地點爲 N 座地下大堂及 N108 室（N108 逢週六、日與公眾假期閉館）。

MUSTAR

45. Opening Ceremony of 2014 Graduation Design Exhibition of Faculty of Humanities and Arts

Organizer:

Faculty of Humanities and Arts, Macau University of Science and Technology

Date:

25/04/2014

Venue:

Block N, Macau University of Science and Technology

Summary:

At 5 p.m., on April 25, 2014, opening ceremony of 2014 Graduation Design Exhibition of Faculty of Humanities and Arts was held in the hall of Block N. Many distinguished guest attended the ceremony and cut the ribbon.

All works on display came from graduates of 3 majors-industrial design, environmental design, and interior design. These works indicated their willingness to combine their creation with local culture of Macao and produce designs meeting consumers' needs.

Representative of graduates gave the speech in the ceremony, expressing the preciousness of 4 years of college study and the beautiful memories of producing their works.

The exhibition will last from April 25 to May 23 in the hall of Block N and room N108 (N108 will be closed on Saturdays, Sundays and public holidays).

46. 人文藝術學院傳播與藝術名家講座之“微觀都市”

主辦機構：

澳門科技大學人文藝術學院

時間：

2014 年 4 月 23 日

地點：

澳門科技大學 C101

會議總結：

2014 年 4 月 23 日下午五點，傳播與藝術名家系列的講座在 C 座 101 教室開講。著名建築師、臺北季氏工作室總監季鐵男教授給藝術設計學專業的師生們帶來了主題為《微觀都市》的講座。此次講座活動由學院藝術設計專業的全希希老師來主持。

在這次講座活動中，季鐵男教授主要通過三個方面來講述《微觀都市》這個主題。第一部分為“又一個新的時代；發生了什麼事”；第二部分為“身體與世界的互動”；第三部分為“又一個新的時代；有哪些事要做”。在講述第一部分前，季教授還先和在場的師生們簡單地介紹了一下自己的情況。每個部分的講述中季教授都會用幾個關鍵字來概述他的內容。在第一部分中，他首先講述了城鎮化的問題，闡述了國家還有 3 件事情需要做，來解決 3 個一億人的問題。分別為“促進約一億農業轉移人口落戶城鎮、改造約一億人居住的城鎮棚戶區和城中村、引導約一億人在中西部地區就近城鎮化”。隨後他指出由於現代化影響了環境，才會開始有人來從事環境保護運動。季教授給師生們列舉了香港的西貢區郊野公園的建設為例，不同的人群和媒介對這件事情採取了不同的做法及態度。當地西灣村村民採取了抵制的態度，這與地方感有很大的關係。季教授在引述了一位元西貢地區的村名許楨的觀點後，通過他自己的事例，並從“生態系統”、“社會生態系統”、“非盈利組織”、“社會參與”這幾個方面給師生們講述了如何可以既開發又能保護一個地方環境的方式。

在第二部分的內容中，季教授先給師生們講述了未來的設計發展的方向。他還提到了一位法國哲學家莫里斯・梅洛-龐蒂（Miaurice Merleau-Ponty）的觀點，梅洛-龐蒂在談論到法國畫家塞尚怎麼做藝術的問題上，主要提到了“真正的畫家，是帶著身體去畫畫的”的觀點。同時他還建議同學們在學術上還需要關注法國立體主義畫家與雕塑家喬治・布拉克的一些觀點。還講述了另一位學者蜜雪兒（Michael）對做藝術的問題觀點。同時也展示了一些同學的作品。

最後一部分，季教授主要以澳門地區的現狀及將來需要注意的情況為例，主要從“真理與擬真”、“保存與維護”、“舊建物再利用與舊市區更新”、“社區建造於地區階級化”、“社會生態系統與可持續性”這五個相對的方面給師生們闡述了他對這個問題的看法。結尾時，季教授還列舉了一個小巷中剪頭髮的師傅開的理髮店的生動事例來作為這部分的總結，並列出了街頭理髮店作為社區的有機存在的種種優點。

在講完三個主要部分的內容後，季鐵男教授做了最後的總結，他指出未來一定會有不一樣的生活方式，這個生活方式會讓同學們的研究有一個方向上的轉變。並提醒同學應引起注意的現象及關鍵字，他亦希望此次講座的內容能給同學們對於未來方向的指引及建議。講座在同學們熱烈的掌聲中圓滿結束。

46. Lecture on Micro Metropolis

Organizer:

Faculty of Humanities and Arts, Macau University of Science and Technology

Date:

23/04/2014

Venue:

C101, Macau University of Science and Technology

Summary:

At 5 p.m. On April 23, 2014, well-known architect Professor Ji Tienan gave the lecture on Micro Metropolis in room 101 of Block C. Quan Xixi from Faculty of Humanities and Arts hosted the lecture.

Professor Ji illustrated the theme by 3 parts-urbanization and environmental protection, the future of design, and social-ecological condition in Macao. And he adopted various interesting cases to support his argument.

In conclusion, he pointed out the sureness of different way of life in the future, which may steer the direction of students' research. And he hoped his lecture could serve as guidance and offer some help.

47. 人文藝術學院傳播與藝術名家講座之“設計設計教育”

主辦機構：

澳門科技大學人文藝術學院

資／贊助機構：

澳門基金會

時間：

2014 年 4 月 25 日

地點:

澳門科技大學 N316

會議總結：

4 月 25 日，中央美術學院設計學院院長王敏教授受本校人文藝術學院邀請，於 N 座 316 室進行《設計設計教育》主題講座。人文藝術學院執行副院長張志慶教授主持了講座，并向王院長致送紀念品。同時，講座也吸引了廣大藝術設計專業及感興趣的同學到場聆聽。

王院長開門見山，認爲隨著社會的不斷變革與發展，以往設計教育模式已不足以承擔現在的設計教育任務。於是，如何重新設計“設計教育”成為一項重要課題。王院長曾于美國耶魯大學學習平面設計，在講座過程中，他以自己的親身體驗爲基礎，以母校耶魯大學平面設計專業的發展爲脉絡，重點介紹了以已故耶魯大學平面設計專業主任阿爾文・艾森曼教授爲首的四位對其影響十分重大的老師及他們各自的設計風格和主要作品。其間，王院長極少談論深奧的設計專業知識，而是用十分平實的語言將老師們形象及其各自對設計的理念真實地呈現。在談到自己最爲欽佩的阿爾文教授時，他坦言教授不僅是自己的導師，更在他生命中扮演著如父親一般的角色。說起保羅・蘭德，他既表示欣賞老師“把設計當娛樂”的心態，又認爲他的清晰、簡潔的文學作品比設計作品更有感染力。相比於具體的設計技巧，王院長認爲設計的理念和精神更爲重要。他推崇阿明・蒙福曼的設計理念——當事情變得複雜時，設計應該更單純更清晰；也認同布拉德伯裏“設計師應該努力追求完美”的精神。

在講座的最後，王院長指出，耶魯的平面設計已從“大師時代”過渡到充滿後現代主義思想的“思辯模式”。傳媒工具和文化視角的變化使人們對設計教育的新模式有了更多的思考。而不管怎樣，對整個設計教育行業而言，培養符合時代發展的需求，有引領性和開拓能力的設計師是不變的追求。

47. Lecture on How to Design the Education of Design

Organizer:

Faculty of Humanities and Arts, Macau University of Science and Technology

Sponsor:

Macau Foundation

Date:

25/04/2014

Venue:

N316, Macau University of Science and Technology

Summary:

On April 25, 2014, Professor Wang Ming, head of design college of Central Academy of Fine Arts, gave the lecture on How to Design the Education of Design in room 316 of Block N. Professor Zhang Zhiqing, vice Dean of Faculty of Humanities and Arts, presided over the lecture and offered Professor Wang a token by way of appreciation,

Professor wang declared that the old design education mode couldn't shoulder its duty in a fast-changing society and designing a new mode became inevitable. He used his personal experiences to tell his understanding about design-idea and spirit are much more important than pure skills. He advocated the simple and clear design philosophy as well as the spirit of pursuing perfection.

In the end, Professor Wang pointed out graphic design has transited from the era of masters to post-modernistic theoretical mode. Changing media tools and cultural perspectives led to people's meditation on new mode of design education. Anyway, for design education, the unaltered target is to bring up leading designers with strong exploration skills.

48. 人文藝術學院傳播與藝術名家講座之“設計師的視野、品位與能力”

主辦機構：

澳門科技大學人文藝術學院

資／贊助機構：

澳門基金會

時間：

2014 年 4 月 25 日

地點：

澳門科技大學 N213

會議總結：

由澳門科技大學人文藝術學院主辦的傳播與藝術名家系列講壇之一與四月二十五日上午在圖書館 N213 舉行。中國美術學院教授、博士導師王雪青先生應邀主講“設計師的視野、品位與能力”。人文藝術學院執行副院長張志慶教授出席了講座並向王雪青教授贈送本院畢業生作品作為紀念品。

在講座開始時，王雪青教授首先提出了三個問題，作為未來的設計師需要擁有什麼樣的視野，建立什麼樣的審美標準以及具備什麼樣的能力，引發了在場師生的思考。

接下來，王雪青教授為大家詳細講解了三個關鍵字即設計師的視野、品位與能力。王雪青教授指出設計師需要具備很好的國際視野，在國際語境中對時代精神有自身感悟與深刻理解，而國際視野的培養需要從課堂學習與課外生活中努力，他鼓勵同學們多看，多溝通，多交流以拓寬自身視野。

隨後，王雪青教授以自身法國參觀經歷為例，通過比較東西方孩子的成長歷程，講解了設計師的審美與品質來自耳聞目染，來自社會影響，更是建立在從小長大的歷程裡，是一個日積月累的過程。只有多看，多交流，才能更好建立自身的審美與品質。他還以一些有爭議的洗手間作品為例，講解分析指出設計師理念、品味不夠會導致作品出現謬誤。

王雪青教授用一對法國設計師夫婦運用自己智慧與能力巧妙設計房屋解決問題的例子，闡釋了能力是多方面的，是從思考到動手的能力，是可以培養的，需要多實踐，多參與，並鼓勵同學們需積極動腦思考，親身動手實施。他通過對比中法入學考試，探討了東西方的差異，以從前學生為例，列舉了“敢畫”的手段如聽畫，綜合一體化設計思維訓練等教學手法，指出創造力，自身思想，應變能力在藝術創作過程中的重要性。王雪青還以奧地利小城，巴黎工地和臺灣一特產店為例，說明尋找另闢蹊徑的方法，打破傳統觀念也是設計師應具備的一個優秀品質。

在講座最後，王雪青教授還和同學們進行了互動，解答同學們提出的問題。

DESIGN

48. Lecture on Vision, Taste and Capability of Designers

Organizer:

Faculty of Humanities and Arts, Macau University of Science and Technology

Sponsor:

Macau Foundation

Date:

25/04/2014

Venue:

N213, Macau University of Science and Technology

Summary:

On April 25,2014, lecture on Vision, Taste and Capability of Designers was given by Ph.D. mentor Professor Wang Xueqing from Chinese Academy of Art in N213 of library. Vice Dean of Faculty of Humanities and Arts Professor Zhang Zhiqing attended the lecture and offer Professor Wang a piece of work by graduate as a souvenir.

Professor Wang explained in detail the vision, taste and capability of designers. He pointed out that a designer should have an international vision derived from classroom and life after class, and a deep understanding about time spirit. So he encouraged students to see more and expand their vision through communication and exchange.

He maintained that the taste of a designer was influenced by his life experience and society and a bad taste would lead to errors in the works of design.

He also encouraged students to meditate and practice so as to spur creativity and strong adaptability, even dare to break with the tradition.

In the end, Professor Wang interacted with students and answered their questions.

49. 人文藝術學院傳播與藝術名家講座之“沈福元：信息策略與健康風險傳播”

主辦機構：

澳門科技大學人文藝術學院

資／贊助機構：

澳門基金會

時間：

2014 年 5 月 26 日

地點：

澳門科技大學 C203

會議總結：

2014 年 5 月 26 日上午，傳播與藝術名家系列講座在 C 座 203 教室再次開講。美籍知名傳播學者沈福元教授為本院師生帶來題為《信息策略與健康風險傳播》的講座。

沈福元教授目前擔任賓夕法尼亞州立大學傳播學院廣告與公關系的副教授（終身教授）和 SSCI 期刊 Asian Journal of Communication 的副主編，曾任廣告與公關系的執行系主任。沈教授的學術成果大量發表在傳播學權威刊物上，包括頂級刊物如 Journal of Communication 及 Journal of Advertising 等。沈教授是媒體心理學和健康傳播方面的資深專家。

此次沈教授帶來的講座是基於他近期研究工作的分享。沈教授首先闡述了敘事手法(Narrative)在商業廣告和健康促進運動中的應用，然後通過詳細描述兩個實驗，解釋了基於文字和圖片的信息如何能有效地提升說服效果，從而達到健康干預的目的。講座結束，沈教授與本院新聞傳播學方向的師生進行了互動，更以學術前輩的身份分享了很多的研究心得與體會。講座在師生們熱烈的掌聲中圓滿結束。

49. Lecture on Information Strategy and Health Risk Communication

Organizer:

Faculty of Humanities and Arts, Macau University of Science and Technology

Sponsor:

Macau Foundation

Date:

26/05/2014

Venue:

N203, Macau University of Science and Technology

Summary:

On May 26, 2014, Professor Shen Fuyuan gave his lecture on Information Strategy and Health Risk Communication in room 203 of Block C.

Currently, Professor Shen got his tenure in Pennsylvanian State University as deputy professor of Department of Advertising and Public Relations and served as deputy editor in chief for Asian Journal of Communication.

Based on his current research, the lecture covered the application of Narrative in commercials and health promotion campaigns, how to effectively upgrade the convincing effect through words and pictures and consequently reach the aim of health interference. After the lecture, Professor Shen interacted and shared his research findings with the staff and students.

50. 友情、名聲和虛偽——再論中國古代的君子之道

主辦機構：

澳門科技大學人文藝術學院

時間：

2014 年 9 月 12 日

地點：

澳門科技大學 D 座會議廳

會議總結：

澳門科技大學人文藝術學院余秋雨院長於九月十二日下午假澳門科技大學 D 座會議廳，為全校師生作了題為“友情、名聲和虛偽——再論中國古代的君子之道”的講座。校長劉良講座教授、校監顧問許敖敖教授、副校長陳曦教授、協理副校長兼國際學院院長孫建榮教授、人文藝術學院執行副院長張志慶教授及近 500 師生出席是次講座。余秋雨院長首先以自己名字的由來為例引出文化的本質，即文化不在於外形，而有更深層的意義，從而開始介紹中國文化的核心題目——君子之道。

50. Friendship, fame and hypocrisy - on liberal arts in ancient China

Organizer:

Faculty of Humanities and Arts, Macau University of Science and Technology

Date:

12/09/2014

Venue:

Conference Hall, Block D, Macau University of Science and Technology

Summary:

On the afternoon of September 12, Dean of Faculty of Humanities and Arts, Professor Yu Qiuyu gave a lecture entitled Friendship, fame and hypocrisy-on liberal arts in ancient China in the conference hall of Block D. President Liu Liang, Professor Xu Aoao, Professor Chen xi, Professor Sun Jianrong, Professor Zhang Zhiqing and more than 500 students and teaching staff attended the lecture.

51. 學術研究能力培養及規範

主辦機構：

澳門科技大學人文藝術學院

時間：

2014 年 11 月 07 日

地點：

澳門科技大學 N211

會議總結：

李喜根結合自己的研究經歷提出：傳播學的研究生應關注本領域主要學刊發表的最新研究成果；除對傳播學理論有基本瞭解外，還應根據自己的研究方向和課題學習、掌握相關的研究方法和工具；努力發掘本領域的重要課題，同時開拓學術視野；將現有的理論運用於研究中，并通過檢驗與修正或建構理論爲傳播學做出貢獻。接著，李喜根指出，研究是學習與增進知識的手段，是培養批判思維的過程，“做研究並不難，關鍵是要有新的發現和新的認識。”最後，他呼籲在座研究生，要著眼於發現研究中的問題，要先提問後創新；在研究新的傳播現象上不必跟風，要敢於質疑權威，審慎考量事物間的聯繫。

51. The Training and Regulation of Academic Research Ability

Organizer:

Faculty of Humanities and Arts, Macau University of Science and Technology

Date:

07/11/2014

Venue:

N211, Macau University of Science and Technology

Summary:

On November 7, 2014, Mr. Li Xigen gave a lecture on The Training and Regulation of Academic Research Ability in room N211. He put forward that postgraduates on communication should focus on the latest research fruits published by the leading journals of the field and master related research methods and tools according to personal research area. Meanwhile, they should apply the current theories to their research and test or form theories for the development of communication. He declared the key of research lied in new findings and new perspectives and urged the postgraduates to probe into the research, be bold in making assumptions, but careful in proving it, and dare to question the authority.

52. 傳播與藝術名家系列講壇之《你若盛開，蝴蝶自來》

主辦機構：

澳門科技大學人文藝術學院

時間：

2014 年 11 月 25 日

地點：

澳門科技大學 C505

會議總結：

在演講的開始，周剛教授談起自己當年每天堅持作畫，即使再忙再累也沒放棄，幾十年如一日的磨練讓他達成今天的成就。他表示，每個人都要給自己一個方向、一個目標，只要朝著這個目標鍥而不捨地前進，那就一定會取得成功，並勉勵在座同學：“成功的道路上並不擁擠，因為堅持的人很少。”

周剛教授繼而談到頗具詩意的講座主題——“你若盛開，蝴蝶自來”。他舉一則故事為例，說假若要靠近一隻蝴蝶，雖用蠻力抓捕也能辦到，但蝴蝶最後會掙扎，形態不美；如果放一盆鮮花而在一旁靜靜守候，蝴蝶自然而然會落在花上，並展現優美的一面。他解釋到，只有往高處走，才會與更高水平的人相遇，才會將他人吸引過來，而要做到這一點，自身必須強大，且應順應常理，努力培養、完善自己。他認為，一個真正“盛開”的人，需擁有勤勞的特質和堅定的意志，具備廣闊的視野與格局，並且善於養生養性，懷有一顆足夠大的心。

52. Lecture themed of if flowers are blossoming, the butterfly will visit without being invited

Organizer:

Faculty of Humanities and Arts, Macau University of Science and Technology

Date:

25/11/2014

Venue:

C505, Macau University of Science and Technology

Summary:

On November 25, 2014, Professor Zhou Gang gave a lecture with a romantic theme-- If flowers are blossoming, the butterfly will visit without being invited in C505.

In the very beginning, he contributed his achievements to decades of painting training. And he encouraged his audience to stick to the target without easy giving-up.

And then He told a fable to explain the theme of his lecture: when approaching a butterfly, you can either hunt it down and get a struggling disfigured butterfly or use flowers to attract it and appreciate a lively elegant butterfly. He explained that only through personal enhancement can we meet and attract more talented person and consequently get inspired.

53. 傳播與藝術名家系列講壇之《小民族 大智慧：猶太人及其文化》

主辦機構：

澳門科技大學人文藝術學院

時間：

2014 年 12 月 09 日

地點：

澳門科技大學 C208

會議總結：

傅教授首先介紹了猶太教與猶太人之間的關係，他指出猶太教不同於基督教，它只是一個民族宗教，而非普世宗教。之後他又講述了猶太教的興起、歷史沿革以及猶太教對人類文明的貢獻，猶太教不僅是基督教和伊斯蘭教之母，猶太教文明也是西方文明的主要來源之一。

談到猶太民族的精神和特性，傅教授饒有興趣地為在場師生講解了猶太教求異、尚異的民族性格，他認為這一點和中華民族是不一樣的。之後傅教授又簡單的介紹了猶太文明與中國的關係，並且建議學習猶太文明中的先進理念，完成中國傳統文化的現代轉換，建設高度物質文明和精神文明、繁榮昌盛的新中國。

53. Lecture on Jews and Jewish Culture

Organizer:

Faculty of Humanities and Arts, Macau University of Science and Technology

Date:

09/12/2014

Venue:

C208, Macau University of Science and Technology

Summary:

On December 9, 2014, Faculty of Humanities and Arts ushered a lecture on Jews and Jewish Culture given by Professor Fu in room C208.

Professor Fu at first introduced Judaism in terms of its origin, historical evolution and its contribution to human civilization.

When it came to spirit and characters of Jews, Professor depicted vividly their unique favor of pursuing difference. And when he talked about Jewish culture and China, he proposed to adopt its wisdom to facilitate the rising of a economically and culturally powerful China.

54. 傳播與藝術名家系列講壇之《關於媒介學的思考》

主辦機構：

澳門科技大學人文藝術學院

時間：

2014 年 12 月 15 日

地點：

澳門科技大學 C208

會議總結：

由人文藝術學院主辦的傳播與藝術名家系列講壇之《關於媒介學的思考》於 12 月 15 日上午在澳門科技大學 C 座 208 室舉行。本次講座邀請到中國傳媒大學傳播研究院副院長陳衛星教授擔任主講嘉賓，人文藝術學院執行副院長張志慶教授主持講座。

陳教授提到個性化的學術經歷都是從人的故事開始的，通过詳細介紹他在法國阿爾卑斯山的經歷，引导同学们对媒介学进行思考。他的演講內容多樣，不僅引入自身經歷，而且還探究電影中關於媒介學的思考。他向同學們介紹了電影《格瓦拉》，並詳細介紹了追隨格瓦拉的德布雷，他認為，這個人對傳播學的研究有著重要的意義。1991 年, 德布雷出版《普通媒介學教程》一書,直接提出媒介學(mediology)這一學術創新命題。

陳教授又向同學們解釋了媒介的定義，並從歷史觀、研究問題、媒介域分類、印刷域及視聽域進行詳細的描述和分析。他認為，媒介學的發展還在進行，每個人都可以成為載體。

54. Lecture on Mediology

Organizer:

Faculty of Humanities and Arts, Macau University of Science and Technology

Date:

15/12/2014

Venue:

C208, Macau University of Science and Technology

Summary:

On December 15, 2014, a lecture on Mediology was given by Professor Chen in C208. Through fascinating stories, Professor Chen steered the students toward reflection on Mediology, such as its concept, historical evolution, research target, etc. He believed that the on-going development of mediology enabled everyone to be carrier.

55. 月球與行星科學國際學術研討會

主辦機構：

澳門科技大學、中國科學院國家天文台、中國地質大學

承辦機構：

澳門科技大學太空科學研究所

資／贊助機構：

澳門科技大學基金會、澳門科學技術發展基金

時間：

2014 年 06 月 03 日至 2014 年 06 月 05 日

地點：

澳門科技大學 N211

會議總結：

由澳門科技大學、中國科學院國家天文台、中國地質大學(武漢)聯合主辦，澳門科技大學基金會、澳門科學技術發展基金資助的“2014 年月球與行星科學國際學術研討會”於 2014 年 6 月 3 日-5 日在澳門科技大學舉行，來自美國、德國、日本、中國內地、臺灣的眾多知名專家、學者和澳科大太空科學研究所師生與會。 本次研討會對於月球與行星科學領域的研究者們而言是一個極好的展示研究成果和學術交流的平台，尤其是基於嫦娥三號獲取數據的相關科學分析和發現。我們邀請了 4 位國內外的在行星科學領域內的著名學者做主旨演講，包括來自美國亞利桑那州立大學 Mark ROBINSON 教授，德國柏林自然博物館 Kai WUNNEMANN 教授，中國科學院國家天文台鄒永廖研究員，以及來自日本宇宙航空研究開發機構的 Junichi Haruyama 教授。

會議期間將發表 40 餘篇論文和 10 篇壁報，澳門科技大學太空科學研究所的多位研究人員和青年學者在會議上介紹他們近期的研究成果。另外，本次會議還舉辦了兩個研討會，一個是關於月塵而另一個是關於 LROC 的圖像處理。

55. The International Symposium on Lunar and Planetary Science 2014

Organizer:

Macau University of Science and Technology, the National Astronomical Observatories, Chinese Academy of Sciences, China University of Geoscience, Wuhan

Co-Organizer:

Space Science Institute, Macau University of Science and Technology

Sponsor:

Macau Foundation, FDCT

Date:

03/06/2014 - 05/06/2014

Venue:

N211, Macau University of Science and Technology

Summary:

In the 2013/2014 academic year, the Institute organized the International Symposium on Lunar and Planetary Science 2014 (ISLPS 2014) on June 3-5, 2014, jointly with the National Astronomical Observatories, Chinese Academy of Sciences, and China University of Geoscience, Wuhan. It was the third time we held this biannual symposium, and previous symposiums were held in 2010 and 2012. This symposium is a valuable platform for planetary scientists to present their recent research on lunar and planetary sciences, especially their discoveries revealed from Cheng'E-3 scientific data. We invited four famous scholars in planetary sciences as follows:

a. Professor Mark Robinson from Arizona State University, USA

b. Dr. Kai Wünnemann from Museum für Naturkunde, Germany

c. Professor Yonglia Zou from National Astronomical Observatories, Chinese Academy of Sciences, China

d. Dr. Junichi Haruyama from Japan Aerospace Exploration Agency (JAXA), Japan

There were 40 oral presentations and 10 posters in the symposium, including those by the researchers and young scientists of the Macau University of Science and Technology. There were also two workshops, one on lunar dust and other on LROC image processing.

56. “全球地圖中的澳門”國際研討會

主辦機構：

澳門科技大學

資／贊助機構：

澳門基金會、高等教育輔助辦公室

時間：

2014 年 05 月 14 日至 2014 年 05 月 16 日

地點：

澳門科技大學

會議總結：

由澳門科技大學主辦，澳門基金會、高等教育輔助辦公室資助的“全球地圖中的澳門”國際研討會開幕式假澳門科技大學圖書館成功舉行。澳門基金會行政委員會主席吳志良博士、高等教育輔助辦公室蘇朝暉主任、美國國會圖書館亞洲部主任邵東方博士和澳門科技大學常務副校長張曙光教授、校董會主席周禮杲教授、校監顧問許敖敖教授擔任開幕式主禮嘉賓。

開幕式上，澳門基金會與澳門科技大學就關於開展“澳門記憶”項目之歷史地圖資源整理的合作進行了協議簽署儀式，通過雙方合作有效收集分散於世界各地的澳門歷史地圖，整合澳門的歷史文化資源，留存澳門史料，推動“澳門記憶”項目之地澳門圖收集整理，以達至資源共享，並為澳門市民與澳門研究提供資料。

高等教育輔助辦公室蘇朝暉主任在開幕式上致辭表示，澳門產業型式比較集中，許多遊客對澳門的印象就只有娛樂場，很是否可多澳門居民也並未必了解澳門曾經歷過的輝煌歷史。地圖不僅可以作為加強澳門青少年認識澳門，深入了解澳門歷史的極佳途徑，而且也是專家學者們研究這段歷史的絕佳資料。現在大中華的崛起給我們帶來新機遇和新挑戰，是否可以從歷史的長河中汲取經驗和智慧，以從澳門的歷史中找到答案，這需要我們的學者和社會的共同努力。

科大常務副校長張曙光教授在開幕式上致辭表示，澳門是十六至十九世紀數百年間中西文化交流的重鎮，享有歷史文化名城的盛名。但遺憾的是，由於多種原因，與澳門有關的地圖散落在世界各地，涉及國家眾多而分散，研究者要挖掘這些資料，常常要遠赴重洋，十分不便。為此，澳門科技大學計劃用若干年時間，以全球史觀的視角，從澳門以外國家和地區蒐集內容涉及澳門研究的歷史地圖，進行整理、挖掘、搶救、保護和研究，從而讓學者可以更集中方便地使用这些珍貴文獻資源，為“澳門學”的深化發展提供文獻基礎，同時也可以作為加強澳門青少年認識澳門、深入瞭解澳門歷史的極佳資料。

研討會分十四、十五日兩天舉行，邀請中西文化交流及歷史地圖研究學者與文獻專家進行學術交流、商討合作。會議圍繞地圖中的澳門、地圖與中西文化交流、宗教與歷史地圖、以及地圖資源建設與合作等議題展開討論。

來自美國國會圖書館、梵蒂岡教宗圖書館、哈佛大學、斯坦福大學、馬里蘭大學、肯特州立大學、北京大學、台灣大學、復旦大學、香港城市大學、中山大學、廈門大學、華東師範大學、暨南大學、寧波大學、澳門大學、澳門中央圖書館等海內外多家著名大學和圖書館的專家學者超過五十人出席了會議。

澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY

56. Global Mapping of Macao: An International Symposium

Organizer:

Macau University of Science and Technology

Sponsor:

Macau Foundation, Tertiary Education Services Office

Date:

14/05/2014 - 16/05/2014

Venue:

Macau University of Science and Technology

Summary:

On the 14th of this month, hosted by the Macau University of Science and Technology and sponsored by the Macao Foundation and Macao Tertiary Education Services Office, the Opening Ceremony of the Global Mapping of Macao: An International Symposium was successfully held at the Macau University of Science and Technology Library. The Guests of Honor, Dr. Wu Zhiliang, the President of the Broad of Directors of the Macao Foundation, Mr. Zhaohui Su, Director of the Macao Tertiary Education Services Office, Dr. Dongfang Shao, Chief of the Asian Division of the Library of Congress, Professor Shuguang Zhang, Standing Vice Rector of the Macau University of Science and Technology, Professor Ligao Zhou, Chairman of the University Council, and Professor Aoao Xu, Advisor to the University Chancellor on the day of the event officiated at the Opening Ceremony.

Mr. Zhaohui Su, Director of the Macao Tertiary Education Services Office, in his opening address, pointed out that given that Macao is rather a single-product economy, many tourists have the impression that Macao has only entertainment establishments and local residents are not sufficiently conscious that Macao is a city with a great history. Not only do maps constitute great educational tools to help the young generation increase their knowledge of Macao and develop a deeper understanding of its rich history but also provide specialists and scholars with excellent resources to study this period of history. The rise of the Greater China represents promising opportunities but also creates new challenges: whether lessons can be drawn and wisdom can be attained from experience and history and whether answers can be found in Macao's history requires endeavors from both our scholars and the Community.

Professor Shuguang Zhang, Standing Vice Rector of the Macau University of Science and Technology, in his welcome address, stated that Macao had been an important center for Sino-Western cultural exchange from the 16th century to the 19th century and enjoys a great reputation for its historical and cultural heritage. It is regrettable that due to various reasons maps related to Macao are scattering all over the world, involving numerous countries across the world. Researchers have to travel overseas in order to undertake thorough research on these documents, which is truly inconvenient. Embracing the perspective of a universal history the Macau University of Science and Technology plans to collect historical maps related to the study of Macao from countries and regions other than Macao and to organize, explore, safeguard, preserve and do research on them in the coming several years. The ultimate goal is to allow scholars to study these rare documents in one place and in a more convenient fashion, build a documentation basis for the advancement of "Macaology," and empower the young generation to develop a better understanding of Macao and its glorious past.

During the two-day Symposium held on the 14th and 15th, centering the conversation on the themes such as global mapping of Macao, maps and Sino-Western cultural exchange, religion and historical maps, and the building of map resources and collaboration on the use of these resources, scholars and experts committed to the study of Sino-Western cultural exchange, research of historical maps and documentation exchanged their views and discussed potential opportunities of future collaboration.

Symposium attendees include more than fifty experts and scholars from China and overseas, representing internationally known universities and libraries such as the Library of Congress, the Vatican Apostolic Library, Harvard University, Stanford University, University of Maryland, Kent State University, Beijing University, National Taiwan University, Fudan University, City University of Hong Kong, Sun Yat-Sen University, Xiamen University, East China Normal University, Jinan University, Ningbo University, Macau University and Macau Central Library.

57.「澳門與世界」外交官系列講座

主辦機構：

澳門科技大學社會和文化研究所

資／贊助機構：

澳門基金會

時間：

2014 年 03 月 17 日至 2014 年 12 月 05 日

地點：

澳門科技大學 N101

會議總結：

為深化澳門特區在國家對外交流中的特殊作用，加強澳門特區在“一國兩制”框架內與國際社會的互動，並推動澳門公眾對國際事務的關注和參與，澳門科技大學在外交部駐澳公署的大力支持與澳門基金會的資助下，於 2013 年 9 月開始舉辦“澳門與世界”外交官系列講座。

該系列講座為常設、開放性課程，供在校生（本科生和研究生）任選，並向澳門及周邊社會各界開放。本每學期 5 場。所涉議題主要包括（但不限於）中國外交與澳門對外交流、全球治理與澳門發展、澳門與葡語國家/西語國家/歐洲/亞太國家及國際組織關係、國際形勢與熱點問題及其他關涉澳門對外事務等。講座幫助學生瞭解澳門及國際事務以及理解中國外交發展及當代外交官的職業生涯及個人簡歷，分享了外交經驗，亦讓同學們深入淺出地瞭解當前中外與國際關係動態，拓寬國際視野。各次講座受到師生的廣泛歡迎和好評，促進了有關外交和澳門在其中作用的討論和思考，也引起良好的社會反響。

場次	日期	題目	主講者
第 1 場	3 月 17 日 (星期一)	中國政府中東問題特使講座	中國政府中東問題特使 吳思科
第 2 場	3 月 28 日 (星期五)	拉美、加勒比外交生涯	前中國外交部拉丁美洲和加勒比司參贊劉自發
第 3 場	4 月 11 日 (星期五)	非洲復興的先鋒：南非	南非駐港澳特區總領事 谷拉女士
第 4 場	4 月 25 日 (星期三)	探祕伊朗	前任中國駐伊朗、駐黎巴嫩大使 劉振堂
第 5 場	5 月 13 日 (星期三)	我心目中的巴西	前中國駐巴西特命全權大使 陳篤慶
第 6 場	9 月 26 日 (星期五)	葡萄牙與澳門 ：長久的夥伴關係	葡萄牙駐港澳総領事Dr. Vitor Sereno
第 7 場	10 月 17 日 (星期五)	中國外交縱橫	原中國駐冰島大使蘇格博士
第 8 場	10 月 31 日 (星期五)	中國與南非：邁向新的全球互動	南非駐華大使蘭加(Langa)
第 9 場	11 月 21 日 (星期五)	我所認識的哥倫比亞	原中國駐哥倫比亞大使吳長勝
第 10 場	12 月 5 日 (星期五)	印度、中國與世界	印度駐華大使康特（Kantha）

57. Ambassadorial Lecture Series

Organizer:

Institute for Social and Cultural Research, Macau University of Science and Technology

Sponsor:

Macau Foundation

Date:

17/03/2014 - 05/12/2014

Venue:

N101, Macau University of Science and Technology

Summary:

Macau SAR occupies a special position in China's foreign relations and communications. In order to help Macau acquire a more significant role in international society under the "One country, Two system" framework, and prompt it's attention and participation in international affairs, Macau University of Science and Technology launched this Ambassadorial Lecture Series in September 2013. Macau Foundation sponsored this plan. The Office of the Commissioner of MFA of PRC in Macau has given support.

The lecture series is planned as a standing and open course, so that the students (undergraduate and postgraduate) have the opportunity and convenience of access to the lectures. It is also open to university staff, Macau academic organizations and the public.

In 1402 and 1409 semester, 10 lectures were organized as planned. The topics included (but not confined to) China-foreign relations and Macau, global governance and Macau's future, Macau and Lusophone/Spanish-speaking/European/ Asian-pacific countries and international organizations, international hot issues and Macau's foreign relations. They offered precious opportunities for students and other participants to have a much better understanding of Macau's significance in international affairs, a deeper view of the development of

Date	Title	Speakers
17/03/2014	Lecture by China's Special Envoy to Middle East	China's Special Envoy to Middle East Wu Sike
28/03/2014	A Diplomatic Life in Latin-America and Caribbean	Ex Chinese Counselor of Ministry of Foreign Affairs of China of the Department of Latin American and Caribbean Affairs Liu Zifa
11/04/2014	African Renaissance: South Africa at the Forefront	South African Consul-General to Hong Kong & Macau SARs Patience Phumelele Gwala
25/04/2014	An Exploration of Iran	Ex Chinese Ambassador to Iran , Ex Chinese Ambassador to Lebanon Liu Zhentang
13/05/2014	Brazil in My Eye	Ex Chinese Ambassador Extraordinary and Plenipotentiary to Brazil Chen Duqing
25/09/2014	Portugal and Macau: a Lasting Partnership	Consul-General of Portugal to HK and Macau SARs. Dr. Vítor Sereno
17/10/2014	China’s Diplomacy in Perspective	Ex Chinese Ambassador Extraordinary and Plenipotentiary to Iceland, Dr. Su Ge
31/10/2014	China-South African Relations: Towards a New Form of Global Connectivity	South African Ambassador Extraordinary and Plenipotentiary to China Dr. Langa
21/11/2014	Columbia in My Eye	Ex Chinese Ambassador to Columbia, Wu Changsheng

58.「澳門社會」系列講座

主辦機構：

澳門科技大學社會和文化研究所

資／贊助機構：

澳門基金會

時間：

2014 年 02 月 20 日至 2014 年 12 月 04 日

地點：

澳門科技大學 N212

會議總結：

為進一步加強與社會的聯係，加深學生對澳門社會的了解，澳門科技大學舉辦「澳門社會」系列講座。邀請本澳各界知名人士，包括立法議員、社團及商界領袖等，主講一系列有關澳門社會現況與未來的講座，內容涵蓋澳門的社會、民生、經濟等各個不同領域。

講座以互動交流的形式進行，主講嘉賓深入闡析澳門各方面的情況及提出其見解，與科大師生一起分享他們豐富的經驗，加深了大家對澳門的了解及認識。每場講座均反應熱烈，師生踴躍出席。透過主講嘉賓的精彩演講，令大家獲益良多。

2014 年「澳門社會」系列講座

日期	講題	主講者
2014 年 02 月 20 日	成功始於 6570 聚焦創意 360	澳門創意產業協會會長 劉雅煌先生
2014 年 02 月 27 日	澳門近代博彩業史	澳門歷史文化研究會學術顧問 胡根先生
2014 年 03 月 6 日	葡萄牙作家筆下的澳門鏡像	澳門文化局副局長 姚京明先生
2014 年 03 月 20 日	年青人立足地產業所應具備的條件	美聯澳門行政總裁 張一輝先生
2014 年 04 月 3 日	社會組織在澳門社會治理中的作用	澳門街坊會聯合總會理事長 吳小麗女士
2014 年 04 月 17 日	澳門醫療衛生現況、發展與思考	鏡湖醫院代院長 吳培娟女士
2014 年 05 月 15 日	讓競爭力成為青年在職場上的後盾	澳門工會聯合總會常務副會長 陳錦鳴先生
2014 年 09 月 11 日	抗日期間的澳門師生及其文化影響	資深教育工作者劉羨冰女士
2014 年 09 月 25 日	澳門經濟近況及企業管治	澳門會計師公會會長 何美華女士
2014 年 10 月 09 日	《粵澳合作框架協議》-- 推動澳門和廣東建立更緊密經貿關係	澳門經濟建設協進會理事長 楊道匡先生
2014 年 10 月 16 日	善用專業，奮發自強	M Tel 電信有限公司董事長兼行政總裁 徐德明先生
2014 年 10 月 30 日	訴求、衝突與出路 — 從近年社會運動看澳門民眾訴求	澳門立法會議員 施家倫先生
2014 年 11 月 20 日	淺析本澳醫療現況	澳門立法會議員 黃潔貞女士
2014 年 12 月 04 日	我...是怎樣成長，以及怎樣做...我	澳門房地產聯合商會會長 吳在權先生

58. “Macau Society” Seminar Series

Organizer:

Institute for Social and Cultural Research, Macau University of Science and Technology

Sponsor:

Macau Foundation

Date:

20/02/2014 - 04/12/2014

Venue:

N212, Macau University of Science and Technology

Summary:

In order to enhance the connection with the society and increase the students' understanding on Macau society, Macau University of Science and Technology organizes “Macau Society” Seminar Series.

The speakers of “Macau Society” Seminar Series are Macau influential individuals, including Deputies of Legislative Assembly of Macau SAR, community and business leaders, etc. They talked about Macau's current and future situation, including the topics of society, livelihood and economic development, etc.

The speakers shared their insightful experiences and exchanged their ideas with teachers and students. Audience gained a better understanding on Macau. Every seminar attracted many teachers and students to attend. Through the seminars, all of us learnt a lot.

2014 "Macau Society" Seminar Series

Date	Topic	Speaker
20/02/2014	Success Originated from 6570 Focusing on Creativity of 360	Mr. Alex Lao President, Macao Creative Industry Association
27/02/2014	The Modern History of Macau's Casino Industry	Mr. Wu Lok Kan Academic Advisor, Macau Historical and Cultural Research Association
06/03/2014	Portuguese Writers View on Macau	Mr. Yao Jing Ming Deputy President, Cultural Affairs Bureau
20/03/2014	The Necessary Conditions for the Youths to have a Foothold in Real Estate Industry	Mr. Ronald Cheung CEO, Midland Macau
03/04/2014	The Functions of Social Organizations in Macau's Social Governance	Ms. Ng Siu Lai President, The General Union of Neighbor Association of Macau
17/04/2014	The Status Quo, Development and Thinking of Macau's Medical Health Sector	Ms. Ung Pui Kun Acting Director , Kiang Wu Hospital
15/05/2014	Made Competitiveness the prop for the Youths in Job Market	Mr. Chan Kam Meng Standing Vice-President, Macau Federation of Trade Unions
11/09/2014	The Macanese Teachers and Students along with Their Cultural Influence during the Anti-Japanese Era	Ms. Ms. Lau Sin Peng The Senior Educators
25/09/2014	The Recent Economic Situation and Corporate Governance of Macao	Ms. Ho Mei Va President, Macau Society of Certified Practising Accountants
09/10/2014	"The Framework Agreement on Cooperation Between Guangdong and Macao"--Promoting a Tighter Economic & Trade Relation	Mr. Ieong Tou Hong Chairman, Macau economic development Promotion Association
16/10/2014	Take Full Use of Profession, Make Unremitting Efforts to Improve	Mr. Michael Choi Chairman CEO, M T el Telecommunication Company Ltd.
30/10/2014	Appeals, Conflicts and Solutions---Understanding the Macanese Public Appeals from Recent Social Movements	Mr. Si Ka Lon Deputy of Legislative Assembly of Macau SAR
20/11/2014	A Primary Analysis on the Medical System of Macao	Ms. Wong Kit Cheng Deputy of Legislative Assembly of Macau SAR
04/12/2014	How I Grow up and How I Behave	Mr. Ung Choi Kun Chairman, Association of Property Agents and Realty Developers of Macau

59. “中葡國家關係：中國與巴西”國際研討會

主辦機構：

澳門科技大學社會和文化研究所

資／贊助機構：

澳門基金會

時間：

2014 年 05 月 12 日至 2014 年 05 月 13 日

地點：

澳門科技大學 N101 & N221

會議總結：

作為澳門基金會資助的澳門科技大學社會和文化研究所重點研究項目，“中國與葡語國家關係研究”（第一期）於 2014 年 5 月 12-13 日舉行了“中葡國家關係：中國與巴西”國際研討會，會議集合了自中國人民外交協會、巴西聖保羅大學、巴西利亞天主教大學、美國耶魯大學、美國摩斯大學、美國丹佛大學、葡萄牙科英布拉大學、博鼇亞洲論壇以及中國社會科學院、澳門大學、北京大學、等海內外知名歷經濟學、國際問題研究、巴西研究專家的支持和參與，分別就“中巴關係評估”、“中巴全球治理合作”、“中巴經貿合競”、“中巴發展模式比較”及“澳門與中巴關係”等議題進行學術交流。本書為是次國際研討會的各位專家研究的精髓和成果集結。

通過結合國際政治經濟學、世界歷史及國際關係理論，採取聚焦、深度與比較分析，多角度、分階段、有步驟地開展有關中巴關係評估、中巴全球治理合作、中巴經貿合競、中巴發展模式比較、澳門與中巴關係的研究討論。研討會為中巴兩國以及澳門的學者交流搭建了橋樑，增進了與會學者對中巴國際關係、經貿等問題的理解，並對澳門承擔中國與葡語國家溝通交流的平臺作用提出了寶貴建議。未來，澳門科技大學社會和文化研究所將繼續深入中國與葡語國家關係的研究，從國別和區域的角度研究中國與葡語國家間的國際關係發展現狀與趨勢。

59. International Symposium on "Chinese-Lusophone Relations: China and Brazil"

Organizer:

Institute for Social and Cultural Research, Macau University of Science and Technology

Sponsor:

Macau Foundation

Date:

12/05/2014 - 13/05/2014

Venue:

N101 & N221, Macau University of Science and Technology

Summary:

This book is a collection of papers presented in the International Symposium Series I "Chinese-Lusophone Relations: China and Brazil" on May 12-13, 2014. The symposium is held in the name of Sino-Lusophone countries relations study (I), which is one of the key projects in the Institute for Social and Cultural Research (ISCR) of Macau University of Science and Technology (MUST), and funded by Macau Foundation. Academics attended it are from Chinese People's Institute of Foreign Affairs, University of São Paulo, Catholic University of Brasília, Yale University, Mercer University, University of Denver, University of Coimbra, Boao Forum for Asia, Chinese Academy of Social Sciences, University of Macau, and Peking University. The proceedings' topics cover "Evolving Roles of Brazil and China in Global Governance", "Lessons of Chinese-Brazilian Cooperation and Competition in Trade and Economy", "Compare and Contrast the Rises of China and Brazil" and "China-Brazil Relations and Macau".

The symposium serves as a bridge for scholars in China and Brazil, esp. Macau as the platform, to enhance the understanding of issues related to international relations and economic contact, and provided suggestions for Macau's role to become a unique platform for communication and cooperation between China and Lusophone countries. ISCR is expected to deepen Sino-Lusophone countries relations study, and explore the status and trend of the contact from national and regional perspectives.

完成的研究項目

Research Projects

1. 行政管理學院年度學術研究計劃 - 博彩業系列問題研究（澳門博彩業關係營銷策略及其對客戶忠誠的影響機制研究）

負責人：石永東
澳門科技大學 行政與管理學院

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 10 月

主要參加者：

盧東、李雁晨、黃斐、Sónia de Assunção da Conceição、蘇靖霞、Mary Mendoza

課題簡介：

本項目以澳門博彩業為研究對象，在文獻研究、深度訪談、大規模問卷調查的基礎上，首先探討澳門博彩業所採用的關係營銷策略的主要模式及其特點，進而研究博彩業的關係營銷策略對客戶忠誠影響的內在機制，最後對如何優化澳門博彩業關係營銷策略從而增加其客戶忠誠度的途徑提出建議。

1. Annual Research Plan of Faculty of Management and Administration: Studies on Macao Gambling Industry (Relationship Marketing Tactics, Customer Loyalty and the Influence Mechanism in Macao Gambling Industry)

Principal Investigator: Shi Yong Dong
Faculty of Management and Administration, Macau University of Science and Technology

Sponsor:

Macao Foundation

Completion period (Y/M):

2013/10

Main Participants:

Lu Dong, Li Yan Chen, Huang Fei, Sónia de Assunção da Conceição, Su Jing Xia, Mary Mendoza

Introduction:

This research aims to investigate the main characteristics of the relationship marketing tactics in Macao gambling industry, and the underlining influence mechanism of the relationship marketing tactics on customer loyalty. The research methods include literature review, in-depth interview, and large-scale questionnaire survey. Finally management implications on how to improve it are discussed.

2. 基於調度模型的澳門應急疏散優化

負責人：唐華軍
澳門科技大學 行政與管理學院

資助機構：
澳門基金會

完成時間(年／月)：
2013 年 10 月

主要參加者：
唐華軍、Eugene Levner、吳軍、華國偉

課題簡介：

本項目利用調度理論與模型研究了本澳的應急疏散問題。首先，我們將應急疏散問題轉化為調度模型。然後，我們研究了該問題的複雜度並在此基礎上設計出了精確演算法。進一步地，在精確演算法基礎上我們又給出了新的快速近似演算法，並對近似演算法的複雜度進行了界定。該近似演算法的複雜度相對於輸入和 1/ε 來說是強多項式的。該演算法的複雜度是否可以改進有待進一步的研究。

本項目所研究的調度模型屬於準時制雙機流水調度問題，對於多機流水調度問題的研究有待今後作進一步的探討，以便更好地解決實際中的應急疏散問題。

2. Study of Evacuation Scheduling in Macau

Principal Investigator: Tang Huajun
Faculty of Management and Administration, Macau University of Science and Technology

Sponsor:
Macao Foundation

Completion period (Y/M):
2013/10

Main Participants:
Tang Huajun, Eugene Levner, Wu Jun, Hua Guowei

Introduction:

In this project we use scheduling theory and graph models to solve evacuation and recovery problems in Macau. Firstly, we define the evacuation and recovery problem as scheduling models. Then we develop an exact algorithm and calculate the time complexity. Based on the exact algorithm, a new fast approximation algorithm (FPTAS) is proposed for maximizing the weighted number of jobs finished just-in-time in the two-machine flow shop representing an evacuation problem. The running time of our FPTAS is strongly polynomial in the length of input and 1/ε. Whether or not the running times can be further improved remains an interesting open question.

It remains to be seen whether an FPTAS can be designed for a similar two-machine scheduling problem with the jobs finished not later than the given due-dates. Another interesting research goal is to extend our scheme to handle more complicated multi-phased structures related to the evacuation/recovering problems.

3. 澳門城市環境品質對住宅價格的影響

負責人：盛妮
澳門科技大學 行政與管理學院

資助機構：
澳門基金會

完成時間(年／月)：
2013 年 10 月

主要參加者：
盛妮、徐超、劉海玲、許哲瑞、王璐

課題簡介：
近年來，隨著澳門城市的迅速發展，環境品質越來越受到關注，越來越多的人們開始重視住宅所處的城市環境。澳門本地對於房地產的研究大多是宏觀上的探討，較少從微觀上研究房屋特徵與房價之間的關係，尤其是較少研究澳門城市環境品質對於房價的影響。本研究的目的在於採用特徵價格法，選取澳門居民住宅作爲研究對象，構建澳門住宅特徵價格模型，探討環境品質對澳門住宅價格的影響，評估空氣品質、交通噪音、城市綠化等環境因素的隱含價格，從而有助於澳門城市規劃者和決策者在制定城市發展政策時把握並重視環境品質的經濟效益。

3. Environmental Characteristics of a Residential Property on its Market Value in Macau

Principal Investigator: Sheng Ni
Faculty of Management and Administration, Macau University of Science and Technology

Sponsor:
Macao Foundation

Completion period (Y/M):
2013/10

Main Participants:
Sheng Ni, Xu Chao, Liu Hailing, Xu Zerui, Wang Lu

Introduction:
In the literature, many researchers have studied the effects of urban environmental elements on property values. However, little has been done in Macao. This study has examined the neighboring and environmental effects on residential property values in the Macao Peninsula by using a hedonic pricing method. The hedonic pricing method has been widely used in housing price studies. In essence, the hedonic method assumes that housing prices reflect the combined effect of all the different variables such as size, number of rooms, location, availability of facilities and environmental factors. In this study, the environmental factors concerned include traffic noise and the accessibility to green spaces and water bodies. The results could provide valuable information to urban planners and decision makers for future residential development.

4. 澳門旅遊供應鏈發展研究

負責人：黃贇
澳門科技大學 行政與管理學院

資助機構：
澳門科技大學

完成時間(年／月)：
2013 年 10 月

主要參加者：
黃贇、葉桂芬

課題簡介：
隨著港珠澳經濟的融合，澳門旅遊業迎來更加廣闊的發展前景。有效的旅遊企業的管理策略也成為迫切的需求。本項目調研了澳門旅遊業中企業各自優化利益導致的沖突問題，同時針對合作的旅遊企業提出系統化的管理模型 -- 旅遊供應鏈模型，為企業的管理決策及科學研究提供支援。

4. Development of Macau Tourism Supply Chain

Principal Investigator: Huang, Yun
Faculty of Management and Administration, Macau University of Science and Technology

Sponsor:
Macau University of Science and Technology

Completion period (Y/M):
2013/10

Main Participants:
Huang Yun, IP Kwai Fun

Introduction:
As the economic integration of Hong Kong, Zhuhai and Macau, Macau tourism has broader development. The desire of effective tourism enterprise management strategy has become urgent. Our project investigates the conflict and coordination existing in these enterprises and proposes the systematic tourism supply chain model to provide efficient managerial implications and scientific research support.

5. 價格競爭主導之旅遊供應鏈比較研究

負責人：黃贇
澳門科技大學 行政與管理學院

資助機構：
澳門基金會

完成時間(年／月)：
2013 年 11 月

主要參加者：
黃贇、葉桂芬

課題簡介：

分銷管道是影響旅遊企業或旅遊目的地競爭力的一個關鍵因素。選擇合適的分銷管道能夠主導顧客的消費行為，提高企業的競爭力及盈利能力。本研究計劃致力於研究不同的旅遊供應鏈分銷系統對旅遊企業的產品定價以及旅遊企業盈利的影響。在旅遊供應鏈中，旅遊分銷商與上遊供應商協商旅遊產品定價，再將產品分銷給下遊旅行社。我們考慮兩種不同的旅遊供應鏈系統。第一種分銷管道包括上遊的產品供應商、旅行分銷商和旅行社。第二種包括上遊的產品供應商和旅行社。兩種博弈模型將用來分析兩種不同旅遊供應鏈模型在價格競爭下的表現。比較研究會在這兩種不同分銷系統中展開。我們將為旅遊企業提供有用的指導建議，幫助他們選擇參與適合的旅遊供應鏈系統。

5. Comparative Studies of Tourism Supply Chains with Price Competition

Principal Investigator: Huang, Yun
Faculty of Management and Administration, Macau University of Science and Technology

Sponsor:
Macau Foundation

Completion period (Y/M):
2013/11

Main Participants:
Huang Yun, IP Kwai Fun

Introduction:

Distribution is one of the most critical factors for the competitiveness of tourism organizations and destinations. Setting appropriate distribution channels has a profound influence on customer behavior and on the competitiveness and profitability of the enterprises involved. This research is proposed to study the impact of different tourism supply chain distribution systems on the price decisions and profitability of the tourism enterprises. In tourism supply chain, tour operators negotiate with upstream enterprises on the price of tourism products and promote them to downstream travel agencies. We consider two different tourism supply chains for distributing the tourism products. In the first case, the upstream enterprises are assumed to negotiate with the tour operators. The tour operators then negotiate and sell the tourism products to the downstream travel agencies. In the second case, the upstream enterprises sell the tourism products through the travel agencies directly. Two different game frameworks will be examined in this research. The two types of game models are formulated to analyze price competition in the two tourism supply chains. We will conduct a comparative study of the two cases and provide the tourism enterprises with useful guidelines for them to choose appropriate tourism supply chain to participate.

6. 新能源的選擇戰略及與經濟成長的相關研究

負責人：陳省宏
澳門科技大學 行政與管理學院

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 11 月

主要參加者：

陳省宏

課題簡介：

雖然再生能源與低碳能源的成長是清晰可見的,但該些能源的許多問題諸如可供的彈性、多變性、不可控制性以及如何維持供給與需求平衡的難題等，仍然有許多問題困擾著國家的能源政策。在這些複雜的環境中，中國的智慧電網系統的未來發展方向應該為何? 它是非常重要的一個發展策略，但目前為止又無相關的研究報告，所以本文是第一個進行相關問題的研究的文章，其研究的重要性可是一般。本文首先找到智慧電網系統的關鍵影響因素，接著建構多因素決策模型來幫助決策者能夠在複雜及多變的動態環境中，確定未來的發展方向。經過實証分析，本文發現電網網絡、雲計算以及多目標電網應用軟件是最優化的未來的中國智能電網系統。

6. The Fuzzy Conceptual Model for Selecting New Energy Sources and their Relationship with Economic Development

Principal Investigator: Chen Hsing-hung
Faculty of Management and Administration, Macau University of Science and Technology

Sponsor:

Macau Foundation

Completion period (Y/M):

2013/11

Main Participants:

Chen Hsing-hung

Introduction:

Although growth of renewables and other low-carbon energy sources is envisaged, there are many concerns about the flexibility, variability, non-controllability of the sources and the ability to maintain the balance between demands and supply. Then, what will be the future directions for intelligent power Grid systems in China? It is surprised that no research has ever tackled such an important issue before. In order to fill the vacancy, this paper first finds critical success criteria of future intelligent power Grid systems, and then constructs multiple criteria and decision making (MCDM) models to help in identifying the most suitable directions under complex social-economic environments, rapidly-changing technological movement and market demands. After practical investigation, the paper finds that a centralized power Grid system with Grid-aware networks, cloud-computing and multi-purpose Grid applications should be more suitable for China’s future development.

7. 行政管理學院年度學術研究計劃 - 博彩業系列問題研究澳門星級酒店企業形象與組織人才吸引力之研究--以薪酬福利制度為調節變項

負責人：張博堅
澳門科技大學 行政與管理學院

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 10 月

主要參加者：

張博堅

課題簡介：

近年來，招募領域的學者對於企業形象如何影響應徵者吸引力已有初步瞭解。但是，相關文獻中關於企業形象內涵之瞭解，以及企業形象與組織人才吸引力之間的關係，會受到哪些限制條件的影響，仍為少見。因此，本項目在既有的理論基礎上，納入目前在實務中已被多數澳門酒店具體採用且在理論中已被少數研究認為會對組織人才吸引力產生關鍵影響的因素之一的「薪酬福利制度」進行討論，研究結果顯示當組織施行較佳的薪酬福利制度將對增強企業形象對組織人才吸引力的正向影響。

7. The study of commercial gaming -The effect of corporate image on organizational attractiveness --- Exploring the moderating roles of compensation and benefits Principal

Principal Investigator: Chang Po-Chien
Faculty of Management and Administration, Macau University of Science and Technology

Sponsor:

Macau Foundation

Completion period (Y/M):

2013/10

Main Participants:

Chang Po-Chien

Introduction:

Although research has identified positive influence of corporate image on applicant attraction, little recruitment research has examined the boundary conditions of the relationship between corporate image and organizational attractiveness. Therefore, based on the previous theoretical framework, this research brings the program of compensation and benefits that has been thought to be the key factor in organizational attractions into discussion. The results showed that the effects of corporate image on organizational attractiveness will increase when the company implements the better program of compensation and benefits.

8. 探討澳門高等教育的管治

負責人：劉靜文
澳門科技大學 行政與管理學院

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 10 月

主要參加者：

劉靜文、阮邦球

課題簡介：

在 20 世紀後期，私立高等教育已經成為高等教育當中一個顯著快速增長的部分（Altbach，2005），它在亞洲的增長尤其突出。支持著這種變化有三個主要原因：高等教育的普及化、高等教育市場化、以及政府不願意和/或無力提供高等教育經費。程介明（2009）提出，私立院校具有八類不同參與高等教育的方式。本課題運用文獻分析法，研究政府和私立高等教育之間的關係，以探討私立高等教育在管治方面的特點。

澳門高等教育是在高等教育法的規範和約束之下，而高等院校則接受高等教育輔助辦公室的管理。澳門政府對高等教育提供慷慨的支援，其開支由 2002 年的六點七億澳門幣增加到 2011 年的四十六多億澳門幣。目前，澳門擁有十所院校，其中 6 所為私立院校。2012/2013 年，私立院校的學生人數是 14688，佔總人數的 53%，較公立院校的學生為多。澳門私立高等院校呈現多樣化的特徵，它們在學生數量、院校數目和類型、以及教育和培訓方式等方面都持續地得以優化。至 2012/2013 學年，擁有一萬多名學生的澳門科技大學是澳門最大的綜合性大學，它是一所以教學和研究並重的高等院校；而澳門中西創新學院則是學生人數最少的院校，它為數目不夠 200 名學生提供職業性為主的課程。

在研究政府和私立高等教育之間的關係時發現：澳門政府向公立院校提供大量資源的同時，亦向私立院校提供直接和間接的資助，推動著澳門高等教育的整體發展。澳門私立院校參與高等教育的案例，其顯著特點是政府同時支持公立及私立院校，並鼓勵它們建立各類的公私夥伴關係。此不屬於程介明所劃分的八類方式，研究結果把它增添並歸類為私立院校參與高等教育的第九類方式。

8. Exploring the governance of private higher education in Macau

Principal Investigator: Cheng Man Diana Lau
Faculty of Management and Administration, Macau University of Science and Technology

Sponsor:

Macau Foundation

Completion period (Y/M):

2013/10

Main Participants:

Cheng Man Diana LAU, Pong Kau Yuen

Introduction:

Private higher education has become a fast-growing and significant portion of higher education at the end of the 20th century (Altbach, 2005). Its growth has been particular in Asia. There are several major causes for this change: massification of higher education, inability and/or unwillingness of the government to finance higher education, and marketization of higher education. In Macau, modern higher education expanded rapidly from non-existence to ten institutions during the period 1981 to 2001. Among them six are private institutions. In 2012/2013, the student population in the private sector is 14688 which represent almost fifty-three percent of the total enrolment.

Higher education, both public and private, is under the management of the Tertiary Education Services Office and is subject to rules and regulations enacted by the authority. Private higher education is diverse in Macau. Macau University of Science and Technology, with more than ten thousand students in 2012/2013, is the largest higher education institution. It is a teaching and research institution that positions itself as a competitor of University of Macau, the most prestigious public institution. On the other end of the spectrum, Macau Millennium College is a small institution with less than two hundred students. It provides vocational programs with a narrower perspective. In general, the Macau government is generous to higher education. Its expenditure has increased from MOP677 million in 2002 to MOP4669 million in 2011. Cheng (2009) advocates that there are eight degrees of private participation in higher education. We argue that Macau is an additional ninth degree because it supports both sectors and encourages various types of public-private partnerships.

9. 澳門匯率及通貨膨脹問題研究

負責人：劉成昆
澳門科技大學 行政與管理學院

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 11 月

主要參加者：

譚戈平、王佳

課題簡介：

匯率和通脹是當前澳門經濟的兩個焦點問題。課題包括兩部分：匯率方面，簡要回顧澳門的聯繫匯率制度史之後，定量分析了澳門幣實際匯率水準偏離其均衡值的程度，研究發現澳門幣實際有效匯率一直圍繞著均衡匯率水準波動，澳門幣匯率具有較強的自我調整能力；通脹方面，構建 VAR 模型，定量分析澳門通脹的成因，研究結果表明澳門的通脹主要源自其自身的高速經濟增長，不同於一般認為的來自輸入性的說法。課題研究對澳門特區政府的維繫匯率和抑制通脹具有一定的參考。

9. Research on Macao's Exchange Rate and Inflation

Principal Investigator: Liu Chengkun
Faculty of Management and Administration, Macau University of Science and Technology

Sponsor:

Macau Foundation

Completion period (Y/M):

2013/11

Main Participants:

Tam Kwo Ping, Wang Jia

Introduction:

Introduction (around 200 words): Exchange rate and inflation are two hot problems in Macao. This project includes two parts: a）the exchange rate. After a brief review of the history of Macao's linked exchange rate system, the report analyzes the deviation of real exchange rate of Macao pataca from its equilibrium value, the study found the real effective exchange rate of Macao pataca has been fluctuated around the equilibrium exchange rate, the exchange rate of Macao pataca has the self adjustment ability; b) inflation in Macao. The report analyzes the causes of inflation in Macao by constructing VAR model, the results show that inflation in Macao is mainly derived from its rapid economic growth, which is different from the popular comment on the main cause of imported inflation. The research has some reference to help the Macao SAR government to maintain the exchange rate and decrease the inflation.

10. 澳門電子政務平臺對政府的決策支持研究

負責人：周立剛
澳門科技大學 行政與管理學院

資助機構：
澳門基金會

完成時間(年／月)：
2013 年 10 月

主要參加者：
周立剛、曾茂財

課題簡介：
澳門特區政府提出“陽光政府”與“科學決策”的施政理念，並強調決策的科學化是政府提升施政能力的重要一環。而科學決策的重要基礎就是全面、可靠的資訊以及科學的分析方法。為此，本研究結合澳門電子政務平臺的發展和已有的資訊資源，提出了幾個典型的基於電子平臺資訊資源的決策支援問題，並探討了這些決策支持問題的可能方案。對如何利用電子政務平臺資訊和系統資源，進行決策支持進行了探索。

10. A study on the decision-making support for government from e-government platform at Macau

Principal Investigator: Zhou Ligang
Faculty of Management and Administration, Macau University of Science and Technology

Sponsor:
Macau Foundation

Completion period (Y/M):
2013/10

Main Participants:
Zhou Li Gang, Zeng Mao Cai

Introduction:
The Macau Special Administrative Region government proposed the administrative ideas of “sunshine government” and “scientific decision-making” and emphasized that science is very important for the government to improve governance capability. However, the scientific decision-making relies on the comprehensive and reliable information and scientific analysis methods. Therefore, this study considers the development of Macau e-government platform and the available information resources and brings forward several typical decision-making problems based on information resources from e-government platform and explores the possible solutions to these problems. It discusses and explores how to use information from e-government platform and system resources to make decision.

11. 2013 澳門消費者滿意指數、澳門僱員信心及滿意度指數、澳門消費者信心指數

負責人：陳乃九
澳門科技大學 可持續發展研究所

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 12 月

主要參加者：

陳乃九、孫立雲、劉成昆、李雁晨

課題簡介：

澳門消費者滿意指數：

在澳門基金會贊助下，澳門科技大學可持續發展研究所自 2007 年起研究，及每年進行民意調查和公佈“澳門消費者滿意指數”。用以量度澳門消費者對零售及餐飲業的滿意程度。受訪者被問及最近在澳門本地或珠海消費的有關經歷和感受。抽查內容包括：澳門購物（衣履）、珠海購物（衣履）、澳門餐廳及酒樓、珠海餐廳及酒樓等四項指數。

澳門僱員信心及滿意度指數：

在澳門基金會贊助下，澳門科技大學可持續發展研究所，自 2007 年起研究，及每年進行民意調查和公佈“澳門僱員信心及滿意度指數”，用以量度澳門全職僱員對澳門整體就業、公司及個人發展各因素的樂觀與自信程度，以及澳門全職僱員對工作上各方面的滿意程度。

澳門消費者信心指數：

“消費者信心指數”是綜合反映並量化消費者個人對當前經濟形勢強弱看法的指標。它常被用作預測經濟走勢和消費趨勢的一個先行指標。

由澳門基金會贊助，澳門科技大學可持續發展研究所自 2008 年第 4 季起研究，及定期每季進行民意調查及公佈“澳門消費者信心指數”，並聯同首都經濟貿易大學、中央財經大學、香港城市大學和台灣輔仁大學兩岸四地的高等院校，定期每季共同推出“海峽兩岸四地消費者信心指數”。

11. 2013 Macao Consumer Satisfaction Index, Macao Employee Confidence and Satisfaction Index, Macao Consumer Confidence Index

Principal Investigator: Chan Lai Kow
The Institute for Sustainable Development, Macau University of Science and Technology

Sponsor:
Macau Foundation
Completion period (Y/M):
2013/12

Main Participants:
Chan Lai Kow, Sun Li Yun, Liu Cheng Kun, Li Yan Chen

Introduction:

"Macao Consumer Satisfaction Index"：

Sponsored by the Macao Foundation, the ISD has begun to study, conduct yearly survey and issue the "Macao Consumer Satisfaction Index" since 2007. The Index is designed to measure the Macao consumer satisfaction with the retail and restaurant industries. The respondents were asked about their consumption experiences and feelings in the Macao or Zhuhai. The items surveyed include: Macao Shopping (clothes and shoes), Zhuhai Shopping (clothes and shoes), Macao Restaurants, Zhuhai Restaurants.

"Macao Employee Confidence and Satisfaction Index"：

Sponsored by the Macao Foundation, the ISD has begun to study, conduct yearly survey and issue the "Macao Employee Confidence and Satisfaction Index" since 2007. The Index is designed to measure local full-time employees' confidence and satisfaction, which are defined as the degree of their optimism on the labor market, working environments and individual developments.

"Macao Consumer Confidence Index"：

The "Macao Consumer Confidence Index" is an indicator designed to show and quantify the consumer's views on the current state of the economy. The Index is usually regarded as a predictive indicator of future economic and consumption trends.

Sponsored by the Macao Foundation, the ISD has begun to study, conduct survey and issue the "Macao Consumer Confidence Index" on a quarterly basis since the 4th quarter of 2008. Furthermore, the "Cross-Straits-Four-Regions Consumer Confidence Index" is also quarterly issued jointly by ISD and the following tertiary institutions from cross-straits four regions: Capital University of Economics and Business, Central University of Finance and Economics, City University of Hong Kong, and Fu Jen Catholic University in Taiwan.

12. OCT 圖像處理與分析的演算法研究與實現

負責人：田小林
澳門科技大學 資訊科技學院

資助機構：

澳門科學技術發展基金

完成時間(年／月)：

2013 年 10 月

主要參加者：

孫延奎、杜文亮、李驍一、劉靜、黃思尉、張昂

課題簡介：

光學相幹層析（OCT）成像是一種非接觸無損成像技術。隨著 OCT 成像技術的日益成熟，對成像後 OCT 圖像數據的處理與分析已逐漸成爲研究熱點。本項目即以 OCT 圖像數據，特別是眼前節組織 OCT 圖像爲研究對象，從信號去噪和圖像處理與分析等不同角度，從時、頻兩域研究 OCT 圖像數據所共有的特徵，研發更好更快的處理與分析 OCT 圖像的一般演算法。其中針對 OCT 圖像的更有效的去噪增強演算法，及對 OCT 圖像中所特有的層次結構的更准確的檢測與定量測量等都是本項目的研究重點。

12. Algorithms Research & Realization for OCT Image Processing & Analysis

Principal Investigator: Tian Xiaolin
Faculty of Information Technology, Macau University of Science and Technology

Sponsor:

Macao Science and Technology Development Fund

Completion period (Y/M):

2013/10

Main Participants:

Sun YunKui, Du WenLiang, Li XiaoYi, Liu Jing, Huang SiWei, Zhang An

Introduction:

Optical coherence tomography (OCT) imaging is a non-contact non-destructive imaging technique. With the developing of OCT imaging technology, image processing and analysis of the OCT image data has gradually become a hot topic. This research project was focus on de-noising and enhancing the OCT images, particularly for anterior segment OCT images, by signal and image processing techniques in both of time and frequency domains. More effective de-noising and image enhancement algorithms for OCT images had been developed based on the common characteristics of OCT images. To accurate detecting and quantitative measuring the hierarchy in OCT images were the focus of this research project too.

13. 鄰近搜尋演算法在多核平臺上有效實現的框架

負責人：林粵明
澳門科技大學 資訊科技學院

資助機構：

澳門科學技術發展基金

完成時間(年／月)：

2013 年 9 月

主要參加者：

林粵明、王鵬、俞雙影

課題簡介：

最近的多核架構，如圖形處理單元（GPU），有專門的功能適用與大規模並行應用程式。因此，探索多核平臺上的並行鄰近搜尋演算法變得更有意義。然而，多核平臺並沒有廣泛應用於鄰近搜尋演算法。這是因為傳統的設計流程和設計複雜性的限制。一般的演算法設計者通常不具有深入的硬體設計知識。為了降低演算法設計者和多核平臺之間的障礙，使得優化問題能夠有效解決，該項目提出了一個框架給不具有多核平臺編程技術的演算法設計者在多核平臺上實現並行鄰近搜尋演算法，從而應用多核平臺的計算能力來解決他們的優化問題。

本項目提出一個通用的框架，它採用了模塊化設計。該方法是將問題特定進程和搜索演算法特定進程分開到用戶和系統模塊中。然後這兩個模塊通過一個公共介面進行交互，以完成搜尋過程的必要的操作。本項目並提出了幾種演算法/平臺特定的優化技術，使框架能實現更好的性能。實驗結果表明，各種優化問題可以通過所提出的框架有效解決。對比微處理器系統，多核平臺的方案在搜索速度和質量兩方面都有顯著改善。

13. A framework for efficient realization of neighborhood search algorithms on many-core platforms

Principal Investigator: Lam Yuet Ming
Faculty of Information Technology, Macau University of Science and Technology

Sponsor:
Macao Science and Technology Development Fund

Completion period (Y/M):
2013/9

Main Participants:
Lam Yuet Ming, Wang Peng, Yu Shuang Ying

Introduction:

Recent many-core architectures, such as Graphics Processing Units (GPUs), have specialized features for massively parallel applications. Hence exploring parallel neighborhood search algorithms on many-core platforms becomes more promising. However, many-core platforms are not widely deployed for neighborhood search algorithms. It is because of the limitations of the traditional design flow and the design complexities in many-core platforms. In-depth design knowledge of the underlying hardware, which is normally not possessed by algorithm designers, is essential. Achieving an efficient implementation is even more challenging. In order to lower the barrier between algorithm designers and many-core platforms such that optimization problems can be solved effectively, this project proposes a framework for users without extensive many-core programming expertise to implement parallel neighborhood search algorithms on many-core platforms, and utilize the computational capability of many-core platforms to solve their optimization problems.

A generic framework which employs a modular design is proposed in this project. The approach is to separate problem-specific and search-algorithm-specific processes into user and system modules respectively. Then it allows these two modules interacting through a common interface to perform the necessary operations of the search process. Several algorithm/platform optimization techniques are proposed to allow the framework to achieve better performance on many-core platform. Experimental results show that various optimization problems can be addressed effectively by the proposed framework. Compared with a microprocessor based system, the many-core implementation can achieve significant improvements in both search speed and solution quality.

14. 智慧知件系統的研究與應用

負責人：丁利亞
澳門科技大學 資訊科技學院

資助機構：

澳門科學技術發展基金

完成時間(年／月)：

/

主要參加者：

丁利亞、曾祥財、梁浩鋒、趙格華、羅少龍、陳遠

課題簡介：

智慧知件系統 (Knowware System，KWS) 提出了一個智慧開發工具的框架，用來幫助開發者自動構建所需的混合式基於知識的系統 (Hybrid Knowledge-Based System，混合式 KBS)。如何處理混合的、具有不同類型的不確定性的知識，並運用這類知識來進行推理決策，是混合式 KBS 所面臨的議題。隨著智能技術的發展，特別是軟計算 (Soft Computing) 的發展，人們可以獲取並可利用的知識越來越廣泛，類型也越來越多樣化，這使得處理不確定性的議題成為較為突出的關注點。本研究在關於混合邏輯 (Hybrid Logic) 和不確定邏輯 (Uncertain Logic) 的最新研究的基礎上，建立新的推理模型和相關演算法，以解決混合式 KBS 中的近似推理問題。

14. Research and application of Knowware system

Principal Investigator: Ding Liya
Faculty of Information Technology, Macau University of Science and Technology

Sponsor:

Macao Science and Technology Development Fund

Completion period (Y/M):

/

Main Participants:

Ding Liya, Tsang Cheung Choy, Leung Ho Fung, Chiu Kak Wah, Lo Sio Long, Chen Yuan

Introduction:

Knowware System (KWS) has been developed to support KBS developers by offering a set of intelligent components together with the function of automatic construction of target knowledge-based system (KBS). Typically, the KBS constructed by KWS is a hybrid knowledge-based system. With the rapid development of intelligent techniques, especially the techniques of soft computing, there are more approaches proposed for knowledge acquisition and discovery, and the types of knowledge to be processed also become more varied. How to deal with knowledge with hybrid and different kinds of uncertainty for decision making has attracted more attention recently in the research of hybrid KBS. Based on the research works on hybrid logic and uncertain logic, the objective of this project is developing a new inference model as well as corresponding inference algorithms in Knowware system to solve the problem of the approximate reasoning in hybrid KBS constructed by KWS with hybrid types of uncertainty.

15. 變精度模糊粗糙集理論及其應用

負責人：曾祥財
澳門科技大學 資訊科技學院

資助機構：

澳門科學技術發展基金

完成時間(年／月)：

2013 年 6 月

主要參加者：

曾祥財、丁利亞、陳德剛

課題簡介：

在本課題中我們將要通過把模糊粗糙集與變精度粗糙集相結合從而建立變精度模糊粗糙集的理論框架。首先研究模糊集合可變精度的近似問題從而建立變精度模糊粗糙集的基本理論框架，然後利用變精度模糊粗糙集理論中的集合近似與知識表示提出屬性約簡的概念，並且利用辨識矩陣的方法來研究約簡的結構從而提出找到所有約簡的演算法。進一步為了化簡一組模糊規則提出屬性值約簡的概念和演算法。

15. The Variable Precision Framework of FRS and its Applications

Principal Investigator: Tsang Cheung-choy, Eric
Faculty of Information Technology, Macau University of Science and Technology

Sponsor:

Macao Science and Technology Development Fund

Completion period (Y/M):

2013/6

Main Participants:

Tsang Cheung-choy Eric, Ding Li-ya, Chen De-gang

Introduction:

In this project we will set up a variable precision framework of FRS by combining FRS and VPRS. First, we will study fuzzy set approximations using FRS with variable precision. Attribute reductions will then be proposed by employing set approximations and knowledge representation in FRS with variable precision. The structure of attribute reduction will be investigated by using discernibility matrix approach and algorithms to find all reductions will be developed. Furthermore, attribute-value reduction will be studied to induce a set of fuzzy rules. Thus a unified variable precision framework of FRS can be set up with the goal of making FRS and VPRS as the special cases. Finally in order to overcome very time-consuming problem of finding all attribute reductions and all fuzzy rules in large databases, fast heuristic algorithms will be developed to obtain near-optimal attribute reductions and induce near-optimal fuzzy rules and compared our algorithms with other approaches such as Support Vector Machine, Decision Trees, Neural Networks and geometric projections.

16. 跨域法律協調與合作：以澳門及大中華地區為中心的研究

負責人：方泉
澳門科技大學 法學院

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 10 月

主要參加者：

易在成、謝耿亮、葉再興、王淩光、費蘭芳、趙琳琳

課題簡介：

從研究內容上看，「跨域法律協調與合作——以澳門及大中華區為中心的研究」是一個包含多方面、多層次內容的大研究項目，本次申報的項目為首期研究項目，主要圍繞下列兩個子課題：一是“跨域民商事法律協調與司法合作”。二是“跨域商事仲裁法律協調與仲裁合作”。

經過項目組成員的努力，雖然研究期間時間較為有限，但還是取得了豐富的成果，除成功組織系列論壇外，在期刊或會議上發表論文三篇，另有五篇論文已完成待投稿，很好地完成了申請時的預定目標。通過直接或間接途徑，項目組也瞭解到一些學界和實務界的回應和回饋，均較為積極。

16. Cross-border Legal Coordination and Cooperation—A Research Centered around Macao as well as the whole Greater China Region

Principal Investigator: Fang Quan
Faculty of Law, Macau University of Science and Technology

Sponsor:
Macau Foundation
Completion period (Y/M):
2013/10

Main Participants:
Yi Zaicheng, Xie Gengliang, Ye Zaixing, Wang Lingguang, Feilanfang, Zhaolinlin

Introduction:

In terms of the content, the project "Cross-border Legal Coordination and Cooperation—A Research Centered around Macao as well as the whole Greater China Region" is an inclusive and multi-layered large research project, and the project we applied for just represents the initial phase of that larger project, focusing on the following two subtopics. One subtopic is "Cross-border Legal Coordination and Judicial Cooperation in Civil and Commercial Cases". Another subtopic is "Cross-border Legal Coordination and Arbitration Cooperation in Commercial Arbitration Cases".

This project has achieved good research results in the above mentioned two subareas. A prospective and substantive study, also of practical significance, has been done on legal conflicts and operational issues regarding "Cross-border Legal Coordination and Judicial Cooperation in Civil and Commercial Cases" and "Cross-border Legal Coordination and Arbitration Cooperation in Commercial Arbitration Cases", and several papers have been published in different journals.

This project team has collected quite positive responses and feedbacks from both scholars and practitioners in either direct or indirect ways. It is generally considered that an in-depth study on this topic will have significant implications for closer ties and better cooperation between the four regions across the strait.

17. 網絡環境中的創意共用與著作權保護:澳門 CC3.0 公共文本研究

負責人：方泉
澳門科技大學 法學院

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 10 月

主要參加者：

易在成、沈雲樵、汪藍、韓子天、汪誠芳、湯曦

課題簡介：

本項目以網絡環境下澳門的創意產業發展中創意的共用與著作權保護作為研究對象，在政府大力發展創意產業的背景下，圍繞著 CC3.0 在本澳的公共文本，就創意共用與知識產權的衝突進行深入研究。本項目以網絡環境下澳門的創意產業發展中創意的共用與著作權保護作為研究對象，具體的研究內容：一、網路環境中澳門著作權保護法律制度的完善；二、CC3.0 澳門當地語系化中的法律衝突及其解決；三、澳門推進文創產業發展政策背景下著作權集體管理組織及模式探究；四、CC3.0 澳門本地文本的推廣模式理論及實證研究；五、CC3.0 澳門文本中英互譯過程中的語言問題。本項目的最終成果為 CC3.0 最終文本研究報告及相關研究報告。

17. Creative Commons and Copyright Protection in the Network Environment: Study on Public Version of Macau CC 3.0

Principal Investigator: Fang Quan
Faculty of Law, Macau University of Science and Technology

Sponsor:

Macau Foundation

Completion period (Y/M):

2013/10

Main Participants:

Yi Zaicheng, Shen Yunqiao, Wang Lan, Hon Chi Tin, Wang Cheng Fang, Tang Xi

Introduction:

This project is aimed at studying and balancing the sharing and copyright protection of the creative works in the network environment during the development of creative industries. With the Macao government’s vigorous promotion of developing creative industries as the backdrop, our research team has conducted an in-depth study on the conflicts between sharing creative works and the copyright protection by localizing CC3.0 license suite in Macao. The research product of this project is a research report on the localized and finalized CC3.0 license suite.

18. “一國兩制”的倫理精神

負責人：黎曉平
澳門科技大學 法學院

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 7 月

主要參加者：

黎曉平、楊寬情、李冬松、邵清龍、蕭書香、劉為忠

課題簡介：

“一國兩制”在具體實踐和理論研討中逐步成為一門可以稱之為“‘一國兩制’學的大理論、大學科”。本論文的主旨是探析 “一國兩制”的精神內涵。主要運用中國傳統文化的精神理念闡釋“一國兩制”的合理性，並通過對“一國兩制”倫理精神的闡釋，認為“一國兩制”深刻地體現著中華民族的精神。這種精神即是中國古典哲學中的“道”。本論文以此為尺規進行衡量、闡發“一國兩制”的理論價值，力圖提供一個不同的研究視角。

18. The Ethical Spirits of “One Country, Two Systems”

Principal Investigator: Li Xiaoping
Faculty of Law, Macau University of Science and Technology

Sponsor:

Macau Foundation

Completion period (Y/M):

2013/7

Main Participants:

Li Xiaoping, Yang Kuanqing, Li Dongsong, Shao Qinglong, Xiao Shu xiang, Liu Weizhong

Introduction:

“One country, two systems” developed into major theory and major discipline gradually which could be called “’one country, two systems’ subject” during the process of concrete practices and theoretic research. The main idea of this pape is researching the spiritual meanings of “one country two systems”. Author concerns that “one country, two system” represents Chinese national spirit through mainly using Chinese traditional cultural spiritual conceptions to explain rationality of “One country, two systems” and explaining the ethics spirit. The spirit just is the “Dao” in Chinese classic philosophy. This paper measures, explicates theoretical value of “One country, two systems” and attempts to provide a different research perspective.

19. 澳門會展產業戰略發展研究

負責人：周金泉
澳門科技大學 酒店與旅遊管理學院

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 12 月

主要參加者：

馮艷、吳宏哲

課題簡介：

本研究在建設澳門國際休閒都市的遠景下，開展澳門會展產業發展戰略研究，主要研究澳門地區外部因素對於澳門會展產業發展的影響，以及相關產業（旅遊、博彩）等對澳門會展產業影響。研究澳門會展產業結構和會展需求，分析澳門會展產業優勢、劣勢、機會和威脅，比較研究澳門周邊區域會展發展模式與競爭力狀況，提出澳門會展產業發展的戰略。確定會展產業的定位，提出澳門會展產業的發展戰略，戰略實施的重點，以及相關的策略供給。

19. Research on Macau convention and exhibition industry development strategy

Principal Investigator: Zhou Jinquan
Faculty of Hospitality and Tourism Management , Macau University of Science and Technology

Sponsor:

Macau Foundation

Completion period (Y/M):

2013/12

Main Participants:

Feng Yan, Wu Hongche

Introduction:

This research focuses on Macau convention and exhibition industry developmental strategy in contest of building Macau to be an international leisure metropolis. In this paper, we mainly studies exterior factors to be able to bring the influence on the convention and exhibition industrial development of Macau, as well as the influence from the correlation industries (tourism and gambling industry) development . we analysis Macau convention and exhibition industrial structure and industry demand, the superiority, the inferiority, the opportunity and the threat in this sects, compared with studies the Macau peripheral region convention and exhibition industry development pattern and the competitive power condition, proposed the convention and exhibition industrial development strategy of Macau. We also examine convention and exhibition industrial strategic position, proposed Macau convention and exhibition industrial the developmental strategy, the strategic implementation, as well as related strategy policies.

20. 基於產業生命週期的澳門博彩產業發展戰略研究

負責人：周金泉
澳門科技大學 酒店與旅遊管理學院

資助機構：
澳門基金會

完成時間(年／月)：
2013 年 11 月

主要參加者：
王文瀚、林美鳳

課題簡介：
本研究運用主要以產業生命週期理論與產業經濟理論，建立了博彩產業生命週期的模式，研究澳門博彩產業的發展歷史與現狀。博彩業的生命週期特徵變數需要考慮更多的因素，把博彩業收入、賭台收入、產品數量等作為其階段特徵變數。博彩產業生命週期的五個階段理論，即探索階段、發展階段、穩定階段、停滯階段、衰退階段（或復蘇階段）。同時，我們對各階段的演化方式進行了描述。通過對澳門博彩生命週期的分析，我們提出了現階段澳門博彩發展階段的戰略策略。

20. Research on Macau gambling industry development strategy based on the industry Life Cycle theory

Principal Investigator: Zhou Jinquan
Faculty of Hospitality and Tourism Management , Macau University of Science and Technology

Sponsor:
Macau Foundation

Completion period (Y/M):
2013/11

Main Participants:
Wang Wenhan, Lin Meifeng

Introduction:
This research mainly focus on the gambling industry of Macau to form a frame work of gambling industry analyzing based on industrial life cycle theory and the industrial economic theory, which is used to study the development history of Macau gambling industry and the present situation. Many elements can be considered the characteristic variable of the gambling industry life cycle ,such as the gambling industry revenue, the gambling table income, product quantity, etc. where the gambling industry life cycle five stage theory formed including exploration stage, development phase, stable stage, lag phase and decline stage (or recovery stage). Inanition, we descript the evolved processes of very stages and its industry life cycle, proposing the present Macau gambling development strategy.

21. 酒店業的客戶滿意度與服務品質研究

負責人：白鎮國
澳門科技大學 酒店與旅遊管理學院

資助機構：
澳門基金會

完成時間(年／月)：
2013 年 9 月

主要參加者：
白鎮國、夏夢龍、呂哲

課題簡介：

本研究主要強調的是從澳門的豪華酒店探索服務質量和消費者的期望。總共有 350 份問卷採用隨機抽樣，在 2013 年 3 月 15 日和 2013 年 5 月 15 日之間，分發給入住澳門豪華酒店的客戶。開展對預期客戶的質量需求的重要性，本研究和感知滿意，將申請質量功能展開（QFD ）方法，找出業界人士，以提高產品質量的因素及提高客戶的滿意度。

隨著遊戲產業的蓬勃發展，澳門，人們越來越重要的為酒店行業提供酒店更高的服務質量。有越來越多的知名品牌酒店加入這個市場的競爭主要是遊客的主要是來自中國大陸。由於中國的經濟和社會發展水準的提高，大部分旅遊目的地正試圖吸引更多的中國遊客來參觀。因此，這是非常重要的，瞭解中國的遊客在酒店提供的服務質量和滿意度的看法。

21. Customer Satisfaction and Service Quality in the Hospitality Industry

Principal Investigator: Pai Chen-Kuo
Faculty of Hospitality and Tourism Management , Macau University of Science and Technology

Sponsor:
Macau Foundation

Completion period (Y/M):
2013/9

Main Participants:
Pai, Chen-Kuo, Xia Meng Long, Lu Zhe

Introduction:

Our main emphasis is to explore the service quality and consumers' expectations from the luxury hotel in Macau. A total of 350 questionnaires were distributed to a random sample of customers who were lodged in a Macau luxury hotel between March 15, 2013 and May 15, 2013. To conduct this study on the importance of the expected customer's quality demand and perceived satisfactory, will apply Quality Function Deployment (QFD) method to find out the industry need so as to improve quality factors and enhance customers' satisfaction.

With the booming development of the gaming industry in Macau, it is increasingly important for hotel industry to provide higher service quality in the hotel. There are more and more well-known brand hotel join this competition market mainly to the major tourists is from mainland China. Since the improvement of economic and social development in China, most of tourism destinations are trying to attract more China tourists to visit. Therefore, it is very important to understand China's tourists their perception of the service quality and satisfaction provided by the Hotel.

22. 澳門旅遊管理系列研究 (澳門美食文化體驗模式研究)

負責人：周勇、王盈娟
澳門科技大學 酒店與旅遊管理學院

資助機構：
澳門基金會

完成時間(年／月)：
2013 年 10 月

主要參加者：
王盈娟、唐娟、趙捷

課題簡介：
本研究的目的在於探討旅客對澳門美食文化的體驗模式，並深入針對訪澳旅客對於澳門飲食文化的體驗和體驗價值進行瞭解。質化和量化研究方法被有效的採用在探討旅客對於澳門美食體驗模式知覺的差異，以訪談和問卷調查的方式進行資料收集並依據研究的目的分析資料結果。研究結果希望能夠進一步瞭解訪澳旅客對於澳門美食的體驗模式和體驗的評價的關聯性。研究結果顯示，澳門美食文化跟旅客體驗價值之間有著較高的顯著關係。在訪談中，希望能夠深入瞭解學界和業界對消費者體驗模式的認知及未來發展的看法。研究結果可供政府和業者在未來發展美食旅遊政策上之策略參考。

22. A Series of Studies on the Different Aspects of Tourism Management and Development in Macau (Study on Food tourism of Macau by Using Experiential model)

Principal Investigator: Zhou Yong, Wang Ying-Chuan
Faculty of Hospitality and Tourism Management , Macau University of Science and Technology

Sponsor:
Macau Foundation

Completion period (Y/M):
2013/10

Main Participants:
Wang Ying-Chuan, Tang Jan, Zhao Jie

Introduction:
The purpose of this study is to explore the tourists' experiential mode in Macanese food, as well as to study the relationship between tourists' experiences after tasting Macau's food and their perceptions on experiential value. In order to facilitate this study, qualitative and quantitative research methods were adopted into this study. By means of using quantitative research method to explore the different perceptions of visitors' dining experiences and value on Macanese food. Questionnaires for data collection and later based on the purpose of this study to analyze it. The results of the study showed that the different perceptions of visitors' experiences and their experiential value. Importantly, the food culture had the strongest relationship with Macau food experience and tourist's experiential value. Furthermore, by means of analyzing speech data from the interviews of business industry and scholars, the results would support the findings of this study and some suggestion for the government and industry in the future development of food tourism.

23. 澳門旅遊地圖發展研究

負責人：晏鯉波
澳門科技大學 酒店與旅遊管理學院

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 8 月

主要參加者：

晏鯉波、Younghee Lee

課題簡介：

此項目旨在研究旅遊者對於旅遊地圖所提供的地理及旅遊資訊服務的滿意度。研究以澳門為例，探討了滿意度的影響因素，主要涉及地圖的內容及設計方面。研究設計也包括了控制變量如人口統計學特徵、旅遊方式等。研究發現，總體而言，旅遊者對於澳門旅遊地圖是滿意的；不過，當具體到地圖內容及設計變數時，其態度就有了顯著的差異。旅遊者對於現有的旅遊地圖的看法有助於將來對旅遊地圖的改進。

23. Development of Macau's tourist map

Principal Investigator: Yan Libo
Faculty of Hospitality and Tourism Management , Macau University of Science and Technology

Sponsor:

Macau Foundation

Completion period (Y/M):

2013/8

Main Participants:

Yan Libo, Lee Younghee

Introduction:

This study mainly concerns with tourists' satisfaction with the geographical and touristic information service offered via tourist map which has been neglected in the existing literature. The study, using Macau as a case, was designed to explore the influence factors of the overall satisfaction, which mainly involved in the content and design of tourist maps. The control variables including demographics and trip features were also examined. It was found that the respondents were, in general, satisfied with the tourist map they used for sightseeing; however, their attitudes toward the various elements of the map content and design differ. These attitudes reflected by the data have implications for map design and application in the future.

24. 基於網路文本分析的澳門城市形象研究

負責人：張楊、周勇
澳門科技大學 酒店與旅遊管理學院

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 8 月

主要參加者：

張楊、黃國慶、杜洋

課題簡介：

本課題以中國內地之中文旅遊網站為研究主體，對線上旅遊雜誌及線上旅遊博客等類型的網路文本通過定性和定量分析對當前澳門城市形象進行研究以及對澳門旅遊業發展提供意見參考。本課題的目的和作用總結為以下兩點：

1、本課題之研究將豐富並發展目的地形象和形象塑造等相關理論研究，從網路文本的角度為目的地形象研究尋找新的研究路徑和實踐。

2、在研究方法上，本研究將通過分析目的地形象的“受眾”即旅遊者所提供的文本，發現澳門當前城市形象塑造上的真實現狀，改善目的地形象供給與需求之間的矛盾和不足，為政府發展提升澳門城市形象提供政策建議。

24. A research of urban image of Macao: Based on internet text analysis

Principal Investigator: Zhang Yang, Zhou Yong
Faculty of Hospitality and Tourism Management , Macau University of Science and Technology

Sponsor:

Macau Foundation

Completion period (Y/M):

2013/8

Main Participants:

Zhang Yang, Huang Guo-Qing, Du Yang

Introduction:

This project uses Chinese tourism website in Mainland China as the research target to analyze the online travel journal texts and travelers' blog through both quantitative and qualitative level to figure out current urban image of Macao and thus provides advices for local tourism development in the future. The research purposes are as two points as below:

1, Analyze urban image from the online information perspective as an enrichment of the theory of destination image and image building-up.

2, compared to other researches about urban image of Macao which are from the supplier side, this research mainly focus on the tourists who are the receivers of the current image to figure out the real situation and provides suggestions for government's policy to improve Macao's urban image.

25. 澳門主題博彩酒店顧客體驗與滿意度之關係研究

負責人：王永強
澳門科技大學 酒店與旅遊管理學院

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 10 月

主要參加者：

馮艷、馮白璐

課題簡介：

專案研究結合體驗經濟和澳門博彩旅遊業大背景，以博彩酒店非傳統賭客類型之遊客為主要研究對象，從遊客體驗的角度出發，構建博彩酒店的遊客體驗框架，探討主題與非主題博彩酒店在遊客體驗、滿意度及遊後行為意向三方面之差異性。研究者使用大樣本問卷調查的數據，運用方差分析、T 檢驗等統計方法，驗證了主題博彩酒店遊客體驗高於非主題博彩酒店，進而影響到前者的遊客滿意度、遊後行為意向均高於後者。研究表明，博彩酒店在主題化發展趨勢下，需要更加關注遊客的主觀需求，採取細分化、個性化的市場和產品發展戰略，為遊客提供滿意的體驗產品和服務，有助於酒店培育顧客忠誠，提升核心競爭力。

25. The Study on the Relationship Between the Tourist Experience and Customer Satisfaction of Themed Casino Hotels in Macao

Principal Investigator: Wang Yongqiang
Faculty of Hospitality and Tourism Management , Macau University of Science and Technology

Sponsor:
Macau Foundation
Completion period (Y/M):
2013/10

Main Participants:
Feng Yan, Feng Bailu

Introduction:

Based on the results of previous researches, this paper links the experience economy to Macau gaming and tourism industry, in which the non-traditional type of gambling tourist is the research target. It is written from the angle of tourists' experience, forming the frame of tourist experience in casino hotels, and exploring the relationship among tourist experience, satisfaction and after-travel behavior intention and also the differences of above three factors between themed casino hotels and non-themed casino hotels. Collecting data from using the questionnaire of a large sample, this paper analyzes data through various statistical approaches, such as variance analysis and relevance analysis, examining the relevance among tourist experience, satisfaction and after-travel behavior intention. As a result, it shows that the tourist experience in the themed casino hotel is more than that in the non-themed casino hotel, so are the tourist satisfaction and after-travel behavior intention. The study also indicates that it is vital for hotel industry to manage the tourist experience well. Under the trend of the themed casino hotel, it is suggested that hotels should focus more on the tourists' needs by using market segmentation, personalized market and product development strategy, to provide tourists with satisfied experience product and service, aiming at fostering customer loyalty and enhance core competence.

26. 即將訪澳之大陸旅客視角下的澳門旅遊目的地形象研究

負責人：周勇
澳門科技大學 酒店與旅遊管理學院

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 12 月

主要參加者：

周勇

課題簡介：

本研究已經完成了對相關文獻的回顧和總結，分析了研究的理論框架并依次完成了專門的研究問卷設計。並對問卷進行了初步測試。已經分別對北京和上海兩地的即將訪問澳門的遊客進行了問卷的發放和收集。并對相關問題進行了分析和測算得出了相關的結果。分析的基本手段包括了描述性統計分析，方差分析，因素分析和判別分析等。

分析結果顯示， 在 25 項對澳門的旅遊目的地認知的形象中，可以區分爲“人文吸引物”，“基礎社會環境”， “食宿購物”，“自然風光”，“博彩元素”等 5 個因素構面。其中 “華麗的賭場” ，“多彩的夜生活”和“合法參與博彩行爲”是遊客對澳門形象認知最多的部分。

基於遊前旅客對澳門目的地形象的認知，本研究將遊客劃分爲三種類型：“文化認可型”，“環境與特色認可性”及“娛樂享受型”三類人員在對澳門的目的地形象的認知方面具有特定的差異。 因此可以有針對性的設計旅遊產品，進行市場營銷活動，以便讓各個人群的遊客找到適合其消費強項的旅遊資訊和產品，更加有效的吸引遊客到澳門進行旅遊活動。也可以促使澳門的旅遊吸引物更加具有多元化的市場展現，促進整個產業的適度多元化發展。

26. Macao's Destination Image：Prior-to-arrival Mainland tourists' perspective

Principal Investigator: Zhou Yong
Faculty of Hospitality and Tourism Management , Macau University of Science and Technology

Sponsor:
Macau Foundation
Completion period (Y/M):
2013/12

Main Participants:
Zhou Yong

Introduction:

Based on reviewing related literature, and by questionnaire surveying with Beijing and Shanghai residents who were preparing their trip to Macao, this study examined how the prior-to-travel tourists perceive the destination image of Macao. The study adopted methods such as descriptive statistics, one-way ANONA, exploratory factor analysis, cluster analysis and discriminant analysis to answering the research questions.

The results of the study show that five factors of Macao's destination image can be extracted from 25 items, namely: cultural attractions, infrastructure, accommodation and shopping facilities, natural scenery, and casinos. Three most perceived image of Macao were: gorgeous casinos; colorful nightlife; availability of legal gambling. Based on their destination image perceptions towards Macao, respondents were clustered into three groups: "culture heritage apperception" group; "experiencing featured environment" group; and "entertainment seeking" group.

This study provided a unique research angle that studied the prior-to-travel tourists' perceptions on Macao's destination image. The results could be beneficial for Macao's tourist authority and the industry operator to have a better understanding of the source market, and more tailor-made tourism promotions and public relationship works can be designed to cater the diversified tourism market from mainland China and beyond.

27. 叩應節目與澳門民意：澳門開講之研究

負責人：譚志強
澳門科技大學 人文藝術學院

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 10 月

主要參加者：

譚志強、葉靜雯

課題簡介：

本研究的初步結果反映出，在數量分析方面，澳門地區收看蓮花衛視的人數比例仍然在低位，但收視率在快速增長，我們的初步調查顯示有接近 1/3 的調查對象收看過蓮花衛視。

研究進一步發現，年齡越大，低學歷層次的人群以及處於中等收入的人群，更傾向於收看蓮花衛視節目，而性別並不是區別是否觀看蓮花衛視的因素。

除此之外，收入是影響蓮花衛視觀看方式的主要因素，並且收入越高的人，越傾向於採用衛星電視和互聯網來觀看蓮花衛視節目。而性別並不是影響收看電視節目類型及觀看《澳門開講》欄目具體哪方面的主要因素。

27. Call in Programme and Macau's Public Opinion, A study of "Call in Macau"

Principal Investigator: Tam Chi-keung
Faculty of Humanities and Arts , Macau University of Science and Technology

Sponsor:

Macau Foundation

Completion period (Y/M):

2013/10

Main Participants:

Tam Chi-keung, Yip Ching Man

Introduction:

The preliminary results of this study reflect, in the number of analysis, the proportion of Macau Lotus TV watching people is still low, but the ratings is keeping rapid growth , our preliminary survey showed that nearly 1/3 of the respondents watched the Lotus TV.

The further founding are older age, low education level people, and middle-income people are more likely to watch the Lotus TV programmes, the gender is not a factor to distinguish which class to watch Lotus TV programmes.

In addition, income is the main factor affecting the way to view Lotus TV, higher income people are more inclined to adopt to use Satellite TV and Internet to watch Lotus TV programs. Gender is not the main factor to impact of viewing "Call in Macau" to talking about which topics.

29. 澳門城市形象研究

負責人：汪藍
澳門科技大學 人文藝術學院

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 8 月

主要參加者：

汪藍、閏少石、全希希、鄭巨欣、楊一丁、林紅

課題簡介：

課題簡介:

該項目旨在對澳門城市形象文化進行一個梳理，對當前澳門城市形象的現狀進行多維的調研，對未來的澳門城市形象進行展望，並提出相應的可行性建議。

該項目由人文藝術學院藝術設計教師與國內著名院校中國美術學院和廣州美術學院的教授組成研究團隊，由汪藍副教授擔任研究項目負責人。

主要研究成果:

1，汪藍副教授完成了數篇關於澳門基督教美術研究的論文。論文《利瑪竇像服飾考》發表在《澳門科技大學學報》2012 年第二期（2012 年 12 月）。論文《文明的碎片—澳門城市文化與產業遺址的保護及再利用》、《從澳門基督教美術看東西方文化的碰撞與融合》、《澳門聖保祿教堂前壁的圖像學解讀》發表於相關研討會。

2，組織召開了“澳門文化與城市形象國際學術研討會”。邀請了多個國內和國外藝術院校的教授學者、藝術設計業內專家和澳門政府相關部門的負責人，對澳門的文化及城市形象展開學術討論及研究，發表論文十五篇。

3，整理出版題為《城市發展中的文化記憶——澳門文化及城市形象研究論文集》一部。已經交由中國高等教育出版社出版。

4，赴臺灣對城市文化、人文景觀、遺址保護、大學教育等進行考察，參加多個和城市形象相關的學術研討會。

29. Studies on the Image of Macau

Principal Investigator: Wang lan
Faculty of Humanities and Arts , Macau University of Science and Technology

Sponsor:

Macau Foundation

Completion period (Y/M):

2013/8

Main Participants:

Wang lan, Yan shaoshi, Quan xixi,Zheng juxin, Yang yiding, Lin hong

Introduction:

Introduction:

This project aims to sort out the city image culture of Macao, carry out a multi-dimensional survey on the current status of Macao's city image, predict its prospect and put forward some feasible suggestions accordingly.

This project is run by a research team that consists of teachers from Faculty of Humanities and Arts and professors from the famous China Academy of Art and Guangzhou Academy of Fine Arts, and associate professor Wang lan takes the post of the project leader.

Research Results:

1. Several papers and investigation reports about Macao Christian Fine Arts have been finished by associate professor Wang lan. A Study of Matteo Ricci Statue Costume was published on the 2nd Issue of Journal of Macau University of Science and Technology(2012/12). The papers, such as A Shard of Civilization: The Protection and Reusing of Macao Urban Culture and Property Relics, The Collision and Fusion of the Eastern and Western Cultures from the angle of Macao Christian Fine Arts, Iconology Interpretation of Great Saint Paul, were also published in the relevant seminars.

2. Organized the "International Academic Conference for Macao Culture and Urban Image" and invited many professors, scholars, experts in art design at home and abroad and the responsible person of competent Macao government. Carried out academic discussions and studies on Macao culture and city image, and published 15 papers.

3. Edited and published Cultural Memory in Urban Development—Proceedings of Macao Culture and City Image through China Higher Education Press.

4. Went on an inspection tour in Taiwan in terms of urban culture, human landscape, relics protection and university education, and joined many academic seminars related to culture and city image.

30. 澳門藝術博物館受眾發展研究及其港臺經驗

負責人：黃微子
澳門科技大學 人文藝術學院

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 11 月

主要參加者：

黃微子、孟舒

課題簡介：

本課題旨在深入研究澳門藝術博物館現有的受眾群體及其參觀實踐，現行的受眾發展和推廣策略，並參照借鑒港臺同類博物館的經驗，希冀對澳門藝術博物館和其它藝術展出機構乃至整體公共藝術教育之發展做出有效的政策建議。

整個研究項目一共運用了訪談、參與式觀察、焦點小組和問卷調查四種方法。最終研究成果體現為兩個研究報告——

1. 澳門藝術博物館受眾發展研究報告
2. 藝術類博物館的受眾發展研究：港臺經驗

30. Audience Development for Art Museums in Macau, Hong Kong and Taiwan

Principal Investigator: Huang Weizi
Faculty of Humanities and Arts , Macau University of Science and Technology

Sponsor:

Macau Foundation

Completion period (Y/M):

2013/11

Main Participants:

Huang Weizi, Meng Shu

Introduction:

This project aims at in-depth study of the existing audience and their visiting practice, as well as the audience development and promotion strategies in Macao Museum of Art. It also investigates into the experience of art museums in Hong Kong and Taiwan, which could be references for Macau art institutes and public arts as a whole.

Four different kinds of research methods are employed in this project: interview, participant observation, focus group and questionnaire survey.

The research finding comes into two reports: one titled “A Study on Audience Development at Macao Museum of Art”, the other titled “A Study on Audience Development of Art Museums: the Experience in Hong Kong and Taiwan”.

31. “蓮花”？“龍女”？：好萊塢電影中的華人功夫女性形象研究

負責人：傅宗梅
澳門科技大學 通識教育部

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 10 月

主要參加者：

傅宗梅、徐娟、董迎春、黃小婉

課題簡介：

從 19 世紀末好萊塢電影誕生之初開始，中國和中國人形象就已經活躍在了好萊塢電影舞臺上。作為當今世界電影業的中心和代表，它所塑造的華人形象深刻影響著各國觀眾對中國和中國人認知。在好萊塢電影對華人女性近一個世紀的塑造中，“蓮花”(Lotus Blossom)和“龍女”(Dragon Lady)被認為是兩種基本的女性形象。在好萊塢白人至上的西方話語權主導下，中國女性要麼被異化和想像為亟待拯救的脆弱的“蓮花”，要麼是邪惡的需要被消滅的“龍女”。

在對這兩種定型化形象內涵進行解讀的基礎上，本課題主要探討來好萊塢電影中新出現的華人功夫女性形象是屬於既定的“蓮花”或“龍女”形象，還是一種新的華人女性形象,這些形象是怎樣被製作出來，又是怎樣生存傳播的；同時在對各種華人女性形象進行客觀分析的基礎上，為華人女性走出傳統的被刻板化，甚至被扭曲和醜化的思維定式提出自己的思考。

首先，通過對好萊塢電影塑造的華人女性形象的研究，可以破譯出華人女性，作為一個群體，在以美國為代表的西方社會所產生的幻像，研究不同歷史時期，不同社會背景下出現的不同形象，可以加深我們對美國東方想像的發展歷程的瞭解。

其次，一個“形象”的產生，往往是為著某種意識形態目的的需要。好萊塢電影作為傳播美國意識形態思想最重要的工具之一，它所塑造的華人女性形象，不管是對現實的真實反映，還是西方對東方的集體想像，都反應了一定時期中美的文化心態和社會現實。研究這些形象背後的敍事策略，這不僅對作為“他者”的西方有著認識意義，對加強華人自身的主體認識也具很強的批判性。

31. Lotus Blossom or Dragon Lady: Images of Chinese Action Heroines in Hollywood Cinema

Principal Investigator: Fu Zongmei
Department of General Education, Macau University of Science and Technology

Sponsor:
Macau Foundation
Completion period (Y/M):
2013/10

Main Participants:
Fu Zongmei, Xu Juan, Dong Yingchun, Huang Xiaowan

Introduction:

In view of a hypothesis that the images of Chinese heroines in Hollywood cinema are either Lotus Blossoms or Dragon Ladies, this essay aims at interpreting these images and proving that this hypothesis is not waterproof. The images of Chinese action heroines are not restricted by the two completely opposite stereotypes as Lotus Blossoms and Dragon Ladies; rather, they are diversified, pluralistic and unstable.

To argue for this point, this essay first explores the connotation of these two opposite images of Lotus Blossom and Dragon Lady based on a historical review of Hollywood's depiction of Chinese women. The emergence of Chinese action heroines, however, provides a new perspective to interpret Chinese women. Hollywood action cinema had changed significantly from the 1970s when action films were completely dominated by muscular male actors to the 1990s when Chinese action heroines came into being. Through a contextual reading of action cinema's evolution and a textual analysis of several representative action films from perspectives of feminism, Orientalism and postmodernism, this essay states that Chinese action heroines in Hollywood cinema are neither as submissive and mindless as Lotus Blossoms, nor as cunning and vicious as Dragon Ladies, on the contrary, most of them are independent, beautiful, intelligent and perseverant in their missions and dreams.

32. 唐廷樞與 19 世紀中葉澳門及周邊地區粵方言語音

負責人：余頌輝
澳門科技大學 通識教育部

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 9 月

主要參加者：

余頌輝、莊初升、陳立中、嚴修鴻等

課題簡介：

本項目立足於清末唐廷樞利用當時香山-澳門等地粵方言與英語相互注音所編成《英語集全》，並結合同時代的其他文獻材料，互爲補充，互相參證，對這部古籍進行了初步的整理和發掘，並在此基礎上，探討 19 世紀中葉澳門及其周邊地區的粵方言語音。我們已將這部古籍的主要部分錄入計算機，同時進行了整理，目前已完成兩篇高質量學術論文：《廣府粵語覃談分韻的歷史層次》、《十九世紀後半葉廣府粵語的嘶音聲母》，篇幅累積超過 3 萬字。

32. Tong Ting Kü and Cantonese Phonology of Macau and surrounding areas at the Middle of 19th Century

Principal Investigator: Yu Songhui
Department of General Education, Macau University of Science and Technology

Sponsor:

Macau Foundation

Completion period (Y/M):

2013/9

Main Participants:

Yu Songhui, Zhuang Chusheng , Chen Lizhong, Yan Xiuhong

Introduction:

The project was based on the use of the book entiled *YING Ü TSAP TS'ÜN* that reflects the Hoengshan- Macao dialect of late Qing Dynasty, edited by Tong Ting Kü, and combined with the contemporary document of other materials, on this basis, We explore the Cantonese phonology of Macau and surrounding area in the mid-19th century. We have not entered the main part of this book into computer, but were analyzed them. So, We have completed two high quality papers: "*Chongyun Tan（覃）and Tan（談） contrasts in Cantonese*", "*The Phonological Structure of Cantonese Sibilants in Latter Half of the Nineteenth Century* " that length accumulated more than 30,000 Chinese characters.

33. 案例教學法在課程上的應用

負責人：楊雅雯
澳門科技大學 通識教育部

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 10 月

主要參加者：

楊雅雯

課題簡介：

本項目於〈中國文化通論〉課程中採用案例教學法，透過教師與研究教學助理的合作，從資料蒐集、問題提出、案例形成，到課堂呈現、公開討論、課後閱讀一系列過程，讓中國文化的精髓，活潑而深刻地耕耘於學生的生命與生活之中。最後完成一部書稿《文化中國的故事》，由人民出版社出版。

33. The Application of Case Study in Lecturing

Principal Investigator: Yang Yawen
Department of General Education, Macau University of Science and Technology

Sponsor:

Macau Foundation

Completion period (Y/M):

2013/10

Main Participants:

Yang Yawen

Introduction:

This project aims to apply the teaching method “case study” to the lecture “General introduction of Chinese culture”. Through the cooperation of the teacher and assistants, Chinese culture is presented in many interesting stories, class discussions and reading assignments. The book “Stories of Cultural China” is accomplished and going to be published by People’s Publisher, Beijing.

34.《大學語文》教材編寫

負責人：蕭寶鳳
澳門科技大學 通識教育部

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 10 月

主要參加者：

李開、邵敏智、蕭寶鳳、趙海霞、楊晴帆、張芳、鄭應峰、林俐、楊雅雯、余思亮、余頌輝、胡海英

課題簡介：

本課題在充分瞭解學生的語文能力及知識需求的基礎之上，立足澳門中西交融的獨特文化土壤，通過廣泛的文獻閱讀和深入的實際調查，合理借鑑並分析同類教材的利弊，以嶄新而穩妥的視角，編寫一部《大學語文》教材，以適應今日大學生迴乎前代的閱讀品位和知識趣味，引導他們拓展閱讀視野，更新知識儲備，建立更為合理的知識結構，不斷提升大學生們的綜合能力與人文素養，並為我校和澳門社會文化教育事業貢獻綿薄之力。

34. College Chinese (textbook)

Principal Investigator: Xiao Baofeng
Department of General Education, Macau University of Science and Technology

Sponsor:

Macau Foundation

Completion period (Y/M):

2013/10

Main Participants:

Li Kai, Sio Man chi, Xiao Baofeng, Zhao Haixia, Yang Qingfan, Zhang Fang, Lin Li, Zheng Yingfeng, Yang Yawen, U Si Leong,Yu Songhui, Hu Haiying

Introduction:

Based on abundant documents and detailed investigation, the textbook will be edited from a whole new but reliable viewpoint, so as to fit the new generation's unique, multiple reading interests and knowledge demands, and help them to update knowledge reserve and build a better knowledge demands, and help them to update knowledge reserve and build a better knowledge structure. We emphasize both on the aesthetical and practical features of the textbook, aiming to enhance students' interests and abilities of recitation, appreciation, commenting and practical writing. Additionally, we regard it as a privilege to specifically select some works related to Macau, so as to demonstrate cultural characteristics and distinctive position of Macau.

35. 當代台灣文學中的歷史敘事研究

負責人：蕭寶鳳
澳門科技大學 通識教育部

資助機構：
澳門基金會

完成時間(年／月)：
2013 年 10 月

主要參加者：
蕭寶鳳

課題簡介：
本課題以臺灣文學中的歷史敘事為論述核心，分析臺灣後殖民史觀的形成過程與本土轉化，總結臺灣文學歷史想像的特質及其所折射出的國族認同困局。在文學史論述部分，通過分析本土文學史家如何追溯臺灣文學的歷史、建立臺灣文學的傳統，以及如何從臺灣歷史經驗中“重構”出臺灣主體性的文化論述，還原從 1980 年代至今臺灣民族主義論述話語的形成軌跡。本土文學史的“臺灣主體性”論述是影響當代臺灣文學創作與批評風貌的主導性論述，但這種論述只是一個抽象的“主調”，在後面三章所論及的文學作品中，不同世代、族群與階級的作家各自表現出對歷史記憶、身份認同和國族想像等主題的悖反詮釋，折射出當下臺灣社會遠為複雜、矛盾的“時代意識與精神狀況”。

35. The Representation of History in Contemporary Taiwan Literature

Principal Investigator: Xiao Baofeng
Department of General Education, Macau University of Science and Technology

Sponsor:
Macau Foundation

Completion period (Y/M):
2013/10

Main Participants:
Xiao Baofeng

Introduction:
The main focus of this study is the changing patterns of historical representation in contemporary Taiwan literature. After the "Lift of martial law", the focus of historical consciousness in Taiwan society has gradually transferred from China to Taiwanese Island, the main discussion mode of historiography in Taiwan has been adjusted to emphasize on the historical view of "Taiwan center - based" accordingly. Instead of facing up to the background of Taiwan's history - "the cultural crisis and the modernity crisis in modern China" and exploring the resources of Taiwan's democracy movement, the nativist invented a special discourse of Taiwanese nationalism. The subject scrutinizes the historical narrative and nation imaginary in contemporary Taiwanese literature, Summarizes the characteristics of the historical imagination and the dilemma of national identity reflected from Taiwan literature.

36.《統計常識》教學模式初探

負責人：李會敏
澳門科技大學 通識教育部

資助機構：

澳門基金會

完成時間(年／月)：

2013 年 10 月

主要參加者：

李會敏、陳艷、劉文英、梁輝

課題簡介：

統計學的知識和技術在現實生活中越來越重要和被廣泛應用,如何瞭解統計，運用統計，已漸漸成為大學生的普遍需求。因此，我校通識教育部在 2010 年開設《統計常識》課程，目的是培養學生的基本統計思想和思辨能力。該課程的教學目標和一般的《統計學》不相同，因此，有必要探究適合該課程教學目標的教學模式。

36. Exploration of Teaching Model for Statistics with Common Sense

Principal Investigator: Li Hhuimin
Department of General Education, Macau University of Science and Technology

Sponsor:

Macau Foundation

Completion period (Y/M):

2013/10

Main Participants:

Li Hhuimin, Chen Yan, Liu Wenying, Liang Hui

Introduction:

Statistical knowledge and technology have become more and more important and widely-used in real life, naturally the college students have shown an increasing interest in how to understand and apply statistics for their own needs. Therefore, Department of General Education of MUST opened the course the Introduction to Statistics in 2010. Our aim is to cultivate students' way of thinking in statistics and analytical ability. Due to the different course objectives from other Statistics courses, correspondent methods and teaching materials are about to be prepared to meet the demands of this course.

37. 從多元文化視角看澳門高校英語文化教學-基於對現行教學材料和教學方法的分析

負責人：劉佳
澳門科技大學 通識教育部

資助機構：
澳門基金會

完成時間(年／月)：
2013 年 10 月

主要參加者：
劉佳、汪清洋、張智聰、蔔慧美、沈濤

課題簡介：
以語言教學和文化發展的視角出發，本項目旨在建立文本文化主題與英語學習者頭腦中的文化圖式之間的聯繫，並使得彼此相互啟動以達到有效地學習語言和文化生態發展的目的。本項目將從澳門高校英文教學現行的教材入手和教學方法，從英文教師與學生兩方面調研本澳大學英語的文化教學現狀，並針對文化教學的不足，明確在多元文化時代背景下文化教學的目標，文化教學的內容，且提出有效的多元文化互動的教學策略。另一方面指導學生更清晰且全面地感受澳門文化，中國文化的獨特性，使青年一代在未來能夠更好的接觸和吸收其他文化成份來實現本地區文化的發展與更新。

37. Study on Cultural Teaching in English Classes of Macau Universities from the Perspective of Multiculturalism---Analysis of the Teaching Materials and Methodology

Principal Investigator: Liu Jia
Department of General Education, Macau University of Science and Technology

Sponsor:
Macau Foundation

Completion period (Y/M):
2013/10

Main Participants:
Liu Jia, Wang Qingyang, Zhang Zhicong, Bu Huimei, Shen Tao

Introduction:
On the basis of language teaching and cultural development, the research aims at establishing the relationship between the cultural topics in the textbook and the cultural schema in students' brains, and further stimulating each other for a better study of language and ecological development of culture. In the research, the goal and content of culture teaching in multicultural circumstances are clarified; accordingly interactive teaching strategies in multiculturalism are provided, after the survey on the textbooks and teaching methodology used in Macau universities, and data collected from students and English language teachers. Meanwhile, the research attempts to give students a comprehensive understanding of local culture, Chinese culture, which may cultivate their awareness in blending the local culture and other cultures in their work in the future, and promote the development of regional culture and economy.

38. 用於抗腫瘤中藥作用機理研究的 PCR 陣列的建立及應用

負責人：馬文哲
澳門科技大學 澳門藥物及健康應用研究院

資助機構：

澳門科技大學研究基金

完成時間(年／月)：

2013 年 12 月

主要參加者：

馬文哲、林婉君

課題簡介：

抗腫瘤中藥具有多成分多靶點的特性，而作用機理的闡明則是推動其現代化的重要前提。與腫瘤發生發展相關的主要信號通路不超過 20 個，每個信號通路可用幾個關鍵基因進行描述。腫瘤的這一特點，決定了 PCR 陣列（PCR array）是進行抗腫瘤中藥機理研究的理想手段。PCR 陣列是基於實時定量 PCR 技術的第二代功能分類晶片，結合了實時定量 PCR 和第一代功能分類基因晶片的優點，適用於對多個腫瘤相關信號通路中的關鍵基因進行同時檢測，以快速準確地確定中藥的抗腫瘤機理。本項目建立了適用於抗腫瘤中藥作用機理研究用的 PCR 陣列，並將之用於相關中藥的機理研究。

38. Construction and application of the PCR array in mechanism of action study of anti-tumor TCM

Principal Investigator: Ma Wenzhe
Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology

Sponsor:

Macau Foundation

Completion period (Y/M):

2013/12

Main Participants:

Ma Wenzhe, Lin Wanjun

Introduction:

Anti-tumor traditional Chinese medicine (TCM) has multiple ingredients and multiple targets, and the mechanism of action study is required for TCM modernization. Overall, there are less than 20 signaling pathways involved in tumorigenesis and each pathway can be represented by several genes. So the total number of cancer related genes is within the capacity of PCR array which is the 2nd generation of gene chip based on real-time PCR. PCR array is thus an ideal tool for mechanism of action study of anti-tumor TCM, which can detect the expression level of key genes in multiple pathways simultaneously. In this project we constructed the PCR array for mechanism of action study of anti-tumor TCM and applied the PCR array in targets identification of several TCM.

39. 人參皂苷調控造血幹細胞功能及其分子機制研究

負責人：陳惠賢
澳門科技大學 澳門藥物及健康應用研究院

資助機構：

澳門科技大學

完成時間(年／月)：

2013 年 8 月

主要參加者：

陳惠賢

課題簡介：

幹細胞具有無限自我更新的能力，並且能生成不同組織細胞，是所有細胞的來源。各組織內的成體幹細胞依靠這種能力，保持幹細胞的數量和維持組織細胞的正常數量和供給。在臨床上，若能充分利用幹細胞的特性，將為修復損傷和退化組織器官提供無限的細胞供應。增進對幹細胞活動調控的深刻認識，以幹細胞為平臺來研發新技術和新藥物, 將有助推進幹細胞在臨床上的應用。人參是重要的補益中藥，人參皂苷是人參的重要活性化學成份。儘管對人參皂苷的藥效已有大量研究，人參皂苷在幹細胞上的作用及調節機制上的研究不多。本課題利用細胞和分子生物學的技術，以小鼠造血幹／祖細胞為模型，研究四種人參皂苷 Rk1, Rg3, Rg5, Rh2 對造血幹細胞的增殖，分化，凋亡的作用，及其作用的分子機制。研究結果為今後以幹細胞來研究中藥藥效建立實驗基礎，進一步探索運用中藥在幹細胞臨床應用上的可能性。

39. Effects and molecular mechanisms of ginsenosides on haematopoietic stem cell function

Principal Investigator: Chan Wai-In
Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology

Sponsor:
Macau University of Science and Technology
Completion period (Y/M):
2013/8

Main Participants:
Chan Wai-In

Introduction:

Stem cell has the ability to self-renew and to differentiate into different mature cell lineages. Because of these properties, many stem-cell-based therapies to replace degenerated or damaged tissues have been proposed and developed. Traditional Chinese Medicine (TCM) has widely been used in disease treatment and maintenance of normal homeostasis of human body. It represents a large resource of natural compounds for potential drug discovery. Increasing numbers of studies have demonstrated in vivo and in vitro the potential of certain TCM compounds in promoting stem cell expansion and directing differentiation, suggesting a novel application of TCM in stem cell research and regenerative medicine. Ginsenosides are one of the most important active compounds of Ginseng. Studies have demonstrated its anti-inflammation and anti-cancer effects. Increasing amounts of studies have also suggested that some of the ginsenosides have potential roles in regulating neuronal and embryonic stem cell differentiation. However, little is known about its role in haematopoietic stem cell function and maintenance. This project aims to:

1. Establish an in vitro culture of mouse haematopoietic stem progenitor cell
2. Establish a serial of analysis methods to assess effects of TCM compounds on haematopoietic stem progenitor cells
3. Assess effects of Ginsenosides on haematopoietic stem cells
4. Study the molecular mechanisms of Ginsenoside on regulating stem cell function

40. 胡椒鹼對水飛蓟素藥物代謝動力學的影響

負責人：謝瑩
澳門科技大學 澳門藥物及健康應用研究院

資助機構：

澳門科技大學研究基金

完成時間(年／月)：

2014 年 1 月

主要參加者：

謝瑩

課題簡介：

水飛蓟素是菊科藥用植物水飛蓟的提取物，在世界範圍廣泛應用於改善肝臟功能及治療急慢性肝臟疾病。但是生物利用度低，口服給藥不足以達到體內有效藥理濃度，導致藥效不明確。本課題旨在研究胡椒鹼對水飛蓟素的藥代動力學影響，探索最佳配伍比例，以增加後者血藥濃度，達到治療慢性肝炎的相加或協同藥效作用。採用 LC-MS/MS 技術同時測量水飛蓟素中主要成分和代謝產物及胡椒鹼的藥時曲線。最後通過藥動學非房室模型分析胡椒鹼對水飛蓟素藥代動力學的作用，為臨床用藥提供科學依據。

40. Effects of piperine on the pharmacokinetics of silymarin

Principal Investigator: Xie Ying
Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology

Sponsor:

MUST Faculty Research Grants

Completion period (Y/M):

2014/1

Main Participants:

Xie Ying

Introduction:

Silymarin, a plant extraction of *Silybum marianum* (L) Gaernt, is widely used to improve liver function and treatment of acute and chronic liver disease. However, the low bioavailability after orally administration resulted in low plasma concentration which is below the concentration to achieving pharmacologically effect *in vivo*. The purpose of this project was to study the effect of piperine, a nature bioavaibility enhancer, on the pharmacokinetics of silymarin. After administration, more than 90% silybin were metabolized and conjugated with glucuronide and sulfate. LC-MS/MS technology was used for simultaneously detection of silybine A and B which are the major active compounds in silymarin, as well as piperine. Moreover, major glucuronides and sulfates conjugated metabolites of silybin were degraded with enzyme for evaluation of the total absorbed silybin (parent and metabolites of silybin) concentrations in deferent groups. Non-compartmental pharmacokinetic model analysis was used for evaluation the effect of piperine on the pharmacokinetics of silybin. This study provided the scientific basis for clinical combination using of silymarin with piperine.

41. 工作不穩定感，情感承諾對員工職場偏差行為的影響

負責人：田青
澳門科技大學 商學院

資助機構：

澳門科技大學研究基金

完成時間(年／月)：

2014 年 1 月

主要參加者：

張立成、陈奕奕

課題簡介：

本研究旨在探討澳門博彩業員工的工作不穩定感及其產生的對組織承諾和偏差行為的影響。通過實證調研發現澳門博彩業員工的這種工作不穩定感會使員工內心倦怠，繼而對組織產生低情感承諾。低組織承諾是導致偏差行為的原因之一。基於社會交換理論，本研究從理論上闡述工作不穩定與偏差行為的關係， 並從實踐角度， 對澳門博彩組織提出有效的管理指導建議。

41. Job insecurity, affective commitment and workplace deviant behavior

Principal Investigator: Tian Qing
School of Business, Macau University of Science and Technology

Sponsor:

MUST Faculty Research Grants

Completion period (Y/M):

2014/01

Main Participants:

Zhang Licheng, Chen Yiyi

Introduction:

We examined the relationships between job insecurity, affective commitment, and counterproductive behaviour. The paper also examined how perceived supervisor support moderates the mediated relationship between job insecurity and counterproductive behavior through affective commitment. This study was conducted with 366 casino dealers and their supervisors in Macao.

42. 澳門博彩業各類顧客關係投資與關係承諾之關係研究

負責人：石貴成
澳門科技大學 商學院

資助機構：
澳門科技大學研究基金
完成時間(年／月)：
2014 年 10 月

主要參加者：
曹婷、李軍華

課題簡介：

本研究項目的目如下：（1）理解各類關係投資努力如何影響客戶的感知關係投資；（2）確定客戶的感知關係投資如何影響客戶關係強度之各個維度；（3）探討顧客創新性與顧客抱怨傾向在客戶關係投資與關係承諾之間的調節作用。研究結果表明：（1）客戶最重視財務性努力(β= 0.28, $p < 0.05$)；其次是社交性努力(β = 0.24, $p < 0.05$)和結構性努力(β = 0.13, $p < 0.05$)；（2）受關係投資影響最大的是客戶關係之情感強度 (β = 0.37, $p < 0.05$)；（2）其次是理性強度(β= 0.26, $p < 0.05$)和意志強度(β= 0.21, $p < 0.05$)；（3）顧客創新性與顧客抱怨傾向在客戶關係投資與關係承諾之兩個維度之間的具有調節作用。

42. A study on the relationship between customer relationship investments and relationship commitment in Macao Casinos

Principal Investigator: Shi Guicheng
School of Business, Macau University of Science and Technology

Sponsor:
MUST Faculty Research Grants
Completion period (Y/M):
2014/10

Main Participants:
Cao Ting, Li Junhua

Introduction:

This study aims to (1) understand how different relationship investment efforts affect client's perceived relationship investment; (2) determine how perceived relationship investment influences each of the dimensions of relationship strength and relationship commitment; and (3) explore the moderating effects of customer innovativeness and complaint propensity on the relationship between the perceived relationship investment and relationship strength or commitment. The results show that (1) customers value financial effort most (β = 0.28, $p < 0.05$), followed by social effort (β = 0.24, $p < 0.05$) and structural effort (β = 0.13, $p < 0.05$); (2)relationship investment influences affective strength most (β = 0.37, $p < 0.05$), followed by cognitive strength (β = 0.26, $p < 0.05$) and conative strength (β = 0.21, $p < 0.05$); (3) both customer innovativeness and complaint propensity acts as moderators of the effectiveness of perceived relationship investment on two of the three dimensions of relationship strength.

43. 澳門博彩業風險承擔影響因素之研究

負責人：朱順和
澳門科技大學 商學院

資助機構：

澳門科技大學研究基金

完成時間(年／月)：

2014 年 9 月

主要參加者：

伍向豪、陳海天、馮楠、許雯雯

課題簡介：

近年來受惠於中國經濟快速成長及港澳自由行旅遊政策，澳門旅遊業持續蓬勃的發展。同時，博彩業博彩收入亦呈現增長趨勢，使得澳門自 2006 年迄今已位居全球第一大賭城。但 2014 年突然出現博彩業博彩收入較 2013 年減少 2.6%，歸咎原因可能是中國經濟增長減緩、旅遊措施調整等所致。面對此一環境變化，適值博彩業者應關注經營風險的問題。

本研究嘗試以 Altman's Z-Score 模型，從宏觀經濟因素及公司特有因素的視角，再加入市場結構因素，運用面板數據分析，來探究澳門博彩公司風險承擔的主要影響因素。本研究實證結果顯示:1.澳門博彩公司財務槓桿及澳門本地生產總值與信用風險存在顯著正相關關係；2.澳門博彩公司資產回報率、資產規模及博彩市場集中度與信用風險存在顯著負相關關係。

43. The Determinants of Risk-taking of Casino Industry in Macau

Principal Investigator: Chu Shun-Ho
School of Business, Macau University of Science and Technology

Sponsor:

MUST Faculty Research Grants

Completion period (Y/M):

2014/9

Main Participants:

Wu Shiang-Hao, Chen Hai-Tian, Feng Nan, Xu Wen-wen

Introduction:

In recent years, taking advantages of the rapid economic development of China and the Individual Visit Scheme to allow Mainland travelers to visit Hong Kong and Macau, Macau has sustainably and dramatically developed in tourist sector. At the same time, these also have resulted in a large increase in casino revenues of casino sector, which has driven Macau as the largest casino city in the world since 2006. But, the casino revenues in 2014 suddenly decreased by 2.6% relative to the previous year, which is attributed from the slow economic growth and adjusted tourist policy of China. Facing the changing environments, casino companies should pay more attention on the operational risk management.

This study tries to use panel data analysis to investigate the determinants of risk-taking of casino industry in Macau based on macroeconomic and specific factors added by market structure factor. The empirical results of this study show that financial leverage and GDP have significantly positive correlation with credit risk, whereas return on assets, asset size, and market concentration have significantly negative correlation with credit risk.

44. 澳門企業工作生活平衡政策與企業員工吸引力之研究

負責人：吳亭
澳門科技大學 商學院

資助機構：
澳門基金會

完成時間(年／月)：
2015 年 1 月

主要參加者：
李婧、陳嘉慧、謝真臻

課題簡介：
本研究針對澳門服務業工作生活平衡相關制度，企業藉著人力資源制度吸引、維持、保留優秀人才投入企業，透過工作生活平衡相關福利為產業帶來持續競爭優勢，研究目的如下：

(1) 服務業工作家庭政策概況：服務業人力資源管理實務與促進員工工作生活平衡相關概況；
(2) 探討員工對工作家庭平衡概念的認知及期望；
(3) 工作/生活平衡相關制度對企業員工品牌建立的影響；
(4) 了解澳門服務業在企業社會責任的發展階段及相關措施。

44. An exploratory research of corporate WLB culture & employer attraction

Principal Investigator: Wu Ting
School of Business, Macau University of Science and Technology

Sponsor:
Macau Foundation

Completion period (Y/M):
2015/1

Main Participants:
Li Jing, Chan Jia-huei, Shei Jen-jen

Introduction:
This research examined the practices regarding work-life balance in Macau service industry. Organizations applied HRM systems to attract, maintain and retain talents by means of those benefits to regain their competitive advantages. The research purposes are as follows:

1) Understanding the current states of work-life balance policies in Macau.
2) Examining employees' perceptions and expectations toward work-life balance policies.
3) The influence on building employer brands by executing work-life balance policies.
4) The suggestions in facilitating CSR in taking care of employees and their welfare.

45. 商業關係中的機會主義行為：負面互惠的視角

負責人：李雁晨
澳門科技大學 商學院

資助機構：

澳門科技大學研究基金

完成時間(年／月)：

2014 年 10 月

主要參加者：

阮沐言、李婧

課題簡介：

本研究以負面互惠理論為基礎解釋並實證檢驗商業關係中機會主義行為的前因和後果。對調查數據的分析顯示，在控制了其它機會主義行為治理機制後，買方感知的供應商機會主義行為（1）對買方機會主義行為有直接的正向影響；（2）對買方對供應商的行為忠誠（用顧客份額進行測量）有直接的負向影響；（3）對買方維持與供應商之商業關係的意願有間接的負向影響。這一研究表明，自我控制應該被納入機會主義行為的控制機制，這擴展了理論界對商業關係中之機會主義行為及其治理機制的理解。

45. Opportunism in Business Relationships: A Negative Reciprocity Perspective

Principal Investigator: Li Yanchen
School of Business, Macau University of Science and Technology

Sponsor:

MUST Faculty Research Grants

Completion period (Y/M):

2014/10

Main Participants:

Ruan Muyan, Li Jing

Introduction:

Introduction: Based on negative reciprocity theory, this study theorizes and empirically investigates a model of antecedents and consequences of opportunism in business relationships. The findings from survey data indicate that other governance mechanism being controlled, supplier opportunism (1) has a direct, positive effect on buyer opportunism; (2) has a direct, negative effect on buyer behavioral loyalty to supplier as measured by customer share; (3) has an indirect, negative effect on buyer’s intention to maintain the business relationship. This study indicates that self-control should be considered as an important governance mechanism. It expands the academic understanding of opportunism and governance mechanisms in business relationships.

46. 公司所有制形式對創新有影響嗎？來自中國的研究

負責人：姜凌
澳門科技大學 商學院

資助機構：

澳門科技大學研究基金

完成時間(年／月)：

2014 年 12 月

主要參加者：

姜凌

課題簡介：

本次研究探索公司所有制形式（作為制度因素）對企業創新策略與創新成果關系的調節效應。實證研究以中國高科技行業為分析樣本，基於不同的行業分類和地區劃分，本次研究收集到 303 個有效樣本。通過實證研究，結果顯示：公司所有制形式對四種企業創新策略（內部研發，與戰略夥伴合作研發，與研究機構合作研發，外包）和創新成果（產品創新和過程創新）之間的關係呈顯著調節作用。即國有，外資和私營三種所有制的公司在不同創新策略下的創新成果差異顯著。本次研究的理論貢獻在於通過對公司所有制形式的調節效應檢驗，補充和豐富了現有創新理論。對於管理實踐上的意義，研究表明在中國目前的商業環境中，不同所有制公司仍然擁有不同的競爭優勢與缺陷，在創新策略的選擇上應結合其自身特點。

46. Does ownership type matter for innovation? Evidence from China

Principal Investigator: Alice Ling Jiang
School of Business, Macau University of Science and Technology

Sponsor:

MUST Faculty Research Grants

Completion period (Y/M):

2014/12

Main Participants:

Alice Ling Jiang

Introduction:

This study configures the mechanism in which ownership types (as an institutional factor) moderate the effect of innovation strategies on firms' innovation performance. The empirical analysis used data drawn from the Chinese Hi-Tech Manufacturing Industry Survey. Based on a list of manufacturing firms in the four-digit Standard Industrial Classification codes and located in different regions, this study collected 303 effective samples. The results explore how ownership type (state-owned enterprises, collectively-owned enterprises, privately-owned enterprises, and foreign-invested enterprises) affects the relationship between four sources of innovation (internal R&D activities, partnering with alliance partners, partnering with universities, and external contracting) and innovation performance (product innovation and process innovation). This study contributes to the literature on innovation by examining the moderating effect of ownership types on the relationship between innovation strategies and performance in a Chinese context. For managers, the main implication of this study is that they need to recognize that the effectiveness of innovation strategies varies. Thus they need to find appropriate innovation strategies that fit their ownership types, in order to effectively deal with their resource constraints and to enhance performance.

47. 員工-組織關係與員工創造力：激勵的視角

負責人：孫立雲
澳門科技大學 商學院

資助機構：

澳門科技大學研究基金

完成時間(年／月)：

2015 年 1 月

主要參加者：

潘雯

課題簡介：

員工創造力研究的一個空缺就是清晰地理解員工-組織關係為什麼以及如何影響員工的創造力。我們的研究就是要揭示員工-組織關係對員工創造力的影響過程。我們在廣東省企業分三階段收集 384 位員工及其 64 位元主管的跨層次資料，驗證我們的研究假設。資料分析結果顯示，員工-組織關係通過需求滿足對員工創造力產生影響，對有較好的領導-部屬關係，但創造力自我效能卻較低的員工來說，這種影響更加明顯和強烈。

47. Employee-Organization Exchange and Employee Creativity: A Motivational Perspective

Principal Investigator: Sun Liyun
School of Business, Macau University of Science and Technology

Sponsor:

MUST Faculty Research Grants

Completion period (Y/M):

2015/1

Main Participants:

Pan Wen

Introduction:

Purpose: A critical omission in employee creativity literature is lack of a clear understanding of why and how employee-organization exchange (EOX) affects employee creativity. The study is to examine the process through which EOX influences employee creativity.

Design/Methodology/Approach: We collected three-phrase multilevel data from 384 employees working with 64 supervisors in Guangdong Province, China.

Findings: Results suggest that the indirect effect of EOX on employee creativity via need satisfaction is stronger for employees with high LMX and with low creative self-efficacy (CSE).

Implications: The study uniquely integrates employment relationship theory with creativity theory and relies on SDT to explicate the mediating role of need satisfaction in the EOX- creativity relationship. Further, the study contributes to the understanding of EOX and creativity by examining the boundary conditions of LMX and CSE.

Originality/Value: The study extends social exchange literature through investing the influence of employee organization exchange and motivation literature by exploring the enhancing role of LMX and the neutralizing role of CSE in the indirect effect of EOX.

48. 護理人員情緒勞動、幽默感與工作倦怠關係之研究

負責人：張博堅
澳門科技大學 商學院

資助機構：

澳門科技大學研究基金

完成時間(年／月)：

2014 年 10 月

主要參加者：

蒙然、劉冬健、董姝辛、王思思

課題簡介：

本研究之目的在於探討幽默感在護理人員情緒勞動和工作倦怠間關係的調節效果。本研究主要是採用問卷調查的方式進行，樣本來源主要是來自於中國大陸珠海地區及澳門幾所大型醫療院所的護士，共計發放問卷 320 份，回收 290 份，有效問卷 258 份，有效問卷回收率為 80.6%。研究結果顯示 (1) 情緒勞動與工作倦怠呈顯著正相關。(2) 幽默感會負向調節護理人員情緒勞動與工作倦怠間關係，即當護理人員具幽默程度越高，將減緩因情緒勞動所產生的工作倦怠感。

48. The study of emotional labor, sense of humor, and job burnout of nurses

Principal Investigator: Chang Po-Chien
School of Business, Macau University of Science and Technology

Sponsor:

MUST Faculty Research Grants

Completion period (Y/M):

2014/10

Main Participants:

Meng Ran, Liu Dongjian, Dong Shuxin, Wang Sisi

Introduction:

The purpose of this study is to explore the moderating effect of sense of humor between emotional labor and job burnout of nurses. The data were collected through a questionnaire survey. Respondents were nurses who came from the hospitals located in People’s Republic of China and Macau. Of the 320 questionnaires distributed, 290 were completed and 258 usable surveys were obtained, constituting an 80.6% response rate. The results of our study revealed that: (1) Emotional labor has positive effect on job burnout (2) Sense of humor moderates the relationship between emotional labor and job burnout. Implications for practice and directions for future research are discussed.

49. 管理者怎樣在中國內地使用會計信息

負責人：郭樹洪
澳門科技大學 商學院

資助機構：

澳門科技大學研究基金

完成時間(年／月)：

2014 年 12 月

主要參加者：

葉桂芬

課題簡介：

這項擬議的研究是要找出如何以及為什麼不同功能的管理人員使用會計信息在中國的企業。研究通過了面對面的訪談，案例研究方法在公司了解如何以及為什麼管理者一起使用的會計信息與其他非會計信息。

其中，下面是一些結果：

在一般使用非財務經理更多的非會計比會計信息。更多的管理者發現，非會計信息對他們的管理工作更加有用。大多數中層管理者負責運營考慮到會計信息更加全球化，這是多為組織的企業方面審查的性能或結果。在另一方面，非會計信息（如客戶信息，生產信息等）都來幫助解決問題，在操作的過程中更加有用。儘管如此，大多數經理承認，當他們同時使用會計信息和非財務信息一起是最有幫助的。

49. Use of Accounting Information in Managerial Work in Mainland China

Principal Investigator: Kwok Shu Hung
School of Business, Macau University of Science and Technology

Sponsor:
MUST Faculty Research Grants
Completion period (Y/M):
2014/12

Main Participants:
IP Kwai Fun

Introduction:

This proposed research is to find out how and why managers of different functions use accounting information in enterprises in China. The research adopted a case study methodology with face-to-face interviews with managers of different functions at a company to understand how and why managers use the accounting information together with other non-accounting information.

Among others, the following are some of the findings:

Non-finance managers in general use more non-accounting information than accounting information. More managers find that non-accounting information are more useful for their managerial work. Most middle-managers responsible for operations consider that accounting information is more global and it is more for the corporate side of the organization for reviewing performance or results. On the other hand, non-accounting information (e.g. customer information, production information and others) are more useful to help resolve problem in the operation. This could be qualified in a sense that non-finance managers generally have limited access to accounting information and therefore it could affect their attitude of using accounting information as opposed to using non-accounting information. Despite this, most managers acknowledge that it is most helpful when they use both accounting information and non-accounting information together.

The results of this study provide some preliminary results on the empirical study on an important and yet less explored area, particularly in the transition economy like China. It is believed that these results will form the basis of future study to further develop our understanding in this important area linking accounting practices with the theory.

50. 人力資本對澳門產業發展影響研究

負責人：宋雅楠
澳門科技大學 商學院

資助機構：

澳門科技大學研究基金

完成時間(年／月)：

2014 年 08 月

主要參加者：

宋雅楠

課題簡介：

本項目第一探討了澳門人力資本的衡量方法與人力資本構成；第二，探討了博彩業、社會收入差距對人力資本結構的實證影響;第三，探討人力資本結構對澳門產業結構的實證影響；第四，結合人力資本結構對澳門產業發展影響的研究結果為提升澳門人力資本水平與促進產業結構升級提供政策建議。

50. The Impact of Human Capital on Macau Industrial Developmen

Principal Investigator: Song Yanan
School of Business, Macau University of Science and Technology

Sponsor:

MUST Faculty Research Grants

Completion period (Y/M):

2014/08

Main Participants:

Song Yanan

Introduction:

This project 1) discussed the measurement and the structure of Macau human capital; 2) discussed the impact of gaming industry and the income gap on Macau human capital structure; 3) discussed the impact of Macau human capital structure on economic structure; 4) raised some policy suggestions.

51. 社會化軟件技術演進中的市場模式變革研究

負責人：劉懿德
澳門科技大學 商學院

資助機構：

澳門科技大學研究基金

完成時間(年／月)：

2014 年 8 月

主要參加者：

張易

課題簡介：

隨著社會化軟體技術的發展和普及，線上社區網路呈現出非線性、自組織以及湧現的特性。本研究擬採取了複雜網路分析和多智慧體模擬相結合的方式，採用微觀個體層面和宏觀市場層面視角，分別從線上消費者互動、消費資訊擴散、以及線上消費過程的角度針對上述兩個方面展開了深入研究。本研究的主要貢獻有以下幾個方面：建立了多智慧體行為演化模型，給出了演化決策演算法：分別對社交網絡的激勵因素與購買行為、線上購買的成本收益分析、資訊擴散與購買行為等幾個方面進行模擬實驗並分析。本項目發表大學一級成果 1 篇，二級成果 1 篇。

51. A study on the change of market model with the evolution of social software technology

Principal Investigator: Liu Yide
School of Business, Macau University of Science and Technology

Sponsor:

MUST Faculty Research Grants

Completion period (Y/M):

2014/8

Main Participants:

Zhang Yi

Introduction:

With the development of social software technology, several characteristics of online community networks were found, such as nonlinear, self-organization and emergence. This study took the complex network analysis and multi-agent simulation methods to study online consumer interaction, consumer information diffusion, as well as online spending by using both of the micro -level and macro- market perspective of the individual level respectively. The main contribution of this research are listed here: the establishment of a multi-agent evolutionary model of behavior, the evolution of the decision-making algorithm, which includes: the social networks and buying behavior incentives, cost-benefit analysis on online buying, information diffusion and buying behavior.

52. 非盈利性企業的盈餘管理活動：以美國的醫院為例

負責人：張靜華
澳門科技大學 商學院

資助機構：

澳門科技大學基金會

完成時間(年／月)：

2014 年 3 月

主要參加者：

譚戈平、劉夏楠

課題簡介：

本研究將集中研究美國非營利性醫院是否採用真實經營活動進行盈餘管理。本研究將採用美國政府醫療中心 (CMS： the Center of Medicare and Medicaid Service) 提供的 2003-2007 年期間美國全國的醫院成本報告資料，運用面板資料模型，來考察醫院的開支跟醫院的預期盈餘之間的變化關係，從而判斷醫院是否利用真實經營活動的方法進行會計盈餘管理；在此基礎上進一步分析美國非營利性醫院的盈餘管理活動是否影響到病人的健康結果。

52. Non-for-profit firm's earning management: the case of US hospitals

Principal Investigator: Zhang Jinghua
School of Business, Macau University of Science and Technology

Sponsor:

MUST Foundation

Completion period (Y/M):

2014/3

Main Participants:

Tam Kwo-Ping, Liu Xianan

Introduction:

This study focuses on examining whether Non-For-Profit hospitals in the US have adopted real-activities earning management. Using a panel dataset of hospital financial statements during 2003-2007 provided by CMS (the Center of Medicare and Medicaid Service), this study tests the association between the hospital operation expenditures and the expected revenue in a specific year. Based on the findings of the test, this study can analyze whether a hospital has conducted earning management or not. Finally, this study further examines the hospital earning management practice has any significant impacts on patient outcome.

53. 半導體製造過程中機器人單元的調度優化問題研究

負責人：白麗平
澳門科技大學 資訊科技學院

資助機構：

澳門科技大學基金會

完成時間(年／月)：

2014 年 11 月

主要參加者：

伍乃騏

課題簡介：

晶圓(Wafer)製造作為半導體製造的源頭，其關鍵是製造裝備。組合設備(Cluster Tool)是一種高效自動化設備，代表著當今晶圓製造設備的先進水準，越來越多應用於晶圓製造。但其生產調度和控制極為複雜，屬挑戰性問題。為了解決晶圓製造中的具有重入加工過程的組合設備機器人單元的控制和調度問題，本專案提出基於離散事件系統控制理論，以可調度性研究為主線的研究方法。基於該方法系統的調度可參數化為機械手的等待時間，從而通過優化該時間獲得穩態週期調度，然後通過即時調節等待時間獲得適應作業時間波動的調度。這樣，不僅解決可行性問題，而且避免了複雜計算。有望獲得有效的調度和控制演算法，為我國發展先進半導體製造裝備提供技術支撐。

53. Optimization for scheduling of robot cell in semiconduction industry

Principal Investigator: Bai Liping
Faculty of Information Technology, Macau University of Science and Technology

Sponsor:
MUST Foundation

Completion period (Y/M):
2014/11

Main Participants:
Wu Naiqi

Introduction:

Wafer fabrication is at the upstream in the semiconductor manufacturing industry. The key of wafer fabrication is the equipment for it. As a kind of automated equipment with high productivity and advanced technology, cluster tool is increasingly adopted in wafer fabrication. Nevertheless, it is very difficult to schedule and control a cluster tool such that it operates effectively. Thus, it is challenging. Wafer fabrication is characterized by wafer revisiting and wafer residency time constraints. Up to now, with the existing studies on cluster tools, optimal and feasible schedule and control for cluster tools without wafer revisiting can be found effectively. However, due to the requirements of feasibility and adaptability to task time variation, for cluster tools with wafer revisiting, this problem of control and scheduling optimization is still open and to be solved urgently. The goal of this project is to attack this problem. Different from the existing research methods, this project attacks the problem by carrying out schedulability analysis based on discrete event system theory. With this approach, a schedule is parameterized by robot waiting times. By doing so, a steady state periodic schedule can be obtained by optimizing the robot waiting times. Also, by real-time regulation of the robot waiting times, robust schedule that can adapt to task time variation can be found. In this way, schedule feasibility is guaranteed and, at the same time, it does not involve complex computation. Thus, it is expected that efficient algorithms for scheduling and control of cluster tools with wafer revisiting can be obtained so as to support the development of advanced semiconductor manufacturing equipment.

54. 中國古典戲曲賓白理論研究

負責人：張芳
澳門科技大學 通識教育部

資助機構：

澳門基金會

完成時間(年／月)：

2014 年 8 月

主要參加者：

張芳

課題簡介：

本項目為中國古典戲曲賓白理論研究，著力於整理中國古代戲曲批評中關於戲曲賓白的理論，在材料搜集與文獻整理的基礎上，將其作為一個有機的統一整體來進行聯繫的考察、綜合的研究。目前學界對於古典戲曲中賓白的個案研究多集中於少數優秀的劇論作品，對賓白理論的整體研究幾乎為空白。研究內容上，主要對古典戲曲中的賓白理論進行材料整理，對古典戲曲賓白發展史論、賓白功能論、賓白作法論、賓白的創作標準、賓白的地位及影響等方面進行整體的研究。

54. Research on the theory of classical Chinese opera spoken parts

Principal Investigator: Zhang Fang
Department of General Education, Macau University of Science and Technology

Sponsor:

Macao Foundation

Completion period (Y/M):

2014/8

Main Participants:

Zhang Fang

Introduction:

This project is mainly in the collating of Chinese ancient drama criticism theory of opera spoken parts, on the basis of material collection and literature, the unification of the as a organic whole contact investigation and comprehensive study. In current academic circles to classical opera spoken parts of the case study focuses on a few more outstanding works of drama theory, theory of spoken parts of the whole research is almost blank. Research content is mainly to classical opera spoken parts development history, the spoken parts function, theory, the creation of the spoken parts standard spoken parts practices, such as the status and influence of spoken parts for research as a whole.

55. 近代旅滬粵人雜誌《廣肇週報》研究

負責人：趙海霞
澳門科技大學 通識教育部

資助機構：

澳門科技大學基金會

完成時間(年／月)：

2014 年 8 月

主要參加者：

趙海霞

課題簡介：

本項目對 1919 年 3 月由廣肇公所和粵僑商業聯合會創辦的《廣肇週報》進行完整研究，並進一步探討近代上海的粵人組織、粵商文化的內涵、及近代報刊業的發展。研究首先梳理旅滬粵人組織的概況，進一步分析《廣肇公報》內容、形式和投稿者諸方面的特點。研究方法上，將資料和理論相結合，綜合運用文學、新聞學、歷史學理論來研究《廣肇週報》文學價值、新聞學價值、地域文化等，在此三種學科相互補充、滲透的過程中得出結論。

55. Research on Kwong Siew Weekly founded by Modern Cantonese people in Shanghai

Principal Investigator: Zhao Haixia
Department of General Education, Macau University of Science and Technology

Sponsor:

MUST Foundation

Completion period (Y/M):

2014/8

Main Participants:

Zhao Haixia

Introduction:

This project in March 1919 by the Guangzhou-Zhaoqing Guangdong Overseas Chinese Business Association and Hall founded the "Hajime Weekly" complete research, and to further explore human tissue Guangdong Modern Shanghai, Guangdong Shang culture connotation, and the development of the modern newspaper industry. First case study of Shanghai and Guangdong combing trip generous human tissue, and further analysis, "Hajime Gazette" content, form and characteristics of the various aspects of the contributors. Research methods, the data and theory, to study "Hajime weekly" literary value of the integrated use of literature, journalism, history, theory, journalism values, geography and culture, complement each other in the three disciplines, the process of infiltration concluded.

56. 澳門 20 世紀下半葉戲劇活動分析 I

負責人：鄭應峰
澳門科技大學 通識教育部

資助機構：

澳門科技大學基金會

完成時間(年／月)：

2014 年 5 月

主要參加者：

鄭應峰

課題簡介：

本研究是一項長期持續性的澳門歷史文化研究項目，從考察澳門現代戲劇發生、發展的一般形態入手，從中梳理出 20 世紀下半葉澳門現代戲劇發展的清晰脈絡。澳門早期的現代戲劇，其產生和當時的社會環境有很密切的關係，前期的民族主義情感使澳門早期戲劇出現了短暫的繁榮。其中具體的團體、當時的事件、目前學界有史料的梳理但無專門的整體研究，本項目在這個意義上作了較為系統的考察和探討。

關於澳門現代戲劇的研究，學界目前的成果尚不完善，存在不少空白和遺漏，本項目從尋找原始材料入手，搜尋澳門現代戲劇研究的盲點，並從中歸納出澳門現代戲劇發生發展的規律，填補了目前學界研究的空白，推動了對 20 世紀下半葉澳門現代戲劇活動整體的觀察與歸納。

56. Analysis of the second half of the twentieth Century drama activities in Macau

Principal Investigator: Zheng Yingfeng
Department of General Education, Macau University of Science and Technology

Sponsor:

MUST Foundation

Completion period (Y/M):

2014/5

Main Participants:

Zheng Yingfeng

Introduction:

This research is a long-term sustainability of Macau history and culture research project, starting from the general form of Macau modern drama development, in order to tease out the clear development of modern drama in Macau in the second half of twentieth Century. Early modern drama in Macau, which has a close relationship with the social environment at that time, the early nationalist sentiment in Macau early plays a short-term prosperity. The specific groups, at the time of the incident, the academic history review but no overall research, this project makes a systematic study in this sense and discussion.

To the research on Macau modern drama, current academic achievement is still not perfect because of many gaps and omissions. This project starts with the search for raw materials, the blind spot of Macau modern drama research, and summarizes the rules of the development of Macau modern drama, which will fill the gaps in current research, and promote the second half of the twentieth Century Macau Drama observation and induction.

57. 動機對選擇性接觸和選擇性理解的影響

負責人：王迪
澳門科技大學 人文藝術學院

資助機構：

澳門科技大學基金會

完成時間(年／月)：

2014 年 11 月

主要參加者：

王迪

課題簡介：

本研究採用一個網上實驗檢測了動機對政治選擇性接觸和選擇性理解的影響。根據動機推理理論和 Hart (2009) 等人的模型，我提出了一個根據動機來解釋選擇性接觸和選擇性理解的模型。防禦動機指持有跟自己原來的態度，信仰，或行為一致的認知的動機。研究預測防禦動機會增加選擇性接觸和選擇性理解。準確動機指得出正確的結論的動機。研究預測準確動機會減少選擇性接觸和選擇性理解。最後，資訊實用性的動機指人們選擇具有最有用的資訊的動機。研究預測，當與意見相反的資訊與意見一致的資訊同樣重要的時候，資訊實用性的動機會減少選擇性接觸。反之，當與意見一致的資訊比與意見相反的資訊更重要的時候，資訊實用性的動機會增加選擇性接觸。這兩種情況下，選擇性理解都不會因為資訊實用性的動機而改變。本研究還檢測了這三種動機的疊加效應，檢驗哪個動機能超越其他動機主導選擇性接觸和選擇性理解。研究發現準確性的動機有效地減少了選擇性接觸。準確性動機比防禦動機更能影響選擇性接觸。資訊實用性動機，防禦性動機和三種動機的疊加（準確性動機、防禦性動機和資訊實用性動機）對選擇性接觸的影響沒有一致性的結論。動機的改變沒有成功改變選擇性理解。選擇性接觸和選擇性理解直接沒有相關性。

57. The effect of motivation on selective exposure and selective perception

Principal Investigator: Wang Di
Faculty of Humanities and Art, Macau University of Science and Technology

Sponsor:
MUST Foundation

Completion period (Y/M):
2014/11

Main Participants:
Wang Di

Introduction:

This study examined the effect of motivation on political selective exposure and selective perception using an online experiment. Based on the theory of motivated reasoning and Hart et al. (2009)'s model, I proposed a model that explained selective exposure and selective perception based on motivation. Defense motivation, the motivation to hold attitude-consistent cognitions with one's original attitudes, beliefs, or behaviors, was predicted to increase selective exposure and selective perception. Accuracy motivation, the motivation to arrive at the correct conclusion, was predicted to reduce selective exposure and selective perception. Finally, information utility motivation, the motivation to choose information that has the highest utility, was predicted to reduce selective exposure when counter-attitudinal information was equally useful as attitude-consistent information, but increase selective exposure when attitude-consistent information was more useful than counter-attitudinal information. In both cases, it was predicted that the selective perception pattern would not be changed. The study also tested the additive effect of the three motivations and examined which motivation can override other motivations in determining selective exposure and selective perception. Results showed that accuracy motivation was effective in reducing selective exposure. Accuracy motivation can override defense motivation in affecting selective exposure. Information utility alone, defense motivation alone, and the combination of the three motivations produced mixed results. Motivation manipulations were not successful in changing selective perception. A link between selective exposure and selective perception was not found.

58. 關於中國網民通過網絡獲取中醫養生信息的行為與態度的研究

負責人：牟怡
澳門科技大學 人文藝術學院

資助機構：
澳門科技大學基金會

完成時間(年／月)：
2014 年 11 月

主要參加者：
牟怡

課題簡介：
作為一種重要的補充替代醫學，中國傳統醫學（中醫）已經被應用了上千年。至今普通大眾依然在使用中醫作為日常養生和疾病預防的一種方法。本研究在擴展的計畫行為理論的指導下，研究影響公眾使用中醫養生行為態度的因素。基於一個在中國全國範圍內的綫上問卷調查的基礎上，本研究證實了在此次研究語境下計畫行為理論的有效性。更重要的是，本研究發現使用者的文化傾向和精神性會對他們是否採取中醫養生行為有重要的影響。

58. Predicting the use of traditional Chinese medicine health maintenance approach from cultural and religious perspectives

Principal Investigator: Mou Yi
Faculty of Humanities and Art, Macau University of Science and Technology

Sponsor:
MUST Foundation

Completion period (Y/M):
2014/11

Main Participants:
Mou Yi

Introduction:
As an important type of complementary and alternative medicine, traditional Chinese medicine (TCM) has been long practiced in East Asia and other regions. TCM health maintenance approach is widespread among the lay public as a tool of health maintenance and disease prevention. This study aims to investigate the factors which exert influences on the intention to adopt/continue using TCM health maintenance approach, as a response to the call for culturally sensitive approaches of health communication research under the guideline of extended theory of planned behavior. Based on an online survey of a Chinese national sample, this study confirmed the predictive power of the factors of the theory of planned behavior in determining the intention to adopt or continue using TCM health maintenance approaches. Moreover, the respondents' Chinese cultural orientation and spirituality positively predicted their attitude toward TCM health maintenance approaches. Theoretical and practical implications are discussed.

59. 侵華日軍南京遇難同胞紀念館公共藝術研究

負責人：孟舒
澳門科技大學 人文藝術學院

資助機構：

澳門科技大學基金會

完成時間(年／月)：

2014 年 8 月

主要參加者：

鄭夢圓

課題簡介：

侵華日軍南京大屠殺遇難同胞紀念館是一座遺址型專史紀念性博物館。2007 年擴建後的紀念館新館（簡稱“新館”）在設計理念中體現出了該博物館從專史陳列館的保護與歷史事件展示的展示性功能向作為全球和平博物館的紀念性場所功能轉型的訴求。新館開創性的運用公共藝術作品的藝術性價值豐富著觀眾對博物館體驗的多面向性，實現著撫慰受害者的心靈的作用，並嘗試著運用公共藝術作品的藝術精神所體現出的向內的人類本體的反思性，對於現代文明與戰爭的衝突所帶來的傷痛的群體更為普遍的內化的反思價值。研究課題採用“歷時性”研究視角對該館自 1985 年至今三個歷史階段的時代文藝話語為背景對不同階段的公共藝術作品進行縱向梳理，以現代藝術本體論對該館公共藝術的藝術功能進行比較與分析；並採用“共時性”研究視角從博物館體驗設計理念出發，深入時代性審美透視博物館新館的公共藝術存在的當代形態，從公共藝術的視角切入整體性思考博物館設計與公共藝術實踐的關係，論述紀念場所、博物館、公共藝術共同構築紀念性文化景觀空間，進而嘗試構建遇難同胞紀念館之設計理念的未來性。

59. A Case Study on the Public Art in The Memorial Hall of Victims in Nanjing Massacre by Japanese Invaders

Principal Investigator: Meng Shu
Faculty of Humanities and Art, Macau University of Science and Technology

Sponsor:

MUST Foundation

Completion period (Y/M):

2014/8

Main Participants:

Zheng Mengyuan

Introduction:

Inaugurated on 15 August 1985, the Memorial Hall of Victims in Nanjing Massacre by Japanese Invaders has become the central platform where war memory is re-constructed, represented, performed, and often relived. This case study examines the contemporary role and function of public art in the changing process where Chinese museum design practice strives to cope with the lasting impacts of history, war, and memory. It specifically focuses on examining the ontological and axiological status of the recent public sculptures installed at NMMM, and argues that the evolving aesthetics (spanning all three phases, but more pronounced in the last phase) of public art’s installation increasingly transcends the illustrative and didactic function of traditional Chinese museum design, towards problematizing the concept of modernity, globalization, and the spiritual core of humanity.

60. 比較中美電視廣告中的兒童形象：敘事分析

負責人：孫瑱
澳門科技大學 人文藝術學院

資助機構：

澳門科技大學研究基金

完成時間(年／月)：

2014 年 8 月

主要參加者：

孫瑱

課題簡介：

該研究比較分析中美電視敘事商業廣告對兒童形象的刻畫。廣告樣本主要搜集自中美主要的電視頻道，搜集時間是 2012 年 9 月到 12 月。該研究採用第一人稱和第三人稱敘事的理論框架來分析廣告的敘事結構、過程及敘事者的角色。研究目的在於瞭解中美電視廣告中的被述事件以及這些事件中的兒童形象。

60. A comparison of the portrayal of children in the TV commercials of China and the U.S.: A narrative analysis

Principal Investigator: Sun Zhen
Faculty of Humanities and Art, Macau University of Science and Technology

Sponsor:

MUST Faculty Research Grants

Completion period (Y/M):

2014/8

Main Participants:

Sun Zhen

Introduction:

This study will analyze the portrayal of Children in the narrative television commercials of China and the U.S. The commercials were mainly collected from the national TV networks in China and the U.S. from September to December of 2012. The study will apply the theoretical frameworks about the first-person and third-person narratives to explore the narrative structures, sequence, and narrator's roles. The purpose is to investigate the narrated events in the TV commercials that feature the child, explore how differently that children are portrayed in Chinese and American TV commercials, and contribute to the literature with regard to the portrayal of children in Chinese advertising.

The study will help us understand how advertisers and marketers use the child as a communicator in various roles to convey advertising messages in different cultural contexts.

61. 藝術設計畢業作品展覽暨作品集

負責人：張志慶
澳門科技大學 人文藝術學院

資助機構：

澳門基金會

完成時間(年／月)：

2014 年 5 月

主要參加者：

黃光輝、全希希、閆少石、王冠強、林金華

課題簡介：

本次所有展出作品來自於應屆畢業生共三個專業，分別是工業設計，環境設計以及室內設計。同學們爲了給畢業作品提交一份滿意的答卷，紛紛走出校園，充分與實踐結合，學以致用。例如環境設計的學生們穿梭於澳門的大街小巷，以用戶爲中心，以符合消費群爲目的展開研究。關閘口岸，亞馬喇前地，以及大三巴牌坊等大家再熟悉不過的地點都留下了他們研究的脚印。學生們希望更多融入到澳門本土文化中去，結合他們的創意以及所學到的技術，使新創造出的環境能充分滿足使用者對其功能的需求。這是一次可貴的分享創意的旅程與體驗。

61. 2014 Graduation Design Exhibition of Faculty of Humanities and Arts

Principal Investigator: Zhang Zhiqing
Faculty of Humanities and Art, Macau University of Science and Technology

Sponsor:

Macau Foundation

Completion period (Y/M):

2014/5

Main Participants:

Huang Guanghui, Quan Xixi, Yan Shaoshi, Wang Guanqiang, Lin Jinhua

Introduction:

All works on display came from graduates of 3 majors-industrial design, environmental design, and interior design. These works indicated their willingness to combine their creation with local culture of Macao and produce designs meeting consumers' needs.

62. 澳門旅遊紀念品設計與城市視覺形象

負責人：黃光輝
澳門科技大學 人文藝術學院

資助機構：

澳門科技大學研究基金

完成時間(年／月)：

2014 年 7 月

主要參加者：

王雪青，高秦艳

課題簡介：

本文以圖像學為研究方法，通過對 20 世紀中葉以前的商業圖形所呈現內容及形式的分析，了解當時城市特性的視覺表現和中西文化審美差異在設計中的呈現，尋找澳門當時的城市形象的特徵，探尋中西文化交融的文脈表徵。

62. Macao tourist souvenirs design and visual image of the city

Principal Investigator: Huang Guanghui
Faculty of Humanities and Art, Macau University of Science and Technology

Sponsor:

MUST Faculty Research Grants

Completion period (Y/M):

2014/7

Main Participants:

Wang Xueqing, Gao Qinyan

Introduction:

The research applies the method of iconology to analyze the visual images in the marketing artifacts in the early twentieth century Macau and to explore the city image represented in these images.

63. 澳門地區慣用生鮮藥材的品種整理及資源保護研究

負責人：張志鋒
澳門科技大學 中醫藥學院

資助機構：

澳門科技大學基金會

完成時間(年／月)：

2015 年 1 月

主要參加者：

梁建生

課題簡介：

本澳門地區地處亞熱帶，植物茂盛，草藥生長豐富，易於採集，民間一向有使用中草藥的習慣。然而，這些生鮮草藥大部分未曾收載於歷代的主流本草以及現今的《中國藥典》中，缺乏系統的品種整理及質研究。因此，本研究以澳門地區街市出售的常用野生鮮草藥為對象，採用植物分類學和中藥鑒定學的研究方法，對這些鮮草藥進行本草考證、基源鑒定、原植物鑒定、顯微鑒定等，並對這些品種進行了系統整理，編制電子版圖書《澳門地區常用生鮮草藥圖集》，為澳門地區生鮮草藥的合理使用奠定了基礎。

63. Study on the species identification and resource of the fresh herbs of Macao

Principal Investigator: Zhang Zhifeng
Faculty of Chinese Medicine , Macau University of Science and Technology

Sponsor:

MUST Foundation

Completion period (Y/M):

2015/1

Main Participants:

Liang Jiansheng

Introduction:

Macao is located in the subtropical. Plants and herbs grow rich. It is easy to collection and the people have always had a habit of using fresh herbal medicine. However, most of the fresh herbs have not been recorded in “Ben cao” as well as “Chinese pharmacopoeia”. They are lack of a system species systematics and qualitative research. Therefore, this aim of the study is to identify fresh wild herbs commonly used in Macao by plant taxonomy and identification science of TCM methods. Source identification of fresh herbs, the original plant identification and microscopic identification will be used. These species will be identified systematically and electronic atlas of Macao commonly used fresh herbs will be published. It is the base for the rational use of fresh herbs in Macao.

64. 基於 TPB 理論探討旅客選擇澳門美食旅遊行為意向之研究

負責人：王盈娟
澳門科技大學 酒店與旅遊管理學院

資助機構：

澳門科技大學研究基金

完成時間(年／月)：

2014 年 11 月

主要參加者：

王盈娟

課題簡介：

飲食已成為旅客到澳門旅遊重要的活動之一。澳門是一個多民族文化的匯集地，因為澳門旅遊博彩業的盛行，帶動相關產業的發達。因此吸引了各行各業的人才到澳門工作，隨之各種民族風味餐廳也就紛紛開立。由於旅遊業的發達，這樣豐富多樣的美食就成為旅客到澳門旅遊時，所嚮往的活動之一。儘管這樣的美食盛名吸引著來自世界各地的旅客到澳門，但是想打造澳門成為美食天堂，需要深入對旅客選擇美食旅遊的行為意向進行調查，本研究者將運用計畫行為理論(TPB)來探討來澳旅客在美食旅遊的行為意向，了解旅客是否受到個人的態度，親友報章雜誌或網路資訊，促進或阻礙執行前往澳門美食旅遊的種種影響因素，以及不同旅客群體特徵對於選擇美食旅遊的差異性進行比對，因而對旅客選擇澳門美食旅遊行為意向會有較全面的了解，改善及提升澳門美食旅遊的發展。研究結果希望能對澳門旅遊相關單位提出建議做為美食觀光策略之參考。

64. The application of TPB on tourists' intentions to dine in Macau

Principal Investigator: Wang Ying-Chuan
Faculty of Hospitality and Tourism Management , Macau University of Science and Technology

Sponsor:
MUST Faculty Research Grants
Completion period (Y/M):
2014/11

Main Participants:
Wang Ying-Chuan

Introduction:

Diet has become one of the important activities while tourists visiting Macau. Because of the development of Macau gaming industry, it has attracted more and more related businesses and people coming to Macau for investment or jobs. Consequently, a variety of ethnic restaurants are open for those people from different countries to enjoy their own traditional food. In addition, Macau itself also obtains a multi-ethnic culture on presenting its own special gourmet such as mixing Portuguese and Macanese style dishes. With the tourism industry developed, such a rich variety of food is for tourists to travel to Macau. As a result, Macau becomes gourmet paradise. Despite this gourmet reputation to attract the tourists from all over the world to Macau, it is necessary to conduct further investigate the behavioral intention of tourists on choosing food tourism in Macau. This researcher applied the theory of planned behavior (TPB) to explore tourists' behavioral intention on choosing Macau food tourism. The results of the study would like to present suggestions to Macau tourism related authorities on enhancing gastronomy tourism in Macau.

65. 探索影響選擇下載旅遊移動應用的影響因素

負責人：白鎮國
澳門科技大學 酒店與旅遊管理學院

資助機構：

澳門科技大學研究基金

完成時間(年／月)：

2014 年 11 月

主要參加者：

奚曉彤、葛佳亮、农蓉、余天逾

課題簡介：

隨著智能手機的快速發展及手機價格普及化，它成了人們生活中不可缺少的一個工具，因此智慧手機應用程式(Apps)也成為了大多數手機用戶的生活好幫手，此外行動應用程式的開發也成為了一種受到重視與關注的新興產業，然而當同性質的應用程式被開發及在應用程式商店上市的數量越來越多，如何在這些眾多的應用程式中脫穎而出，被更多的用戶知曉並下載使用，甚至付款購買是應用程式開發者所面臨的挑戰。在應用程式分類中，旅遊類應用程式被設計開發出來，用於協助遊客提升他們的旅行的體驗，並提高他們的旅遊的質量。而遊客們在面對眾多不同的旅遊應用程式時，究竟是基於哪些因素去作出選擇下載的決策，是本研究欲探求的研究問題。因此，本研究將借由對技術接受模型(TAM)進行拓展，並使用結構方程模型(SEM)的方法去調查智慧手機用戶在選擇一款旅遊應用程式時，是否會受到四個潛在因素(外部影響、設計、功能、內容）的影響。

65. Identify the secret formula for a hit APP in the tourism industry

Principal Investigator: Pai Chen-Kuo
Faculty of Hospitality and Tourism Management , Macau University of Science and Technology

Sponsor:
MUST Faculty Research Grants
Completion period (Y/M):
2014/11

Main Participants:
Xi Xiaotong, Ke Chia-Liang, Nong Rong, Yu Tianyu

Introduction:

With the rapid development of smartphones technology, the smartphone applications (Apps) become a good helper for most of smartphone users in their daily life. Therefore, the developments of mobile applications are attracting more and more attention and attentiveness have become a new emerging industry. When the number of similar applications in the app store more and more, the developers face a great deal of competition and challenges. In the classification of applications, travel applications are used to help enhance the experience of tourists and the quality of their trip. In this study, the objective is to explore what are the factors influences the tourist to select a tourism application among the similar application in the Apps market/store.

This study extended the Technology Acceptance Model (TAM) and adopted the Structural Equation Modeling (SEM) method to analysis how the smartphone users in selecting a travel application. It is hypothetically influenced by four potential factors: external influences, design, features, and content. Three travel applications (APPs) were selected as the experiments which are from different ranking levels. The questionnaires were distributed to 300 smartphone users who will fill it after their tried to use the App program. The results show that the external influence, design, and contents of the program are to some extent appears to positively influence the perceived ease or perceived usefulness, thus indirectly affecting the user to download an intention to use the application.

66. 數位化博物館提升博物館旅遊體驗

負責人：唐娟
澳門科技大學 酒店與旅遊管理學院

資助機構：

澳門科技大學基金會

完成時間(年／月)：

2014 年 11 月

主要參加者：

王天辰

課題簡介：

解說服務是當前博物館旅遊管理的關鍵環節之一。隨著數位化與博物館展示的融合，數位化的技術研究成果也在不斷轉化為博物館解說的實際運用，然而針對博物館解說服務的研究相對稀少。研究以澳門大賽車博物館為典型案例，通過博物館解說媒體的資訊豐富度、解說效果、參觀體驗關係鏈的研究，探索了博物館解說媒體“從自身構成到解說效果，再到遊客體驗”的影響機制及其內在關聯特徵，揭示了選擇不同資訊豐富度的解說媒體對於解說效果乃至遊客體驗作用的規律。通過回顧中外相關文獻，進一步結合澳門大賽車博物館實際情況，總結出博物館解說效果、資訊豐富度以及參觀體驗影響的測度與問項，在問卷分析的資料分析基礎上，得出以下主要研究結論：（1）通過一手資料，科學驗證了前文理論建構的關係鏈模型及 “博物館解說效果測度指標體系”；（2）對比了傳統解說媒體和數位化解說媒體資訊豐富度的不同，發現了資訊豐富度較低的媒體對解說效果的影響弱於資訊豐富度較高的媒體。在對參觀體驗的影響方面，資訊豐富度較低的傳統媒體對於參觀體驗具有一定的顯著影響；與之對比，資訊豐富度較高的數位化媒體對於參觀體驗的影響卻未得到資料支援。（3）博物館解說效果的維度涵蓋“知識獲得”、“情感因素”、“行為測量”三個方面，其中對解說效果影響最大的為情感因素，其次為行為測量，再次為知識獲得。

66. Information Richness and Effect of Museum Interpretation Media upon the Visiting Experience: A case of Macau's Racing Car Museum

Principal Investigator: Tang Juan
Faculty of Hospitality and Tourism Management , Macau University of Science and Technology

Sponsor:
MUST Foundation
Completion period (Y/M):
2014/11

Main Participants:
Wang Tianchen

Introduction:

Museums are important cultural sectors which go far more beyond the traditional educational and cultural function. Museum Tourism is now believed to have potential to be the key drivers for destination promotion in tourism economy. Macau is especially unique with abundant museum resources, yet the attractions to tourists seem not pleasing. Many of them are barely known or visited by tourists. The preservation and exhibition of Macau's museums are valuable resources for a more sustainable and diversified local tourism economy.

As an important concern for museum management, the employment of interpretation is not only a significant indicator of museum service, but also a contributor to the overall visiting experience of visitors. With the rapid development of modern technology, a great variety of digital interpretation media have been applied in museums. Concerns also emerge as to the effect of different interpretation media as well as the effect upon the visiting experience. The present work propose the use of information richness theory, seek to measure the effect among the information richness, interpretation effect and overall visiting experience. Drawing on a survey of 409 visitors of Macau's Racing Car Museums, which is relatively a typical case for local tourism industry as well as for local museum circle, study findings first establish and confirm an Interpretation media's Content-Performance Model, which is composed of three measurement constructs: interpretation medias with various information richness, interpretation effect and visiting experience.

It is found that museum interpretation media with different information richness has a varied influence on interpretation effect. To be exact, interpretation media with higher information richness tends to have better interpretation effect compared with those with lower information richness. But when it comes to the impact on visiting experience, interpretation media with lower information richness on the contrary, has significant positive impact. Yet the impact of those with higher information richness on overall visiting experience is not supported, which are normally art-of-state digital interpretation media.

67. 澳門酒店業主管工作家庭衝突與部署工作家庭衝突的跨界效果：歸因理論

負責人：潘思穎
澳門科技大學 酒店與旅遊管理學院

資助機構：
澳門科技大學基金會
完成時間(年／月)：
2014 年 10 月

主要參加者：
潘思穎

課題簡介：

根據資源保存理論及跨界理論，本文探討主管的工作家庭及部屬的工作家庭衝突之間移轉的效果，及其中可能的中介及調節機制。問卷發放的部分，共在 8 大家酒店發放了 182 對主管及部屬配對問卷。研究結果顯示，部屬的工作量及對主管的體諒中介了工作家庭衝突的移轉效果。此外，部屬的積極性與工作能力亦調節了主管工作家庭衝突及部屬對主管體諒之間的關係。

67. An investigation of crossover effect from supervisors' work-family conflict to subordinates' work-family conflict among hospitality employees in Macau: An attribution perspective

Principal Investigator: Pan Su-Ying
Faculty of Hospitality and Tourism Management , Macau University of Science and Technology

Sponsor:
MUST Foundation
Completion period (Y/M):
2014/10

Main Participants:
Pan Su-Ying

Introduction:

Driven by Conservation of Resources theory and crossover literature, this study examined the mechanism of the crossover effect of work-family conflict among supervisor-subordinate dyads. One hundred and eighty-two supervisor-subordinate dyads from eight hotels completed paper-and-pencil surveys. Results showed that supervisors' perspective taking behavior and subordinates' workload mediated the positive relationship between supervisors' WFC and subordinates' WFC. In addition, subordinates' characteristics (i.e. personal initiative and lack of ability) moderated the relationship between supervisors' WFC and their perspective taking behaviors, such that the relationship only exists and is negative only among those with subordinates with higher personal initiative and higher ability (lower lack of ability). Contributions and limitations are also discussed.

68. 基於調整癌瘤細胞代謝研發候選抗癌中藥新藥

負責人：梁麗嫻
澳門科技大學 澳門藥物及健康應用研究院

資助機構：

澳門科學技術發展基金

完成時間(年／月)：

2014 年 8 月

主要參加者：

范星星，羅連響，江澤波，王碧，何建行

課題簡介：

在全球範圍內，肺癌和乳腺癌分別是男性和女性發病率最高的癌癥。目前的對於這兩種癌癥抗癌化療藥，由於“可藥性”分子靶標缺乏，耐藥性和癌瘤復發等問題，使許多患者的治療效果不理想。因此，開發新的具有新的治療靶點和機制的抗癌藥物是非常必須的。前期的研究表明，對比正常的細胞來說，腫瘤細胞表現出非常高的能量潛力去支持它們在有限的不利腫瘤生長的微環境中的生長。此外，癌細胞中最顯著的代謝改變是有氧糖酵解的增加和依賴於糖酵解生成的 ATP，這個被稱為 Warburg 效應；這個過程導致糖消耗增加和乳糖的產生從而得到足夠的 ATP 以供癌細胞的生長。

在本課題，我們研究了小蘗堿（BBR）對一系列肺癌細胞的作用，早期結果表明小蘗堿能夠通過調節表皮生長因子受體， AMPK-mTOR 激酶和脂肪酸代謝途徑來抑制細胞週期。同時證明了小蘗堿對細胞週期的抑制效果，通過影響葡萄糖和脂肪酸代謝相關的基因。我們還評價了小蘗堿和其衍生物，以及從中草藥中分離的其它小分子化合物的抗癌活性，通過代謝相關的體外、體內肺癌，乳腺癌模型，我們還闡明其治療的分子機制。

68. Investigation on the novel candidate anti-cancer drug from Chinese herbal medicine by modulating metabolic profiles of cancer cells

Principal Investigator: Elaine Lai Han Leung
Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology

Sponsor:
Macao Science and Technology Development Fund

Completion period (Y/M):
2014/8

Main Participants:
Fan Xingxing, Luo Lianxiang, Jiang Zhebo, Maria Wong Pik, He Jinxing

Introduction:

Lung cancer and breast cancer have the highest cancer incidence rate over the world in man and woman respectively. Current treatment out comes for both types of cancer show disappointment in many cases due to lack of ideal therapeutics, drug resistance and recurrence. It is therefore necessary to develop novel anti-cancer strategies and drugs with new drug action targets and mechanisms. Previous studies showed that cancer cells exhibit higher energetic potency than normal cells in order to support their growth advantage in the limited adverse tumor microenvironment. Also, one of the most prominent metabolic alterations in cancer cells is the increase in aerobic glycolysis and the dependency on glycolytic pathway for ATP generation, known as Warburg effect, which leads to increase in glucose consumption and lactate production in order to generate sufficient cellular ATP for cancer cells to grow.

In this project, we investigated a purified component berberine (BBR) which is derived from the medicinal plant species Berberis on a panel of lung cancer cell lines and the preliminary data demonstrated that BBR induced cell cycle arrest via a novel crosstalk among EGFR, AMPK-mTOR kinases and fatty acid metabolic pathways. The inhibitory effect of BBR on the cell cycle was also demonstrated to be mediated through influences on the glucose and fatty acid metabolic regulating genes. Also, we evaluate the anti-cancer effect of BBR and its derivatives, and determine the effect of other small molecules derived from Chinese herbal medicine by using metabolism-related in vitro and in vivo lung and breast cancer models, and we elucidate their therapeutic molecular mechanisms in the currently proposed studies.

69. 安東尼奧・加莫內達詩歌中的腐壞美學

負責人：林青俞
澳門科技大學 國際學院

資助機構：
澳門科技大學基金會

完成時間(年／月)：
2014 年 11 月

主要參加者：
林青俞

課題簡介：
本研究項目分兩部分。第一部分探究西班牙詩人安東尼奧・加莫內達作品《卡斯蒂利亞藍調》，目的在分析佛朗哥獨裁統治的片段回憶中藍調與精神的詩歌創作。此外，詩人藉由音樂形式的文本改寫向土耳其詩人納辛・辛克美致敬。第二部份探索詩人作品《毒藥之書》的偽科學文本性。作者採用富有科學性的結構重現古代的醫藥論述。然而，我們觀察到伴隨矛盾的思想和美學之互文性主體下展現腐敗藝術，與原始文本產生對立與破裂，於是新的觀點建立在知識訊息與詩歌語言結合的結構上。同時，物質論述，醫藥治療方式與倫理思維被重新詮釋。

69. The aesthetics of corruption in the poetry of Antonio Gamoneda

Principal Investigator: Lin Ching-Yu
University International College, Macau University of Science and Technology

Sponsor:
MUST Foundation

Completion period (Y/M):
2014/11

Main Participants:
Lin Ching-Yu

Introduction:
This research is divided into two parts. The first study focuses on the poem of Antonio Gamoneda, Blues castellano, to analyze the implications of blues and spirituals in this poetic composition based on the fragmentary memories of the Franco dictatorship. Furthermore, he shows his profound respect for Turkish poet Nazim Hikmet by means of rewriting, based on the musical form. The second study aims to analyze the pseudo-scientific textuality of Antonio Gamoneda's writing, Book of Poisons. The author represents the pharmacological discourses of antiquity by adopting scientific structure. However, we observed the art of corruption in the corpus of intertextuality with contradictions in ideology and aesthetics. Based on the rupture of original textuality, new perspectives are established in which the informational register can be united to the poetic one. At the same time, material issues, therapeutic formula and ethics are reinterpreted.

70. 澳門歷史地圖研究(第一期) 項目，啟動期

負責人：戴龍基
澳門科技大學 圖書館

資助機構：

澳門科技大學研究基金

完成時間(年／月)：

2014 年 8 月

主要參加者：

楊迅凌

課題簡介：

本課題是社會和文化研究所大型綜合性科研項目“全球地圖中的澳門”（澳門歷史地圖研究）的啟動階段。該項目以全球史觀為指導，計劃搜集 16 至 19 世紀以來與澳門相關的各主要國家和地區所收藏的不同語言的涉及澳門的歷史地圖，對其進行數字化複製、整理、研究，同時建置具史料價值、實際使用效果和支持愛國愛澳公共教育的「澳門歷史地圖資料庫」。為盡早啟動項目搶佔先機，項目組申請了本“啟動期”子項目，赴美哈佛大學圖書館調研，成功選取了約 500 張地圖進行複製。項目還對同一課題的高教辦資助的“全球地圖中的澳門國際研討會”項目經費不足之處進行補充。

70. Global Mapping of Macao, 1st Period, Initiating Period

Principal Investigator: Dai Longji
University Library, Macau University of Science and Technology

Sponsor:

MUST Faculty Research Grants

Completion period (Y/M):

2014/8

Main Participants:

Yang Xunling

Introduction:

This project is the initiating period of the project “Global Mapping of Macao” (GMoM) of ISCR. Guided by the view of global history, the GMoM project plans to collect antique maps, mainly in digital form with high resolution, on the research of Macao from different countries and regions in different languages, especially from 16th century to 19th century, and to catalog and conduct research on these maps, as well as to implement a database of Global Mapping of Macao to not only serve scholars but also the public education of adolescence

To start the project as soon as possible so as to seize the initiative, the project team applied this "initiating period" as a sub-project, which planned and have gone to the Harvard University library to research and successfully selected about 500 maps for reproduction. This project also provide the supplement budget to the inadequate of "Global Mapping of Macao, the International Symposium", which is sponsored by GAES.

71. 澳門海域取得的問題研究

負責人：黃明健
澳門科技大學 法學院

資助機構：

澳門科技大學研究基金

完成時間(年／月)：

2014 年 11 月

主要參加者：

潘書宏

課題簡介：

課題主要從澳門海域的歷史發展入手，梳理澳門海域問題的由來，並由此引出課題研究的基本命題：澳門應該取得毗鄰海域的法定管轄權。本課題著重就海域管轄權取得的性質、特徵、必要性、可行性和路徑選擇進行了比較充分的論證，認為，現階段澳門取得海域管轄權有兩種途徑：一種是通過調整或確認海域行政區劃的方式取得，另一種是通過“租用”一定範圍的海域並取得中央特別授權的方式取得。上述兩種方式各有利弊，但考慮到澳門的現狀和未來發展趨勢、取得方式本身的經濟成本和取得海域資源作用的發揮等因素，澳門應積極爭取通過調整或確認海域行政區劃的方式取得海域管轄權。

71. Research on the right to use the sea areas of Macau

Principal Investigator: Huang Mingjian
Faculty of Law, Macau University of Science and Technology

Sponsor:

MUST Faculty Research Grants

Completion period (Y/M):

2014/11

Main Participants:

Pan Shuhong

Introduction:

The research recalls the history of the development of Macao waters and sorts out the origin of the problem of it, and thus leads to Main points: Macao should secure legal jurisdiction over the sea area of Macau. On the base of discussing the nature, the characteristics, the necessity, the feasibility and the ways of securing, the research argues, that, at present, there are two ways to secure the jurisdiction. One is made by adjusting or confirming the sea area administrative division between Zhuhai and Macau; the other one is made through authorization of central authority on the base of Macau’s renting a certain scope of sea area. The above two ways each have their advantages and disadvantages, but considering the present situation and the future development trend, the economic cost and the value of the sea area obtained-to-be, Macao should strive for it by the first way.

科普項目

Promotion of Science

1. 體驗中醫特色診法

負責人：於麗麗
澳門科技大學 中醫藥學院

資助機構：

澳門科技發展基金會

完成時間(年／月)：

2013 年 9 月

主要參加者：

於麗麗、張俊、趙子昳

課題簡介：

本項目以普及中醫藥文化為主要宗旨，通過對中醫養生、診察疾病的方法和特色治療措施的講解和實踐操作，使學生對博大精深的中醫有進一步瞭解。同時普及中醫養生保健常識，宣傳大學中醫藥學院的特色。

在 5 天的課程中，學生能瞭解到中醫舌診、脈診、耳診療法、推拿按摩治法及順時養生和食療等中醫傳統特色診法。借助多媒體、掛圖、實物等手段，瞭解理論知識，並能夠親身體驗各種診法，嘗試親手操作。

1. Feel the Chinese Unique Diagnostic and Therapeutic Approach

Principal Investigator: Yu Li Li
Faculty of Chinese Medicine,
Macau University of Science and Technology

Sponsor:

The Science and Technology Development Fund of Macao

Completion period (Y/M):

2013/9

Main Participants:

Yu Lili，Zhang Jun, Zhang Ziyi

Introduction:

The purpose of this project is to spread the Traditional Chinese Medicine (TCM) among the people. Through study of TCM, examination methods and characteristics of disease treatment methods, learning Chinese culture. In five days time, students can learn about TCM knowledge, such as looking the tongue, pulse diagnosis, massage, food therapy. In the course, students are able to try their own.

2. 生理之謎與生命之吻----人體健康知識與實用急救技能

負責人：吳其標
澳門科技大學 中醫藥學院

資助機構：

澳門科技發展基金會

完成時間(年／月)：

2013 年 8 月

主要參加者：

澳門高校及中學學生 31 名

課題簡介：

本科普夏令營旨在通過理論學習和實踐操作，使入營青少年獲得必要的衛生健康知識和實用急救技能。健康知識學習有助於青少年提高健康意識和自我保護能力，形成健康的生活方式，養成良好的衛生習慣，維持和促進身心健康。急救技能培訓有助於青少年樹立急救理念，在遇到突發情況時能夠及時採取正確、有效的現場急救措施，減輕傷害、挽救生命。通過對生命科學實驗的基本過程的親身感受，從而達到提高學習興趣、拓展知識、開闊眼界，培養探索精神，提高創新意識，使他們崇尚科學、熱愛生命。

2. Mystery of physiology & kiss of life: health knowledge & first aid

Principal Investigator: Wu Qi Biao
Faculty of Chinese Medicine,
Macau University of Science and Technology

Sponsor:

The Science and Technology Development Fund of Macao（009/2013/P）

Completion period (Y/M):

2013/8

Main Participants:

about 31 students from colleges and high schools of Macau

Introduction:

The purpose of this summer camp is to help the students acquire a necessary knowledge of health and first aid for common accidents or emergencies through theoretical lectures and functional experiments. Health knowledge course contributes to increase the adolescents' awareness of health and help them form a healthy lifestyle. First aid training course has the objective of providing participants with the skills and confidence needed to manage emergency situations, thus allowing the participants to have a basic knowledge of the principles of first aid and have the capacity to react and guide the first actions in an emergency situation. The students experience the basic procedure of life science experiments by themselves, thus increasing their interests of learning, expanding the knowledge of science and their horizons, cultivating their spirits of exploring the world, respecting science and loving life.

3. 從微觀世界認識自己

負責人：徐友華
澳門科技大學 中醫藥學院

資助機構：

澳門科技發展基金會

完成時間(年／月)：

2013 年 7 月

主要參加者：

徐友華、吳安國、熊建豐

課題簡介：

人體作為一個複雜的系統由不同的組織及細胞組成，不同細胞由於結構的差異行使不同功能。然而，普通公眾對人體構成卻不甚瞭解。本項目從生物醫學的角度，針對青少年常見的一些感興趣科學問題進行設計開展。本項目共有 20 名高中生參加；在項目實施過程中，學生普遍表現出對人體結構奧秘的極大興趣；學生通過親自觀看人體標本、顯微鏡下細胞結構、以及實驗操作，對人體結構有了較好的認識；通過影片觀看以及一系列啟髮式活動，學生對常見疾病能夠進行較為客觀的認識和理解。本項目實施達到預期目標，增加了學生對生物醫學的興趣。

3. Recognize the Human Body under Microscope

Principal Investigator: Xu You Hua
Faculty of Chinese Medicine,
Macau University of Science and Technology

Sponsor:

The Science and Technology Development Fund of Macao

Completion period (Y/M):

2013/7

Main Participants:

Xu Youhua, Wu Anguo, Xiong Jianfeng

Introduction:

As a complex system, the body is composed of cells; due to different structures, cells exercise different functions. However, the general public does not possess well understanding on human body. From the perspective of biomedicine, the project was designed targeting young people. A total of 20 high school students participated in the project; during project implementation, the students generally showed great interest in the mysteries of the human body structure; by showing the students with human specimens, cell structure under the microscope, and the experimental operation, the students had a better understanding towards the human body; through a series of heuristic movie and activities, students had better awareness and understanding towards common disease. The implementation of the project achieved the desired goal and increased student interest in biomedical research.

4. 細胞也飲涼茶？

負責人：陳惠賢
澳門科技大學 中藥質量研究國家重點實驗室

資助機構：

澳門科技發展基金會

完成時間(年／月)：

2013 年 8 月

主要參加者：

陳惠賢、張志鋒、張立、丘利芳、馮潛、熊建豐、藍清平

課題簡介：

本項目是針對本地高中學生設計、為期一星期的科普活動。項目從學生熟悉的本地涼茶說起，從藥用植物學的角度，介紹本地涼茶中所用到的常用藥用植物的療效和功用、植物的形態和辨別方法。此外，活動介紹中藥成份的提取及分離的實驗原理和方法、質譜分析儀及相關儀器在中藥研究上的應用，並以學生各自購買的雞骨草為研究對象，從形態辨別真偽，並進一步以薄層層析法對其有效成份作分析，生動地讓學生認識分析中藥成份的基本方法和中藥質量控制的重要性。最後學生通過一系列細胞學的實驗，學習如何用細胞生物學手段研究中藥藥效，以及細胞生物學的基本知識。通過此活動，學生瞭解到現代中藥研究的方法，體驗科研，以此提高學生對生物醫藥學科的學習興趣。

4. Cells also drink herbal tea?

Principal Investigator: Chan Wai-In
State Key Laboratory of Quality Research in Chinese Medicines,
Macau University of Science and Technology

Sponsor:

The Science and Technology Development Fund of Macao

Completion period (Y/M):

2013/8

Main Participants:

Chan Wai-In, Zhang Zhi-Feng, Zhang Li, Yau Lee-Fong, Feng Qian, Lam Ching-ping, Xiong Jian-Feng

Introduction:

This one-week outreach program is designed for high school students. The aim of this program is to introduce basic concepts and experimental technology used in Traditional Chinese Medicine study, and to provide students a chance to experience the fun of life science research. This program includes three parts: 1. Botany: Different plants used in herbal tea commonly consumed in Macau were introduced. Through observing different morphologies of herb specimens, collection and preparation of plant specimens, students learned plant taxonomy and medical use of different herbs. 2. Chemistry part includes introduction of basic theories and methods of natural product extraction, mass spectrometry in natural product analysis. Students obtained Abrus cantoniensis, a commonly used herb, from different source locally and analyzed its components by thin layer chromatography. Through this experiment, student can further understand the basic analytical method used in identification fake herbs and the importance of quality control in Chinese medicine study. 3. Cell biology: through different hand-on cell biology experiments, students learned the basic theories and experimental methods in analyzing effects of compounds isolated from natural products.

5. 供應鏈管理與物流資訊管理系統普及夏令營

負責人：黃贇
澳門科技大學 行政與管理學院

資助機構：

澳門科技發展基金會

完成時間(年／月)：

2013 年 8 月

主要參加者：

黃贇、龐川、賴嘉偉、唐華軍、陳艷、葉桂芬

課題簡介：

現代物流已經從生產製造業擴大到生產及服務行業，澳門作為一個旅遊城市，也需要專業的供應鏈的專業人才來有效的管理資源。基於澳門本土學生對於物流與供應鏈的知識及運營流程缺乏認識和理解，本項目旨在普及物流與供應鏈方面的知識，通過物流決策模擬、物流與供應鏈運作案例、物流設備的操作、物流資訊管理系統的學習等加深學生對該方面知識的認知。提高學生對學習供應鏈管理的認識和興趣，同時為培養專業的物流與供應鏈人才做準備。

鑒於澳門本地物流專業實驗室的不足，本項目整合澳門科大學智慧實驗室、吉大珠海學院物流綜合實訓室及 3D 實驗室，物流實體企業資源，讓學生理解真實的企業物流與供應鏈運作流程，提升團隊合作意識，把物流專業做為一個將來可能的發展方向。

5. Supply Chain Management and Logistics Information Management System Dissemination Summer Camp

Principal Investigator: Huang Yun
Faculty of Management and Administration,
Macau University of Science and Technology

Sponsor:

The Science and Technology Development Fund of Macao

Completion period (Y/M):

2013/8

Main Participants:

Huang Yun, Pang Chuan, Lai Kawai, Tang Huajun, Chen Yan, Ip Kwaifun

Introduction:

Modern logistics has widely applied in various manufacturing and service enterprises. Macau, as a tourism city, needs supply chain professionals to efficient manage the enterprise resource. Since the Macau local students do not have much knowledge about logistics and supply chain, our project employs logistics decisions modeling, case study, logistics facility operations, and information management system to disseminate the relevant knowledge.

Our project integrates the resource from intelligence lab of Macau University of Science and Technology, logistics training lab of Jilin University Zhuhai campus, and real logistic enterprises. Thus, the students could experience the real-life operations of logistics and supply chain, improve their interests and take logistic and supply chain as their future career choice.

6. 趣味天文(彗星)觀測與太空探索科普夏令營

負責人：梅苞
澳門科技大學 太空科學研究所

資助機構：

澳門科技發展基金會

完成時間(年／月)：

2013 年 7 月

主要參加者：

蔡占川、盧曉平、顧寅申、林建賢、馬永輝、吳建瑩

課題簡介：

營員在夏令營期間通過輔導，掌握了天文望遠鏡的基本使用方法和技能，熱點講座讓營員瞭解了彗星的基本知識，掌握彗星觀測的基本方法，為參與觀測千載難逢的世紀大彗星打下了科學的基礎。

在天象觀測訓練中體驗科學觀測的嚴謹及團隊合作的方式，拍到了十分精彩的星象觀測成果照片，增強了學生對科學的興趣和探索的慾望，提升青少年的科學觀測能力及素質。

是次招生總人數達 80 餘人，部份學校反響熱烈並有老師帶隊參加，太空所也藉此機會與這幾所學校達成了科普夥伴的意向。

6. The summer camp of the interesting astronomical phenomena (comet) observation and space exploration

Principal Investigator: Mei Bao
Space Science Institute,
Macau University of Science and Technology

Sponsor:

The Science and Technology Development Fund of Macao

Completion period (Y/M):

2013/7

Main Participants:

Cai Zhanchuan, Lu Xiaoping, Gu Yinshen, Lin Chien-Hsien, Ma Yonghui, Ng Kin-Ieng

Introduction:

The topic of the summer camp this year is about the comet, for the incoming comet called “ISON” which is considered as one of the largest and brightest comet in a blue moon. During the camp, the members have learned about the principle and the structure of the telescope, and mastered the use of it. The hotspot-lecture introduced the incoming comet “ISON” to the members, taught them the basic knowledge of comet and showed them the observation method in order to prepare for the fantastic astronomical phenomena.

In the observation training course, the members have got the opportunity to practice what they learnt from the class to the observation activity, which improved their interest in science and developed their ability to learn, explore and practice.

The total amount of the enrollment reached 80 for this 10-days summer camp, some of the middle schools gave an enthusiastic response as some of the teachers from these middle schools participated in this summer camp. The Space Science Institute of M.U.S.T. also took this opportunity to reach the intent of science popularization partnership with these middle schools.

7. 澳門居民科學素質調查項目

負責人：梅苞
澳門科技大學 太空科學研究所

資助機構：

澳門科技發展基金會

完成時間(年／月)：

2013 年 10 月

主要參加者：

石貴成、顧寅申

課題簡介：

為了更好的反映現階段澳門居民對科學的理解及科學素質狀況，受澳門特別行政區科技發展基金會資助，澳門科技大學於 2013 年 5、6 月在全澳範圍內開展了第一次澳門特別行政區居民科學素質調查。是次調查共回收有效問卷 1200 份，為今後瞭解澳門居民獲得科學技術知識的管道和方法，把握居民對科學技術的看法和態度，制定適合澳門特別行政區的教育、科技、社會發展和科普政策，同時為科普研究及國際比較提供基礎資料，有效地促進和發展特區的科普事業，不斷提高本澳居民的科學素質水準提供了可靠保障。

7. Macau residents' scientific literacy survey project

Principal Investigator: Mei Bao
Space Science Institute,
Macau University of Science and Technology

Sponsor:

The Science and Technology Development Fund of Macao

Completion period (Y/M):

2013/10

Main Participants:

Shi Guicheng, Gu Yinshen

Introduction:

In order to investigate the scientific literacy of Macau residents at the present stage, as sponsored by FDCT, Macau University of Science and Technology conducted a survey from May to June 2013 within the local area of Macau. This is the first time for Macau, Hong Kong and Taiwan to do such a survey which has unified standards throughout the world. The survey acquired 1200 effective questionnaires in total; these questionnaires collected the information about the approaches in which the Macau residents learning knowledge and their attitude toward science and technology, the information should be the very important reference for the Macau government in setting the policies about science popularization. Besides, the result of this survey provides the data which represent Macau residents' scientific literacy condition is the basic information for the international comparison, that will makes great contribution in promoting science popularization develops in Macau.

8. 第二屆“走近統計”科普夏令營

負責人：李會敏
澳門科技大學 通識教育部

資助機構：

科學技術發展基金

完成時間(年／月)：

2013 年 8 月

主要參加者：

李會敏、陳艷、劉文英、辛聆、劉成昆、龐川

課題簡介：

走近統計夏令營活動內容豐富，包括統計知識培訓與統計實驗模擬，參觀訪問澳門統計暨普查局和澳門理工學院博彩教學暨研究中心、參加以“青年人”作為大會主題的第 59 屆世界統計大會並進行觀摩學習以及舉辦夏令營閉營式暨統計知識競賽等等。相信透過本屆夏令營，既可以使青年學生很好地掌握相關統計知識，又可以在負責任博彩方面起到教育作用。

8. Approaching Statistics

Principal Investigator: Li Hui Min
Department of General Education,
Macau University of Science and Technology

Sponsor:

The Science and Technology Development

Completion period (Y/M):

2013/10

Main Participants:

Li Hui Min, Chen Yan, Liu Wen Ying, Xin Ling, Liu Chen Kun, Pang Chuan

Introduction:

“Approaching Statistics” promoted statistical knowledge, simulation of statistics experiments, visits, and a contest. It was linked to education for responsible gambling.

9. 現代供應鏈管理實務與操作普及夏令營

負責人：陳艷
澳門科技大學 商學院

資助機構：

澳門科學技術發展基金

完成時間(年／月)：

2014 年 8 月

主要參加者：

陳艷、唐華軍、黃贇、葉桂芬、李新

課題簡介：

本項目旨在向澳門的中學及大專學生普及物流與供應鏈方面的知識。

學生通過夏令營的各項活動如自動化倉儲的實際操作，企業參觀（香港物聯網科技應用中心，香港國際貨櫃碼頭之和記黃埔港口集團，南光物流），及仿真遊戲 Practice Operations 的競賽等加深了對供應鏈方面知識的認知，提高了學生對學習供應鏈管理的興趣。

9. Modern Supply Chain Management Practice Dissemination Summer Camp

Principal Investigator: Chen Yan
School of Business,
Macau University of Science and Technology

Sponsor:

The Science and Technology Development Fund of Macao

Completion period (Y/M):

2014/8

Main Participants:

Chen Yan, Tang Huajun, Huang Yun, Ip Kwai Fun, Li Xin

Introduction:

This summer camp program is designed for high school and college students who are interested in logistics and supply chain management. Students participating in this summer camp can benefit from activities as follows:

1. Automated warehousing operation training.
2. Field trips to Hong Kong International Terminal, Hong Kong Internet of Things Center of Excellence, and Nam Kwong Logistics.
3. Simulation game Practice Operations (McGraw-hill) competition and so on.

10. 2014 年澳門天文及太空探索科普夏令營

負責人：梅苞，蔡占川
澳門科技大學 太空科學研究所

資助機構：

澳門科學技術發展基金

完成時間(年／月)：

2014 年 7 月

主要參加者：

盧曉平、顧寅申、馬永輝、徐曉軍、吳建瑩

課題簡介：

由澳門特別行政區科學技術發展基金資助，2014 年澳門天文及太空探索科普夏令營於 7 月中下旬舉辦。為期十天的夏令營以太空科學探索及天文觀測為主題，搭建了一個青少年學生喜聞樂見的科普活動平臺。在夏令營活動中，營員對中國探月工程、行星科學、近地小行星監測等重要科學探索有了基本的瞭解。營員通過培訓和輔導，在興趣之中學會並初步掌握天文觀測的方法，提高了動手能力，激發了探索興趣，有助於青少年形成初步的科學思維與科學宇宙觀。

10. 2014 Macao astronomy and space exploration science summer camp

Principal Investigator: Mei Bao, Cai Zhanshan
Space Science Institute,
Macau University of Science and Technology

Sponsor:

The Science and Technology Development Fund of Macao

Completion period (Y/M):

2014/7

Main Participants:

Lu Xiaoping, Gu Yinshen, Ma Yonghui, Xu Xiaojun, Wu Jianying

Introduction:

Administrative Region, 2014 Macao astronomy and space exploration science summer camp held in the mid to late 7.

outlook on youth.

A ten day summer camp in the exploration of space science and astronomy observation as the theme, to build a platform for young students love to see and hear the science popularization activity.

In the summer camp, campers have a basic understanding of the important Chinese lunar, planetary science, the scientific exploration of near Earth Asteroids monitoring etc..

The campers through training and coaching, learn and master the method of interest in astronomical observation, improve their practical ability, to stimulate interest in exploring, help to form the preliminary scientific thinking and scientific Supported by science and technology foundation of the development of the Macao Special.

11. 太空探索科普展——近距離一窺太陽系神秘面貌

負責人：梅苞
澳門科技大學 太空科學研究所

資助機構：

澳門科學技術發展基金

完成時間(年／月)：

2014 年 7 月-10 月

主要參加者：

顧寅申、林建賢、鄧志培、馬永輝、徐曉軍、胡國平

課題簡介：

澳門“太空探索科普展”由澳門特別行政區科學技術發展基金資助，在澳門教育暨青年局、澳門科學技術協進會以及本澳相關中學的支持下，於 2014 年 7 月至 10 月間走進培道、勞校、培正中學及科大校園。

本次太空探索科普展的活動特色是“大手拉小手”。展覽包括 300 餘幅太空探測的珍貴照片，太陽系天體演示模型，隕石、月壤系列樣本，探測器系列模型和專家科普講座。約有近六千名青少年學生、老師、家長在科普展期間參與了活動。展覽激勵了社會的進取精神和吸引了青少年對太空科學的興趣。

11. Exhibition space exploration-Near a mysterious appearance of the solar system

Principal Investigator: Mei Bao
Space Science Institute,
Macau University of Science and Technology

Sponsor:

The Science and Technology Development Fund of Macao

Completion period (Y/M):

2014/7-10

Main Participants:

Gu Yinshen, Li Jianxian, Deng Zhipei, Ma Yonghui, Xu Xiaojun, Hu Guoping

Introduction:

Macao “the exploration of space science exhibition” funded by the science and technology foundation of the development of the Macao Special Administrative Region, in support of Macao education and Youth Affairs Bureau for the advancement of science and technology, Macao and Macao related middle school, From July to October in 2014 entered the middle school and university campus. The exploration of space science exhibition features the “hand in hand”.

The exhibition includes more than 300 pieces of precious photos of space exploration, demonstration of solar system objects model, meteorites, lunar soil samples, detector series model and expert lectures.

There are about six thousand students, teachers, and parents to participate in the activities in the exhibition period.

The exhibition stimulated social enterprising spirit and took a lead teenager to space science interest.

出版書籍與章節

Published Books and Chapters

1.數學模型在交叉學科中的應用

約翰威立國際出版公司
唐華軍
澳門科技大學 行政與管理學院

ISBN 編號：
978-1-118-29441-3

內容簡介：

該章節主要討論了決策模型在供應鏈管理中的應用。首先介紹了決策模型的定義、數據獲取，模型類型，以及建模的基本步驟，然後介紹了一些基本的數學模型，諸如線性規劃、整數規劃、目標規劃和非線性規劃，最後探討了決策模型在供應鏈管理中的一些應用：生產決策、運輸與調度決策以及指派問題。

關鍵詞：
決策建模、供應鏈管理

1.Mathematical Modeling with Multidisciplinary Applications

Thread-Binding Publishing House
Tang, HJ (Tang Huajun)
Faculty of Management and Administration, Macau University of Science and Technology

No. of ISBN：
978-1-118-29441-3

Brief Introduction：

This chapter discussed about the application of decision modeling in supply chain management. It firstly introduced the definition, data, types and steps of decision modeling, then presented some fundamental mathematical models such as linear programming, integer programming, goal programming, and nonlinear programming, and finally proposed some applications of decision modeling in supply chain management, such as manufacturing, transportation and assignment.

Keywords:
Decision modeling, Supply chain management

2. 計出你的投資勝算

天窗出版
辛聆
澳門科技大學 行政與管理學院

ISBN 編號：
978-988-16807-7-8

內容簡介：

金融產品日趨多元化，以數學模型及統計分析為基礎的「量化投資」策略，在金融市場已大行其道。林建教授及楊良河博士，我同一班精於數學或統計的金融專才，撰寫《信報》「數裡見真章」專欄，本書將專欄最精彩的部分整理輯錄，以具體例子，深入淺出介紹一些量化投資的有效策略。

關鍵詞：
量化投資

2. Work out the odds of your investment

Enrich Publishing
Xin, L (Xin Ling)
Faculty of Management and Administration, Macau University of Science and Technology

No. of ISBN：
978-988-16807-7-8

Brief Introduction：

As the financial products become more and more diversified, "quantitative investment" based on mathematical models and statistical analysis has become very popular. Professor Kim Lam and Dr. L.H. Yang, together with a group of experts in financial mathematics or statistics, have been writing the column of "pinpointing from numbers" in the newspaper of <<Hong Kong Economic Journal>>. This book compiles the most exciting parts of the finished columns which introduce some effective strategies of quantitative investment using specific examples in layman's language.

Keywords:
Quantitative Investment

3. 望洋法雨：全球化與澳門民商法的變遷

社會科學文獻出版社
黎曉平、汪清陽
澳門科技大學 法學院

ISBN 編號：
9787509738382

內容簡介：

1553-1999 這 400 多年間，葡萄牙人不僅在澳門開闢商道，還將資本主義生活方式帶入中國。中葡文化在澳門匯集，商業往來帶動澳門法律的變遷與發展。澳門自始至終都是一個商城，商人社會決定了商法是澳門社會基於全球化影響最爲深刻的法律。在運用“全球化”理論框架和“全球史觀”方法論原則的基礎上，本書旨於考察澳門民商法體系及其形成過程，探尋“全球化”與法制變遷的機制與規律，為澳門民商法制建設提供理論支持和改革意見。

關鍵詞：
全球化、澳門、民商法

3. Work out the odds of your investment

Social Science Press
Li, XP (Li Xiaoping); Wang, QY (Wang Qingyang)
Faculty of Law, Macau University of Science and Technology

No. of ISBN：
9787509738382

Brief Introduction：

1553-1999, more than 400 years, Portuguese not only opened up new economical trails, but also brought life-style of capitalism into China. The culture shock and business dealings of China and Portugal impelled Macau' law to change and develop. Macau is only a commercial city from beginning to end, social of businessmen put commercial law into the most important law of Macau. According to use the theoretical framework of globalization and methodological principle of global view of history to inspect the system and forming process of Macau's civil and commercial law, it can quest the mechanism and orderliness of globalization and legal system. It also can put forward to theory suggests and advices on reform for Macau's legal construction.

Keywords:
Globalization, Macau, Civil and Commercial Law

4. 澳門法律文化論集

濠江法律諫社
黎曉平
澳門科技大學 法學院

ISBN 編號：
9789996593024

內容簡介：

澳門是人類神奇的創造，澳門法制史是法制文明史上的奇跡。澳門的歷史型塑了澳門法的基本結構，蘊藏於歷史中的經驗、智慧以及由歷史所形成的最爲豐厚的文明的原則與最爲堅實的法精神，則是澳門法最原始、最內在的生命力。對待澳門法的歷史，我們要堅持歷史正義的態度和立場。澳門法的歷史，是中華民族生活的產物，同時也是文明史經驗和諸多民族理性的產物。解釋澳門法的歷史，我們應該依據中國和羅馬-日爾曼兩種法的精神與傳統，因爲這兩種法的精神與傳統，都在澳門現在的法中被保持，保持在澳門法現在的深處。

關鍵詞：
澳鵬法、法律文化、法律史

4. Studies on Macau Legal Culture

Law Society of Haojiang
Li, XP(Li Xiaoping)
Faculty of Law, Macau University of Science and Technology

No. of ISBN：
9789996593024

Brief Introduction：

Macau is a miraculous creation of human, Macau law history also is a miracle of human legislation history. Macau history shaped Macau law fundamental system ,planted in experience of history, wisdom ,most abundant civilization's principle which created by history and most strong law spirit, those elements are the most original and active life of Macau law. Realizing the history of Macau law, we should persist the attitude and perspective in history justice. The history of Macau law come from our people's ordinary living of Chinese nation, also is the result of civilization history experience and many nation's reasonable idea. If we want to explain the history of Macau law properly, we should rely on the spirit and tradition of Chinese and roman-Germany two kinds of law. On account of these two kinds of law's spirit and tradition all insisted in Macau present law, kept in the internal spirit of present Macau law.

Keywords:
Macao law, Legal culture, Legal history

5. 自治與他治——澳門的行政、司法與社團

社會科學文獻出版社
趙琳琳
澳門科技大學 法學院

ISBN 編號：
9787509741580

內容簡介：

過往澳門治理史研究多以殖民史觀切入，關注的是主權、中葡關係等外部議題，較少涉及社會內部互動、民間組織等內容，因此，澳門治理史研究需要內容與方法的雙重轉換。全球史觀的引入疑是尋求突破澳門治理史研究舊格局的新嘗試。《自治與他治(澳門的行政司法與社團 1553-1999)》引入全球史觀的“文明互動區”理論視角及方法，觀察發生在澳門微型互動區內，卻為過往澳門治理史研究所忽略或遮蔽的中西治理文明之間接觸與衝突的生動歷史細節，具體分析不同治理文明因互動而生成的一系列獨特的制度安排與治理技術成果及其影響因素，進而從紛繁複雜的歷史現象中梳理出澳門社會治理發展的新線索，提示澳門獨具的治理文明互動的本質特徵，藉以重構澳門社會治理史的解釋體系。

關鍵詞：
司法治理

5. Autonomy and Other Rule - Macau's administrative, judicial and community

Social Sciences Academic Press
Zhao, LL (Zhao Linlin)
Faculty of Law, Macau University of Science and Technology

No. of ISBN：
9787509741580

Brief Introduction：

This book utilizes theoretical perspectives and methods to observe the interaction occurring in the area of Macau. For the past history of the Macau, institute of management is ignored or obscured in vivid detail. And the history of conflict between civilizations in contact with Western management lacks detailed analysis. We try to tease out new clues to the development of social governance from Macau complex historical phenomenon, suggesting that the essential characteristics of Macao are unique interactive civilized governance, in order to reconstruct explaining system of the history of society governance in Macao.

Keywords:
Judicial governance

6. 嘉澤人文擷萃

南京大學出版社
徐雙全、姚美珍、徐曄
澳門科技大學 通識教育部

ISBN 編號：
978-7-305-11761-9

內容簡介：

嘉澤鎮位於“三吳要輔，八邑名都”的常州西南部，佇立在神秘而美麗的西太湖畔，是聞名全國的“花木之鄉”。現已逐步成為“經濟繁榮、環境秀美、百姓富有， 文化濃鬱、社會和諧”的江南水鄉名鎮。2013 年中國第八屆花卉博覽會就在這裡隆重召開。《嘉澤人文擷萃》搜集和整理了有關嘉澤的人文史話和軼聞傳說，以散記的形式介紹嘉澤的歷史、才人、風韻等，從而揭示嘉澤的人文底蘊，達到弘揚狀元文化，啟迪地方民眾，激勵後代子孫之目的。

關鍵詞：
嘉澤、文化史、旅遊

6. Humanity and Culture of Jia Ze

Nanjing University Press
Xu, SQ (Xu Shuangquan); Yao, MZ (Yao Meizhen); Xu, Y (Xu Ye)
Department of General Education, Macau University of Science and Technology

No. of ISBN：
978-7-305-11761-9

Brief Introduction：

Located in the southwest of Chang Zhou City, the fortress and Centre in ancient China, Jia Ze, a well-known town of flowers and trees by the side of west Tai-Lake, has become a famous place with flourishing economy, beautiful environments, rich cultures and harmonious human relationships. The Eighth Flower Expo of China will be grandly held here. Collections of Humanities in Jia Ze is intended to demonstrate the solid cultural foundation by searching and sorting out historical stories, events and legends, as well as carry forward the culture of ancient topmost masters, enlighten the local residents and encourage the future generations.

Keywords:
Jiaze, cultural history, tourism

7. 陸海交接處：早期世界貿易體系中的澳門

社會科學文獻出版社
臧小華
澳門科技大學 社會和文化研究所

ISBN 編號：
978-7-5097-4359-1

內容簡介：

本書從全球史理論入手，將澳門置於世界早期全球化的歷史背景之中，在堅實的史料基礎之上，逐步發掘澳門與歐洲各國的東方海洋貿易體系的關係、澳門貿易與中國腹地的貿易關係，由此描繪出澳門在世界貿易體系形成過程中，成爲中國與該體系唯一聯結點的過程和具體機制，使所謂的東西方通過澳門進行的物質、文化交流有了具體的內容，澳門的歷史價值也有了重新評價的基礎。

關鍵詞：
全球史、澳門、世界貿易體系、海上貿易

7. Where the Land Joins with Ocean

Social Sciences Academic Press (China)
Zang, XH (Zang XiaoHua)
Institute for Social and Cultural Research, Macau University of Science and Technology

No. of ISBN：
978-7-5097-4359-1

Brief Introduction：

The book delineates the history of maritime trade of Macao against the background of the integration of the world from the 15th century to the 18th century. Early Ming maritime trade within tributary system, contracted severely, in the hundred years previous to the opening of Macao, which was created by the need of Ming imperial control over its sea border and Portuguese quest for trade with China. In the early decades of the 17th century, with its trading routes connecting Nagasaki, Manila, Malaka and Goa, thereby Japan, Americas, Southeast Asia, Europe and all to China, Macao stood as the entrepôt of vital importance to both the Ming Empire and the Portuguese Empire in the East. With easier access to Chinese products and commercial resources. Through Macao, part of Chinese economy has been in contact with the dominating expansion of modern world originated in West Europe, and therefore in the same circulation of products, bullions, species and ideas. In charting the course of this small corner of the world, the relative positions of important economies might be located and the process of globalization observed.

Keywords:
Global History, Macau, World trade system Maritime trade

8. 澳門公務員制度

中華書局（香港）有限公司
黃湛利
澳門科技大學 商學院

ISBN 編號：
978-988-8290-45-1

內容簡介：

公務員制度是現代政府不可或缺的重要組成部份。本書系統深入地介紹了澳門現行公務員制度，既重視描述性的敘述，也儘量進行概念及學術闡釋，力求造到理論與實踐兼備、描述與分析兼備。長久以來，澳門公職法律制度不健全，成為提升公務員素質的障礙。因此、特區政府一直重視對相關人事管理的完善，採取一系列措施推進公務員制度的建設和改革，已取得一定的成效。

本書對澳門公務員制度的改革和狀況作出詳細分析及論述， 包括澳門公務員的職位分類與編制、招聘與晉升、任用方式、培訓、工作表現評核與獎勵、薪酬、福利、紀律以及勞資關係，並儘量與香港作出比較。

關鍵詞：
澳門公務員、公務員制度、內部勞動力市場

8. The Macau Civil Service

Chung Hwa Book Co., (H.K.) Ltd
Wong Cham Li
School of Business, Macau University of Science and Technology

No. of ISBN:
978-988-8290-45-1

Brief Introduction :

Civil service is an important and indispensable constituent part of modern government. This book is a systematical and in-depth study of the present civil service system of Macau. It puts emphasis both on descriptive as well as conceptual and normative research which combines theory and practice, and narrative study and analysis. The civil service of Macau has for long been unhealthy and is an obstacle to the raising of quality. Due to that, the SAR Government has paid much effort to better the personnel management. A series of measures have been put in place to construct and reform its civil service system and the result is satisfactory.

This book attempts to shed light on the civil service reform and practice of Macau and a detailed study on it has been embarked, including position classification and establishment, recruitment and promotion, appointment system, training, performance appraisal and award, salary, welfare and benefits, discipline, and labor relations. A comparison with Hong Kong is followed suit in the discussions.

Keywords:
Macau Civil Service, Civil Service System, Internal Labor Market

9. 澳門特別刑法概論

社會科學文獻出版社
方泉
澳門科技大學 法學院

ISBN 編號：
978-7-5097-6584-5

內容簡介：

本書系統總結歸納了澳門單行刑法和附屬刑法條文，結合澳門司法判決，論述罪名的認定處罰，及其與刑法典中有關規定的關係，並對二者之間不協調之處提出批評和修改建議。

關鍵詞：
澳門特別刑法、單行刑法、附屬刑法

9. An Introduction to the Special Criminal Law of Macau

Social Sciences Academic Press (China)
Fang Quan
Faculty of Law, Macau University of Science and Technology

No. of ISBN:
978-7-5097-6584-5

Brief Introduction :

This book summarizes Macau single criminal and ancillary criminal law, combined with Macao criminal verdicts, discusses the elements of crimes and the relationship with the relevant provisions of the Criminal Code. Beside the author points out and criticize the inconsistency between the two .

Keywords:
Macau special criminal law

10. 中國旅遊

Channel View Publications
周勇
澳門科技大學 酒店與旅遊管理學院

ISBN 編號：
978-1-84541-401-6

內容簡介：

第六章以“Festival and Special Event Development in Modern China”為題，集仲介紹了自改革開放以來中國在節慶及盛事旅遊活動方面的發展歷程及主題特色變化規律。審視了中國的節慶及盛事活動的發展主導力量的變化以及相關影響因素的作用。本文有助於外部世界系統地理解中國盛事節慶發展。為進一步的盛事節慶規劃及推廣提供了參考依據。

關鍵詞：
旅遊、中國、規劃、盛事

10. Tourism in China

Channel View Publications
Zhou Yong
Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

No. of ISBN:
978-1-84541-401-6

Brief Introduction :

The chapter six titled “festival and special event development in modern China”. It focused on the festival and special event development in China since the 1980s reform era, with specific attention to the inherent changes of features in China's festival and special events. The chapter examined the driven forces and influential elements of festival and special event development. it can help the foreign world understand the evolution of special events in China, and benefical for further festival and event planning and promotion.

Keywords:
Tourism, China, Planning, Special Events

11. 大學語文新編

澳門科技大學出版社
李開
澳門科技大學 通識教育部

ISBN 編號：

N/A

內容簡介：

本書圍繞通識教育設有九個專題，為培養和提高學生的審美能力，欣賞能力和綜合分析能力，繼續夯實語文基礎，提高寫作水準服務。

關鍵詞：

大學語文新編、通識教育視野、九大部分

11. New Compile University Chinese

Macau University of Science and Technology Press
Li Kai
Department of General Education, Macau University of Science and Technology

No. of ISBN:

N/A

Brief Introduction :

This course book has 9 parts arounding general education, and it gives service to undergraduate for these concerns which are cultured and increased ability of aesthetic judgment and of arts appreciation and of comprehensive analysis, and unceasingly ran Chinese basis and increase writing lever.

Keywords:

New Compile University Chinese, Field of vision according general education, 9 parts

學術論文(節錄)

Academic Papers (Selected)

1. 消費者網上購物便利性的測量

姜凌、楊志林、Jun Minjoon
澳門科技大學 行政與管理學院

會議/刊物名稱：

服務管理期刊，第 24 卷，第 2 期，pp. 191-214， 2013 年 4 月，SSCI 檢索

內容簡介：

研究目的是建立測量消費者網絡購物便利性的維度和量表。便利性是促使消費者進行網絡購物的主要動機之一。研究發現：進入性，搜索性，評價性，交易性，獲得性是網絡購物便利性的主要構成維度。網絡零售商可以通過提高這 5 個維度來提高消費者網絡購物的便利性。研究也揭示了 5 個便利性組成維度的下級指標，以便對網絡零售商的客戶關系管理提供實際操作上的幫助。

關鍵詞：

感知、便利性、網上購物、量表發展、電子商務

1. Measuring Consumer Perception of Online Shopping Convenience

Jiang, L (Jiang, Ling (Alice)); Yang, ZL (Yang Zhi Lin); Jun, MJ(Jun Minjoon)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

Journal of Service Management, Volume 24, Issue 2, pp. 191-214, Apr 2013, SSCI indexed

Abstract:

The purpose of this paper is to identify the key convenience dimensions of online shopping, as convenience has been one of the principal motivations underlying customer inclinations to adopt online shopping. The five dimensions of online shopping convenience are: access, search, evaluation, transaction, and possession/post-purchase convenience. Online retailers can employ the five-factor measurement instrument to assess the degree of customer perceived online shopping convenience. This study focuses on uncovering the key dimensions of convenience and their associated sub-dimensions specific to the context of online shopping. Theoretically, the identified dimensions and their related sub-items comprise a validated scale for measuring Web-based service convenience and can serve as building blocks for further studies in e-commerce customer relationship management.

Keywords:

Perception, Convenience, Online shopping, Scale development, e-commerce

2. 無痛扳回醫療成本曲線？關於美國 1997 年醫療保障專案費用削減後的健康結果的分析

張靜華
澳門科技大學 行政與管理學院

會議/刊物名稱：

國際健康企劃和管理雜誌，2013 年 12 月，SSCI 檢索

內容簡介：

本研究考察在實施了 1997 年的平衡預演算法案和相應的醫療報銷費用削減以後，美國賓州的醫院的院內感染率是否有所增加。

方法 本研究採用賓州醫療成本控制委員會提供的病人出院資料，採用普通最小二乘法，比較分析在實施了醫療報銷費用削減之前和之後醫院的院內感染率在受到費用削減影響高和影響低的醫院（控制組）之間有無顯著差異變化。

結果 研究樣本包含在 1994-2002 期間來自賓州 89 個不同的醫院的 706 個醫院年觀察值。對照院內感染率在受到費用削減影響高和影響低的醫院之間在短期和長期的差異，均無統計意義上的顯著變化。

結論 美國實施了 1997 年平衡預演算法案和相應的醫療報銷費用削減以後，美國賓州的醫院的院內感染率沒有在統計意義上的顯著增加。這個結果表明，在以成本節約為目標的美國醫療保健改革中，醫院可能並不是進行簡單的成本-品質權衡。

關鍵詞：

健康結果、醫療保健改革、院內感染、美國醫療保障制度報銷費用削減

2. Bend the Healthcare Cost Curve Without Pain? The Health Outcome after the Medicare Reimbursement Cut in 1997

Zhang, JH (Zhang, Jing Hua)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:
International Journal of Health Planning and Management, Dec 2013, SSCI indexed

Abstract:
Objective: This study examines whether the Hospital Acquired Infection (HAI) rates in hospitals in Pennsylvania of the USA have increased after reimbursement reductions, based on the Balance Budget Act (BBA) of 1997.

Methods: This study used patient discharge data from 1994 to 2002 from the Pennsylvania Health Care Cost Containment Council (PHC4), and analysed the pre-post changes of the HAI rates in a hospital group which had received a high level of reimbursement cuts, comparing this with a control group, using OLS regression analysis.

Results: 706 hospital-year records from 89 different hospitals in Pennsylvania during 1994-2002 were examined. No statistically significant changes in the difference of the HAI rates were found between the hospital groups with high and low levels of financial impacts from the reimbursement cut in the short or long run.

Conclusions: After the implementation of the Medicare reimbursement cut by the BBA of 1997, the HAI rates among hospitals in Pennsylvanian in the USA did not statistically significantly increase. The results suggest that, in cost-saving healthcare reform, hospitals may not operate a simple cost-quality trade-off.

Keywords:
Health outcome, healthcare reform, hospital acquired infection, Medicare reimbursement cut

3. 政黨代表還是社團代表：港澳政治代表比較研究

黃湛利
澳門科技大學 行政與管理學院

會議/刊物名稱：

小政府 大社團：澳門的後—後現代性與後傳統生活，pp.43-59，2013 年

內容簡介：

本文以港澳為背景，論證了西方民主制度的兩大弊端或缺失，即對抗性政治與極端福利主義。根據基本法的設計，澳門和香港的政治制度都十分類似，但是由於各自傳統有異，我們認為二者在政治上的最大不同是在代議政制下，澳門走的是社團代表制、而香港則走向或正在邁向政黨代表制。社團不同於政黨，政黨是以取得政治統治權為目的；而社團更側重於成員利益的表達與訴求，一般不以取得執政權為目的。政黨間的相互關係的性質，是零和及純競爭性；矛盾管理/解決辦法是對抗性的、單方向的。與政黨剛好相反，社團間的相互關係的性質，是非零和及非競爭性；矛盾管理/解決辦法是協作性的、合作性的、共識性的、雙方向的。政黨政治的最大惡果是使政府施政不暢、社會分化、行政空轉和虛耗嚴重，今日香港正走上這種對抗性政治的局面。澳門政治情況一向比香港和諧，對抗性程度低於香港，社團傾軋情況並不常見，我們認為是與澳門特有的社團代表制密切相關。議會裡的由普選產生的政黨代表擅長消費政治，著重以資源的分配來取得選民支持，而其社團代表則較擅長生產政治，較懂得資源的開發、生產，為資源的開拓提出見解及建議。本質上，民主選舉制度鼓勵政黨代表以派福利、派“糖”取悅選民，以取得選票。從政治競爭層面分析，各政黨立基在取得執政權的前提下，對於社會福利政策的思維，在汲取選票的考慮下，往往皆不敢提出刪減社會福利給付的政見，反可能加碼社福的支出，即主張極端福利主義。根據對兩位屬政黨代表的香港立法會議員及兩位屬社團代表的澳門立法會議員在立法會上通過書面和口頭質詢及議程前發言所發表的意見作分類統計，數據佐證議會裡的由普選產生的政黨代表擅長消費政治，而社團代表較擅長生產政治的說法。若前者所屬政黨能夠上臺執政，可以預期，香港會重蹈希臘等國家的覆轍，走上極端福利主義之路。由於社團代表制可減輕、甚至防止這些缺失，我們認為在澳門的未來政治發展上大可不必按照西方政治學教科書的金科玉律，建立政黨政治、走政黨代表制，而應保持其社團代表制、社團政治的傳統。

關鍵詞：

政黨代表、社團代表、對抗性政治、極端福利主義

3. Representatives of Political Parties or Associations: A Comparative Study on Political Representatives in Hong Kong and Macau

Wong, CL (Wong Cham Li)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

Wong Shiu Fai (ed.), "Small Government Big Community: Macao's Post-postmodernity and Post-traditional Life", pp.43-59, 2013

Abstract:

This paper has discussed two major deficiencies of western democracy: adversary politics and extreme welfares in the context of Hong Kong and Macau. According to the design of the Basic Law, the political systems of the two places are similar to each other. But due to varied traditions, the biggest political difference is that Macau practices representative government by associations and Hong Kong adopts representative government by political parties. Different from political parties which aim at seizing ruling power, associations emphasize on the articulation of interests of their members. The relations among political parties are zero-sum and competitive, and conflict resolution is adversary and single-way. On the contrary, the relations among associations are non-zero-sum and non-competitive, and conflict resolution is collaborative, cooperative, consensual and two-way. The most adverse effect of party politics is that it can make government administration unsmooth and society divided. The political scene of Hong Kong at present is suffered from such a kind of adversary politics, while Macau society is relatively harmonious and struggles among associations are not common, which are attributable, in our opinion, to its system of representative government by associations. The representatives of political parties elected from universal suffrage tend to be skillful in consumption politics, that is, to attract voters through promises of distribution of resources. On the other hand, the representatives of associations are more excelled in production politics. They tend to be more eager to find solutions on how to produce and develop resources. By its nature, democratic elections encourage party representatives to secure votes through distributing welfare benefits to voters. In the political competition, in order to win the election, political parties very often do not dare to cut welfare benefits which will reduce their support from voters, and this can breed extreme welfares. According to our survey on the number of suggestions made by verbal and written inquires by two legislative councilors who are party representatives from Hong Kong and two legislative councilors who are representatives of associations from Macau in the past years, the statistical data attest to our thesis that the representatives of political parties tend to be skillful in consumption politics, and the representatives of associations are more excelled in production politics. If the former wins the rule, it can be expected that Hong Kong will follow the country like Greece, going the road of extreme welfares. Since representative government by associations may avoid the two deficiencies of democracy, we contend that Macau should stick to its tradition of rule by associations and not by political parties.

Keywords:

Representatives of political parties, Representatives of associations, Adversary politics, Extreme welfares

4. 情緒勞務工作者情緒勞務負荷與工作滿意之研究: 以情緒智商為幹擾變項

張博堅
澳門科技大學 行政與管理學院

會議/刊物名稱：

2013 國際創新管理與企業創新研討會，第 16 卷，pp. 385-390，2013 年

內容簡介：

本研究之目的在於探討情緒智商對於情緒勞務工作者的情緒勞務負荷與工作滿意間的幹擾效果。本研究主要以問卷調查的方式進行，研究物件主要來自於服務性組織中的員工，共計發放問卷 350 份，回收 320 份，有效問卷 275 份。經本研究調查及分析結果得出結論如下: (1) 情緒勞務負荷與工作滿意呈負相關。(2) 情緒智商對於情緒勞務負荷與工作滿意之間的關係具有幹擾作用。即擁有高情緒智商的員工，情緒勞務負荷對於工作滿意的負向影響將小於低情緒智商的員工。

關鍵詞：

情緒勞務負荷、工作滿意、情緒智商、幹擾效果

4. A Study of the Emotional Labor's Emotional Labor Loading and Job Satisfaction : Emotional Intelligence as a Moderator

Chang, PC (Chang, Po-Chien)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

2013 International Conference on Management Innovation and Business Innovation, Volume 16, pp. 385-390, 2013

Abstract:

The purpose of this study is to explore the moderating effect of emotional intelligence on the relationship between emotional labor loading and job satisfaction. Data were collected from service organizations consisted of 275 valid samples. The results revealed that: (1) Emotional labor loading has negative effect on job satisfaction, and (2) Emotional intelligence has the moderating effect on the relationship between emotional labor loading and job satisfaction. Implications for practice and directions for future research are discussed.

Keywords:

Emotional labor loading, Job satisfaction, Emotional intelligence, Moderating effect.

5. 個人和組織變數在職業承諾中的影響角色

林淑惠、黃良志、張瓊娟、林裘緒、張博堅、陳蓓芬
澳門科技大學 行政與管理學院

會議/刊物名稱：

期刊，第 30 卷，第 2 期，pp. 115-126，2013 年 6 月，SSCI 檢索

內容簡介：

在既有的職業承諾研究架構之下，本研究加入人口統計變項、個人特性及組織層級的變數來探討這些變項和職業承諾間的關係。研究樣本主要來自 431 銀行員工和 34 銀行主管，研究結果顯示知覺組織支持對於職業承諾的三個構面具最大的影響力，其他變數則僅對某個職業承諾構面有影響。

關鍵詞：

發展性人力資源實務、知覺組織支持、職業承諾、情緒智商

5. The role of person and organizational variables in the three component model of cooupational commitment

Lin, SH (Lin, Shu-Huei) ; Huang, LC (Huang, Liang-Chih); Chang, CC (Chang, Chiung-Chuan) ; Lin, CS (Lin, Chiou-Shiu) ; Chang, PC (Chang, Po-Chien) ; Chen, PF (Chen, Pei-Fan)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

Canadian Journal of Administrative Science, Volume 30, Issue 2, pp. 115-126, Jun 2013, SSCI indexed

Abstract:

We add to the small number of studies that have used the Meyer, Allen, and Smith (1993) three component model to better understand occupational commitment. A series of demo graphic (age, education), dispositional (emotional intelligence), and organizational variables (human resources practices and perceived organizational support) were examined for their relationship to occupational commitment. Our relatively small set of variables, from 431 debt-collection employees and their supervisors at 34 banks in Taiwan, accounted for substantial variance in each of the commitment facets. In the context of the entire set of variables, perceived organizational support was the strongest predictor across all three forms of occupational commitment. Other variables (e.g., age, emotional intelligence) were of predictive value for a subset of the components only.

Keywords:

Developmental human resource practices, perceived organizational support, occupational commitment, emotional intelligence

6. 探討美國跨國公司子公司的人力資源政策、國家勞資系統和工會活動間的關係

約翰羅勒、張博堅、洪溫基、陳世哲、吳佩娟、貝約索
澳門科技大學 行政與管理學院

會議/刊物名稱：

期刊，第 66 卷，第 5 期，pp. 1149-1171，2013 年 10 月，SSCI 檢索

內容簡介：

過去的研究對於美國跨國公司的子公司的人力資源政策對於工會活動的影響是受限的，其中有一個重要的議題是有關跨國公司在母公司所推行的用來降低工會化的實務是否在國外的子公司具同樣的效果。在本研究中，作者們主要檢視子公司在人力資源實務的施行，是否為重新建立的子公司，及子公司使用合約工或暫時性員工的比例對於子公司內工會活動的影響，研究結果發現如果子公司是新建立的會對子公司的工會活動有負面的影響，而高績效人力資源系統亦會對工會活動產生負面的影響，研究結果亦同時顯示勞資系統的特性會幹擾人力資源政策對於工會活動的影響。

關鍵詞：

人力資源管理政策、國家勞資系統、工會活動

6. Going Abroad: HR Policies, National IR Systems, and Union Activity in Foreign Subsidiaries of U.S. Multinationals

Lawler, John J.; Chang, PC (Chang, Po-Chien) ; Hong, Woonki; Chen, Shyh-jer; Wu, PC (Wu, Pei-chuan); Johngseok Bae
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

Industrial Labor Relations & Review, Volume 66, Issue 5, pp.1149-1171, Oct 2013, SSCI indexed

Abstract:

Previous research is limited regarding the effects of the HR policies of foreign subsidiaries of U.S. multinational companies on union activity. An important topic is the extent to which multinationals employ practices that can be used to reduce unionization in parent company domestic operations and whether they have the same effect in foreign subsidiaries. In this study, the authors examine the effects of a subsidiary's implementation of high- performance work systems, its greenfield site status, and its usage of contract or temporary workers on union activity within the subsidiary. Results from a survey of a number of geographically dispersed foreign subsidiaries of U.S.- based multinationals show that greenfield site status has a strong, negative effect on subsidiary union activity, whereas high-performance work systems have a more modest, negative effect. The authors also show that national IR system characteristics moderate the effect of HR policies, especially if enterprise unionism plays a dominant role in the host country.

Keywords:

HR policy, National IR system, Union activity

7. 社會交換理論觀點下組織政治知覺、心理契約違反、員工離職傾向與群體凝聚力相關因素之研究

張博堅、簡睿清、林桐銘
澳門科技大學 行政與管理學院

會議/刊物名稱：

會議論文集，2013 年 10 月

內容簡介：

基於社會交換理論的觀點，本研究檢視員工的政治知覺是如何影響其心理契約違反的評價而後影響其離職傾向，另外，本研究亦進一步探討群體凝聚力對於組織政治知覺→心理契約違反→離職傾向關係的系絡調節影響效果。實徵資料來自於 52 個工作單位 (群體) 691 名員工的組織政治知覺、心理契約違反、離職傾向、群體凝聚力與人口統計變項，本研究採用層級線性模型 (Hierarchical Linear Modeling; HLM) 進行模式驗證。研究結果顯示，員工的心理契約違反會部分仲介組織政治知覺與員工離職傾向的關係，此外，群體凝聚力會跨層次調節組織政治知覺→心理契約違反→離職傾向的間接效果關係，而且，具高凝聚力的工作群體，間接效果關係會越弱。實務上的建議及未來研究方向於文章中將被討論。

關鍵詞：

社會交換理論、組織政治知覺、心理契約違反、離職傾向、群體凝聚力

7. Using a multilevel moderated mediation model to examine the relationship among perceptions of organizational politics, psychological contract breach, turnover intention, and group cohesion: From the viewpoint of social exchange theory.

Chang, PC (Chang, Po-Chien); Chien, JC (Chien Jui-Ching); Lin, TM (Lin Tong-Ming)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:
TAOM Conference proceedings, Oct 2013

Abstract:
Based on the perspective of social exchange theory, this study draws on a reciprocated subjective cognitive state that existed between the employee and workplace (psychological contract breach) as a mediator to connect the relationship between perceptions of organizational politics and turnover intention. Additionally, this research also employed the situational strength perspective by introducing a group characteristic variable (group cohesion) to investigate its moderating effect on the relationship between perceptions of organizational politics, psychological contract breach and turnover intention. Data were collected from 52 work groups consisted of 691 work group members who provided the information about group political climate, psychological contract breach, turnover intention, group interaction and demographic variables. Hierarchical linear modeling techniques were applied to test the full model. The results reveal that individual employees' psychological contract breach partially mediate the relationship between perceptions of organizational politics and turnover intention. Further, group cohesion moderates the mediated relationship between perceptions of organizational politics, psychological contract breach, and individual employees' turnover intention. Lastly, groups with high degree of group cohesion could lessen their employees' turnover intention induced by perceptions of organizational politics.

Keywords:
Social exchange theory, perceptions of organizational politics, psychological contract breach, turnover intention, group cohesion

8. 世遺城市交通空氣污染風險評估

盛妮、鄧宇華
澳門科技大學 行政與管理學院

會議/刊物名稱：

環境科學與技術國際期刊，第 10 卷，第 1 期，pp. 11-18， 2013 年 1 月，SCI 檢索

內容簡介：

為支持世界文化遺產城市的環境風險評估與管理，本論文呈現了高精度的澳門半島空氣污染圖。特別是給出了澳門半島 22 個世界遺產古跡所面臨的二氧化氮污染風險評估。

關鍵詞：

空氣質量模擬、文化遺產、環境風險評估、地理資訊系統

8. Risk assessment of traffic-related air pollution in a world heritage city

Sheng, N (Sheng, N.); Tang, UW (Tang, U. W.)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

International Journal of Environmental Science and Technology, Volume 10, Issue 1, pp. 11-18, Jan 2013, SCI indexed

Abstract:

To support environmental risk management in a world heritage city, this paper presents high spatial resolution maps of air pollutants for the Macao Peninsula. In particular, the risk of exposure to traffic-related nitrogen dioxide pollution for the 22 World Heritage monuments in the Historic Center of Macao was assessed.

Keywords:

Air quality modeling, Cultural heritage, Environmental risk management, Geographical Information System

9. 城市概況：珠海

盛妮、鄧宇華
澳門科技大學 行政與管理學院

會議/刊物名稱：

城市政策與規劃國際期刊，第 32 卷，pp. 70-79，2013 年 4 月，SSCI 檢索

內容簡介：

本論文介紹了珠海作為中國最早期的四個特別行政區之一的經濟發展政策與特點。論文探討了珠海城市可持續發展的演變以及珠海獨特發展軌跡的機理。

關鍵詞：

珠海、特別行政區、花園城市、可持續發展

9. City profile: Zhuhai

Sheng, N (Sheng, N.); Tang, UW (Tang, U. W.)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

Cities: The International Journal of Urban Policy and Planning, Volume 32, pp. 70-79, Apr 2013, SSCI indexed

Abstract:

This paper has introduced the policies and characteristics of economic development in Zhuhai as one of the earliest four Special Economic Zones in China. The paper has also discussed the evolution of sustainable development in Zhuhai and the underlying reasons for Zhuhai's unique development trajectory.

Keywords:

Zhuhai, Special Economic Zone, garden city, sustainable development

10. 環境特徵對住房價格的影響

盛妮、鄧宇華、劉成昆、劉海玲、徐超、常俊
澳門科技大學 行政與管理學院

會議/刊物名稱：

2013 年第三屆綠色建築、材料與土木工程國際會議，第 368-370 卷，pp. 1946-1949，2013 年 8 月，EI 檢索

內容簡介：

本研究採用特徵價格法，選取澳門居民住宅作爲研究對象，構建澳門住宅特徵價格模型，探討環境品質對澳門住宅價格的影響，評估空氣品質、交通噪音、城市綠化等環境因素的隱含價格，從而有助於澳門城市規劃者和決策者在制定城市發展政策時把握並重視環境品質的經濟效益。

關鍵詞：

環境特徵、房價、特徵價格法、澳門

10. Environmental Characteristics of a Residential Property on its Market Value

Sheng, N (Sheng, N.); Tang, UW (Tang, U. W.) ; Liu, CK (Liu C.K .) ; Liu, HL (Liu H.L.) ; Xu, C (Xu, C.) ; Chang, J (Chang, J.)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

The 3rd International Conference on Green Building, Materials and Civil Engineering, Volume 368-370, pp. 1946-1949, Aug 2013, EI indexed

Abstract:

In the literature, many researchers have studied the effects of urban environmental elements on property values. However, little has been done in Macao. This study has examined the neighboring and environmental effects on residential property values in the Macao Peninsula by using a hedonic pricing method. The results could provide valuable information to urban planners and decision makers for future residential development.

Keywords:

Environmental characteristics, Property value, Hedonic pricing method, Macao

11. 外來勞動力對澳門工資水準影響研究

宋雅楠
澳門科技大學 行政與管理學院

會議/刊物名稱：

中國人口資源與環境，第 5 期，pp. 113-117，2013 年 5 月，PKU、CSSCI 檢索

內容簡介：

隨著澳門經濟的快速發展，輸入外來勞動力成為緩解澳門就業人口不足的主要手段。本文通過建立向量自回歸（VAR）模型，利用脈沖響應函數和方差分解，考察了澳門不同行業外來勞動力與行業工資水準之間的交互響應情況和響應路徑。發現除建築業外來勞動力會微弱拉升該行業工資水準外，製造、金融和旅遊業的工資水平均受到本行業外來勞動力進入的影響而降低，並且這種沖擊作用顯示出長期漸強的正向效應。

關鍵詞：

外來勞動力、工資、向量自回歸模型、脈沖響應函數

11. The Impacts of Inflowing Labors on Wages in Macau

Song, YN (Song Ya Nan)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

China Population, Economy and Environment, Issue 5, pp. 113-117, May 2013, PKU, CSSCI indexed

Abstract:

With the development of Macau economy, absorbing foreign labors has been the main tools to relieve the shortage of native labors. This paper by using quarterly data established the VAR model and used impulse response & variance decomposition methods to analyze the relation between labor migration and wages in various industries. And found that foreign labor in constructing would pull up the average wage in the industry, whereas the foreign labor in manufacturing, finance and tourism industry would pull down the average wage in the industry, and the impulse of that showed the long term positive effects increasingly.

Keywords:

Labor Migrations, Wages, VAR Model, impulse response function, variance decomposition

12. 外勞對澳門工資影響：來自澳門的經驗

宋雅楠
澳門科技大學 行政與管理學院

會議/刊物名稱：

2013 教育管理和社會科學國際會議，第 8 期，pp. 245-248，2013 年 8 月，CPCI-SSH 檢索

內容簡介：

隨著澳門經濟的快速發展，輸入外來勞動力成為緩解澳門就業人口不足的主要手段。本文通過建立向量自回歸（VAR）模型，利用脈沖響應函數和方差分解，考察了澳門不同行業外來勞動力與行業工資水準之間的交互響應情況和響應路徑。發現除建築業外來勞動力會微弱拉升該行業工資水準外，製造、金融和旅遊業的工資水平均受到本行業外來勞動力進入的影響而降低，並且這種沖擊作用顯示出長期漸強的正向效應。

關鍵詞：

外來勞動力、工資、向量自回歸模型、脈沖響應

12. The Impact of Inflowing Labors on Macau Wages: Evidence in Macau

Song, YN (Song Ya Nan)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

The 2013International Conference on Education, Management and Social Science, Issue 8, pp. 245-248, Aug 2013, CPCI-SSH indexed

Abstract:

With the rapid economic growth, importing outside labors becomes main method to alleviate employed population insufficiency in Macau. This paper establishes vector autoregressive (VAR) model and uses the impulse response analysis investigating the interaction effects and response path between inflowing labors and wages in various industries based on 2003-2011 quarterly data. The results of the study showed that inflowing labors would play long-term effects on manufacturing, construction, financial and tourism industrial wages. Besides inflowing labor in construction industry will faintly pull up the wages in its own industry, the same effects also happened in the other three industries, which indicated the cheap inflowing labors lower the wage costs and enhanced human resources supply in Macau. And although the import of outside labor reduces the average wages of tourism industry, positive effects on wages of other industries have been showed in a long-term crescendo which indicating the tourism as the leading industry to absorb the employed population and other industries need more inflowing labors to satisfy their job vacancy. The findings emphasize that the industrial wages really affected by inflowing labors are those with specific technical ability requirements and local workers are incapable of.

Keywords:

Inflowing Labors, Wages, VAR Model, Impulse Response

13. 外來勞動力對澳門經濟增長影響研究

宋雅楠
澳門科技大學 行政與管理學院

會議/刊物名稱：

國際經貿探索，第 3 期，pp. 72-79，2013 年 3 月，PKU，CSSCI 檢索

內容簡介：

本文利用 2003-2011 年季度數據，通過選擇外來勞動力較為集中和澳門主要就業分佈的製造業、建築業、旅遊業和其他服務業，利用科布道格拉斯生產函數建立模型實證分析外來勞動力對澳門經濟增長的影響作用。研究發現隨著澳門產業轉型和經濟發展，製造業就業已經難以維持對澳門經濟的正向貢獻作用。而建築業方面，外來勞動力對經濟增長的正向影響程度明顯高於本地勞動力水準。旅遊與其他服務業方面，澳門本地勞動力對經濟增長的正向影響能力高於外來勞動力。研究結果說明澳門引進外來勞動力確實促進了澳門經濟的發展，符合澳門發展的長期利益，澳門政府需要針對不同行業需求制定外來勞動力的政策和澳門整體人力資源政策，以保證澳門經濟的長期發展。

關鍵詞：

外來勞動力、經濟增長、科布道格拉斯生產函數

13. The Impact of Inflowing Labors on Macau Wages: Evidence in Macau

Song, YN (Song Ya Nan)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

International Economics and Trade Research, Issue 3, pp. 72-79, Mar 2013, PKU, CSSCI indexed

Abstract:

This paper uses 2003-2011 seasonal data to analyze the effect of labor migrations on Macau economic development by studying the manufacturing, constructing, tourism and other services industries with Cob-Douglas production model. This paper finds the manufacturing industry has very few positive contributions to Macau economy under the industrial transformation. And the inflowing labors have higher positive impact than local labors in constructing industry, while the local labors play more important roles in tourism and other services industries. The findings imply the labor migration meets the long-term benefit for Macau's benefits and development. The Macau government needs to set up labor migration policy based on various industries' demand and human resources structures to guarantee the sustainable development of Macau economy.

Keywords:

Labor Migrations, Economic Development, Cob-Douglas production Functions

14. 反洗錢（“AML”）管理和員工工作態度的重要性

郭樹洪
澳門科技大學 行政與管理學院

會議/刊物名稱：
2013 年澳門管理科學與工程學術研討會，2013 年 6 月

內容簡介：
本文討論了有關反洗錢方案的主要組成部分; 提供並參照有關銀行和賭場管理一些有效的反洗錢程式的實際問題的見解。筆者還認為，對 AML 員工的工作態度是該等方案獲得成功最重要因素之一。這對金融機構，特別是跨國機構，在不同國家有業務，員工的價值觀和態度是顯著具有影響。同時對未來的研究機會進行了討論。

關鍵詞：
反洗錢、風險管理、員工的價值觀和態度

14. Anti Money Laundering (“AML”) Management and the Importance of Employees’ Work Attitude

Kwok, SH (Kwok, Shug Hung)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:
International Conference on Engineering, Management Science and Innovation, June 2013, Macau

Abstract:
Recent high-profile incidents with record high penalties on international banking groups for noncompliance of the AML regulations send a strong message to the CEOs of financial institutions: it is high time to review and refine their AML program thoroughly in all of their operations in different jurisdictions to ensure compliance before it is too late.

This paper discusses about the major components of an AML program and provides insights on the practical aspects of managing an effective AML program with reference to banks and casinos. The author also argues that the work attitude of the employees towards AML is one of the most vital elements for such program to be successful. This has significant implications to financial institutions, particularly the multinational institutions with operations in different countries where values and attitudes of the employees are varied. Future research opportunities are discussed.

Keywords:
Anti-Money Laundering, Risk Management, Employees values and Attitudes

15. 樹形網絡中有序選址問題的嵌入性質研究

唐華軍
澳門科技大學 行政與管理學院

會議/刊物名稱：

系統科學與複雜性學報，第 26 卷，第 3 期，pp. 335-340，2013 年 6 月，SCI，EI 檢索

內容簡介：

嵌入性質在設計網絡選址問題有效演算法的作用越來越重要。文獻史上曾有一些學者研究過該性質在凸有序選址問題中的存在性。然而，至今為止尚未有學者研究凹有序選址問題的嵌入性質存在性問題。本文構建了一個網絡，並通過反例證明瞭凹有序網絡選址問題並不具備嵌入性質。該研究成果填補了嵌入性質研究領域的空白。 最後，本文提出了一個開放式問題：連續戰略性有序網絡選址問題是否具有嵌入性質。

關鍵詞：

嵌入性質、有序選址問題、樹形網絡

15. A note on the nestedness property for ordered median problems in tree networks

Tang, HJ (Tang Hua Jun)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

Journal of Systems Science and Complexity, Volume 26, Issue 3, pp. 335-340, Jun 2013, SCI, EI indexed

Abstract:

The nestedness property has become an increasingly important means for devising efficient algorithms for network location problems. There have been attempts to explore the nestedness property of network location problems with some special cases of the convex ordered median objectives. However, there is little research on the nestedness property for those problems with the concave ordered median objectives. This paper constructs a tree network T and shows that the nestedness property cannot hold for the concave ordered median problem, which fills a gap in the research on the nestedness property. Finally, the authors pose an open problem on identifying the nestedness property for the continuous strategic ordered median problem.

Keywords:

Nestedness property, ordered median problem, tree network

16. 對於創新、探索式學習以及創造性績效的回報感知在工作績效中的影響

唐華軍、孫志超、徐新龍
澳門科技大學 行政與管理學院

會議/刊物名稱：
信息科學與服務科學進展，第 5 卷，第 3 期，pp. 340-346，2013 年

內容簡介：
本文檢驗了創新回報感知與工作績效間的內在關係。具體地講，探索性學習與創新績效存在兩者之間的關係之中。統計分析表明創新回報感知與探索性學習存在正相關關係，而創新績效是探索性學習與工作績效之間的調節變量。創新回報感知在一定程度上影響創新績效，並通過探索性學習進而影響工作績效。

關鍵詞：
回報感知、探索性學習、創新與工作績效

16. The influence of perceived reward for creation, exploitative learning and creative performs to job performance

Tang, HJ (Tang Hua Jun); Sun, ZC (Sun Zhi Chao); Xu, XL (Xu Xin Long)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:
Advances in Information Science and Service Science, Volume 5, Issue 3, pp. 340-346, 2013

Abstract:
This study examines the linkages between perceived reward for creation and job performance. Specifically, the associations between them are exploitative learning and creative performs. The statistical results suggest that perceived reward for creation is positively related to exploitative learning. Creative performs mediates the relationship between exploitative learning and job performance. Perceived reward for creation partially affects creative performs and subsequent job performance through exploitative learning.

Keywords:
Perceived reward for creation, Exploitative learning, Creative and job performance

17. 一種雙機流水作業問題中準時制調度模型的改進演算法

Elalouf, Amir、Levner, Eugene、唐華軍
澳門科技大學 行政與管理學院

會議/刊物名稱：

調度雜誌，第 16 卷，第 4 期，pp. 429-435，2013 年 8 月，SCI 檢索

內容簡介：

最近，Shabtay and Bensoussan 在 2012 年的調度雜誌上發表了一種精確偽多項式演算法，用來求解雙機流水作業問題中的準時制調度工序，其演算法複雜度為 O((n4/ε)log(n/ε))，其中 n 是工序數量。本文給出了另一種偽多項式演算法，該演算法改進了 Shabtay and Bensoussan 的演算法，其演算法複雜度為 O(n3/ ε)。

關鍵詞：

準時制調度、流水作業、複雜性、偽多項式演算法

17. An improved FPTAS for maximizing the weighted number of just-in-time jobs in a two-machine flow shop problem

Elalouf, Amir; Levner, Eugene; Tang, HJ (Tang, Hua Jun)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

Journal of Scheduling, Volume 16, Issue 4, pp. 429-435, Aug 2013, SCI Indexed

Abstract:

Recently, Shabtay and Bensoussan (2012) developed an original exact pseudo-polynomial algorithm and an efficient ε-approximation algorithm (FPTAS) for maximizing the weighted number of just-in-time jobs in a twomachine flow shop problem. The complexity of the FPTAS is O ((n4/ε) log (n/ε)), where n is the number of jobs. In this note we suggest another pseudo-polynomial algorithm that can be converted to a new FPTAS which improves Shabtay– Bensoussan's complexity result and runs in O (n3/ ε) time.

Keywords:

Just-in-time scheduling, Flow shop, Complexity, Pseudo-polynomial algorithm

18. 基於 ARIMA 模型與報童模型的澳門航空配餐研究

唐華軍、丁甜、杜司楊、孟芯竹、許夢玲
澳門科技大學 行政與管理學院

會議/刊物名稱：

澳門科技大學學報，第 7 卷，第 1 期，pp. 16-22，2013 年 6 月

內容簡介：

本文以 SERVAIR MACAU 的航空餐期望利潤最大化為目標，首先調查統計 SERVAIR MACAU 所服務的其中一條航線在 2012 年 2-4 月份的實際承載人數、配餐數量、航空餐過剩和缺貨情況，然後利用 ARIMA 模型來預測其在 2012 年 4 月份的航空餐需求，並在此需求預測結果的基礎上，利用報童模型給出了該航線在 2012 年 4 月份的航空餐最優訂購計劃，最後比較了實施報童模型優化策略前後的航空餐利潤，結果表明報童模型優化策略的實施可幫助 SERVAIR MACAU 的航空餐利潤上升 19.3%，同時其缺貨率下降了 2.8%。本文所得到的研究結果不僅豐富了 ARIMA 模型與報童模型在航空配餐預測及訂購中的應用，同時也為本澳利用報童模型制定航空餐最佳訂購計劃的研究填補了空白。此外，本文的研究方法和結果在實踐上也為 SERVAIR MACAU 根據歷史需求，利用 ARIMA 模型和報童模型制定合理的航空配餐計劃提供了科學的決策支援。

關鍵詞：

航空配餐、ARIMA 模型、報童模型

18. Study on Macau Flight Catering Based on ARIMA and Newsvendor Models

Tang, HJ (Tang, Hua Jun); Ding, T (Ding Tian); Du, SY (Du Si Yang); Meng, XZ (Meng Xin Zhu); Xu, ML (Xu Meng Ling)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

Journal of Macau University of Science and Technology, Volume 7, Issue 1, pp. 16-22, Jun 2013

Abstract:

This study aims to maximize the expected profit in flight catering of SERVAIR Macau. Firstly, the paper investigates the related data of one flight route from Macau to Chengdu, including the actual passenger numbers, catering service, and the levels of over-estimate and under-estimate from February to April. Then it forecasts the passenger demand in April with the use of ARIMA model. Based on the forecasting result, this study applies the newsvendor model to estimate the demand for the catering, and evaluates the catering profit before and after the application of the newsvendor model. Finally, this study suggests that the profit in flight catering can increase by 19.3% through the application of the newsvendor model, and the stock-out rate can decrease by 2.8%. In addition, the research result provides the scientific support for SERVAIR MACAU to make reasonable decisions for catering service.

Keywords:

Flight Catering, ARIMA Model, Newsvendor Model

19. 工作不穩定感對組織的情感承諾和職場偏差行為的影響

田青、陳奕奕
澳門科技大學 行政與管理學院

會議/刊物名稱：
澳門科技大學學報，第 7 卷，第 1 期，pp.23-34，2013 年 6 月

內容簡介：
本研究旨在探討澳門博彩業員工的工作不穩定感及其產生的對組織承諾和偏差行為的影響。通過實證調研發現澳門博彩業員工的這種工作不穩定感會使員工產生內心疲憊， 繼而對組織產生低情感承諾。低組織承諾是導致偏差行為的原因之一。基於社會交換理論，本研究從理論上闡述工作不穩定與偏差行為的關係，並從實踐角度， 對澳門博彩企業提出有效的管理指導建議。

關鍵詞：
澳門博彩、工作不穩定感知、心理疲憊、情感承諾、偏差行為

19. The impact of perceived job insecurity on affective commitment and deviant behavior

Tian, Q (Tian Qing); Chen, YY (Chen Yi Yi)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:
Journal of Macau University of Science and Technology, Volume 7, Issue 1, pp. 23-34, Jun 2013

Abstract:
This study explored the influences of perceived job insecurity among casino employees on their organizational commitment and deviant behavior. Empirical studies found that job insecurity will lead to employees' psychological burnout which causes low affective commitment. Low effective commitment is one of the main reasons leads to organizational deviance. Based on social exchange theory, this study contributes to the extant theories and managerial implications.

Keywords:
Gaming in Macau, Perceived job insecurity, Psychological burnout, Affective commitment, Deviant behavior

20. 環境約束下中國建築業生產率的增長：基於 Malmquist-Luenberger 指數的實證分析

宋宇、李茜
澳門科技大學 行政與管理學院

會議/刊物名稱：
澳門科技大學學報，第 7 卷，第 1 期，pp.35-45，2013 年 6 月

內容簡介：
本文利用 Malmquist-Luenberger（ML）指數測度 1997 至 2010 年中國各地區建築業環境生產率的增長情況。我們發現行業生產率總體呈現增長趨勢，技術進步是生產率增長的主要動力。在研究的四個地區中，東部地區的效率規模表現得最好，而東北部地區的平均生產率最高。當我們考慮固體廢物時，建築業的年均生產率增長率為 5.38%；如果忽略固體廢物的產生，行業的年均增長率則為 5.65%。

關鍵詞：
“壞”產出、資料包絡分析、全要素生產率、Malmquist-Luenberger 指數、建築業

20. Environmental Productivity Growth in the Chinese Construction Industry:Based on the Malmquist-Luenberger Index

Song, Y (Song Yu); Li, Q (Li Qian)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:
Journal of Macau University of Science and Technology, Volume 7, Issue 1, pp. 35-45, Jun 2013

Abstract:
This paper employs the Malmquist-Luenberger Index to measure the environmental productivity of the construction industry in China over 1997 to 2010. The index shows that mainly benefit from the technical progress, there is a continuous improvement except for a reduction from 2001 to 2002. The northeast region performs the best in productivity, and the east region performs the best in scale efficiency among the four regions in China. Accounting for solid wastes produced, the average annual environmental productivity growth is 5.38%, whereas it is 5.65% when solid wastes produced are ignored.

Keywords:
Bad Output, Data Envelop Analysis, Total Factor Productivity, Malmquist-Luenberger Index, Construction Industry

21. 果蠅優化演算法對澳門博彩行業關鍵詞頻組合的應用分析

伍向豪、石永東
澳門科技大學 行政與管理學院

會議/刊物名稱：

應用數學和統計國際期刊，第 50 卷，第 20 期，pp. 94-100，2013 年 12 月，EI 檢索

內容簡介：

本研究運用文本挖掘的方法，以澳門博彩業為研究對象，對 2011 年 9 月到 2012 年 6 月期間相關新聞報導的關鍵字進行分析。而且運用了果蠅優化演算法來評價詞頻組合功能，以深入理解每一個關鍵字在每一篇文檔中的影響效果。文章有兩個主要貢獻，一是在找出在上述時間段內公眾對澳門博彩業的關注焦點；二是表明了果蠅優化演算法可以用於評價詞頻組合功能。

關鍵詞：

文本挖掘、博彩業、關鍵字、果蠅優化演算法

21. Fruit Fly Optimization Algorithm for Keywords Frequency Composite Function of Macau's Gambling Industry

Wu, SH (Wu Shiang-hau); Shi, YD (Shi Yong-dong)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

International Journal of Applied Mathematics and Statistics, Volume 50, Issue 20, pp. 94-100, Dec 2013, EI indexed

Abstract:

This study at first used the text mining method to analyze the keywords of the Chinese news reports related to Macau's gambling industry from September to December 2011 and June to September 2012. In order to comprehend the influence of each keyword in each document, the study applied the Fruit Fly Optimization Algorithm to evaluate the Keywords Frequency Composite Function. The contributions of the study included the following two points: First, the study applied the text mining method to get major keywords in 2011 and 2012 then found the public opinion focus during the two time frames. Second, the study found the Fruit Fly Optimization Algorithm as a useful tool to evaluate the Keywords Frequency Composite Function.

Keywords:

Text mining, gambling industry, keywords, Fruit Fly Optimization Algorithm

22. 澳門市民對運動易會員卡接受意願之影響因素研究

石永東、楊春方、何偉
澳門科技大學 行政與管理學院

會議/刊物名稱：
ICEMSI 2013 & ICETS 2013 國際會議論文集

內容簡介：
本文通過對 459 位市民的問卷調查和統計分析，探討影響澳門市民對運動易項目接受意願的關鍵因素。研究發現：瞭解程度、運動習慣、便利程度對接受意願有顯著正向影響，而性別、年齡和教育程度在這些關係中有不同的調節作用。這有利於豐富和完善技術接受理論，對改善和提高澳門電子政務的管理水準具有一定的現實意義。

關鍵詞：
電子政務、運動易、會員計劃、接受意願、澳門市民、因素

22. Antecedents and Influence Factors of Macao Residents' Acceptance Intention of Sport Easy Program

Shi, YD (Shi Yong-dong); Yang, CF (Yang Chun-fang); He, W (He Wei)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:
Proceedings of the ICEMSI 2013 & ICETS 2013

Abstract:
This paper investigated the antecedents and influence factors of Macao residents' acceptance intention of Sport Easy Program. Using data obtained from 459 interviewers, regression analysis revealed that acquaintance, convenience, facilities, and athletics habit have positive impacts on the acceptance intention, while gender, age, and education have different moderating effects on these relationships. These findings deepened insights into the unified theory of acceptance and use of technology (UTAUT) as well as the ways for the Macao SAR government to improve the public health administration.

Keywords:
E-government, sport easy, membership program, acceptance intention, Macao residents, factors

23. 澳門公眾對博彩業觀點的關鍵詞頻分析：基於果蠅優化演算法

伍向豪、石永東
澳門科技大學 行政與管理學院

會議/刊物名稱：
ICEMSI 2013 & ICETS 2013 國際會議論文集

內容簡介：
本研究運用文本挖掘的方法，以澳門博彩業為研究對象，對 2012 年 6 月到 9 月期間相關新聞報導的關鍵字進行分析。首先得到了 19 個主要的關鍵字，進而運用了果蠅優化演算法來評價詞頻組合功能，以深入理解每一個關鍵字在每一篇文檔中的影響效果。文章有兩個主要貢獻，一是在找出 19 個關鍵字反映出在上述時間段內公眾對澳門博彩業的關注焦點；二是表明了果蠅優化演算法是一種用於評價詞頻組合分析的有效方法。

關鍵詞：
文本挖掘、博彩業、公眾觀點、果蠅優化演算法

23. The Study on Keywords Frequency Composite Function of Public Opinion toward Macau's Gambling Industry: Using the Fruit Fly Optimization Algorithm

Wu, SH (Wu Shiang-hau); Shi, YD (Shi Yong-dong)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:
Proceedings of the ICEMSI 2013 & ICETS 2013

Abstract:
This study at first used the text mining method to analyze the keywords of the Chinese news reports related to Macau's gambling industry from June to September 2012. The study got 19 major keywords at the first step. In order to comprehend the influence of each keyword in each document, the study applied the Fruit Fly Optimization Algorithm to evaluate the Keywords Frequency Composite Function. The contributions of the study included the following two points: First, the study applied the text mining method to get the 19 major keywords and found the public opinion focus during the time frame. Second, the study found the Fruit Fly Optimization Algorithm as a useful tool to evaluate the Keywords Frequency Composite Function.

Keywords:
Text mining, gambling industry, public opinion, Fruit Fly Optimization Algorithm

24. 記者職業與心理疾病——國外新聞記者職業性心理創傷研究的現狀與展望

路鵬程、石永東
澳門科技大學 行政與管理學院

會議/刊物名稱：
新聞記者，第 7 期，pp. 67-75，2013 年 7 月，CSSCI、PKU 檢索

內容簡介：
新聞工作的性質和方式決定記者接觸心理創傷事件的頻率和強度遠高於普通人群,因此更容易罹患心理創傷疾病。本文根據國外相關研究, 從接觸心理創傷事件的狀況、典型癥狀及患病率、其他相關因素的影響,以及應對方式及效果等方面,做了較為全面的梳理、總結，並分析了現有研究模式以及未來的研究路徑。

關鍵詞：
記者心理、職業性心理創傷、災難報道

24. Journalist Career and Psychnological Problems: Currect Study and Research Directions on the Work-related Trauma

Lu, PC (Lu Peng-cheng); Shi, YD (Shi Yong-dong)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:
Journalism Review, Issue 7, pp. 67-75, Jul 2013, CSSCI, PKU Indexed

Abstract:
Journalism often results in more work-related traumas than normal people. This study reviewed the correct studies and discussed research directions on the work-related trauma, including the typical syndromes, morbidity rate, impact factors, coping styles and effects etc.

Keywords:
Journalist Psychology, Work-related Trauma, Disaster Report

25.關係營銷策略和客戶忠誠：對澳門博彩娛樂場的一個探索型研究

石永東、**Sónia Conceição**、**Mary Mendoza**
澳門科技大學 行政與管理學院

會議/刊物名稱：

第二屆亞太博彩與商業博彩研究國際會議論文集

內容簡介：

本文基於 449 份澳門博彩娛樂場顧客的調查問卷，探討了關係營銷策略對顧客忠誠的影響機制。研究表明，有三種關係營銷策略可以正向影響顧客感知的關係投資，進一步通過關係質量的仲介作用正向影響顧客忠誠。此外，還探討了顧客的三種特性在這些關係中的調節作用，即顧客求新求變行為、涉入程度、關係傾向。這些發現有助於拓展關係營銷理論，以及加深對博彩娛樂場客戶關係管理的認識。

關鍵詞：

關係營銷、關係投資、關係質量、客戶忠誠、澳門、博彩娛樂場

25. Relationship Marketing Tactics and Customer Loyalty: An Exploratory Research on Macao Casinos

Shi, YD (Shi Yong-dong); Sónia de Assunção da Conceição; Mary Mendoza
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

Proceedings of the Second Asia Pacific Conference on Gambling & Commercial Gaming Research (APCG2013)

Abstract:

The influence mechanism of relationship marketing tactics on customer loyalty was investigated using data obtained from interviews of 449 customers of Macao Casinos. Data analysis revealed that three types of relationship marketing tactics which are preferential treatment, interpersonal communication, and tangible rewards have positive effects on customer perceived relationship investment. Moreover they have positive effects on customer loyalty by the mediator of relationship quality. Among these relationships, the moderating effects of three consumer characteristics, namely consumer novelty seeking, consumer involvement and consumer relationship proneness were also explored. These results extend the research on the relationship marketing by revealing the above influence mechanism, as well as yielding deepened insight into customer relationship management in casinos.

Keywords:

Relationship marketing, Relationship investment, Relationship quality, Customer loyalty, Macao, Casinos

26. 基於 Adaboost 方法的中國上市公司特殊處理和退市警告的摘帽預測

周立剛
澳門科技大學 行政與管理學院

會議/刊物名稱：
首屆資訊技術與量化管理國際會議，第 17 卷，pp. 633-640，2013 年

內容簡介：
已有的研究主要集中在對正常的中國上市公司的財務危機和破產預測，很少的研究討論已經被特殊處理和退市警告的公司摘帽預測的問題。預測這些公司的摘帽對於股票投資者也十分重要。本研究採用 Adaboost 方法構造摘帽預測模型。實證研究顯示該方法較一些常規的方法具有更好的表現。此外，摘帽預測問題比傳統的財務危機預測問題更有挑戰性。

關鍵詞：
摘帽、預測、Adaboost、上市公司

26. Predicting the Removal of Special Treatment or Delisting Risk Warning for Listed Company in China with Adaboost

Zhou, LG (Zhou Li Gang)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:
First International Conference on Information Technology and Quantitative Management, Volume 17, pp. 633-640, 2013

Abstract:
Most previous research focuses on the problem of financial distress prediction or bankruptcy prediction for an ordinary listed company in China. However, few research discuss the problem of predicting the removal of special treatment or delisting risk warning for the listed companies having already receiving risk warning by stock exchange. This problem is also very important for stock investors. In this study, the Adaboost method is employed to construct the model for the prediction of the removal of special treatment or delisting risk for the listed company in China. The empirical results show that Adaboost method is a better alternative when compared to other popular classification techniques and the problem of prediction of the removal of special treatment or delisting risk warning is more challenge than the problem of financial distress prediction.

Keywords:
Removal of special treatment, Prediction, Adaboost, listed company

27. 結果有利連接部屬-成員關係和組織公民行爲：程式公正氛圍的作用

孫立雲、Chow、Chiu 和潘雯
澳門科技大學 行政與管理學院

會議/刊物名稱：

領導力季刊，第 24 卷，pp. 215-226，2013 年 2 月，SSCI 檢索

內容簡介：

這篇論文研究分析了部屬-成員關係，結果有利，組織公民行爲，程式公正氛圍變量關係的一個整合模型。

關鍵詞：

結果有利、部屬-成員關係、組織公民行爲、程式公正氛圍

27. Outcome favorability in the link between leader–member exchange and organizational citizenship behavior: Procedural fairness climate matters

Sun, L (Sun Li Yun); I. Chow, R. Chiu; Pan, W (Pan Wen)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

Leadership Quarterly, Volume 24, pp. 215-226, Feb 2013, SSCI indexed

Abstract:

The study developed an integrated model of the relationship among leader–member exchange (LMX), outcome favorability, procedural fairness climate and employee organizational citizenship behavior (OCB).

Keywords:

Outcome favorability, leader–member exchange, organizational citizenship behavior, procedural fairness climate

28. 企業社會責任、企業聲譽與企業績效：倫理式領導的角色

朱妍、孫立雲、A. Leung
澳門科技大學 行政與管理學院

會議/刊物名稱：

亞太管理學期刊，網上發表日期 2013 年 11 月，SSCI 檢索

內容簡介：

這篇論文研究了企業社會責任的前置變量、後置變量和調節變量。

關鍵詞：

企業社會責任、企業聲譽、企業績效、倫理式領導

28. Corporate social responsibility, firm reputation, and firm performance: The role of ethical leadership

Zhu, Y (Zhu Yan); Sun, L (Sun Li Yun); Alicia Leung
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

Asia-Pacific Journal of Management, Nov 2013, online published, SSCI indexed

Abstract:

This study investigated the antecedents and outcomes of corporate social responsibility (CSR) and the moderating effects of ethical leadership.

Keywords:

Corporate social responsibility, firm reputation, firm performance, ethical leadership

29. 員工-組織交換關係與員工創造力

潘雯、孫立雲
澳門科技大學 行政與管理學院

會議/刊物名稱：

ABRMR-IACP 會議，2013 年

內容簡介：

這篇會議論文研究了員工-組織交換關係與員工創造力的關係及關係機制。

關鍵詞：

員工-組織交換關係、員工創造力

29. Employee-organizational exchange and creativity

Pan, W (Pan Wen); Sun, L (Sun Li Yun)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

2013 ABRMR-IACP meeting

Abstract:

The study examined the process through which employee-organization exchange (EOX) affected employee creativity.

Keywords:

Employee- organization exchange, employee creativity

30. 公司所有制形式對創新有影響嗎？來自中國的研究

姜凌、David S. Waller、蔡韶涵
澳門科技大學 行政與管理學院

會議/刊物名稱：

商業研究期刊，第 66 卷，第 12 期，pp. 2473-2478，2013 年 12 月，SSCI 檢索

內容簡介：

從制度理論的視角，公司所有制形式是影響公司治理的主要變數之一。本次研究探索公司所有制形式（作為制度因素）在企業創新策略對創新成果影響中的調節效應。實證研究以中國高科技行業為分析樣本，實證結果顯示：公司所有制形式對四種企業創新策略（內部研發，與戰略夥伴合作研發，與研究機構合作研發，外包）和創新成果之間的關係呈顯著調節作用。即國有，外資和私營三種所有制的公司在不同創新策略下的創新成果差異顯著。研究結果表明在中國目前的商業環境中，不同所有制公司仍然擁有不同的競爭優勢與缺陷，在創新策略的選擇上應結合其自身特點。

關鍵詞：

創新策略、公司所有制形式、創新成果、中國

30. Does ownership type matter for innovation? Evidence from China

Jiang, L (Jiang, Ling (Alice)); Waller, DS (Waller, David S.);
Cai, SH (Cai, Shaohan)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

Journal of business research, Volume 66, Issue 12, pp. 2473-2478, Dec 2013, SSCI indexed

Abstract:

According to the institution-based view, ownership type is a key variable affecting environment-strategy configurations. This study configures the mechanism in which ownership types (as an institutional factor) moderate the effect of innovation strategies on firms' innovation performance. An empirical analysis was conducted on Chinese hi-tech manufacturing firms, using information related to the innovation activities of 303 firms. The empirical results suggest that ownership type affects the positive relationship between three sources of innovation (internal R&D activities, partnering with alliance partners, and partnering with universities) and innovation performance, as well as the negative relationship between external contracting and innovation performance (product or process innovation). The results imply that organizations doing business in China must be aware of the business environment that they intend to enter, especially if the intention is to develop new products or innovate current business processes.

Keywords:

Knowledge sourcing strategy, Ownership type, Innovation performance, China

31. 兩個分量的 Dullin-Gottwald-Holm 系統的局部適定性和孤立波的穩定性

劉興興、殷朝陽
澳門科技大學 資訊科技學院

會議/刊物名稱：

非線性分析，第 88 卷，第 1 期，pp.1-15，2013 年 9 月，SCI 檢索

內容簡介：

在這篇文章中，我們研究了兩個分量的 Dullin-Gottwald-Holm 系統的初始值在 Besov 空間的柯西問題，推廣了以前的 Sobolev 空間的局部適定性結果。然後我們證明瞭所有的光滑孤立波解在小攝動下是軌道穩定的。

關鍵詞：

兩個分量的 Dullin-Gottwald-Holm 系統、Besov 空間、局部適定性、孤立波、軌道穩定性

31. Local well-posedness and stability of solitary waves for the two-component Dullin-Gottwald-Holm system

Liu, XX (Liu Xingxing); Yin, ZY (Yin Zhaoyang)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Nonlinear Analysis, Volume 88, Issue 1, pp. 1-15, Sep 2013, SCI indexed

Abstract:

In this paper, we study the Cauchy problem for the two-component Dullin-Gottwald-Holm system with the initial data, which generalizes some previous local well-posed results in Sobolev spaces. Then we prove that all the smooth solitary wave solutions are orbitally stable under small disturbances.

Keywords:

Two-component Dullin-Gottwald-Holm system, Besov spaces, Local well-posedness, Solitary waves, Orbital stability

32. 一維非均勻區域剖分編碼及其應用

余建德、熊剛強、唐澤聖
澳門科技大學 資訊科技學院

會議/刊物名稱：

2013 年第三屆機械電子與控制工程國際會議（ICMECE2013），pp. 674-677，EI 檢索

內容簡介：

本文提出一種新的基於非均勻區域剖分的一維信號編碼方法, 通過這種編碼, 一維信號可自動地被剖分為不同長度的分區, 一元多項式被用於對每個分區內的信號值作最小二乘法逼近。在給定的逼近誤差精度及初始分區下, 本剖分演算法可以得出信號的特定剖分結果編碼。同時本文基於這種編碼演算法, 實現了一種有效的一維信號去噪方案, 從實驗結果可證實信號的重構質量及去噪效果均令人滿意, 並可以作為其他研究人員日後參考之用。

關鍵詞：

非均勻區域剖分、最小二乘逼近、信號去噪

32. A Non-uniform Regional Partition Coding of one dimension signal and its application

U, KT (U KinTak); Xiong, GQ (Xiong Gangqiang); Tang, ZS (Tang Zesheng)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

2013 3rd International Conference on Machinery Electronics and Control Engineering (ICMECE2013), pp. 674-677, EI indexed

Abstract:

In this paper, a novel method for one-dimension-signal coding based on non-uniform regional partition is proposed. A given 1D signal can automatically be partitioned into different regions with different lengths and the one-variable polynomial is used to do the Least Square Approximation for signal values in each sub-region. When the approximation error and initial partition are specified, a specific signal partition result is obtained. Based on this algorithm, an effective denoising scheme of 1D signal is implemented and some of the experimental examples are illustrated to prove that the quality of the re-constructed signal, the denoising effect are all satisfactory and can be referenced by other researchers.

Keywords:

Non-uniform Regional Partition, Least Square Approximation, Signal Denoising

33. 使用定向天線的自組織無線網絡中的偷聽安全問題淺析

王秋、戴弘寧、趙慶林
澳門科技大學 資訊科技學院

會議/刊物名稱：

第 22 屆國際無線及光通信會議論文集，2013 年

內容簡介：

近來，無線 ad hoc 網絡的被竊聽的安全性隱患已引起了廣大的關注。然而，大部份現有的研究只考慮了 OMN 網絡。OMN 網絡是指網絡中的每個節點都裝了 一個全向天線，而全向天線可以從任何方向收發信號，因此會導致 OMN 網絡有較高的被竊聽率。而與全向天線相比，定向天線可以在指定的方向收發信號，所以可以潛在地降低其網絡的被竊聽率。因此，本論文研究了無線 ad hoc 網絡在使用定向天線時的被竊聽率，具體地，我們研究 OMN 網絡，SDA 網絡，RDA 網絡這三種網絡，SDA 網絡和 RDA 網絡是指網絡中的節點分別使用簡化的定向天線和真實的定向天線的無線傳感網絡。更具體地，我們定義了無線網絡中的竊聽活動，並提出了一個竊聽模型來度量網絡的被竊聽率。之後在考慮了不同的環境因數，如路徑衰落和陰影衰落下，對 OMN 網絡，SDA 網絡和 RDA 網絡進行了仿真來測量其被竊聽率。我們的模擬結果表明，在無線傳感網絡中，無論是使用簡化的定向天線還是真實的定向天線都可以減小被竊聽的可能性。

關鍵詞：

定向天線、安全、偷聽攻擊

33. Eavesdropping Security in Wireless Ad Hoc Networks with Directional Antennas

Wang, Q (Wang Qiu); Dai, HN (Dai Hong-Ning); Zhao, QL (Zhao Qinglin)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Proceedings of the 22nd Wireless and Optical Communications Conference (WOCC), 2013

Abstract:

The eavesdropping security of wireless ad hoc networks has attracted considerable attention recently. However, most of current studies only consider OMN networks, where each node is mounted with a single omni-directional antenna, which radiates radio signals in all directions and consequently leads to the high eavesdropping possibility. Compared with an omnidirectional antenna, a directional antenna can concentrate the radio signals on some desired directions so that it can potentially reduce the eavesdropping possibility. This paper investigates the eavesdropping security of wireless ad hoc networks equipped with directional antennas. In particular, we study the eavesdropping possibility of OMN networks, SDA networks in which each node is equipped with a simplistic directional antenna and RDA networks in which each node is equipped with a realistic directional antenna. More specifically, we identify the eavesdropping activity in wireless networks and propose an eavesdropping model to measure the eavesdropping possibility. We conduct extensive simulations to evaluate the eavesdropping possibility of OMN networks, SDA networks and RDA networks with considering various environment factors, such as path loss attenuation and shadowing effects. Our simulation results show that using a simplistic directional antenna or a realistic antenna in wireless networks can reduce the eavesdropping possibility.

Keywords:

Directional Antennas, Security, Eavesdropping Attacks

34. 不同天線模型對無線自組織網絡連接線的影響

王秋、戴弘寧、趙慶林
澳門科技大學 資訊科技學院

會議/刊物名稱：

第 14 屆國際並行分佈式應用及技術會議，2013 年

內容簡介：

本論文分析了在無線自組織網絡中多種不同的天線模型對網絡連接性的影響。現有的天線模型在模擬真實天線的精確性和計算的複雜性都有各自的優缺點。因此爲了平衡這種模擬的精確性和其計算的複雜性，我們提出了一種新型的定向天線模型，叫做“近似真實”的模型。之後，我們模擬比較了現有的模型和我們提出的近似真實模型在網絡連接性上的差異。其研究結果表明近似真實模型比已有的簡化模型更能精確地模擬真實天線，而不引入很高的計算量。

關鍵詞：

無線自組織網絡、連接性、定向天線

34. The Impact of Different Directional Antenna Models to Connectivity in Ad Hoc Networks

Wang, Q (Wang Qiu); Dai, HN (Dai Hong-Ning); Zhao, QL (Zhao Qinglin)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Proceedings of the 14th International Conference on Parallel and Distributed Computing, Applications and Technologies (PDCAT), 2013

Abstract:

This paper concerns the impact of various antenna models on the network connectivity of wireless ad hoc networks. Existing antenna models have their pros and cons in the accuracy reflecting realistic antennas and the computational complexity. We therefore propose a new directional antenna model called Approx-real to balance the accuracy against the complexity. We then run extensive simulations to compare the existing models and the Approx-real model in terms of the network connectivity. The study results show that the Approx-real model can better approximate the best accurate existing antenna models than other simplified antenna models, while introducing no high computational overheads.

Keywords:

Wireless Ad Hoc Networks, Connectivity, Directional Antennas

35. 使用定向天線的無線網絡中的通道分配

戴弘寧、吳錦榮、伍民友
澳門科技大學 資訊科技學院

會議/刊物名稱：

傳感器與反應器網絡期刊，第 2 卷，pp. 213-234，2013 年

內容簡介：

本文研究了使用定向天線的多通道無線自組織(ad hoc)網絡的通道分配問題。我們特別研究了該問題：給定一組使用定向天線的無線節點，為保證通信無衝突需要提供多少通道？我們得到了通道數量的上限，這很大程度上取決於節點密度和乾擾率（即乾擾範圍和傳輸範圍的比值）。我們構建了幾種情況來檢驗得出邊界的準確性。在分析中我們也考慮了旁瓣和後瓣以及信號 的路徑損失。本文的結果可以用來估計使用定向天線的實際無線網絡（例如，無線傳感網絡）所需的通道數目。

關鍵詞：

多通道、通道分配、 無線自組織網絡、無線傳感網絡、定向天線、圖論

35. Channel Allocation in Wireless Networks with Directional Antennas

Dai, HN (Dai Hong-Ning); Ng, KW (Ng Kam-Wing); Wu, MY (Wu Min-You)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Journal of Sensor and Actuator Networks (JSAN), Volume 2, pp. 213-234, 2013

Abstract:

In this paper, we study the channel allocation in multi-channel wireless ad hoc networks with directional antennas. In particular, we investigate the problem: given a set of wireless nodes equipped with directional antennas, how many channels are needed to ensure collision-free communications? We derive the upper bounds on the number of channels, which heavily depend on the node density and the interference ratio (i.e., the ratio of the interference range to the transmission range). We construct several scenarios to examine the tightness of the derived bounds. We also take the side-lobes and back-lobes as well as the signal path loss into our analysis. Our results can be used to estimate the number of channels required for a practical wireless network (e.g., wireless sensor network) with directional antennas.

Keywords:

Multiple channels, channel allocation, wireless ad hoc networks, wireless sensor networks, directional antennas, graph theory

36. 關於使用定向天線的無線網絡中基於忙 Tone 的協議設計與實現

戴弘寧、吳錦榮、伍民友
澳門科技大學 資訊科技學院

會議/刊物名稱：

國際個人無線通信期刊，第 73 卷，第 3 期，pp. 611 - 636，2013 年 12 月，SCI、EI 檢索

內容簡介：

定向天線在無線自組織網絡中能夠帶來較大的好處，比如增大的通信範圍、提高的空間利用率、增加的容量及減少的幹擾等。然而，定向天線的使用同時也會導致新的載波監聽問題，如新的隱終端問題及聾問題，這會嚴重降低網絡性能。最近，有一些研究者提出了一些方案來解決上述問題。但幾乎所有上述解決方案都只能部分解決隱終端問題及聾問題，其中一些方案還會導致額外的負荷。在本文中，我們提出了一種新型的 MAC 協議，該協議將定向媒體訪問控制協議與忙 tone 機制結合，從而能夠完全解決隱終端問題及聾問題。我們在本文中提出了一個分析模型，該模型的數值分析結果表明我們的提出的 BT-DMAC 協議比現有的 MAC 協議 有著更高的性能。此外，我們還通過大量的模擬實驗來進一步驗證了我們的分析結果。

關鍵詞：

無線網絡、定向天線、媒體訪問控制、性能分析

36. On Busy-Tone Based MAC Protocol for Wireless Networks with Directional Antennas

Dai, HN (Dai, Hong-Ning); Ng, KW (Ng, Kam-Wing) ; Wu, MY (Wu, Min-You)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Wireless Personal Communications (Springer), Volume 73, Issue 3, pp. 611 - 636, Dec 2013, SCI, EI indexed

Abstract:

The application of directional antennas in wireless ad hoc networks offers numerous benefits, such as the extended communication range, the increased spatial reuse, the improved capacity and the suppressed interference. However, directional antennas can cause new location-dependent carrier sensing problems, such as new hidden terminal and deafness problems, which can severely degrade the network performance. Recently, a few schemes have been proposed to address these problems. However, most of these existing methods can only partially solve the hidden terminal and deafness problems. Some of them even bring significant performance overhead. In this paper, we propose a novel MAC protocol, in terms of the busy-tone based directional medium access control (BT-DMAC) protocol. In BT-DMAC, when the transmission is in progress, the sender and the receiver will turn on their omni-directional busy tones to protect the on-going transmission. Integrating with the directional network allocation vector (DNAV), the scheme can almost mitigate the hidden terminal problem and the deafness problem completely. We then propose an analytical model to investigate the throughput performance of BT-DMAC. The numerical results show that BT-DMAC outperforms other existing directional MAC schemes. We next evaluate the performance of BT-DMAC through extensive simulation experiments. The results show that our proposed BT-DMAC scheme has superior performance to other existing solutions, in terms of higher throughput.

Keywords:

Wireless Networks, Directional Antennas, Medium Access Control, Performance Analysis

37. 在無線網絡中使用定向天線的綜述

戴弘寧、吳錦榮、李明祿、伍民友
澳門科技大學 資訊科技學院

會議/刊物名稱：

國際通信系統期刊，第 26 卷，第 4 期，pp. 413 - 448，2013 年 4 月，SCI、EI 檢索

內容簡介：

與全向天線相比，定向天線有很多優點，例如更低的幹擾，更好的空間復用效果，更長的傳輸範圍，以及更大的網絡容量。定向天線使很多新興的戶外和戶內的應用得以實現，這在很多最近的研究中被提到。儘管定向天線的使用給無線網絡帶來了進步，在使用定向天線的無線網絡（DAWNs）中各層上仍有許多研究上的挑戰。本文詳細展示了關於 DAWNs 的研究進展及開放性研究問題。首先，我們簡要介紹了定向天線的分類，天線輻射模式，天線模型以及 DAWNs 中物理層的挑戰。然後我們展示了 MAC 層的研究問題，之後是現有的解決方法以及 DAWNs 中 MAC 層的開放性研究問題。另外，我們討論了路由層和傳輸層的研究問題。此外，本文還給出了評估 DAWNs 性能的其他研究挑戰以及對室內 DAWNs 的簡要介紹。最後，我們總結了 DAWNs 的現有的研究問題以及給出了未來的遠景。

關鍵詞：

無線網絡、定向天線、媒體訪問控制、路由

37. An overview of using directional antennas in wireless networks

Dai, HN (Dai, Hong-Ning) ; Ng, KW (Ng Kam-Wing) ; Li, ML (Li, Ming-Lu) ; Wu, MY (Wu, Min-You)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

International Journal of Communication Systems (Wiley), Volume 26, Issue 4, pp. 413 - 448, Apr 2013, SCI, EI indexed

Abstract:

Compared with omni-directional antennas, directional antennas have many merits, such as lower interference, better spatial reuse, longer transmission range, and improved network capacity. Directional antennas enable numerous emerging outdoor and indoor applications, which have been addressed in many recent studies. Despite the advances in wireless networks with directional antennas (DAWNs), there are many research challenges in all layers of DAWNs. This paper presents a detailed study on recent advances and open research issues on DAWNs. Firstly, we briefly introduce the classification of directional antennas, antenna radiation patterns, antenna modes, and the challenges in the physical layer of DAWNs. We then present research issues on the medium access control (MAC) layer, followed by the current solutions as well as open research problems on the MAC layer of DAWNs. In addition, we also discuss the research issues on the routing layer and the transport layer. Moreover, other research challenges on the performance evaluation of DAWNs and a brief introduction of indoor DAWNs are given in this paper as well. In conclusion, we summarize the current research issues on DAWNs as well as prospects in the future.

Keywords:

Wireless networks, directional antennas, medium access control, routing

38. 關於使用定向天線的無線傳感器網絡的偷聽式攻擊研究

戴弘寧、王秋、李東、黃智榮
澳門科技大學 資訊科技學院

會議/刊物名稱：

國際分佈式傳感器網絡期刊，2013 年 6 月，SCI、EI 檢索

內容簡介：

對於無線傳感網絡的安全性而言，竊聽攻擊因其是其他攻擊的前提，所以對網絡安全性是一個很嚴重的威脅。傳統的無線傳感網絡是使用全向天線，可以從各個角度收發信號，所以易於被竊聽。而與全向天線不同的是，定向天線可以在指定的方向上去收發信號，所以可以潛在地減小被竊聽可能性。在本論文中，我們提出了一種模型，來分析單跳的和多跳的無線傳感網絡在分別使用全向天線和定向天線的被竊聽概率。之後我們在擴展的模擬中，驗證了理論結果的正確性。我們發現，無論是在單跳的還是多跳的無線傳感網絡中，使用定向天線都可以很大地減小其被竊聽率。原因列於以下幾點：（1）定向天線有更小的暴露範圍；（2）定向天線有更長的傳輸範圍，所以在傳送包的過程中可以有更少的路由跳數。我們的結果也顯示了安全提高因數與節點的密度，天線的波辨寬度和信號的路徑衰落都有很大關係。

關鍵詞：

傳感器網絡、定向天線、安全、偷聽攻擊

38. On Eavesdropping Attacks in Wireless Sensor Networks with Directional Antennas

Dai, HN (Dai, Hong-Ning); Wang, Q (Wang, Qiu) ; Li, D (Li, Dong) ; Wong, RCW (Wong, Raymond Chi-Wing)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

International Journal of Distributed Sensor Networks, Jun 2013, SCI, EI indexed

Abstract:

The eavesdropping attack is a serious security threat to a wireless sensor network (WSN) since the eavesdropping attack is a prerequisite for other attacks. Conventional WSNs consist of wireless nodes equipped with omni-directional antennas, which broadcast radio signals in all directions and are consequently prone to the eavesdropping attacks. There are a number of studies on the WSNs with directional antennas, which radiate radio signals on desired directions and potentially reduce the possibility of the eavesdropping attacks. We are the first to study the eavesdropping security in multi-hop WSNs with directional antennas. In this paper, we propose a model to analyze the eavesdropping probability in both single-hop WSNs and multi-hop WSNs. We have found that using directional antennas in either single-hop WSNs and multi-hop WSNs can significantly reduce the eavesdropping probability. The reason of the improved security of WSNs with directional antennas lies in (i) \textit{the smaller exposure region} of a directional antenna and (ii) \textit{the fewer hops} to route a packet due to the longer transmission range of a directional antenna. Our results have also shown that the security improvement factor heavily depends on the node density, the antenna beamwidth and the signal path loss factor.

Keywords:

Wireless Sensor Networks, Directional Antennas, Security, Eavesdropping Attacks

39. 車載自組織網絡中基於鄰居數的協作更改偽碼方案

潘媛媛、李建慶
澳門科技大學 資訊科技學院

會議/刊物名稱：

網絡與計算機應用期刊，第 36 卷，第 6 期，pp. 1599-1609，2013 年 11 月，SCI、EI 檢索

內容簡介：

在車載自組織網絡中，基於觸發的偽碼更改方案在提供隱私保護方面佔有重要的地位。但是這些方案提供的匿名性一般較低，其原因是大部分偽碼更改方案都是基於車輛的個體行為。考慮到車輛間的協作能增強匿名性，在這篇論文中我們提出了一種協作更改偽碼的整體框架。作為此框架的一個具體的應用，討論了基於鄰居數的協作更改偽碼方案。首先分析該方案提供的匿名性，並將其與非協作更改偽碼方案提供的匿名性進行定性比較。接下來，在相對簡單的單車道車載自組織網絡中建立 了該方案的分析模型來討論其匿名性。利用該分析模型，在車輛均勻分佈情況下，定量討論其匿名性。最後，通過模擬比較協作更改偽碼方案在多車道與單車道情況 下的匿名性。數值結果表明，多車道對單車道的匿名集個數的比值呈現先快速增長，後緩慢減少，最後接近車道數。此外，該協作方案較之非協作更改偽碼方案的匿名性增強率在平均鄰車數接近觸發條件中設定的鄰車數目時達到峰值。

關鍵詞：

協作、偽碼更改方案、匿名性、匿名集大小、車載自組織網絡

39. Cooperative Pseudonym Change Scheme Based on the Number of Neighbors in VANETs

Pan, YY (Pan, Yuanyuan); Li, JQ (Li, Jianqing)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Journal of Network and Computer Applications, Volume 36, Issue 6, pp. 1599-1609, Nov 2013, SCI, EI indexed

Abstract:

In Vehicular Ad hoc NETworks (VANETs), trigger-based pseudonym change schemes play an important role in providing anonymity. However, the anonymity provided by these schemes usually is low mainly because the behavior of changing pseudonym is individual. Considering cooperation on changing pseudonym can enhance anonymity, in this paper, we give a general cooperation framework. As an application of the framework, we present a Cooperative Pseudonym change scheme based on the number of Neighbors (CPN). We generally analyze the anonymity provided by the CPN scheme and qualitatively compare the scheme with its corresponding scheme without cooperation, Non-CPN (NCPN). Then, under uniform traffic distribution, we develop an approximate analytical model for CPN in relatively simple one-lane VANETs to analyze the anonymity. Finally, we investigate the anonymity of CPN in one-lane and multi-lane VANETs by simulation. The results show that the ratio of the size of anonymity set in multi-lane to that in one-lane VANETs, first quickly goes up, then slowly decreases a bit, and at last approaches the value of number of lanes. In addition, the improved performance of CPN over NCPN reaches peak when the average number of neighbors approaches that number in the trigger.

Keywords:

Cooperation, pseudonym change scheme, anonymity, the size of anonymity set, VANETs

40. 一種新的 IEEE 802.11 PCF 時延分析

馮麗、李建慶、林曉東
澳門科技大學 資訊科技學院

會議/刊物名稱：

車輛技術 IEEE 匯刊，第 62 卷，第 8 期，pp. 4064-4069，2013 年 10 月，SCI、EI 檢索

內容簡介：

非競爭協議因其能夠提供嚴格的服務質量保證，因此受到越來越多的關注。IEEE PCF 是一種基本且重要的非競爭協議，但是分析其性能的現有方法較為繁瑣且復雜。本文應用帶假期的 M/G/1 系統來直接分析 PCF 的性能，從而避免重新構建一個新的理論模型。與相關工作相比，本文的分析方法簡單，具有擴展性，而且獲的結果具有一般性。模擬顯示，我們的結果能夠非常精確預測同構、異構流的延時性能。

關鍵詞：

IEEE 802.11、點協調功能、排隊分析

40. A New Delay Analysis for IEEE 802.11 PCF

Feng, L (Feng, Li); Li, JQ (Li, Jianqing) ; Lin, XD (Lin, Xiaodong)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

IEEE Transactions on Vehicular Technology, Volume 62, Issue 8, pp. 4064-4069, Oct 2013, SCI, EI indexed

Abstract:

The contention-free protocols can provide strict quality of service and have been receiving growing attention. IEEE PCF protocol is a very basic and important contention-free protocol. However, its existing performance analysis method is tedious and complicated. This paper proposes applying the classic M/G/1 vacation model to analyze the delay performance of PCF in a straightforward manner, thereby avoiding reconstructing a new analysis model as done in the previous research. Compared with related work, our method is simpler and more scalable, while our results are more general. Simulations show that our analytical results are very accurate for both homogeneous and heterogeneous traffic.

Keywords:

IEEE 802.11, PCF, queuing analysis

41. OCT 眼前節圖像自動檢測前房角點和角膜中央厚度的快速演算法

杜文亮、田小林、孫延奎
澳門科技大學 資訊科技學院

會議/刊物名稱：
生物醫學材料與工程，第 749 卷，pp. 453-458，2013 年 3 月，EI 檢索

內容簡介：
本文提出了一種快速的演算法來檢測前房角點和測量角膜中央厚度的前房光學相干自動斷層掃描（OCT）的圖像。本演算法採用最大連通區域的方法來獲得前房區域， 并在該區域首先檢測到的前房角點（ACAPs）。其次，該演算法使用 ACAPs 取得中央角膜的真實位置，測量前房中央角膜厚度。用本文所提出的演算法測試了 74 張前房 OCT 圖像，可以在大約 90 毫秒提供精確的測量。

關鍵詞：
前房、光學相干斷層掃描、前房角點、自動、中央角膜厚度、快速演算法

41. A Fast Algorithm for Automatic Detection of Anterior Chamber Angle Points and Measurement of Central Corneal Thickness for Anterior Chamber OCT Images

Du, WL (Du Wenliang); Tian, XL (Tian Xiaolin); Sun, YK (Sun Yankui)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:
Advanced Materials Research, Volume 749, pp. 453-458, Mar2013, EI indexed

Abstract:
This paper proposed a fast algorithm to detect anterior chamber angle points and measure central corneal thickness for anterior chamber optical coherence tomography (OCT) images automatically. This algorithm uses biggest connected region’s method to get the anterior chamber region, and detects the anterior chamber angle points (ACAPs) in this region firstly. Secondly, the algorithm uses ACAPs to obtain the real position of central cornea then measures the central corneal thickness of anterior chamber. The proposed algorithm was tested on 74 anterior chamber OCT images and provided accurate measurements in about 90 milliseconds.

Keywords:
Anterior Chamber, Optical Coherence Tomography, Anterior Chamber Angle Point, Automatic, Central Corneal Thickness, Fast Algorithm

42. 從光學相干斷層掃描圖像自動測量珍珠厚度

劉靜、田小林、孫延奎
澳門科技大學 資訊科技學院

會議/刊物名稱：

應用力學與材料，第 421 卷，pp. 415-420，2013 年，EI 檢索

內容簡介：

通過測量珍珠層的厚度，珍珠光學相干斷層掃描（OCT）圖像正在越來越多地用在珍珠鑒定中。本文提出一種用珍珠 OCT 圖像自動測量珍珠層厚度的方法。首先用全變分（TV）模型過濾器去除圖像中的噪聲，圖像濾波之後，邊緣由自適應 Canny 運算元檢測。最後，用圓擬合技術，自動測量目標的珍珠層厚度。實驗結果表明，用該方法測量珍珠層厚度，不但準確且適應力強。

關鍵詞：

OCT 圖像、珍珠鑒定、珍珠層厚度自動測量

42. Pearl Thickness Measurements from Optical Coherence Tomography Images

Liu, J (Liu Jing); Tian, XL (Tian Xiaolin); Sun, YK (Sun Yankui)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Applied Mechanics and Materials, Volume 421, pp. 415-420, 2013, EI indexed

Abstract:

By measuring the thickness of the nacreous layer, pearl optical coherence tomography (OCT) images are now increasingly used in identification and characterization. An approach to automated thickness measurement of pearl OCT image has been reported in this paper. A Total Variational (TV) Model filter has been used to remove noise in images. After the image filtering, edges are detected by self-adaptive canny operator. In the end we used circle fitting technologies to archive the goal of automated thickness measurement. The experimental results show this approach is accurate and adaptable.

Keywords:

OCT image, pearl identification, automated thickness measurement

43. 基於改進的數學形態學的 OCT 圖像快速邊緣提取演算法

張博聞、田小林、孫延奎
澳門科技大學 資訊科技學院

會議/刊物名稱：

計算機科學，第 40 卷，pp. 173-175，2013 年 6 月，PKU 檢索

內容簡介：

本文提出了一種基於形態學的 OCT 圖像的邊緣檢測方法，對原始圖像進行預處理，增加圖像的對比度和邊緣特性，使用形態學腐蝕和膨脹兩個基本運算元進行，選取了合適的結構元素最後採用 canny 演算法提取邊緣。實驗結果表明，經過改進的數學形態學方法處理的圖像邊緣特性的提取效果顯著增強，效率高，處理速度快。與經典的邊緣檢測運算元和傳統形態學邊緣檢測演算法相比，演算法優勢更加明顯，邊緣提取質量顯著提高速度有顯著提升。

關鍵詞：

數學形態學、多結構元素、邊緣提取

43. Based on the improved mathematical morphology OCT image Quick edge detection algorithm

Zhang, BW (Zhang Bowen); Tian, XL (Tian Xiaolin); Sun, YK (Sun Yankui)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Computer Science, Volume 40, pp. 173-175, Jun 2013, PKU indexed

Abstract:

A new edge detection algorithm based on improved mathematics morphologic method is proposed．By using erosion and dilation basic operators, the structure elements suitable for the image edge detection are chosen, then use canny edge detector to extraction edge. The improved mathematics morphologic method is helpful to reveal distinct characteristics for some edge features, efficiently with high speed processing. Compared with the classical edge detection operators and traditional mathematics morphology edge detection algorithm，the improved algorithm is more advantage, the quality and speed of the picture edge extraction significantly improved.

Keywords:

Mathematics Morphologic Method, Multiple Structuring Element, Edge Extraction

44. 光學相干層析圖像去噪研究新進展

杜文亮、李驍一、田小林
澳門科技大學 資訊科技學院

會議/刊物名稱：

2013 年健康與環境科學研討會會議文集，pp. 129-140

內容簡介：

光學相幹層析成像技術是繼 X 射線、計算機層析成像、核磁共振成像、正電子發射斷層成像、超聲成像和共聚焦顯微成像等探測技術後的又一全新的非接觸，無損傷的成像技術。光學相幹層析技術能對生物組織實時活體成像，在生物、醫學、材料科學等領域中具有廣泛的應用前景。隨著光學相幹層析成像技術的日益成熟，光學相幹層析成像後的數據處理與分析近幾年來逐漸成為該領域的研究熱點，其中光學相幹層析圖像的去噪研究又是該領域成像後數據處理與分析的研究基礎。本文報告澳門科學技術發展基金項目《OCT 圖像處理與分析的演算法研究與實現》研究的最新進展，主要介紹該項目在光學相幹層析圖像去噪方面的最新研究成果。在深入分析、研究光學相幹層析成像系統噪音的基礎上，根據光學相幹層析圖像自身的特點，該項目研發了多個時域、頻域不同類型的光學相幹層析圖像動態去噪演算法。本文簡要介紹其中基於抽樣子帶的 OCT 眼前節圖像自適應散斑噪聲抑制，基於直方圖修正的 OCT 眼前節圖像動態閾值保邊去噪，基於改進全變分模型的 OCT 圖像去噪和基於脈衝耦合神經網絡的 OCT 圖像自適應均值去噪等新演算法。希望本報告能引起各界對澳門本地科研工作的關注與支持，鼓勵澳門青少年參與科學研究。

關鍵詞：

OCT 圖像、保邊去噪、動態閾值、全變分模型、脈衝耦合神經網絡

44. New Progress of Optical coherence tomography image denoising

Du, WL (Du Wenliang); Li, XY (Li Xiaoyi); Tian, XL (Tian Xiaolin)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Proceeding of 2013 Health and Environmental Sciences Symposium, pp. 129-140

Abstract:

Optical coherence tomography (OCT) technology could have images from biological tissues in real-time, which has a wide application in biology, medicine, materials science and other fields. With the increasing maturity of OCT imaging systems, OCT image processing and analysis becomes one of hot research topics in recent years, especially in de-noising of OCT images. The latest research results of the project "Algorithms and Implementation OCT image processing and analysis", which is supported by Macao Science and Technology Development Fund have been reported. The project has developed a number of time-domain and frequency-domain dynamic de-noising algorithms for OCT images, which includes “A Sampling-based Sub-band Adaptive Algorithm for Speckle Noise Reduction of Optical Coherence Tomographic Anterior Chamber of Eyeball Images”, “A Dynamic Threshold Edge preserving Segmentation Algorithm for Anterior Chamber OCT Images Based on Modified Histogram” and ” A new Denoising Approach for Optical Coherence Tomography Image based on the Total Vibrational Model”. Hope this report could help more Macao young people participate in scientific research activities.

Keywords:

OCT images, edge-preserving de-noising, dynamic threshold, total variation model, pulse coupled neural network

45. 二進小波與擴散濾波結合的光學相干層析圖像降噪

張田、孫延奎、田小林
澳門科技大學 資訊科技學院

會議/刊物名稱：

吉林大學學報（工學版)，第 43 卷，2013 年，PKU 檢索

內容簡介：

斑點抑制各向異性擴散（SRAD）是一種重要的圖像降噪方法。將二進小波與 SRAD 結合提出一種 OCT 圖像降噪方法。該方法利用二進小波得到不同尺度小波係數的相關性區分邊緣和噪聲，修改 SRAD 擴散係數得到新的擴散係數計算公式。實驗表明，新方法具有更好的降噪能力，降噪後得到的圖像信噪比和對比度、噪聲比率量化指標都優於經典的 SRAD 方法。

關鍵詞：

OCT 圖像、圖像降噪、各向異性擴散、二進小波

45. Dyadic wavelet filtering combined with the proliferation of optical coherence tomography image noise reduction

Zhang, T (Zhang Tian); Sun, YK (Sun Yankui); Tian, XL (Tian Xiaolin)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Journal of Jilin University (Engineering Science), Volume 43, 2013, PKU indexed

Abstract:

Speckle suppression anisotropic diffusion (SRAD) is an important method of image noise. The Binary wavelet and SRAD combination presents an OCT image noise reduction method. The method uses Binary wavelet to get different scales correlation of wavelet coefficients to distinguish edges and noise, modify SRAD diffusion coefficient to get a new diffusion coefficient is calculated. Experimental results show that the new method has better noise reduction capabilities, image SNR and contrast, noise reduction noise ratio obtained after quantitative indicators are better than the classical SRAD methods.

Keywords:

OCT image, image noise reduction, anisotropic diffusion, Binary wavelet

46. 一種基於脈衝耦合神經網絡的新的 OCT 圖像邊緣提取演算法

李驍一、田小林、孫延奎
澳門科技大學 資訊科技學院

會議/刊物名稱：

模式識別與圖像處理，第 4 卷，第 3 期，pp. 293-298，2013 年 8 月

內容簡介：

一種新的邊緣提取演算法基於脈衝耦合神經網絡（PCNN）OCT 圖像已經被提出。新演算法通過 PCNN 檢測 OCT 圖像邊緣來確定邊緣點。所示的實驗結果，在 OCT 圖像中，基於脈衝耦合神經網絡的新演算法輸出的邊緣清晰得多，其結果與常用邊緣檢測演算法比較，新演算法可以從 OCT 圖像得到更正確的邊緣點。

關鍵詞：

光學相干斷層掃描、脈衝耦合神經網絡、邊緣提取

46. A New Edge Extraction Algorithm for OCT Images Based on Pulse Coupled Neural Network

Li, XY (Li Xiaoyi); Tian, XL (Tian Xiaolin); Sun, YK (Sun Yankui)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Journal of Pattern Recognition & Image Processing, Volume 4, No. 3, pp. 293-298, Aug 2013

Abstract:

A new edge extraction algorithm for OCT images based on Pulse Coupled Neural Network (PCNN) has been proposed. The new algorithm detects edges in OCT images by the PCNN, which could fire the PCNN to identified edge points. The experimental results shown that the edges in OCT images, which output by the PCNN, were much clear with less dehiscence, comparing with the results by those common knowing edge detection algorithms．It means that proposed algorithm could get more correct edge points from OCT images.

Keywords:

Optical Coherence Tomography, Pulse Coupled Neural Network, Edge Extraction

47. 一種基於特徵空間的月球撞擊坑自動識別演算法

江泓昆、田小林、許敖敖
澳門科技大學 資訊科技學院

會議/刊物名稱：

中國科學: 物理學 力學 天文學，第 43 卷，第 11 期，pp. 1430-1437，2013 年 11 月，ISTIC 檢索

內容簡介：

撞擊坑不僅是月球表面常見的一種地質單元，也是研究月表地質年齡的一個重要因素，所以準確的識別撞擊坑就很重要。本文提出了一種基於特徵空間的對撞擊坑進行自動識別的演算法。新演算法先將 CCD 圖像轉換成特徵空間圖像，在特徵空間中通過自適應的區域檢測尋找撞擊坑候選區域。再對候選的區域進行橢圓擬合以進一步確認撞擊坑，最後統計得到撞擊坑個數。新演算法在嫦娥一號採集的月球 CCD 圖像上進行測試，測試結果顯示該演算法對月球中小撞擊坑有較高的識別能力。

關鍵詞：

月球撞擊坑、自動識別、特徵空間、自適應區域檢測、嫦娥數據

47. An automatic algorithm for detecting lunar impact craters in a defined feature space

Jiang, HK (Jiang HongKun); Tian, XL (Tian Xiaolin); Xu, AA (Xu Aoao)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Sci Sin-Phys Mech Astron, Volume 43, No. 11, pp. 1430-1437, Nov 2013, ISTIC indexed

Abstract:

Lunar crater is not only the most common geological unit on the surface of the moon, but also an important factor to study lunar surface's geological age. So how to detect crater accurately is very important. This paper presents an automatic algorithm for detecting middle or small size lunar impact craters which has been proposed in a defined feature space. The algorithm converts the CCD images into feature space images first. Then it will try to find the possible crater areas in feature space images. After those possible crater areas have been found, the edges of potential craters will be fitted, and the crater will be found if the fitting result is satisfied. The new algorithm has been tested in Chang'E-1 data; and testing results have shown that more middle and small size craters could be detected by the new algorithm proposed.

Keywords:

Lunar impact craters automatic recognition feature space adaptive area detection Chang’E data

48. 光學相干層析眼前節圖像一種跟蹤角膜邊緣的新演算法

杜文亮、田小林、孫延奎
澳門科技大學 資訊科技學院

會議/刊物名稱：

第 35 屆 IEEE 生物醫學工程學會國際年會，pp. 1434-1437，2013 年 7 月，EI 檢索

內容簡介：

本文提出了一種在光學相干層析前房圖像中新的角膜邊緣跟蹤法。新方法首先檢測角膜的外邊緣。然後，根據角膜走向的先驗知識修正所檢測到的邊緣，以確定真正角膜的邊緣走向。最後，用四階最小二乘法確定角膜邊緣。此方法的優點是，它可以適合跟蹤提取角膜的邊緣甚至角膜異常的邊緣。

關鍵詞：

OCT 圖像、角膜邊緣跟蹤

48. A Novel Edge Tracking Approach for Cornea in Optical Coherence Tomography Anterior Chamber Images

Du, WL (Du Wenliang); Tian, XL (Tian Xiaolin); Sun, YK (Sun Yankui)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

35th Annual International Conference of IEEE EMBS Osaka, Japan, pp. 1434-1437, Jul 2013, EI indexed

Abstract:

A new edge tracking method for cornea in optical coherence tomography anterior chamber images has been proposed in the paper. The new approach detects the edge of cornea outside the cornea first. Then, it fixes the detected edge, which follows the future knowledge of cornea, to make sure that only the real edge of cornea could be left. Finally, the method fits the fixed edge by fourth order least squares. The advantage of this proposed method is that it could fit the edge of cornea even for abnormal corneas.

Keywords:

OCT image, cornea edge tracking

49. TEM 數字圖像中 Al 合金的 Ω 相的自動提取演算法

劉冰濱、穀艷霞、劉志義、田小林
澳門科技大學 資訊科技學院

會議/刊物名稱：

2013 第八屆智慧系統與知識工程國際會議，2013 年

內容簡介：

本文提出並實現了一種自動提取和識別演算法處理 Al 合金的 TEM 圖像的第二相的問題。數學形態學的頂帽變換等圖像處理技術應用在提出的演算法中。測試結果表明，所提出的演算法效果是滿意的，較好的解決了目前提取和識別 Al 合金第二相勞動強度大，費時和精度較低的問題。

關鍵詞：

自動識別、TEM 圖像、頂帽變換、Al 合金第二相

49. An auto algorithm for extracting the Ω phases in the Al alloy TEM digital images

Liu, BB (Liu Bing-bin); Gu, TX (Gu Yan-xia); Liu, ZY (Liu Zhi-yi); Tian, XL (Tian Xiao-lin)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

2013 International Conference on Intelligent Systems and Knowledge Engineering

Abstract:

An auto extracting and recognition algorithm to process the part of second phase in a TEM image of Al alloy has been proposed and implemented. Several imaging processing technologies, such as Top-hat transformation of the mathematical morphology, have been used in proposed algorithm. The testing results have shown that the proposed algorithm are satisfied, which could overcome the weaknesses of the current methods, such as high labor intensity, time-consuming and lower accuracy.

Keywords:

Auto recognition, TEM images, Top-hat transformation, Second phases in Al alloy

50. 基於全變分模型的 OCT 圖像去噪新演算法

劉靜、田小林、孫延奎
澳門科技大學 資訊科技學院

會議/刊物名稱：

應用力學與材料，第 278-280 卷，pp. 1383-1387，2013 年，EI 檢索

內容簡介：

傳統的全變分（TV）模型在大多數噪聲圖像去噪效果較好。然而，該方法去噪的同時有可能丟失圖像豐富的紋理和細小的邊界的一些資訊和細節。因此，根據 OCT 珍珠圖像去噪的要求，本文提出了一種基於 TV 模型的一種新的去噪方法。該方法結合了自適應圖像去噪模型和新的保真項去噪。數值實驗表明，該方法在去除噪聲的同時保留顯著圖像細節。在信號噪聲比（SNR）和峰值信噪比（PSNR）的測試中對珍珠 OCT 圖像去噪上，該方法與其他現有的去噪方法相比，至少提高 0.1dB 的增益比。

關鍵詞：

全變分模型、圖像去噪、OCT 圖像

50. A new Denoising Approach for Optical Coherence Tomography Image based on the Total Variational Model

Liu, J (Liu Jing); Tian, XL (Tian Xiaolin); Sun, YK (Sun Yankui)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Applied Mechanics and Materials, Volume 278-280, pp. 1383-1387, 2013, EI indexed

Abstract:

The traditional total variational (TV) model performs well for most noise image. However, the method will lose some information and details for the image which has rich texture and tiny boundary. Therefore, according to the requirements of the OCT pearl image, a novel denoising approach based on the TV model is proposed in this paper. This method combined the adaptive image denoising model and the novel fidelity term. Numerical experiments show that the proposed method can remove the noise while preserving significant image details. At pearl OCT image the method achieves at least 0.1dB gain over other existing denoising methods for Signal-Noise Ratio (SNR) measurement and Peak Signal-Noise Ratio (PSNR) measurement.

Keywords:

Total variational model, image denoising, OCT image

51. 延遲-DCF 無線局域網策略的性能評估

趙慶林、馬治傑、戴弘寧
澳門科技大學 資訊科技學院

會議/刊物名稱：

計算機與通信國際期刊，第 5 期，pp. 391-394，2013 年 10 月

內容簡介：

本文評估了 IEEE 802.11 DCF 的一個變體（我們稱之為延遲 DCF 方案）的性能。在延遲 DCF 方案中，在數據包發送之前，每個節點首先等待一個確定的延遲，然後進入傳統 DCF 的發送流程。該方案採用一種混合型的競爭解決方法：確定性延遲推遲了節點競爭通道的時間,與之同時它的計數器倒計時不受通道狀態的影響；另一方面，傳統的 DCF 退避時間用於解決節點競爭通道的衝突，與之同時它的計數器倒計時（受通道狀態的影響）能夠自適應地被調整。通過電腦模擬，我們發現存在一個最優的確定性延遲。它能夠 MAC 訪問延遲的均值和標準偏差，同時能最大限度地提高系統輸送量。這個特徵使得延遲 DCF 方案非常適用於延遲變化敏感的應用，例如語音服務。

關鍵詞：

無線局域網、延遲通道接入、DCF、性能

51. Performance Evaluation of the Delayed-DCF Scheme in Wireless LANs

Zhao, QL (Zhao Qing Lin); Ma, ZJ (Ma Zhi Jie); Dai, HN (Dai Hong Ning)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

International Journal of Future Computer and Communication, Issue 5, pp. 391-394, Oct 2013

Abstract:

This paper evaluates the performance of a variant of IEEE 802.11 DCF (we call it the delayed-DCF scheme). In the delayed-DCF scheme, before transmitting a packet, each node first waits for a deterministic delay, and then enters the normal procedure of the legacy DCF. The delayed-DCF scheme adopts a mixed-type contention resolution method: the deterministic delay postpones the time that nodes contend for channel and its counter counts down without the influence of the channel status, while the legacy back off time resolves collision when nodes contends for channel and its counter can be adaptively adjusted by the contention intensity of the channel. We find via simulation that there exists an optimal deterministic delay, which can minimize the mean and standard deviation of the MAC access delay while maximizing the system throughput. This good feature enables the delayed-DCF scheme to be very applicable to the delay-variance-sensitive applications such as voice over WLANs.

Keywords:

Wireless LAN, delayed channel access, DCF, performance

52. IEEE 802.11 無線局域網節點緩衝區大小設置綜述

楊紹博、趙慶林、馬治傑
澳門科技大學 資訊科技學院

會議/刊物名稱：

澳門科技大學學報，第 7 卷，第 2 期，pp.123-127，2013 年 12 月

內容簡介：

隨著無線通訊技術和計算機網絡的迅猛發展，人們對於移動資訊服務的需求也在不斷地增加。這就吸引了人們對 802.11 無線局域網在提供移動資訊服務性能方面的大量關注。緩衝區是影響無線網絡性能的重要因素之一。本文首先對當前廣泛使用的 802.11 無線局域網節點緩衝區大小設置方案進行綜述，然後提出新的觀點和研究方向。

關鍵詞：

無線局域網、緩衝區、基礎架構

52. A survey of buffer sizing in IEEE 802.11 WLANs

Yang, SB (Yang Shaobo); Zhao, QL (Zhao Qing Lin); Ma, ZJ (Ma Zhi Jie)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Journal of Macau University of Science and Technology, Volume 7, Issue 2, pp. 123-127, Dec 2013

Abstract:

With the rapid development of wireless communication and computer networks, people's demand for mobile information services is constantly increasing. This attracts a great deal of attention on the performance of 802.11 based WLAN that can provide mobile information services. The buffer size is one of the important factors affecting the system performance. This paper first gives a comprehensive survey on the state-of-the-art node buffer sizing technologies in 802.11 WLANs, and then proposes new research directions.

Keywords:

WLAN, Buffer, Infrastructure

53. 提高無線局域網輸送量效率的新技術

趙慶林、戴弘寧
澳門科技大學 資訊科技學院

會議/刊物名稱：

2013 信息技術與計算機科學國際研討會（IRCITCS2013 年），馬來西亞吉隆玻，2013 年 9 月 28-30 日

內容簡介：

在無線局域網中物理傳輸速率的提高已經顯著降低了 MAC 層數據的發送時間，但是，伴隨的開銷如爭用時間還沒有相應地減少，使得數據輸送量效率急劇下降。本文概述了兩個最新的輸送量效率提高的新技術：細細微性通道接入（ FICA）技術與無線納米技術 (WiFi-Nano)。我們詳細地比較了這兩個技術與傳統的 802.11 協議的區別，然後指出了它們各自的優缺點。

關鍵詞：

無線局域網、輸送量

53. New Techniques to Improve the Throughput Efficiency in Wireless LANs

Zhao, QL (Zhao Qing Lin); Dai, HN (Dai Hong Ning)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Research Conference on Information Technology and Computer Sciences (IRCITCS 2013), 28-30 September, 2013, Kuala Lumpur Malaysia

Abstract:

The increasing physical rate in wireless LANs has significantly reduced the transmission time of the MAC data, however, the accompanying overhead such as contention time has no commensurate reduction and thereby degrades the data throughput efficiency sharply. This paper reviews two latest schemes improving the throughput efficiency: one is called the fine-grained channel access (FICA) technique, and another is called the WiFi-Nano technique. We detail the main differences between the two schemes and the legacy 802.11 protocol, and then comment on their respective advantages and disadvantages.

Keywords:

Wireless LAN, throughput

54. 一種分佈式移動追蹤的協作式貝葉氏演算法

鄭澤峰、吳建平
澳門科技大學 資訊科技學院

會議/刊物名稱：
融合資訊技術期刊，第 8 卷，第 1 期，pp. 26-34，2013 年

內容簡介：
基於貝葉氏的移動追蹤演算法是無線網絡中估計移動物體位置的最實用概率方法之一。傳統演算法中，目標物體根據從固定參考點觀察到的帶噪聲測量值來估計其自身的位置。本文提出一種分佈式移動追蹤的協作式演算法，它允許移動節點在估計位置時，不僅使用來自固定參考點的測量值，還會參考其相鄰移動節點之間的測量值。模擬結果表明，相比於傳統的非協作式貝葉氏演算法，我們提出的協作式演算法可以獲得更準確的估計精度。

關鍵詞：
移動追蹤、協作式演算法、貝葉氏

54. A Cooperative Bayesian-based Algorithm for Distributed Mobility Tracking

Cheang, CF (Cheang Chak Fong); Wu, JP (Wu Jianping)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:
Journal of Convergence Information Technology, Volume 8, Issue 1, pp. 26-34, 2013

Abstract:
The Bayesian-based mobility tracking algorithm is one of the most practical probabilistic approaches for estimating mobile object's position in the wireless networks. The conventional algorithm allows the target object to estimate its own position using the noisy measurements observed from the fixed reference points. This paper proposes a cooperative algorithm for distributed mobility tracking that allows mobile nodes to determine their positions not only based on the measurements from the fixed reference nodes, but also consider the measurements between their mobile neighbors. Comparing with the conventional non-cooperative Bayesian-based algorithms, the simulation results demonstrate that our proposed cooperative algorithm can achieve better accuracy of estimation.

Keywords:
Mobility Tracking, Cooperative algorithm, Bayesian

55. 定頻率控制的帶有容性濾波器的 LLC 諧振變換器的大信號模型

李曉東、李洪宇、胡高源
澳門科技大學 資訊科技學院

會議/刊物名稱：

第五屆 IEEE 能量轉換大會及展覽會，丹佛，科羅拉多，美國，pp. 5456-5461，2013 年 9 月 15-19 日，EI 檢索

內容簡介：

本文針對定頻率控制的帶有容性濾波器的 LLC 諧振變換器提出了一個線性化的大信號模型。通過選擇一個同步旋轉參考座標系，存在於兩個不同轉換階段的非線性關係得以線性化。由此可以得到一個可用於閉環控制的狀態反饋。直流和交流轉換階段可以被合併為一個統一的狀態空間模型。這個統一模型的精確性可以用 Matlab/Simulink 和 PSIM 的模擬來評估。

關鍵詞：

大信號模型

55. Modeling of the Fixed-Frequency Resonant LLC DC/DC Converter with Capacitive Output Filter

Li, XD (Li Xiao-dong); Li, HY (Li Hong-Yu); Hu, GY (Hu Gao-Yuan)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

The 5th IEEE Energy Conversion Congress and Exposition (ECCE), Denver, Colorado, USA, pp. 5456-5461, Sep 15-19, 2013, EI indexed

Abstract:

A linearized large-signal model is proposed for a fixed-frequency controlled LLC resonant dc/dc converter with capacitive output filter. The non-linearity existing in the two stage conversion models was linearized by the selection of a synchronous rotation reference. A weighted state feedback scheme is obtained naturally which can be used for closed-loop control. Both dc and ac state variables are combined together to generate a universal state-space model. The accuracy of the universal model is investigated by means of comparison between Matlab/Simulink simulation and the circuit level simulation in PSIM.

Keywords:

Large-signal model

56. 一個帶有通用串並聯諧振電路的雙橋直流直流變換器

李曉東、李洪宇、胡高源、薛昱
澳門科技大學 資訊科技學院

會議/刊物名稱：

第八屆 IEEE 工業電子及應用會議會刊，pp. 49-54，2013 年 6 月 19-21 日，EI 檢索

內容簡介：

本文採用傅立葉級數方法對一個帶有通用串並聯諧振電路的雙橋直流直流變換器進行了穩態分析。從分析結果中可以得出開關的最大電壓和電流，以及軟開關的情況。然後以一個 LCL 形式的雙橋變換器為例子進行了變換器的設計。最後設計及分析的可靠性通過計算機模擬和實驗得到了驗證。

關鍵詞：

諧振電路

56. A Bidirectional Dual-Bridge high-Frequency Isolated Resonant DC/DC Converter

Li, XD (Li Xiao-dong); Li, HY (Li Hong-Yu); Hu, GY (Hu Gao-Yuan); Yu, X (Yu Xue)
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Proceedings of the 8th IEEE Conference on Industrial Electronics and Applications (ICIEA), pp. 49-54, Jun 19-21, 2013, EI indexed

Abstract:

The steady-state of the dual-bridge dc/dc resonant converter with a generalized series-parallel resonant tank is analyzed with the Fourier Series Analysis Approach in this paper. Switch stresses, soft-switching conditions can be identified from the analysis results. With a LCL type dual-bridge resonant converter as an example, the analysis results are applied to the converter design. Evaluation of the accuracy of the analysis and design process were performed through digital simulation and experimental test.

Keywords:

Resonant converter

57. 論未對中國生效的國際私法條約在國內法院適用問題

孫南申、張蘇鋒
澳門科技大學 法學院

會議/刊物名稱：
武大國際法評論，第 16 卷，第 1 期，pp. 81-92，2013 年

內容簡介：
對於中國尚未加入的國際私法條約，是否可以在國內法院處理國際民商事糾紛中予以適用，是涉外民商事審判中面臨的一個理論與實踐問題。由於這類條約中不少具有統一實體法性質，由當事人之間約定選擇適用的現象已在涉外民事交往中不斷出現。這一法律問題的討論將涉及：此類條約應否予以適用、適用的法理依據、適用的現狀與特徵、適用的條件與限制等方面。應當對此進行具體分析，以得出結論性意見。

關鍵詞：
國際私法條約、非締約國適用、意思自治、國際慣例、適用限制

57. Analysis on the Application by Chinese Court of Private International Law Treaties to which China is not a Contracting State

Sun, NS (Sun Nanshen); Zhang, SF (Zhang Sufeng)
Faculty of Law, Macau University of Science and Technology

Name of conference/journal:
Wuhan University International Law Review, Volume 16, Issue 1, pp. 81-92, 2013

Abstract:
Whether private international law treaties to which China is not contracting state can be applied by Chinese courts in dealing with international civil and commercial cases is theoretical and practical problem existing in judicial trial in China. As there exist many substantive-norms in the aforesaid treaties and parties are likely to choose such treaties as their governing laws in their business transactions. The discussion of the legal issue refers to the possibility of such application and its legal basis, reality, feature, conditions and restriction, etc. The concrete analysis should be made so as to draw a conclusion.

Keywords:
Private international law treaties, application by non-contracting states, party autonomy, international customs, restriction on the application

58. 國家對個人所有文化財產出口控制的法律分析

孫南申、 彭嶽
澳門科技大學 法學院

會議/刊物名稱：

上海財經大學學報，第 15 卷，第 5 期，pp. 33-40，2013 年 10 月，PKU，CSSCI 檢索

內容簡介：

一國政府對個人所有的文化財產實施出口控制需要綜合考慮合理性、合法性和可行性之間的關係。合法性涉及一國實施出口控制的許可權和相應後果。可行性涉及一國的出口控制法律能否被他國所承認和執行。中國的文化財產出口控制法律體系具有明顯的國家控制主義與民族主義特徵，其域外效力有限，為提升該法律制度在國際層面的合法性和可行性，應重新審視該制度的合理性。

關鍵詞：

個人所有、文化財產、出口控制、合理性、合法性和可行性

58. Legal Analysis of Export Control of Individual-owned Cultural Property

Sun, NS (Sun Nanshen); Peng, Y (Peng Yue)
Faculty of Law, Macau University of Science and Technology

Name of conference/journal:

Journal of Shanghai University of Finance and Economics, Volume 15, Issue 5, pp. 33-40, Oct 2013, PKU, CSSCI indexed

Abstract:

The implementation of export control of individual-owned culture property needs to comprehensively take the relationship among rationality, legality and feasibility into account. Legality refers to the competence and corresponding consequence of the implementation of export control. Feasibility concerns recognition and enforcement of export control of a country in other countries. The legal system of export control of culture property in China is obviously characterized by nationalism and has limited extraterritorial effects. In order to promote the legality and feasibility of the legal system at an international level, the rationality should be reconsidered.

Keywords:

Individual ownership; culture property; export control; rationality; legality and feasibility

59. 澳門刑事特別程式之重構

趙琳琳
澳門科技大學 法學院

會議/刊物名稱：
澳門研究，第 1 期，2013 年 1 月

內容簡介：
當下，澳門刑事司法面臨的主要問題是效率不高，案件積壓現象較為普遍。在司法官人數不足的背景下，改革現有的刑事訴訟制度成為必然選擇。在澳門《刑事訴訟法典》中，第八卷“特別訴訟程式”承載著簡化訴訟程式、提高訴訟效率的功能。然而，從該法實施以來十幾年的司法實踐情況來看，這一功能並沒有得到應有的實現。因此，此次澳門刑訴法的修改重點之一就是該程式的有關規定。不過，“特別訴訟程式”已經嚴重脫離社會發展的需求，單純的修改難以有效解決現實問題，必須加以重構，在總結本澳實際情況的基礎上吸收域外的成功經驗，以達到提高刑事司法效率的修法目的。

關鍵詞：
簡易程式、訴訟效率

59. The Reconstruction of Criminal Special Proceedings in Macau

Zhao, LL (Zhao Linlin)
Faculty of Law, Macau University of Science and Technology

Name of conference/journal:
Macau Research, Issue 1, Jan 2013

Abstract:
At present, the main problem faced by the Criminal Justice of Macao is the low efficiency, and the backlog is more prevalent. In the context of the inadequate judges, reform of the existing criminal litigation system becomes the inevitable choice. In the Macao Code of Criminal Procedure, Volume VIII “special proceedings” carries the function to simplify litigation and improve the efficiency. However, since the implementation of this code more than 10 years ago, it hasn’t achieved such aims. Therefore, this modification of Macao Criminal Procedure Law is mainly to focus on the relevant provisions of the “special proceedings”. Since the “special proceedings” has been far away from the needs of social development, it must be reconstructed. It is necessary to absorb the extraterritorial successful experience on the basis of the actual situation in order to achieve the aim of amending the law to improve the efficiency of criminal justice.

Keywords:
summary proceeding， efficiency of litigation

60. 美國聯邦量刑指南實施效果—兼論對我國量刑規範化改革的啟示

郭志遠、趙琳琳
澳門科技大學 法學院

會議/刊物名稱：

政法論壇，第 1 期，pp. 162-169，2013 年 1 月，PKU，CSSCI 檢索

內容簡介：

量刑公正是刑事司法中必不可少的一環。早在 20 世紀 80 年代美國就掀起了量刑改革運動，1987 年聯邦量刑指南的施行是重要標誌。近年來我國推行的量刑規範化改革從中國實際出發，也借鑒了外國的先進經驗，對於解決長久以來存在的量刑不公問題具有深遠意義。不過，這項改革在我國的刑事司法實踐中還算新事物，需要進一步總結經驗再加以完善，美國量刑指南 20 多年來的實施狀況將為此提供啟發。

關鍵詞：

量刑指南、量刑公正

60. Research on the Effects of Implementing the US Federal Sentencing Guidelines

Guo, ZY (Guo Zhiyuan); Zhao, LL (Zhao Linlin)
Faculty of Law, Macau University of Science and Technology

Name of conference/journal:

Forum on Political Science and Law, Issue 1, pp. 162-169, Jan 2013, PKU, CSSCI indexed

Abstract:

The sentencing justice is indispensable to the criminal justice. Early in the 1980s, the US has campaigned for it and the Federal Sentencing Guidelines is an important symbol. In recent years, the reform of sentencing standardization of our country starts from the reality and uses the foreign experiences for reference. This reform is very meaningful to solving the problem of the sentencing disparity. But as a new thing, the reform needs improvement, and the practice of the US may enlighten us.

Keywords:

Sentencing Guidelines, Sentencing Justice

61. 博彩業與犯罪：中國在澳門的期待與風險

方泉
澳門科技大學 法學院

會議/刊物名稱：

澳門研究，第 1 期，pp. 118-126，2013 年 1 月

內容簡介：

澳門自 1999 年回歸中國以後，博彩業取得極速發展，作為中國的一個特別行政區，中國政府對澳門的經濟發展和社會穩定抱有巨大期待。文章從博彩業與犯罪的關係出發，研究澳門在博彩業取得巨大成績的同時存在的犯罪滋生的風險。由於合法博彩的存在，中國大陸和澳門本地都面臨官員貪腐犯罪和其它相關犯罪的威脅， 對此應有所準備。

關鍵詞：

博彩、貪汙犯罪、澳門

61. Casinos and Crimes: China's Expectations and Risks in Macau

Fang, Q (Fang Quan)
Faculty of Law, Macau University of Science and Technology

Name of conference/journal:

Macau Study, Issue 1, pp. 118-126, Jan 2013

Abstract:

This paper examines criminal activities and case histories of offenses related to Macau's growing casino industry, now the highest revenue generating in the world. Being returned to China in 1999, Macau now is a Special Administrative Region (SAR) with its own governing officials who operate under China's PRC maxim of "one country, two systems." The dramatic rapid recent growth of the casino industry in Macau offers a unique opportunity to examine issues of crime and law enforcement within the context of the People's Republic of China's recently acquired political and economic stewardship in this SAR. The paper documents white-collar and organized crimes that present challenges to China now that Macau has become an international marquee.

Keywords:

Casinos, Corruption Crimes, Macau

62. 阿魏酸鈉聯合 BMSCs 提高缺血性中風神經再生的外源性和內源性治療作用

趙永華、黎韻、徐友華、黎立明、陳珍薇、吳偉康
澳門科技大學 中醫藥學院

會議/刊物名稱：

腦代謝性疾病，第 28 卷，第 4 期，pp.655-666，2013 年 8 月，SCI 檢索

內容簡介：

藥物聯合 BMSCs 治療缺血性中風是一個令人鼓舞的治療模式，我們前期研究發現阿魏酸鈉聯合 BMSCs 可以提高缺血性中風大鼠 BMSCs 的遷移至缺血損傷區，為此，我們進一步研究聯合治療提高外源性和內源性神經再生的作用和機制，研究結果發展聯合治療能夠促進外源性 BMSCs 分化成星形膠質細胞、通過提高葡萄糖代謝促進腦實質細胞的能量代謝，以及促進外源性和內源性神經再生，說明阿魏酸鈉聯合 BMSCs 是治療缺血性中風一個具有很好前景的途徑。

關鍵詞：

BMSCs、局灶性腦缺血、神經再生、阿魏酸鈉

62. Exogenous and endogenous therapeutic effects of combination Sodium Ferulate and bone marrow stromal cells (BMSCs) treatment enhance neurogenesis after rat focal cerebral ischemia

Zhao, YH (Zhao Yonghua); Lai, W (Lai Wan); Xu, YH (Xu Youhua); Li, LM (Li Liming); Chen, ZW (Chen Zhenwei); Wu, WK (Wu Weikang)
Faculty of Chinese Medicine, Macau University of Science and Technology

Name of conference/journal:

Metabolic Brain Disease, Volume 28, Issue 4, pp. 655-666, Aug 2013, SCI indexed

Abstract:

Combining bone marrow stromal cells (BMSCs) with pharmacological therapy is an attractive approach for neurological function recovery of stroke. Our previous reports demonstrated that Sodium Ferulate (SF) combined with BMSCs administration could facilitate BMSCs migration into the ischemic brain by up-regulation of stromal cell-derived factor-1 alpha (SDF-1α)/chemokine (CXC motif) receptor-4 axis after stroke. To further investigate whether combination treatment could enhance neurogenesis through exogenous and endogenous therapeutic effects, we established rat permanent middle cerebral artery occlusion (pMCAo) model and measured ischemic infarct size by magnetic resonance imaging (MRI) scanning in the present study. The results showed that combination treatment could dramatically reduce ischemic infarction size which may be attributed to the effects on decreasing brain edema and enhancing cerebral tissue perfusion at 3 days after stroke. Immunofluorescence staining results indicated that combination treatment could not only promote expression of Glucose transporter 1(Glut1) and Neuron-specific class III beta-tubulin (Tuj1) in the periinfarct area, but also improve BMSCs expression of Glut1, GFAP and Tuj1. Moreover, it showed combination treatment could enhance the endogenous expression of Tuj-1 in ischemic boundary zone. These results perhaps associated with combination treatment up-regulating bone morphogenetic proteins (BMP)2/4 expressions and down-regulating Notch-1, Hes1 and Hes5 expressions as detected by Western Blot analysis. Our study firstly demonstrated in vivo that combination treatment could facilitate exogenous BMSCs differentiation into neural-and astrocytic-like cells, as well as enhance repair capacity of brain parenchymal cells by promoting glucose metabolism and endogenous neurogenesis after stroke. These results illustrate that administration of SF and BMSCs is a potential pathway of cell-based pharmacological treatment towards ischemic stroke.

Keywords:

Bone marrow stromal cells, Focal cerebral ischemia, Neurogenesis, Sodium Ferulate

63. 附子多糖通過啟動 H9c2 細胞 AMPK/mTOR 信號通路提高自噬對抗飢餓誘導的細胞毒作用

廖麗貞、陳燕玲、陸立鶴、趙永華、過華蕾、吳偉康
澳門科技大學 中醫藥學院

會議/刊物名稱：

美洲中醫藥雜誌，第 41 卷，第 2 期，pp. 353-367，2013 年，SCI 檢索

內容簡介：

很多研究發現飢餓可以導致自噬，且具保護性作用。我們研究了附子多糖通過啟動 H9c2 細胞 AMPK/mTOR 信號通路來對抗飢餓誘導的細胞毒作用，實驗結果證實飢餓可時間依賴性誘導細胞活力下降，作為自噬抑制劑 3MA 可以加重飢餓細胞活力損害，而附子多糖通過啟動 AMPK/mTOR 信號通路，可以減輕細胞活力受損和因飢餓誘發細胞膜電位下降的情況。附子多糖這個保護作用可以被 AMPK 阻斷劑 Ara-A 所抵消，而 AICAR（AMPK 啟動劑）治療可起到類似附子多糖的作用。我們結論是自噬可以減輕因飢餓誘導心肌細胞的死亡，而附子多糖可通過啟動 H9c2 細胞 AMPK/mTOR 信號通路對抗飢餓誘導的細胞毒作用。

關鍵詞：

AMPK/mTOR、自噬、附子多糖、飢餓

63. Polysaccharide from Fuzi Likely Protects Against Starvation-Induced Cytotoxicity in H9c2 Cells by Increasing Autophagy through Activation of the AMPK/mTOR Pathway

Liao, LZ (Liao Li Zhen); Chen, YL (Chen Yan Ling); Lu, LH (Lu Li He); Zhao, YH (Zhao Yong Hua); Goo, HL (Goo Hua Lei); Wu, WK (Wu Wei Kang)
Faculty of Chinese Medicine, Macau University of Science and Technology

Name of conference/journal:

The American Journal of Chinese Medicine, Volume 41, Issue 2, pp. 353-367, 2013, SCI indexed

Abstract:

There is increasing evidence that starvation induces autophagy, which may be protective during starvation, in an AMPK-dependent manner. Polysaccharides from Fuzi (FPS) reportedly have protective effects on nutrition-limited livers. The present study was designed to determine whether FPS protected H9c2 cells against starvation-induced cytotoxicity using an AMPK/mTOR-dependent mechanism. H9c2 cells were incubated in serum and glucose starvation media for 12 hours to establish a cell injury model. 3-Methyladenine (3MA, an autophagy inhibitor) was used to identify the exact role of autophagy in starvation. Cells were incubated with different FPS concentrations, and the cell injury levels, autophagy activity and AMPK/mTOR phosphorylation were measured. Adenine 9-β-D-arabinofuranoside (Ara-A, an AMPK inhibitor) and 5-amino-4-imidazolecarboxamide riboside (AICAR, an AMPK activator) were used to identify whether the AMPK/mTOR pathway was involved in FPS-mediated cardioprotection. We demonstrated that starvation decreased cell viability in a time-dependent manner, and 3MA-induced autophagy inhibition aggravated the reduced cell viability. FPS treatment attenuated the cell viability decrement and the starvation-induced decline in the mitochondrial membrane potential (MMP), and autophagy; also, the AMPK/mTOR pathways were activated during treatment. Ara-A treatment abolished the protective effect of FPS, while AICAR treatment had a similar effect to FPS. We conclude that autophagy attenuates starvation-induced cardiomyocyte death, and FPS increases autophagy activity to protect against starvationinduced cytotoxicity in H9c2 cells, likely through AMPK/mTOR pathway activation.

Keywords:

AMPK/mTOR, Autophagy, Polysaccharides from Fuzi, Starvation

64. 採用 HPLC 聯合亞硝酸鹽氧化法檢測生物樣品中一氧化氮源性亞硝酸鹽和硝酸鹽

吳安國、段婷婷、湯丹、徐友華、封亮、鄭兆廣、朱家笑、王汝上、朱荃
澳門科技大學 中醫藥學院

會議/刊物名稱：

色譜學，第 76 卷，第 23-24 期，pp. 1649-1655，2013 年 12 月，SCI 檢索

內容簡介：

亞硝酸鹽和硝酸鹽是生物體液的產品主要的一氧化氮穩定產物(一個重要的細胞信號傳導分子)。因此，兩個離子的精確測量是極為重要的。由於有氧的存在和大量幹擾因素，亞硝酸鹽很難測定。在本文中，我們開發了一種簡單、經濟、精確的採用 HPLC 方法測定亞硝酸鹽和硝酸鹽的方法。基於亞硝酸鹽可迅速被氧化為硝酸鹽從而增加了酸性高錳酸鉀的反應基礎，亞硝酸鹽和硝酸鹽的測定通過策略實現：每個樣品注射兩次進行 HPLC 分析，即在第一次注射是測量硝酸，並在第二次注 射是測量總的硝酸鹽包括初始硝酸鹽與通過和酸性高錳酸鉀反應得到的硝酸鹽。亞硝酸鹽的量可以計算為注射 2 和 1 之間的差別。 HPLC 分離通過反相 C18 柱分離 15 分鐘實現。流動相為甲醇 - 水（2:98 體積比）；流動相水中含有 0.60 mM 磷酸鹽（磷酸二氫鉀和磷酸氫二鈉）和 2.5mM 的高氯酸四丁基銨（ TBAP ） 。檢測 UV 波長為 210 納米。此外，我們系統地研究了磷酸鹽和 TBAP 在流動相中的濃度、流動相的 pH 值、及酸性高錳酸鉀加入到樣品中的量對分離功效的影響。結果表明，硝酸鹽檢測限（LOD）和定量限（ LOQ ）分別為 0.075 和 0.25。線性範圍為 1-800uM。該方法被成功應用於細胞培養液、細胞裂解液、大鼠血漿和尿液樣本檢測亞硝酸鹽/硝酸鹽水準。

關鍵詞：

HPLC、亞硝酸鹽、硝酸鹽、一氧化氮、酸性高錳酸鉀

64. Determination of Nitric Oxide-Derived Nitrite and Nitrate in Biological Samples by HPLC Coupled to Nitrite Oxidation

Wu, AG (Wu, Anguo) ; Duan, TT (Duan, Tingting) ; Tang, D (Tang, Dan); Xu, YH (Xu, Youhua) ; Feng, L (Feng, Liang) ; Zheng, ZG (Zheng, Zhaoguang) ; Zhu, JX (Zhu, Jiaxiao) ; Wang, RS (Wang, Rushang) ; Zhu, Q (Zhu, Quan)
Faculty of Chinese Medicine, Macau University of Science and Technology

Name of conference/journal:
Chromatographia, Volume 76, Issue 23-24, pp. 1649-1655, Dec 2013, SCI indexed

Abstract:
Nitrite and nitrate are main stable products of nitric oxide, a pivotal cellular signaling molecule, in biological fluids. Therefore, accurate measurement of the two ions is profoundly important. Nitrite is difficult to be determined for a larger number of interferences and unstable in the presence of oxygen. In this paper, a simple, cost-effective and accurate HPLC method for the determination of nitrite and nitrate was developed. On the basis of the reaction that nitrite is oxidized rapidly to nitrate with the addition of acidic potassium permanganate, the determination of nitrite and nitrate was achieved by the following strategy: each sample was injected twice for HPLC analysis, i.e. the first injection was to measure nitrate, and the second injection was to measure total nitrate including initial nitrate and the nitrate from the conversion of nitrite with the addition of acid potassium permanganate in the sample. The amount of nitrite can be calculated as difference between injections 2 and 1. The HPLC separation was performed on a reversed phase C18 column for 15 min. The mobile phase consisted of methanol–water (2:98 by volume); the water in the mobile phase contained 0.60 mM phosphate salt (potassium dihydrogen and disodium hydrogen phosphate) and 2.5 mM tetrabutylammonium perchlorate (TBAP). The UV wavelength was set at 210 nm. Additionally, we systemically investigated the effects of the concentration of phosphate salt and TBAP in the mobile phase, the pH of the mobile phase, and the amount of acidic potassium permanganate added to the sample on the separation efficacy. The results showed that the limits of detection (LOD) and the limit of quantitation (LOQ) were 0.075 and 0.25 lM for nitrate (containing the oxidized nitrite), respectively. The linear range was 1–800 uM. This developed approach was successfully applied to assay nitrite/nitrate levels in cell culture medium, cell lysate, rat plasma and urine.

Keywords:
HPLC, Nitrite, Nitrate, Nitric oxide, Acid potassium permanganate

65. 基於巨噬細胞的生物特異性提取和 HPLC-ESI-MSn 分析篩選土茯苓根莖免疫活性成分

鄭兆廣、段婷婷、何寶、湯丹、賈曉斌、王汝上、朱家笑、徐友華、朱荃、封亮
澳門科技大學 中醫藥學院

會議/刊物名稱：

製藥和生物醫學分析雜誌，第 77 卷，pp.44-48，2013 年 4 月，SCI 檢索

內容簡介：

一種細胞滲透膜，如典型的 Transwell 小室插入滲透支撐，允許精確可重複的侵襲測定法，已發展為用於篩選在土茯苓根莖（SGR）的免疫學活性成分的工具。在本研究中，SGR 水提取物成分（ ESGR ）可能與侵入 Transwell 小室巨噬細胞表面受體或其他靶標結合，然後將其中包含生物特異性結合到巨噬細胞成分的洗脫液用 HPLC - ESI-MS(n)進行分析。在 6 種分離獲得的化合物中，taxifolin (2)和 astilbin (4)通過用標準色譜法比較進行鑒定，而其他個成份，包括 5-O-caffeoylshikimic acid (1)， neoastilbin (3)， neoisoastilbin (5) 和 isoastilbin (6) 分別由串聯質譜進行鑒定。然後將化合物 1 以及 2 和 4 從 SGR 進行分離和純化，採用 Transwell 細胞共培養技術，檢測化合物對巨噬細胞向 HUVEC （人臍靜脈內皮細胞）遷移和粘附試驗影響，分析化合物免疫學活性。結果表明，與 AGEs 組比較，化合物 1，2 和 4 在 5μM （H）， 500nm（M）和 50nM（L）濃度時可顯著抑制巨噬細胞遷移和粘附（1 - L，2 - H 和 4 - L：P <0.05；其他組：P <0.01）。另外， 1 和 4 顯示出良好的劑量 - 效應關係。本研究證實，巨噬細胞生物特異萃取結合 HPLC-ESI -MS （ n）分析是用於篩選從中國傳統中藥中進行免疫活性成分快速、簡便、可靠分離的方法。

關鍵詞：

巨噬細胞的生物特異性提取、HPLC–ESI-MS、土茯苓根莖、免疫活性成分、巨噬細胞遷移和粘附

65. Macrophage biospecific extraction and HPLC-ESI-MSn analysis for screening immunological active components in Smilacis Glabrae Rhizoma.

Zheng, ZG (Zheng, Zhao-Guang) ; Duan, TT (Duan, Ting-Ting) ; He, B (He, Bao) ;

Tang, D (Tang, Dan) ; Jia, XB (Jia, Xiao-Bin) ; Wang, RS (Wang, Ru-Shang);
Zhu, JX (Zhu, Jia-Xiao); Xu, YH (Xu, You-Hua) ; Zhu, Q (Zhu, Quan);
Feng, L (Feng, Liang)
Faculty of Chinese Medicine, Macau University of Science and Technology

Name of conference/journal:

Journal of Pharmaceutical and Biomedical Analysis, Volume 77, pp. 44-48, Apr 2013, SCI indexed

Abstract:

A cell-permeable membrane, as typified by Transwell insert Permeable Supports, permit accurate repeatable invasion assays, has been developed as a tool for screening immunological active components in Smilacis Glabrae Rhizoma (SGR). In this research, components in the water extract of SGR (ESGR) might conjugate with the receptors or other targets on macrophages which invaded Transwell inserts, and then the eluate which contained components biospecific binding to macrophages was identified by HPLC-ESI-MS (n) analysis. Six compounds, which could interact with macrophages, were detected and identified. Among these compounds, taxifolin (2) and astilbin (4) were identified by comparing with the chromatography of standards, while the four others including 5-O-caffeoylshikimic acid (1), neoastilbin (3), neoisoastilbin (5) and isoastilbin (6), were elucidated by their structure clearage characterizations of tandem mass spectrometry. Then compound 1 was isolated and purified from SGR, along with 2 and 4, was applied to the macrophage migration and adhesion assay in HUVEC (Human Umbilical Vein Endothelial Cells) - macrophages co-incultured Transwell system for immunological activity assessment. The results showed that compounds 1, 2 and 4 with concentration of 5μM (H), 500nM (M) and 50nM (L) could remarkably inhibit the macrophage migration and adhesion (Vs AGEs (Advanced Glycation End Produces) group, 1-L, 2-H and 4-L groups: $p<0.05$; other groups: $p<0.01$). Moreover, 1 and 4 showed satisfactory dose-effect relationship. In conclusion, the application of macrophage biospecific extraction coupled with HPLC-ESI-MS (n) analysis is a rapid, simple and reliable method for screening immunological active components from Traditional Chinese Medicine.

Keywords:

Macrophage biospecific extraction, HPLC–ESI-MS, Rhizoma Smilacis Glabrae, Immunological active component, Macrophage migration and adhesion

66. 利用柱前孵化後快速液相色譜分析方法從草藥中快速分離丙酮醛清除劑：虎杖的案例研究

湯丹、朱家笑、吳安國、徐友華、段婷婷、鄭兆廣、王汝上、李丹、朱荃
澳門科技大學 中醫藥學院

會議/刊物名稱：

色譜 A，第 1286 卷，pp.102-110，2013 年 4 月，SCI 檢索

內容簡介：

甲基乙二醛（ MGO ）是葡萄糖的一個非常活潑的代謝物，它在糖尿病相關慢性疾病的發病機制中起著關鍵作用，其已被認為是一個有效的治療靶標。在本研究中，我們建立了一種簡單而有效的方法用以從天然藥物中快速高效分離 MGO 清除劑，即基於表面多孔顆粒（殼）吸附採用預柱孵育緊隨快速高效液相色譜法聯合 UHPLC -DAD – MS(n)技術，並從傳統用以治療糖尿病的中藥虎杖中進行篩選鑑定。該假設是，在與 MGO 反應後，在色譜圖中 MGO 清除效力成分的峰面積將顯著降低或消失，且結構表徵可以通過 UHPLC -DAD – MS(n)實現。首先，較先前方法，本技術快速從虎杖中獲得了 12 個化合物（~12 分鐘），其中兩個，3,5,4'-trihydroxystilbene-3-O-(6〃-galloyl)-glucoside (3)和 emodin-8-O-(6'-malonyl)-glucoside (8)為首次報導的成分。與 MGO 孵化後，四個(E)-二苯基乙烯衍生物論證發現具備潛在的 MGO 清除活性。此外，通過 UHPLC 分析發現，虎杖苷（白藜蘆醇苷）和白藜蘆醇均表現出有效的 MGO 清除活性，它們均可顯著抑制晚期糖基化終產物（AGEs ）在人血清白蛋白（HSA ）- MGO 的形成，表明它們可作為用於延遲和預防糖尿病併發症的潛在的候選藥物。此外，通過 UHPLC -MS （n）分析 MGO 的捕集機理表明，(E)-二苯基乙烯 A 環的 2 位和 4 位是主要的用於捕獲 MGO 的活性位點，但是，糖基化會顯著降低捕獲效能。本文工作提供了一個非常有前途的從草藥與龐大的資源快速發現天然 MGO 清除劑的方法。

關鍵詞：

天然藥物、UHPLC-DAD-MSn、甲基乙二醛、天然清除劑、虎杖、篩選

66. Pre-column incubation followed by fast liquid chromatography analysis for rapid screening of natural methylglyoxal scavengers directly from herbal medicines: case study of Polygonum cuspidatum

Tang, D (Tang, Dan) ; Zhu, JX (Zhu, Jia-Xiao) ; Wu, AG (Wu, An-Guo); Xu, YH (Xu, You-Hua) ; Duan, TT (Duan, Ting-Ting); Zheng, ZG (Zheng, Zhao-Guang) ; Wang, RS (Wang, Ru-Shang); Li, D (Li, Dan) ; Zhu, Q (Zhu, Quan)

Faculty of Chinese Medicine, Macau University of Science and Technology

Name of conference/journal:

Journal of Chromatography A, Volume 1286, pp. 102-110, Apr 2013, SCI indexed

Abstract:

Methylglyoxal (MGO), a very reactive metabolite of glucose, plays a pivotal role in the pathogenesis of several chronic diseases associated with diabetes, and it has been validated as an attractive target for them. In the present study, a simple and effective method, namely pre-column incubation followed by fast high performance liquid chromatography based on superficially porous particles (shell), coupled with diode array detection and tandem mass spectrometry (UHPLC-DAD-MS(n)), was proposed for rapid and high-throughput screening of natural MGO scavengers directly from the crude extract of Polygonum cuspidatum Sieb. et Zucc, a well-known traditional Chinese medicine which was used for treatment of diabetic complications. The hypothesis is that upon reaction with MGO, the peak areas of components with MGO scavenging potency in the chromatogram will be significantly reduced or disappear, and the structural characterization could be achieved by UHPLC-DAD-MS(n) hyphenated technique. First of all, 12 compounds in P. cuspidatum were well separated within shorter time (~12 min) than previous methods and identified, and two of them, i.e. 3,5,4'-trihydroxystilbene-3-O-(6〃-galloyl)-glucoside (3) and emodin-8-O-(6'-malonyl)-glucoside (8) were firstly reported ingredients. After incubation with MGO, four stilbene derivatives were demonstrated to possess potential MGO trapping activities. Furthermore, it was proved that both polydatin (piceid) and resveratrol exhibited effective MGO-trapping capacity by UHPLC analysis, and they could significantly inhibit the formation of advanced glycation end products (AGEs) in the human serum albumin (HSA)-MGO assay, indicating that they were potential candidate agents for delaying and preventing diabetic complications. Additionally, MGO trapping mechanism exploration by UHPLC-MS(n) showed that the positions 2 and 4 of the A ring of stilbene were major active sites for trapping MGO to form both mono- and di-MGO adducts, however, the glucosylation of the hydroxyl group would significantly decrease the trapping efficiency. Collectively, the current work provides a very promising method for rapid discovery of natural MGO scavengers directly from complex matrices such as herbal medicines with huge resources.

Keywords:

Herbal medicines, UHPLC-DAD-MSn, Methylglyoxal, Natural scavenger, P. cuspidatum , Screening

67.性別與政治參與：新聞消費、政治效能及人際傳播

溫乃楠、郝曉鳴、Cherian GEORGE
澳門科技大學 人文藝術學院

會議/刊物名稱：
亞洲婦女研究，第 19 卷，第 4 期，pp.124-149， 2013 年 12 月，SSCI 檢索

內容簡介：
近年來女性在政治方面取得了巨大進步，在此背景下，本研究著重考察如下兩個問題：第一，在教育背景相似、獲得政治新聞的機會均等的青年男女中是否仍存在著政治參與方面的性別差異？第二，新聞消費、政治效能感及政治討論等多個因素是如何影響性別與政治參與的關係的？通過在新加坡一所大學的學生中進行的一次問卷調查，本研究發現與男性參與者相比，女性參與者具備較少的政治知識和政治效能感，她們也更少參與政治討論及其他一些線上、線下的政治活動。研究結果進一步表明女性參與政治活動更多受她們的政治效能感和政治討論的影響，而男性則主要依賴政治效能感。另外，新媒體尤其是社交媒體上的新聞消費同時影響男性和女性的政治參與。最後，我們對本研究的意義進行了深入探討。

關鍵詞：
亞洲女性、政治效能感、政治討論、政治參與、新媒體

67. Gender and Political Participation: News Consumption, Political Efficacy and Interpersonal Communication

Wen, NN (Wen Nainan); Hao, XM (Hao Xiaoming); Cherian Gorde
Faculty of Arts and Humanities, Macau University of Science and Technology

Name of conference/journal:
Asian Journal of Women's Studies, Volume 19, Issue 4, pp. 124-149, Dec 2013, SSCI indexed

Abstract:
With the backdrop of women's political progress in recent decades, this study was designed to answer two related questions. First, is there a gender gap in political participation among young males and females with similar educational background and equal access to political news and information? Second, how do factors such as news consumption, political efficacy, and political discussion interact with the relationship between gender and political participation? Through a survey of university students in Singapore, this study showed that females were less politically knowledgeable, less politically efficacious, and less likely to engage in political discussion and in offline and online political activities than males. Results further showed that females depended on political efficacy and discussion, whereas males were more likely to be motivated by political efficacy in their political participation. News consumption on the new and social media platforms also appeared to contribute to political participation for both males and females. Implications of this study were discussed.

Keywords:
Asian women, political efficacy, political discussion, political participation, new media

68. 網絡論壇與社交媒體使用對中國網上政治討論的影響：對“信任的螺旋”的檢測

牟怡、David Atkin、Hanlong Fu、Carolyn A. Lin、T.Y. Lau
澳門科技大學 人文藝術學院

會議/刊物名稱：
電信學與資訊學，第 30 卷，第 4 期，pp. 359-369，2013 年 11 月，SSCI、EI 檢索

內容簡介：
作為對阿拉伯之春中體現出的移動網絡媒體重要性的回應，本研究旨在更好地理解社交媒體的使用對中國網民政治活動的影響。對中國大學生的問卷調查檢查了網民社交媒體對政治態度和政治參與度的影響。結果顯示出網上論壇與社交網站使用對網上政治討論中度而正向的影響。本文對社交媒體時代背景下的政治變化進行了討論。

關鍵詞：
社交媒體、網上論壇、社交網站、政治討論、中國

68. The influence of online forum and SNS use on online political discussion in China: Assessing "Spirals of Trust"

Mou, Y (Mou Yi); David Atkin; Hanlong Fu; Carolyn A. Lin; T.Y. Lau
Faculty of Arts and Humanities, Macau University of Science and Technology

Name of conference/journal:
Telematics and Informatics, Volume 30, Issue 4, pp. 359-369, Nov 2013, SSCI, EI indexed

Abstract:
Echoing the significance of mobile online networks in fueling the Arab Spring, the present study seeks to better understand social media influences in China by studying political activity among Chinese netizens. A survey of Chinese college students examines the influence of online social networks in the context of political attitudes and political participation. Study results reveal a moderate but positive impact of online forum and social networking site use on online political discussion. Implications for political change in the social networking era, particularly in regimes that practice Internet censorship like China's are discussed.

Keywords:
Social media, online forum, SNS, Political discussion, China

69. 反思性鄉愁的視覺表述—“澳門印象”藝術設計特色課程設計與實踐

孟舒
澳門科技大學 人文藝術學院

會議/刊物名稱：

設計亞洲會議 2013 會議論文集，pp. 181-194，2013 年

內容簡介：

澳門獨有的歷史文化與社會經濟形態，以及近年來實施的文化創意產業戰略，都對澳門高等藝術設計教育模式提出了新的特殊要求。澳門科技大學人文藝術學院藝術設計專業在近五年的教學探索中，努力嘗試創設適應於澳門本土的藝術設計特色課程。學院前瞻性地將社會意識和人文理念融入藝術設計教學體系建設，創設出了以 “澳門印象”為主導的特色課程體系，力圖尋求藝術設計教育國際化與本土化相結合的實踐模式。課程通過以“澳門印象”為主題的各類型視覺圖像文本的練習，增強學生個體對在地文化張力的感知力，強化在地學生的本土意識，增強本專業學生對設計、個人、社會三者關聯性的理解，提高綜合設計認知能力。與此同時，學院在教學中注重積累各類教學文本，有益於澳門記憶遺產的視覺文本檔案的建立。“懷舊”是人類共有的社會心理及文化現象。本文採用質性研究方法，從“反思型懷舊”的視角探討全球化語境中的當代設計教育在社會文化中所承擔的文化價值，以凸顯當代設計教育以超越時間和空間的人文價值及社會價值。

關鍵詞：

反思型懷舊、藝術設計特色課程、澳門印象

69. The visual representation of reflective nostalgia: design and practice of "macau impression" art and design characteristic courses

Meng, S (Meng Shu)
Faculty of Arts and Humanities, Macau University of Science and Technology

Name of conference/journal:
Conference Proceedings（DesignEd Asian Conference2013）, pp. 181-194, 2013

Abstract:
The unique history, culture, and socio-economic patterns in Macau, as well as the development of cultural and creative industry strategies in recent years， have created urgent demands on innovative art and design education models in Macau's higher education system. During the recent five years' exploration, the Faculty of Arts and Humanities in the Macau University of Science and Technology has experimented with courses in art and design with great ingenuity. With foresight, the Faculty has integrated social consciousness and humanism into art and design education, thus devising a creative course module entitled "Macau Impression". It strives to combine the current international practice in art design education with local characteristics by invoking a trend commonly featured in modern art and design practice, the so-called "the future of nostalgia". Specifically, the course attempts to cultivate a sense of "reflective nostalgia" in learners, which is different from the commonly known "restorative nostalgia". The former is not keen on visual representation that restores the past, but emphasizes a forward-looking engagement with stories of the past. Through instructing the students to produce visual texts of different kinds, the course aims to enhance the students' cognitive recognition of the intensity of local culture, and to develop the capacity to construct and communicate "reflective nostalgia" in their design work. It hopes to strengthen the students' sense of identity and to facilitate creative thinking. In the meantime, various visual text amassed during teaching also contribute to developing a visual archive for Macau's ongoing heritage.

Keywords:
Reflective Nostalgia, Art and Design Characteristic Course, Macau Impression

70. 海外紀念性歷史博物館當代公共教育的價值取向與實踐路徑—結合侵華日軍南京大屠殺遇難同胞紀念館的共時態研究

孟舒、鄭夢圓
澳門科技大學 人文藝術學院

會議/刊物名稱：
日本侵華史研究，第 20 卷，第 4 期，pp. 132-142，2013 年 12 月

內容簡介：
本文在對海外當代紀念性歷史博物館公共教育的價值取向及其實踐路徑問題進行梳理的基礎上，結合侵華日軍南京大屠殺遇難同胞紀念館公共教育的理念與實踐，較為深入地探討了當代紀念性歷史博物館公共教育的一些重要理論問題。本文認為，紀念性歷史博物館公共教育的核心價值在於讓觀眾借由紀念館的“場所體驗”，逐步建立“個體記憶”，同時消除思維定勢，接受歷史真相，從而提升對暴力本質的理解，增強個體批判性思考的能力，最終達到勇於承擔社會責任，更好肩負歷史使命，大力促進人類和平的重要目的。文章就“場所體驗之於自我反省”、“認知感悟之於態度行為轉變”、“藝術設計之於審美體驗與移情”三個方面進行論述。

關鍵詞：
紀念性歷史博物館、公共教育、價值取向、實踐路徑

70. The value orientation and practical methodology of historic museums' contemporary education---A synchronic study on The Memorial Hall of Victims in Nanjing Massacre by Japanese Invaders

Meng, S (Meng Shu); Zheng, MY (Zheng Mengyuan)
Faculty of Arts and Humanities, Macau University of Science and Technology

Name of conference/journal:
Japanese Invasion of China History Research, Volume 20, Issue 4, pp. 132-142, Dec 2013

Abstract:
This article first reviews problems existed in the value orientation and practical methodology of historic museums' contemporary education practice, and then discusses deeper theoretical questions of education in contemporary historic museums by focusing on educational rationale and practice at The Memorial Hall of the Victims in the Nanjing Massacre. The paper points out that through creating a “experience of memorial sites” that forms the base of “individual memory”, historic museums can help the public think “out of the box” to face historical truth, so as to enhance their understanding about violence. Only by accomplishing that, the historic museums may achieve its goal of educating the public about their historical and social responsibility to promote a peaceful world. The arguments of this paper are divided into three aspects, i.e. the experience of memorial site versus self-reflection, cognition versus attitudinal and behavioral changes, art and design versus aesthetic experience and empathy.

Keywords:
Historic Museum, Education, Experience of Memorial Site, Value Orientation, Practical Methodology

71. 中國東晉時期的旅行文化

晏鯉波、Bob McKercher
澳門科技大學 酒店與旅遊管理學院

會議/刊物名稱：

旅遊研究紀事，第 43 卷，pp.20-36，2013 年 10 月，SSCI 檢索

內容簡介：

這篇論文研究的是中國東晉時期（西元 317-420）的旅行文化，旨在探討為何在西元四世紀的中國形成了一種著眼於自然風景欣賞的旅行文化。這種旅行文化的產生，比西方早了 1500 多年。研究的結果增進了學界對於自然旅遊起源的認識。

關鍵詞：

旅遊史、風景欣賞、旅行文化、東晉

71. Travel Culture in Eastern Jin China (317–420 AD): The Emergence of A Travel Culture of Landscape Appreciation

Yan, LB (Yan Libo); Bob McKercher
Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Name of conference/journal:

Annals of Tourism Research, Volume 43, pp. 20-36, Oct 2013, SSCI indexed

Abstract:

Leisure travel has a long history in imperial China that was oriented primarily around landscape encounters. This history is largely unknown in the West. This paper illustrates how the Chinese travel culture of landscape appreciation emerged in the Eastern Jin Dynasty period (AD 317–420), an era often referred to as China's Dark Ages, through an analysis of travel writings and biographies of literati written during that period.

Keywords:

Tourism history, landscape appreciation, travel culture, Eastern Jin China

72. 探討旅遊歷史研究——比對中英文文獻

晏鯉波、Bob McKercher
澳門科技大學 酒店與旅遊管理學院

會議/刊物名稱：
中國旅遊研究，第 9 卷，第 2 期，pp.151-162，2013 年 5 月

內容簡介：
本研究旨在概述以兩種不同語文即中文和英文撰寫的旅遊歷史研究，並分析三個主要專案，包括研究主題、材料來源及資料分析方法，以比對中英文文獻之異同。研究發現，兩者在主題和材料來源方面均沒有明顯差別，但在分析方法上則有所不同。作者根據對現有文獻的分析，就以下問題提出了結論性意見：主題選擇、材料搜尋、確定研究範圍及材料分析。最後，作者也指出了英文文獻對中國旅遊歷史研究的影響。

關鍵詞：
旅遊歷史、主題、材料來源、方法

72. Tourism History Research: A Glimpse into the English and Chinese Literature

Yan, LB (Yan Libo); Bob McKercher
Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Name of conference/journal:
Journal of China Tourism Research, Volume 9, No. 2, pp. 151-162, May 2013

Abstract:
The aim of this article is to offer an overview of tourism history studies conducted in English and Chinese. The article analyzes three main issues—research themes, source materials, and data analysis methods—for a contrast of literatures in the two languages. No essential difference in the respects of sources and themes is reported because the variances in the two aspects can be accepted as a given. The methods for analyzing source materials, however, are somewhat different in the two cohorts of tourism history research. Based on the analysis of existing literature, the authors have made some concluding comments on the following issues: choice of themes, search for source materials, determination of research scope, and analysis of source materials. The article also points out the implications of English literature on Chinese tourism history research.

Keywords:
Tourism history, themes, source materials, methods

73. 澳門旅遊地圖研究

晏鯉波、Younghee Lee
澳門科技大學 酒店與旅遊管理學院

會議/刊物名稱：

2013 TOSOK 國際旅遊會議論文集，2013 年 7 月

內容簡介：

這篇論文主要研究旅遊者對於旅遊地圖中呈現的地理及旅遊資訊的滿意度。以澳門為案例，論文探討了旅遊者對於旅遊地圖的內容及其設計的感知，以及這些因素對於總體滿意度的影響。除了地圖本身的相關因素外，也探討了人口統計學特徵以及旅行方式與滿意度的關係。

關鍵詞：

滿意度、旅遊地圖、澳門

73. Are tourists satisfied with the map at hand? A case of Macau

Yan, LB (Yan Libo); Younghee Lee
Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Name of conference/journal:

The 2013 TOSOK International Tourism Conference, Seoul, Korea, Jul 2013

Abstract:

The tourist maps of a given destination offer information to the tourists on its geographical environment and the tourist sites of interest. This sort of information service is important for the tourists unless they are very familiar with the destination. This study mainly concerns with tourists' satisfaction with this geographical and touristic information service which has been neglected in the existing literature for unjustified reasons. The study, using Macau as a case, was designed to explore the influential factors on the overall satisfaction, which involved in two cohorts of variables: the content and design of the tourist map, as well as the demographics and trip features. It was found that the respondent are, in general, satisfied with the tourist map they used, if any, for sightseeing; however, their attitude toward the various element of the map content and design differ. These attitudes reflected by the data have implications for map design and application in the future.

Keywords:

Satisfaction, tourist map, Macau

74. 澳門博彩產業之經營戰略

周金泉、吳宏哲
澳門科技大學 酒店與旅遊管理學院

會議/刊物名稱：
澳門研究，第 3 期，pp. 17-24，2013 年 9 月

內容簡介：
博彩業作為澳門的支柱產業，近年來發展迅速，能否實現可持續發展成為業內的關注焦點。以產業生命週期理論研究澳門博彩產業生命週期，刻畫澳門博彩產業發展的歷史階段和生命週期，提出博彩產業生命週期階段的特徵，包括產品特徵、組織特徵、市場特徵、產業結構和產業政策特徵。根據澳門博彩產業生命週期階段特徵變數，對現生命週期階段的經營戰略進行分析，提出相應的戰略定位、發展模式和競爭策略。

關鍵詞：
澳門、博彩產業、生命週期、經營戰略

74. Business Strategy of gambling industry in Macau

Zhou, JQ (Zhou Jinquan); Wu, HC (Wu Hongche)
Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Name of conference/journal:
Journal of Macau Study, No. 3, pp. 17-24, Sep 2013

Abstract:
Gambling industry has rapidly development as a main industry in recent years, which to be more focused for its sustainable development.in this paper, we studied the gambling industry life cycle based on the theory of industry life cycle, described the historic stage and life cycle phases of gambling industry in Macau, proposed the chrastertic of gambling industry life cycle stages includes product, organization, market, industry structure he and industry policy. According to the change of those different gambling life cycle stage, we give the strategic position, development model and policies for the business strategy of this stage in Macau.

Keywords:
Macau, Gambling industry, Life cycle, Business strategy

75. 主題公園建設對當地旅遊的影響

周金泉、吳宏哲
澳門科技大學 酒店與旅遊管理學院

會議/刊物名稱：

ICTH 國際會議，2013 年 7 月，新加坡

內容簡介：

中國的第四個空間發射地點在文昌市，這裡將被修造的海南省航太主題樂園無疑將成為世界的最大，並且有對航空和文化旅遊的產生國際影響，在促進海南國際旅遊業將扮演一個巨大角色。 航空發射中心的建立。這在海南省是一個為經濟發展的歷史機會。 因為高技術產業基地將影響海南旅遊業裡，推動將達到經濟發展。在本文我們將談論方式怎麼空間主題樂園的建築在文昌，在海南將整合旅遊業資源，它在海南將改進並且提高海南的旅遊業產品組合和旅遊業的競爭性，怎麼它將擴展海南的旅遊業產業鏈子並且促進地方社會經濟的情況的全面發展。空間主題樂園將促進海南旅遊業的協調發展。

關鍵詞：

航太主題公園、海南、旅遊

75. How space launch theme park will influence local tourism?

Zhou, JQ（Zhou Jinquan）；Wu, HC (Wu Hongche)
Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Name of conference/journal:

2nd Annual International Conference on Tourism and Hospitality Research, Jul 2013，Singapore

Abstract:

China’s fourth space launch site in Wenchang City of Hainan Province and a space theme park to be built here will no doubt become the world's largest, and have considerable international influences on space and cultural tourists. This will play a tremendous role in promoting Hainan international tourism. This is a historic opportunity for economic development in Hainan Province. The space launch building itself as a base of high-tech industry will impact make In the Hainan tourism, a leader will bring about economic development in Hainan Province. In this paper we will discuss the ways how the construction of space theme parks in Wenchang will integrate tourism resources in Hainan, how it will improve and enhance Hainan's tourism product mix and the competitiveness of tourism in Hainan, how it will expand Hainan's tourism industry chain and promote the comprehensive development of local socio-economic conditions. The space theme park will be the coordinated development of tourism in Hainan.

Keywords:

Space launch theme park, Hainan Island, tourism

76. 基於網絡的會展展期延伸模式

周金泉
澳門科技大學 酒店與旅遊管理學院

會議/刊物名稱：
ICMSE 國際會議，2013 年 6 月

內容簡介：
因為實體展出的組織者在有限的展示空間、費用開支和短小參觀的時間內的限制，和實體展出的參加者相比，虛擬網絡展示的作用經常被利用。 為了改進實體會展的作用，現代網路技術和電子商務技術的發展為兩個傳統參展者和組織者提供現實。 在本文我們討論基於網路技術的新的展出模型，一起整合虛擬展示和實體會展，使傳統會展展期在實際上向前引伸和向後延長。 將通過使用虛擬網路展示，實體會展品牌的生命週期也得到延長。

關鍵詞：
會展、網絡展示、實體會展、技術創新

76. Convention and Exhibition Period: Extending Model Based on the Network

Zhou, JQ（Zhou Jinquan）
Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Name of conference/journal:
The 3rd International Conference on E-Business Technology and Strategy, Jun 2013

Abstract:
The exhibition effect is often deduced because the physical exhibition organizers were perplexed in a limit display space, logistic expenditure and short visiting time comparing with physical exhibition participants. In order to improve the effect of physical convention, the development of modern network technology and electronic commerce technology provides a reality for both traditional exhibitors and organizers. In this paper we discuss the new exhibition model based on the network technology, integrating the virtual display and physical exhibition together, which makes the combination of traditional exhibition period in actually forward extension and extended backward. By using of virtual network display, the life cycle of physical brand exhibition will also be prolonged.

Keywords:
Convention and Exhibition, Online Exhibition, Information Technology, Physical Exhibition

77. 影視旅遊者目的地形象感知及行為意向研究——以澳門為例

唐娟、高尚梅
澳門科技大學 酒店與旅遊管理學院

會議/刊物名稱：
旅遊論壇，第 6 卷，第 4 期，pp. 23-29，2013 年 7 月

內容簡介：
近年來，影視劇的熱播引起觀眾蜂擁前往拍攝地旅遊的情況已經由個別的，孤立的案例發展成具有一定規律和規模的現象，本研究以澳門為研究背景，以影視旅遊者目的地認知，情感形象和行為意向為研究中心並探討他們之間的關係。同時還瞭解了目前與澳門相關的影視作品觀看情況以及不同人口統計學特徵的遊客在影片觀看上的分佈差異。根據文章的研究結論，提出針對影視旅遊日後發展的建議，有助於認知澳門目前影視旅遊發展的狀況，以及目的地認知，情感形象是否與下一步的行為意向正向相關，為未來影視旅遊產品和行業的發展提供更多建議和意見。

關鍵詞：
影視旅遊、目的地形象、認知形象、情感形象、行為意向

77. Peception of Destination Image and Behavioral Intention of Film Tourists

Tang, J (Tang Juan); Gao, SM (Gao Shangmei)
Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Name of conference/journal:
Tourism Forum, Volume 6, No. 4, pp. 23-29, Jul 2013

Abstract:
In recent years, audience drawing to shooting locations caused by the popularity of film and television programs has developed from individual, isolated case to phenomenon of large scale. This research takes Macau as background and film tourists' destination cognitive image, affective image, behavioral intention and the relationship between them as research targets. Meanwhile, the paper also clarifies the watching preferences among different film tourists with differed demographic features. Based on the results, the paper puts forward some suggestion which help to understand current development of film tourism in Macau and whether cognitive and affective image will positively affect intention behavioral and provide more advice for the whole industry.

Keywords:
Film tourism, destination image, cognitive image, affective image, behavioral intention

78. 澳門文博事業發展小議

唐娟
澳門科技大學 酒店與旅遊管理學院

會議/刊物名稱：

2013 歐亞會議論文集，2013 年

內容簡介：

當前的博物館是多功能的綜合體，超越了過去傳統的教育和文化功能，被認為有潛力成為驅動目的地推廣發展旅遊經濟的一個重要分支力量。澳門擁有豐富的博物館資源，23 個不同的博物館散佈在約 30 萬平方公里的土地上。然而，作為景點吸引遊客方面似乎並不討好。許多澳門的博物館鮮為人知。本研究的目的是藉助從博物館政策的視角，審視潛在的博物館資源優勢如何能得到充分發揮。首先回顧了歷史背景下博物館的主要發展趨勢，然後聚焦到澳門的當地博物館，討論當前政府在關於博物館方便的若干政策現狀，以及博物館的配套活動的內容。通過深入研究政府相關網站，並結合與一些政府官員的深入訪談，得出的結論是當前政府政策的許多內容 並不支持本地博物館的發展。作者對應提出相關政策發展展望，包括加強政策槓桿的力量，更加注重公平和政策的公正，賦權與控制之間取得更好的平衡，並鼓勵不同部門之間的協作和溝通。

關鍵詞：

博物館、澳門、政策、發展對策

78. The Development of Macau's Cultural Relics and Museums

Tang, J (Tang Juan)
Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Name of conference/journal:

The 2013 (the 9th) Euro-Asia Conference on Environment and Corporate Social Responsibility-Tianjin Session, 2013

Abstract:

Museums are important cultural sectors which go far more beyond the traditional educational and cultural function. Museum Tourism is now believed to have potential to be the key drivers for destination promotion in tourism economy. Macau is especially unique with abundant museum resources, 23 different museums scattering within this region about 30 sq. meters. Yet the attractions to tourists seem not pleasing. Many of them are barely known or visited by tourists. This research aims to contribute to narrow the gap and help bring the potential museum resources into full play from a perspective of museum policy. The major development trend of museums in historical context was firstly reviewed, and then zooms in to Macau’s local museum situations, discussing typologies and content of government’s policy about museum financing as well as museum supporting activities. After a thorough study on the current museum related regulations from the government website together with some in-depth interview with government officers, it was concluded that many part of present government policy is no incentives to the development of local museum, which in turn will possibly stand in the way of its development trend and achievement of tourism and educational function. As a conclusion, some proposals were made to enhance the current local policy including strengthening policy leverage force, more focus on fairness and justice of policy, a better balance between empower and monitor, and encouragement of collaboration and communication.

Keywords:

Museum, Macau, Policy, Development Countermeasure

79. 評估道義權衡：聯合分析法

白鎮國、Ronald Lee、Bruce Seaton、David Hinds、Weidong Xia
澳門科技大學 酒店與旅遊管理學院

會議/刊物名稱：

計算機學報，第 8 卷，第 7 期，pp.1771-1776，2013 年 7 月，EI 檢索

內容簡介：

道義衝突的情況下，你是“該死的，如果你這樣做，如果你不該死” - 每個可用選項會導致不希望的結果或違規。人們如何推理道義的衝突？在本文中，我們使用聯合分析的實驗技術揭示了人們在使用這類情況有關的決定因素。應用到機器人與人類在社交場合互動，這可能面臨道義衝突的程式。

關鍵詞：

義務論、道義衝突、聯合分析、機器人、機器人車輛、機器倫理學

79. Assessing Deontic Trade-offs: A Conjoint Analysis Approach

Pai, CK (Pai Chen-Kuo); Ronald Lee; Bruce Seaton, David Hinds; Xia, WD (Xia Weidong)
Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Name of conference/journal:

Journal of Computers, Volume 8, No. 7, pp. 1771-1776, Jul 2013, EI indexed

Abstract:

Deontic conflicts are situations where you are “damned if you do and damned if you don’t” – where each of the available options will lead to an undesirable outcome or violation. How do people reason about deontic conflicts? In this paper we use the experimental technique of conjoint analysis to uncover the relevant decision factors that people use in such situations. Applications are to programming of robots that interact with humans in social situations and which may face deontic conflicts.

Keywords:

Deontology, deontic conflict, conjoint analysis, robotics, robot vehicles, machine ethics

80. 以跨層次的觀點探討員工工作家庭衝突: 主管工作家庭衝突的跨界效果及高階主管支持的下行效果

潘思穎
澳門科技大學 酒店與旅遊管理學院

會議/刊物名稱：

2013 年美國管理學會年會

內容簡介：

本研究所欲探討的主要兩個研究問題如下：(1) 直屬主管的工作家庭衝突(work family conflict)是否會影響部屬對工作家庭衝突的知覺? (2) 假使工作家庭衝突的知覺會透過組織層級相互移轉，組織要如何預防? 本研究提出了一個整合的模式來回答上述的兩個問題。首先，在直屬主管與部屬之間工作家庭衝突的跨界效果(crossover effect)的影響關係中，直屬主管對於家庭支持的行為扮演重要的仲介變數，而直屬主管的工作角色顯著程度則在這段關係中扮演重要的調節變數。本研究預期，直屬主管對於家庭支援的行為會仲介直屬主管工作家庭衝突及部屬工作家庭衝突的關係，但仲介效果的強弱將端視直屬主管的工作角色顯著程度而定。 其次，本研究進一步假設，高階主管的支持能有效的避免工作家庭衝突在組織層級中造成擴散。根據社會學習及社會交換理論，本研究預期高階主管的支持會直接的影響主管支援家庭的行為，或間接的透過減緩直屬主管的工作家庭衝突，進而對直屬主管支持家庭的行為產生影響。最後，直屬主管會仲介高階主管支持與部屬工作 家庭衝突的關係。為檢驗理論模型，本研究以 43 家公司中的 83 位主管及 276 位員工作為研究對象。階層線性模式的研究結果支援了多數的研究假設。理論貢獻及實務意涵亦在文中做詳盡探討。

關鍵詞：

跨界效果、工作家庭衝突、高階主管的支持、支持家庭的主管、及角色顯著

80. Multilevel investigation of subordinates' WFC: Crossover effect of supervisors' WFC and downward effect of top managers' support

Pan, SY (Pan, Su-Ying)
Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Name of conference/journal:
2013 Annual Meeting of Academy of Management

Abstract:
This study addresses two relevant research questions: (1) is it possible that work-family conflict (WFC) can be transmitted from supervisors to subordinates in the workplace? (2) If yes, what kind of intervention can organizations take for prevention? To empirically examine the crossover effect of WFC between supervisors and subordinates, this study explicitly investigates how supervisors' WFC lead to subordinates' WFC through the mediation of supervisors' family supportive behavior and through the moderation of supervisors' work-role salience. The study further argues that top managers' supportiveness plays an important role in preventing WFC from spreading hierarchically. Based on social learning and social exchange theories, this study hypothesizes that top managers' support would directly predict supervisors' family supportive behavior and indirectly through the mediation effect of supervisors' WFC. A conceptual model is tested with a matched sample of 83 supervisors and 276 subordinates from 43 companies in Taiwan. Results of hierarchical linear modeling support most of the hypotheses. Theoretical and practical implications are also discussed.

Keywords:
Crossover effect, work-family conflict, top managers' support, family supportive supervisor, work-role salience

81. 外演在場禮儀，內合情美之禮:《儀禮》的禮儀存在和語言敘事

李開
澳門科技大學 通識教育部

會議/刊物名稱：
香港《能仁學報》，第 13 期，2013 年

內容簡介：
以《士冠禮》為例，說明《儀禮》中禮儀的呈現， 由呈現而知上古禮儀本體存在方式的構成，可以現代學理“存在即有為”說之。《儀禮》中體現先民禮儀中的 “向物而思”和“因事而思”，並隨時靈動地由前者轉向後者。《儀禮》時代還缺乏“仁”那樣的高級範疇來囊括道德善和人性美，修養獲善德的結果，給個人帶來的幸福都是功利的。《聘禮》 講究外交官“辭苟足以達，義之至也”， 明確了“足已達”的限度，“義”之所指和“義之至”的標準。《儀禮》是通過儀式語言、音樂語言、情感語言來闡揚早期儒家道德論的，《儀禮》之“禮”深入到人性、人情，是審美之“禮”，而非揚善之“禮”，因而具有人性化意義。如果我們要用“以法治國，以禮治心”來充實新儒學，加強新儒學的實踐性、現代性，是不能不注意到《儀禮》的情美之“禮”的，而純粹的道德說教之“禮”有相當大的局限性。

關鍵詞：
禮儀呈現、語言敘事、外交辭令以“足以達”為“義之至” 情美之禮、以禮治心

81. Outside to Show Etiquette on the Scene and Inside to Suits Feeling-beauty Rite

Li, K (Li Kai)
Department of General Education, Macau University of Science and Technology

Name of conference/journal:
The Learned Journal named NengRen in H. K, Issue 13, 2013

Abstract:
To take ShiGuanli(a rite of person who comes of age 士冠禮) as a example to show etiquette appearance in the book YiLi. From the appearance we can know the composition of noumenon-bing of far ancient etiquette, and can explain it with modern scientific theory “to be is to do”. The YiLi has the principles of the “to the things” and of the “from the facts” which emerge the etiquette of the ancients, and nimbly remove from the front to the last. There isn’t the high category “ren” (kindness 仁) used to include moral virtuous or beauty of human nature. Moral virtuous obtained by training can bring happiness, but it was utility. The PinLi(diplomatic etiquette and procedure 聘禮) was particular about the principle that fluent and readable is the most Yi (justice), and the criterions of fluent and readable, and what is Yi and the standard of most Yi which belong to diplomat. The YiLi elucidated the moral theory of the early Confucianism using the language of ritual and of feeling and of music. The rite in the YiLi had gone deep into human nature and human feelings, and it is aesthetic rite, but isn’t throwing up moral virtuous. So far it has humanized affection. If we want to full Confucian teachings of a new type using “to administer a country with the law and to manage one’s heart i.e. thinking with the rite”, and strengthen its practicality and its modern thinking, and we cannot but pay attention to feeling-beauty rite of the YiLi, and rite that made wholly moral excuses has always considerably many limitations.

Keywords:
Outside to Show Etiquette on the Scene and Inside to Suits Feeling-beauty Rite

82. (6) HEBE 小行星的觀測計劃

盧曉平、趙海斌、尤眾
澳門科技大學 通識教育部

會議/刊物名稱：
地球、月球與行星科學，第 110 卷，pp. 81-89，2013 年 2 月，SCI 檢索

內容簡介：
隨著地球上的觀測站越來越多，為了獲得小行星相關物理化學性質而觀測到的光變曲線也越來越多。相對於目前已發現的幾十萬顆小行星，已經建立形狀模型的小行星數量只有幾百顆。而且對於某些特定的小行星，已經有多條光變曲線存在，經過分析後發現，許多條光變曲線的觀測位置非常相近，對於還原小行星的形狀沒有太大價值。然而小行星的形狀模型以及相關參數的獲得需要多條不同觀測位置的光變曲線。本文以(6)HEBE 小行星為例，嘗試提出一種觀測計劃制定方法。通過 對已有光變曲線分析，找出尚無觀測數據的區間，進而基於小行星軌道計算，得到下一次小行星可以觀測的日期數據。根據此資訊安排觀測以補充完善小行星的光變曲線數據，進而完善小行星的形狀以及相關參數資訊。

關鍵詞：
觀測計劃、光變曲綫、光度、形狀、小行星、軌道

82. Observation Plan for Refining Shape Model of (6) HEBE

Lu, XP (Lu Xiaoping); Zhao, HB (Zhao Haibin); You, Z (You Zhong)
Department of General Education, Macau University of Science and Technology

Name of conference/journal:
Earth, Moon, and Planets (EMP), Volume 110, pp. 81-89, Feb 2013, SCI indexed

Abstract:
As the number of observatories located on the surface of Earth is increasing largely in decades more and more photometric data of asteroids is observed to make the research about their various physical and chemical characteristics. Compared with hun- dreds of thousands of asteroids found up to now, rare hundreds of three-dimensional shape models of asteroids have been built from the tremendous photometric data with incessant observations, i.e. lightcurves. For some specific asteroid already with many observed lightcurves, the unceasing observation is not too much valuable, nevertheless an additional lightcurve observed in a request viewing aspect can refine the shape model and other related parameters. This article taking the asteroid (6) HEBE for example, attempts to introduce a method to make the observation plan by combining the request of the shape model and the orbital limitation of asteroids. Through analyzing the distribution of lightcurves of (6) HEBE, small cabins without any lightcurve data are found, which can be filled by new observations at some specified dates when the positions of Asteroid, Sun, Earth are limited as the request geometry.

Keywords:
Observation plan, Lightcurves, Photometric, Shape, Asteroids, Orbit

83. 由光變曲線快速反演橢球體

盧曉平、趙海斌、尤眾
澳門科技大學 通識教育部

會議/刊物名稱：

天文和天體物理學研究，第 13 卷，第 4 期，pp. 465-472，2013 年 4 月，SCI 檢索

內容簡介：

關於小行星的研究越來越成為太空科學研究的熱門，特別是計算小行星的物理參數，例如自轉軸方向，自轉週期，形狀等。然後受限於地球與小行星遙遠的距離，除了個別近地小行星以外，幾乎無法直接觀測計算其相關物理參數。光度測量目前依然是獲取小行星相關數據的主要方式。光變曲線是記錄小行星觀測位置以及觀測亮度的曲線。本文主要是基於小行星橢球體模型提出一種快速演算法，通過從光變曲線進行反演，來獲取小行星相關物理參數。通過引入一個特定的曲率函數，該演算法將表面亮度積分轉換為單位球上的亮度積分，並應用 Lebedev 快速積分來數值計算，進一步通過 L-M 優化演算法來求解最優解。基於該方法，可以快速獲取小行星的物理參數，並進一步為更優的形狀模擬提供初始值。

關鍵詞：

橢球體、光變曲線、光度、形狀、小行星

83. A fast ellipsoid model for asteroids inverted from lightcurves

Lu, XP (Lu Xiaoping); Zhao, HB (Zhao Haibin); You, Z (You Zhong)
Department of General Education, Macau University of Science and Technology

Name of conference/journal:

Research in Astronomy and Astrophysics (RAA), Volume 13, Issue 4, pp. 465-472, Apr 2013, SCI indexed

Abstract:

Research about asteroids has recently attracted more and more attention, especially focusing on their physical structures, such as their spin axis, rotation period and shape. The long distance between observers on Earth and asteroids makes it impossible to directly calculate the shape and other parameters of asteroids, with the exception of Near Earth Asteroids and others that have passed by some spacecrafts. Photometric measurements are still generally the main way to obtain research data on asteroids, i.e. the lightcurves recording the brightness and positions of asteroids. Supposing that the shape of the asteroid is a triaxial ellipsoid with a stable spin, a new method is presented in this article to reconstruct the shape models of asteroids from the lightcurves, together with other physical parameters. By applying a special curvature function, the method calculates the brightness integration on a unit sphere and Lebedev quadrature is employed for the discretization. Finally, the method searches for the optimal solution by the Levenberg-Marquardt algorithm to minimize the residual of the brightness. By adopting this method, not only can related physical parameters of asteroids be obtained at a reasonable accuracy, but also a simple shape model of an ellipsoid can be generated for reconstructing a more sophisticated shape model.

Keywords:

Ellipsoid model, lightcurves, photometric, shape, asteroids

84. 客家話覃談有別的存古層次

嚴修鴻、余頌輝
澳門科技大學 通識教育部

會議/刊物名稱：
語言科學，第 3 期，pp. 277-290，2013 年 5 月，PKU，CSSCI 檢索

內容簡介：
根據最新調查與文獻考證，中古覃談重韻的區別在許多客家方言點是確實存在的，前人相關斷言有誤，本文認爲有必要作出修正。客家話覃談相別，反映在口語層次，是覃韻存古而非像閩南話的“談韻在變化之後與覃韻互相區別”。 客家話在口語詞彙裏不僅明確無誤地保留了覃談之別，而且在聲母條件上也見於見系，不像吳語、贛語那樣僅局限於端系。

關鍵詞：
客家話、重韻、語音層次、本字考證

84. Chongyun Tan（覃）and Tan（談）Contrasts in modern Hakka

Yan, XH (Yan Xiuhong); Yu, SH (Yu Songhui)
Department of General Education, Macau University of Science and Technology

Name of conference/journal:
Linguistic Sciences, Issue 3, pp. 277-290, May 2013, PKU, CSSCI indexed

Abstract:
Basing on the recent investigation and the latest etymological and historical documents studies, this paper tries to reveal that the contrast of the Chongyun—rhymes with common features but under different headings—of Tan（覃） and Tan（談） still can be distinguished in modern Hakka dialects like Longchuan, Meixian and Wuhua in Guangdong province as well as some other Hakka dialects in Southern Jiangxi and Western Fujian, thus the previous conclusion drawn by some scholars that these two rhymes have merged into one in Hakka might need to be revised. The strata of differentiating Tan（覃） and Tan（談）can be found in Hakka dialects. Hakka dialects remain the Tan（覃） forms conservatively as [em] in these colloquial words while Southern Min in the other way, as Tan（談） has undergone the nasalization. Unlike the Wu and Gan dialects, Hakka dialects maintain these two contrary rhymes not only followed by the initials of alveolar but also by velar ones.

Keywords:
Hakka dialects, Chongyun, phonological stratum, etymology

85. 廣府粵語覃談分韻的歷史層次

余頌輝
澳門科技大學 通識教育部

會議/刊物名稱：
文化遺產，第 4 期，pp. 91-98，2013 年 7 月，PKU，CSSCI 檢索

內容簡介：
本文通過對現代方言和歷史文獻的考證，説明中古覃、談重韻的區別在粵方言廣府片中是確實存在的，這和《切韻》音系相合，而前人相關論斷有誤。粵語的覃談相別，主要反映在口語中，在聲母條件上與吳語、贛語、徽語一樣局限於端系，而不像閩語、客家話那樣還表現在見系，覃韻的早期形式爲圓唇的[om/op]，晚近形式爲[ɐm/ɐp]，與談韻相區別。

關鍵詞：
粵語、重韻、語音層次、考本字

85. Chongyun Tan（覃） and Tan（談） Contrasts in Cantonese

Yu, SH (Yu Songhui)
Department of General Education, Macau University of Science and Technology

Name of conference/journal:
Cultural Heritage, Issue 4, pp. 91-98, Jul 2013, PKU, CSSCI indexed

Abstract:
Based on both modern and historical documents, this paper tries to reveal that the contrast of the Chongyun—rhymes with common features but under different headings—of Tan（覃） and Tan（談）still exists in Cantonese, which is in line with the phonology in Qie Yun. Thus it casts doubt on the previous conclusion drawn by some scholars that these two rhymes have merged into one in Cantonese. The strata which differentiate Tan（覃）and Tan（談）can be found in colloquial Cantonese，where the Tan（覃） rhymes surface as [ɐm/ɐp] with their early forms as [om/op]. In terms of the conditioning initials, they only co-occur with the acute initials. Such co-occurrence restriction can be found in Wu, Gan or Hui dialects, but these two contrastive rhymes can co-occur with not only the acute initials but also the grave ones in Southern Min and Hakka dialects.

Keywords:
Cantonese, Chongyun, phonological stratum, etymology

86. 許寶華的漢語方言研究及學術思想述略

余頌輝
澳門科技大學 通識教育部

會議/刊物名稱：
暨南學報（哲學社會科學版），第 3 期，pp. 142-147，2013 年 3 月，PKU，CSSCI 檢索

內容簡介：
許寶華教授是當代著名的漢語方言學家。他的學術思想和理論觀點主要體現為以下方面：漢語方言調查以人為本、以口語為核心；方言研究應以點帶面、點面結合；方言和音韻史的考據和構建，應充分匯集編纂和利用歷代方志資源；方言研究應服務國家的語文政策，與社會語言生活相結合。

關鍵詞：
漢語方言學、許寶華、漢語方言大詞典、吳方言

86. The Research and Academic Ideas of Prof. Xu Baohua on Chinese Dialects: A Review

Yu, SH (Yu Songhui)
Department of General Education, Macau University of Science and Technology

Name of conference/journal:
Jinan Journal, Issue 3, pp.142-147, Mar 2013, PKU, CSSCI indexed

Abstract:
Professor Xu Baohua is a famous scholar on Chinese dialects of contemporary academia. Dialect scholar. His academic thought and theoretical perspectives are mainly the following aspects: focus on the oral corpus of Chinese dialects, pay attention to the study of a specific regional dialects, reconstruction of the history of Chinese phonology, Make full use of the local historical documents, dialectology must serve the society.

Keywords:
Chinese Dialectology, Xu Baohua, the Great Dictionary of Chinese Dialects, Wu Dialects

87. 小行星光變曲線反演形狀模型的演算法研究

盧曉平、趙海斌、尤眾
澳門科技大學 通識教育部

會議/刊物名稱：
澳門科技大學學報，第 7 卷，第 1 期，pp.102-106，2013 年 6 月

內容簡介：
本文提出一種基於小行星光變曲線資料來計算小行星相關物理參數，如自轉週期、自轉軸方向以及三軸橢球體形狀模型的演算法。該演算法採用一種新的計算小行星表面亮度值的積分方法，並通過應用 Lebedev 數值積分來快速求解。進而應用 Levenberg-Marquardt 演算法來求解該非線性優化問題,尋找最優解。最後通過對(3)JUNO 小行星的兩條光變曲線應用該演算法進行反演，獲得了與目前已發表公佈的相關參數相近的結果。

關鍵詞：
光變曲線、形狀模型、自轉週期、自轉軸、光度積分、散射法則

87. Inverse Problem Research about Shape Determinant of Asteroid from Lightcurves

Lu, XP (Lu Xiaoping); Zhao, HB (Zhao Haibin); You, Z (You Zhong)
Department of General Education, Macau University of Science and Technology

Name of conference/journal:
Journal of Macau University of Science and Technology, Volume 7, Issue 1, pp.102-106, Jun 2013

Abstract:
In this article, a new inverse method is presented to search the related physical parameters of asteroids, such as spin period, the orientation of the spinning axis and the shape model, inverted from lightcurves. The new method introduces an efficient numerical integration to simulate the brightness of asteroids, adopting the Lebedev Quadrature. Furthermore, Levenberg-Marquardt algorithm is employed here to find the optimal solution of this inverse problem. Finally the method is confirmed by applying both the synthetic lightcurves and observed ones of real asteroid (3) JUNO.

Keywords:
Lightcurves, Shape Model, Spin Period, Spinning Axis, Brightness Integral, Scattering Law

88. 近 20 年來臺灣少數民族題材文學中的歷史敘事研究

蕭寶鳳
澳門科技大學 通識教育部

會議/刊物名稱：

臺灣研究集刊，第 5 期，pp. 86-94，2013 年 10 月，CSSCI 檢索

內容簡介：

本文在探討近二十年來臺灣“原住民”題材文學創作風貌的基礎上，發掘從“原住民”主體這一相對邊緣視角言說歷史的再現與批判潛能，並從知識社會學的角度考察相關文學創作與詮釋所折射出的臺灣政治文化變遷。原住民與非原住民作家在處理原住民題材時的切入視角與美學策略有顯著差異：原住民作家致力於追溯被漢文化入侵、改造和收編的歷史，反思部落文化在現代文明衝擊下的潰敗命運，並通過召喚部落文化傳統來重建族群認同；非原住民作家側重於以歷史事件為扭結呈現創傷記憶，一方面流露出某種贖罪心理，另一方面也有淡化歷史上原漢衝突的傾向，以共構入史的策略將“原住民”的悲情轉化為“臺灣人”的悲情。本文認為，對臺灣原住民文學的分析應與對 20 世紀 90 年代以來多元文化論的興起與本土化論述策略轉型的社會背景的考察相結合，才能還原原住民議題在當代臺灣的興起與質變過程，進而把握近二十年來文學領域對原住民題材的關注所呈現的歷史眼光與意識形態心理變遷軌跡。

關鍵詞：

臺灣文學、臺灣少數民族、歷史書寫、民族志

88. A Study of Historical Narrative of Taiwan Minority Literature in Recent Twenty Years

Xiao, BF (Xiao Baofeng)
Department of General Education, Macau University of Science and Technology

Name of conference/journal:
Taiwan Research Journal, Issue 5, pp. 86-94, Oct 2013, CSSCI indexed

Abstract:
This paper focuses on the discussion of aboriginal literature during the past 20 years in Taiwan, to explore the potentiality of aboriginal theme, a relatively marginal perspective to interpret, represent and critisize history, and at the same time investigate the political and cultural change in Taiwai reflected by literary creation. There is significant difference in the perspectives and aesthetic strategies in dealing with aboriginal theme between Aboriginal and Non-aboriginal writers: Aboriginal writers devote to tracing back the history of invasion, transformation and incorporation by Han culture, and retrospect the defeated fate of tribalism under the pounding of modern civilization, trying to reestablish ethnic identity through the calling of tribal culture tradition; while Non-aboriginal writers focus on unfolding traumatic memory through historical event, revealing the feeling of atonement, and desalinating the conflict in history, and try to transform the pathos of the aboriginal to the pathos of the Taiwanese. In this paper, we think that the analysis of aboriginal literature in Taiwan should be combined with the investigation of the social background featured with the rising of multi-culturalism and the transconformation of localization. In this way, the process of rising and qualitative change of the topic on the aboriginal can be clearly and truly recovered, and the psychological transition path of the ideology and historical perspective from the attention paid by the field of literature to the aboriginal theme during the past 20 years can be better understood.

Keywords:
Taiwan literature, Taiwan minority, historical narrative, ethnography

89. 民初戲劇理論思想體系構建及其近代轉型之原因探析

張芳
澳門科技大學 通識教育部

會議/刊物名稱：

澳門科技大學學報，第 7 卷，第 1 期，pp. 149-157，2013 年 6 月

內容簡介：

民初（1912-1919）的社會，呈現出了戲劇評論和理論研究活動異常繁盛的局面。民初戲劇理論家在總結繼承我國傳統戲劇理論的基礎上，吸收西方文論之精華，形成了豐贍深刻的戲劇理論思想，為民初富有科學性、系統性、理論性的劇學框架體系的構建，為中國傳統戲劇理論批評的近代轉型奠定了基礎。而以上局面及現象產生的原因有以下幾個方面：民初的戲劇文化環境；晚清“花譜”文化對民初劇評的影響；近代報刊業的興起與西學東漸浪潮的席捲。

關鍵詞：

民初（1912-1919）戲劇理論、戲劇思想體系構建、近代轉型、民初戲劇文化環境、晚清“花譜”文化、近代傳媒與西學東漸

89. Analysis about the drama theory system construction and its modern transformation of reason

Zhang, F (Zhang fang)
Department of General Education, Macau University of Science and Technology

Name of conference/journal:

Journal of Macau University of Science and Technology, Volume 7, Issue 1, pp. 149-157, Jun 2013

Abstract:

The (1912-1919) society, showing a dramatic criticism and theory research activity in the prosperous situation. The drama theorist in the summary inheriting our traditional drama theory, absorbing the essence of western literary theory, forming a rich profound drama theory, for the rich and scientific sex, systematization, theory of play science framework system, as the Chinese traditional drama theory criticism laid the foundation for modern transformation. While the above situation and reason has the following several aspects: the drama culture environment; late Qing "florilegium" culture on the drama; modern press industry and the rise of Western tide.

Keywords:

The (1912–1919) theory of drama, dramatic thought system, modern transformation, the theatrical culture environment, late Qing "florilegium" culture, modern media and culture

90. 規範化維度下的與時俱進:學習《現代漢語詞典》第六版

李開
澳門科技大學 通識教育部

會議/刊物名稱：
語文研究，第 2 期，pp. 1-8，2013 年 5 月，PKU、CSSCI 檢索

內容簡介：
《現代漢語詞典》第六版恪守"促進漢語規範化"的宗旨，可從六版對五版凡例的修改獲證，在條目安排、字頭分立、口語規範化等方面都有明顯表現。規範化是以科學化為基礎的，《現漢》釋義的科學化尤可注意：詞性標注落實到各義項，始終在解釋漢語詞而非解釋漢字，釋義系統對科學化、邏輯化、範式化的追尋，釋義文字本身的鮮明、精准、貼切，近義詞、同義詞的辨析，在義項上標詞性的做法與漢語詞類劃分標準相一致，等等，都是引人注目的。新義、新詞、新語的收立體現了《現漢》與時俱進的編纂思想，而新詞的收立與單字頭義項、複音詞形成"語義系統"和"語音結構"，並有對相關語境的反復驗證，方可使新詞新義的規範化獲得 內在和外在的，即語義學的和語用學的雙重科學規定。

關鍵詞：
《現代漢語詞典》第六版、規範化、科學化、與時俱進

90. Keeping up-to-date by standardization: To study The Dictionary of Modern Chinese (6th edition)

Li, K (Li Kai)
Department of General Education, Macau University of Science and Technology

Name of conference/journal:
Research on Language and Characters, Issue 2, pp. 1-8, May 2013, PKU, CSSCI indexed

Abstract:
The 6th edition of The Dictionary of Modern Chinese is dedicated to a mission of "promoting the standardization of the Chinese language." This is manifested in the revision of the notes of conventions used in the 5th edition, the arrangement of the entries, the division between the individual characters, and the standardization of the spoken language. The standardization is achieved in the dictionary through the adoption of a scientific approach. At a specific level, for instance, word class annotation is provided for each semantic item, with Chinese words rather than characters being the focus throughout. From a broader perspective, the explanatory system used in the dictionary prioritizes scientific methods, emphasizes logic, and aims for conventionalization. The semantic definitions are accurate and appropriate, the near-synonyms and synonyms are subtly explained, and the word class annotation on the semantic items is consistent with the standard categorization of the word classes in the Chinese language. The inclusion of new meanings and neologisms reflects the dictionary's commitment to keeping up-to-date. Individual characters' semantic items together with disyllabic or polysyllabic words form a "semantic system" as well as a "phonological structure," which are repeatedly illustrated in the related language use contexts. In this way, the standardization of the new words and new meanings gathered in the dictionary occurs both internally and externally, through the fulfillment of scientific regulation in semantic and pragmatic dimensions.

Keywords:
The 6th edition of The Dictionary of Modern Chinese, Standardization, Scientific approach, keeping

91. 《禮記》禮學原論中的語言敘事和認知

李開
澳門科技大學 通識教育部

會議/刊物名稱：
浙江社會科學，第 11 期，pp.110-116，2013 年 11 月，PKU、CSSCI 檢索

內容簡介：
從貼近古代經書實際的語言敘事來看待《禮記》所雲，抉發其有關篇章中的思想哲理成分和邏輯方法，《曲禮》和《檀弓》為禮學的導入敘述，前者立足于現世人生之禮，後者立足於喪儀，其學理思維之源當可溯及先秦非存在之“無”的本體論形上思維。《禮記》中的喪禮敘事不勝其煩，但在繁瑣敘事的背後表明，在先秦儒家那裏，內聖外王的至善個己成為留在活人心中的永遠受崇拜的祖先，具有令人敬畏的神聖性；不通向天國，而具有現實的嚴肅性和超越現實的至上的崇高、至善的自然性。言祭祀禮的吉禮篇《祭統》等多義理綱統，以“盡心”為邏輯起點的“唯心祭祀”與“唯心認知”相表裏，兩者都有儒家的本體論精神在內。歷來引人注目 “大同”“小康”說，屬禮學原理的史論類，是禮學大道“天下為公”原理縱論的歷史本體論敘事和認知。

關鍵詞：
禮學原論、原理導入和敘事、喪禮的至善性 祭禮的儒家本體精神、“大同”“小康”何謂

91. Language Narrative among Events and Cognation in the Original Theory of Rite Study in the Book of Rites (LiJi 禮記)

Li, K (Li Kai)
Department of General Education, Macau University of Science and Technology

Name of conference/journal:
ZheJiang Social science, Issue 11, pp.110-116, Nov 2013, PKU, CSSCI indexed

Abstract:
From language narrative which presses close to Confucius Classics we look at the book LiJi (禮記), and pick out the ideological theory and methods of some of section and chapters. QuLi(曲禮) and TanGong(檀弓) can be regarded as introductions of the rite theory. The former was based on a rite of actual life, and the later was based on the ceremony and propriety meeting one’s death. Its academic theory can be traced back to the ontology’s metaphysical thinking on non-exist“Wu”（無）in the pre-Qin days. The narrative of the Book LiJi is very pedantic, but its background floor was forever the worship of forefathers, whom heart-sages action-ring-leader i.e. most virtuous people change into in Confucius theory, and arouse reverential awe. Chinese forefathers don’t go to Kingdom of Heaven, but have stern reality and super-realistic lofty and super-natural virtuous. The article JiTong (祭統) saying sacrificial rites are general program of reason and sense. At logical point of utmost cultivation of one’s mind (JinXin 盡心) the ideal sacrifice and the ideal cognition interact as both outside and inside, and have thing-in-itself spirit of Confucius theory. This article takes the doctrine of Datong(大同) and Xiaokang(小康) as the historical theory of rite study，and as the historical ontology’s narrative and cognition on the rite doctrine of “TianxiaWeigong”（天下為公）

Keywords:
the original theory of rite study, as introductions and narrative of the rite theory, most virtuous on the ceremony and propriety meeting one’s death, sacrificial rites has thing-in-itself spirit of Confucius theory, what is the doctrine of Datong(大同) and Xiaokang(小康)

92. 關於說文小篆形體的研究

李開
澳門科技大學 通識教育部

會議/刊物名稱：
說文檢字，2013 年 9 月

內容簡介：
晚近百年來，有關《說文》學的研究取得了七個方面的成就。其中關於小篆形體的研究，近年來有新的做法。立足於中國文字固有的形式系統，創新其形式化手段， 從現代文字編碼法入手，對《說文》小篆一一編碼，形成新的《說文》文本系統，對此新文本系統既作形式化、數位化系統的研究，又對新文本系統的全部成員逐一研究，主要根據《說文》本身提供的形體資料，重新考訂小篆字形。

關鍵詞：
《說文》、小篆形體、重訂字形

92. With Regard to the Research on Shape of XiaoZhuan (Lesser Seal Characters) in the Book of ShuowenJiezi(to Explain Ancient Chinese Characters)

Li, K (Li Kai)
Department of General Education, Macau University of Science and Technology

Name of conference/journal:
ShuowenJianzi, Sep 2013

Abstract:
During the past a hundred years the research on ShuowenJiezi-learning has received seven achievements. About the research on the form of xiaozhuan there are some of new methods in recent years. They depend on intrinsic formal system of Chinese Characters, and set up a new method of formalism. i.e. from code program of modern Chinese Characters encode all xiaozhuan in the Book of ShuowenJiezi, and take shape of a new text file. Then they now that make a research in form and digitization way, and make yet research on all members of new text file, i.e. anew examines and corrects all the shapes of xiaozhuan mainly using the form data which the Book of ShuowenJiezi originally supplied.

Keywords:
The Book of ShuowenJiezi(to Explain Ancient Chinese Characters), the form of xiaozhuan, anew examines and corrects all the shapes of xiaozhuan

93. 認知視野下的對外漢語語法教學簡述

李開
澳門科技大學 通識教育部

會議/刊物名稱：

認知視野下的對外漢語語法教學，2013 年 1 月

內容簡介：

關於對外漢語教學本體內容的探索，其特點有四。其一，重申該學科的落腳點在“教”字上，是“教什麼”和“怎麼教”的問題，而不是落實在“漢語”上。 其二，在實踐理性層面上尋求認知語言學與第二語言教學，尤其是第二漢語教學之間的聯結。其三，關於漢語本體研究之於二漢語法教學的積極作用。 其四，對教學法的探索是另一道風景線。如果說對外漢語教學總體理論系統有教學理論和教學法兩方面組成，則認知語言學、語法化與二漢教學中的關係是教學理論新概念，新演繹，而認知原理規範下的圖像法和認知法、語法化支配下的相應的解釋法是二漢教學法的新體驗，新探索。

關鍵詞：

對外漢語教學本體、認知、教學法

93. To talk briefly the teaching of grammar of second Chinese language with cognitive view

Li, K (Li Kai)
Department of General Education, Macau University of Science and Technology

Name of conference/journal:

The teaching of grammar of second Chinese language with cognitive view, Nankai University Press, Jan 2013

Abstract:

The teaching of grammar of second Chinese language with cognitive view involve exploration of second Chinese language. It has four characteristics.

Keywords:

The teaching of second Chinese language in itself, cognitive view, pedagogic

94. 有關秦簡中的詞彙研究

李開
澳門科技大學 通識教育部

會議/刊物名稱：

秦簡詞彙研究，2013 年 1 月

內容簡介：

就是歷來上古漢語的研究主要依靠傳世文獻，古人刻意用功，書面文獻語言嚴重脫離實際口語，更有甚者，“上古傳世文獻不少缺乏明確的時代，語料可靠性受到懷疑”。這些都會直接影響上古漢語研究的科學性，而“作爲出土文獻的秦簡語料未經後人篡改，在考古學上有明確的斷代分期，多有明確的出土地點，很好地保證了語料的真實性和可靠性”。 秦簡對上古漢語研究有語料優勢。語料優勢對學術研究的意義，最著名的有陳寅恪先生的論述：用新材料研究新問題可形成學術新潮流，且謂之“預流”，否則是 “未入流”。

關鍵詞：

秦簡、上古漢語、詞彙研究

94. With regard to vocabulary the research on the bamboo slips of the Qin Dynasty

Li, K (Li Kai)
Department of General Education, Macau University of Science and Technology

Name of conference/journal:

Vocabulary the research on the bamboo slips of the Qin Dynasty, Jan 2013

Abstract:

Vocabulary the research on the bamboo slips of the Qin Dynasty can ensure some of purity of vocabulary the research of Chinese language in ancient times.

Keywords:

The bamboo slips of the Qin Dynasty, Chinese language in ancient times, vocabulary the research

95. 吳語《老沙話語彙》編纂說略

李開
澳門科技大學 通識教育部

會議/刊物名稱：

老沙話語彙，2013 年 6 月

內容簡介：

《老沙話詞典》，收詞目 6 千餘條，做了一件立功德的好事。從大的方面講，為實現中華民族偉大復興的中國夢，時下舉國上下都有人在創作、評論鄉土文學，排演地方戲劇曲目，其原理，鄉土的，總是蘊含著民族元素，民族的，才有可能是世界的。和地方文化關係最密切的是方言的搜尋、記錄和研究，這一純學術的文化研究，並沒有引起人們重視，往往誤以為鄉語土話，俗說市談，不登大雅之堂。殊不知，“方言之寶貴，其過於天球九鼎”（章炳麟語）。一個鄉語方言詞語呢，極可能攜帶著成千上萬條文化資訊，顯性的和隱性的，已知的和未知的，可證的和待解的。

關鍵詞：

吳方言沙上話、詞典、地名語言學、文化

95. To discuss briefly the compilation of the dictionary of Wu language LaoshahuaYuhui

Li, K (Li Kai)
Department of General Education, Macau University of Science and Technology

Name of conference/journal:

The dictionary of Wu language LaoshahuaYuhui, Jun 2013

Abstract:

To discuss briefly the compilation of the dictionary of Wu language LaoshahuaYuhui. The book is done a deed of merit.

Keywords:

Wu Dialect LaoshahuaYuhui, the dictionary, the linguistics of place name, culture

96. 關於兩漢聲母的研究問題

李開
澳門科技大學 通識教育部

會議/刊物名稱：

兩漢聲母研究，2013 年 1 月

內容簡介：

中國音韻學研究一般以上古音研究、中古音研究、近代音研究為分述對象和研究目標；又往往以中古音研究為嚆矢，因為它可上推古音，下證今音。上古音，又往往包括先秦和兩漢兩個時期。東漢許慎（約 58—約 147））《說文解字》的語料被視作上古語料，這與許慎所處的年代無關，而與“文字諧聲偏旁反映造字時代的語音”有關。王力《漢語語音史》不籠統言上古，而是區分為先秦音系（—前 206）和兩漢音系（前 206—西元 220 東漢滅亡），但並非把東漢末的語音叫上古音，這只是以歷史時代介面大體上說及語音史大時期。

關鍵詞：

兩漢聲母研究、王力先生學術思路、材料處理方法

96. With regard to the research of initial of a Chinese syllable in Han Dynasty

Li, K (Li Kai)
Department of General Education, Macau University of Science and Technology

Name of conference/journal:

The research of initial of a Chinese syllable in Han Dynasty, Jan 2013

Abstract:

Han Dynasty is an impotent period of Chinese phonetics’ change. The research of initial of a Chinese syllable in Han Dynasty is a very impotent project of research of Chinese phonetics’ history.

Keywords:

The research of initial of a Chinese syllable in Han Dynasty, Mr. WangLis’ academic train of thought, the method of data processing

97. 大航海時代的中西文明分野

趙林
澳門科技大學 通識教育部

會議/刊物名稱：
天津社會科學，第 3 期，pp. 46-52，2013 年 5 月，PKU，CSSCI 檢索

內容簡介：
大航海時代開啟了全球化進程，將世界聯結為一個休戚相關的整體。在大航海時代，規模宏大、裝備精良的中國船隊在握有先機的情況下，受傳統“夏夷之防”和 “務本抑末”觀念的影響而拱手放棄了廣闊的海洋世界，關閉國門與世隔絕。與之對照，稍晚開始進行航海探險活動的西歐諸國卻在經濟利益和宗教理想的驅使下，相繼發現並征服了非洲、美洲、澳洲等新大陸和亞洲的古老文明國家，在海外貿易和殖民擴張的過程中主導了全球化的歷史進程。

關鍵詞：
大航海時代、鄭和下西洋、海外貿易、殖民擴張

97. Cultural Division of China and Europe in the Age of Exploration

Zhao, L (Zhao Lin)
Department of General Education, Macau University of Science and Technology

Name of conference/journal:
Tianjin Social Sciences, Issue 3, pp.46-52, May 2013, PKU, CSSCI indexed

Abstract:
The Age of Exploration started the globalization course and put the world into an integrated whole. In the Age of Exploration, the Chinese fleet was well-armed and grand-scaled and already gained vantage point, but unfortunately restrained by the ideas of “vigilance against the barbarians” and “the priority of agriculture over trade”, it gave up the opportunity of exploring the broad oceans and kept isolated from the rest of the world. The European nations started their marine exploration later than China, but driven by economic profits and religious ideal, they discovered and conquered the new continents such as Africa, America and Australia as well as the ancient civilized countries in Asia, dominating the globalization course by means of overseas trade and colonial expansion.

Keywords:
The Age of Exploration, Zhenhe’s Voyages, Overseas trade, Colonial expansion

98. 近世中國文化啟蒙歷程之反思

趙林
澳門科技大學 通識教育部

會議/刊物名稱：
社會科學戰線，第 5 期，pp. 35-43，2013 年 5 月，PKU，CSSCI 檢索

內容簡介：
近世中國文化啟蒙的發展歷程，始終圍繞著傳統與更新之間的關係，這個“古今之爭”問題在鴉片戰爭以後的特殊境遇中往往表現為“中西之爭”問題。數百年來， 尤其是自鴉片戰爭以來，在西方化浪潮與中國文化傳統之間形成了巨大的張力，中國文化啟蒙歷程呈現出一種西風日盛、中學漸衰的發展趨勢。如何在普遍性的時代 潮流與獨特性的文化傳統之間建立一種協調關係，從而創建有中國特色的現代文化，這是一個值得國人深思的問題。

關鍵詞：
中國文化、啟蒙歷程、古今之爭、中西之爭

98. Reflection upon the Enlightenment Process of Moclern Chinese Culture

Zhao, L (Zhao Lin)
Department of General Education, Macau University of Science and Technology

Name of conference/journal:
Social Science Front, Issue 5, pp. 35-43, May 2013, PKU, CSSCI indexed

Abstract:
The Enlightenment Process of Modern Chinese Culture centered on the issue of tradition and innovation. Under the complex circumstances after the Opium War, the Quarrels of the Ancients and Moderns were often given way to Disputes of China and the West. In the few centuries after the Opium War, great tension could be found between the wave of westernization and Chinese cultural tradition, and the Enlightenment process was featured by the declining Chinese culture and the dominating western culture. It still deserves consideration on the part of the Chinese as to how to coordinate universal values and unique cultural tradition for the purpose of constructing the contemporary Chinese culture with Chinese characteristic.

Keywords:
Chinese Culture, Enlightenment, Quarrels of the ancients and the Moderns, Dispute of China and the West

99. 皮質酮和 β-澱粉樣蛋白對突觸功能相關蛋白的影響：對抑鬱症和老年癡呆症的啟示

Suthicha Wuwongse、Sally Shuk-Yee Cheng、Ginger Tsz-HinWong、Clara Hiu-Ling Hung、Natalie Qishan Zhang、何宛珊、Andrew Chi-Kin Law、Raymond Chuen-Chung Chang
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

生物化學與生物物理學學報，第 1832 卷，第 12 期，pp. 2245-2256，2013 年 8 月，SCI 檢索

內容簡介：

阿爾茨海默氏病（ AD）和抑鬱症之間的關係已經經流行病學方面和臨床觀察確立。抑鬱症已被認為是 AD 的兩個危險因素。幾個基因和神經生物學機制已經描述了概括了這兩種病症。現時關於他們精確的神經病理機制尚待闡明。在這項研究中，我們提出了突觸變性對 AD 和抑鬱症的病情進展起著重要作用。我們以低聚 Aβ 和皮質酮處理的原代培養海馬神經元的作為 AD 和抑鬱症模型劑，分別發現在突觸小泡蛋白發生顯著變化。最後，我們調查了不同類別的神經保護作用抗抑鬱藥。我們的研究結果表明，抗抑鬱藥丙咪嗪和依地普崙能夠減少突觸蛋白的破壞。總之，我們的研究表明，突觸變性是一種重要的抑鬱症和 AD 共同點潛在病變，抗抑鬱藥可以減輕這種病理變化。

關鍵詞：

阿爾茨海默氏症、抑鬱症、突觸、突觸結合蛋白、泛素蛋白酶體系統、抗抑鬱藥

99. Effects of corticosterone and amyloid-beta on proteins essential for synaptic function: Implications for depression and Alzheimer's disease

Wuwongse, S (Wuwongse, Suthicha); Cheng, SSY (Cheng, Sally Shuk-Yee); Wong, GTH (Wong, Ginger Tsz-Hin); Hung, CHL (Hung, Clara Hiu-Ling); Zhang, NQ (Zhang, Natalie Qishan); Ho, YS (Ho, Yuen-Shan); Law, ACK (Law, Andrew Chi-Kin); Chang, RCC (Chang, Raymond Chuen-Chung)

Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology

Name of conference/journal:

Biochimica et Biophysica Acta, Volume 1832, Issue 12, pp. 2245-2256, Aug 2013, SCI indexed

Abstract:

The relationship between Alzheimer's disease (AD) and depression has been well established in terms of epidemiological and clinical observations. Depression has been considered to be both a symptomand risk factor of AD. Several genetic and neurobiological mechanisms have been described to underlie these two disorders. Despite the accumulating knowledge on this topic, the precise neuropathological mechanisms remain to be elucidated. In this study, we propose that synaptic degeneration plays an important role in the disease progression of depression and AD. Using primary culture of hippocampal neurons treated with oligomeric Aβ and corticosterone as model agents for AD and depression, respectively, we found significant changes in the pre-synaptic vesicle proteinssynaptophysin and synaptotagmin.We further investigated whether the observed protein changes affected synaptic functions. By using FMR4-64 fluorescent probe, we showed that synaptic functions were compromised in treated neurons. Our findings led us to investigate the involvement of protein degradation mechanisms in mediating the observed synaptic protein abnormalities, namely, the ubiquitin–proteasome system and autophagy. We found up-regulation of ubiquitin-mediated protein degradation, and the preferential signaling for the autophagic–lysosomal degradation pathway. Lastly, we investigated the neuroprotective role of different classes of antidepressants. Our findings demonstrated that the antidepressants Imipramine and Escitalopram were able to rescue the observed synaptic protein damage. In conclusion, our study shows that synaptic degeneration is an important common denominator underlying depression and AD, and alleviation of this pathology by antidepressants may be therapeutically beneficial.

Keywords:

Alzheimer's disease, Depression, synaptophysin, synaptotagmin, Ubiquitin proteasome system, an tidepressant

100. 腹膜透析病人心力衰竭及射血分數正常或下降的研究

王依滿、王梅、林偉基、陳曉旋、雷兆輝、約翰德森
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

美國腎病學雜誌，第 61 卷，第 6 期，pp. 975-983，2013 年 6 月，SCI 檢索

內容簡介：

背景：心力衰竭是透析病人最常發生的併發症之一。然而，在透析人群中射血分數正常的心力衰竭本質的意義很少被知悉。這項研究的目的在於揭示射血分數正常的心力衰竭的透析病人的患病率、臨床資料及遠期療效。

研究設計：前瞻性群組研究。

參與者：從香港大學教學醫院招募 220 位接受腹膜透析治療的病人。

預測：臨床上定義心力衰竭基於以下幾種表現：（1）症狀及標誌，包括呼吸困難，頸靜脈壓升高及肺底濕囉音；（2）射線照相觀察到的肺靜脈充血或間隙水腫；（3）高滲腹膜透析交換的症狀、標誌及射線照相觀察到的變化。基於心力衰竭臨床史和超聲波心動描記術的射血分數，病人被分為無心力衰竭，射血分數正常的心力衰竭及射血分數下降的心力衰竭。

結果：全死因死亡率、心臟死亡、心力衰竭及致命或非致命的心血管疾病。測量值：對所有病人使用 2 維超聲波心動描記術和組織多普勒成像檢測，並在接下來的四年進行臨床追蹤研究。

結果：86 (39%)例病人患有心力衰竭，這其中 54.7%的病人射血分數正常（≥50%），45.3%的病人射血分數下降（<50%）。射血分數正常的患者是介於無心力衰竭和依據血壓，冠心病流行率，糖尿病，心臟生物標記物，左室重量，體積和早期二尖瓣血流速度比二尖瓣環運動速度峰值的射血分數下降的心力衰竭之間。多變數 cox 回歸分析表明，與沒有心力衰竭的患者相比，射血分數正常的心力衰竭病人的心臟死亡的 HR 升高（2.57; 95% CI, 1.20-5.50），心力衰竭（HR, 2.25; 95% CI, 1.28-3.96），致命或非致命的心血管疾病（HR, 2.01; 95% CI, 1.26-3.21），但是與射血分數下降的心力衰竭病人相比風險有所降低。

局限性：研究流行性腹膜透析病人可能會引入存活偏差。

結論：腹膜透析病人中射血分數正常的心力衰竭很普遍（約占所有心力衰竭病人的 55%，儘管死亡率及不良心血管後果風險低於射血分數下降的心力衰竭病人，但與無心力衰竭病人相比，射血分數正常的心力衰竭與這一風險相關。這一本質在腹膜透析病人中需要被重視。

關鍵詞：

心力衰竭、正常的射血分數、腹膜透析、死亡率、心血管後果

100. Heart failure with preserved or reduced ejection fraction in patients treated with peritoneal dialysis

Wang, AYM (Wang, Angela Yee Moon); Wang, M (Wang, Mei);
Lam, CWK (Lam, Christopher Wai Kei); Chan, IHS (Chan, Iris Hiu Shuen);
Lui, SF (Liu, Siu Fai); Sanderson, JE (Sanderson, John E)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

American Journal of Kidney Diseases, Volume 61, Issue 6, pp. 975-983, Jun 2013, SCI indexed

Abstract:

Background: Heart failure is one of the most frequent complications in dialysis patients. However, little is known of the significance of the entity "heart failure with preserved ejection fraction" (HFPEF) in this population. This study aimed to determine the prevalence, clinical profiles, and long-term outcomes of peritoneal dialysis patients with HFPEF.

Study design: Prospective cohort study.

Setting and Participants: 220 patients treated with peritoneal dialysis were recruited from a university teaching hospital in Hong Kong.

Predictor: Heart failure was defined clinically based on the presence of: (1) symptoms and signs, including dyspnea, increased jugular venous pressure, and basal crepitation; (2) radiographic evidence of pulmonary venous congestion or interstitial edema; and (3) resolution of symptoms, signs, and radiographic changes with hypertonic peritoneal dialysis exchanges. Based on a combination of clinical history of heart failure and echocardiography-derived ejection fraction, patients were classified as having no heart failure, HFPEF, and heart failure with reduced ejection fraction (HFREF).

Outcomes: All-cause mortality, cardiac death, heart failure, and fatal or nonfatal cardiovascular events.

Measurements: All patients underwent 2-dimensional echocardiography and tissue Doppler imaging at baseline and were followed up prospectively for clinical events for 4 years.

Results: 86 (39%) patients had heart failure, of whom 54.7% had preserved ejection fraction ⩾ 50% and 45.3% had reduced ejection fraction <50%. Patients with HFPEF were intermediate between those with no heart failure and those with HFREF in terms of blood pressure, prevalence of coronary artery disease, diabetes, cardiac biomarkers, left ventricular mass, volume, and ratio of early mitral inflow velocity to peak mitral annulus velocity. In the multivariable Cox regression analysis, patients with HFPEF showed an increased adjusted HR for cardiac death (2.57; 95% CI, 1.20-5.50), heart failure (HR, 2.25; 95% CI, 1.28-3.96), and fatal or nonfatal cardiovascular event (HR, 2.01; 95% CI, 1.26-3.21) compared with those with no heart failure, but the risk was lower compared with those with HFREF.

Limitations: The study included prevalent peritoneal dialysis patients and may introduce survival bias.

Conclusions: HFPEF is common in peritoneal dialysis patients (~55% of all heart failure) and is associated with increased risk of mortality and adverse cardiovascular outcomes compared with those with no heart failure, although the risk was lower than in patients with HFREF. This entity needs to be more recognized in peritoneal dialysis patients.

Keywords:

Heart failure, preserved ejection fraction, peritoneal dialysis, mortality, cardiovascular outcomes

101. 氨基糖苷化提高表沒食子兒茶素的 G-四鏈體結合活性

白麗萍、何慶文、馬迪龍、楊慧、付偉聰、姜志宏
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

公共科學圖書館 綜合，第 8 卷，第 1 期，2013 年 1 月，SCI 檢索

內容簡介：

為了提高綠茶中茶多酚類成分表沒食子兒茶素的 G-四鏈體結合的活性，本文通過糖苷化的方法合成了五甲基表沒食子兒茶素的兩個新的氨基糖苷衍生物（化合物 16 和 18）。利用電噴霧飛行時間質譜技術研究了這兩個氨基糖苷衍生物與人端粒 G-四鏈體 DNA 和 RNA 的結合活性。結果表明：兩個氨基糖苷衍生物的 DNA G-四鏈體結合活性不但顯著地強於其母體化合物五甲基表沒食子兒茶素，還明顯地高於天然產物表沒食子兒茶素，甚至強於化學結構更具平面性的陽性對照藥槲皮素。此外，這兩個氨基糖苷衍生物與 RNA G-四鏈體的結合活性強於其 DNA G-四鏈體的結合活性，這一結果進一步被 RNA 和 DNA G-四鏈體競爭性結合實驗所證實。構效分析表明氨基糖苷衍生物的鹼性對其 G-四鏈體結合的活性發揮重要作用。電腦類比技術研究顯示氨基糖苷衍生物 16 與人端粒 DNA G-四鏈體的結合模式為：16 的苷元部分與 G-四鏈體的鳥苷酸部分有 π-stacking 相互作用，而其氨基糖部分結合在 G-四鏈體的溝槽部位，這種結合模式使得 G-四鏈體更加穩定。天然產物的氨基糖苷化能夠顯著地提高其 G-四鏈體的結合活性，是研發核酸 G-四鏈體穩定劑的一種十分有效的方法。此外，本文首次報導了綠茶中茶多酚類成分具有核酸 G-四鏈體結合的活性。

關鍵詞：

氨基糖苷化、黃烷醇、端粒 G-四鏈體、質譜

101. Aminoglycosylation Can Enhance the G-Quadruplex Binding Activity of Epigallocatechin

Bai, LP (Bai Li-Ping); Ho, HM (Ho Hing-Man);
Ma, DL (Ma Dik-Lung); Yang, H (Yang Hui); Fu, WC (Fu Wai-Chung)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

PLOS ONE, Volume 8, Issue 1, Jan 2013, SCI indexed

Abstract:

With the aim of enhancing G-quadruplex binding activity, two new glucosaminosides (16, 18) of penta-methylated epigallocatechin were synthesized by chemical glycosylation. Subsequent ESI-TOF-MS analysis demonstrated that these two glucosaminoside derivatives exhibit much stronger binding activity to human telomeric DNA and RNA G-quadruplexes than their parent structure (i.e., methylated EGC) (14) as well as natural epigallocatechin (EGC, 6). The DNA G-quadruplex binding activity of 16 and 18 is even more potent than strong G-quadruplex binder quercetin, which has a more planar structure. These two synthetic compounds also showed a higher binding strength to human telomeric RNA G-quadruplex than its DNA counterpart. Analysis of the structure-activity relationship revealed that the more basic compound, 16, has a higher binding capacity with DNA and RNA G-quadruplexes than its N-acetyl derivative, 18, suggesting the importance of the basicity of the aminoglycoside for G-quadruplex binding activity. Molecular docking simulation predicted that the aromatic ring of 16 π-stacks with the aromatic ring of guanine nucleotides, with the glucosamine moiety residing in the groove of G-quadruplex. This research indicates that glycosylation of natural products with aminosugar can significantly enhance their G-quadruplex binding activities, thus is an effective way to generate small molecules targeting G-quadruplexes in nucleic acids. In addition, this is the first report that green tea catechin can bind to nucleic acid G-quadruplex structures.

Keywords:

Aminoglycosylation, Flavanol, Telomeric G-quadruplex, Mass spectrometry

102. 超高效液相色譜-四極杆 -- 飛行時間質譜法對川楝素代謝產物的分析

伍建林、梁麗嫻、周華、劉良、李娜
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

分子，第 18 卷，第 10 期，pp. 12144-12153，2013 年 9 月，SCI 檢索

內容簡介：

川楝素是川楝樹的主要生物活性物質，主要用作治療腹痛以及作為殺蟲劑。以前的研究表明，川楝素有肝毒性，但是其作用原理尚不明確。它在老鼠身上的生物利用率非常的低，表明它的肝毒性可能由它的代謝產物來誘導。在本次研究中，我們第一次通過超高效液相色譜-四極杆-飛行時間質譜法識別了由人肝微粒體獲得的木楝素代謝物及其他的六個代謝物（M1-M6）。對質譜數據的進一步分析表明，M1, M2 和 M3 是氧化產物而 M6 是脫氫產物，M4 和 M5 同時是川楝素的氧化脫氫產物。此外，我們通過 MS / MS 特徵推斷出其可能的結構。定量分析表明，M1-M5 的水準迅速升高並且在 30 分鐘時達到了平臺期，而 M6 在 20 分鐘時迅速達到了高峰，然後緩慢下降。這些發現給我們提供了寶貴的數據，不僅讓我們瞭解了人肝微粒體如何代謝川楝素，也為闡明其肝毒性的分子機制提供了寶貴的數據。

關鍵詞：

川楝素、代謝物、人肝微粒體、 UHPLC-Q-TOF/MS、MS 表徵

102. Metabolite Analysis of Toosendanin by an Ultra-High Performance Liquid Chromatography-Quadrupole-Time of Flight Mass Spectrometry Technique

Wu, JL (Wu Jian-Lin); Leung, LH (Leung Lai-Han);
Zhou, H (Zhou Hua); Liu, L (Liu Liang); Li, N (Li Na)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Molecular, Volume 18, Issue 10, pp. 12144-12153, Sep 2013, SCI indexed

Abstract:

Toosendanin is the major bioactive component of Melia toosendan Sieb. Et Zucc., which is traditionally used for treatment of abdominal pain and as an insecticide. Previous studies reported that toosendanin possesses hepatotoxicity, but the mechanism remains unknown.Its bioavailability in rats is low, which indicates the hepatotoxicity might be induced by its metabolites.In this connection, in the current study, we examined the metabolites obtained by incubating toosendanin with human live microsomes, and then six of these metabolites (M1–M6) were identified for the first time by ultra-high performance liquid chromatography-quadrupole-time of flight mass spectrometry (UHPLC-Q-TOF/MS). Further analysis on the MS spectra showed M1, M2, and M3 are oxidative products and M6 is a dehydrogenation product, while M4 and M5 are oxidative and dehydrogenation products of toosendanin.Moreover, their possible structures were deduced from the MS/MS spectral features.Quantitative analysis demonstrated that M1-M5 levels rapidly increased and reached a plateau at 30 min, while M6 rapidly reached a maximal level at 20 min and then decreased slowly afterwards. These findings have provided valuable data not only for understanding the metabolic fate of toosendanin in liver microsomes, but also for elucidating the possible molecular mechanism of its hepatotoxicity.

Keywords:

toosendanin, metabolites, human liver microsomes, UHPLC-Q-TOF/MS, MS characterization

103. 預測蛋白質組學網路關聯與 Qingfu 關節素在大鼠膠原 II 誘導的關節炎的抗關節炎作用

Ting Yu Wang、周華、Yuen FanWong、胡佩琪、蕭文鸞、梁麗嫻、劉良
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

循證補充替代醫學，2013 年，SCI 檢索

內容簡介：

Qingfu 關節素（QFGJS）是用於治療類風濕關節炎（RA）的中藥製劑。以前的研究表明，QFGJS 顯著抑制實驗性關節炎和急性炎癥，同時減少促炎細胞因數和抗炎細胞因數。本研究旨在通過使用二維凝膠和 MALDI-TOF-MS/MS 技術相關的蛋白質組網路來確定目標蛋白質和預測與 QFGJS 的藥物作用藥物作用。30 只雌性 Wistar 大鼠均勻分組為正常組，空白組和 QFGJS 處理的 CIA 大鼠組。19 天後，各組動物的膝關節滑膜組織用來進行二維凝膠及 MALDI-TOF-MS/MS 分析，用來評價 QFGJS 的抗關節炎作用。結果表明，2.8g/kg 組給藥 19 天後，QFGJS 顯著改善 II 型膠原誘導的關節炎。對比了空白組和處理組之後，二維凝膠圖像分析從超過 1000 個蛋白之中發 現了在滑膜組織中 89 個差異表達的蛋白。這 1000 多蛋白質中，其中 63 種蛋白通過 MALDI-TOF-MS/MS 被鑒定，32 種蛋白並用基因本體論 （GO）的方法來進行功能分類。最後，14 種蛋白通過生物資訊學分析，QFGJS 的抗關節炎效果的蛋白質組網路相關的預測成立，並且其中的 PGK1 起著核心的作用。

關鍵詞：

Qingfu 關節素

103. The Predicted Proteomic Network Associated with the Antiarthritic Action of Qingfu Guanjieshu in Collagen-II-Induced Arthritis in Rats

Wang, TY (Wang Ting Yu); Zhou, Z (Zhou Hua);
Wong, YF (Wong Yuen Fan); Wu, PK (Wu Pui Kei); Hsiao, WL (Hsiao Wen-Luan);
Hsiao, WL (Hsiao Wen-Luan); Leung, LH (Leung Lai-Han); Liu, L (Liu Liang)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Evidence-based Complementary and Alternative Medicine, 2013, SCI indexed

Abstract:

Qingfu Guanjieshu (QFGJS) is an herbal preparation for treating rheumatoid arthritis (RA). Previous studies revealed that QFGJS significantly inhibited experimental arthritis and acute inflammation, accompanied by reduction of proinflammatory cytokines and elevation of anti-inflammatory cytokines. This study aims to identify the targeted proteins and predict the proteomic network associated with the drug action of QFGJS by using 2D gel and MALDI-TOF-MS/MS techniques. Thirty female Wistar rats were evenly grouped as normal and vehicle- and QFGJS-treated CIA rats. The antiarthritic effect of QFGJS was examined with a 19-day treatment course, and the knee synovial tissues of animals from each group were obtained for 2D gel and MALDI-TOF-MS/MS analysis. Results showed that QFGJS significantly ameliorated collagen II-induced arthritis when administrated at 2.8 g/kg body weight for 19 days. 2D gel image analysis revealed 89 differentially expressed proteins in the synovial tissues among the normal and vehicle- and QFGJS-treated CIA rats from over 1000 proteins of which 63 proteins were identified by MALDI-TOF-MS/MS analysis, and 32 proteins were included for classification of functions using Gene Ontology (GO) method. Finally, 14 proteins were analyzed using bioinformatics, and a predicted proteomic network related to the anti-arthritic effect of QFGJS was established, and Pgk1 plays a central role.

Keywords:

Qingfu Guanjieshu

104. 跨亞洲合作項目得出參考值：(1)標準分析物的策略與主要結果

chihara K, Ceriotti F, Tam TH, Sueyoshi S, 潘妙娟, Thong ML, Higashiuesato Y, Wang X, Kataoka H, Matsubara A, Shiesh SC, Muliaty D, Kim JH, Watanabe M, 林偉基, Siekmann L, Lopez JB, Panteghini M, 亞太臨床生物化學聯會科學委員會及國際臨床化學及實驗室醫學聯會參考值與決定值委員會

澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

臨床化學及實驗室醫學，第 51 卷，第 7 期，pp. 1429-1442，2013 年 7 月，SCI 檢索

內容簡介：

背景：在東南亞地區進行的多中心研究，目的是得出 72 種常用臨床化學分析物（普通化學、炎性標記物及荷爾蒙等）的參考值，且通過集中測試，於檢測結果中得出清晰的區域性差異。本文報告 31 種標準化分析物的結果，其餘分析物的結果將於另文報導。
方 法：本研究共有 63 所臨床化驗室參與，分別來自南韓、中國、越南、馬來西亞、印尼及日本七個不同地區。運用一個定義明確的普遍方法、從主要為醫療工作者的 群體中招募得 3541 名、年齡介乎 20-65 歲的健康個人（日本 2082 名，其他地區 1459 名）參與。所有血清樣本均保存於-80℃ 並運送到東京，使用四個不同供應商的試製統一進行檢驗。我們使用三水準的方差分析定量測試結果中的區域、性別及年齡變異（標準差，SD）。當已知因素的標準差與剩餘的標準差（代表個體之間的淨變異，SDR）的比率超過 0.3 時，差異視為顯著。我們使用定值標準品並加以重覆測定，以確保參考值的可溯性，以致參考值的得出乃是基於參數推導所得。
結果：性別和年齡的 SDR 分別於 19 及 16 種分析物中為顯著。區域差異則於 11 種分析物中為顯著，包括高密度脂蛋白膽固醇和炎性標記物。然而，當只計算日本各地區的結果，區域性差異則未見於任何一種分析物。因此，參考值的計算不必須把性別與區域因素計算在內。
結論：本研究為大部份分析物建立可溯於參考測量方法的、且適用於亞洲廣泛地區的參考值，餘下分析物則需要使用區域性的參考值。

關鍵詞：

通用參考值、多中心研究、巢式方差分析、區域性、標準化

104. The Asian Project for collaborative derivation of reference intervals: (1) strategy and major results of standardized analytes

Ichihara K, Ceriotti F, Tam TH, Sueyoshi S, Poon PM, Thong ML, Higashiuesato Y, Wang X, Kataoka H, Matsubara A, Shiesh SC, Muliaty D, Kim JH, Watanabe M, Lam CW, Siekmann L, Lopez JB, Panteghini M, Committee on Reference Intervals and Decision Limits, International Federation for Clinical Chemistry and Laboratory Medicine, and the Science Committee for the Asia-Pacific Federation of Clinical Biochemistry

Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology

Name of conference/journal:

Clinical Chemistry and Laboratory Medicine, Volume 51, Issue 7, pp. 1429-1442, Jul 2013, SCI indexed

Abstract:

BACKGROUND: A multicenter study conducted in Southeast Asia to derive reference intervals (RIs) for 72 commonly measured analytes (general chemistry, inflammatory markers, hormones, etc.) featured centralized measurement to clearly detect regionality in test results. The results of 31 standardized analytes are reported, with the remaining analytes presented in the next report. METHOD: The study included 63 clinical laboratories from South Korea, China, Vietnam, Malaysia, Indonesia, and seven areas in Japan. A total of 3541 healthy individuals aged 20-65 years (Japan 2082, others 1459) were recruited mostly from hospital workers using a well-defined common protocol. All serum specimens were transported to Tokyo at -80℃ and collectively measured using reagents from four manufacturers. Three-level nested ANOVA was used to quantitate variation (SD) of test results due to region, sex, and age. A ratio of SD for a given factor over residual SD (representing net between-individual variations) (SDR) exceeding 0.3 was considered significant. Traceability of RIs was ensured by recalibration using value-assigned reference materials. RIs were derived parametrically. RESULTS: SDRs for sex and age were significant for 19 and 16 analytes, respectively. Regional difference was significant for 11 analytes, including high density lipoprotein (HDL)-cholesterol and inflammatory markers. However, when the data were limited to those from Japan, regionality was not observed in any of the analytes. Accordingly, RIs were derived with or without partition by sex and region. CONCLUSIONS: RIs applicable to a wide area in Asia were established for the majority of analytes with traceability to reference measuring systems, whereas regional partitioning was required for RIs of the other analytes.

Keywords:

Common reference interval, multicenter study, nested ANOVA, regionality, standardization

105. 中草藥聯合使用的臨床增效作用及進展：理論，實踐和展望

車鎮濤、汪志軍、周檉森、林偉基
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

分子，第 18 卷，第 5 期，pp. 5125-5141，2013 年 5 月，SCI 檢索

內容簡介：

中草藥聯合使用已有上千年的歷史，然而對聯合使用的臨床療效至今仍缺乏必要的科學依據。目前的研究興趣由單藥單靶點的模式向聯合治療或複方用藥模式轉變，目的爲增加療效，因此在汲取過去中草藥聯合應用經驗的基礎上探索新的知識勢在必行。該綜述概述了中藥聯合使用的傳統觀念和應用，並且強調中草藥聯合使用可能的科學和臨床依據。這些資料旨在爲將來治療的進步和藥物的開發提供新的方法和途徑。將現代技術與中藥新的質控方法，中藥活性成分的鑒定，藥物作用分子機理的探究，以及精心設計的動物和臨床研究相結合，很可能爲將來從中草藥聯合使用到新的治療模式鋪平道路。

關鍵詞：

中草藥聯合、中草藥相互作用、中藥、複方、協同作用

105. Herb-Herb Combination for Therapeutic Enhancement and Advancement: Theory, Practice and Future Perspectives

Che, CT (Che, Chun-Tao); Wang, ZJ (Wang, Zhi Jun);
Chow, MSS (Chow, Moses Sing Sum); Lam, CWK (Lam, Christopher Wai Kei)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Molecules, Volume 18, Issue 5, pp. 5125-5141, May 2013, SCI indexed

Abstract:

Herb-herb combinations have been used in Chinese medicine practice for thousands of years, yet scientific evidence of their therapeutic benefits is lacking. With increasing interest in shifting from the one-drug-one-target paradigm to combination therapy or polypharmacy to achieve therapeutic benefits for a number of diseases, there is momentum to explore new knowledge by tapping the past empirical experiences of herb-herb combinations. This review presents an overview of the traditional concept and practice of herb-herb combination in Chinese medicine, and highlights the available scientific and clinical evidence to support the combined use of herbs. It is hoped that such information would provide a lead for developing new approaches for future therapeutic advancement and pharmaceutical product development. Very likely modern technologies combined with innovative research for the quality control of herbal products, identification of active components and understanding of the molecular mechanism, followed by well-designed animal and clinical studies would pave the way in advancing the wealth of empirical knowledge from herb-herb combination to new therapeutic modalities.

Keywords:

Herb-herb combination, herb-herb interaction, Chinese medicine, multi-item prescription, synergy

106. 香港及澳門常用中藥者的重金屬中毒情況之研究

崔紹漢、黃宜厚、趙幸兒、方明耀、趙綺雯、司徒炎棠、黃緯庭、林偉基
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

植物療法研究，第 27 卷，第 6 期，pp. 859-863，2013 年 6 月，SCI 檢索

內容簡介：

是次研究測試經常服食中藥的人仕血液的重金屬水準，從而評估服食中藥會否增加體內重金屬含量。經常服用的頻繁度為每星期最少服用處方中藥五天及為期不少於 3 個月。自 2009 年 11 月起至 2010 年 6 月間，共招募了 85 名經常服用中藥者參與此研究，在參加者知情及同意的情況下，抽取血液以測試砷、鎘、鉛和汞 的含量。結果顯示除了 1 名有進食深海魚習慣的參加者，其砷含量有短暫性增加(高於正常上限的 29%)外，其餘 84 名參加者的血液重金屬含量皆在正常範圍 內。該名有進食深海魚習慣的參加者，於暫停食用深海魚 1 個月後再度提供血液樣本，其血液中的砷含量即回復至正常水準。另一方面，研究人員亦測試了由本地供應商供應的 80 種常用於處方的中藥濃縮粉，及其相對應的中草藥飲片(即生藥材)的四種重金屬含量。測試顯示其中 12 種飲片，有一種或多種重金屬含量超標，最常見是鎘。至於濃縮粉方面，80 種中藥粉的重金屬含量都在標準範圍內，沒有發現超標的情況。

關鍵詞：

中藥、重金屬、砷、鎘、鉛、汞、血液

106. Study of Heavy Metal Poisoning in Frequent Users of Chinese Medicines in Hong Kong and Macau

Chui SH (Chui, Shiu Hon); Wong YH (Wong, Yee Hou); Chio HI (Chio, Hang I); Fong MY (Fong, Ming Yiu); Chiu YM (Chiu, Yee Man); Szeto YT (Szeto, Yim Tong); Vong WT (Vong, Wai Ting); Lam CWK (Lam, Christopher Wai Kei)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Phytother Research, Volume 27, Issue 6, pp. 859-863, Jun 2013, SCI indexed

Abstract:

This study is a direct assessment of blood heavy metal concentrations of frequent users of Chinese medicines (CM), who had been taking prescribed CM at least 6 days per week for not less than 3months, to determine whether their intake of CM could cause an increased load of toxic heavy metals in the body. From November 2009 to June 2010, 85 subjects were recruited with informed consent, and their blood samples were collected for measurement of arsenic, cadmium, lead and mercury concentrations. Results showed that blood concentrations of four heavy metals of nearly all 85 subjects were within reference ranges. Only one subject who had consumed plentiful seafood was found to have transiently increased blood arsenic concentration (29% higher than the upper limit of the reference range). However, after refraining from eating seafood for 1 month, his blood arsenic concentration returned to normal. Eighty commonly prescribed CM in both raw medicine and powder concentrate supplied by local distributors were also tested for the four heavy metals. Twelve out of the 80 raw medicines were found to contain one or more of the heavy metals that exceeded the respective maximum permitted content. Cadmium was most frequently found in the contaminated samples. None of the powder concentrates had heavy metal content exceeding their respective maximum permitted level.

Keywords:

Chinese medicines, heavy metals, arsenic, cadmium, lead, mercury, blood

107. 學齡前兒童肺功能與二手煙和尿液重金屬之間的關係

梁廷勳、陳曉旋、廖德智、林偉基、黃永堅
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

兒科肺臟學，第 48 卷，第 11 期，pp. 1089-1097，2013 年 11 月，SCI 檢索

內容簡介：

環境煙草煙霧（ETS）接觸是學齡兒童哮喘的危險因素，但有關 ETS 接觸對學齡前兒童呼吸健康的數據很有限。本研究探討 ETS，鉛（Pb），鎘（Cd）和 哮喘症狀，以及中國裔學前兒童肺功能指標之間的關係。在香港 30 所托兒園和幼兒園的學齡前兒童進行以動畫為激勵的肺功能檢查，分別用免疫法測定他們的尿可鐵寧（cotinine），和電感耦合等離子體質譜量度 Pb 和 Cd 濃度。2763 名學齡前兒童參加了這研究，分別有 1505 人和 893 人提供了有效的肺功能數據和尿液樣本。37.5%的兒童有親屬在家吸煙，但當中只有 95 人（10.6%）有高尿可鐵寧與肌酐比值（≥30 毫微克/毫克）。3.9%的樣品可測量出鉛，而 406 人（45.5%）有較高的鎘。報告的 ETS 接觸不與任何肺功能指標相關，而可鐵寧與肌酐比值在 0.5 秒用力呼氣量（β= -0.093，P = 0.003），用力呼氣中期流速（25%-75%）（β= -0.138，P = 0.002）和呼氣流速峰值（β= -0.106，P = 0.002）呈負相關。鎘接觸和呼吸道症狀或肺功能指標不相關。這項社區研究表明，由尿液可鐵寧定義的 ETS 接觸是中國學齡前兒童肺活量測定肺功能受損的重要危險因素。尿液可鐵寧比問卷調查評估幼兒的 ETS 更可靠。雖然高尿鎘常見於香港的學前兒童，這種生物標誌物與任何臨床或肺功能表現皆不相關。

關鍵詞：

鎘、環境煙草煙霧、鉛、學齡前兒童、肺功能檢查

107. Relationship between Passive Smoking Exposure and Urinary Heavy Metals and Lung Functions in Preschool Children

Leung TF (Leung, Ting Fan); Chan IHS (Chan, Iris Hiu Shuen); Liu TC (Liu, Tak Chi); Lam CWK (Lam, Christopher Wai Kei); Wong GWK (Wong, Gary Wing Kin)
Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology

Name of conference/journal:
Pediatric Pulmonology, Volume 48, Issue 11, pp. 1089-1097, Nov 2013, SCI indexed

Abstract:
Environmental tobacco smoke (ETS) exposure is a risk factor for asthma in school-age children, but there is limited data of ETS exposure on respiratory health in preschool children. This study investigated the relationship between ETS, lead (Pb) and cadmium (Cd) exposures and asthma symptoms and spirometric indices in Chinese preschoolers. Preschool children from 30 nurseries and kindergartens performed spirometry with incentives of animation programs, and their urinary cotinine, Pb and Cd concentrations were measured by immunoassay and inductively coupled plasma-mass spectrometry respectively. 2763 preschoolers participated, and 1505 and 893 provided valid spirometric data and urine samples respectively. Current domestic smoking was reported in 37.5% of children, but only 95 (10.6%) had high urinary cotinine-to-creatinine ratio (產 30 ng/mg). Pb was measurable in 3.9% of samples, whereas 406 (45.5%) children had high Cd. Reported ETS exposure was not associated with any spirometric index, whereas cotinine-to-creatinine ratio was inversely associated with forced expiratory volume in 0.5-second (β=-0.093, P=0.003), forced expiratory flow between 25% and 75% of expiration (β=-0.138, P=0.002) and peak expiratory flow (β=-0.106, P=0.002). Cd exposure was not associated with reported respiratory symptom or spirometric indices. This community study shows that ETS exposure defined by urinary cotinine is a strong risk factor for lung function impairment measured by spirometry in Chinese preschool children. Urinary cotinine is more reliable than questionnaire for assessing ETS exposure in young children. Although high urinary Cd is common in Hong Kong preschoolers, such biomarker is not associated with any clinical or spirometric outcome.

Keywords:
Cadmium, environmental tobacco smoke, spirometry, lead, preschooler

108. 利用優化的高效液相串聯化學發光法結合化學計量學評價野木瓜的抗氧化活性

孫帥、許舜軍、顏玉貞、謝培山、林偉基
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：
分析方法，第 5 卷，第 7 期，pp. 1837-1842，2013 年，SCI 檢索

內容簡介：
野木瓜是中國南方民間的壹味鎮痛藥。研究表明其中的三貼皂甘類具有鎮痛、抗炎和抗氧化的作用。爲了進壹步闡明野木瓜的抗氧化機理，我們利用高效液相串聯化學發光法分析了野木瓜的提取物，結果發現咖啡酸酯類和雙環氧木質素甘爲其中的抗氧化活性成分。方法學方面，研究報道隨著流動相中有機相比例的升高，該串聯方法的基線漂移嚴重並影響該方法的應用。本研究中通過優化條件並引入空白對照方法取得了較爲滿意的效果。

關鍵詞：
化學發光、抗氧化、自由基、條件優化

108. Optimized high performance liquid chromatography tandem chemiluminescent detector applied to assess the antioxidative activity of Caulis Stauntoniae assisted by chemometrics

Sun, S (Sun, Shuai); Xu, SJ (Xu, Shunjun); Yan, YZ (Yan, Yuzhen); Xie, PS (Xie, Peishan); Lam, WK (Lam, Waikei)
Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology

Name of conference/journal:
Analytical Methods, Volume 5, Issue 7, pp. 1837-1842, 2013, SCI indexed

Abstract:
Caulis Stauntoniae is a folk herb used as an analgesic in southern China. Previous studies have reported that triterpenoid saponins contained exert analgesic, anti-inflammatory and antioxidative efficacy. In attempt to further elucidate the antioxidative mechanism of the Caulis Stauntoniae, high performance liquid chromatography using diode array detector coupled with chemiluminescent detector was performed on detecting Caulis Stauntoniae extracts. Caffeic acid esters and bisepoxylignan glycoside in Caulis Stauntoniae are found to be bioactive as antioxidants. Regarding to the methodology, it has been frequently reported that serious baseline drift of the chemiluminescent signal made it impossible for further analysis with the increase of organic phase in mobile phase. In our study, aiming to solve this problem, satisfactory performance of the analysis has been achieved by optimization of conditions and introduction of a blank run.

Keywords:
Chemiluminescence, Antioxidant, Free radical, Condition optimization

109. 中藥克服腫瘤化療耐藥性：過去，現在和前景展望

汪志軍、謝晨、黃英、林偉基、周檉森
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

植物化學綜述，第 13 卷，第一期，2014 年 3 月，SCI 檢索

內容簡介：

腫瘤耐藥性是化療失敗的主要原因，會導致 90%轉移性腫瘤病人治療失敗。過去 30 年的研究工作表明，多種機制共同參與腫瘤細胞耐藥。然而到目前為止，單作用靶點的化合物不能克服腫瘤耐藥性。理論上，中藥含有多種成分，因此更有可能作用於多靶點從而更有效的增加腫瘤細胞化療敏感性。該文章對腫瘤耐藥機理進行了概述，同時通過對中英文相關文獻的檢索，概括了可作為化療增敏劑的中草藥（中藥）。本綜述表明某些中藥可以通過多作用機制起到強效化療增敏作用，但目前尚缺乏此類中藥用於臨床治療的相關信息。本綜述對中藥克服腫瘤耐藥性進行了前景展望，討論了可利用體外細胞篩選和動物/臨床研究來增加開發此類中草藥作為化療增敏劑的可能性。

關鍵詞：

化療增敏劑、中藥、化療、藥物耐藥、中草藥

109. Overcoming chemotherapy resistance with herbal medicines: past, present and future perspectives

Wang, ZJ (Wang Zhijun); Xie, C (Xie Chen); Huang, Y (Huang Ying); Lam, WK (Lam, Waikei); Chow, MSS (Chow Moses Sing Sum)
Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology

Name of conference/journal:

Phytochemistry Reviews, Volume 13, Issue 1, Mar 2014, SCI indexed

Abstract:

Drug resistance is a major problem in cancer chemotherapy and such resistance may be responsible for treatment failure in 90 % of patients with metastatic cancer. From the research work in the past 30 years, multi-mechanisms responsible for the development of drug resistance have been identified. However, to date single agents that target specific single mechanisms of resistance have not been proven effective. Theoretically, herbs have the potential to target multi-mechanisms of resistance since they contain multiple components and may provide an exciting potential in overcoming drug resistance. The present paper provides an overview of the known mechanisms of resistance and reviews the existing data on herbal medicines (Chinese medicines) as chemosensitizing agents from both the English and Chinese literature. Our review found that certain herbs are capable of inducing strong chemosensitizing effect with various mechanisms, but relevant information useful for development of herbs as viable products for therapeutic use is generally inadequate. Ideas for improving in vitro screening and animal/clinical studies that could enhance future development of herbal product as chemosensitizing agent for the treatment of resistant cancer are also discussed.

Keywords:

Chemosensitizing agent, Chinese medicine, Chemotherapy, Drug resistance, Herbal medicine

110. 慢性腎病中血漿鈉和亞臨床的左心房擴大

王依滿、陸葉、張蕊菱、陳曉旋、林偉基
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

腎臟病與透析腎移植，第 28 卷，第 9 期，pp. 2319-2328，2013 年 9 月，SCI 檢索

內容簡介：

背景：左心房擴大（LAE）可以反映舒張期功能障礙及預測末期腎病的死亡率。然而，慢性腎病早期 LAE 的流行率及相關影響因數很少被知悉。
方法：我們做了包含 261 例沒有心臟疾病症狀的 3-5 期非透析的慢性腎病患者的前瞻性橫斷面研究，通過二維超聲波心動描記術檢測左心房容積指數和其他一些心臟參數。
結 果：109 例（41.8%）病人患有 LAE。左室肥大的病人中輕微和嚴重的 LAE 分別占 22.9%和 41.3%，沒有左室肥大的病人中輕微和嚴重的 LAE 分別占 13.2%和 12.5%（P < 0.001）。單變數分析結果顯示，血漿鈉濃度與 LAE 顯著性相關（OR 1.22，95% CI 1.09-1.37；P = 0.001）。階梯式多元回歸分析結果顯示，血漿鈉濃度是與 LAE 最顯著性相關的因素之一（調整 OR 1.29，95% CI 1.14-1.47； P < 0.001）。當模型中包含左室品質和容積指數及 N 端前腦利尿鈉肽，上述顯著性被很好的保持，然而血紅蛋白和收縮壓被取代。
結論：本研究第一次提出了 3-5 期慢性腎病中亞臨床的 LAE 的流行及發現了它與血漿鈉的獨立相關性。建立血漿鈉濃度和 LAE 因果關係的縱向研究及將他們作為慢性腎病治療目標的相關研究應該被推動

關鍵詞：

慢性腎病、超聲波心動描記術、左心房擴大、血漿鈉

110. Plasma sodium and subclinical left atrial enlargement in chronic kidney disease

Wang, AYM (Wang, Angela Yee-Moon) ; Lu, Y (Lu, Ye); Cheung, S (Cheung, Sharon); Chan, IHS (Chan, Iris Hiu-Shuen) ; Lam, CWK (Lam, Christopher Wai-Kei)

Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology

Name of conference/journal:

Nephrology Dialysis Transplantation, Volume 28, Issue 9, pp. 2319-2328, Sep 2013, SCI indexed

Abstract:

Background: Left atrial enlargement (LAE) reflects diastolic dysfunction and predicts mortality in end-stage renal disease patients. However, little is known of its prevalence and factors associated with subclinical LAE in earlier stages of chronic kidney disease (CKD).
Methods: We conducted a prospective, cross-sectional study in 261 Stage 3-5 non-dialysis CKD patients without symptomatic cardiovascular disease with two-dimensional echocardiography performed to estimate left atrial volume index and other cardiac parameters.
Results: One hundred and nine (41.8%) patients had LAE. Mild and moderate/severe LAEs were observed in 22.9 and 41.3% of patients with left ventricular (LV) hypertrophy (n = 109) versus 13.2 and 12.5% of patients with no LV hypertrophy (n = 152), respectively (P < 0.001). On univariate analysis, plasma sodium concentration showed a significant association with LAE [odds ratio (OR) 1.22, 95% confidence interval (95% CI) 1.09-1.37; P = 0.001]. In the stepwise multiple logistic regression, plasma sodium concentration emerged as one of the most significant factors associated with LAE (adjusted OR 1.29, 95% CI 1.14-1.47; P < 0.001]. Its significance was well maintained (adjusted OR 1.23, 95% CI 1.07-1.43; P = 0.005) when including LV mass and volume index and N-terminal pro-brain natriuretic peptide in the model, while blood haemoglobin and systolic blood pressure were displaced.
Conclusions: This study for the first time alerted to a very high prevalence of subclinical LAE and reported a strong novel, independent relationship between plasma sodium concentration and subclinical LAE in Stage 3-5 CKD patients. Longitudinal studies are needed to establish causality between high plasma sodium concentration and LAE and their usefulness as therapeutic targets in CKD.

Keywords:

Chronic kidney disease, echocardiography, left atrial enlargement, plasma sodium

111. 慢性腎病中帕立骨化醇對左心室品質和功能的作用- OPERA 試驗

王依滿、房芳、陳家發、聞月異、商青、陳曉旋、羅吳美英、黎嘉能、盧維基、
林偉基、 余卓文
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

美國腎病學會雜誌，第 25 卷，第 1 期，pp. 175-186，2014 年 1 月，SCI 檢索

內容簡介：

維生素 D 可以保護心臟，但它對慢性腎病的保護作用是有爭議的。我們做了一個前瞻性、雙盲、隨機及安慰劑對照試驗來觀察是否口服維生素 D 可以減輕左室肥大的 3-5 期慢性腎病患者的左室質量。患有左室肥大的病人連續 52 周被隨機的給予口服帕立骨化醇（每天一次，每次 1μg）或匹配的對照劑。52 周後用心臟磁共振成像檢測左室質量指數，初級終點改變。二級終點包括左室容積，超聲波心動檢測的收縮和舒張功能，骨病的生物化學參數及腎功能檢測。左室質量的變化在給藥組和安慰劑組沒有顯著性變化。左室容積、射血分數、組織多普勒檢測的早期舒張和收縮的環隙流速，早期二尖瓣流入速度與早期舒張環隙流速的比例在兩組之間沒有變化。然而，與對照組相比，帕立骨化醇治療顯著性降低全段甲狀旁腺激素（P<0.001）和鹼性磷酸酶（P=0.001）水準及與心臟相關的住院病例。總之，52 周的口服帕立骨化醇（每天一次，每次 1μg）治療可以顯著性改善繼發性甲狀旁腺機能亢進，但在左室結構和功能方面沒有改變。

關鍵詞：

帕立骨化醇、左室質量和功能、慢性腎病

111. Effect of Paricalcitol on Left Ventricular Mass and Function in CKD--The OPERA Trial

Wang, AYM (Wang, Angela Yee-Moon); Fang, F (Fang, Fang); Chan, J (Chan, John); Wen, YY (Wen, Yue-Yi); Qing, S (Qing, Shang); Chan, IHS (Chan, Iris Hiu-Shuen) ; Lo, G (Lo, Gladys) ; Lai, KN (Lai, Kar-Neng); Lo, WK (Lo, Wai-Kei);
Lam, CWK (Lam, Christopher Wai-Kei); Yu, CM (Yu, Cheuk-Man)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Journal of the American Society of Nephrology, Volume 25, Issue 1, pp. 175-186, Jan 2014,SCI indexed

Abstract:

Vitamin D seems to protect against cardiovascular disease, but the reported effects of vitamin D on patient outcomes in CKD are controversial. We conducted a prospective, double blind, randomized, placebo-controlled trial to determine whether oral activated vitamin D reduces left ventricular (LV) mass in patients with stages 3-5 CKD with LV hypertrophy. Subjects with echocardiographic criteria of LV hypertrophy were randomly assigned to receive either oral paricalcitol (1 μg) one time daily (n=30) or matching placebo (n=30) for 52 weeks. The primary end point was change in LV mass index over 52 weeks, which was measured by cardiac magnetic resonance imaging. Secondary end points included changes in LV volume, echocardiographic measures of systolic and diastolic function, biochemical parameters of mineral bone disease, and measures of renal function. Change in LV mass index did not differ significantly between groups (median [interquartile range], -2.59 [-6.13 to 0.32] g/m(2) with paricalcitol versus -4.85 [-9.89 to 1.10] g/m(2) with placebo). Changes in LV volume, ejection fraction, and tissue Doppler-derived measures of early diastolic and systolic mitral annular velocities, and ratio of early mitral inflow velocity to early diastolic mitral annular velocity did not differ between the groups. However, paricalcitol treatment significantly reduced intact parathyroid hormone (P<0.001) and alkaline phosphatase (P=0.001) levels as well as the number of cardiovascular-related hospitalizations compared with placebo. In conclusion, 52 weeks of treatment with oral paricalcitol (1 μg one time daily) significantly improved secondary hyperparathyroidism but did not alter measures of LV structure and function in patients with severe CKD.

Keywords:

Paricalcitol, Left Ventricular Mass and Function, CKD

112. 微小 RNA-21*調節 GM-CSF 對人類嗜酸性粒細胞的促存活作用

黃振國、劉建盟、陳曉璿、胡水清、林以安、蔡安琪、林偉基
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

免疫生物學，第 218 卷，第 2 期，pp. 255-262，2013 年 2 月，SCI 檢索

內容簡介：

嗜酸性粒細胞是過敏性炎症的主要效應細胞。造血細胞因數－粒細胞巨噬細胞集落刺激因數（GM-CSF）是局部過敏性炎症位元點中的主要細胞因數。它通過啟動並延長嗜酸性粒細胞的存活而介導抗細胞凋亡活性。為了研究微小 RNA（miRNA）在過敏性炎症反應中的免疫病理作用，我們闡明瞭 miRNA 對 GM- CSF 介導的嗜酸性粒細胞體外存活的調控機制。通過微磁珠細胞分選成年人志願者的新鮮外週血血沉棕黃層組分，獲得純化的嗜酸性粒細胞。細胞凋亡、存活和細胞外信號調節激酶（ERK）的磷酸化均用流式細胞術檢測，並利用 Agilent Human miRNA 晶片和第 3 代人類 miRNA 晶片系統及實時 RT-PCR 檢測分析 miRNA 的表達。在體外 GM-CSF 處理的嗜酸性粒細胞中，我們已經證實該細胞活力增強，同時 miR-21 的互補 miRNA —— miRNA-21*（miR-21*）的表達上調。轉染前體 miR（miR-21*的前體分子）可以上調的 miR-21*的表達，從而增強 GM-CSF 啟動的 ERK 途徑並逆轉嗜酸性粒細胞的凋亡，而抗 miR-21*的抑製劑能夠下調 miR-21*的表達，抑制 GM-CSF 啟動的 ERK 信號通路，促進細胞凋亡。我們的結果揭示了 miRNA-21*潛在的免疫病理作用，即體外調節嗜酸性粒細胞凋亡，並為新型分子治療過敏性炎症的發展帶來曙光。

關鍵詞：

細胞凋亡、嗜酸性粒細胞、巨噬細胞、集落刺激因數、小分子 RNA、信號轉導

112. MicroRNA-21* regulates the prosurvival effect of GM-CSF on human eosinophils

Wong, CK (Wong, Chun Kwok); Lau, KM (Lau, Kin Mang);
Chan, IHS (Chan, Iris Hiu Shuen); Hu, SQ (Hu, Shuiqing);
Lam, YYO (Lam, Yvonne Yi On); Choi, AOK (Choi, Angela On Kei);
Lam, CWK (Lam, Christopher Wai Kei)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Immunobiology, Volume 218, Issue 2, pp. 255-262, Feb 2013, SCI indexed

Abstract:

Eosinophils are the principal effector cells of allergic inflammation, and hematopoietic cytokine granulocyte macrophage colony-stimulating factor (GM-CSF) is the primary cytokine that activates and prolongs the survival of eosinophils in local inflammatory sites by mediating anti-apoptotic activity in allergic inflammation. To investigate the immunopathological role of microRNA (miRNA) in allergic inflammation, we elucidated the regulatory mechanisms of miRNA on the GM-CSF-mediated in vitro survival in eosinophils. Eosinophils were purified from fresh human peripheral blood buffy coat fraction obtained from adult volunteer using microbead magnetic cell sorting. The apoptosis, viability and phosphorylation of extracellular signal-regulated kinase (ERK) were assessed by flow cytometry, and the expression of miRNA was analyzed using Agilent Human miRNA Microarray with Human miRNA Microarray Version 3 and real time RT-PCR. We have confirmed the increased in vitro viability of GM-CSF-treated eosinophils and upregulated expression of miRNA-21* (miR-21*), a complementary miRNA of miR-21, in GM-CSF-treated eosinophils. The transfection of pre-miR miR-21* precursor molecule could up-regulate the miR-21* expression, subsequently enhance the GM-CSF-activated ERK pathway and reverse the apoptosis of eosinophils, while anti-miR-21* inhibitor could down-regulate the miR-21* expression, suppress the GM-CSF-activated ERK pathway and enhance the apoptosis. Our results should shed light on the potential immunopathological role of miRNA-21* regulating the in vitro apoptosis of eosinophils and development of novel molecular treatment of allergic inflammation.

Keywords:

Apoptosis, Eosinophils, Granulocyte macrophage, Colony-stimulating factor, microRNA, Signal transduction

113. 胞壁醯二肽介導與嗜鹼性粒細胞相互作用的人支氣管上皮細胞的啟動

邱懷娜、黃振國、朱妙婷、胡水清、林偉基
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

臨床與實驗免疫學，第 172 卷，第 1 期，pp. 81-94，2013 年 4 月，SCI 檢索

內容簡介：

呼吸道細菌感染可放大並持續氣道炎症。胞質內核苷酸結合寡聚化結構域蛋白 2（NOD2）是核苷酸結合和寡聚化結構域（NOD）樣受體（NLR）家族中的一員，在幾乎所有的細菌中，NOD2 都可以感應含有保守結構組分的肽聚醣胞壁醯二肽（MDP）。本實驗是在原代人支氣管上皮細胞（HBE）與人嗜鹼性粒細胞共培養體系中，對 NOD2 配體 MDP 的活化進行研究。通過酶聯免疫吸附測定法和流式細胞術檢測細胞因數、NOD2、粘附分子和細胞內信號分子。在嗜鹼性粒細胞（KU812 細胞）和 HBE/人支氣管上皮細胞系（BEAS-2B）細胞中，已證實 NOD2 蛋白有表達。無論 HBE 和嗜鹼性粒細胞的共培養體系中是否有由白細胞介素(IL)-33 引發的嗜鹼性粒細胞，MDP 都能夠顯著上調細胞表面細胞間粘附分子（ICAM）-1 和血管細胞粘附分子（VCAM）-1 的表達（P 值均小於 0.05）。在該共培養體系中，MDP 能進一步提高炎性細胞因數 IL-6 和趨化因數 CXCL8 以及上皮衍生的抗微生物 β 肽防禦素 2 的釋放。而共培養體系中，HBE 細胞受 MDP 刺激後主要釋放 IL-6、CXCL8 和 β 肽防禦素 2。ICAM-1 和 VCAM-1 的釋放，以及 IL-6 和 CXCL8 的表達受多種信號轉導分子抑製劑的抑制，表明通過促分裂原活化蛋白激酶途徑和核轉錄因數可以對嗜鹼性粒細胞和原代人支氣管上皮細胞之間的相互作用進行差異調節。因此，在先天性免疫作用中，該研究對嗜鹼性粒細胞的功能提出了一個新的見解，並且為呼吸菌介導的先天免疫和後天氣道中過敏性炎症的擴大搭建了新的橋樑。

關鍵詞：

嗜鹼性粒細胞、上皮細胞、感染、配體識別受體、信號／信號轉導

113. Muramyl dipeptide mediated activation of human bronchial epithelial cells interacting with basophils: a novel mechanism of airway inflammation

Qiu, HN (Qiu, H. N.); Wong, CK (Wong, C. K.); Chu, IMT (Chu, I. M. T.); Hu, S (Hu, S.); Lam, CWK (Lam, C. W. K.)
Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology

Name of conference/journal:
Clinical & Experimental Immunology, Volume 172, Issue 1, pp. 81-94, Apr 2013, SCI indexed

Abstract:
Respiratory tract bacterial infection can amplify and sustain airway inflammation. Intracytosolic nucleotide-binding oligomerization domain-containing protein 2 (NOD2) is one member of the nucleotide binding and oligomerization domain (NOD)-like receptor (NLR) family, which senses the conserved structural peptidoglycan component muramyl dipeptide (MDP) in almost all bacteria. In the present study, activation of the NOD2 ligand MDP on primary human bronchial epithelial cells (HBE) co-cultured with human basophils was investigated. Cytokines, NOD2, adhesion molecules and intracellular signalling molecules were assayed by enzyme-linked immunosorbent assay or flow cytometry. The protein expression of NOD2 was confirmed in basophils/KU812 cells and HBE/human bronchial epithelial cell line (BEAS-2B) cells. MDP was found to up-regulate significantly the cell surface expression of intercellular adhesion molecule (ICAM)-1 and vascular cell adhesion molecule (VCAM)-1 on basophils and HBE in the co-culture system with or without basophil priming by interleukin (IL)-33 (all $P < 0•05$). MDP could further enhance the release of inflammatory cytokine IL-6 and chemokine CXCL8, and epithelium-derived anti-microbial peptide β-defensin 2 in the co-culture. HBE cells were the major source for the release of IL-6, CXCL8 and β-defensin2 upon stimulation by MDP in the co-culture system. The expression of ICAM-1 and VCAM-1 and release of IL-6 and CXCL8 were suppressed by various signalling molecule inhibitors, implying that the interaction between basophils and primary human bronchial epithelial cells could be regulated differentially by the mitogen-activated protein kinase pathways and nuclear transcription factors. The results therefore provide a new insight into the functional role of basophils in innate immunity, and the link between respiratory bacteria-mediated innate immunity and subsequent amplification of allergic inflammation in the airway.

Keywords:
Basophils, Epithelial cells, Infections, Pattern recognition receptors, Signaling/Signal transduction

114. NOD 樣受體介導與支氣管上皮細胞相互作用的嗜酸性粒細胞的活化：先天性免疫和過敏性哮喘之間的聯繫

黃振國、胡水清、梁銘琳、董傑、赫蘭、朱逸駿、朱妙婷、邱懷娜、劉欣平、林偉基
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

細胞與分子免疫學，第 10 卷，第 4 期，pp. 317-329，2013 年 7 月，SCI 檢索

內容簡介：

核苷酸結合寡聚化結構域蛋白（NOD）樣受體是細胞內關鍵的模式識別受體，在先天性免疫中能對抗細菌感染。人嗜酸性粒細胞是過敏性炎症中的主要效應細胞， 本研究揭示了，過敏型哮喘的人嗜酸性粒細胞與支氣管上皮細胞 BEAS-2B 細胞相互作用的情況下，由 NOD1 和 NOD2 受體介導的人嗜酸性粒細胞的啟動。雖然嗜酸性粒細胞持續性表達 NOD1 和 2 受體，但是在 NOD1 的配體 γ-D-glutamyl-meso-diaminopimelic acid (iE-DAP)或 NOD2 配體胞壁醯二肽（MDP）的刺激下，不能顯著釋放應答的趨化因數。但是當嗜酸性粒細胞與 BEAS-2B 共同孵育時，iE-DAP 和 MDP 不僅能夠誘導 CD18 和細胞表面的粘附分子 ICAM-1 在嗜酸性粒細胞和 BEAS-2B 細胞表面的顯著表達，而且還能促進 CCL2 和 CXCL8 的釋放（P 值均小於 0.05）。同時，受 iE-DAP 或者 MDP 刺激的共同孵育體系中，嗜酸性粒細胞和 BEAS-2B 細胞是 CCL2 和 CXCL8 釋放的主要來源。此外，CCL2 的釋放需要嗜酸性粒細胞和 BEAS-2B 細胞的直接接觸，而且 CXCL8 的釋放涉及可溶性的介質作用。在共同孵育體系中 ERK 和 NF-κB 信號參與了細胞表面粘附分子的表達和趨化因數的表達。在 OVA 誘導的小鼠哮喘模型中，加入 NOD1 和 2 的配體能夠誘導上皮亞纖維化和血清總 IgE 的顯著增加，同時引起肺泡灌洗液中嗜酸性粒細胞相關的趨化因數 CCL5，型輔助 T 細胞（Th2）和哮喘 Th2 相關細胞因數 IL-13 均顯著升高（P 值均小於 0.05）。本研究提供了更深層次的證據闡明瞭，在氣道炎症中由於嗜酸性粒細胞與支氣管上皮細胞相互作用而啟動細菌感染所介導的 NOD1 和 2 的配體並觸發過敏性哮喘。

關鍵詞：

過敏、支氣管上皮細胞、趨化因數、嗜酸性粒細胞、信號轉導

114. NOD-like receptors mediated activation of eosinophils interacting with bronchial epithelial cells: a link between innate immunity and allergic asthma

Wong, CK (Wong, Chun Kwok); Hu, SQ (Hu, Shuiqing);
Leung, KML (Leung, Karen Ming-Lam) ; Dong, J (Dong, Jie); He, L (He, Lan) ;
Chu, YJ (Chu, Yi Jun); Chu, IMT (Chu, Ida Miu-Ting); Qiu, HN (Qiu, Huai-Na);
Liu, KYP (Liu, Kelly Yan-Ping); Lam, CWK (Lam, Christopher Wai-Kei)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Cellular & Molecular Immunology, Volume 10, Issue 4, pp. 317-329, Jul 2013, SCI indexed

Abstract:

Key intracytosolic pattern recognition receptors of innate immunity against bacterial infections are nucleotide-binding oligomerization domain (NOD)-like receptors (NLRs). We elucidated the NOD1 and NOD2-mediated activation of human eosinophils, the principal effector cells for allergic inflammation, upon interacting with human bronchial epithelial BEAS-2B cells in allergic asthma. Eosinophils constitutively expressed NOD1, 2 but exhibited nonsignificant responses to release chemokines upon the stimulation by NOD1 ligand γ-D-glutamyl-meso-diaminopimelic acid (iE-DAP) and NOD2 ligand muramyl dipeptide (MDP). However, iE-DAP and MDP could significantly upregulate cell surface expression of CD18 and intercellular adhesion molecule (ICAM)-1 on eosinophils and ICAM-1 on BEAS-2B cells, as well as induce chemokines CCL2 and CXCL8 release in the coculture system (all $P<0.05$). Both eosinophils and BEAS-2B cells were the main source for CXCL8 and CCL2 release in the coculture system upon iE-DAP or MDP stimulation. Direct interaction between eosinophils and BEAS-2B cells is responsible for CCL2 release, and soluble mediators are implicated in CXCL8 release. ERK and NF-κB play regulatory roles for the expression of adhesion molecules and chemokines in coculture. Treatment with NOD1,2 ligand could induce the subepithelial fibrosis and significantly enhance the serum concentration of total IgE, chemokine CCL5 for eosinophils and T helper type 2 (Th2) cells and asthma Th2 cytokine IL-13 in bronchoalveolar lavage fluid of ovalbumin-sensitized allergic asthmatic mice (all $P<0.05$). This study provides further evidence of bacterial infection-mediated activation of NOD1,2 in triggering allergic asthma via the activation of eosinophils interacting with bronchial epithelial cells at inflammatory airway.

Keywords:

Allergy, Bronchial, Epithelial cells, Chemokines, Eosinophils, Signal transduction

115. 五草本配方，牡丹皮皮質（Danpi）和沒食子酸的抗炎和抗過敏活性

劉欣平、胡水清、陳頌立、屈子鈴、劉碧珊、韓錦倫、馮國培、梁秉忠、許忠亮、林偉基、黃振國
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

分子，第 18 卷，第 3 期，pp. 2483-2500，2013 年 3 月，SCI 檢索

內容簡介：

五草本配方（PHF）已被證明能提高特應性皮炎患兒的生活質量且無副作用。本研究的目的是在過敏性炎症中、通過研究關鍵效應細胞人嗜鹼性粒細胞（KU812 細胞）、闡明 PHF、牡丹皮皮質（Danpi/DP）和沒食子酸（GA）的潛在抗炎和抗過敏活性。PHF、DP 和 GA 能顯著抑制過敏性炎症性細胞因數 IL-33 上調細胞間黏附分子（ICAM）-1 的表達同 KU812 細胞釋放的趨化因數 CCL2、CCL5、CXCL8 和炎性細胞因數 IL-6（P 值均小於 0.05）。在 IL-33 活化的 KU812 細胞中、當地塞米松（0.01 微克/毫升）與 GA（10 微克/毫升）的結合使用時、對 ICAM-1 的表 達和 CCL5 和 IL-6 釋放的抑制作用顯著高於 GA 的單獨使用（P 值均小於 0.05）。在 GA 處理的 KU812 細胞中、IL-33 誘導細胞內啟動信號分子 p38 絲裂原活化蛋白激酶、核因數 κB 和 c-Jun 氨基末端激酶的活化、可能是對 ICAM-1、趨化因數和細胞因數的潛在抑制機制。因此、地塞米松與天然產物 PHF 或 DP 或 GA 的結合使用、將為過敏性炎症性疾病發展提供一個新型高效和低副作用的治療模式。

關鍵詞：

抗過敏、抗炎癥、沒食子酸、牡丹皮皮質、五草本配方

115. Anti-inflammatory and anti-allergic activities of Pentaherb formula, Moutan Cortex (Danpi) and gallic acid

Liu, KYP (Liu, Kelly Y. P.); Hu, SQ (Hu, Shuiqing); Chan, BCL (Chan, Ben C. L.); Wat, ECL (Wat, Elaine C. L.); Lau, CBS (Lau, Clara B. S.) ; Hon, KL (Hon, Kam L.) ; Fung, KP (Fung, Kwok P.); Leung, PC (Leung, Ping C.) ; Hui, PCL (Hui, Patrick C. L.); Lam, CWK (Lam, Christopher W. K.) ; Wong, CK (Wong, Chun K.)

Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology

Name of conference/journal:

Molecules, Volume 18, Issue 3, pp. 2483-2500, Mar 2013, SCI indexed

Abstract:

Pentaherb formula (PHF) has been proven to improve the quality of life of children with atopic dermatitis without side effects. The aim of this study was to elucidate the potential anti-inflammatory and anti-allergic activities of PHF, Moutan Cortex (Danpi/DP) and gallic acid (GA) using human basophils (KU812 cells), which are crucial effector cells in allergic inflammation. PHF, DP and GA could significantly suppress the expression of allergic inflammatory cytokine IL-33-upregulated intercellular adhesion molecule (ICAM)-1, and the release of chemokines CCL2, CCL5, CXCL8 and inflammatory cytokine IL-6 from KU812 cells (all $p < 0.05$). With the combined use of dexamethasone (0.01 μg/mL) and GA (10 μg/mL), the suppression of ICAM-1 expression and CCL5 and IL-6 release of IL-33-activated KU812 cells were significantly greater than the use of GA alone (all $p < 0.05$). The suppression of the IL-33-induced activation of intracellular signalling molecules p38 mitogen activated protein kinase, nuclear factor-kB and c-Jun amino-terminal kinase in GA-treated KU812 cells could be the underlying mechanism for the suppression on ICAM-1, chemokines and cytokines. The combined use of dexamethasone with the natural products PHF or DP or GA might therefore enhance the development of a novel therapeutic modality for allergic inflammatory diseases with high potency and fewer side effects.

Keywords:

Anti-allergic, Anti-inflammatory, Gallic acid, Moutan cortex, Pentaherb formula

116. 用於降低口服給藥胃刺激的載雷公藤甲素固體脂質納米粒：製備和優化

張聰、穀叢會、彭帆、劉衛、萬江陵、徐輝碧、林偉基、楊祥良
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

分子，第 18 卷，第 11 期，pp. 13340-13356，2013 年 11 月，SCI 檢索

內容簡介：

雷公藤甲素（TP）口服給藥經常引起胃腸道的不良反應。本研究旨在製備和優化能夠降低 TP 胃刺激的載雷公藤甲素固體脂質納米粒（TP-SLN）。製備納米粒採用微乳技術；採用三因素五水準中心複合設計（CCD），以 TP-SLN 的粒徑（nm，Y1）、包封率（%，Y2）和載藥量（%，Y3）為因變量，選擇三個自變量作為考察對象，即脂質相質量百分比（Lipid%，X1）、表面活性劑與助表面活性劑質量比（S/CoS，w/w，X2）和脂質與藥物質量比 （Lipid/Drug，w/w，X3）。用二次多項式數學模型預測自變量的最優水準，得到如下結果：X1 = 49.73%，X2 = 3.25，X3 = 55.27；在最優自變量水準下獲得最優 TP-SLN 的各指標分別為：粒徑（179.8±5.7）nm，包封率（56.5 ± 0.18）%，載藥量（1.02 ± 0.003）%；優化處方表現出明顯的體外緩釋特性，在人工胃液中溫孵 3 小時後表現出良好的穩定性（91% 的藥物仍然被保護），優化處方能夠顯著降低口服雷公藤甲素所引起的大鼠胃刺激毒性，該保護作用與降低胃粘膜氧化應激水準和減輕局部炎症細胞浸潤有關。

關鍵詞：

雷公藤甲素、固體脂質納米粒、微乳技術、中心複合設計、緩釋、胃刺激

116. Preparation and Optimization of Triptolide-Loaded Solid Lipid Nanoparticles for Oral Delivery with Reduced Gastric Irritation

Zhang C(Zhang Cong); Gu CH(Gu Conghui); Peng F(Peng Fan); Liu W(Liu Wei); Wan JL(Wan Jiangling); Xu HB(Xu Huibi); Lam CWK (Lam Christopher Wai Kei); Yang XL(Yang Xiangliang)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:
Molecules, Volume 18, Issue 11, pp. 13340-13356, Nov 2013, SCI indexed

Abstract:
Triptolide (TP) often causes adverse reactions in the gastrointestinal tract when it is administered orally. This study aimed to prepare and optimize triptolide-loaded solid lipid nanoparticles (TP-SLN) with reduced gastric irritation. The microemulsion technique was used to formulate TP-SLN employing a five-level central composite design (CCD) that was developed for exploring the optimum levels of three independent variables on particle size, encapsulation efficiency (EE) and drug loading (DL). Quadratic polynomial models were generated to predict and evaluate the three independent variables with respect to the three responses. The optimized TP-SLN were predicted to comprise fraction of lipid of 49.73%, surfactant to co-surfactant ratio of 3.25, and lipid to drug ratio of 55.27, which showed particle size of 179.8 ± 5.7 nm, EE of 56.5 ± 0.18% and DL of 1.02 ± 0.003% that were in good agreement with predicted values. In addition, the optimized nanoparticles manifested a sustained-release pattern in vitro and were stable during 3 h of incubation in simulated gastric fluids without significant size change and the majority (91%) of the drug was protected. Furthermore, the nanoparticles did not show obvious gastric irritation caused by oral administration of TP in rats.

Keywords:
Triptolide, Solid lipid nanoparticles, Microemulsion technique, Central composite design, Sustained release, Gastric irritation

117. 被動吸煙對打鼾學齡前兒童的影響

朱音、歐俊廷、梁廷勳、榮潤國、林偉基、李民瞻
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

兒科雜誌，第 163 卷，第 4 期，pp. 1158-1162e4，2013 年 10 月，SCI 檢索

內容簡介：

目的：使用父母報告的問卷和尿可鐵寧（cotinine）水準，研究被動吸煙和打鼾學齡前兒童之間的關聯。

研究設計：這是一項在 2954 名 2－6 歲，香港兒童人群為基礎的橫斷面調查。父母報告的問卷調查提供打鼾和家庭吸煙資料。隨機選擇三分之一的隊列兒童提供尿液樣本作可鐵寧分析。尿可鐵寧增高被定義為尿中可鐵寧的濃度 ≥ 30 毫微克/毫克肌酐。採用多因素邏輯回歸分析，我們分析了打鼾和被動吸煙之間的關聯，控制潛在的混雜因素，包括年齡，性別，身體質量指數 z- score，特應性疾病，近期有上呼吸道感染，父母的過敏史，父母的教育程度，家庭收入，和臥室共用等。

結果：在最後的分析中，共包括 2187 份完成的問卷，和 724 兒童提供尿液樣本測量可鐵寧。調整混雜因素，以問卷調查為基礎的家庭吸煙（> 10 支/天，OR = 2.22，95% CI = 1.02-4.81），和增高的尿可鐵寧（OR = 4.37，95% CI = 1.13-16.95）因素後，對習慣性打鼾（打呼嚕每週 ≥ 3 晚）有顯著風險。對於偶爾打鼾（每週 1-2 個晚上打鼾），家庭吸煙（1-10 支/天：OR = 1.41，95% CI = 1.14-1.76;> 10 支/天：OR = 1.56，95% CI = 1.05-2.31），和增高的尿可鐵寧（OR = 1.82，95% CI = 1.03-3.20），也被確定為顯著風險因素。發現打鼾的頻率和調整後尿可鐵寧含量（P <0.001）的自然對數存在劑量 - 效應關係。

結論：環境煙草煙霧接觸是學齡前兒童打鼾的獨立危險因素。在處理兒童鼾症時，應鼓勵父母戒煙。

關鍵詞：

體重指數、身體質量指數、睡眠呼吸障礙

117. Effects of Passive Smoking on Snoring in Preschool Children

Zhu, Y (Zhu, Yin) ; Au, CT (Au, Chun Ting); Leung, TF (Leung, Ting Fan); Wing, YK (Wing, Yun Kwok); Lam, CWK (Lam, Christopher Wai Kei); Li, AM (Li, Albert Martin)
Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology

Name of conference/journal:
The Journal of Pediatrics, Volume 163, Issue 4, pp. 1158-1162e4, Oct 2013, SCI indexed

Abstract:
OBJECTIVE: To examine the association between passive smoking and snoring in preschool children using parent reported questionnaires and urine cotinine levels.
STUDY DESIGN: This was a population-based cross-sectional survey of 2954 children aged 2-6 years in Hong Kong. Parent-reported questionnaires provided information on snoring and household smoking. One-third of children randomly chosen from the cohort provided urine samples for cotinine analysis. Increased urine cotinine was defined as urinary cotinine concentration ⩾ 30 ng/mg creatinine. Using multivariate logistic regression analysis, we analyzed the association between snoring and passive smoking, controlling for potential confounders including age, sex, body mass index z-score, atopic diseases, recent upper respiratory tract infection, parental allergy, parental education, family income, and bedroom-sharing.
RESULTS: A total of 2187 completed questionnaires were included in the final analysis, and 724 children provided urine samples for cotinine measurement. After adjustment for confounding factors, questionnaire-based household smoking (>10 cigarettes/d: OR = 2.22, 95% CI = 1.02-4.81) and increased urine cotinine (OR = 4.37, 95% CI = 1.13-16.95) were significant risk factors for habitual snoring (snoring ⩾3 nights per week). For occasional snoring (snoring 1-2 nights per week), reported household smoking (1-10 cigarettes/d: OR = 1.41, 95% CI = 1.14-1.76; >10 cigarettes/d: OR = 1.56, 95% CI = 1.05-2.31), and increased urine cotinine (OR = 1.82, 95% CI = 1.03-3.20) were also identified as significant risk factors. A dose-effect relationship was found for snoring frequency and adjusted natural logarithms of urinary cotinine concentrations ($P < 0.001$).
CONCLUSIONS: Environmental tobacco smoke exposure is an independent risk factor for snoring in preschool children. Parents' smoking cessation should be encouraged in management of childhood snoring.

Keywords:
BMI, Body mass index, SDB, Sleep-disordered breathing

118. 慢性腎病血脂蛋白變異與體重指數、空腹血糖、糖化血紅蛋白及胰島素抵抗的相關性研究

楚曼、王依滿、陳曉旋、崔紹漢、黃振國、林偉基
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

澳門科技大學學報，第 7 卷，第 1 期，pp.133-138，2013 年 6 月

內容簡介：

目的：研究慢性腎病（CKD）中血脂蛋白尤其是小型濃密低密度脂蛋白（sd-LDL） 與體重指數（BMI），空腹血糖（FPG），糖化血紅蛋白（HbA1c）及胰島素抵抗（IR）的相關關係，探討代謝因數對血脂變異發生發展的意義。

方法：從香港招募 234 例根據 KDIGO（Kidney Disease: Improving Global Outcomes, 2004）確診的 CKD 病人（年齡 57 ± 12 歲, 男性人數 = 136）。酶解法或免疫法測定血清總膽固醇（TC），甘油三酯（TG），高密度脂蛋白膽固醇（HDL-C），直接低密度脂蛋白膽固醇（LDL-C），空腹 血糖（FPG）及空腹胰島素（Abbott ci8200 analyzer）；FDA 認許的聚丙烯醯胺凝膠梯度電泳法測定 LDL 類型和粒徑大小 （Quantimetrix Lipoprint system）；親和色譜法測定 HbA1c（Primus CLC 385 analyzer）；HOMA-IR（homeostasis model assessment-insulin resistance）指數評估胰島素抵抗。

結果：TG 與 BMI，FPG，HbA1c 和 HOMA-IR 顯著性正相關 （所有 $P < 0.05$） ，HDL-C 和 LDL 粒徑大小與 BMI，FPG，HbA1c 和 HOMA-IR 顯著性負相關 （所有 $P < 0.05$）。高甘油三酯血症，上升的 sd-LDL 和下降的 HDL-C 與 BMI > 28，FPG > 8.0 mmol/L，HbA1c > 6.5%及 HOMA-IR > 2.25 有關（所有 $P < 0.05$）。

結論：肥胖，高血糖，上升的 HbA1c 和 IR 與上升的 TG 和 sd-LDL 及下降的 HDL-C 有關，這些心血管疾病（CVD）風險因數會加劇 CKD 中 CVD 併發症的風險。

關鍵詞：

慢性腎病、血脂蛋白變異、相關性研究

118. Associations of Dyslipoproteinaemia with BMI, Fasting Plasma Glucose, HbA1c, and Insulin Resistance in Chronic Kidney Disease Patients

Chu, M (Chu Man); Wang, AYM (Wang Angela Yee Moon); Chan, IHS (Chan Iris Hiu Shuen); Chui, SH (Chui Siu Hon); Wong, CK (Wong Chun Kwok); Lam, CWK (Lam Christopher Wai Kei)
Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology

Name of conference/journal:

Journal of Macau University of Science and Technology, Volume 7, Issue 1, pp.133-138, Jun 2013

Abstract:

Objective: To investigate the associations of dyslipoproteinaemia including small dense low density lipoproteins (sd-LDL) with body mass index (BMI), fasting plasma glucose (FPG), glycosylated hemoglobin (HbA1c), and insulin resistance (IR) in chronic kidney disease (CKD) patients.

Methods: 234 stage 3-5 CKD patients (age 57 ± 12 years, male=136) diagnosed according to KDIGO (Kidney Disease: Improving Global Outcomes, 2004) were recruited from Hong Kong. Serum total cholesterol (TC), triglyceride (TG), high density lipoprotein-cholesterol (HDL-C), direct low density lipoprotein-cholesterol (LDL-C), FPG and insulin were assayed on the Abbott ci8200 analyser. LDL particle size was determined by FDA-approved polyacrylamide gradient gel electrophoresis (Quantimetrix Lipoprint system), and HbA1c by affinity chromatography (Primus CLC 385 analyzer). IR was estimated according to the homeostasis model assessment-insulin resistance (HOMA-IR) index.

Results: TG was correlated positively with BMI, FPG, HbA1c and HOMA-IR (all $P < 0.05$). HDL-C and LDL particle size (but not TC, LDL-C and Non-HDL-C) was correlated negatively with BMI, FPG, HbA1c and HOMA-IR (all $P < 0.05$). Hypertriglyceridaemia, increased sd-LDL and decreased HDL-C were associated with BMI > 28, FPG > 8.0 mmol/L, HbA1c > 6.5% and HOMA-IR > 2.25 (all $P < 0.05$).

Conclusions: Obesity, hyperglycaemia, elevated HbA1c and IR are associated with elevated serum TG and sd-LDL and decreased HDL-C conferring increased risk for cardiovascular disease (CVD) in CKD patients.

Keywords:

Chronic kidney disease, Dyslipoproteinaemia, Association study

119. 252 名香港人的家族性高膽固醇血症的異質性研究

胡苗、藍穎、林偉基、麥英達、彭智培、湯寧信
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

國際心臟病學雜誌，第 167 卷，第 3 期，pp. 762-767，2013 年 8 月，SCI 檢索

內容簡介：

背景：早期研究發現，對於生活在中國大陸或其他西方國家且患有異質性家族性高膽固醇血症（heFH）的中國人，其血漿低密度脂蛋白膽固醇（LDL-C）的水準比患 heFH 的高加索人低，黃色瘤或冠心病（CHD）的發病率也相對較低，早期這一點人們並未認識到。我們通過串聯質譜對患 heFH 的香港人的進行了相關的篩查。

方法：我們從香港的公立醫院中選擇了總膽固醇（TC）高於 7.5 mmol/L 或 LDL-C 高於 4.9 mmol/L 的原發性高膽固醇血症患者作為可能先證者。對 132 例無親戚關係的可能先證者及其親屬的篩查發現，87 個家系的 252 位受檢者被診斷為 heFH。

結果：252 例 heFH 患者（平均年齡為 37±17 歲, 其中男性 100 例）的血漿 TC 和 LDL-C 分別為 9.1±1.5mmol/L 和 7.2±1.5mmol/L。年齡大於 18 歲的患者中，男性患者角膜弓或黃色瘤的發病率分別為 40.6% 和 81.2%，女性患者角膜弓或黃色瘤的發病率分別為 54.8%和 66.9%。在超過 18 歲且具有 CHD 病史的患者中，男性和女性中 CHD 的發病率分別為 9.9% 和 8.5%。多元回歸分析表明年齡的增大和黃色瘤的存在與 CHD 的風險增加顯著相關。

結論：本文首次研究了香港人 heFH 的流行病學特徵，提供了這種遺傳疾病的新的特定人群資訊，研究結果可能對未來中國大陸的相關調查具有指導意義。

關鍵詞：

異質性家族性高膽固醇血症、香港人、低密度脂蛋白膽固醇、黃色瘤

119. Heterozygous familial hypercholesterolemia in Hong Kong Chinese: Study of 252 cases

Hu, M (Hu, Miao) ; Lan, W (Lan, Wei) ; Lam, CWK (Lam, Christopher W. K.) ; Mak, YT (Mak, Ying Tat); Pang, CP (Pang, Chi Pui); Tomlinson, B (Tomlinson, Brian)
Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology

Name of conference/journal:

International of Cardiology, Volume 167, Issue 3, pp. 762-767, Aug 2013, SCI indexed

Abstract:

Background: Earlier studies reported that Chinese subjects with heterozygous familial hypercholesterolemia (heFH) living in Mainland China or in Western countries had lower plasma low-density lipoprotein cholesterol (LDL-C) levels and lower prevalence of xanthomata or coronary heart disease (CHD) than Caucasians with heFH and a greater proportion went unrecognized. We characterized the features of Hong Kong Chinese with heFH identified by cascade screening.

Methods: Potential probands with primary hypercholesterolemia manifesting total cholesterol (TC) greater than 7.5 mmol/L or LDL-C greater than 4.9 mmol/L were selected from a lipid clinic in a public hospital in Hong Kong. After screening of 132 unrelated potential probands and their relatives, 252 subjects from 87 pedigrees were clinically diagnosed as heFH.

Results: In 252 heFH patients (mean age 37±17 years, 100 males), the plasma TC and LDL-C were 9.1±1.5mmol/L and 7.2±1.5mmol/L, respectively. In subjects aged ⩾18years, the prevalence of xanthomata and corneal arcus was 40.6% and 81.2% in males, and 54.8% and 66.9% in females respectively. The overall incidence of CHD was 9.9% in males and 8.5% in females in patients aged over 18years with CHD history available. Multiple logistic regression analysis showed that advanced age and presence of xanthelasmata were significantly associated with increased risk of CHD.

Conclusions: This study is the first to characterize the epidemiologic features of heFH in Hong Kong Chinese, which provides new population-specific information on this genetic disorder. This may presage how this condition will manifest in China in the near future.

Keywords:

Heterozygous familial hypercholesterolemia, Hong Kong Chinese, LDL-cholesterol, xanthoma

120. 人參提取物透過改變甘油三酯的代謝和下調動脈粥樣硬化相關基因以恢復高糖誘導的血管功能障礙相關研究

陳凱萱、羅婉君、朱文德、余堅文、姜志宏、劉志偉、黃如、
陳舜宏、余英傑、黃嶽順
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

循證補充和替代醫學，2013 年，SCI 檢索

內容簡介：

草藥之王，人參，已被廣泛用作治療劑相提供一個能與它的藥理活性和生理效應。根據中國藥典本草綱木件及各種文學，人參被認為是通過其抗肥胖和抗發炎特性發揮積極的血管保護作用。我們通過給予人參提取物對糖尿病大鼠的誘導後考察人參的血管保護作用。我們發現，人參可以恢復糖尿病引起的血管舒張受損，並能降低糖尿病大鼠血清甘油三酯，但沒有膽固醇水準。人參提取物還抑制動脈粥樣硬化相關基因的表達，改變了脂質相關基因的表達。結果提供的證據表明，人參改善血管 功能障礙引起的糖尿病和保護作用有可能是由於動脈粥樣硬化有關的基因的下調和改變脂質代謝，從而有助於恢復正常的內皮功能。

關鍵詞：

人參、血管功能障礙、甘油三酯、動脈粥樣硬化

120. Ginseng Extracts Restore High-Glucose Induced Vascular Dysfunctions by Altering Triglyceride Metabolism and Downregulation of Atherosclerosis-Related Genes

Chan, GHH (Chan, Gabriel Hoi-huen); Law, BYK (Law, Betty Yuen-kwan); Chu, JMT (Chu, John Man-tak); Yue, KKM (Yue, Kevin Kin-man); Jiang, ZH (Jiang, Zhi-hong); Lau, CW (Lau, Chi-wai); Huang, Y (Huang, Yu); Chan, SW (Chan, Shun-wan); Yue, PYK (Yue, Patrick Ying-kit); Wong, RNS (Wong, Ricky Ngok-shun)
Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology

Name of conference/journal:
Evid Based Complement Alternat Med, 2013, SCI indexed

Abstract:
The king of herbs, Panax ginseng, has been used widely as a therapeutic agent vis-à-vis its active pharmacological and physiological effects. Based on Chinese pharmacopeia Ben Cao Gang Mu and various pieces of literature, Panax ginseng was believed to exert active vascular protective effects through its antiobesity and anti-inflammation properties. We investigated the vascular protective effects of ginseng by administrating ginseng extracts to rats after the induction of diabetes. We found that Panax ginseng can restore diabetes-induced impaired vasorelaxation and can reduce serum triglyceride but not cholesterol level in the diabetic rats. The ginseng extracts also suppressed the expression of atherosclerosis-related genes and altered the expression of lipid-related genes. The results provide evidence that Panax ginseng improves vascular dysfunction induced by diabetes and the protective effects may possibly be due to the downregulation of atherosclerosis-related genes and altered lipid metabolism, which help to restore normal endothelium functions.

Keywords:
Ginseng, vascular dysfunctions, triglyceride, atherosclerosis

121. TRI001 為一 mTOR 的依賴性機制的新型自噬活化劑

黃錦偉、柯子斌、羅婉君
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：
歐洲癌症雜誌，第 49 卷，pp. S4，2013 年 3 月

內容簡介：
細胞自噬是一個具保護作用，強調細胞能分解代謝其內容物來回收營養物質，並藉此提供細胞能量的重要機理。此外，這種自我降解的過程亦負責清除受損的細胞器，錯誤折疊的蛋白質，或入侵的微生物。一個完好的自噬作用對於抵禦病原體的入侵是必要的，而自噬作用功能的障礙，與 DNA 損傷以及腫瘤發育有關。因此，以自噬作用為對象的藥物幹預是一種很有前途的癌症治療策略。新的證據表明，自噬作用的調節能在癌症治療中促進腫瘤的自噬性細胞死亡。一些臨床上受認可的抗腫瘤劑能誘導與自噬作用相關性的細胞死亡。因此，本研究旨在確定新的自噬誘導劑作為潛在的抗腫瘤劑。

關鍵詞：
自噬、mTOR

121. TRI001 is a novel activator of autophagy via an mTOR-dependent mechanisms

Wong, KW (Wong Kam-Wai); Ko, C.B. (Ko C.B.); Law, YK (Law Yuen-Kwan)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:
European Journal of Cancer, Volume 49, Supplement 1, Page S4, Mar 2013

Abstract:
Autophagy is a conserved process by which stressed cells can catabolise their contents to recycle nutrients and provide cellular energy. Additionally, this selfdegradation process is responsible for getting rid of damaged organelles, misfolded proteins, or invading micro-organisms. An intact autophagic pathway is necessary for defense against pathogens, whereas dysfunction of autophagic pathway is associated with DNA damage and tumour development. Therefore, pharmacological intervention of the autophagic pathway is a promising therapeutic strategy for cancers. Emerging evidence suggests that modulators of autophagy may play a role in cancer therapy by promoting autophagic cell death in tumours. A number of clinically approved antitumour agents induce autophagy-related cell death. Therefore, this study aimed to identify novel autophagic inducers as potential antitumour agents.

Keywords:
Autophagy, mTOR

122. 遠志衍生物 Onjisaponin B 在 PC-12 細胞中促進自體吞噬和突變型 α-synuclein 的降解與亨廷頓症之研究

吳安國、黃錦偉、徐淑煒、陳慧傑、吳彩燕、劉良、羅婉君
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

分子科學國際期刊，第 14 卷，第 11 期，pp. 22618-22641，2013 年 11 月，SCI 檢索

內容簡介：

新的研究證據表明，自噬作用能清除容易聚集或突變的蛋白，這對於神經退行性疾病來說，是個重要的保護機制。在目前的研究中，我們的目的是從中藥材裡，找出能在 PC-12 細胞中，對清除突變亨廷頓蛋白和 α-synuclein 蛋白起促進作用的自噬誘導劑作為候選的神經保護劑。透過使用綠色熒光蛋白（GFP- LC3）的檢測方法進行大量篩選後發現，遠志的提取物能夠有效誘導自噬作用的發生。研究進一步顯示，從遠志中分離出來的三種成份當中，包括遠志酸，遠志皂苷元和 onjisaponin B，onjisaponin B 具有能夠誘導自噬作用發生的能力，促進清除與亨廷頓症具高度相關的突變型亨廷頓蛋白，以及與帕金森症相關的 A53T α-synuclein 蛋白。我們的研究進一步表明，onjisaponin B 透過 AMPK-mTOR 的信號通路誘導自噬作用的發生。目前的研究結果對這種新型自噬作用誘導劑的保護機制提供了詳細的探討。這對於未來發展通過降低細胞毒性和清除突變蛋白以調控神經退行性疾病的新型候選試劑,提供具科學意義及價值的研究數據。

關鍵詞：

自噬、遠志、onjisaponin B、AMPK、mTOR、α-突觸核蛋白、亨廷頓、PC-12

122. Onjisaponin B derived from Radix Polygalae enhances autophagy and accelerates the degradation of mutant α-synuclein and huntingtin in PC-12 cells

Wue, AG (Wue An-Guo); Wong, VKW (Wong Vincent Kam-Wai);
Xue,SW (Xue Su-Wei); Chane, WK (Chane Wai-Kit);
Nge, CI (Nge Choi-In; Liu, L (Liu Liang); Law, BYK (Law Betty Yuen-Kwan)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

International journal of molecular sciences, Volume 14, Issue 11, pp. 22618-22641, Nov 2013, SCI indexed

Abstract:

Emerging evidence indicates important protective roles being played by autophagy in neurodegenerative disorders through clearance of aggregate-prone or mutant proteins. In the current study, we aimed to identify autophagy inducers from Chinese medicinal herbs as a potential neuroprotective agent that enhances the clearance of mutant huntingtin and α-synuclein in PC-12 cells. Through intensive screening using the green fluorescent protein-light chain 3 (GFP-LC3) autophagy detection platform, we found that the ethanol extracts of Radix Polygalae (Yuan Zhi) were capable of inducing autophagy. Further investigation showed that among three single components derived from Radix Polygalae—i.e., polygalacic acid, senegenin and onjisaponin B—onjisaponin B was able to induce autophagy and accelerate both the removal of mutant huntingtin and A53T α-synuclein, which are highly associated with Huntington disease and Parkinson disease, respectively. Our study further demonstrated that onjisaponin B induces autophagy via the AMPK-mTOR signaling pathway. Therefore, findings in the current study provide detailed insights into the protective mechanism of a novel autophagy inducer, which is valuable for further investigation as a new candidate agent for modulating neurodegenerative disorders through the reduction of toxicity and clearance of mutant proteins in the cellular level.

Keywords:

Autophagy, Radix Polygalae; onjisaponin B, AMPK, mTOR, α-synuclein, huntingtin, PC-12

123. 新型自微乳化口腔即溶膜提高難溶性藥物口服生物利用度

肖璐、易濤、Ying Liu
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

藥物研發與工業藥學，第 39 卷，第 9 期，pp. 1284-1290，2013 年 9 月，SCI 檢索

內容簡介：

研究一種新型自微乳化口腔即溶膜（SMMDF）用於難溶性藥物，例如吲哚美辛。方法是將自微乳化成分與固體載體結合，主要包括微晶纖維素、低取代羥丙基纖 維素和羥丙甲基纖維素。制劑的均一性符合中國藥典 2010 版的要求。SMMDF 遇水可在 20 秒內崩解，在溶出介質中 5 分鐘內釋放藥物完全，形成粒徑在 28.81 ± 3.26 nm 的微乳，與液體自微乳化給藥系統（SMEDDS）的粒徑相近。SMMDF 的固態性質採用 SEM、DSC 和 X 射線粉末衍射法表徵。結果證明，藥物在制劑中為無定形態，這可能是由自微乳化成分造成的。包括達峰時間、峰濃度和 AUC 在內的藥動學參數，SMMDF 與 SMEDDS 相近。而 SMMDF 的 AUC 和峰濃度顯著高於普通口腔即溶膜和普通片劑，同時達峰時間也縮短了。以上結果顯示，SMMDF 是一種有應用前景的新劑型，服用方便，快速起效，而且可以提高難溶性藥物的口服生物利用度。

關鍵詞：

自微乳化、口腔即溶膜、難溶性藥物、吲哚美辛

123. A new self-microemulsifying mouth dissolving film to improve the oral bioavailability of poorly water soluble drugs

Xiao, L (Xiao, Lu); Yi, T (Yi, Tao); Liu, Y (Liu, Ying)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Drug Development and Industrial Pharmacy, Volume 39, Issue 9, pp. 1284-1290, Sep 2013, SCI indexed

Abstract:

A new self-microemulsifying mouth dissolving film (SMMDF) for poorly water-soluble drugs such as indomethacin was developed by incorporating self-microemulsifying components with solid carriers mainly containing microcrystalline cellulose, low-substituted hydroxypropyl cellulose and hypromellose. The uniformity of dosage units of the preparation was acceptable according to the criteria of Chinese Pharmacopoeia 2010. The SMMDF was disintegrated within 20 s after immersion into water, released completely at 5 min in the dissolution medium and achieved microemulsion particle size of 28.81 ± 3.26 nm, which was similar to that of liquid self-microemulsifying drug delivery system (SMEDDS). Solid state characterization of the SMMDF was performed by SEM, DSC and X-ray powder diffraction. Results demonstrated that indomethacin in the SMMDF was in the amorphous state, which might be due to self-microemulsifying ingredients. Pharmacokinetic parameters in rats including Tmax, Cmax, AUC were similar between the SMMDF and liquid SMEDDS. AUC and Cmax from the SMMDF were significantly higher than those from the common mouth dissolving film or the conventional tablet, and Tmax from SMMDF group was also significantly decreased. These findings suggest that the SMMDF is a new promising dosage form, showing notable characteristics of convenience, quick onset of action and enhanced oral bioavailability of poorly water-soluble drugs.

Keywords:

Self-microemulsifying, mouth dissolving film, poorly water-soluble drugs, indomethacin, bioavailability

124. 噴霧乾燥和固體載體對固體自微乳化給藥系統中 Labrasol 和 Transcutol 含量的影響

李良、易濤、林偉基
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

分子，第 18 卷，第 1 期，pp. 545-560，2013 年 1 月，SCI 檢索

內容簡介：

固體自微乳化給藥系統（SMEDDS）越來越多地應用於提高疏水性藥物的生物利用度。Labrasol 和 Transcutol 作為表面活性劑和助溶劑，廣泛用於固體 SMEDDS。我們研究了噴霧乾燥和不同固體載體對燈盞乙素固體 SMEDDS 中 Labrasol 和 Transcutol 含量的影響。採用液質聯用和氣質聯用來測定低濃度的 Labrasol 和 Transcutol。選擇的固體載體包括乳糖、羥丙甲基纖維素（HPMC）和微晶纖維素（MCC）。從 Labrasol 和 Transcutol 的保留率來判斷，在將液體 SMEDDS 噴霧乾燥製成固體 SMEDDS 之後，粒徑增大，而這些輔料的含量降低。乳糖和 HPMC 比 MCC 保留了更多的 Labrasol 和 Transcutol，因而粒徑小於 MCC 製成的固體 SMEDDS。Labrasol 和 Transcutol 在 60 度 10 天的加速試驗中表現良好的穩定性。由上可知，噴霧乾燥會加大固體 SMEDDS 的粒徑而減少 Labrasol 和 Transcutol 的含量，但水溶性的固體載體比水不溶性的固體載體能保留更多的 Labrasol 和 Transcutol。

關鍵詞：

固體自微乳化給藥系統、噴霧乾燥、固體載體、輔料、液質聯用和氣質聯用

124. Effects of Spray-drying and Choice of Solid Carriers on Concentrations of Labrasol and Transcutol in Solid Self-microemulsifying Drug Delivery Systems

Li, L (Li, Liang) ; Yi, T (Yi, Tao); Lam, CWK (Lam, Christopher Wai-Kei)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Molecules, Volume 18, Issue 1, pp. 545-560, Jan 2013, SCI indexed

Abstract:

Solid self-microemulsifying drug delivery systems (SMEDDS) have been used increasingly for improving the bioavailability of hydrophobic drugs. Labrasol(R) and Transcutol(R) are used widely as surfactant and solubilizer in the formulation of solid SMEDDS. We investigated the effects of spray-drying and the use of different solid carriers on concentrations of Labrasol(R) and Transcutol(R) in solid SMEDDS with scutellarin as the formulated drug. Liquid and gas chromatography tandem mass spectrometry (LC-MS and GC-MS) methods were developed for measuring low concentrations of Labrasol(R) and Transcutol(R). In the preparation of solid SMEDDS, lactose, hydroxypropylmethyl cellulose (HPMC) and microcrystallineellulose (MCC) were used as solid carriers. Judging from the retention ratios of Labrasol(R) and Transcutol(R), the droplet size of solid SMEDDS increased after spray-drying of liquid SMEDDS, and concentrations of these excipients decreased after the solidifying procedure. In such reduction, Lactose and HPMC were found to preserve Labrasol(R) and Transcutol(R) better than MCC during spray-drying, and the resultant droplet sizes were smaller than that of MCC. Labrasol(R) and Transcutol(R) showed good thermal stability at 60 ℃ degree for 10 days. It can be concluded that spray-drying could increase the droplet size of solid SMEDDS and decreased the concentration of Labrasol(R) and Transcutol(R) therein, while water-soluble solid carriers could preserve Labrasol(R) and Transcutol(R) better than insoluble carriers in the solid SMEDDS.

Keywords:

Solid SMEDDS, spray-drying, solid carriers, excipients, LC/GC-MS

125.人多藥耐藥相關蛋白 2 與自乳化給藥系統中常用輔料的相互作用

李良、易濤、林偉基
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

國際藥劑學期刊，第 447 卷，第 1-2 期，pp. 192-198，2013 年 4 月，SCI 檢索

內容簡介：

本文研究自乳化給藥系統（SEDDS）中常用輔料對多藥耐藥相關蛋白 2（MRP2）的抑制作用。首先採用 MTT 法比較了 15 種輔料的細胞毒性和安全劑量，包括 5 種表面活性劑、3 種油、3 種助表面活性劑和 4 種固體載體。利用 Caco-2 細胞模型和 MRP2 膜囊轉運模型研究輔料對 MRP2 的抑制作用。燈盞乙素被證明為 MRP2 的底物，也作為抑制作用研究的探針。在 Caco-2 細胞模型中發現有 12 種輔料可降低燈盞乙素的外排，其中有 6 種在 MRP2 膜囊轉運模型中表現出對 MPR2 的抑制作用。在 Caco-2 細胞模型中，Cremophor(R), EL, Maisine(R), 35-1, PEG 2000 和 β-cyclodextrin 在各種輔料中降低燈盞乙素外排的能力最強。進一步利用 MRP2 膜囊轉運模型研究降低外排的機制，發現 Cremophor(R), EL 和 PEG 2000 能抑制 MRP2 的活性。以上結果顯示，用液質聯用法測定燈盞乙素可以作為 Caco-2 細胞模型和 MRP2 膜囊轉運模型研究 MRP2 抑制作用的模型藥物。這是一種靈敏且快速的研究 SEDDS 輔料與 MRP2 相互作用的方法。

關鍵詞：

輔料、MRP2、Caco-2、膜囊轉運分析、SEDDS

125. Interactions between Human Multidrug Resistance Related Protein (MRP2; ABCC2) and excipients commonly used in self-emulsifying drug delivery systems (SEDDS)

Li, L (Li, Liang) ; Yi, T (Yi, Tao); Lam, CWK (Lam, Christopher Wai-Kei)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

International Journal of Pharmaceutics, Volume 447, Issue 1-2, pp. 192-198, Apr 2013, SCI indexed

Abstract:

The aim of this study was to investigate the multidrug resistance related protein-2 (MRP2) inhibition effect of excipients commonly employed in the formulation of self-emulsifying drug delivery systems (SEDDS). Cytotoxicity and safe dosages of fifteen excipients, including five surfactants, three oils, three co-surfactants and four solid carriers, were compared using MTT assay. Caco-2 cell permeability and MRP2 vesicles transport assays were used in the inhibition analysis. Scutellarin was shown to be a substrate of MRP2 and used as a probe in the inhibition assay. Twelve excipients decreased efflux ratio of scutellarin in Caco-2 model, among them six excipients showed inhibition effect on MRP2 in MRP2 transport model. In Caco-2 model, Cremophor(R) EL, Maisine(R) 35-1, PEG 2000 and β-cyclodextrin reduced efflux ratio of scutellarin the most in the four different excipients groups. The efflux reduction mechanism was further validated by MRP2 transport assay in inhibiting MRP2 activity in Cremophor(R) EL and PEG 2000. It is suggested that scutellarin quantified by LC–MS can be used as a model drug for MRP2 inhibition analysis using Caco-2 permeability and vesicles transport analyses. Together they constitute a sensitive and rapid screening method for assessing interactions between excipients and MRP2 in SEDDS formulation.

Keywords:

Excipients, MRP2, Caco-2, Membrane vesicles transport assay, SEDDS

126. 基於磷脂復合物和過飽和自乳化給藥系統的提高水難溶性且低脂溶性藥物口服生物利用度的新策略

周輝、萬江陵、吳蕾、易濤、劉衛、徐輝碧、楊祥良
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

公共科學圖書館，綜合，第 8 卷，第 12 期，pp. e84530，2013 年 12 月，SCI 檢索

內容簡介：

本文研究了一種新的載有燈盞乙素磷脂復合物（SPC）的過飽和自乳化給藥系統（Super-SEDDS）。目標是改進傳統 SEDDS 不適用於水和脂都難溶且高劑量藥物的缺點。首先利用響應面設計法制備 SPC。差熱掃描和 X－射線衍射分析證明藥物在 SPC 中為無定形態，油水分配系數測試結果表明 SPC 的脂溶性比燈盞乙素有顯著提高。採用溶解度法和偽三元相圖法，設計制備了含有 SPC 高達 2 倍溶解度的 Super-SEDDS，處方包括油酸乙酯、Cremophor RH40 和 Transcutol HP，質量比為 60:25:15。體外脂解研究和間接體內的腸吸收試驗顯示，與燈盞乙素原料藥相比，Super-SEDDS 的累積釋放度從 70%提高到 100%，腸吸收從 0.04 提高到 0.12 mg/cm2。而且，體內研究證實，Super-SEDDS 的 AUC 達到了原料藥的 1.7 倍，這也比 SPC 和傳統 SEDDS 要高。以上結果顯示，Super- SEDDS 能擴大 SEDDS 的藥物適用範圍，可以替代傳統 SEDDS。

關鍵詞：

過飽和自乳化給藥系統、燈盞乙素、磷脂復合物、水難溶性、低脂溶性、生物利用度

126. A new strategy for enhancing the oral bioavailability of drugs with poor water-solubility and low liposolubility based on phospholipid complex and supersaturated SEDDS

Zhou, H (Zhou, Hui); Wan, JL (Wan, Jiangling) ; Wu, L (Wu, Lei); Yi, T (Yi, Tao); Liu, W (Liu, Wei); Xu, HB (Xu, Huibi); Yang, XL (Yang, Xiangliang)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

PLOS ONE, Volume 8, Issue 12, pp. e84530, Dec 2013, SCI indexed

Abstract:

A novel supersaturated self-emulsifying drug delivery system (Super-SEDDS) loaded with scutellarin-phospholipid complex (SPC) was developed. The system aimed to address the limitations presented by conventional SEDDS as delivery carriers for drugs with poor water-solubility, low liposolubility and high dose. As an intermediate, SPC was first prepared based on the response surface design. The presence of amorphous scutellarin was demonstrated through differential scanning calorimetry (DSC) and X-ray diffraction (XRD), while enhanced liposolubility was confirmed through comparison with scutellarin powder via an octanol/water distribution test. On the basis of the solubility study and ternary phase diagram, Super-SEDDS containing SPC of up to 200% equilibrium solubility (Seq) was designed, which composed of ethyl oleate, Cremophor RH40 and Transcutol HP with a ratio of 60:25:15 (w/w%). The subsequent in vitro lipolysis study and ex vivo intestinal absorption test indicated that Super-SEDDS enhanced the cumulative dissolution from 70% to 100% and improved the intestinal absorption from 0.04 to 0.12 mg/cm2 compared with scutellarin powder. Furthermore, an in vivo study demonstrated that Super-SEDDS achieved the AUC0-t of scutellarin up to approximate 1.7-fold as scutellarin powder. It was also proved superior to SPC and the conventional SEDDS. Super-SEDDS showed great potential for expanding the usage of SEDDS and could act as an alternative to conventional SEDDS.

Keywords:

Supersaturated self-emulsifying drug delivery system, scutellarin, phospholipid complex, poor water-solubility, low liposolubility, bioavailability

127. 膜乳化法制備鹽酸小檗鹼自乳化微球及其體外表徵

李紅橋、易濤
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

藥學學報，第 48 卷，第 4 期，pp. 554 -559，2013 年 4 月，PKU 檢索

內容簡介：

本文以難溶性藥物鹽酸小檗鹼為模型藥，採用膜乳化法製備一種新型固體自乳化給藥系統——自乳化微球。以溶解度和偽三元相圖法，篩選與優化液體自乳化給藥系統處方。以海藻酸鈉和氯化鈣形成的凝膠為固體載體，採用膜乳化法製備自乳化微球，並對其進行體外表徵。結果顯示，液體自乳化給藥系統處方為:Capmul MCM/辛酸癸酸聚乙二醇甘油酯/聚氧乙烯醚-40 氫化蓖麻油/1-2 丙二醇為 20：32：32：16。自乳化微球的平均粒徑為 10.92 μm，包封率為 32.57%；遇水重分散後形成微乳的粒徑為 156.5 nm；鹽酸小檗鹼在自乳化微球中為無定形態；體外釋藥具有 pH 響應特性。以上結果表明，膜乳化法製備的自乳化微球為難溶性藥物的口服給藥提供了一種可能的新劑型。

關鍵詞：

膜乳化法、自乳化給藥系統、微球、鹽酸小檗鹼、體外表徵

127. Preparation and in vitro characterization of berberine hydrochloride-self-emulsifying microsphere by membrane emulsification technology

Li, HQ (Li, Hong-Qiao); Yi, T (Yi, Tao)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Acta Pharmaceutica Sinica, Volume 48, Issue 4, pp. 554 −559, Apr 2013, PKU indexed

Abstract:

This paper reports a new solid self-emulsifying drug delivery system — self-emulsifying microsphere prepared by membrane emulsification technology with the hydrophobic berberine hydrochloride as a model drug. Solubility test and pseudo-ternary phase diagram were employed to select the optimal prescription of liquid self-emulsifying drug delivery system. The self-emulsifying microsphere was prepared by membrane emulsification technology with the solid carrier in a gel formed by sodium alginate and calcium chloride. The results showed that the optimal prescription of liquid self-emulsifying drug delivery system was Capmul MCM/Cremophor RH40/Labrasol/1-2propanediol = 20：32：32：16. The solid self-emulsifying microsphere had average diameter of 10.92 μm, encapsulation efficiency of 32.57% and the droplet size of reconstituted micromulsion of 156.5 nm. Berberine hydrochloride was dispersed in microsphere in non-crystalline form. In vitro release of the self-emulsifying microsphere showed pH response characteristics. These results indicated that the self-emulsifying microsphere prepared by membrane emulsification technology might become a new dosage form for poorly water soluble drugs

.**Keywords:**

Membrane emulsification technology, self-emulsifying drug delivery system, microsphere, berberine hydrochloride, in vitro characterization

128. 羥丙甲基纖維素作為過飽和自乳化給藥系統的沉澱抑制劑的機制研究

肖璐、易濤
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

藥學學報，第 48 卷，第 5 期，pp. 767 -772，2013 年 5 月，PKU 檢索

內容簡介：

羥丙甲基纖維素可促使自乳化給藥系統 (SEDDS) 在胃腸道形成過飽和狀態，對增強水難溶性藥物吸收具有重要意義。本文在體外模擬胃腸道環境中研究了不同黏度的羥丙甲基纖維素 [HPMC (K4M、K15M、K100M)]對 SEDDS 藥物沉澱的抑制作用及其機制。結果顯示: HPMC 通過抑制晶核形成和晶體生長而抑制 SEDDS 在胃分散後的藥物沉澱；HPMC 對 SEDDS 的脂解速率有明顯影響，而且有利於 SEDDS 脂解後藥物分配進入水性分散相並抑制藥物沉澱，其機制與 HPMC 黏度、分子品質以及形成的網路空間結構有關。這些研究結果為選擇合適類型的 HPMC 作為過飽和 SEDDS 的沉澱抑制劑提供了參考依據。

關鍵詞：

自乳化給藥系統、羥丙甲基纖維素、過飽和、沉澱抑制劑、體外脂解

128. Mechanisms of hydroxypropyl methylcellulose for the precipitation inhibitor of supersaturatable self-emulsifying drug delivery systems

Xiao, L (Xiao, Lu); Yi, T (Yi, Tao)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Acta Pharmaceutica Sinica, Volume 48, Issue 5, pp. 767 -772, May 2013, PKU indexed

Abstract:

Hydroxypropyl methylcellulose (HPMC) propels self-emulsifying drug delivery systems (SEDDS) to achieve the supersaturated state in gastrointestinal tract, which possesses important significance to enhance oral absorption for poorly water-soluble drugs. This study investigated capacities and mechanisms of HPMC with different viscosities (K4M, K15M and K100M) to inhibit drug precipitation of SEDDS in the simulated gastrointestinal tract environment in vitro. The results showed that HPMC inhibited drug precipitation during the dispersion of SEDDS under gastric conditions by inhibiting the formation of crystal nucleus and the growth of crystals. HPMC had evident effects on the rate of SEDDS lipolysis and benefited the distribution of drug molecules across into the aqueous phase and the decrease of drug sediment. The mechanisms were related to the formed network of HPMC and its viscosities and molecular weight. These results offered a reference for selecting appropriate type of HPMC as the precipitation inhibitor of supersaturatable SEDDS.

Keywords:

Self-emulsifying drug delivery system, hydroxypropyl methylcellulose, supersaturation, precipitation inhibitor, in vitro lipolysis

129. 鹽酸小檗鹼自組裝小珠載藥系統的制備與體外評價

劉川、許巖、歐陽輝、易濤
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

中國中藥雜誌，第 38 卷，第 11 期，pp. 72-76，2013 年 6 月，PKU 檢索

內容簡介：

該文主要研究一種使用 α-環糊精和大豆油在室溫下連續振盪即可制得的自組裝小珠給藥系統，在製備過程中不需要使用任何表面活性劑或有機溶劑。以鹽酸小檗鹼為模型藥物，對製備的小珠進行形態、結構、載藥量、體外釋藥行為考察。藥物的負載方法為製備之前溶解於大豆油中，小珠粒徑為（2.25±0.23）mm，載藥量為（67.02±0.64）μg•g-1。螢光標記後鐳射共聚焦顯微鏡觀察顯示，小珠為核殼結構，水難溶性藥物主要分佈在大豆油內核中。小珠在類比腸液中的釋藥速率和累積釋藥量均顯著高於原料藥。這表明小珠是一種適用於水難溶性中藥的有發展潛力的脂質新劑型。

關鍵詞：

小珠、環糊精、大豆油、鹽酸小檗鹼、自組裝給藥系統、脂質制劑

129. Preparation and in vitro evaluation of self-assembled beads drug delivery system of berberine hydrochloride

Liu, C (Liu Chuan); Xu, Y (Xu Yan); Ouyang, H (Ouyang Hui); Yi, T (Yi, Tao)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

China Journal of Chinese Materia Medica, Volume 38, Issue 11, pp. 72-76, Jun 2013, PKU indexed

Abstract:

The purpose of the present work was to investigate the innovative self-assembling system, “beads”, prepared by continuously shaking α-cyclodextrin and soybean oil without the use of organic solvents and surfactants at room temperature. Berberine hydrochloride previously dissolved in soybean oil was chosen as a model drug to explore the shape, structure, drug loading and in vitro release of beads. The particle size and drug loading of berberine hydrochloride-loaded beads were 2.25±0.23 mm and 67.02±0.64μg/g, respectively. Confocal microscopy showed that the core-shell structure of beads could contain poorly water soluble drugs or lipophilic drugs in the lipid core. The drug release rate and cumulative releases of beads were both higher than those of raw medicine of berberine hydrochloride in simulated intestinal fluid. These results suggested that beads were the novel and potential lipid-based drug delivery system for lipophilic or poorly water soluble traditional chinese medicine.

.Keywords:

Beads, cyclodextrin, soybean oil, berberine hydrochloride, self-assembled drug delivery system, lipid-based formulations

130. Global proteomic profiling 中不同 In-gel peptide IEF 參數的影響評估

Kam, Kin Ting R.、Liang, Xu、王靜蓉、黃錦偉、Hsiao, Wen Luan、周華、姜志宏、劉良

澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

歐洲癌症雜誌，第 49 卷，第 1 刊，pp.S17，2013 年 3 月

內容簡介：

Peptide isoelectric focusing (IEF) 是研究蛋白質組學的工作流程中，二維液相色譜串聯質譜法（2D-LC-MS/MS）的一種常用的技術。雖然此方法已被廣泛的研究團隊所應用，然而在優化條件和影響實驗結果的基本參數方面的系統性的研究卻一直缺乏，包括肽的萃取方法、預分餾程度的影響，以及 pH 值的選擇範圍。是次研究中，我們使用兩個小鼠的複合蛋白質組，比較了不同的參數對肽和蛋白質的鑑定效果。此外，我們亦發現了在 peptide IEF 每一個收集得到的額外的分餾成份當中，約多於 45 個獨特的蛋白質被鑑定出來。雖然小範圍的 pH 值一如預期般在肽的分離方面提供了較高的解析度，然而不同的 pH 值範圍內所得的肽和蛋白質所鑑定出來的數量亦相近。整體而言，我們在實踐中證實了用於萃取的溶劑影響了肽和蛋白質所鑑定出來的數量，以及量化地實證了的廣泛分餾和不同 pH 值範圍的優勢。

關鍵詞：

Global proteomic profiling、In-gel peptide IEF

130. Evaluation on the effect of different In-gel peptide IEF parameters in global proteomic profiling

Kam, KTR (Kam, Kin Ting R.); Liang, X (Liang, Xu) ; Wang, JR (Wang, Jing-Rong) ; Wong, KWV (Wong, Kam-Wai V.); Hsiao, WL (Hsiao, Wen Luan); Zhou, H (Zhou, Hua); Jiang, ZH (Jiang, Zhi-Hong); Liu, L (Liu, Liang)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

European Journal of Cancer, Volume 49, Suppl. 1, pp. S17, Mar 2013

Abstract:

Peptide isoelectric focusing (IEF) is a common technique used in two-dimensional liquid chromatography tandem mass spectrometry (2D–LC–MS/MS) proteomic workflow, in which the tryptic peptide is first pre-fractionated based on pI values before being subjected to reverse phase LC–MS analysis. Although this method has been widely used by many research groups, a systemic study on the optimal conditions and fundamental parameters influencing the experimental outcomes has been lacking, including the effect of peptide extraction methods, the extent of pre-fractionation, and the choice of pH range. In this study, we compared the effect of different parameters on the numbers of peptides and proteins identified using two complex mouse proteomes. The results indicated that extraction of peptides from immobilized pH gradient (IPG) strips by sequential elution of increasingly organic solvents provided the highest number of peptide identification. In addition, we showed that approximately 45 more unique proteins were identified for every additional fraction collected during peptide IEF. Although narrow pH ranges provided higher resolution in peptide separation as expected, different pH ranges yielded similar numbers of peptide and protein identification. Overall, we demonstrated that the extraction solvent influenced the numbers of peptide and protein identification and quantitatively demonstrated the advantage of extensive fractionation and the performance of different pH ranges in practice.

Keywords:

Global proteomic profiling, In-gel peptide IEF

131. 柴胡皂苷-D 通過癌細胞中 NF-κB 信號的活化增強了 TNF-α 的抗腫瘤效能

黃錦偉、Zhang, Molly Miao、周華、Lam, Kelly Yin Ching、Chan, Po Ling、Law, Carmen Ka Man、Yue, Patrick Ying Kit、劉良
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

循證補充和替代醫學，2013 年 2 月，SCI 檢索

內容簡介：

腫瘤壞死因子 α（TNFα）由於其對多種腫瘤細胞皆具細胞毒性，而被列作為具有抗癌的用途。然而，TNF-α 對活化 NF-κB 和促進癌細胞轉移的這些特性，限制了它在臨床上對治療癌症的應用。因此，讓癌症患者使用的 TNFα 介導的細胞凋亡療法的增敏劑，必須能夠克服這些不利因素。此前，柴胡皂苷 -D（Ssd），一種從中藥柴胡分離出的三萜皂苷類化合物，表現出各種藥理學活性，如抗炎、抗菌、抗病毒和抗癌的功效。最近，我們發現，Ssd 能經由抑制 NF-κB、NF-AT 和 AP-1 等信號，藉以抑制活化的 T 淋巴細胞的增生。我們發現，在 HeLa 和 HepG2 癌細胞中，Ssd 以抑制 TNF-α 誘導的 NF-κB 的活性，及其涉及癌細胞增生、侵襲、血管生成和存活有關的目標基因的表達，顯著地促進了 TNF-α 介導的細胞死亡。此外，Ssd 亦在血管內皮細胞中，顯示出具有殲除由 TNF-α 誘導的癌細胞的細胞侵襲和血管生成的顯著功效，同時在 HeLa 細胞中以引發線粒體膜電位失衡來誘導細胞凋亡。總的來說，這些研究結果表明，Ssd 具有發展成為 TNF-α 的綜合輔助藥物的顯著潛力。

關鍵詞：

柴胡皂苷-D、 抗腫瘤、TNF-α、NF-κB

131. Saikosaponin-d Enhances the Anticancer Potency of TNF- via Overcoming Its Undesirable Response of Activating NF-Kappa B Signalling in Cancer Cells

Wong, VKW (Wong, Vincent Kam Wai); Zhang, MM (Zhang, Molly Miao); Zhou, H (Zhou, Hua); Lam, KYC (Lam, Kelly Yin Ching); Chan, PL (Chan, Po Ling) ; Law, CKM (Law, Carmen Ka Man); Yue, PYK (Yue, Patrick Ying Kit); Liu, L (Liu, Liang)

Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology

Name of conference/journal:

Evidence-Based Complementary and Alternative Medicine, Feb 2013, SCI indexed

Abstract:

Tumor necrosis factor-alpha (TNF-α) was reported as anticancer therapy due to its cytotoxic effect against an array of tumor cells. However, its undesirable responses of TNF-α on activating NF-κB signaling and pro-metastatic property limit its clinical application in treating cancers. Therefore, sensitizing agents capable of overcoming this undesirable effect must be valuable for facilitating the usage of TNF-α-mediated apoptosis therapy for cancer patients. Previously, saikosaponin-d (Ssd), a triterpene saponin derived from the medicinal plant, Bupleurum falcatum L. (Umbelliferae), showed to exhibit a variety of pharmacological activities such as antiinflammation, antibacteria, antivirus and anticancer. Recently, we found that Ssd could inhibit the activated T lymphocytes via suppression of NF-κB, NF-AT and AP-1 signaling. Here, we showed that Ssd significantly potentiated TNF-α-mediated cell death in HeLa and HepG2 cancer cells via suppression of TNF-α-induced NF-κB activation and its target genes expression involving cancer cell proliferation, invasion, angiogenesis and survival. Also, Ssd revealed a significant potency of abolishing TNF-α-induced cancer cell invasion and angiogenesis in HUVECs while inducing apoptosis via enhancing the loss of mitochondrial membrane potential in HeLa cells. Collectively, these findings indicate that Ssd has a significant potential to be developed as a combined adjuvant remedy with TNF-α for cancer patients.

Keywords:

Saikosaponin-d, anti-cancer, TNF-α, NF-kappaB

132. 柴胡皂苷-D，一種誘導凋亡缺陷細胞發生自噬性細胞死亡的新型 SERCA 抑製劑

黃錦偉、李婷、羅婉君、馬迪龍、顏志業、范斯高、羅嘉雯、張淼、林燕清、陳寶玲、劉良
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：
細胞死亡與疾病，第 4 卷，2013 年 7 月，SCI 檢索

內容簡介：
本研究探討柴胡皂苷-D（SSD）的作用機理，作為一種新型的自噬誘導劑，具有成為用於靶向凋亡抗性癌細胞的抗腫瘤劑的潛質。

關鍵詞：
柴胡皂苷-D、自噬、SERCA 抑製劑、自噬性細胞死亡、細胞凋亡抗性

132. Saikosaponin-d, a novel SERCA inhibitor induces autophagic cell death in apoptosis-defective cells

Wong, VKW (Wong, V. K. W.); Li, T (Li, T.); Law, BYK (Law, B. Y. K.); Ma, EDL (Ma, E. D. L.); Yip, NC (Yip, N. C.) ; Michelangeli, F (Michelangeli, F.); Law, CKM (Law, C. K. M.); Zhang, MM (Zhang, M. M.) ;Lam, KYC (Lam, K. Y. C.) ; Chan, PL (Chan, P. L.) ; Liu, L (Liu, L.)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:
Cell Death & Diseases, Volume 4, Jul 2013, SCI indexed

Abstract:
Autophagy is an important cellular process that controls cells in a normal homeostatic state by recycling nutrients to maintain cellular energy levels for cell survival via the turnover of proteins and damaged organelles. However, persistent activation of autophagy can lead to excessive depletion of cellular organelles and essential proteins, leading to caspase-independent autophagic cell death. As such, inducing cell death through this autophagic mechanism could be an alternative approach to the treatment of cancers. Recently, we have identified a novel autophagic inducer, saikosaponin-d (Ssd), from a medicinal plant that induces autophagy in various types of cancer cells through the formation of autophagosomes as measured by GFP-LC3 puncta formation. By computational virtual docking analysis, biochemical assays and advanced live-cell imaging techniques, Ssd was shown to increase cytosolic calcium level via direct inhibition of sarcoplasmic/endoplasmic reticulum Ca(2+) ATPase pump, leading to autophagy induction through the activation of the Ca(2+)/calmodulin-dependent kinase kinase-AMP-activated protein kinase-mammalian target of rapamycin pathway. In addition, Ssd treatment causes the disruption of calcium homeostasis, which induces endoplasmic reticulum stress as well as the unfolded protein responses pathway. Ssd also proved to be a potent cytotoxic agent in apoptosis-defective or apoptosis-resistant mouse embryonic fibroblast cells, which either lack caspases 3, 7 or 8 or had the Bax-Bak double knockout. These results provide a detailed understanding of the mechanism of action of Ssd, as a novel autophagic inducer, which has the potential of being developed into an anti-cancer agent for targeting apoptosis-resistant cancer cells.

.**Keywords:**
Saikosaponin-d, autophagy, SERCA inhibitor, autophagic cell death, apoptosis-resistant

133. 柴胡皂苷-D 透過抑制 TNF-α 介導的 NF- kappaB 信號的活性來加強 TNF-α 的抗癌作用

黃錦偉、劉良
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：
分析生物化學，2013 年 7 月，SCI 檢索

內容簡介：
腫瘤壞死因子 α（TNFα）由於其對多種腫瘤細胞皆具細胞毒性，而被列作為具有抗癌的用途。然而雖然 TNFα 在原發性腫瘤所產生的深遠的細胞毒性已被證實，但其對啟動 NF-κB 信號及前轉移的特性這些不利因素，限制了其在治療癌症的臨床上的應用。因此，能夠讓癌症患者使用的 TNFα 介導的細胞凋亡療法的增敏劑，必須克服這些不利因素。此前，柴胡皂苷-D（Ssd），一種從藥用植物柴胡屬（繖形科植物）得到的三萜皂苷，表現出各種藥理學活性，如抗炎、抗菌、抗病毒和抗癌的功效。最近，我們的研究小組發現，Ssd 能經由抑制 NF-κB、NF-AT 和 AP-1 的信號，藉以抑制活化的 T 淋巴細胞的增生。

關鍵詞：
柴胡皂苷-D、抗癌、TNF-α、NF- kappaB

133. Saikosaponin-d potentiates the anti-cancer effect of TNF-α via suppression of TNF-α-mediated activation of NF- kappaB signaling

Wong, VKW (Wong, V. K. W.); Liu, L (Liu, Liang)
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:
Anal Biochem, Jul 2013, SCI indexed

Abstract:
Tumour necrosis factor α (TNFα) was reported as anticancer therapy due to its cytotoxic effect against an array of tumour cells. Although a profound cytotoxic effect of TNFα has been proven in primary tumours, its undesirable effects on activating NF-κB signalling and its prometastatic property limit its clinical application in treating cancers. Thus, sensitising agents capable of overcoming these undesirable effects must be valuable for facilitating the usage of TNFα-mediated apoptosis therapy for cancer patients. Previously, saikosaponin-d (Ssd), a triterpene saponin derived from the medicinal plant, Bupleurum falcatum L. (Umbelliferae), exhibited a variety of pharmacological activities such as anti-inflammatory, antibacterial, antiviral, and anticancer actions. Recently, our group showed that Ssd could inhibit cell proliferation of activated T lymphocytes via suppression of NF-κB, NF-AT, and AP-1 signalling.

Keywords:
Saikosaponin-d, anti-cancer, TNF-α, NF- kappaB

134. 利用高效液相指紋圖譜分析野木瓜的活性部位

孫帥、顏玉貞、謝培山、林偉基
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

液相色譜法及相關技術雜誌，第 36 卷，第 13 期，pp. 1822-1834，2013 年 5 月，SCI 檢索

內容簡介：

野木瓜，民間用作鎮痛抗炎藥，收錄在 2010 版中國藥典中。研究表明三萜皂苷是該藥的主要化學成分，藥理實驗也證明皂苷是鎮痛活性的有效部位。因此，質控的目標應該放在皂苷部位上。本研究建立了野木瓜皂苷部位的 HPLC-DAD 指紋圖譜，結合化學計量學可用於種屬鑒別和質量評價。中國藥典選取 calceolarioside B，一個苯乙醇苷類成分作爲質控指標，其不合理性也在本文中作了探討。

關鍵詞：

活性部位、野木瓜、化學計量學、指紋圖譜、HPLC-MS/MS、質量控制

134. Analysis of Bioactive Fraction of Caulis stauntoniae by HPLC Fingerprinting

Sun, S (Sun, Shuai); Yan, YZ (Yan, Yu-Zhen); Xie, PS (Xie, Pei-Shan); Lam, W (Lam, Waikei)
Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology

Name of conference/journal:

Journal of Liquid Chromatography & Related Technologies, Volume 36, Issue 13, pp. 1822-1834, May 2013, SCI indexed

Abstract:

Caulis Stauntoniae, which is used as a folk herbal medicine for its analgesic and anti-inflammatory properties, was adopted in the Chinese Pharmacopoeia (ChP) 2010 edition. The chemical studies unveiled numerous triterpenoid saponins being the major ingredients and animal pharmacological tests disclosed the saponins fraction was responsible for the analgesic activity. Therefore, assessing the quality of this herbal drug should rely on the total bioactive fraction (triterpenoid saponins fraction) as the target. Consequently, a suite of bioactive saponins as the accepted characteristic was analyzed by HPLC fingerprint for quality control. In this paper, an HPLC-DAD fingerprint common pattern of saponins fraction was established for species authentication and quality assessment aided by chemometric analysis. Irrespective of the saponins, ChP questionably adopted calceolarioside B, one of phenylethanoid glycosides, as a marker for identification and assay. Irrationality for this was commented in this paper.

Keywords:

Bioactive fraction, Caulis stauntoniae, chemometrics, fingerprint, HPLC-MS/MS, quality control

135. 澳門 1986-2006 年居民主要死因改變情況

陳文詩、陳清、林偉基
澳門科技大學 健康科學學院

會議/刊物名稱：
中華醫學雜誌(英文版)，第 126 卷，第 9 期，pp. 1661-1666，2013 年 5 月，SCI 檢索

內容簡介：
目的：自 1999 年澳門回歸中國後，澳門居民的生活模式已發生了很大的改變。本研究的目的是瞭解澳門居民 1986-2006 年主要死亡模式的改變，從而探討澳門公共衛生問題的狀況及趨勢，為制訂相關政策作參考。
方法：研究使用回顧性分析方法，數據由官方網頁及統計年鑒摘取，並經國際疾病分類表第 9 版(ICD-9)作分類。
結果：三大主要死因的死亡率(1/10 萬)分別為：(1)傳染病及母嬰疾病 17.7、(2)慢性非傳染性疾病 298.2、(3)傷害與中毒 26.0。在這 21 年內，傳染病及母嬰疾病的死亡率下降幅度最大 62.5%，死亡構成比最高是缺血性心臟病 37.0%；然而，肺癌的死亡率上升最多 46.9%。
結論：澳門居民 1986-2006 年的死亡率是持續下降的，但慢性非感染性疾病的死亡構成比有所上升，其中肝癌的死亡率更是升幅明顯；將來應將肺癌作為三級預防的其中一個重點。

關鍵詞：
死亡模式、流行病學、澳門居民、死亡率

135. Changes in main causes of death in Macao residents from 1986-2006

Chan MS (Chan, Man Si); Chen Q (Chen, Qing); Lam CW (Lam, Christopher Wai Kei)
Faculty of Health Sciences, Macau University of Science and Technology

Name of conference/journal:
Chinese Medical Journal, Volume 126, Issue 9, pp. 1661-1666, May 2013, SCI indexed

Abstract:
Background: Since Macao's return of sovereignty to China in December 1999, the life style of Macao residents has changed. The aim of this study was to investigate changes of death patterns in Macao residents from 1986 to 2006 in order to identify the trends and patterns of major public health problems, which could provide the guidance for developing public health policies.
Methods: A retrospective study was conducted for this investigation. Research data were collected from official websites and statistical yearbooks and classified by the International Classification of Diseases (ICD)-9.
Results: It was observed that mortality from the three major causes of (1) infectious, maternal and childhood diseases, (2) chronic non-communicable diseases, and (3) injury and poisoning were 17.7, 298.2 and 26.0 per 100 000, respectively. The largest decrease in death rate over the 21-year study-period was from infectious, maternal and childhood diseases (62.5%). The highest mortality rate was ischemic heart diseases (37.0%). The largest increase in mortality rate was lung cancer (46.9%).
Conclusions: Mortality rate of Macao residents progressively decreased, but the constituent ratio of death from chronic non-communicable diseases was increasing. The mortality rate of lung cancer was clearly ascending, so emphasis should be put on tertiary prevention in future.

Keywords:
Death patterns; Epidemiology, Macao residents, Mortality rate

136. 加拿大阿爾伯塔省公共圖書館的資源共用

謝靜珍
澳門科技大學 圖書館

會議/刊物名稱：

湖州師範學院學報，第 35 卷，第 5 期，2013 年 10 月

內容簡介：

加拿大阿爾伯塔省自 2009 年以來在全省 7 個地區性圖書館系統、250 多家公共圖書館之間實行一體化館際互借，適用的範圍包括普通書籍、微縮膠捲、音樂、電影和有聲讀物等各類資源。一體化館際互借惠及每一位圖書館使用者，它的成功來自於成熟的社會文化環境，完善的法律和法規，較低的成本，科學有效的組織和管理，以及圖書館之間的密切合作。

關鍵詞：

館際互借、資源共用、公共圖書館、圖書館聯盟、加拿大

136. Provinceide Library Resource Sharing in Alberta, Canada

Xie, JZ (Xie Jingzhen)
Library, Macau University of Science and Technology

Name of conference/journal:

Journal of Huzhou Teachers College, Volume 35, Issue 5, Oct 2013

Abstract:

Being an important mechanism to share library resources, interlibrary loan practice has a long-established place among library services. In Alberta, Canada, the integrated interlibrary loan system, which was implemented in 2009 and involves 7 regional library systems with more than 250 public libraries, has strengthened public library service by increasing the range of materials available for borrowing and helped provide equitable access to public library resources for all Albertans. Legislation, low cost, seamless collaboration and technology are the foundations of the good performance of the system. Alberta’s integrated interlibrary loan system is a good reference for public libraries where resource sharing hasn’t been a focus.

Keywords:

Interlibrary Loan, Resource Sharing, Public Libraries, Library Consortium, Canada

137. 以引文書目數據庫方法建設特色館藏——澳門科技大學圖書館的實踐

楊迅淩
澳門科技大學 圖書館

會議/刊物名稱：

大學圖書館學報，第 5 期，pp. 41-50，2013 年 9 月，PKU、CSSCI 檢索

內容簡介：

以澳門科技大學圖書館的實踐為背景，以引文分析法為基礎，參考 FRBR 概念框架,提出建立一套全新的用於特色館藏的引文書目數據庫,對文獻的內容和歷史進行描述，揭示各類型文獻間的引證關系及其他聯系，從而評價已知文獻，發現未知的或被忽視的文獻,實現書目研究"辨章學術、考鏡源流"的目的與效果，為用最少的經費、最短的時間，最有效地建設特色館藏建設提供依據。

關鍵詞：

特色館藏、引文分析法、書目研究、 數據模型、 文獻評價

137. Building a Citation Bibliography Database to Develop Special Collections——A Case Study of Macau University of Science and Technology

Yang, XL (Yang Xunling)
Library, Macau University of Science and Technology

Name of conference/journal:

Journal of Academic Libraries, Issue 5, pp. 41-50, Sep2013, PKU, CSSCI indexed

Abstract:

Based on the case study in Macau University of Science and Technology, this paper established a new framework of citation bibliography database to build special collections, using citation analysis and referring the FRBR framework. This framework describes the content and history of all the types of literature, reveals the relationships among their citations and other contacts, and evaluates the known resources or discovers the unknown or ignored ones, which provides a reliable method to build valuable special collections with the best controlling of cost effectiveness.

Keywords:

Special Collection, Citation Analysis, Bibliography Research, Data Modeling, Literature Assessment

138.澳門博彩機監管法律述評

謝靜珍
澳門科技大學 圖書館

會議/刊物名稱：

社會經濟發展研究（澳門城市大學），第 3 期，2013 年 10 月

內容簡介：

《博彩機、博彩設備及博彩系統的供應制度及要件》（第 26/2012 號行政法規）是澳門特區政府針對博彩機發佈的第一個行政法規，其核心是對博彩機製造商實行資格審查制度，對博彩機、博彩設備及系統實行核准制度，目的是保證博彩機的安全性及公正性。新行政法規對博彩機的基本要件、技師、博彩機的安全及公正性提出了新的要求。但是，新行政法規在負責任博彩的角度上著墨甚少，需要特區政府進一步努力。

關鍵詞：

博彩機、許可、負責任博彩、澳門、資格審查

138. Critical Review of Macao Regulations on Gaming Machines

Xie, JZ (Xie Jingzhen)
Library, Macau University of Science and Technology

Name of conference/journal:

Research of Socio-Economic Development, No. 35, Oct 2013

Abstract:

Regime of Supply and Requirements of Gaming Machines, Equipment and Systems (Administrative Regulation No. 26/2012), the first administrative law promulgated to regulate gaming machine supply in Macao SAR, provides that a gaming machine supplier must go through a suitability check procedure and a gaming machine itself must be approved by the regulatory body before being put in service. The purpose of the regulation is to ensure that a gaming machine shall provide safety and integrity to the public. The Regulation puts forward new requirements of the basic features of a gaming machine, qualifications of technicians, and safety and integrity of a gaming machine. However, the Regulation hardly covers responsible gaming although gaming machines are mostly believed to be highly addictive.

Keywords:

Gaming machines, license, responsible gaming, Macao, suitability check

139. SPTF：智能手機中的一種新型照片自動加標籤軟件框架

徐浩，戴弘寧，劉漢威
澳門科技大學 資訊科技學院

會議/刊物名稱：

多媒體及普式工程國際期刊，第 9 卷，第 9 期，pp. 123-132， 2014 年 9 月，EI 檢索

內容簡介：

隨著相機、WiFi 收發器、藍牙收發器、手機傳感器等新技術的進步，智能電話已經成為我們個人通信以及移動計算中一種重要的平台。現今一些智能電話所拍攝的照片影像水平已接近一些專業相機水平。因而智能電話已成為人們拍照記錄日常生活一種的首選。然而，如何管理這些成千上萬的照片卻成為一個新的挑戰。在這篇論文中，我們提出了一種新的軟件設計框架（SPTF）。我們這套框架可以有效的管理大量的智能電話拍攝的照片。特別的，我們的 SPTF 可以在用戶拍照時，同時採集手機傳感器的數據，這些數據經過處理之後，可以作為照片的重要隨照片一起保存。在處理和分析這些傳感器數據之後，我們的 SPTF 可以準確的記錄傳感器環境標籤及照片中的人臉標籤，這些標籤可以用於未來用戶對照片的搜索及管理。我們在 Android 系統中實現了 SPTF，並且通過大量的真實實驗驗證了我們的 SPTF 的有效性。

關鍵詞：

照片、環境、傳感器、智能電話

139. SPTF: Smart Photo-Tagging Framework on Smart Phones

Hao Xu, Hong-Ning Dai, Walter Hon-Wai Lau
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

International Journal of Multimedia and Ubiquitous Engineering (IJMUE), Volume 9, Issue 9, Sep 2014, EI indexed

Abstract:

Smart phones, as one of the most important platforms for personal communications and mobile computing, have evolved with various embedded devices, such as cameras, WiFi transceivers, Bluetooth transceivers and sensors. Specifically, the photos taken by a smart phone has the approximate or even equivalent image quality to that of a professional camera. As a result, smart phones have become the first choice for people to take photos to record their ordinary life. However, how to manage the thousands of photos on a smart phone becomes a challenge. In this paper, we propose a new architecture in terms of Smart Photo-Tagging Framework (SPTF) to manage the substantial number of photos taken by smart phones. In particular, our SPTF collects the ambient data obtained from various embedded sensors on a smart phone when a photo is taken. After processing and analyzing the ambient data, SPTF can accurately record both the ambient tags and the face tags of the photo, which will be used for auto-tagging and searching photos. We also implement SPTF and verify its effectiveness by conducting a number of realistic experiments.

Keywords:

Ambience, Sensor, Smart phone

140. 有基礎設施的多信道無線網絡容量及時延分析

戴弘寧，黃智榮，趙慶林
澳門科技大學 資訊科技學院

會議/刊物名稱：

IEEE 通信國際會議，2014 年 6 月，EI 檢索

內容簡介：

本文提出了一種新穎的多通道無線網絡的基礎結構支持，稱為 MC-IS。據研究所知，我們首次提出 MC-IS 網絡的容量和時延。並且，我們通過 Ad hoc 通信推導出了該 MC-IS 網絡容量的上下界並得出其規則相同，這意味該上下界是收斂的。我們還發現通過 ad hoc 通信得到的 MC-IS 網絡容量主要受到連接性條件、干擾條件、目標瓶頸條件、介面瓶頸條件的限制。此外，我們還通過 ad hoc 通信推導出 MC-IS 網絡的平均時延得出其收斂於最大跳數。

關鍵詞：

多信道、無線網絡、基礎設施、容量、時延

140. Multi-channel Wireless Networks with Infrastructure Support: Capacity and Delay

Hong-Ning Dai, Raymong Chi-Wing Wong, Qinglin Zhao
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

2014 IEEE International Conference on Communications, Jun 2014, EI indexed

Abstract:

In this paper, we propose a novel multi-channel wireless network with infrastructure support, called an MCIS network. To the best of our knowledge, we are the first to study the capacity and the delay of such an MC-IS network. In particular, we derive the upper bounds and the lower bounds on the network capacity of such MC-IS networks contributed by ad hoc communications, where the orders of the upper bounds are the same as the orders of the lower bounds, implying that the bounds are tight. We also found that the capacity of MC-IS networks contributed by ad hoc communications is mainly limited by connectivity requirement, interference requirement, destination bottleneck requirement and interface-bottleneck requirement. In addition, we also derive the average delay of MC-IS networks contributed by ad hoc communications, which is bounded by the maximum number of hops.

Keywords:

Multi-channel, Wireless Networks, Infrastructure, Capacity, Delay

141. 一種無線網絡的偷聽模型

李續然，戴弘寧，趙慶林
澳門科技大學 資訊科技學院

會議/刊物名稱：

IEEE 通信系統國際會議，pp. 538-542，2014 年 11 月，EI 檢索

內容簡介：

本文從偷聽者的角度考慮偷聽行為，這是有新意的，因為現有的大部分研究是從好點的角度去考慮這個問題。我們提出了一個分析模型來研究偷聽行為，考慮到了各種通道條件和天線模型。我們的大量資料結果表明偷聽行為的概率很大程度上取決於陰影效應，路徑損失和天線模型；特別的，這意味著當路徑損失不明顯時，偷聽者使用定向天線可以提高偷聽行為的概率。這項研究有助於更加有效而經濟的防範偷聽行為。

關鍵詞：

偷聽、安全、無線網絡

141. An Analytical Model on Eavesdropping Attacks in Wireless Networks

Xuran Li, Hong-Ning Dai, Qinglin Zhao
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

IEEE International Conference on Communication Systems (ICCS) 2014, pp. 538-542, Nov 2014, EI indexed

Abstract:

This paper concerns the eavesdropping problem from the eavesdroppers' perspective, which is new since most of previous studies only concentrate on the good nodes. We propose an analytical framework to investigate the eavesdropping attacks, taking account into various channel conditions and antenna models. Our extensive numerical results show that the probability of eavesdropping attacks heavily depends on the shadow fading effect, the path loss effect and the antenna models; particularly, they imply that using directional antennas at eavesdroppers can increase the probability of eavesdropping attacks when the path loss effect is less notable. This study is helpful for us to prevent the eavesdropping attacks effectively and economically.

Keywords:

Eavesdropping, Security, Wireless Networks

142. 陰影衰落條件下無線自組織網路中的偷聽行為

李續然，戴弘寧，趙慶林，王秋
澳門科技大學 資訊科技學院

會議/刊物名稱：

2014 車載互聯網絡國際會議，2013 年 9 月

內容簡介：

本文考慮陰影衰落條件下無線線自組織網路中的偷聽行為。絕大部分以往的研究只關注於保護傳輸者和接受者之間的機密通信而很少注意研究壞點進行的的偷聽行為。 因此我們研究在各種通道條件，如路徑損失效應及陰影效應的情況下，偷聽者配置不同天線模型對偷聽成功率的影響。特別的，我們在描述偷聽問題時考慮了簡化的定向天線模型和真實天線模型。然後我們進行了大量模擬實驗來計算不同偷聽者的偷聽成功率。我們的模擬結果表明偷聽成功率明顯依賴於天線模型以及通道條件。

關鍵詞：

偷聽、安全、無線網絡

142. Eavesdropping Attacks in Wireless Ad Hoc Networks under a Shadow Fading Environment

Xuran Li, Hong-Ning Dai, Qinglin Zhao, Qiu Wang
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Proceedings of the 2014 International Conference on Internet of Vehicles (IOV 2014), Sep 2014

Abstract:

This paper concerns the eavesdropping attacks in wireless ad hoc networks under a shadow fading environment. Most of previous studies have only concentrated on protecting the confidential communications at both the transmitters and the receivers and little attention has been paid on investigating the eavesdropping behaviors done by the malicious nodes. We therefore investigate the eavesdropping success rate of eavesdroppers equipped with various antenna models under various channels conditions, such as the path loss effect and the shadow fading effect. In particular, we formulate the eavesdropping attack problem with consideration of both simplistic directional antenna models and realistic antenna models. We then conduct extensive simulations to evaluate the eavesdropping success rate with different eavesdroppers. Our simulation results show that the eavesdropping success rate heavily depends on both the antenna models and the channel conditions.

Keywords:

Eavesdropping, Security, Wireless Networks

143. 擾動下的一類焊接問題的穩定性

黨培，林娟，杜金元
澳門科技大學 資訊科技學院

會議/刊物名稱：

應用分析，第 93 卷，第 11 期，pp. 2478-2497，2014 年 11 月，SCI 檢索

內容簡介：

在這篇文章中，我們討論了當彈性體的邊界有擾動以及邊界產生位移差的時候一類焊接問題的穩定性。通過用複變數的方法我們得到了複應力函數的誤差估計。

關鍵詞：

焊接問題、複應力函數、Cauchy 積分、Riemann 邊值問題、奇異積分方程、擾動

143. Stability on a kind of welding problems under perturbations

Pei Dang, Juan Lin, Jin-yuan Du
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Applicable Analysis, Volume 93, Issue 11, pp. 2478-2497, Nov 2014, SCI indexed

Abstract:

In this paper, we discuss the stability on a kind of welding problems when the perturbations for the boundary of elastic body and the displacement difference on the boundary happen. By using the complex variable methods in plane elasticity, the error estimates of complex stress functions are given. The stability of stresses and displacement are also obtained, which is based on these estimates.

Keywords:

Welding problem, Complex stress functions, Cauchy integral, Riemann boundary value problem, Singular integral equation, Perturbations

144. 採用展開式聯網逆變器的高頻隔離式直流交流變換器在可再生能源應用中的比較性研究

李曉東，A.K. Bhat

澳門科技大學 資訊科技學院

會議/刊物名稱：

IEEE 電力電子會刊，第 29 卷，第 8 期，pp. 3930-3941，2014 年 8 月，SCI 檢索

內容簡介：

本文對於採用展開式聯網逆變器的高頻隔離式直流交流變換器在並網的應用做了大量比較性研究，之後得出結論指出雙 LCL 型串聯諧振變換器具有較好實際表現。

關鍵詞：

替代能源再生、電網連接、高頻隔離、諧振轉換器

144. A Comparison Study of High-Frequency Isolated DC/AC Converter Employing an Unfolding LCI for Grid-Connected Alternative Energy Applications

Xiaodong Li, A.K. Bhat

Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

IEEE Tran. Power Electronics, Volume 29, Issue 8, pp.3930-3941, Aug 2014, SCI indexed

Abstract:

A high-frequency (HF) isolated dc/ac converter including an unfolding line connected inverter can be used as the interface between a small-scale alternative energy generation system and the utility line. This paper presents the review of operation of several different topologies of HF isolated dc/ac converters. They are designed for illustration purpose and compared for their performance. It is found that the dual-LCL series resonant dc/ac converter can maintain zero-voltage switching (ZVS) operation for all switches with low line-current total harmonics distortion (THD) and high efficiency. Experimental results on a 500-W prototype converter are included for validation purpose.

Keywords:

Alternative energy generation, Grid connection, High-frequency (HF) isolation, Resonant converters

145. 一種用於雙橋諧振變換器穩態分析的通用方法

胡高源，李曉東，欒博悅
澳門科技大學 資訊科技學院

會議/刊物名稱：

能量，第 7 卷，第 2 期，pp. 7915-7935，2014 年 12 月，SCI 檢索

內容簡介：

本文論述了一種通用型分析方法，可用於所有雙橋諧振變換器的穩態分析。文中對常用的諧振電路做了普遍性分析和比較。

關鍵詞：

諧振轉換器、基本的諧波分析、軟開關

145. A Generalized Approach for the Steady-State Analysis of Dual-Bridge Resonant Converters

Gao-Yuan Hu, Xiaodong Li and Bo-Yue Luan
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Energies, Volume 7, Issue 12, pp: 7915-7935, Dec 2014, SCI indexed

Abstract:

In this paper, a dual-bridge DC/DC resonant converter with a generalized series and parallel resonant tank is analyzed. A general approach based on Fundamental Harmonic Approximation is used to find the universal steady-state solutions. The analysis results for particular resonant tank configurations are exemplified with several typical resonant tank configurations respectively. The corresponded soft-switching conditions are discussed too. To illustrate the usefulness of the generalized approach, a dual-bridge (LC)(L)-type resonant converter working in below resonance mode is designed based on the analysis results. Finally, simulation and experimental plots of the design example are included to evaluate the validity and the accuracy of the proposed analysis approach.

Keywords:

Resonant converter, Fundamental harmonics analysis (FHA), Soft-switching

146. 一種 LLC 型雙橋諧振變換器的分析設計仿真和實驗結論

李曉東
澳門科技大學 資訊科技學院

會議/刊物名稱：

IEEE 電力電子會刊，第 29 卷，第 8 期，pp. 4313-4321，2014 年 8 月，SCI 檢索

內容簡介：

本文對一個 LLC 型雙橋諧振變換器進行了全面性能評估，從穩態分析，設計步驟，到電路仿真以及實驗測試。

關鍵詞：

DC-DC 轉換器、諧振電源轉換、零電壓開關

146. A LLC-type dual-bridge resonant converter: analysis, design, simulation and experimental results

Xiaodong Li
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

IEEE Tran. Power Electronics, Volume 29, Issue 8, pp. 4313-4321, Aug 2014, SCI indexed

Abstract:

In this paper, a high-frequency isolated dual-bridge LLC-type resonant converter is proposed. The steady-state analysis of the proposed converter is performed using a modified fundamental harmonics approximation approach, by which the component stress can be obtained quickly without complicated calculation. Necessary and sufficient conditions for zero-voltage switching of all switches are derived too. To illustrate the usefulness of the FHA analysis for a fast design, a design example of a 100 kHz, 200 V input, 40–48 V output 300 W converter is given. Computer simulation and experiment results are included for the purpose of validation. It is shown that this converter is able to maintain zero voltage switching operation for a wide load range while keeping high efficiency.

Keywords:

Dc-to-dc converter, Resonant power conversion, Zero-voltage switching (ZVS)

147. 一種優化的用於雙橋變換器快速瞬態反應的相位移調製方案

李曉東，李逸凡
澳門科技大學 資訊科技學院

會議/刊物名稱：

IEEE 電力電子會刊，第 29 卷，第 6 期，pp. 2661-2665，2014 年 6 月，SCI 檢索

內容簡介：

本文針對雙橋變換器瞬態反應提出了三種方案，其中第三種調製方案可以快速完成動態切換，並產生最小的擾動。實驗結果證明了他的有效性。

關鍵詞：

瞬態

147. An optimized phase-shift modulation for fast transient response in a dual-active-bridge converter

Xiaodong Li, Yifan Li
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

IEEE Tran. Power Electronics, Volume 29, Issue 6, pp. 2661-2665, Jun 2014, SCI indexed

Abstract:

In this letter, two different phase-shift modulation used for the transient response of a dual-active-bridge dc/dc converter and their effects on the dynamics of the converter are discussed and compared. It is found that the settling time for both cases depends on the value of the equivalent series resistance of the power inductor. To minimize the transient time, a modified asymmetric double-side modulation is proposed, which enables the converter to transfer smoothly from one steady state to another one regardless of the equivalent series resistance of the power inductor. Experimental results of the dynamics of the converter using different transient modulation techniques are also included for the purpose of validation.

Keywords:

Transient

148. 採用容性濾波器的定頻率串並聯諧振變換器的分析設計仿真和實驗結論

李曉東，A.K. Bhat
澳門科技大學 資訊科技學院

會議/刊物名稱：

電氣元件與系統，第 42 卷，第 7 期，pp. 746-754，2014 年 5 月，SCI 檢索

內容簡介：

本文對一個採用容性濾波器的定頻率串並聯諧振變換器進行了全面性能評估，從穩態分析，設計步驟，到電路仿真以及實驗測試。

關鍵詞：

諧振轉換器、固定頻率、DC-to-DC、AC-to-AC、LCC-type

148. A Fixed-Frequency Series-Parallel Resonant Converter with Capacitive Output Filter: Analysis, Design, Simulation and Experimental Result

Xiaodong Li, A.K. Bhat
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Electric Power Components and Systems, Volume 42, Issue 7, pp. 746-754, May 2014, SCI indexed

Abstract:

In this article, a fixed-frequency phase-shift-controlled full-bridge series-parallel (or LCC-type) resonant converter that uses a capacitive output filter is proposed. Steady-state analysis of this converter is performed by using a complex AC circuit analysis approach. Based on the analysis, a simple design procedure is given and exemplified with a design example of a 200- to 220-V DC input, 300-W, 100-V output converter. The relationship between the design parameters, switch stresses, and converter size is illustrated. Both computer simulation and experimental results on a lab prototype converter are presented to verify the performance of the designed converter for varying input voltage and load conditions. It is shown that this converter requires a narrow variation in pulse width for a wide variation in the load, while the peak current through the switches decreases with the load current. One typical application of this converter is for use as a second stage for AC-to-DC converters.

Keywords:

Resonant converter, Fixed-frequency, DC-to-DC, AC-to-AC, LCC-type

149. 在混合型電力網絡中使用高頻隔離式直流交流模塊進行並網

李曉東，A.K. Bhat
澳門科技大學 資訊科技學院

會議/刊物名稱：

電氣元件與系統，第 42 卷，第 12 期，pp. 1334-1343，2014 年 7 月，SCI 檢索

內容簡介：

本文提出了使用一種高頻隔離式直流交流模塊進行不同連接方式的並網方案。此方案可以靈活的使用在不同功率等級的混合型電力網絡之中。

關鍵詞：

諧振轉換器、電網連接、AC-DC 轉換器、軟開關、高頻鏈接

149. Grid Connection Using a High-frequency Isolated DC/AC Module for Hybrid Power Systems

Xiaodong Li, A.K. Bhat
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Electric Power Components and Systems, Volume 42, Issue 12, pp. 1334-1343, Jul 2014, SCI indexed

Abstract:

To interface a hybrid power system with the utility line, multi-cell operation of a 1-ph converter module could be a feasible solution. Initially the operation, performance, and experimental verification of the 1-ph high-frequency isolated DC/AC resonant converter are presented. The high-frequency isolated DC/AC resonant module provides necessary voltage amplification and galvanic isolation for renewable energy generation. Full-range zero-voltage switching operation improves system overall efficiency and enables high-frequency operation with smaller reactive components. With this converter as a basic module, different schemes for high-power grid interface can be realized through proper control. It is also found that the dominant harmonics in both input DC current and the output line currents for single module operation are depressed if three identical 1-ph modules are connected in delta for a 3-ph grid connection.

Keywords:

Resonant converter, Grid-connection, AC-to-DC conversion, Soft-switching, High-frequency link

150. 一個迭代的自動製造系統的死鎖預防方法

M. Uzam，李志武
澳門科技大學 資訊科技學院

會議/刊物名稱：

先進製造技術，第 74 卷，第 1-4 期，pp. 503-507，2014 年 9 月，SCI 檢索

內容簡介：

在胡的文章中，Petri 網是用來描述，分析和控制的自動化製造系統（AMS）。爲了預防 AMS 死鎖，一個基於混合整數規劃的迭代方法被提出來計算不良狀態。胡文章中的兩個例子都證明瞭該方法的有效性和效率。本文表明，一個不受控制 Petri 網模型例子不適用該方法。本文同樣表明兩個例子中計算監督器的結構複雜度在行爲允許度更大的情況下還可以降低。

關鍵詞：

自動化製造系統、Petri 網、可達圖、死鎖預防、活躍度監督控制器、混合整數規劃

150. On an iterative deadlock prevention approach for automated manufacturing systems

M. Uzam, Zhiwu Li
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

International Journal of Advanced manufacturing Technology, vol.74, nos.1-4, 503-507, Sep 2014, SCI indexed

Abstract:

In Hu (Transactions of the Institute of Measurement and Control 33:59–76, 2011), Petri nets are utilized to describe, analyse and control automated manufacturing systems (AMS). In order to suppress deadlock occurrences in AMS, a method to derive the bad markings iteratively using a mixed integer programming-based algorithm is proposed. To validate the effectiveness and efficiency of the proposed approach, two examples were demonstrated in Hu (Transactions of the Institute of Measurement and Control 33:59–76, 2011). This paper shows that the uncontrolled Petri net model in one of the examples is incorrect. It is also shown that the structural complexity of the computed monitors for both examples can be reduced with the same or more permissive system behaviours.

Keywords:

Automated manufacturing system, Petri nets, Reachability graph, Deadlock prevention, Liveness-enforcing supervisor, Mixed integer programming

151. 新 Petri 網結構及其在優化監控應用：區間抑制劑弧

Y. F. Chen，李志武，K. Barkaoui
澳門科技大學 資訊科技學院

會議/刊物名稱：

IEEE 通訊：系統，人和控制系統，第 44 卷，第 10 期，pp. 1384-1400，2014 年 10 月，SCI 檢索

內容簡介：

本文提出了一中新的 Petri 網結構，即區間抑制弧，並將它運用到 Petri 網的最優監督控制器。一個區間抑制弧是一條被標記了一個整數區間的從庫所到變遷的弧。如果庫所中的托肯在這個整數區間內，變遷將不能發生。區間抑制弧的定義和觸發規則被提出。然後將其應用到預防系統進入非法狀態。兩種技術被用於減少控制庫所的數量來簡化監督控制器的結構。這種方法是普遍適用的，它對所有有界 petri 網絡都適用。一種應用於柔性製造系統的狀態化簡方法同時被提出。最後，我們用一系列的實驗證明瞭本文中的方法能夠在對不能用純網進行最優控制的情況下獲得最優監督控制器。此外，本文方法所獲得的監督控制器結構簡單。

關鍵詞：

Petri 網、最優控制、可達性分析

151. New Petri Net Structure and Its Application to Optimal Supervisory Control: Interval Inhibitor Arcs

Y. F. Chen, Z. W. Li, K. Barkaoui
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

IEEE Transactions on Systems, Man, and Cybernetics: Systems, Vol. 44, No. 10, 1384-1400, Oct 2013, SCI indexed

Abstract:

This paper presents a new Petri net structure, namely, an interval inhibitor arc, and its application to the optimal supervisory control of Petri nets. An interval inhibitor arc is an arc from a place to a transition labeled with an integer interval. The transition is disabled by the place if the number of tokens in the place is between the labeled interval. The formal definition and the firing rules of Petri nets with interval inhibitor arcs are developed. Then, an optimal Petri net supervisor based on the interval inhibitor arcs is designed to prevent a system from reaching illegal markings. Two techniques are developed to simplify the supervisory structure by compressing the number of control places. The proposed approaches are general since they can be applied to any bounded Petri net models. A marking reduction approach is also introduced if they are applied to Petri net models of flexible manufacturing systems. Finally, a number of examples are provided to demonstrate the proposed approaches and the experimental results show that they can obtain optimal Petri net supervisors for some net models that cannot be optimally controlled by pure net supervisors. Furthermore, the obtained supervisor is structurally simple.

Keywords:

Petri nets, Optimal control, Reachability analysis

152. 兩種有用的最小方差廣義逆解集關系及其應用

劉新
澳門科技大學 資訊科技學院

會議/刊物名稱：

澳門科技大學學報，第 8 卷，第 1 期，103-107，2014 年 6 月

內容簡介：

在這篇文章中，我們研究兩個矩陣集合 {A^{1,3}} 和 {PN^{1,3}Q} 之間的關系，其中，A^{1,3}，N^{1,3}分別表示 A，N 的最小方差廣義逆。此外，本文還確立了使上述兩個集合關系成立的充分必要條件。作為應用，我們揭示了矩陣 A1+A2+Ak 的最小方差廣義逆與由生成的分塊循環矩陣 A1, A2...Ak 的最小方差廣義逆之間的關系。此外，文章給出了複數矩陣 A+Bi 的最小方差廣義逆的表達式。

關鍵詞：

最小方差廣義逆、矩陣的秩、分块循环矩陣

152. Two useful Least Square g-inverse Sets' Relationship with applications

Xin Liu

Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Journal of Macau University of Science and Technology, Vol. 8, No. 1, 103-107, Jun 2014

Abstract:

In this paper, we consider the relationship between the A^{1,3} and {PN^{1,3}Q} where A^{1,3}, N^{1,3} denote the least square g-inverse of A and N , respectively. We establish the necessary and sufficient rank conditions for some relationships to be hold.As applications, we present some close links between the least square g-inverse of A1+A2+Ak and the least square g-inverse of the block circulant matrix generated by A1, A2... Ak. Moreover, we present the representations of the least square g-inverse of a complex matrix A+Bi.

Keywords:

Least square g-inverse, Rank of matrix, Block circulant matrix

153. 分析 CELLINOID 形體的質心與轉動慣量

盧曉平
澳門科技大學 資訊科技學院

會議/刊物名稱：

澳門科技大學學報，第 8 卷，第 1 期，pp. 96-102，2014 年 6 月

內容簡介：

CELLINOID 形體具有橢球體的簡潔表示，又具備橢球體沒有的非對稱性，可以用來較好的模擬非對稱小行星，在行星光度學中具有重要的應用。本文用分析法來確定 CELLINOID 形體的質心與轉動慣量公式，並給出過質心的慣量主軸尋找方法。其結果將直接被引用與 CELLINOID 相關的研究中。

關鍵詞：

質心、轉動慣量、橢球體

153. Analyzing Center of Mass and Moment of Inertia of CELLINOID Shape

Xiaoping Lu
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Journal of Macau University of Science and Technology, Volume 8, Issue 1, pp. 96-102, Jun 2014

Abstract:

CELLINOID shape model defined by six semi-axes is similar to Ellipsoid with three semi-axes. Due to its asymmetry, this shape model could be adopted to simulate the bodies with asymmetric shape in astronomy, such as the asteroid. In this article we explicitly analyze the center of mass and the moment of inertia of CELLINOID. Furthermore, how to determine the principal rotational axis corresponding the largest moment of inertia is discussed also. The analyzed results of CELLINOID will be cited directly in the corresponding research.

Keywords:

Center of Mass, Moment of Inertia, Ellipsoid

154. 小行星 Cellinoid 形狀模型

盧曉平，趙海斌，尤眾
澳門科技大學 資訊科技學院

會議/刊物名稱：

地球，月球與行星，第 112 卷，第 1-4 期，pp. 73-87，2014 年 8 月，SCI 檢索

內容簡介：

通過將橢球體模型推廣擴展至 Cellinoid 形狀模型，來模擬表示小行星形狀。非對稱結果可以更好地模擬真實觀測到的光變曲線，而且僅僅比三軸橢球體多三個參數，計算代價不會顯著增大。數值模擬與真實數據驗證都表明該模型具有替代傳統三軸橢球體的價值。此外，Cellinoid 模型的質心，轉動慣量公式也在文中給出。

關鍵詞：

形狀模型、光變曲線、光度、小行星

154. Cellinoid Shape Model for Asteroids

Xiaoping Lu, Haibin Zhao, Zhong You
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Earth, Moon, and Planets (EMP), Vol. 112, No. 1-4, P73-87, Aug 2014, SCI indexed

Abstract:

The ellipsoid shape model plays an important role in physical research on asteroids. However, its symmetric structure cannot practically simulate real asteroids. This article applies a general shape model, named the cellinoid, instead of the ellipsoid model to simulate the asymmetric shape of asteroids. The cellinoid shape model consists of eight octants of ellipsoids having different semi-axes, with the constraint that adjacent octants must have two equal semi-axes in common. Totally, the shape of the cellinoid model is controlled by six parameters, not three as in the case of the shape of the ellipsoid. Using this shape model, the brightness of asteroids observed from the Earth can be fitted numerically by the surface triangularization of the cellinoid. The Levenberg–Marquardt algorithm is also employed here to solve a nonlinear minimization problem. Owing to the asymmetric shape of the cellinoid, the physical parameters of asteroids, such as the rotation period and pole orientation, can be fitted more accurately than in the case of the ellipsoid model. Finally, this is confirmed numerically by applying the shape to both synthetic light curves and real light curves of asteroids. Additionally, the center of mass and moment of inertia of the cellinoid are analyzed explicitly.

Keywords:

Shape model, Light curves, Photometric, Asteroids

155. 與 beta-展式有關的具有有限長和無窮長的算術級數

李兵，馬超
澳門科技大學 資訊科技學院

會議/刊物名稱：

摘要和應用分析，2014 年 8 月，SCI 檢索

內容簡介：

對 1 < beta < 2 稱小量(x, beta)為 x 的 beta-展式，x 小量[0, 1)。 A(beta)(x)表示 x 的(x, beta)展式中數字 1 出現的位置集合。我們分別考慮使得 A(beta)(x)中包含任意長算術級數和無窮長算術級數的集合，我們從拓撲、度量及維數的角度對這兩類集合做了系列研究。

關鍵詞：

Beta-展式、算術級數、Hausdor ff 維數

155. Finite and Infinite Arithmetic Progressions Related to Beta-Expansion

B. LI, C. MA
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Abstract and Applied Analysis, Aug 2014, SCI Indexed

Abstract:

Let 1 < beta < 2 and epsilon(x, beta) be the beta-expansion of x epsilon [0, 1). Denote by A(beta)(x) the set of positions where the digit 1 appears in epsilon(x, beta). We consider the sets of points x such that A(beta)(x) contains arbitrarily long arithmetic progressions and includes infinite arithmetic progressions, respectively. Their sizes are investigated from the topological, metric, and dimensional viewpoints.

Keywords:

Beta -expansion, Arithmetic progression, Hausdor ff dimension

156. 基於能量函數Δ-1-TV0 的圖像融合

謝啟偉，馬超，Chunzhao Guo，Vijay John，Seiichi Mita，Qian Long
澳門科技大學 資訊科技學院

會議/刊物名稱：

熵，第 16 卷，第 11 期，pp. 6099-6115，2014 年 11 月，SCI 檢索

內容簡介：

本文提出了一種Δ-1-TV0 能量函數方法融合多光譜圖像與全色圖像。所提出的能量函數由 TV0 分量和Δ-1 分量兩部分組成。分量 TV0 應用稀疏先驗增加細節空間資訊；而Δ-1 項用來去除多光譜圖像的塊效應。此外，因為所提出的能量函數是非凸的，我們採用交替優化演算法和 L0 梯度最小化來解決它。實驗結果表明，該方法效果超過現有的先進方法。

關鍵詞：

圖像融合、拉普拉斯算子的逆變換Δ-1、全偏差

156. Image Fusion Based on the Δ-1 -TV0 Energy Function

Qiwei Xie, Chao Ma, Chunzhao Guo, Vijay John, Seiichi Mita, Qian Long
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Entropy, Volume 16, Issue 11, pp. 6099-6115, Nov 2014, SCI indexed

Abstract:

This article proposes a Δ-1-TV0 energy function to fuse a multi-spectral image with a panchromatic image. The proposed energy function consists of two components, a TV0 component and a Δ−1 component. The TV0 term uses the sparse priority to increase the detailed spatial information; while the Δ−1 term removes the block effect of the multi-spectral image. Furthermore, as the proposed energy function is non-convex, we also adopt an alternative minimization algorithm and the L0 gradient minimization to solve it. Experimental results demonstrate the improved performance of the proposed method over existing methods.

Keywords:

Image fusion, Inverse transform of the Laplace operator (Δ−1), Sparse norm, Total variation

157. 眼前節光學相干斷層圖像的動態小波濾波

杜文亮，田小林，孙延奎
澳門科技大學 資訊科技學院

會議/刊物名稱：

先進材料研究，第 875-877 卷，pp. 1982-1988，2014 年，EI 檢索

內容簡介：

散斑噪聲普遍存在於光學相干斷層掃描（OCT）圖像中。本文介紹了一種小波域的動態過濾的演算法對 OCT 前房圖像實現散斑去噪。該演算法基於采樣的子帶的自適應演算法區分 OCT 圖像中包括前房組織區域的感興趣區域（ROI），和無資訊的背景區域，對不同區域採用不同的策略抑制噪音。演算法計算 ROI 和鄰近小波係數的相關性，並在相鄰的分解等級的相應位置的係數抑制噪聲。與此前公佈的方法相比，試驗結果的定性分析和定量分析表明所提出演算法在噪聲抑制，保存圖像結構和改進視覺質量方面都具有更好的性能。

關鍵詞：

眼前節 OCT 圖像、降噪、動態小波濾波、感興趣的區域、斑點噪聲

157. A Dynamic Wavelet Filtering for Anterior Chamber Optical Coherence Tomographic Images

Tian, Q (Tian Qing); Chen, YY (Chen Yi Yi)
Faculty of Management and Administration, Macau University of Science and Technology

Name of conference/journal:

Advanced Materials Research, Volumes 875-877, pp. 1982-1988, 2014, EI indexed

Abstract:

Speckle noise is a common phenomenon in Optical Coherence Tomography (OCT) images. This paper describes a dynamic filtering approach for anterior chamber OCT images to reduce the speckle noise in wavelet domain. The approach proposed segments the OCT image into some parts and identifies if the parts have region of interest (ROI), which includes the anterior chamber tissues. Then, it suppresses noise with three different suppression strategies in part with ROI. For the part without ROI, it sets the discrete wavelet transform coefficients of this part to zero. Here, the sampling-based sub-band adaptive algorithm is used to distinguish the ROI; and the correlations of neighboring wavelet coefficients and the coefficients of the corresponding locations in adjacent decomposition levels are used to suppress the noise. The performance improvement over the previously published method is quantified in terms of noise suppression, image structural preservation and visual quality. The numerical values of the image quality metrics along with the qualitative analysis results indicated that the approach proposed has better performance.

Keywords:

Anterior Chamber OCT Images, Denoise, Dynamic Wavelet Filter, Region of Interest, Speckle Noise

158. 高 ISO 圖像色彩保真快速去噪新算法

禤志佳，田小林
澳門科技大學 資訊科技學院

會議/刊物名稱：

應用力學與材料，第 536-537 卷，pp.52-62，2014 年 3 月，EI 檢索

內容簡介：

提出了一種爲減少高 ISO 圖像中傳感器噪聲的色彩保真新演算法。基於分析高 ISO 圖像的不同噪聲模型，新演算法在 HSV 顏色空間使用小波域中的加權平均過濾器，測試結果令人滿意，新的演算法可以更快的減少在高 ISO 圖像噪聲，去噪處理的同時原始圖像沒有任何色彩失真。

關鍵詞：

色彩保真度、高 ISO 映像、HSV、圖像去噪、小波、加權平均過濾器

158. A new color fidelity fast denoising algorithm for High-ISO Images

Timmy Hun Chi Kai, Xiaolin Tian
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Applied Mechanics & Materials, Vol. 536-537 (2014) pp 59-62, Mar 2014, EI indexed

Abstract:

A new color fidelity algorithm to reduce sensor noise for high-ISO images has been proposed. The new algorithm uses HSV color space on wavelet domain to denoise high-ISO images by a weighted mean filter, which is designed based on analysis of the different noise models of high-ISO images. Testing results are satisfactory, which have shown that the new algorithm could reduce noise in high-ISO images faster, as well as no any color distortion in original images during the denoising processing.

Keywords:

Color fidelity, High-ISO Images, HSV, Image denoising, Wavelet, Weighted mean filter

159. 基於 HSI 小波域的高 ISO 圖像快速去噪

禤志佳，田小林
澳門科技大學 資訊科技學院

會議/刊物名稱：

香港 2014 年電氣與電子工程國際會議，2014 年 4 月，ISTP 檢索

內容簡介：

本文研究高 ISO 拍攝去噪的圖像技術，旨在開發一種技術來去除沒有一個強大的圖像處理器的數碼相機拍攝的高 ISO 成像傳感器的噪聲。本文的主要重點是在不模糊的邊緣幷消除視覺上重要紋理的前提下，從可接受的時間有選擇性去除高 ISO 的圖像傳感器噪聲技術。本文介紹了採用 HSI（色調，飽和度和亮度）與不同的權重進行加權均值濾波小波域的新方法。通過從 RGB 轉換圖像到 HSI 顏色空間和僅去噪 HSI 的光強分量，去除噪聲所需時間量短很多。

關鍵詞：

HSI、圖像去噪、小波、加權均值濾波

159. Fast High-ISO Images Denoising via HSI on Wavelet Domain

Timmy Hun Chi Kai, Xiaolin Tian
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

2014 International Conference on Electrical and Electronic Engineering (EEE2014), Apr 2014, ISTP indexed

Abstract:

With the wide spread use of digital cameras, there is increasing interest on the studies in reduction of digital camera sensor noise from images captured at high International Organization for Standardization (ISO). This paper looks at the techniques to denoise images captured at high-ISO and aims to develop a technique to remove sensor noise from high-ISO images captured by those digital cameras without a powerful image processor. The main focus of this paper is on the technique that selectively removes sensor noise from high-ISO images in acceptable time without blurring the edges and eliminating visually important textures. This paper presents a new method that uses HSI (Hue, Saturation and Intensity) on wavelet domain with different weights for weighted mean filter. By converting the image from RGB to HSI color space and only denoising the Intensity of HSI, the amount of time needed is much shorter. Furthermore, it is easy to implement too. This paper also provides a relatively effective method to compare the denoise methods on high-ISO denoising.

Keywords:

HSI, Image denoising, Wavelet, Weighted mean filter

160. 基於嫦娥數據的月球撞擊坑快速提取新算法

劉晗，江泓昆，田小林，許敖敖
澳門科技大學 資訊科技學院

會議/刊物名稱：

香港 2014 年電氣與電子工程國際會議，2014 年 4 月，ISTP 檢索

內容簡介：

提出月球撞擊坑的自動提取的新演算法。該演算法可以分爲兩個步驟由兩個不同的過濾器檢測出更多的撞擊坑。在第一步驟中，該演算法將使用較大的過濾器，以減少噪音，並通過使用橢圓在去噪圖像擬合作爲通用演算法檢測撞擊坑。在此之後，該演算法將從原始圖像移除這些已被檢測出的撞擊坑區域，並再次用較小的過濾器去噪。這一次，該演算法將試圖找到一些其他尺寸更小的撞擊坑。最後，該演算法將合幷的兩個步驟的結果並計算檢測撞擊坑的總數目。用嫦娥數據在 Matlab 環境下對新演算法進行了測試。結果表明，這種新的演算法與其他傳統演算法相比可以檢測更多的撞擊坑。

關鍵詞：

撞擊坑識別、快速檢測、月海、嫦娥數據

160. A New Fast Auto-Extraction Algorithm of Lunar Craters Based on the Chang'E Data

Han Liu, Hong-Kun Jiang, Xiao-Lin Tian, Ao-Ao Xu
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

2014 International Conference on Electrical and Electronic Engineering (EEE2014), Apr 2014, ISTP indexed

Abstract:

A new algorithm of automatic extraction of lunar craters has been proposed. The proposed algorithm could detect more craters by two different filters in two steps. In the first step, the new algorithm will use a larger filter to reduce noise and detect craters by using ellipse fitting at de-noised image as common algorithms do. After that, the new algorithm will remove those detected crater areas from the original image and do the noise reduction with a smaller filter again. This time, the proposed algorithm will try to find some other craters with smaller size in the second step. Finally the new algorithm will merge results of two steps and count the number of detected craters in total. The new algorithm has been tested based on the Chang’E Data in the Matlab environment. The result has shown that this new algorithm does detect more craters comparing with other traditional algorithms.

Keywords:

Crater identification, Fast detection, Lunar Mare, Chang'E data

161. 鋁銅鎂銀合金中Ω相的自動識別和定量分析

劉冰濱，谷艷霞，劉志義，田小林
澳門科技大學 資訊科技學院

會議/刊物名稱：

中南大學學報，第 21 卷，第 5 期，pp. 1696-1704，2014 年 5 月，SCI indexed

內容簡介：

在當前材料科學的研究的第二相定量分析的主要方法有人工識別，通過使用軟件，如圖像工具和納米測量儀提取。這些方法都存在勞動強度大，統計結果精度低的缺點。爲了克服目前的方法的缺點，以鋁-銅-鎂-銀合金中的Ω相位被作爲研究對象，並基於該數字圖像處理和模式識別演算法提出並實現做的 Al 合金 TEM（透射電子顯微鏡）的數字圖像處理和識別和自動提取的第二相，在結果圖像中的資訊。數學形態學，以及幾個成像處理技術的頂帽變換已經被用於所提出的演算法中。其中，頂帽變換用於消除非對稱照明和做多層過濾，以段Ω相在 TEM 圖像測試結果是滿意的。這表明該Ω相位不明邊界或小尺寸可以通過使用這種方法進行識別。可避免或顯著降低這兩種Ω相的遺漏。該方法的Ω相識別（生長速率最低至 2%，最多至 400%的樣品中）手動識別的誤差可以被消除，確認和統計結果的精度通過使用這種方法可大大改善。該方法的資訊定量分析由軟件自動完成，它可以處理一個圖像，包括識別在 30 分鐘內完成定量分析，而使用人工的方法，如使用圖像工具或納米測量儀需要 2 小時以上。本文所提自動演算法勞動強度被有效地減少，工作效率大大提高。

關鍵詞：

自動模式識別、頂帽變換、第二相的鋁合金、定量分析

161. Automatic recognition and quantitative analysis of Ω phases in Al-Cu-Mg-Ag alloy

Bing-bin Liu, Yan-xia Gu, Zhi-yi Liu, Xiao-lin Tian

Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Journal of Central South University, Volume 21, Issue 5, pp 1696-1704, May 2014, SCI indexed

Abstract:

The main methods of the second phase quantitative analysis in current material science researches are manual recognition and extracting by using software such as Image Tool and Nano Measurer. The weaknesses such as high labor intensity and low accuracy statistic results exist in these methods. In order to overcome the shortcomings of the current methods, the Ω phase in Al-Cu-Mg-Ag alloy is taken as the research object and an algorithm based on the digital image processing and pattern recognition is proposed and implemented to do the Al alloy TEM (Transmission Electron Microscope) digital images process and recognize and extract the information of the second phase in the result image automatically. The top-hat transformation of the mathematical morphology, as well as several imaging processing technologies has been used in the proposed algorithm. Thereinto, top-hat transformation is used for elimination of asymmetric illumination and doing Multi-layer filtering to segment Ω phase in the TEM image. The testing results are satisfied, which indicate that The Ω phase with unclear boundary or small size can be recognized by using this method. The omission of these two kinds of Ω phase can be avoided or significantly reduced. More Ω phase would be recognized (growing rate minimum to 2% and maximum to 400% in samples), accuracy of recognition and statistics results would be greatly improved by using this method. And the manual error can be eliminated. The procedure recognizing and making quantitative analysis of information in this method is automatically completed by the software. It can process one image, including recognition and quantitative analysis in 30 min, but the manual method such as using Image Tool or Nano Measurer need 2 h or more. The labor intensity is effectively reduced and the working efficiency is greatly improved.

Keywords:

Auto pattern recognition, Top-hat transformation, Second phases in Al alloy, Quantitative analysis

162. 基於極坐標的月球撞擊坑自動檢測新算法及其並行計算設計

刘畅，田小林，许敖敖
澳門科技大學 資訊科技學院

會議/刊物名稱：

2014 年月球與行星科學國際學術研討會，2014 年 6 月

內容簡介：

提出了基於極坐標的從嫦娥數據中自動檢測月球環形山/撞擊坑新演算法。新演算法將圖像通過直角坐標轉到極坐標系檢測可能是圓心的象素點，確定該圓的中心是否存在所有的圓。測試結果表明，該演算法可以檢測嫦娥數據測試樣本的幾乎所有的圓；與最近公佈的現有演算法相比，新演算法增加了檢測月球環形山的正確識別率。同時設計一個並行過程以進一步提高新演算法的性能。

關鍵詞：

月球撞擊坑自動提取、極坐標、嫦娥 CCD 圖像、並行計算

162. A New Algorithm for Auto Detecting Lunar Craters Based on Polar Coordinate with Parallel Computation Designed

Liu Chang, Tian Xiaolin, Xu Aoao
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

2014 International Symposium on Lunar and Planetary Science, Jun 2014

Abstract:

A new circle detecting algorithm based on polar coordinate has been proposed for auto detecting lunar craters in Chang’E data. The new algorithm will run through an image to detect all circles that probably exist by transforming the orthogonal coordinate of circle pixels into polar coordinate system to determine if the original point is center of circle. Testing results have shown that the new algorithm could detect almost all circles in Chang’E data, which has increased the correct recognition rate of detecting lunar craters comparing with existing algorithm published recently. To improve performance of the new algorithm further, a parallelization process has been designed too, which can be implemented on various devices in further works.

Keywords:

Lunar Crater auto-extraction, Polar coordinate, Chang'E CCD Images, Parallel computation

163. 基於嫦娥数据的多尺寸月球撞擊坑自动提取新算法

劉晗，田小林，許敖敖
澳門科技大學 資訊科技學院

會議/刊物名稱：

2014 年第四届製造科學與測量技術前沿國際會議，pp 1340-1345，2014 年 6 月，EI 檢索

內容簡介：

提出了一種自動提取不同大小的月球撞擊坑的新演算法。該演算法可以通過使用多步驟的不同的過濾器，檢測多尺寸月球撞擊坑。在第一步驟中，該演算法將使用較大的過濾器，以減少噪音，並通過圓擬合在去噪圖像中檢測較大月球撞擊坑。在原始圖像中標記這些區域後，從原始圖像刪除這些檢測出的月球撞擊坑區域，並再次執行噪聲降低具有較小的過濾器。新演算法將重複第二步驟多次來完成整個圖像的檢測。最後，新的演算法，將合並這些步驟的結果，並輸出最終結果。在 Matlab 環境下，對新演算法用嫦娥數據進行了測試。結果表明，這種新的演算法確實有較強的檢測能力，它指出了一種自動檢測不同大小的撞擊坑、二次撞擊坑的能力。

關鍵詞：

多尺寸的撞擊坑檢測、多步驟檢測過程、月海、嫦娥數據

163. A New Auto-Extraction Algorithm of Multi-size Lunar Craters Based on the Chang'E Data

Han Liu, Xiao-lin Tian, Ao-ao Xu
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

2014 the 4th International Conference on Frontiers of Manufacturing Science and Measuring Technology, pp 1340-1345, Jun 2014, EI indexed

Abstract:

A new algorithm of automatic extraction of multi-size lunar craters has been proposed. The proposed algorithm could detect multi-size craters by using different filters in multi-steps, which is a loop to detect multi-size craters by different size filters. In the first step, the new algorithm will use a larger filter to reduce noise and detect larger craters by using circle fitting at de-noised image. After marked these areas in the original image, it will remove those detected crater areas from the original image and do the noise reduction with a smaller filter again. The new algorithm will repeat the second step several times to finish the detection of whole image. Finally the new algorithm will merge results of these steps and output a final result. The new algorithm has been tested based on the Chang’E Data in the Matlab environment. The result has shown that this new algorithm does have the ability to detect different sized craters on the lunar surface, which has pointed a way to detect secondary craters automatically.

Keywords:

Multi-size craters detection, Multi-step Process, Lunar Mare, Chang'E data

164. 基於太陽入射角的嫦娥數據月球撞擊坑的自動提取新算法

任梓豪，江泓昆，杜文亮，田小林，许敖敖
澳門科技大學 資訊科技學院

會議/刊物名稱：

應用力學與材料，第 599-601 卷，pp1333-1339，2014 年 6 月，EI 檢索

內容簡介：

提出了一種基於太陽能入射角月球撞擊坑檢測新演算法，首先通過檢測嫦娥一號 CCD 圖像邊緣，轉換其爲二值圖像；再計算每個邊緣的太陽入射角的平均角度；每個邊緣的平均角度與整幅圖像的太陽入射角比較後刪除噪聲/假邊緣。最後，用圓擬合從真邊中檢測出撞擊坑。在不同的月海區域，所有測試結果都表明新演算法可以得到滿意的效果。

關鍵詞：

撞擊坑識別、太陽入射角、嫦娥數據

164. A New Auto-Extraction Algorithm of Lunar Craters for Chang'E Data Based on the Solar Incidence Angle

Zi Hao Ren, Hong Kun Jiang, Wen Liang Du, Xiao Lin Tian, Ao Ao Xu
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Applied Mechanics and Materials, Volumes 599 - 601，pp1333-1339, Jun 2014, EI indexed

Abstract:

A new algorithm for detecting lunar craters based on the solar incidence angle has been proposed, which converts the Chang'E CCD images to binary images first by detecting edges in the Chang'E CCD images, then the new algorithm calculates the average angle of the solar incidence angles of each edge, Comparing the average angle of each edge with the solar incidence angle of the whole image to delete those noise/false edges of craters. Finally, the common circle fitting has been implemented to detect craters from those edge images. The new algorithm proposed has been tested on different Mare areas and all testing results had shown that the new algorithm could get a satisfying effect.

Keywords:

Crater identification, Solar incidence angle, Chang'E data

165. 煉油廠中具有原油類型混合要求的原油處理過程的基於線性規劃的煉油計畫方法

伍乃騏，白麗平，周孟初
澳門科技大學 資訊科技學院

會議/刊物名稱：

2014 年 IEEE 自動化科學與工程國際年會論文集，pp. 430-435，2014 年 8 月

內容簡介：

由於離散和連續變數的耦合，求解煉油計畫成為極大的挑戰。本文利用先前獲得的可調度性條件，將其分為 3 個子問題，使得其主要問題可以用線性規劃建模和求解，實現離散和連續變數的解耦，解決了這一挑戰性問題。

關鍵詞：

煉油廠、生產計劃、線性規劃

165. Linear programming-based approach to refining scheduling of crude oil operations in refinery with oil type mixing requirement

N.Q. Wu, L.P. Bai, M.C. Zhou
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Proc. of 2014 IEEE International Conference on Automation Science and Engineering, pp. 430-435, Aug 2014

Abstract:

With both discrete-event and continuous variables, the process of crude oil operations in a refinery is characterized as a hybrid system. The scheduling problem of crude oil operations is naturally combinatorial and challenging. Moreover, with oil type mixing requirement, it may involve nonlinear constraints. No software tools have yet been designed for industrial use due to its difficulty. By studying the problem in a control-theoretic perspective, our prior work proposed a two-level architecture and derived schedulability conditions. For cases where crude oil mixing is required, this work studies the scheduling problem at the upper level to maximize the productivity and process effectiveness in handling different types of oil by distillers. Based on the schedulability conditions, a linear programming-based approach is presented. By this approach, the discrete event and continuous variables are decoupled and the main computation involved is to solve linear programming problems. Thus, it is very efficient and applicable to industrial-size problems.

Keywords:

Oil refinery, Scheduling, Linear programming

166. 一種基於 Petri 網的 E-型混合裝配線平衡的啟發式演算法

蘇平，伍乃騏，于兆勤
澳門科技大學 資訊科技學院

會議/刊物名稱：

國際生產研究雜誌，第 52 卷，第 5 期，pp. 1542-1556，2014 年 3 月，SCI 檢索

內容簡介：

通過 Petri 網建模，建立了問題的整數規劃模型，然後給出了啟發式演算法求解。數位例子表明，其性能良好。

關鍵詞：

裝配線平衡、混合型裝配線、啟發式演算法、Petri 網

166. A Petri net-based heuristic for mixed-model assembly line balancing problem of type-E

P. Su, N.Q. Wu, Z.Q. Yu
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

International Journal of Production Research, vol. 52, no. 5, 1542-1556, Mar 2014, SCI indexed

Abstract:

To effectively respond to the changing market demands, a manufacturer should produce variety of products with small lots. Thus, multiple products (models) are assembled simultaneously on a same line. However, it is very challenging to balance such an assembly line. This paper conducts a study on balancing a mixed-model assembly line of Type E. To solve this problem, a colored-timed Petri net model is developed to describe the task precedence relationship. Also, the optimization problem is formulated as a mathematical programming model. Then, with the models, a two-stage heuristic algorithm is proposed to solve the problem. At the first stage, based on the Petri net model, a P-invariant algorithm (PA) is presented to minimise the number of workstations. At the second stage, a heuristic is proposed to further minimise the cycle time by combining the PA with a binary search algorithm (BSA). Performance of the proposed method is evaluated by an illustrative example and numerical experiments. It is shown that it works well in terms of both solution accuracy and computational efficiency for large size problems.

Keywords:

Assembly line balance, Mixed-model assembly lines, Heuristic, Petri net

167. 具有晶圓重入和駐留時間約束的雙臂組合設備調度

喬岩，伍乃騏，周孟初
澳門科技大學 資訊科技學院

會議/刊物名稱：

IEEE 工業資訊學彙刊，第 10 卷，第 1 期，pp. 286-300，2014 年 2 月，SCI 檢索

內容簡介：

在晶圓駐留時間約束下，具有重入的原子沉積過程(ALD)的組合設備調度問題是挑戰性的。本文研究這一挑戰性問題。利用 Petri 網建模，建立了其可調度性條件，並給出了有效的演算法求解最優週期調度。

關鍵詞：

組合設備、Petri 網、調度、半導體製造

167. Scheduling of dual-arm cluster tools with wafer revisiting and residency time constraints

Y. Qiao, N.Q. Wu, M.C. Zhou
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

IEEE Transactions on Industrial Informatics, vol. 10, no. 1, 286-300, Feb 2014, SCI indexed

Abstract:

In its fabrication, a wafer must meet its residency time constraints, i.e., it must leave its process chamber within a certain time after its process is done. It may need to visit some processing steps for a number of times, called wafer revisiting. For the typical wafer revisiting process of atomic layer deposition (ALD), this paper studies the scheduling problem of dual-arm cluster tools with both residency time constraints and wafer revisiting. To do so, a Petri net model is developed for the system. Then, with the Petri net model and based on a one-wafer cyclic scheduling method previously developed by the authors of this paper, schedulability conditions and scheduling algorithms are derived. The schedulability can be checked by analytical expressions. If schedulable, an optimal one-wafer cyclic schedule can be found by simple calculation. Thus, the proposed approach is very efficient. In addition, with the Petri net model, a simple way is presented to implement the obtained schedule. Illustrative examples are given to show the application of the proposed approach.

Keywords:

Cluster tools, Petri net, Scheduling, Semiconductor manufacturing

168. 晶圓製造中基於基於 Petri 網的混合多組合設備的最優單晶圓周期調度

陽罰軍，伍乃騏，喬岩，周孟初
澳門科技大學 資訊科技學院

會議/刊物名稱：

IEEE 半導體製造彙刊，第 27 卷，第 2 期，pp. 192-203，2014 年 5 月，SCI 檢索

內容簡介：

由於混合多組合設備既含有單臂組合設備又有雙臂組合設備，使得其調度複雜化。通過建立 Petri 網模型，將其調度參數化為機械手等待時間，獲得了一種用解析運算式求最優單晶圓周期調度的有效方法。

關鍵詞：

多組合設備、Petri 網、半導體製造、調度

168. Petri net-based optimal one-wafer cyclic scheduling of hybrid multi-cluster tools in wafer fabrication

F.J. Yang, N.Q. Wu, Y. Qiao, M.C. Zhou
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

IEEE Transactions on Semiconductor Manufacturing, vol. 27, no. 2, 192-203, May 2014, SCI indexed

Abstract:

In a multi-cluster tool, there may be both single and dual-arm cluster tools. Such a multi-cluster tool is called hybrid multi-cluster tool. To operate such a multi-cluster tool, one needs to coordinate different types of robots for accessing the shared buffering modules. Aiming at finding a one-wafer periodic schedule such that the lower bound of cycle time can be reached, this paper conducts a study on scheduling a hybrid multi-cluster tool with its bottleneck tool being process-bound. The tool is modeled by a kind of timed Petri net model. With this model, the scheduling problem is reduced to determining the robots' waiting time. Then, the conditions under which a one-wafer periodic schedule exists such that the lower bound of cycle time can be reached are presented. Based on them, a closed-form algorithm is given to check whether such a one-wafer periodic schedule exists. If so, it is found via simple calculation. Examples are given to show the application of the proposed method.

Keywords:

Multi-cluster tools, Petri net (PN), Semiconductor manufacturing, Scheduling

169. 具有時間約束的單臂組合設備加工模組故障回應方法

喬岩，伍乃騏，潘春榮，周孟初
澳門科技大學 資訊科技學院

會議/刊物名稱：

IEEE 半導體製造彙刊，第 27 卷，第 4 期，pp. 462-474，2014 年 11 月，SCI 檢索

內容簡介：

當組合設備的一個加工模組出現故障時，去掉此模組時系統可能不存在可行週期調度。利用 Petri 網模型，本文提出一種故障回應方法，保證在可行條件下完成已載入系統中晶圓的加工。

關鍵詞：

半導體製造、組合設備、Petri 網、調度、故障響應

169. How to respond to process module failure in residency time-constrained single-arm cluster tools

Y. Qiao, N.Q. Wu, C.R. Pan, M.C. Zhou
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

IEEE Transactions on Semiconductor Manufacturing, vol. 27, no. 4, 462-474, Nov 2014, SCI indexed

Abstract:

Cyclic scheduling and operation of a residency time constrained single-arm cluster tool with failure-prone process modules are highly challenging. In some cases, when a failure occurs, there still exists a feasible cyclic schedule for the performance-degraded tool. In other cases, such a schedule no longer exists. For the latter, it is highly desired to respond to a process module failure properly such that the tool can continue working and the wafers in the tool can be completed in a feasible way. This work is the first one to study this important issue. The idea is to apply Petri nets to describe the dynamic behavior of a single-arm cluster tool. With the developed Petri net model, this paper formulates failure response policies to control the cluster tool such that it can keep working without violating any residency time constraint. The failure response policies are implemented via efficient real-time control laws. Illustrative examples are presented to show their usage.

Keywords:

Wafer fabrication, Cluster tools, Petri net, Scheduling, Failure response

170. 具有兩空位緩衝模組的單臂多組合設備的最優單晶圓周期調度

陽罰軍，伍乃騏，喬岩，周孟初
澳門科技大學 資訊科技學院

會議/刊物名稱：

IEEE 系統、人、控制論：系統彙刊，第 44 卷，第 12 期，pp. 1584-1597，2014 年 12 月，SCI 檢索

內容簡介：

多組合設備緩衝模組的空位數量影響著系統的性能。本文證明，如果每個緩衝模組有兩個空位就存在達到節拍下界的單晶圓週期調度。同時給出了有效方法求解這一調度。

關鍵詞：

多組合設備、Petri 網、調度、半導體製造

170. Optimal one-wafer cyclic scheduling of single-arm multicluster tools with two-space buffering modules

F.J. Yang, N.Q. Wu, Y. Qiao, M.C. Zhou
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

IEEE Transactions on Systems, Man, & Cybernetics: Systems, vol. 44, no. 12, 1584-1597, Dec 2014, SCI indexed

Abstract:

A multi-cluster tool is composed of a number of individual cluster tools linked by buffering modules (BMs). The capacity of a BM can be one or two. Aiming at finding an optimal one-wafer cyclic schedule, this paper explores the effect of two-space BMs on the performance of a multi-cluster tool. A Petri net (PN) model is developed to model it by extending resource-oriented PNs. The dynamic behavior of robot waiting and tasks, process modules, and buffers is well described by the model. This paper shows that there is always a one-wafer cyclic schedule that reaches the lower bound of the cycle time of a process-bound tool. Furthermore, a closed-form algorithm is revealed to find such a schedule for the first time for such multi-cluster tools. Illustrative examples are given to show the application and power of the proposed method.

Keywords:

Multi-cluster tools, Petri net (PN), Scheduling, Semiconductor manufacturing

171. 半導體製造中基於 Petri 網的混合多組合設備的多項式複雜度最優單晶圓調度方法

陽罰軍，伍乃騏，喬岩，周孟初
澳門科技大學 資訊科技學院

會議/刊物名稱：

IEEE 系統、人、控制論：系統彙刊，第 44 卷，第 12 期，pp. 1598-1610，2014 年 12 月，SCI 檢索

內容簡介：

本文研究混合多組合設備的調度問題，證明瞭線性加工占優的混合多組合設備總存在單晶圓週期。在此基礎上給出了求解最優單晶圓週期調度的多項式演算法。

關鍵詞：

混合多組合設備、Petri 網、調度、半導體製造

171. Petri net-based polynomially complex approach to optimal one-wafer cyclic scheduling of hybrid multi-cluster tools in semiconductor manufacturing

F.J. Yang, N.Q. Wu, Y. Qiao, M.C. Zhou
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

IEEE Transactions on Systems, Man, & Cybernetics: Systems, vol. 44, no. 12, 1598-1610, Dec 2014, SCI indexed

Abstract:

Due to the different behavior of single-arm and dual-arm cluster tools, it is challenging to schedule a hybrid multi-cluster tool containing both of them. This paper aims to find an optimal one-wafer cyclic schedule for such a multi-cluster tool. It is assumed that the bottleneck individual cluster tool in it is process-bound, thereby making it process-dominant. To do so, this paper models a hybrid multi-cluster tool with Petri nets. With this model, it derives the conditions under which individual cluster tools can operate in a paced way. Based on these conditions, this paper shows that for any process-dominant hybrid multi-cluster tool there is always a one-wafer cyclic schedule. Then, it develops the algorithms to find the minimal cycle time and the optimal one-wafer cyclic schedule. It is computationally efficient and easy-to-implement in practice. Examples are given to show the application and effectiveness of the proposed method.

Keywords:

Hybrid multi-cluster tools, Petri net (PN), Scheduling, Semiconductor manufacturing

172. 具有駐留時間約束的單臂組合設備故障回應新策略

喬岩，伍乃騏，潘春榮，周孟初
澳門科技大學 資訊科技學院

會議/刊物名稱：

2014 年 IEEE 系統、人和控制論國際年會論文集，2014 年 10 月

內容簡介：

當組合設備的一個加工模組出現故障時，在此條件下可能不存在可行週期調度。利用 Petri 網模型，本文提出一種故障回應方法，保證在可行條件下完成已載入系統中晶圓的加工。

關鍵詞：

晶圓製造、組合設備、Petri 網、調度、故障響應

172. A novel failure response policy for single-arm cluster tools with residency time constraints

Y. Qiao, N.Q. Wu, C.R. Pan, M.C. Zhou
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Proc. of 2014 IEEE International Conference on Systems, Man, & Cybernetics, Oct 2014

Abstract:

It is very challenging to schedule a residency time-constrained single-arm cluster tool with failure-prone process modules. In some cases, when a failure occurs, the degraded tool is not schedulable. However, it is highly desired to respond to a process module failure properly such that the tool can continue working and the wafers in the tool can be completed in a feasible way. Thus, in this paper, Petri net models are developed to describe the discrete-event behavior of a single-arm cluster tool. With the models, failure response policies are given to control the cluster tool such that it can keep working without violating any residency time constraints. They are implemented via efficient real-time control laws. Illustrative examples are presented to show their usage.

Keywords:

Wafer fabrication, Cluster tools, Petri net, Scheduling, Failure response

173. 具有駐留時間約束單臂多組合設備的 Petri 網建模和可調度性分析

朱清華，伍乃騏，喬岩，周孟初
澳門科技大學 資訊科技學院

會議/刊物名稱：

2014 年 IEEE 自動化科學與工程國際年會論文集，2014 年 8 月

內容簡介：

對一個具有駐留時間約束單臂多組合設備求單晶圓週期調度是極大的挑戰。本文利用 Petri 網模型建立了其可調度的充分必要條件。在此基礎上給出了有效的求其最優單晶圓週期調度的方法。

關鍵詞：

多組合設備、Petri 網、調度、半導體製造

173. Modeling and schedulability analysis of single-arm multi-cluster tools with residency time constraints via Petri nets

Q.H. Zhu, N.Q. Wu, Y. Qiao, and M.C. Zhou
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Proc. of 2014 IEEE International Conference on Automation Science and Engineering, Aug 2014

Abstract:

This work investigates the challenging problem of scheduling single-arm multi-cluster tools with wafer residency time constraints. They have linear topology and their bottleneck tool is process-bound. This work aims to find an optimal one-wafer cyclic schedule. With a prior developed Petri net model and the minimal cycle time for a multi-cluster tool without wafer residency time constraints, it derives the necessary and sufficient schedulability conditions. Then, it gives an algorithm to find an optimal one-wafer cyclic schedule if schedulable. Such a schedule is found by simply setting the robots' waiting time for each tool. Thus, it is very efficient and can be used to solve practical problems. Examples are presented to illustrate the applications of the proposed methods.

Keywords:

Multi-cluster tools, Petri net (PN), Scheduling, Semiconductor manufacturing

174. 具有兩空位緩衝模組的單臂多組合設備的最優調度

陽罰軍，伍乃騏，喬岩，周孟初
澳門科技大學 資訊科技學院

會議/刊物名稱：

2014 年 IEEE 自動化科學與工程國際年會論文集，2014 年 8 月

內容簡介：

多組合設備緩衝模組的空位數量影響著系統的性能。本文證明，如果每個緩衝模組有兩個空位就存在達到節拍下界的單晶圓週期調度。同時給出了有效方法求解這一調度。

關鍵詞：

多組合設備、Petri 網、調度、半導體製造

174. Optimal scheduling of single-arm multi-cluster tools with two-space buffering modules

F.J. Yang, N.Q. Wu, Y. Qiao, M.C. Zhou
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Proc. of 2014 IEEE International Conference on Automation Science and Engineering, Aug 2014

Abstract:

A multi-cluster tool is composed of a number of single-cluster tools linked by buffering modules. The capacity of a buffering module can be one or two. Aiming at finding an optimal one-wafer cyclic schedule, this work explores the effect of two-space buffering modules on the performance of a multi-cluster tool. The tool is modeled by a kind of Petri nets. The dynamic behavior of robot waiting and tasks, process modules, and buffers is well captured by the net model. With the model, this work shows that there is always a one-wafer cyclic schedule that reaches the lower bound of the cycle time of a process-dominant tool. Furthermore, a constant-time algorithm is revealed to find such a schedule for the first time for such multi-cluster tools. An illustrative example is given to show the application and power of this new method.

Keywords:

Multi-cluster tools, Petri net (PN), Scheduling, Semiconductor manufacturing

175. 煉油工業中基於控制理論及其模型的原油傳輸的調度方法

伍乃騏，周孟初，白麗平
澳門科技大學 資訊科技學院

會議/刊物名稱：

2014 年 IEEE 機器人和自動化國際年會論文集，2014 年 6 月

內容簡介：

本文首次研究煉油廠中具有雙輸油管道並需輸送高熔點原油的調度問題。與眾不同地從控制理論的角度出發，建立了其混合 Petri 網模型，並給出了有效的調度方法。

關鍵詞：

煉油廠、生產計畫、混合 Petri 網

175. Control-theoretic and model-based scheduling of crude oil transportation for refinery industry

N.Q. Wu, M.C. Zhou, L.P. Bai
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Proc. of 2014 IEEE International Conference on Robotics and Automation (ICRA), Jun 2014

Abstract:

Some refineries need to process both low and high fusion point crude oil. Often storage tanks are located at two geographically different sites, one for low fusion point crude oil and the other for high one. With two storage sites, two pipelines are needed to transport different types of crude oil. It is difficult to enforce the constraints resulting from high fusion point oil transportation. Reducing such transportation cost is among the most important goals sought by refinery industry. This work for the first time studies this scheduling problem from a control-theoretic viewpoint. Due to the hybrid property of the process, the system is modeled by a hybrid Petri net. With this model, an efficient method is presented to schedule the transportation of high fusion point crude oil.

Keywords:

Oil refinery, Scheduling, Hybrid Petri net

176. 具有單空位緩衝模組混合多組合設備的最優單晶圓週期調度分析

陽罰軍，伍乃騏，喬岩，周孟初
澳門科技大學 資訊科技學院

會議/刊物名稱：

2014 年 IEEE 機器人和自動化國際年會論文集，2014 年 6 月

內容簡介：

本文研究具有單空位緩衝模組混合多組合設備的調度問題，建立了存在達到節拍下界的單晶圓週期調度的充分必要條件。在滿足條件的情況下，給出了有效的求解演算法。

關鍵詞：

混合多組合設備、Petri 網、調度、半導體製造

176. Optimal one-wafer cyclic scheduling analysis of hybrid multi-cluster tools with one-space buffering module

F.J. Yang, N.Q. Wu, Y. Qiao, M.C. Zhou
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Proc. of 2014 IEEE International Conference on Robotics and Automation (ICRA), Jun 2014

Abstract:

A multi-cluster tool with both single and dual-arm individual cluster tools is called a hybrid multi-cluster tool. To operate it, one needs to coordinate different types of robots for accessing the shared buffering modules. Aiming at finding a one-wafer periodic schedule such that the lower bound of cycle time can be reached, this work studies its scheduling when its bottleneck individual tool is process-bound. With a timed Petri net model, the scheduling problem is reduced to determine the waiting time of robots. Then, the conditions are presented, under which a one-wafer periodic schedule exists such that the lower bound of cycle time can be reached. Based on them, an efficient algorithm is given to check whether such a one-wafer periodic schedule exists. If so, it is found via simple calculation. An example is given to show its effectiveness.

Keywords:

Hybrid multi-cluster tools, Petri net (PN), Scheduling, Semiconductor manufacturing

177. 基於一般二元關系的鄰域分配屬性約簡

曾祥財，王長忠，嚴杜，李佳澤
澳門科技大學 資訊科技學院

會議/刊物名稱：

2014 年機器學習與控制國際會議論文集，pp. 801-806，2014 年 7 月，EI 檢索

內容簡介：

基於辨識矩陣的屬性約簡是粗糙集理論的重要問題。同樣，辨識矩陣對基於一般二元關系的屬性約簡也十分重要。本文首先提出了基於一般二元關系的屬性約簡的鄰域分配一致集的概念並討論了其主要性質。然後基於鄰域分配辨識矩陣提出了一個新的屬性約簡方法。最後，通過在水污染相關的實際問題中應用已經提出的屬性約簡方法可以獲得污染水質量的主要因素。實例表明了所提出方法的有效性。

關鍵詞：

二元關系的屬性約簡

177. Neighborhood-assignment Attribute reduction based on general binary relations

E.C.C Tsang, Changzhong Wang, Du Yan, Jiaze Li
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Proceedings of International Conference on Machine Learning and Cybernetics, pp. 801-806, Jul 2014, EI indexed

Abstract:

Attribute reduction based on discernibility matrix is one of the important issues in rough set theory. It is also vital to study attribute reduction based on general binary relations. In this paper, the concept of neighborhood-assignment consistent set of attribute reduction based on binary relations is first presented and some of its main properties are discussed. Then, a new attribute reduction method based on a neighborhood- assignment discernibility matrix is proposed. Finally, by applying the proposed attribute reduction method in a practical problem related to water pollutions, some main factors polluting water quality are obtained. The practical example shows that the proposed method is effective.

Keywords:

Attribute reduction, general binary relations

178. 一種建立模糊粗糙分類器的快速算法

曾祥財，趙素雲
澳門科技大學 資訊科技學院

會議/刊物名稱：

2014 年機器學習與控制國際會議論文集，pp. 409-417，2014 年 7 月，EI 檢索

內容簡介：

在這篇文章中，借助嚴格的數學邏輯，我們發現了相似關系和下近似之間的關系。基於這種關系，本文設計了一種快速演算法，建立基於模糊分類器的規則。最後，數值實驗表明了所提演算法的高效性和有效性。

關鍵詞：

模糊分類器

178. A Fast Algorithm to Building a Fuzzy Rough Classifier

Eric C.C. Tsang, Suyun Zhao
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Proceedings of International Conference on Machine Learning and Cybernetics, pp. 409-417, Jul 2013, EI indexed

Abstract:

In this paper, by strict mathematic reasoning, we discover the relation between the similarity relation and lower approximation. Based on this relation, we design a fast algorithm to build a rule based fuzzy rough classifier. Finally, the numerical experiments demonstrate the efficiency and the affectivity of the proposed algorithm.

Keywords:

Fuzzy rough set classifier

179. 基於遺傳算法的人臉識別

秦擎，曾祥財
澳門科技大學 資訊科技學院

會議/刊物名稱：

2014 年機器學習與控制國際會議論文集，pp. 136-143，2014 年 7 月，EI 檢索

內容簡介：

近年來，人臉識別已經成為許多領域特別是刑事偵查領域的一個重大問題。為了縮小對犯罪嫌疑人的搜索範圍，有必要採用一種方法快速有效地搜索嫌犯。本文利用遺傳演算法實現了人臉識別技術。文中提出了如何選擇適度函數和實現染色體編碼的唯一選擇方法。 因為人臉有不同的表情並且照片有不同的角度，所以給識別帶來了極大困難，本文採用面部，眼睛和嘴作為特徵提取不但減小了不利因素的風險而且提高了識別率。這三個特徵融合可以形成一個新面孔。在人臉匹配過程中，每一個特徵的主成分是相似性計算的基礎。此外，適度函數還可以用來度量嫌疑人的特點和每個特徵的主成分間的歐氏距離。利用染色體的適應度值可以完成人臉自動識別。

關鍵詞：

遺傳算法

179. Face Recognition Using Genetic Algorithm

Qin Qing, Eric C.C. Tsang,
Faculty of Information Technology, Macau University of Science and Technology

Name of conference/journal:

Proceedings of International Conference on Machine Learning and Cybernetics, pp. 136-143, Jul 2014, EI indexed

Abstract:

Nowadays human face recognition becomes more and more important and it has be-come one of primary subjects in the research areas of image processing. Discriminating between faces is not easy because they contain the same features such as eyes, mouth, nose etc. Small differences could be found in the positions of these features in the faces, the general face shape and in color. Many approaches for face recognition have been developed; Chellappa et al. present in an overview of the different face recognition techniques. Among these techniques, subspaces based methods (such as Eigenfaces and Fisherfaces etc.) have been successfully applied, because these methods allow efficient characterization of a low-dimensional subspaces while pre-serving the perceptual quality of a very high-dimensional face image. Eigenface method based on PCA is the most popular method. Criminal Investigation using genetic algorithm to achieve a high efficiency is of practical significance. GA identifies the characteristics of main suspects and performs automatic matching. By using this method, the number of identified suspects could be reduced from hundreds to a few. Thus, the police could narrow down the scope of investigating the suspects.

Keywords:

Genetic algorithm

180. 消費者拒絕研究：來自中國的證據

卜慧美，石貴成，劉丁己
澳門科技大學 商學院

會議/刊物名稱：

美國營銷協會教育者年會論文集，2014 年 8 月

內容簡介：

在許多發展中國家如中國，本國居民不喜歡國貨的現象非常普遍。在深度回顧相關文獻的基礎上，本研究開發了新的構念——消費者拒絕來描述本國居民對於本國產品的負面態度。消費者排斥由三個維度構建，包括情感拒絕、理性拒絕和意志拒絕。本研究利用 221 個中國消費者樣本開發了消費者排斥的衡量量表。研究結論表明該衡量量表具有良好的信度水準、單維性、內斂效度與判別效度。

關鍵詞：

OCT 圖像、珍珠鑒定、珍珠層厚度自動測量

180. A Study on Consumer Repulsion: Evidence from China

H.M. Bu, G.C. Shi, M. Liu
School of Business, Macau University of Science and Technology

Name of conference/journal:

American Marketing Association Educators' Conference Proceedings, Aug 2014

Abstract:

In some emerging markets like China, people can observe a common phenomenon that native consumers do not like to consume domestic products when foreign products are available. Based on an intensive literature review, this research introduces a construct---consumer repulsion to articulate the native consumer’s unfavorable attitude toward domestic product. It conceptualizes consumer repulsion and proposes a three-dimension measurement model for it involving affective repulsion, cognitive repulsion and conative repulsion. A measurement scale for consumer repulsion is developed and validated based on 221 samples of Chinese consumers by testing two kinds of samples including car (high-risk & high-price), milk powder (high-risk & low price) respectively. Empirical results indicate good reliability and unidimensionality as well as acceptable convergent validity and discriminant validity for the measures.

Keywords:

Consumer disidentification, Consumer repulsion, Scale development

181. 負責任博彩與客戶承諾

石貴成，曹婷，劉丁己，卜慧美
澳門科技大學 商學院

會議/刊物名稱：

2014 世界商業倫理論壇論文集，2014 年 12 月

內容簡介：

本研究探討澳門博彩運營商的責任博彩行為對於客戶承諾的影響作用。相對於企業社會責任這個用來探討商業倫理的較為寬泛的概念，大多數顧客對於責任博彩的活動更加有清晰地界定。本研究將責任博彩細化為兩種活動：控制行為和促進行為。研究搜集 299 個澳門博彩客戶之樣本數據，以此開發了責任博彩的衡量量表，並驗證了責任博彩對於顧客承諾的正向影響。

關鍵詞：

企業社會責任、負責任博彩、客戶承諾

181. Responsible Gambling and Customer Commitment

G.C. Shi, T. Cao, M. Liu, H.M. Bu
School of Business, Macau University of Science and Technology

Name of conference/journal:

Proceedings of the World Business Ethics Forum 2014, Dec 2014

Abstract:

The study discusses the effect of responsible gambling of gaming operators in Macao on customer commitment. Corporate social responsibility (CSR) seems to be more widely used when the scholars discuss the business ethics of gaming operators. Compared with CSR, it is more possible for a majority of the customers to be aware of the responsible gambling relative activities, inactive clear and definitive perception. The framework, therefore, facilitates a creativity hierarchy of responsible gambling and divide the concept into two activities: control behavior and promotion behavior. Besides the above, the study developed a new scale of responsible gambling that is more appropriate to measure the customer's awareness and attitudes. It assessed 299 Macao gambling customers' cognition of the responsible gambling activities. The results depict the relationship between responsible gambling and the customer commitment.

Keywords:

Corporate social responsibility, Responsible gambling, Customer commitment

182. 台灣再生能源未來發展趨勢

陳省宏，Lee HI
澳門科技大學 商學院

會議/刊物名稱：

再生及可持續能源評論期刊，37(2014)，215-228，2014 年 9 月，SCI 檢索

內容簡介：

由於環境保護、經濟發展的考慮，新能源的發展是未來各國發展的趨勢。本文綜合目前各國的發展現況，考慮台灣特有環境，對台灣再生能源未來發展趨勢進行全方位評論的相關研究。

關鍵詞：

可持續發展、再生能源

182. Comprehensive Overview of Renewable Energy Development in Taiwan

H.H. Chen, H.I. Lee
School of Business, Macau University of Science and Technology

Name of conference/journal:

Renewable and Sustainable Energy Reviews, 37 (2014), 215-228, Sep 2014, SCI indexed

Abstract:

The paper develops a conceptual model, which is composed of a fuzzy analytic network process with interpretive structural modeling and benefits, opportunities, costs and risks, to help analyze suitable strategic products. The empirical study shows that the conceptual model can effectively and precisely handle such a complicated problem and can lead to an outstanding performance result.

Keywords:

Susyainable Developemnt, Renewable Energy

183. 概念性數學模型進行有關的能源資源戰略規劃的研究

陳省宏，Chen, S
澳門科技大學 商學院

會議/刊物名稱：

能源資源期刊：經濟、規劃及政治，第 9 卷，第 3 期，2014 年 7 月，SCI，EI 檢索

內容簡介：

由於環境保護、經濟發展的考慮，新能源的發展是未來各國發展的趨勢。該期刊文章是首先通過研究影響能源資源的重要因素，再建構概念性數學模型來進行有關的能源資源戰略規劃的研究。

關鍵詞：

能源資源、再生能源

183. The Conceptual Model for Strategic Planning of Energy Sources

Chen Hsing Hung, Chen, S.
School of Business, Macau University of Science and Technology

Name of conference/journal:

Energy Source, Part B: Economics, Planning and Policy, Volume 9, Issue 3, pp. 248-255, July 2014, SCI, EI indexed

Abstract:

Because of the maturity of advanced technologies and the urgent requirement of maintaining a healthy environment with reasonable price, generating electricity from alternative resources in China will become the main trend in the near future. However, how to select a suitable strategic planning of energy sources among stakeholders has not been comprehensively discussed in previous literatures and is becoming more important and complex. Accordingly, the paper first discusses the conceptual model for strategic planning of energy sources, its critical decision-making factors, and then introduces an analytic hierarchy process with benefits, opportunities, costs and risks to help in selecting the suitable planning and policy about energy sources.

Keywords:

Energy Sources, Renewable Energy

184. 國際聯盟戰略與再生能源企業績效的關係

陳省宏，H.I. Lee，S.H. Xing
澳門科技大學 商學院

會議/刊物名稱：

再生能源期刊，第 69 卷，pp. 464-472，2014 年 9 月，SCI 檢索

內容簡介：

吸收能力是知識密集產業的可持續競爭的關鍵因素。該文章是通過吸收能力做仲介變數來研究各種國際聯盟戰略與再生能源企業績效的關係。通過概念性模型來分析，最後提出不同的國際聯盟戰略必須配合不同的運營管理以達最優績效。

關鍵詞：

國際聯盟戰略、吸收能力

184. The relationships of different modes of international alliance with performance of renewable energy enterprises

H.H. Chen, H.I. Lee, S.H. Xing
School of Business, Macau University of Science and Technology

Name of conference/journal:

Renewable Energy Journal, Volume 69, pp. 464-472, Sep 2014, SCI indexed

Abstract:

The characteristics of direct investment, original equipment manufacture, original design manufacture and contractual licensing are quite different. The paper employs absorptive capacity to mediate the relationships between international alliance modes and the performance of firms. However, the theory of transaction cost economics is inadequate for addressing how well the technological knowledge develops in the organization. Thus, a conceptual model to analyze the tension between product strategies and their strategy implementation is proposed. After practical investigation, the paper finds the most suitable alliance modes and their corresponding operations management at different levels of supply chains in renewable energy industry.

Keywords:

International Alliance, Absorptive Capacity

185. 中國傳統拍賣業者網絡拍賣接受意愿研究

黃斐，王佳，殷致
澳門科技大學 商學院

會議/刊物名稱：

商業研究，第 12 期，2014 年 12 月，PKU 檢索

內容簡介：

本文將感知價值概念與整合性科技接受模型聯系結合,在深化技術接受理論研究的基礎上提出聯系感知價值的整合用戶接受模型，並運用該模型研究了感知價值的內涵維度構建、感知價值、社會影響和助益情境等主幹因素對于接受意願的影響,以及檢驗年齡、性別和工作中上網時長等因素對於上述關系的調節作用。實證研究結果 顯示模型的主要感知價值內涵維度 (感知易用不顯著)和主幹關系皆為顯著，而且年齡和工作中上網時長在感知價值和助益情境對於接受意願的影響關系中有明顯地調節作用。

關鍵詞：

用戶接受意愿、感知價值、技術接受模型、 網絡拍賣

185. Research on Chinese Traditional Auction Agents' Intention to Online Auction

Fei Huang, Jia Wang, Zhi Yin
School of Business, Macau University of Science and Technology

Name of conference/journal:

Commercial Research, No. 12, Dec 2014, PKU indexed

Abstract:

Combining the concept of "Perceived Value" with the unified theory of acceptance and use of technology(UTAUT),the paper develops unified user acceptance model with perceived value focus by deepening the study of classic technology acceptance theories,and applies the new model into the empirical study on the influence of main factors such as dimensions of "perceived value", "perceived value", social influence and facilitating conditions on Chinese traditional auction agents' intention to online auction.

Keywords:

User acceptance intention, Perceived value, TAM, Online auction

186. 產品線設計與供應商選擇：一個多目標範例

鄧盛，R Aydin，鄺振傑，黃瀆
澳門科技大學 商學院

會議/刊物名稱：

計算機與工業工程，第 70 卷，pp. 150-158，2014 年 4 月，SCI 檢索

內容簡介：

本論文提出整合產品線設計和供應商選擇的多目標優化的方法來解決企業最大化利潤，優化質量與績效以及最小化產品線成本的問題。

關鍵詞：

產品線設計、供應商選擇、多目標優化

186. Integrated product line design and supplier selection: A multi-objective optimization paradigm

S Deng, R Aydin, CK Kwong, Y Huang
School of Business, Macau University of Science and Technology

Name of conference/journal:

Computers & Industrial Engineering, Volume 70, pp. 150-158, Apr 2014, SCI indexed

Abstract:

In this paper, a methodology for integrated product line design and supplier selection is proposed to address the shortcomings in which a multi-objective optimization model is formulated to determine their specifications and select suppliers for maximizing the profit, quality and performance as well as minimizing the cost of the product line.

Keywords:

Product line design, Supplier selection, Multi-objective optimization

187. 學術期刊對技術發展影響可以被評估嗎?以專利文件中引用非專利文獻的分析

廖宜慶，詹德益，樊晉源，江成欣
澳門科技大學 商學院

會議/刊物名稱：

科學計量，第 101 卷，第 1 期，pp. 17-37，2014 年 10 月，SSCI 檢索

內容簡介：

期刊排名與期刊評估對於政府'研究機構及科學研究都相當重要，並且成為評估研究人員研究績效及獲得研究經費的評估準則。然而，目前制度中，以期刊影響指數(IF)為標準，僅考量了學術期刊之間彼此的飲用關係。但期刊影響指數並未將學術期刊在技術發展上的影響力納入考量，故本研究提出以專利檔中引用非專利文獻作為評估期刊技術影響力的方法；同時也比較期刊的學術影響與技術發展影響的排名。專利文件中引用非專利文獻可計算出智慧財產引用指數(IPCI)，在不同領域中，IPCI 和 IF 的關係也不同；某些領域中，兩者呈現正向關係。本研究結果提供一個新的視角去評估學術期刊的技術價值，影響在科學與技術領域特別明顯。本研究考量了科學與技術的連結，提供期刊利害關係人評估期刊價值及期刊排名的新觀點。

關鍵詞：

非專利引用文獻、期刊排名、影響指數

187. Can the technological impact of academic journals be evaluated? The practice of non-patent reference (NPR) analysis

Yi-Ching Liaw, Te-Yi Chan, Chin-Yuan Fan, Cheng-Hsin Chiang
School of Business, Macau University of Science and Technology

Name of conference/journal:

Scientometrics, Volume 101, Issue 1, pp. 17-37, Oct 2014, SSCI indexed

Abstract:

Journal rankings and journal ratings are important to governments, research institutes, and scientific research in general, and they frequently serve as the criteria for evaluating research performance to determine whether specific researchers will receive promotions and/or earn research grants. However, the only widely adopted journal assessment method is known as impact factor (IF), which focuses on citations in academic journals. However, IF disregards the technological applications and value of academic journals. In this article, we propose a method to rank academic journals that utilizes nonpatent references in patent documents. We also compare the differences between journal rankings derived by using IF with those derived from the Intellectual Property Citation Index (IPCI) across different fields; moreover, some fields contain positive and significant correlations between IF and the IPCI. The results of this study offer a new perspective from which to assess the technological value of academic journals, particularly those in the technological and scientific fields. This study considers linkages among science and technology and the needs of the stakeholders in journal assessment to shed light on journal assessment and journal ranking methods.

Keywords:

Non-patent reference, Journal ranking, Impact factor

188. 在電子商務中基於延遲時間的集散中心決策

陶章，李新，黃波
澳門科技大學 商學院

會議/刊物名稱：

第 7 屆計算機科學與優化國際會議論文集，pp. 181-184，2014 年 7 月，EI 檢索

內容簡介：

本篇文章運用數學方法研究集散中心的選址問題。我們運用綫性規劃的方法，在考慮到延遲時間的情況下，研究集散中心的產能和選址問題。我們還研究了集散中心成本決策的顯著影響，並且在考慮時間延遲的情況下如何制定決策。

關鍵詞：

決策制定、電子商務、綫性規劃、廠址定位

188. Distribution center's decisions in E-commerce with the consideration of delivery time

Zhang Tao, Xin Li, Bo Huang
School of Business, Macau University of Science and Technology

Name of conference/journal:

Distribution center's decisions in E-commerce with the consideration of delivery time, pp. 181-184, Jul 2014, EI indexed

Abstract:

The aim of this paper is to present a mathematical approach to support the decision making of distribution center location. We use the LP model to decide the (distribution center) DC's capacity and location with the consideration of delivery time. We find that the time cost effects decision of distribution center location significantly and suggest that manager should involve cost of time in their decision making process.

Keywords:

Decision making, Electronic commerce, Linear programming, Facility location

189. 亞太區銀行效率與股東價值研究

傅曉青，林永佳，Philip Molyneux
澳門科技大學 商學院

會議/刊物名稱：

國際金融市場，機構及貨幣期刊，第 33 卷，pp. 200-222，2014 年 11 月，SSCI 檢索

內容簡介：

本文用面板數據研究亞太區 14 個國家銀行效率與股東價值之間的關係。實證結果表明銀行通過改善成本及利潤效率對股東價值有正面影響，但是該影響會隨著時間而改變， 同時還發現銀行規模及風險會影響銀行績效。

關鍵詞：

銀行效率、股東價值、亞太區銀行

189. Bank Efficiency and Shareholder Value in Asia Pacific

Xiaoqing (Maggie) Fu, Yongjia (Rebecca) Lin, Philip Molyneux
School of Business, Macau University of Science and Technology

Name of conference/journal:

Journal of International Financial Markets, Institutions and Money, Volume 33, pp. 200-222, Nov 2014, SSCI indexed

Abstract:

This paper uses dynamic panel estimation approaches to investigate the relationship between shareholder value and efficiency for a large sample of commercial banks in 14 Asia-Pacific economies between 2003 and 2010. In general, the results indicate that shareholder value is positively linked to improvements in both cost and profit efficiency, and the influence varies over time. The findings also suggest that bank size, credit losses, and market risk significantly influence bank performance. These results are robust to various model specifications.

Keywords:

Bank efficiency, Shareholder value, Banks in Asia Pacific

190. 現金持有會減弱貨幣政策的效果嗎？——來自中國製造業上市公司的證據

馬如飛
澳門科技大學 商學院

會議/刊物名稱：

經濟與管理研究，第 2 期，pp.112-118，2014 年 2 月，PKU，CSSCI 檢索

內容簡介：

本文利用中國製造業上市公司的數據檢驗了現金持有是否會減弱貨幣政策對企業投資決策的影響效果。研究表明，持有現金越多的企業，其投資受貨幣政策影響的程度越小。進一步的研究還發現，現金持有對貨幣政策效果的影響依賴於企業對銀行貸款的依賴性。銀行貸款依賴性高的企業，現金持有在減弱貨幣政策對企業投資的影響方面扮演著更重要的角色。本文的結果解釋了企業在緊縮的貨幣政策下持有更多現金的動機。

關鍵詞：

現金持有、貨幣政策、企業投資

190. Does Cash Holdings Affect the Effectiveness of Monetary Policy? — Evidence from China's Manufacturing Listed Companies

Rufei Ma
School of Business, Macau University of Science and Technology

Name of conference/journal:

Research on Economics and Management, Issue 2, pp. 112-118, Feb 2014, PKU, CSSCI indexed

Abstract:

Using the data of China's manufacturing listed companies, this paper examines whether cash holdings influence the effect of monetary policy on firms investment. The result shows that investment of firms those holding more cash received less impact by monetary policy. The result also shows that the influence of cash holding on effectiveness of monetary policy depends on bank dependent; we find that cash holdings play more important role in the firms those banks dependent. This result confirms the precaution motivation of cash holding when monetary policy changes.

Keywords:

Cash Holdings, Monetary Policy, Firm Investment

191. 評估不同操作策略對倉儲可靠性的影響

K.L. Choy，盛妮，H.Y. Lam，賴嘉偉，K.H. Chow，G.T.S. Ho
澳門科技大學 商學院

會議/刊物名稱：

國際生產研究雜誌，第 52 卷，第 3 期，pp. 662-678 ，2014 年 2 月，SCI 檢索

內容簡介：

本研究建立了一個用於分析倉儲系統可靠性的評價模型，可用以模擬評估倉儲系統在不同操作策略下的可靠性。研究結果表明，物流服務供應商可以通過在動態操作環境中通過實施預防性的維護措施從而強化資源的耐用性。

關鍵詞：

倉儲操作、可靠性、資源基礎理論

191. Assess the effects of different operations policies on warehousing reliability

K.L. Choy, N. Sheng, H.Y. Lam, Ivan K.W. Lai, K.H. Chow, G.T.S. Ho
School of Business, Macau University of Science and Technology

Name of conference/journal:

International Journal of Production Research, Vol. 52, No. 3, 662-678, Feb 2014, SCI indexed

Abstract:

In this study, an assessment model for analysing the reliability of a warehouse system, focusing on resource capability, under given combinations of storage, routing, batching and zoning process policies, is proposed. A reliability assessment model is developed in order to evaluate the effect of different combinations of operations policies on warehouse reliability. The result could help logistics service providers enhance resource durability through modifying operations policies and by implementing proper preventive maintenance policies within a dynamic operations environment.

Keywords:

Warehouse operations, Reliability, Resource-based view

192. 負面宣傳後如何修復高風險產品的客戶信任

曹婷，石貴成，尹彥婷
澳門科技大學 商學院

會議/刊物名稱：

南開管理評論國際版，第 5 卷，第 4 期，pp. 382-393，2014 年 9 月

內容簡介：

該論文意圖探索負面宣傳後如何修復高風險產品的客戶信任，論文以中國奶製品業為研究背景，調查了 204 位中國大陸的奶製品消費者，論文的結論為高風險產品企業在負面宣傳後如何修復高風險產品的客戶信任提供了指導。

關鍵詞：

重購意願、道歉、客戶信任修復、高風險產品

192. How to repair customer trust of high-risk products after negative publicity

Ting Cao, Guicheng Shi, Yanting Yun
School of Business, Macau University of Science and Technology

Name of conference/journal:

Nankai Business Review International, Volume 5, Issue 4, pp. 382-393, Sep 2014

Abstract:

This paper aims to explore the efficiency of various customer trust repair efforts for high-risk products that are closely related with the safety and health of customers after negative publicity. Taking the Chinese dairy industry as the research context, this research adopted quantitative survey methodology using self-administered questionnaires to collect data of 204 dairy consumers in mainland China. Hypotheses tests were conducted using structural equation modeling.The findings of this paper provide the high-risk product companies with guidance about how to repair customer trust after negative publicity.

Keywords:

Repurchase intention, Apology, Customer trust repair, High-risk product

193. 社會責任強的博彩公司更能留住管理人員嗎？一個內部客戶視角

劉丁己，黃業堅，R. Chu，石貴成，J. Brock，T. Tseng
澳門科技大學 商學院

會議/刊物名稱：

亞太營銷與物流期刊，26(4)，520-539，2014 年 8 月

內容簡介：

該研究意圖探索企業社會責任感知如何影響企業內部客戶的偏好和離職意願通過對 138 個澳門博彩公司中高級雇員的調查研究發現博彩公司的企業社會責任感知可以顯著降低中高級雇員的離職意願。

關鍵詞：

企業社會責任、離職意願、偏好、內部客戶、博彩公司

193. Can a socially responsible casino better retain its management staff? From an internal customer perspective

M. Liu, I. Wong, R. Chu，G.C. Shi, J. Brock, T. Tseng
School of Business, Macau University of Science and Technology

Name of conference/journal:

Asia Pacific Journal of Marketing and Logistics, 26(4), 520-539, Aug 2014

Abstract:

This study aims to investigate how perceived corporate social responsibility (CSR) initiatives influence internal customers' preference and turnover intention. The mediating effect of brand preference on the relationship between CSR initiatives and turnover intention has also been studied. A survey was conducted and questionnaires were distributed to a sample in Macau in 2012. Out of these, 138 valid samples were collected among casinos' mid- and senior level employees having managerial positions the results point out that managers' preference for the casino brand of their employer can be enhanced by perceptions associated with CSR initiatives. Two CSR initiatives (CSR to stakeholders and to society) significantly decrease managers' turnover intentions, with the impact of CSR directed at stakeholders exerting a stronger influence. Brand preference is a significant mediator of perceptions associated with CSR initiatives and turnover intention.

Keywords:

CSR, Turnover intention, Preference, Internal customer, Casino

194. 管理層報酬激勵和國有企業績效

簡建輝，趙世勇
澳門科技大學 商學院

會議/刊物名稱：

探索醫藥期刊，第 62 卷，第 8 期，2014 年 12 月，SCI 檢索

內容簡介：

本論文探討了國有企業高管的薪酬激勵和企業績效的關係。

關鍵詞：

薪酬激勵、國有企業

194. Executive Pay Incentives and the Performance of State-owned Enterprises

Jian Jianhui, Zhao Shiyong
School of Business, Macau University of Science and Technology

Name of conference/journal:

Journal of Investigative Medicine, Vol. 62, No. 8, Dec 2014, SCI indexed

Abstract:

This paper examines the relationship between management incentive pay and performance of SOEs.

Keywords:

Pay Incentive, State-owned Enterprises

195. 博彩娛樂場的服務質量、顧客滿意和顧客忠誠：會員身份的影響

石永東，**Prentice**，**Catherine**，何偉
澳門科技大學 商學院

會議/刊物名稱：

國際酒店管理雜誌，第 40 卷，pp. 81-91，2014 年 7 月，SSCI 檢索

內容簡介：

本文比較了博彩娛樂場的會員和非會員在服務質量評價、顧客滿意和顧客忠誠方面的區別，探討了這些變量之間的關係。尤其是，本研究檢驗了顧客滿意在服務質量和顧客忠誠的仲介作用。選擇了澳門六家典型的博彩娛樂場，通過對其顧客進行問卷調查來收集數據。結果顯示非會員對服務質量的評價高於會員，然而會員的忠誠度高於非會員。仲介效應的檢驗表明，對會員而言、顧客滿意可以提高顧客忠誠，但是對非會員卻並非如此。最後，本研究還針對每一家博彩娛樂場，探討了服務質量的五個緯度對顧客滿意和顧客忠誠的不同影響效果。本研究對顧客忠誠理論和博彩娛樂場的管理實踐都有所貢獻。

關鍵詞：

會員身份、服務質量、顧客滿意、顧客忠誠、博彩娛樂場營銷、澳門

195. Linking service quality, customer satisfaction and loyalty in casinos, does membership matter?

Yongdong Shi, Prentice, Catherine, Wei He
School of Business, Macau University of Science and Technology

Name of conference/journal:

International Journal of Hospitality Management, Volume 40, pp. 81-91, Jul 2014, SSCI indexed

Abstract:

The paper compares casino service quality evaluations, customer satisfaction and loyalty between casino members and nonmembers, and investigates the relationships among these variables. In particular, the study examines a mediation relationship by proposing that customer satisfaction intervenes between casino service quality and customer loyalty. The investigation is undertaken at six Macau casinos that provide membership to customers. The results show that customers without holding any membership have higher evaluations of casino service quality; nevertheless, casino members tend to choose the casino which they hold membership with as their first choice. The mediation testing indicates that including customer satisfaction in the model increases the variance in customer loyalty only in the case of casino members. Finally, each casino service quality.

Keywords:

Membership, Service quality, Customer satisfaction, Customer loyalty, Casino marketing, Macau

196. 團購點評行為意願影響因素的實證分析

何偉，石永東，俞路平
澳門科技大學 商學院

會議/刊物名稱：

中國管理科學，第 22 卷，pp. 8-14，2014 年 11 月，PKU，CSSCI 檢索

內容簡介：

團購點評資訊對消費者的購買決策有重要影響，現有對網絡社區用戶知識分享意願的研究結論未必都適用於團購點評行為。本文基於計劃行為理論構建了團購點評行為意願的影響因素模型並進行了實證研究，對與前人研究結論的不壹致性進行了合理解釋。結果表明社區威望、專業知識、組織氛圍和自我效能都對團購點評行為意願有正向影響。然而，有形回報和資源條件對團購點評行為意願無顯著正向影響。研究深化了對團購點評行為的認知，有助於理解如何激勵團購用戶參與點評，為團購網站改善服務提供依據。

關鍵詞：

計劃行為理論、團購、點評意願、影響因素

196. Influence Factors of Commenting Intention for Group-Buying Consumers: An Empirical Study

Wei He, Yongdong Shi, Luping Yu
School of Business, Macau University of Science and Technology

Name of conference/journal:

Chinese Journal of Management Science, Volume 22, pp. 8-14, Nov 2014, PKU, CSSCI indexed

Abstract:

Comments are very important for Group-Buying (GB) consumers in their purchase decision. The previous findings about users' knowledge sharing intention in network communities are probably not applicable in GB. Based on the theory of planned behavior, this empirical study builds a model to investigate the influence factors of commenting intention for GB consumers, and explains the reasons for the inconsistent findings. Results show that community prestige, professional knowledge, organizational climate and self-efficacy have positive influences on the commenting intention for GB consumers. But tangible rewards and resource condition have not positive influences on the commenting intention. This study deepens the insights of GB consumers' commenting behavior, helps to understand how to encourage consumers participate comments, and provides evidences for GB websites to improve their service quality.

Keywords:

Theory of planned behavior, Group-buying, Commenting intention, Influence factors

197. 博彩業對澳門人力資本結構影響研究——以收入差距的視角

宋雅楠，于楠
澳門科技大學 法學院

會議/刊物名稱：

澳門科技大學學報，第 8 卷，第 1 期，pp. 77-83，2014 年 6 月

內容簡介：

博彩業是澳門經濟發展的支柱產業，但隨著博彩業的一支獨大，澳門人力資本發展單一化和人才短缺的問題加劇。本文通過建立人力資本結構與收入差距、博彩業增長的向量誤差修正模型，利用 2000-2012 年的季度數據，分析博彩業增長和各行業與博彩業的收入差距對澳門行業人力資本結構的影響狀況，並通過脈沖響應曲線圖及方差分解分析收入差距和博彩業發展對各行業人力資本結構的沖擊反應及其重要性。研究發現博彩業與製造業、批發及零售業、運輸倉儲及通訊業、公共行政及社保事務業、醫療衛生及社會福利業的收入差距會對其行業人力資本結構產生負向影響，而酒店及飲食業、不動產及工商服務業和醫療衛生及福利業人力資本將隨著博彩業的發展帶動產生正向增長效應。

關鍵詞：

博彩業、人力資本結構、收入差距、向量誤差修正模

197. The Impact of Gaming Industry on Human Capital Structure in Macau---From Aspect of Income Inequality

Song Yanan, Yu Nan
School of Business, Macau University of Science and Technology

Name of conference/journal:

Journal of Macau University of Science and Technology, Vol 8 No 1 pp. 77-83, Jun 2014

Abstract:

With the Gaming industry playing more and more important role as the pillar industry in Macau's economy, the human capital simplification and shortage are worse. This paper establishes the Vector Error Correction (VEC) Model among industrial human capital structures and income inequality, growth of Gaming industry by using 2000-2012 quarterly data, to analyze the impact of gaming industry on income inequality and human capital structure. And this paper also analyzes the impulse response and variances decomposition of industrial income inequality and growth of Gaming industry to the industrial human capital structures. This paper finds the income inequality between gaming industry and manufacturing, whole sales and retailing, transportation and storage and telecommunication, public administration, real estate and commercial business, health and welfare industries has negative impact on industrial human capital structures; and the growth of gaming industry has some positive impact on the hospitality and catering, real estate and commercial business, health and welfare industries.

Keywords:

Gaming industry, Human Capital Structure, Income Inequality,VEC Model

198. 中巴直接投資與貿易關係研究

宋雅楠
澳門科技大學 商學院

會議/刊物名稱：

2014 第二屆教育、管理和社會科學國際會議，第 6 卷，pp. 154-157，2014 年 5 月，CPCI-SSH 檢索

內容簡介：

中國與巴西作為世界上新興經濟體，作為 WTO 的主要發展中大國成員，近年來經濟增長迅速，占世界貿易的比重不斷提高，在世界經濟、政治上的影響也日益增加。研究中國與巴西的經貿關係，建立有效的合作途徑與機制對於兩國乃至世界經濟的發展都具有很大的現實意義。本文分析了中國對巴西的初級產品進口以及出口總額、中國對巴西的工業製成品進口以及出口總額同中國對巴西的對外直接投資總額的影響。研究結果得出，初級產品進口貿易、工業製成品進口貿易分別與對外直接投資雙向正相關，具有促進作用。初級產品出口貿易、工業製成品出口貿易分別與對外直接投資雙向負相關，具有抑制作用。同時，中巴進出口貿易與對外直接投資間的相互影響力非常不對稱，進出口貿易對對外直接投資的影響大，對外直接投資對進出口貿易的影響小。

關鍵詞：

對外直接投資、雙邊貿易、VEC 模型、初級產品、製成品

198. Relations between China's Foreign Direct Investment and Trade with Brazil

Yanan Song
School of Business, Macau University of Science and Technology

Name of conference/journal:

2014 2nd International Conference on Education, Management and Social Science, pp. 154-157, May 2014, CPCI‐SSH indexed

Abstract:

As the emerging economies and major developing members of WTO, the bilateral trade of China and Brazil has grown robustly over the past few years, although with the conflicts on trade frictions and anti-dumping issues. The foreign direct investment from China to Brazil has also increased rapidly under the effect of kinds of factors. The aims of this paper are to examine the causal relationship between China's outflow foreign direct investment (OFDI) and trade (imports and exports) to Brazil, and to find out whether exports from China are complements or substitute to the FDI in Brazil. The results indicate the growth of China's imports of primary products and exports of manufactured products cause the growth on OFDI to Brazil significantly, while the OFDI to Brazil shows no significant causes on China-Brazil bilateral trade values.

Keywords:

OFDI, Bilateral Trade, VEC Model, Primary Products, Manufactured Products

199. 車輛擁有量與二氧化碳減排之優化

唐華軍，龐川，吳志圖
澳門科技大學 商學院

會議/刊物名稱：

國際運輸與物流期刊，第 6 卷，第 4 期，pp. 412-421，2014 年 6 月，SSCI 檢索

內容簡介：

這篇論文旨在減少澳門免費穿梭巴士的二氧化碳排放量。首先，該文調研了澳門 15 家主要娛樂場的免費巴士營運情況，然後建立了一系列整數規劃模型來優化免費巴士的數量，將原有總量下降了 49.4%，最後在車輛總量優化的基礎上分析了在保持原有服務水準的前提下車輛排放的二氧化碳總量下降了 60.4%。

關鍵詞：

車輛調度、車輛擁有量、減排、優化、免費穿梭巴士

199. Optimisation of vehicle population and reduction of CO 2 emission

Tang Huajun, Pang Chuan, Ng Chi-to
School of Business, Macau University of Science and Technology

Name of conference/journal:

International Journal of Shipping and Transport Logistics, Issue 4, pp. 412-421, Jun 2014, SSCI indexed

Abstract:

This paper aims to reduce the population and CO2 emission of the free shuttle bus (FSB) in Macau. Firstly, we investigate the operational conditions of the FSBs among the 15 casinos in Macau, including the transit time of FSBs and the number of visitors. Then we build a series of integer programming models to optimise the population of FSBs with a reduction of 49.4%. Finally, based on the reduction result of the vehicle population, we conclude that the CO2 emission of FSBs could be reduced by 60.4% with the present service level.

Keywords:

Vehicle scheduling, Vehicle population, Emission reduction, Optimisation, Free shuttle bus

200. 基於三維幾何網絡中應急路線的有效計算

唐華軍，Amir Elaloufb，Eugene Levnerc，鄭大昭
澳門科技大學 商學院

會議/刊物名稱：

計算機與工業工程，第 76 卷，pp.231-242，2014 年 10 月，SCI 檢索

內容簡介：

該論文旨在研究實時應急疏散問題。在給定的三維網絡中，一條應急疏散路線可以看作是一系列災民從受災地點到安全地帶的移動。該論文提出了一種新的偽多項式動態規劃演算法來求解實時應急疏散問題。基於該演算法，論文提出了兩種近似演算法並通過一個個案來說明所提方法的有效性。

關鍵詞：

實時應急調度、動態規劃、多項式近似算法

200. Efficient computation of evacuation routes on a three-dimensional geometric network

Huajun Tang, Amir Elaloufb, Eugene Levnerc, T.C.E. Cheng
School of Business, Macau University of Science and Technology

Name of conference/journal:

Computers & Industrial Engineering, Volume 76, pp. 231-242, Oct 2014, SCI indexed

Abstract:

We consider a real-time emergency evacuation problem that seeks to compute a set of rapid evacuation routes in a building. Given a three-dimensional geometric structure of the evacuation network, an emergency evacuation route is a sequence of movements of people away from the threat or actual occurrence of a hazard (such as a fire, a hidden bomb) to a safe exit in the network. In such a network each room/crossing/exit in the building is designated as a node and the corridors/staircases/links between the rooms are edges. The evacuation times assigned to the edges are normally distributed random variables. This stochastic routing problem subject to deadline constraints is NP-hard. We provide a new pseudo-polynomial-time dynamic programming algorithm to solve this problem. Based on this algorithm, we construct two types of approximation algorithm, namely a fully polynomial-time approximation scheme providing “almost-optimal” solutions and a fully polynomial-time approximately feasible scheme yielding a best “almost feasible” solution. We present a case study and results of computational experiments to illustrate the working and efficacy of the proposed solution methods, respectively. (C) 2014 Elsevier Ltd. All rights reserved.

Keywords:

Real-time emergency routing, Dynamic programming, Polynomial-time approximation scheme

201. 基於大量客製化訂單策略的個案研究

唐華軍，張曉丹，黃波
澳門科技大學 商學院

會議/刊物名稱：

第 7 屆計算機科學與優化國際會議論文集，2014 年 7 月，EI 檢索

內容簡介：

需求管理一直是供應鏈管理中的一個熱門研究課題，但至今為止很少有研究對客製化產品的需求預測。該論文定義了客製化水準，並提出了標準件與客製化產品的訂單策略，並通過算例分析證實了該方法的可行性。

關鍵詞：

需求預測、客製化、判別分析、目標規劃

201. A case study of ordering policy with mass customization

Huajun Tang, Xiaodan Zhang, Bo Huang
School of Business, Macau University of Science and Technology

Name of conference/journal:

Proceedings - 2014 7th International Joint Conference on Computational Sciences and Optimization, Jul 2014, EI indexed

Abstract:

Demand management has been one popular topic in supply chain management, but there is little attention on the demand forecasting in customized items. This study determines customized levels and proposes the ordering policies of standard and customized material, respectively. Furthermore, the model is tested to be reasonable using real demand data collected from a manufacturing firm in the last three years.

Keywords:

Demand forecasting, Customization, Discriminant analysis, Holt-Winter's method, Goal programming

202. 工作不穩定感與賭場荷官的反生產力行為——情感承諾的中介和主管支持的調節作用

田青，張立成，鄒文篪
澳門科技大學 商學院

會議/刊物名稱：

國際酒店管理雜誌，第 40 卷，pp. 29-36，2014 年 7 月，SSCI 檢索

內容簡介：

工作不穩定感被視為是一種普遍存在的壓力源，也是造成員工職場反生產力行為(counterproductive behavior)的一個重要因素。但這一因素卻長期被許多公司忽略。有研究表明，酒店服務業的離職率這幾年普遍較高以及賭場員工非常關注工作穩定性問 題。近期研究結果還顯示，反生產力行為也存在於酒店服務業。在文章中，我們從壓力源的特徵出發，並結合認知評價理論檢視了工作不穩定-情感承諾-反生產力行為之間的關係。文章也從計劃理論的視角檢視了主管支持如何調節由情感承諾仲介工作不穩定和反生 產力行為之間的關係。我們訪問了澳門博彩娛樂公司的 366 位賭場荷官。由問卷數據分析得出，賭場員工對公司的情感承諾起到了工作不穩定感和反生產力行為之間的仲介或媒介作用，也即：員工如果感知工作不穩定，便會降低對公司的情感承諾，從而會產生如利用上班時竊做私事，不正當獲取公司資源等職場偏差行為。但與此同時，研究也發現，如果員工能感受到主管對他們的關心和支持，職場偏差行為將會降低。最後文章提出此研究在理論上的貢獻，在管理實踐上組織應努力提升員工對公司的情感依戀和承諾，並加強主管和領導對員工的諸多方面的支持。

關鍵詞：

工作不穩定、反生產力行為、情感承諾、主管支持

202. Job insecurity and counterproductive behavior of casino dealers – the mediating role of affective commitment and moderating role of supervisor support

Tian Qing, Zhang Licheng, Zou Wenchi

School of Business, Macau University of Science and Technology

Name of conference/journal:

International Journal of Hospitality Management, Volume 40, pp. 29-36, Jul 2014, SSCI indexed

Abstract:

Job insecurity, a prevalent and chronic organizational stressor, is an important factor for workplace counterproductive behavior, but has long been overlooked. Based on the characteristics of stressor and cognitive appraisal theory, we examined the relationships between job insecurity, affective commitment, and counterproductive behavior. Drawing upon the theory of planned action, the paper also examined how perceived supervisor support moderates the mediated relationship between job insecurity and counterproductive behavior through affective commitment. This study was conducted with 366 casino dealers and their supervisors in Macao. The data revealed that employees' affective commitment mediated the relationship between job insecurity and counterproductive behavior. In addition, supervisor support moderated the path of this mediated relationship. Theoretical and practical implications to enhance affective commitment and supervisor support are discussed.

Keywords:

Job insecurity, Counterproductive behavior, Affective commitment, Supervisor support

203. 雇主品牌對求職意願的影响：從企業慈善行為談起

吳亭，鄧卉君，陳歆
澳門科技大學 商學院

會議/刊物名稱：

經濟管理，Z1 期，pp.105-109，2014 年 12 月

內容簡介：

本研究主要討論企業的慈善行為對於潛在求職者的應徵意願的影響，並以雇主品牌為仲介變項，研究物件為澳門地區大學生及研究生，采問卷調查方式，回收了 415 份問卷。研究結果發現，雇主品牌在企業慈善行為及應徵意願間具仲介效果，當企業積極從事慈善行為，有助於企業形象、形塑雇主品牌，並藉此影響即將進入職場之應徵者之求職意願。本文最後提出討論、相關管理建議及研究限制。

關鍵詞：

企業慈善行為、雇主品牌、求職意願

203. The Effects of Corporate Philanthropy on Job Pursuit Intentions: the Mediating Role of Employer Brand

Ting Wu, Huei-Chun Teng, Xin Chen
School of Business, Macau University of Science and Technology

Name of conference/journal:

Economic Management Journal, Z1, pp. 105-109, Dec 2014

Abstract:

Our results indicate that a firm's corporate philanthropy facilitate college students' intentions to apply for job with a firm. They perceive that the firm does philanthropic actions will increase the corporate's awareness and image, and will foster their well-being in the long run. Applying data from surveys of 415 college students in Macau, our results suggest that the stronger the employer brand from corporate philanthropy, the more their intentions to apply for job. As such, research limitations as well as suggestions, managerial implications are discussed.

Keywords:

Corporate philanthropy, Employer brand, Job pursuit intentions

204. 工作家庭促進之探索性研究：以台灣銀行業為例

吳亭
澳門科技大學 商學院

會議/刊物名稱：

澳門科技大學學報，第 8 卷，第 2 期，pp. 108-117，2014 年 12 月

內容簡介：

本研究以工作家庭促進及前因變項、了解台灣銀行業員工扮演多重角色的探索性研究。研究結果顯示，工作自主性及支持的上司對工作家庭促進有正向影響；配偶的支持則與家庭對工作的促進有正向影響。當面對多重挑戰時，員工傾向多方運用跨領域的資源以回應多重角色的需求。

關鍵詞：

工作家庭促進、台灣銀行業、資源

204. Work-family facilitation: An exploratory study of Taiwanese banking industry

Ting Wu
School of Business, Macau University of Science and Technology

Name of conference/journal:

Journal of Macau University of Science and Technology, Vol. 8, No. 1, pp. 108-117, Dec 2014

Abstract:

This study explores the relationship between work resources, non-work resources and work-family facilitation. Data were collected from 200 banking employees in Taiwan. We found that (1) job autonomy and supportive supervisors positively influence work-to-family facilitation, and (2) spouse support is positively related to family-to-work facilitation. Multiple resources are mechanisms to support employees to well-play multiple roles while facing challenges from different life domains.

Keywords:

Work-family facilitation, Taiwanese banking industry, Resources

205. 學習與社交網站——從活動理論的角度設計了建設性的學習環境

葉桂芬，黃贇
澳門科技大學 商學院

會議/刊物名稱：

2014 年信息科學、電子與電氣工程國際會議，第 2 卷，pp. 1001-1004， 2014 年 4 月，EI 檢索

內容簡介：

本研究旨在探討“竊取”學生社交時間用於學習目的的可能性。

關鍵詞：

CLE 設計、Facebook、活動理論、社交網站

205. Learning with social networking site - designing a constructive learning enviornmnet from an activity theory perspective

IP Kwai Fun (Rachael); Huang Yun
School of Business, Macau University of Science and Technology

Name of conference/journal:

2014 International Conference on Information Science, Electronics and Electrical Engineering, Volume 2, pp. 1001-1004, Apr 2014, EI indexed

Abstract:

This study aims at exploring the possibility of “stealing” the students’ social time for learning purposes. A constructive learning environment is designed for learning activities in Facebook to encourage students to constructively develop their knowledge while staying in the social environment.

Keywords:

CLE design, Facebook, Activity theory, social networking site

206. 學習的虛擬遊戲世界的影響：專心，享受和表現的實證研究

Lili Liu，葉桂芬，Christian Wagner，Anna Shum
澳門科技大學 商學院

會議/刊物名稱：

20th 美國信息系統會議，2014 年 8 月，EI 檢索

內容簡介：

這項研究的目的是為了確認計算機遊戲在訓練和學習的應用，我們的綜合學習模型表明，遊戲的鮮豔度，與專心是高度相關，而專心對享受和表現有顯著影響。

關鍵詞：

電腦遊戲、專心、享受、表現

206. Learning effects of virtual game worlds: an empirical investigation of immersion, enjoymnet and performance

Lili Liu, IP Kwai Fun (Rachael), Christian Wagner, Anna Shum
School of Business, Macau University of Science and Technology

Name of conference/journal:

20th American Conference on Information Systems, Aug 2014, EI indexed

Abstract:

The aim of this research is to confirm the belief of applying computer games to facilitate training and learning by defining and testing an integrated model of game immersion, enjoyment and performance. The results indicate that vividness is highly related to immersion, while immersion has significant impact on enjoyment and performance.

Keywords:

Computer games, Immersion, Enjoyment, Performance

207. 澳門醫療券計畫對居民健康的影響：以循環系統疾病死亡率為例

張靜華，龐川，譚戈平
澳門科技大學 商學院

會議/刊物名稱：

南方醫科大學學報，第 34 卷，第 8 期，pp. 1125-1128，2014 年 7 月，PKU 檢索

內容簡介：

目的：檢測澳門的醫療補貼計畫（醫療券）的實施是否有助於提升居民健康水準，如循環系統疾病死亡率指標。方法：基於 2001 年至 2012 年期間共 144 個澳門居民循環系統疾病的月度死亡率觀察值，本研究運用時間序列的趨勢分析法檢測澳門的循環系統疾病死亡率在實施醫療券計畫前後有無顯著不同。本研究控制了醫療資源 (每千人醫生、護士、病床數以及公共醫療開支)、社會經濟發展水準（人均 GDP）、社會人文發展水準、人口老齡化、自然季節以及長期趨勢等混雜因素的影響。結果 在 2010-2012 年澳門實施“醫療券”期間，每年由循環系統疾病導致的居民死亡率顯著低於 2001-2009 年未實施期間約 24% ($p<0.01$)，相當於平均每年大約減少了 123 例循環系統疾病死亡案例。結論：本研究發現澳門循環系統疾病的死亡率與推行全民醫療券以提升保健和預防性醫療服務在時間上存在顯著的相關關係，然而需要進一步的研究確認兩者之間是否存在直接的因果關係。

關鍵詞：

醫療補貼計畫、循環系統疾病死亡率、健康結果、澳門公共衛生

207. The impacts of Macao Medical Voucher Program on health outcome: the case of mortality from circulatory system diseases

Jinghua Zhang, Chuan Pan, Kwo-Ping Tam

School of Business, Macau University of Science and Technology

Name of conference/journal:

Journal of South Medical University, 34(8): 1125-1128, Jul 2013, PKU indexed

Abstract:

Objective: To examine whether the implementation of Macao Medical Voucher Program has helped to promote residents' health outcome in terms of mortality from circulatory system diseases. Methods: Based on 144 monthly observations of the mortality from circulatory system diseases in Macao during 2001-2012, this study has applied trend analysis of time series to test whether there are significant differences in the time series of the mortality data before and after the implementation of the Medical Voucher in Macao. This study has controlled compounding factors, such as medical resources (density of physicians, nurses and patient beds, public healthcare expenditure), economic development level (GDP per capita), social human development level, population aging factor, natural seasonal effects and long term trends. Results During 2010-2012 with the implementation of the Medical Voucher Program in Macao, the mortalities from circulatory system diseases were found to be significantly lower than those during 2001-2009 by 24% ($p<0.01$), which is equivalent to avoiding on average 123 deaths of circulatory system diseases per year. Conclusion: Evidence in this study suggests a robust connection between the timing of the implementation of Macao Medical Voucher Program and a significant decrease in the mortality from circulatory system diseases in Macao. Further research is needed to confirm whether there is a causal relationship between these two phenomena observed.

Keywords:

Medical Voucher Program, circulatory system diseases mortality, health outcome, Macao public health

208. 股權投資程度與投資核算方法選擇——基於國際會計準則標準

張卓
澳門科技大學 商學院

會議/刊物名稱：

財會月刊，第 7 期，pp. 7-9，2014 年 4 月，CSSCI 檢索

內容簡介：

對於投資企業而言，如何進行正確及有效的股權投資會計核算，很大程度上依賴於股權投資程度。本文通過對股權投資程度的認定，探討了“重大影響”，“控制”，以及“缺乏重大影響”三種投資程度與不同會計核算方法選擇的關聯性問題，並結合案例分析選擇不同核算方法所導致的財務結果以及對財務報告的最終影響。

關鍵詞：

股權投資、投資程度、投資企業

208. The Relationship between the investing percentage and accounting measurement choices - based on IFRS

Zhuo Zhang
School of Business, Macau University of Science and Technology

Name of conference/journal:

Finance and Accounting Monthly, Issue 7, pp. 7-9, Apr 2014, CSSCI indexed

Abstract:

To some investing corporations, how to measure stock investing depends upon the percentage of stock investing. This paper discussed about the relationship between the percentage of investing, including “significant influence”, “control” and “lack of significant influence”, and accounting measurement choices. It also provided an analysis of different measrement to different financial result and financial statements by a simulation explanation.

Keywords:

Stock investment Investing Percentage Investing Corporations

209. 隱匿身份實施偵查之程序規制

趙琳琳
澳門科技大學 法學院

會議/刊物名稱：

法學，第 386 期，2014 年 1 月，PKU，CSSCI 檢索

內容簡介：

中國內地 2012 年 3 月修改的《刑事訴訟法》“偵查”一章中，技術偵查措施作為該章第 8 節被正式寫入法典。嚴格說來，該節中第 1 條提及的隱匿身份實施偵查措施並不屬於技術偵查的範疇，其不依賴技術性手段，更多地體現了秘密性的特點。由於在取證上頗具優勢，隱匿身份實施偵查已成為實踐中較為常用的一類手段。在葡萄牙和澳門特別行政區的刑事偵查中，與之類似的概念是“可靠之人”偵查，但其與我國內地的技術偵查在適用範圍、操作程式及處置方式等方面存在明顯的差異。目前，澳門特別行政區與內地尚無刑事司法互助協議，不利於處理跨境犯罪。本文通過對照葡萄牙及澳門特別行政區“可靠之人”偵查的相關立法和實踐，希望對完善內地刑事訴訟制度以及促進兩地共同有效懲罰犯罪和保障人權有所裨益。

關鍵詞：

隱匿身份、技術偵查、證據能力

209. The Procedural Regulation on the Investigation by Concealing the Identity

Linlin Zhao
Faculty of Law, Macau University of Science and Technology

Name of conference/journal:

Law, Issue 386, Jan 2014, PKU, CSSCI indexed

Abstract:

China Mainland in March 2012 revised “Code of Criminal Procedure”. In the “investigation” chapter, the technical investigation measures as Section 8 is formally written into the code. Strictly speaking, the first section does not depend on the technical means and reflect more secret characteristics. Due to the considerable advantages of evidence, concealing the identity of the implementation of the investigation has become a more common practice. In Macau and Portugal, there is a similar concept “reliable person” investigation. Currently, the Macao Special Administrative Region and the mainland have no agreement on mutual legal assistance in criminal matters. This paper aims to improve the criminal procedure systems and promote the cooperation.

Keywords:

Concealing the identity, Technical investigation, Evidence availability

210. 澳門民事訴訟分流機制之完善

趙琳琳
澳門科技大學 法學院

會議/刊物名稱：

澳門科技大學學報，第 8 卷，第 1 期，2014 年 6 月

內容簡介：

近年來，澳門社會經濟各方面飛速發展，與此同時，民商事糾紛案件的數量也一直居高不下。但由於司法體制、訴訟制度、審判資源等方面的原因，司法效率整體不高，難以及時保障當事人的合法權益，未能充分實現司法公正。這一問題的解決是一個系統工程，需要一系列的改革，其中，從制度層面來看，可從完善民事訴訟分流機制入手，合理配置司法資源，緩解法院的辦案壓力，提高民事司法效率。

關鍵詞：

訴訟分流、簡易程序、小額訴訟、電子訴訟、替代的糾紛解決方式

210. Improvement on the Diversion Mechanism of Macau Civil Procedure

Linlin Zhao
Faculty of Law, Macau University of Science and Technology

Name of conference/journal:

Journal of Macau University of Science and Technology, Volume 8, No. 1, Jun 2014

Abstract:

In recent years, Macau has undergone the rapid development in all socio-economic aspects. At the same time, the number of civil and commercial disputes has also been big. However, because of the judicial system, litigation mechanism, and judicial resources and so on, the overall judicial efficiency is not high. It is difficult to protect the legitimate interests of the parties timely and achieve justice fully.The solution to this problem is a system which needs a series of reforms. From the institutional perspective, civil action can perfect diversion mechanism and the rational allocation of judicial resources by expanding the scope of summary proceedings and minor civil cases procedures, promoting electronic proceedings and developing alternative dispute resolution to alleviate the pressure of the court and improve the efficiency of civil justice.

Keywords:

Diversion of litigation, Summary proceedings, Small claims proceedings, Electronic proceedings, ADR

211. 加味真武湯治療糖尿病腎病系列研究

彭萬年
澳門科技大學 中醫藥學院

會議/刊物名稱：

第十一屆世界中醫藥大會會論文彙編，2014 年 10 月

內容簡介：

加味真武湯是依據張仲景《傷寒論》經方一真武湯為範本，經過我們十多年臨床應用、探討研究，總結經驗，進行改良優化而來。多年來我們研究團隊在國家級重點學科支持下，依託國家和地方衛生主管部門的支持資助，重點對加味真武湯治療糖尿病腎病進行了系列臨床和實驗研究。結果顯示該方藥對糖尿病腎病 DN 療效顯著，治病機理獨特，深得病患者和醫家的首肯，其社會效益和經濟效益顯著。本專案研究成果擬按國家新藥申報程式進行後續研究開發，將所做的系列研究資料和資料進行整理、深化、總結，使其在中醫新藥開發研究中更規範、科學，以利國家級認證註冊。有資料顯示：國內糖尿病腎病的年用藥規模達人民幣 2500 億元以上；另據《柳葉刀》資料分析，全球糖尿病及其併發症趨勢明顯上升。其國內外市場潛力巨大，新藥開發前景良好。冀實現成果轉化，產業規模化，以對新世紀人類健康殺手一糖尿病腎病 DN 的有效防治作出貢獻。

關鍵詞：

加味真武湯、糖尿病腎病

211. Diabetic nephropathy series Jiawei Zhenwu Decoction

Wannian Peng
Faculty of Chinese Medicine, Macau University of Science and Technology

Name of conference/journal:

The 11th world congress of Chinese medicine abstracts of conference proceeding, Oct 2014

Abstract:

Jiawei Zhenwu decoction is based on Zhang Zhongjing's prescriptions of shanghan — Zhenwu decoction as a model, thanks to our more than 10 years of clinical, research, lessons learned, and improvement since then. For many years our research team focused on a series of Jiawei Zhenwu decoction in treating diabetic nephropathy clinical and experimental research. Results show that the recipe on diabetic nephropathy DN curative, cure mechanism and special, won the praise of patients and physicians, which exerted a significant social and economic benefits. Study on the results of this project developed under the national reporting process for follow-up research and development of new drugs, the series studied arranging, deepening, summarizes the information and data to make it more standardized in the research and development of new drugs of traditional Chinese medicine, science, in order to facilitate access to national certification register. Its huge potential market at home and abroad, promising new drug development. Achieving results into industrial scale, to human health in new century killer - DN DN contribute to the effective prevention and treatment.

Keywords:

Jiawei Zhenwu decoction, Diabetic kidney disease

212. 数据挖掘與臨床傳統醫案分析實例報告

彭萬年
澳門科技大學 中醫藥學院

會議/刊物名稱：

世界中聯醫案專業委員會首屆學術會議論文集，2014 年 12 月

內容簡介：

本文介紹了我們 700 例醫案的 2 種分析、表述及總結方法。其中不少簡便、實用而有效的知識發現可供參考借鑒。

其一為傳統醫案角度進行表述與分析。對一些疑難性疾病的診治作了客觀的歸納和總結。

1．系統性紅斑狼瘡經用大量激素和中藥清熱解毒之劑未見緩解，改從治本入手，用健脾益氣，養陰活血為法收功。提示治惡疾健運脾胃，培補後天之重要。

2．對腸易激綜合征、冠心病，心力衰竭等重症，用四逆湯、真武湯溫養心腎，附子與半夏並用，可相反相激，頻現奇功。

3.頭痛眩暈耳鳴、糖尿病重症等，本於氣血陰陽，時時顧護脾胃，保護中氣， 即便用四君子、四逆散之屬，亦可平凡之中見奇功。

此為常用的醫案記錄、分析及總結中醫臨證經驗的重要方法。歷代許多著名醫家們的寶貴臨床經驗就以此種樸素實用的方法得於保存，傳承及發揚。如清葉天士的《臨證指南醫案》，常了了數語即勾勒出一個富有特色的精彩醫案。從中折射出葉氏一些重要學術思想，其案其術均為後人樂於學習、傳承。廣受尊崇。

其二應用醫學統計學，對醫案進行資料採擷。此可從龐雜的醫案中發現新知。

1．研究資料證明相反、相畏的藥物，不是應用的必然禁忌。但在應用時仍需謹慎。強調炮製、用量比例合適，方可增效減毒。張仲景在《傷寒雜病論》中就有相反相畏藥物合用的方劑，如甘遂半夏湯及赤丸等，可資借鑒。

2．溫運脾腎藥物如四君子湯等的運用頻次高，體現了重視扶陽氣、保胃氣思想：破血力強的三棱、莪術和大寒性之石膏、知母運用頻次低，但謹慎辯證用之，常獲大效。故對於攻伐藥，當用即用，此為重要用藥之道。

3．經方合用及並用藥物乃臨床又一制勝法寶。資料顯示四君子湯與柴胡、黃芩及四君子湯與四逆散配合，常用以疏肝理氣、調暢樞機，方雖平凡卻累建奇功。

4．重視溫補腎與脾，脾腎雙補主要用四逆湯。其中高頻次應用附子；常同用菟絲子、山萸肉等溫潤之藥，監製附子的燥烈之性。所謂溫潤制其毒。故我們常用溫燥有毒藥物而尚未有中毒案例發生。

5．寒熱藥的應用。資料顯示我們應用溫熱藥薑附的頻次遠遠大於寒性藥物石膏、知母等。這源于我們崇尚張仲景注重保護中氣顧護胃氣的學術思想。臨證時遇脾腎陽虛證型往往提筆即四逆湯，姜、桂、附等；對於發熱，口渴、口咽乾燥等“熱實上火”病人也用白虎湯，重用石膏、知母等。但寒涼易傷脾胃，用之當須謹慎。

6．臨床常用三七、丹參、雞血藤等活血藥物。其中三七應用頻率最高。此藥既可活血，又可止血，還含有 20-30%的人參皂苷，既通又補。臨床很好用。故雲南白藥、紅藥等均用之。丹參活血通絡；、雞血藤活血養血。三者既可單用，又可聯用。若與調理氣機，以助血行的四逆散同用，則可大大提高臨床療效。

關鍵詞：

資料採擷、傳統醫案、實例報告

212. Pick and clinical data analysis examples of traditional medical case report

Wannian Peng

Faculty of Chinese Medicine, Macau University of Science and Technology

Name of conference/journal:

The first academic conference of Specialty committee of clinical cases study, Dec 2014

Abstract:

This article describes the medical records of 700 cases we have two kinds of analysis, presentation and summary methods. Many simple, practical and effective for reference for knowledge discovery.

First were expressed and analyzed for the case of traditional medicine perspective. For some difficult disease diagnosis made objectively and summarized.

1. Systemic lupus erythematosus with plenty of hormones and medicine through detoxification agent no relief, radical change from the start, with Spleen Qi, Nourishing Yin to receive power law. Tip cure disease that Spleen and Stomach, acquired Peibu important.

2. Irritable bowel syndrome, coronary heart disease, heart failure and other severe, with Sini soup, warm and nourish the kidneys Zhen Wu Tang, and Pinellia tuber and use, may the opposite of shock, frequent outstanding service.

3. headache, dizziness, tinnitus, severe diabetes, etc., the yin and yang in the blood, spleen and stomach constantly nursing care, protection in the air, even with the four gentlemen, Sini of the genus, see also mundane outstanding service.

This is commonly used in medical case record, analyze and summarize important clinical experience of TCM methods. Many famous ancient physicians have valuable clinical experience on such a simple and practical way to get to the preservation, heritage and carry forward. Such as the Qing Ye Tianshi's "Guide to Medical Records", often of a few words that outline a distinctive wonderful medical case. It reflects a number of important academic thought Yip, his case its descendants are willing to learn technique, heritage. Widely respected.

The second application of medical statistics, information on the medical records were pick. Here you can find new knowledge from complex medical case.

1. Studies prove the opposite, with fear of drugs, not necessarily taboo applications. However, when the application still cautious. Stressed concocted amount proportional appropriate before Reducing Toxicity. Zhongjing in "zabzabinglun" there opposite prescription drugs combined with fear, such as euphorbia Decoction and red balls can learn.

2. Temperature operation Sijunzitang spleen and other drugs such as the use of high frequency, reflecting the importance Fu yang, Paul thought Stomach: Poxue strong gypsum triangular, Curcuma and nature of the Big Chill, Anemarrhena using low frequency, but cautious dialectical use it often eligible for great effect. So for attack the drug, when used with that, this is an important way of medication.

3. In combination with the drug by the parties and is clinically another holy grail. Statistics show Sijunzitang and Bupleurum, Scutellaria and Sijunzitang cooperate with Sini, often to liver qi, adjusting the Cardinal, although ordinary but tired spectacular party.

4. Emphasis on warm kidney and spleen, the spleen and double up mainly by Sini soup. High frequency applications where aconite; often with the use of the drug moist Dodder, fruit etc, dry strong producer of sex aconite. The so-called warm system its toxicity. Therefore, we used warm dry yet toxic drug poisoning cases occur.

5. Chills and fever medicine applications. Our data show that drug use warm ginger attached far greater than the frequency of cold medication plaster, Anemarrhena. This stems from our focus on protecting the gas advocate ZhangZhongJing nursing care Stomach academic thought. Clinical Case of spleen deficiency syndromes tend to pick up a pen that Sini soup, ginger, laurel, etc. attached; for fever,

thirst, dry oropharynx and other "hot real angry" Patients also used white tiger soup, reuse, gypsum, Anemarrhena. But cold easily hurt the stomach, to be cautious when using it.

6. Commonly used in clinical Panax, Salvia, Millettla other blood drugs. The highest frequency among thirty-seven application. This drug can promoting blood circulation, but also to stop bleeding, but also contains 20-30% of ginsenosides, they both pass up. Clinical good use. So Yunnan Baiyao, red medicine etc. use it. Salvia Huoxuetongluo;, Millettla nourishing blood. Three can be used alone, can be combined. If the air-conditioning to Sini help with the use of blood, can greatly improve the clinical efficacy.

Keywords:

Data pick, Traditional medical case, Instance is reporting

213. 仲景經方防治 2 型糖尿病三級模式研究

彭萬年
澳門科技大學 中醫藥學院

會議/刊物名稱：

第十一屆世界中醫藥大會會論文彙編，2014 年 10 月

內容簡介：

糖尿病是一種嚴重危害人類生命和健康的常見慢性疾病。近年來，隨著人民生活水準、生活方式等因素的影響，我國糖尿病的患病率逐年增加。所以積極防治糖尿病是很有必要的。預防 2 型糖尿病的一級預防，應採取分級幹預和高危人群優先幹預的策略；2 型糖尿病的二級預防，是在已診斷的 2 型糖尿病患者中預防 2 型糖尿病併發症的發生和發展； 2 型糖尿病的三級預防就是減少 2 型糖尿病併發症的加重和降低致殘率和死亡率，改善 2 型糖尿病患者的生活品質。糖尿病的預防措施不少，但系統模式研究不多。我們依託國家中醫藥管理局“十二五”中醫藥重點學科建設專案《中醫預防醫學》支援資助，進行了系列研究。應用張仲景治未病（未病先防，有病早治，已病防變，救急防危，瘥後防複等)全方位治未病的學術思想，對 2 型糖尿病預防保健作深入研究，創建了 2 型糖尿病預防保健治療的幾種新模式。

關鍵詞：

2 型糖尿病、體質辨識、仲景經方、防治模式

213. Research on the three level modle of zhang zhongjing's prescriptions to control type-2 diabetes

Wannian Peng
Faculty of Chinese Medicine, Macau University of Science and Technology

Name of conference/journal:

The 11th world congress of Chinese medicine abstracts of conference proceeding, Oct 2014

Abstract:

Diabetes is a common chronic disease that seriously endanger human life and health. In recent years, with people’s living standards, lifestyles and other factors influence, the prevalence of diabetes is increasing in China. So it is very necessary to prevent and treat diabetes mellitus. Prevention 2 diabetes primary prevention, ratings should be taken and high-risk priority intervention strategy; 2- secondary prevention of diabetes, is in the diagnosis of 2 type diabetes mellitus prevention in patients with 2 type diabetes complications and development; 2 diabetes tertiary prevention is to reduce the 2 aggravation of diabetic complications and reduce morbidity and mortality, improve 2- quality of life in patients with diabetes. Although diabetes prevention measures, the system model is not much. We rely on the State administration of traditional Chinese medicine “Twelve-Five” key subject construction of Chinese medicine projects support fund of the Chinese Preventive Medicine Association, conducted a series of studies. Application of Zhang Zhongjing’s treatment of disease (disease prevention, ill treatment, disease prevention, and emergency safety, be recovered back after) full range academic thought in treating disease, 2 diabetes prevention and health care study, created 2 diabetes prevention and health care in the treatment of several new models.

Keywords:

Type-2 Diabetes, Physical identification, Zhongjing’s prescription, Prevention mode

214. 仲景方防治類風濕關節炎模式研究

彭萬年
澳門科技大學 中醫藥學院

會議/刊物名稱：

世界中聯免疫專業委員會首屆學術會議論文集，2014 年 11 月

內容簡介：

類風濕關節炎是一種自身免疫性疾病。是嚴重危害人類健康的難治病症。近年來，隨著人民生活水準、生活方式等因素的影響，我國類風濕關節炎的患病率逐年增加。據多種資料顯示其發病率占總人口的 5-6%；患類風濕關節炎的病人在 400-500 萬左右。其致殘率高。患病 1-2 年者，其致殘率即可達到 30-40%。所以積極防治類風濕關節炎是很有必要的新課題。類風濕關節炎多屬中醫學痹症範疇。主要表現為肢體腫脹、疼痛、僵直、變形及殘障。其與古籍記載的“中風曆節”、“鶴膝風” 等相似。現代醫學對類風濕關節炎目前尚無理想的治療方法及藥物。因此，研究應用中醫藥預防治療類風濕關節炎，就成為當務之急。雖然國內外有很多人在研究，但系統模式研究不多。我們依託國家中醫藥管理局“十二五”中醫藥重點學科建設專案《中醫預防醫學》支援資助，進行了系列研究。應用張仲景治未病（未病先防，有病早治，已病防變，救急防危，瘥後防複)等學術思想，全方位研究了仲景經方對類風濕關節炎的診治。對其進行了較深入的嘗試性研究，並初步創設了類風濕關節炎的預防、保健、治療的幾種模式。

1.風濕初期，關節腫痛不甚，晨僵不顯。此多為寒濕傷表，營衛不和，加味麻黃加術湯+四君丸，發汗滲濕，防治並施；

2. 關節腫脹微熱，疼痛遊走，風濕在表，發熱，風濕相搏，滯留肌表 此宜輕清宣化。用加味麻杏苡甘湯+健脾養榮片，輕清宣化，治中有防；

3. 身體疼煩不能自轉側，風重於濕，用加味桂枝附子湯+陳夏六君丸，溫經散寒，祛濕止痛。固衛調中。

4. 身體疼煩不能自轉側，大便堅，小便自利，濕重於風，用加味白術附子湯+補中益氣丸，溫經助陽，補中滲濕。

5. 骨節疼煩，掣痛不可屈伸，風濕兩盛，用加味甘草附子湯+金匱腎氣丸，溫經散寒，固衛補腎。

關鍵詞：

類風濕關節炎、風濕免疫、仲景經方

214. Zhongjing Prevention Research arthritis model of rheumatoid

Wannian Peng

Faculty of Chinese Medicine, Macau University of Science and Technology

Name of conference/journal:

Inaugural conference of the specialty committee on immunologu of traditional Chinese medicine of the world federation of Chinese medicine societies cum the first annual meeting, Nov 2014

Abstract:

Rheumatoid arthritis is an autoimmune disease. Is a serious hazard to human health refractory disease? In recent years, as the impact of the people's standard of living, lifestyle and other factors, of rheumatoid arthritis prevalence increased year by year. According to a variety of data show the incidence rate of 5-6% of the total population; patients suffering from rheumatoid arthritis in about 400-500 million. Its high morbidity. 1-2 years of illness, their disability can reach 30-40%. So to prevent and treat rheumatoid arthritis, a new topic is necessary. Rheumatoid arthritis, arthralgia mostly in the areas of medicine. Mainly as limb swelling, pain, stiffness, deformation and disability. With historical records of the “Stroke Calendar Day”, “Crane knee Wind” and other similar. Modern medicine for rheumatoid arthritis, there is no ideal treatment and drugs. Therefore, the application of traditional Chinese medicine research prevention and treatment of rheumatoid arthritis, has become a top priority. Although there are a lot of people at home and abroad in the study, but little research system mode. We rely on the State Administration of Traditional "second five" key disciplines in medicine construction project "Chinese Preventive Medicine" Support Fund, a series of studies. Application ZhangZhongJing treating disease (not disease prevention, early treatment, disease prevention have been changed, emergency anti-crisis, recover from illness defense complex) and other academic thinking, comprehensive study of the diagnosis and treatment of Zhongjing by the side of rheumatoid arthritis. Be a more in-depth research to try and initially create several models of rheumatoid arthritis prevention, care, treatment.

1. Rheumatism early, less joint pain, morning stiffness is not significant. This multi-alpine injury table, Camp David is not and, ephedra plus surgery flavored soup + Sijun pills, sweating dampness, prevention and facilities;

2. Fever joint swelling, pain walk, rheumatism in the table, fever, rheumatism competing stranded muscular form this should light Xuanhua clear. Maxing with flavored soup + yi Gan JYT, light clear Xuanhua, governance in anti;

3. Since the body can not hurt trouble Zhuance wind heavy wet with flavored soup + Guizhi aconite pill Chen Xia Liu Jun, warm and cold, dampness pain. Tune in solid guard.

4. Since the body can not hurt trouble Zhuance, firm stool, urine and self-interest, wet weight in the wind, with flavored soup + Buzhongyiqi Baizhu Fuzi pill, warm yang, fill in the dampness.

5. Tired joints ache, pain can not catch flexion, rheumatism two filled with licorice flavored soup + Jinkuishenqiwan aconite, warm and cold, solid guard kidney.

Keywords:

Rheumatoid arthritis, Rheumatology, Zhongjing Prevention Research

215. 中藥，BMSC 及其聯合應用對缺血性中風后治療性血管生成的影響

張倩，趙永華
澳門科技大學 中醫藥學院

會議/刊物名稱：

美洲中國醫學雜誌，第 42 卷，第 1 期，pp. 61-77，2014 年 1 月，SCI 檢索

內容簡介：

缺血性中風是臨床一個急癥，嚴重威脅人類的生命健康。因為該病病機複雜，且多數病人錯過了最佳治療時機，所以目前仍然沒有令人滿意的治療方法。大量文獻顯示新生血管不僅可以重建缺血性中風病人缺血周邊區的血運，而且有助於神經再生，提高神經功能的恢復。因此，血管生成在神經-血管再生研究中占重要地位。近來發現中藥，BMSC 及其聯合治療有助於提高血管生成。本研究著重總結了中藥和 BMSC，及其聯合使用對中風後血管生成的作用機制。

關鍵詞：

血管生成、BMSC、中藥、聯合治療、缺血性中風

215. Therapeutic Angiogenesis after Ischemic Stroke: Chinese Medicines, Bone Marrow Stromal Cells (BMSCs) and their Combinational Treatment

Qian Zhang, Yonghua Zhao
Faculty of Chinese Medicine, Macau University of Science and Technology

Name of conference/journal:

The American Journal of Chinese Medicine, Volume 42, No. 1, pp. 61-77, Jan 2014

Abstract:

Ischemic stroke is a clinical acute disease which causes neurological dysfunction and threatens patients' life. Because the mechanism of pathology is complicated and most patients miss the best therapeutic window time, the effect of treatment is not satisfied at present. Numerous studies indicated new vessels not only recuperated blood flow in ischemic boundary zone, but also facilitated endogenous neurogenesis and improved neurological function after ischemic stroke. Therefore, angiogenesis has been an important research field in neurovascular regeneration. Recently, some Chinese medicines, bone marrow stromal cells (BMSCs) and their combination treatment were demonstrated to have beneficial effect on promoting angiogenesis both in vitro and in vivo. In this review, we summarized the effective mechanisms of Chinese medicines and BMSCs, as well as BMSCs combining with Chinese medicines on angiogenesis post-stroke.

Keywords:

Angiogenesis, Bone marrow stromal cells, Chinese Medicines, Combination treatment, Ischemic stroke

216. 實證研究從酒店的員工在澳門衡量信息技術部服務質量

白鎮國，陳順興，王德瑋
澳門科技大學 酒店與旅遊管理學院

會議/刊物名稱：

信息技術期刊，第 13 卷，第 2 期，pp. 302-309，2014 年

內容簡介：

企業越來越意識到，以保持長期的競爭力和盈利能力的服務和產品質量的重要性。這也適用於酒店和旅遊行業。目前，資訊技術在酒店和旅遊產業的重要作用。因此，資訊系統（IS）部門的經營管理是必不可少的。未經 IS 部門提供有效的資訊系統服務，員工不能提供的服務給他們的客戶的質量。由於眾多由 IS 部所提供的服務，經理需要從員工的角度確定的這些服務的屬性的重要性和滿意度。

在這項研究中，認為賭場員工的服務提供的是調查的主要對象。這項研究的目的是確定在這些服務質量屬性的提高優先級，並開發了問卷採用了重要的滿意度模型（IS 模式）作為主要的研究方法。從員工的反饋，我們可以確定哪些服務類別是很重要的員工，是否不是僱員滿意這些服務。我們的目標是提供指導的行政管理人員，提高了 IS 有效性。

從員工的反饋，結果表明，所有的服務質量項目可以分為四個方面：（1）優良的區（2）待改善區（3）剩餘面積（4）粗心區。結果還顯示，三個項目落在優秀區，七品落在待改善區，六項倒在剩餘區，和六項落在粗心區。在待改進所在區域的服務應該被分配最高優先級的改進。

關鍵詞：

信息系統（IS）服務質量、重要的滿意度模型（I-S 模式）、員工的滿意度

216. An Empirical Study for Measuring Information Technology Department Service Quality from Hospitality's Employees in Macau

Chen-Kuo Pai, Shun-Hsing Chen, Te-Wei Wang

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Name of conference/journal:

Information Technology Journal, Volume 13, Number 2, pp. 302-309, 2014

Abstract:

Business increasingly realizes the importance of service and product quality in order to maintain long-term competitiveness and profitability. This also applies to the hospitality and tourism industries. Currently, information technology plays an important role in the hospitality and tourism industries. Therefore, the Information System (IS) department is essential for business management. Without the IS department providing effective information system services, the employees cannot offer the quality of service to their customers. Due to the multitude of services provided by the IS department, the manager needs to identify the importance and satisfaction of these service attributes from the perspective of the employees.

In this study, the services that casino IS employees provide are the main subject of the investigation. The purpose of this research is to identify the improvement priority among these service quality attributes, and the questionnaire that was developed has adopted the Important-Satisfaction Model (I-S Model) as the major research method. From the feedback of the employees, we can determine which service categories are important to employees and whether or not employees are satisfied with these services. The goal is to provide guidance to the administrative staff for enhancing the IS effectiveness.

From the feedback of the employees, the result showed that all service quality items could be categorized into four areas: (1) Excellent Area (2) To-be-improved Area (3) Surplus Area (4) Careless Area. The result has also demonstrated that three items fall in the Excellent Area; seven items fall in the To-be-improved Area; six items fall in the Surplus Area; and six items fall in the Careless Area. The services in the To-be-improved Area should be assigned the highest priority for improvement.

Keywords:

Information System (IS) service quality, Important-Satisfaction Model (IS Model), Employee satisfaction

217. 比較五個東方旅遊目的地的官方網站

白鎮國，夏夢龍，王德瑋
澳門科技大學 酒店與旅遊管理學院

會議/刊物名稱：

信息技術與旅遊期刊，第 14 卷，第 2 期，pp.97-117，2014 年 7 月

內容簡介：

本文有兩個研究目標。首先，它採用了資訊，通信，交易，關係，技術水準（ICTRT）模型從五個東亞國家評估目的地營銷組織（DMO）網站。其次，它會檢查網站的複雜性和性能之間的關係。

結果表明，上述五項 DMO 網站還沒有充分利用資訊技術在他們的業務運營。所有五個網站都表現相當不錯的資訊和通訊方面。然而，三網站在交易方面表現不佳。在五個選定的國家，韓國 DMO 網站獲得最高分的效果，其次是日本，泰國，香港等網站。澳門 DMO 網站獲得的最低得分效率。

除了評估網站的有效性，本研究發現網站的複雜性和性能之間的線性關係。也有在目的地管理在不同的國家之間的網站性能顯著差異。

關鍵詞：

目的地營銷、ICTRT 模型、網站效能、網站評價

217. A Comparison of the Official Tourism Website of Five East Tourism Destinations

Chen-Kuo Pai, Meng Long Xia, Te-Wei Wang
Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Name of conference/journal:

Information Technology & Tourism, Volume 14, No. 2, pp. 97-117, Jul 2014

Abstract:

This paper has two research objectives. First, it adopts the Information, Communication, Transaction, Relationship, and Technical Merit (ICTRT) model to evaluate Destination Marketing Organization (DMO) web sites from five East Asian countries. Second, it examines the relationship between website complexity and performance.

The results indicate that the five selected DMO websites have not fully utilized information technology in their business operations. All five websites have performed reasonably well on the information and communication dimensions. However, three web sites perform poorly in the transaction dimension. Among the five selected countries, the Korean DMO's website received the highest score for effectiveness, followed by the Japanese, Thai, and Hong Kong websites. The Macau DMO's website received the lowest score for effectiveness.

In addition to evaluating website effectiveness, this study found a linear relationship between website complexity and performance. Also there are significant performance variances among the DMOs' websites across different countries.

Keywords:

Destination Marketing, ICTRT Model, Website Effectiveness, Website Evaluation

218. 探索影響因素下載一個旅遊移動應用

白鎮國，王德瑋，鄭定邦
澳門科技大學 酒店與旅遊管理學院

會議/刊物名稱：

韓國國際旅遊大會 2014 年旅遊科學學會（TOSOK 2014 年），2014 年 7 月

內容簡介：

隨著智慧手機技術的快速發展，智慧手機的應用程式（應用程式）成為一個好幫手對於大多數智能手機用戶在他們的日常生活中。因此，移動應用的發展正吸引著越來越多的重視和關注已經成為一個新興產業。當在 App Store 類似的應用程式的數量越來越多，開發商面臨著很大的競爭和挑戰。在應用程式的分類，旅行應用程式使用，以幫助提高遊客的經驗，他們的旅行的質量。在這項研究中，目的是探討哪些因素影響的旅遊選擇中的應用程式市場/商店類似的應用程式旅遊業。

這項研究擴展了技術接受模型（TAM），並採用了結構方程模型（SEM）的方法來分析在選擇旅遊應用程式的智慧手機用戶如何。外部影響，設計，特徵和內容：它是假設由四個潛在因素的影響。三旅行應用程式（應用程式）被選定為它們是從不同的分級水準的實驗。問卷共發放 300 個智慧手機用戶誰將會填補它自己的嘗試後，使用 App 程式。結果表明，在外部影響，設計和程式的內容是在一定程度上出現積極地影響感知容易或感知有用，從而間接地影響了用戶下載的意圖使用的應用程式。

預計結果將可提供一些旅遊應用開發商和相關旅遊行業為瞭解什麼相關的因素會影響到智慧手機的用戶，當眾多的旅遊應用選擇。而且，幫助他們做出改進相關產品，同時提供了理論依據，為新產品的未來設計方向。該研究還內置了移動應用程式來獲得旅遊示範點，這為未來的研究在相關領域的基礎。

關鍵詞：

智能手機、移動應用、旅遊移動應用獲取模型

218. Explore the Influenced Factors for Downloading a Travel Mobile Application

Chen-Kuo Pai1, Te-Wei Wang, Ting Pong Cheng
Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Name of conference/journal:

The 2014 Tourism Sciences Society of Korea International Tourism Conference (TOSOK 2014), Jul 2014

Abstract:

With the rapid development of smartphones technology, the smartphone applications (Apps) become a good helper for most of smartphone users in their daily life. Therefore, the developments of mobile applications are attracting more and more attention and attentiveness have become a new emerging industry. When the number of similar applications in the app store more and more, the developers face a great deal of competition and challenges. In the classification of applications, travel applications are used to help enhance the experience of tourists and the quality of their trip. In this study, the objective is to explore what are the factors influences the tourist to select a tourism application among the similar application in the Apps market/store.

This study extended the Technology Acceptance Model (TAM) and adopted the Structural Equation Modeling (SEM) method to analysis how the smartphone users in selecting a travel application. It is hypothetically influenced by four potential factors: external influences, design, features, and content. Three travel applications (APPs) were selected as the experiments which are from different ranking levels. The questionnaires were distributed to 300 smartphone users who will fill it after their tried to use the App program. The results show that the external influence, design, and contents of the program are to some extent appears to positively influence the perceived ease or perceived usefulness, thus indirectly affecting the user to download an intention to use the application.

It is expected the results will available provide to some tourist application developers and related the tourism industry for understanding what the relevant factors will affect the smart phone users when choice among many of tourism applications. And also, help them to make improvements related products, while providing a theoretical basis for the future design direction of new products. The study also built a mobile application to get tourism model, which provides a basis for future research in related fields.

Keywords:

Smartphones, Mobile Applications, Travel Mobile Apps Acquisition Model

219. 基於三階段數據包絡分析模型（DEA）的生產效率評估：以中國電能業為例

陳妤婕，Si-lu Chen，Qiang Yi，Jun Tu
澳門科技大學 酒店與旅遊管理學院

會議/刊物名稱：

前瞻材料研究，第 1051 卷，pp. 1061-1067，2014 年 10 月，EI 檢索

內容簡介：

早先關於生產效率的研究都不能有效地反映出環境和隨機誤差的影響。尤其在中國，大部分的電能企業都存在這生產效率低，並且缺乏有效的評估模型。但是，通過三階段數據包分析模型的應用，對於投資決策的判斷和管理水準能夠達到一個合理的水準。實際的調查已經證明它能夠幫助電能企業做出更加客觀的判斷，這可以給這些企業帶來持續的改善。

關鍵詞：

數據包絡分析、三階段數據包絡分析模型、中國電力投資集團、生產效率

219. Evaluation of Production Efficiency by the Three-stage Data Envelopment Analysis Model: Chinese Power Sector as the Study Case

Yu-jie Chen, Si-lu Chen, Qiang Yi, Jun Tu
Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Name of conference/journal:

Advanced Materials Research, Vol. 1051, pp. 1061-1067, Oct 2014, EI indexed

Abstract:

Previous research on the evaluation of production efficiency cannot effectively respond influences caused by environmental effect and random error. Specifically, most of electric power companies in China suffer from low production efficiency and ineffective evaluation models. However, with the adoption of the proposed three-stage data envelop analysis (DEA) model, reasonable judgments on the investment decision and management level can be reached. Practical investigation has proved that it can help power companies make more objective judgment which would then bring about continuous improvement.

Keywords:

DEData envelop analysis (DEA), three-stage DEA model, China Power Investment (CPI) Corportation, Production efficiency

220. 組織是否總能從變革中獲益：結構惰性的視角

李熙，陳有華，彭璧玉
澳門科技大學 酒店與旅遊管理學院

會議/刊物名稱：

澳門科技大學學報，第 8 卷，第 1 期，pp. 56-66，2014 年 6 月

內容簡介：

傳統的戰略管理理論，例如適應理論強調組織變革對組織存活和發展有顯著的正向影響。本文的研究目的是想要探討組織是否總能從變革中獲益，識別影響組織變革的因素，以及厘清組織變革對組織存活影響的作用機理。以組織生態學核心的結構惰性理論為視角，文章指出相對於利益進程而言，個體組織不能輕易變革和快速變革，因為變革會破壞組織內部的慣例和運行機制。如果要進行變革，需要綜合考慮組織自身的惰性大小和創新能力的高低。 另外，文章還探討了組織變革對組織存活的雙重影響，並與傳統組織變革理論進行對比。

關鍵詞：

組織生態學、結構惰性、組織變更、組織存活

220. Are Organizations Always Benefit from Change: A Perspective of Structural Inertia

Xi Li, You-hua Chen, Bi-yu Peng
Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Name of conference/journal:

Journal of Macau University of Science and Technology, Volume 8, Issue 1, pp. 56-66, Jun 2014

Abstract:

Traditional strategic management theories such as adaptation theory emphasize that there are significantly positive connections with successful change and organizational survival as well as development. The goals of this study were to discuss whether organizations always gain benefit form change, identify what major factors organizations should take into account if they need change, and clarify what are the relationships between organizational change and survival. Based on the perspective of structural inertia which lays a core role of organizational ecology, we illustrated that organizations could not change rapidly relative to benefit process for that change was harmful to internal routine. We also highlighted the interaction of structural inertia and innovation ability on organizational change. Furthermore, we employed the dual mechanism to indicate why organizational survival was influenced by change. Finally, organizational change theory from traditional perspective was compared to the developed theory in this study.

Keywords:

Organizational ecology, Structural inertia, Organizational change, Organizational survival

221. 澳門入境游客體驗比較分析

S.H. Park，J.H. Noh
澳門科技大學 酒店與旅遊管理學院

會議/刊物名稱：

2014 年酒店與旅遊體驗式學習國際研討會，2014 年 5 月

內容簡介：

本文旨在通過參與活動、情感知覺、滿意度與忠誠度，分析入境游客的行爲及體驗，並總結了來自四個地區的入境游客的人口統計學特徵及行程特徵。文章建議澳門旅游主管機構更有效地進行國際市場定位及改善旅游設施與服務。

關鍵詞：

入境游客、旅游體驗、人口統計學特徵、行程特徵

221. A comparative analysis of international tourists' experience in Macau

S.H. Park, J.H. Noh
Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Name of conference/journal:

Proceeding of the 2014 International Conference on Experiential Learning in Hospitality and Tourism, May 2014

Abstract:

The purpose of this study was to examine international tourists' behaviors and experience with tourist participating activities, affective perceptions, satisfaction and loyalty intention. This study identified the demographic and trip characteristics of international tourists from four different regions. Recommendations were made for the Macau tourism authority to target efficiently its international tourism markets and improve tourism development with facilities and services in Macau.

Keywords:

International tourist, Travel experience, Demographic profile, Trip characteristics

222. 對文化差异與游憩需求感知的評估——以赴台大陸游客爲例

S.H. Park，C.H. Lee，C.M. Hsieh
澳門科技大學 酒店與旅遊管理學院

會議/刊物名稱：

2014 年亞太社會科學研討會論文集，2014 年 1 月

內容簡介：

本文嘗試建立基於文化距離理論的文化距離指標，分析文化距離感知的因素，利用旅行成本法評價大陸、香港與澳門遊客基於文化距離感知的赴台旅遊需求。研究結果表明：（1）在四個文化距離感知因素中，社會環境與人際關係比居住安排與語言交流更爲重要；（2）四個文化距離組群在文化距離感知方面存在顯著差異；（3）赴台內地遊客人均年度游憩收益在 4,733 至 6,740 美元之間；（4）“相似的生活習慣”這一組別的游憩收益高過其它三個文化距離組別。

關鍵詞：

文化距離、旅行成本、游憩需求、入境大陸游客

222. Evaluating perception on cultural distance and recreation demand: A case of Mainland Chinese inbound tourists to Taiwan

S.H. Park, C.H. Lee, C.M. Hsieh
Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Name of conference/journal:

Proceedings of the 2014 Asia-Pacific Social Science Conference, Jan 2014

Abstract:

This study attempted to establish cultural distance indicators based on cultural distance theory. The purpose of this study is to analyze the factors of perceptions of cultural distance, and to estimate the travel demands for Mainland China, Hong Kong, and Macau tourists who travel in Taiwan based on their perception of cultural distances using by travel cost method (TCM). The empirical results of this study are as follows: (1) among four identified cognitive factors of the cultural distance, “social environment” and “personal relationship” were found to be more important than “living arrangement” and “verbal communication” factor; (2) the four cultural distance clusters differ significantly in terms of perceptions on the cultural distance; (3) the recreation benefits ranged between US$ 4,733 to US$ 6,740 for average annual Chinese visitor numbers to Taiwan; (4) the “similar living habits” cluster had the higher recreation benefits than other three cultural distance clusters.

Keywords:

Cultural distance, Travel cost, Recreational demand, Chinese inbound tourist

223. 旅遊者對澳門多語種景觀的感知

晏鯉波，Maria Younghee Lee
澳門科技大學 酒店與旅遊管理學院

會議/刊物名稱：

中國旅遊研究，10(4)，432-447，2014 年 10 月

內容簡介：

儘管街道名稱具有地理、歷史及文化的意蘊，旅遊者對於街道名稱的感知仍然處於研究空白地帶。本研究以澳門為案例，對前述議題進行了探討。所用的資料來自問卷調查，資料分析的結果顯示了以下三點：一、受訪者對於街道名的感知與某些人口統計學及旅行特徵相關；二、不同文化背景的受訪者對於多語種街道牌的感知既有不同之處，也有相同之處；三、理解街道名有助於提升旅遊者的目的地體驗。這項研究拓寬了旅遊感知研究的範圍，將其從較大規模的對象延展到諸如街道牌這類小尺寸的對象。論文的最後說明了研究結果對於決策者的啟示。

關鍵詞：

旅遊者感知、街道名、多語種街道牌、澳門

223. Tourist Perceptions of the Multi-Linguistic Landscape in Macau

Libo Yan, Maria Younghee Lee
Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Name of conference/journal:

Journal of China Tourism Research, 10(4), 432-447, Oct 2014

Abstract:

Despite the geographical, historical, and cultural connotations of street names and their potential relationship with destination experience, tourists' perceptions of street names remains unexplored. This study addresses the gap by examining tourist perceptions of the street names in Macau. Statistical analysis of data derived from a questionnaire reveals the following: first, the respondents' perceptions of street names depend on certain demographic factors and trip features; second, the attitude toward multi-linguistic signage has both similarities and differences among respondents from different backgrounds; third, understanding street names has its effectiveness in enhancing tourists' destination experience. This study broadens the concept of perception in tourism studies for drawing attention to small-scale objects such as signposts. Implications for policymakers are identified.

Keywords:

Tourist perceptions, Street names, Multilingual signposts, Macau

224. 居民特徵對其對澳門博彩業發展態度的中介作用研究

Joanne Jung-Eun Yoo，周勇，Tracy (Ying) Lu，Taegoo (Terry) Kim
澳門科技大學 酒店與旅遊管理學院

會議/刊物名稱：

旅行與旅遊營銷學刊，第 31 卷，第 2 期，pp. 229-250，2014 年 2 月，SSCI 檢索

內容簡介：

基於聯合運用社會交換理論及社會表徵理論，本文研究了居民特徵因素對博彩業的影響的看法與支持的仲介作用。結果發現當居民的個人特徵（如年齡、教育背景、與 旅遊業的關係和社區參與程度等）變化將影響其對博彩影響的看法與支持。本研究有助於更好地理解不同居民群組對博彩業的不同態度。本文還進一步介紹了該結果在理論和實踐中的運用。

關鍵詞：

博彩影響、居民感知、澳門

224. The Moderating Effects of Resident Characteristics on Perceived Gaming Impacts and Gaming Industry Support: The Case of Macao

Joanne Jung-Eun Yoo, (Joe) Yong Zhou, Tracy (Ying) Lu, Taegoo (Terry) Kim
Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Name of conference/journal:

Journal of Travel & Tourism Marketing, Volume 31, Issue 2, pp.229-250, Feb 2014, SSCI indexed

Abstract:

Based on a joint use of social exchange and social representation theories, this study examined the moderating effects of resident characteristics on the relationships between perceived gaming impacts, gaming benefits, and industry support. The findings demonstrated that the relationships changed when the resident characteristics (age, education, tourism industry dependence, and community attachment) were introduced to the structural model as moderators. The study provides a better understanding of which subgroup of people within a community are more or less disposed to certain impacts of gaming. The theoretical and practical implications were discussed.

Keywords:

Gaming impacts, Residents' perceptions, Macau

225. 山西新絳縣居民食品安全認知和舉報投訴調查

陸姣，陳文詩，林偉基
澳門科技大學 健康科學學院

會議/刊物名稱：

中國衛生產業，第 11 卷，第 13 期，pp. 192-193，2014 年 5 月

內容簡介：

目的：瞭解山西新絳縣居民的食品安全認知和舉報投訴行為差異，為食品安全社會管理決策提供科學依據。

方法：使用橫斷面描述性方法開展問卷調查，用 SPSS 軟體對結果進行統計分析。

結果：城鄉居民對食品安全問題的關注度較高，但是舉報投訴表現較差。

結論：需要通過教育實踐活動增強城鄉居民的舉報投訴意識，並規範食品類相關資訊公佈機制、健全舉報投訴制度，有針對性的提高城鄉居民食品安全自我保護的能力。

關鍵詞：

食品安全認知、舉報投訴、城鄉居民

225. A study on consumers' complaints of food safety in Xinjiang county of Shanxi province in 2013

Jiao Lu, Man Si Chan, Christopher Wai Kei Lam
Faculty of Health Sciences, Macau University of Science and Technology

Name of conference/journal:

China Health Industry, Volume 11, Issue 13, pp.192-193, May 2014

Abstract:

Objective: To investigate food safety perception, and complaints behavior of urban and rural residents in Xinjiang county of Shanxi province, thereby providing a scientific basis for decision-making of food safety supervision.

Methods: Cross-sectional descriptive method was used, and SPSS 21.0 was used for descriptive statistic analysis of survey results.

Results: Urban and rural residents were highly concerned with food safety, but their complaints behaviors were generally poor.

Conclusions: It is necessary to improve on urban and rural residents' complaints behavior through education and public awareness. There should be a satisfactory system for complaints and a standardized mechanism of publicizing complaints resulting in overall improvements.

Keywords:

Food safety perception, Food complaints behavior, Urban residents, Rural residents

226. 澳門早期城市形象的視覺探究——以商業圖形設計為例

黃光輝
澳門科技大學 人文藝術學院

會議/刊物名稱：

南京藝術學院學報（美術與設計版），第 5 期，pp. 145-148，2014 年 8 月，CSSCI 檢索

內容簡介：

本文以圖像學為研究方法，通過對 20 世紀中葉以前的商業圖形所呈現內容及形式的分析，瞭解當時城市特性的視覺表現和中西文化審美差異在設計中的呈現，尋找澳門當時的城市形象的特徵，探尋中西文化交融的文脈表徵。

關鍵詞：

城市形象、圖形設計、中西審美、視覺表現

226. A visual exploration on the city image of Macau in the marketing image design

Guanghui Huang
Faculty of Arts and Humanities, Macau University of Science and Technology

Name of conference/journal:

Journal of Nanjing Arts Institute Fine Arts & Design, Issue 5, pp. 145-147, Aug 2014, CSSCI indexed

Abstract:

The research applies the method of iconology to analyze the visual images in the marketing artifacts in the early twentieth century Macau and to explore the city image represented in these images.

Keywords:

City image, Image design, Aesthetic, Visual representation

227. 微博能告訴我們關於中國食品安全的什麼信息？

牟怡
澳門科技大學 人文藝術學院

會議/刊物名稱：

中國傳播期刊，第 7 卷，第 3 期，pp. 319-334，2014 年 9 月，SSCI 檢索

內容簡介：

微博服務的特性使得他們成為傳播風險和危機的理想工具。然而，關於社交媒體與風險傳播的研究仍然處於起步階段。本研究在使用與滿足的理論框架下探究中國的微博主是如何利用微博傳播食品安全事件相關的資訊。本研究採用了針對基於關於 12 個近期的食品安全事件的 6186 條微博的內容分析。一系列的二元方差分析顯 示不同類型的微博主尋求不同的需求。比如公眾更多地利用微博來表達意見，而不僅僅是分享資訊本身。儘管我們預期社交媒體會在環境健康傳播中扮演重要的角色，目前基於社交媒體的風險傳播依然是自上而下的模式。

關鍵詞：

微博、社交媒體、風險傳播、食品安全、環境健康

227. What can microblog exchanges tell us about food safety crises in China?

Yi Mou
Faculty of Arts and Humanities, Macau University of Science and Technology

Name of conference/journal:

Chinese Journal of Communication, Volume 7, Issue 3, pp. 319-334, Sep 2014, SSCI indexed

Abstract:

The affordance of microblogging services has made them an ideal tool for communicating risk and crisis. However, research on social media and risk communication is still in its infancy. This study, following the uses and gratifications framework, attempts to give some insight into the way micro-bloggers communicate about risk by investigating food safety communications on the microblogging service in China. A content analysis was conducted on 6186 microblog posts relating to 12 recent food safety incidents in China. A series of bivariate chi-square tests was conducted to test the association between micro-bloggers and gratifications. The results indicate that different types of micro-bloggers gratify different needs. Compared to other types of micro-bloggers, the general public tends to use microblogging to express opinions on food safety incidents, regulation and/or policy, rather than simply disseminating information; members of the public enjoy fewer multimedia affordances in their microblog posting but express more negative feelings. Although we anticipate growth in the use of social media in environmental health communication, caution is still needed: communication in China still follows a traditional top-down pattern.

Keywords:

Microblog, Social media, Risk communication, Food safety, Environmental health

228. 在社交媒體上傳播食品安全信息：知識以及情緒對風險感知和防範的影響

牟怡，Carolyn A. Lin
澳門科技大學 人文藝術學院

會議/刊物名稱：

科學傳播，36(5), 593-616，2014 年 10 月，SSCI 檢索

內容簡介：

本研究探究了中國的微博使用在食品安全事件中對認知，情緒和行為反應的影戲。基於 1360 個微博使用者的問卷調查，本研究發現微博使用對食品安全相關的認知和行為的正向影響，然而綫上和線下的媒體使用並沒有顯著影響。針對食品安全事件的情緒也是風險認知和方法中的顯著因素。本文就此討論了理論和社會意義。

關鍵詞：

情緒、食品安全、微博、風險傳播、社交媒體

228. Communicating Food Safety via the Social Media: The Role of Knowledge and Emotions on Risk Perception and Prevention

Yi Mou, Carolyn A. Lin
Faculty of Arts and Humanities, Macau University of Science and Technology

Name of conference/journal:

Science Communication, 36(5), 593-616, Oct 2014, SSCI indexed

Abstract:

This study examined the Chinese public's use of Weibo (a microblog platform) and their cognitive, affective, and behavioral responses to a series of food safety crises. Based on a sample of 1,360 adult Weibo users across China, the study found that Weibo use contributed to cognitive and behavioral responses to food safety concerns, but access to other online and off-line news and information outlets was largely irrelevant. Emotional response toward the food safety incidents was a stronger predictor of both food safety risk perception and prevention action, relative to food safety incident awareness and factual awareness. Theoretical and social implications of study findings are discussed.

Keywords:

Emotions, Food safety, microblogs, Risk communication, Social media

229. 在社交媒體上呈現教授身份：從內容與策略到評價

牟怡
澳門科技大學 人文藝術學院

會議/刊物名稱：

中國傳播期刊，第 7 卷，第 4 期，pp. 389-408，2014 年 10 月，SSCI 檢索

內容簡介：

技術已經重塑了今天課堂上的氛圍以及師生關係。儘管網上的自我呈現現象已經引起了廣泛的學術關注，學者們似乎對自己如何在網上，尤其是在社交媒體上，呈現自己知之甚少。為了填補這方面的空白，在戈夫曼自我呈現的理論框架指導下，此論文採用兩種定量方法探討了大學學者如何在社交媒體上（以新浪微博為例）呈現自己，同時公眾如何對他們進行評價。首先，我們對 142 名任職於傳播學及其相關領域的全職高校教師的微博帳號所發佈的 2783 條微博進行內容分析，並對微博主特徵的變量（如性別，職稱，發佈頻率，粉絲數等）與微博內容特徵的變量（如自我呈現的類型，策略，及評論數等的關係等）進行了卡方檢測。然後，我們以實驗的方法檢測微博主的性別，談話內容，粉絲數與職稱對公眾如何評價該微博主（假設的高校教師）的專業技能，受歡迎程度和公信力的影響。結果表明，“他/她說什麼”對受訪者評價的影響並不大；而“他/她是誰”的影響較大。本論文對其理論與實踐的意義進行了相關討論。

關鍵詞：

教授、自我呈現、社交媒體、微博、評價、策略

229. Presenting professorship on social media: from content and strategy to evaluation

Yi Mou

Faculty of Arts and Humanities, Macau University of Science and Technology

Name of conference/journal:

Chinese Journal of Communication, Volume 7, Issue 4, pp. 389-408, Oct 2014, SSCI indexed

Abstract:

Technology has helped to reform class dynamics and teacher-student relationships. Although the phenomenon of online presentation has drawn considerable scholarly attention, academics seem to have an incomplete understanding about their own presentations online, especially in using social media. Without a thorough examination of how academics present themselves on social media, our understanding of the online learning environment is limited. To fill this void, this study aims to explore the following: (1) the content that college professors provide and the strategy they employ to present it on social media; and (2) how the public evaluates professors based on the content and strategy presented on social media. This study utilizes two methods. First, it conducts a content analysis of 2,783 pieces of microblog posts from 142 full-time communication professors' microblog accounts. Second, it conducts an online experiment based on a between-subject factorial design of 2 (gender: male vs. female) X 3 (topic: personal vs. professional vs. half-personal-half-professional) X 2 (fans number: few vs. many) X 2 (title: junior lecturer vs. senior full professor). The results indicate that “what the microblogger says” has little effect on the respondents' evaluations; instead, the question of “who they are” carries much more weight. Theoretical and practical implications are discussed.

Keywords:

Professorship, Self-presentation, Social media, Microblog, Evaluation, Strategy

230. 非誠勿擾：中國電視相親節目與剩女困境

羅魏，孫瑱
澳門科技大學 人文藝術學院

會議/刊物名稱：

女性主義媒介研究，15(2)，239-256，2014 年 5 月

內容簡介：

這篇論文研究了 2000 年後的以非誠勿擾為代表的中國電視相親節目，這些節目為階層和社會身份的自我陳述與再協商提供了一個公開的論壇，並給予女性參與者一個媒體表達的平臺。借由批判話語分析的方法，該研究探析了非誠勿擾節目的舞臺佈置、節目流程與潛在規則等。

關鍵詞：

電視相親節目、中國剩女、單身女性、後社會主義女性主義、後社會主義男性主義、批判話語分析

230. Are You the One? China's TV Dating Shows and the Sheng Nü's Predicament

Wei Luo, Zhen Sun

Faculty of Arts and Humanities, Macau University of Science and Technology

Name of conference/journal:

Feminist Media Studies, 15(2), 239-256, May 2014

Abstract:

This study looks into TV dating shows in post-millennial China. These widespread shows, exemplified by Fei Cheng Wu Rao (translated, by both local and global media, as If You Are the One), open up an ongoing social forum, which, to varying extents, enables self-articulations and renegotiations of class and gender identities and gives voice to selected female participants of the media. Through the lens of critical discourse analysis, the paper focuses on analyzing the stage arrangements and hidden rules of Fei Cheng Wu Rao, female participants' self-introductions, both male and female participants' depictions of their "ideal" spouse, and the remarks of the host and the two expert commentators. The study argues that these dating shows play upon the predicament of Chinese single women, especially those labeled as "sheng nü" ("leftover women"), who strive for upward social mobility, yet are constrained within the new gender mandate of a market economy. Stigmatizing single womanhood, the dating shows also grant a glimpse of the varied ways the media and women participants play a complicit role in reducing women's potential to resist new forms of male privilege in post-socialist China.

Keywords:

TV dating shows, Chinese sheng nü (leftover women), Single womanhood, Post-socialist femininity, Post-socialist masculinity, Critical discourse analysis

231. 從明清典籍引書看《何氏語林》的傳播與影響——兼論明清著作引書的若干特點

胡海英
澳門科技大學 通識教育部

會議/刊物名稱：

澳門科技大學學報，第 8 卷，第 2 期，pp. 17-22，2014 年 12 月

內容簡介：

明代何良俊的《何氏語林》是一部著名的“世說體”著作，流傳很廣。明清以來的典籍對《何氏語林》有廣泛的引用，考察這些引用情況，可以追蹤《何氏語 林》的傳播與影響，並可以發現明清典籍引用《何氏語林》有如下特點：經、史、子、集四部皆有引用；《何氏語林》被引的用途很廣；四部引錄頻率不平衡且有時 代差異；明清典籍引用《何氏語林》還包括對其進行考證、糾謬與誤系。說明整個傳統文化陣營對它甚為重視。明清典籍對《何氏語林》引用的情況折射出時代差 異，反映了時代風尚與學風的轉換。

關鍵詞：

《何氏語林》、明清典籍、引書、傳播、影響

231. On the Dissemination and Influence of Heshi Yulin through Citations by Ancient Books and Records Since Ming and Qing dynasties

Haiying Hu

Department of General Education, Macau University of Science and Technology

Name of conference/journal:

Journal of Macau University of Science and Technology, Vol.8, No.2, pp 17-22, Dec 2014

Abstract:

Heshi Yulin(The Ho Language, 何氏語林) is a famous book edited and written by He liangjun of the Ming Dynasty. Tracking the dissemination and influence of Heshi Yulin through citations from it by ancient books and records since Ming and Qing dynasties can discover those citations feature in four aspects: involved by the Four Branches of Literature(Siku, 四庫), used broadly, not proportionately according to the Four Branches of Literature and times, including textual criticism, amending and mistaking other books for Heshi Yulin. All these reflect the difference of academic atmosphere between Ming Dynasty and Qing Dynasty alongside stating clearly the importance of Heshi Yulin.

Keywords:

Heshi Yulin(The Ho Language), Ancient books and records since Ming and Qing dynasties, Citations, Dissemination, Influence

232. 拉普拉斯運算元在局部對稱空間上的第一特徵值

黃宇發
澳門科技大學 通識教育部

會議/刊物名稱：

數學雜誌，第 277 卷，第 3-4 期，pp. 749-767，2014 年 8 月，SCI 檢索

內容簡介：

本文關注的是拉普拉斯運算元在某些局部對稱空間 $\Gamma\backslash G/K$ 上的第一特徵值 $\lambda_1(\Gamma)$ 的下界問題。根據 Schur 引理，Casimir 運算元作用在每個不可約表示 π 上為常數$-\lambda_\pi$ 。本文將證明 $\lambda_1(\Gamma)$ 與 λ_π的下界 $\lambda_1(G)$之間存在明顯的譜間隔。

關鍵詞：

局部對稱空間、拉普拉斯運算元、酉表示、第一特徵值、低階表示、自守表示

232. First eigenvalue of Laplace operator on locally symmetric space

Yufa Huang

Department of General Education, Macau University of Science and Technology

Name of conference/journal:

Mathematische Zeitschrift, Volume 277, Issue 3-4, pp. 749-767, Aug 2014, SCI indexed

Abstract:

This paper is concerned with the lower bound for the first positive eigenvalue $\lambda_1(\Gamma)$ of the Laplace operator Δ on the space of square integrable functions on some locally symmetric space $\Gamma\backslash G/K$, where $G=SO_{2n+1}(C)$, K is a maximal compact subgroup of G and Γ is a lattice in G which arises from some imaginary quadratic field. It is well-known that the Casimir operator C acts by a scalar $-\lambda_\pi$ on every irreducible admissible representation π of G by Diximir's Schur Lemma. In this paper, we prove that when $n \geq 5$, there exists a spectral gap between $\lambda_1(\Gamma)$ and the infimum $\lambda_1(G)$ of λ_π when π passes through all non-trivial irreducible spherical unitary representations of G.

Keywords:

Locally symmetric space, Laplace operator, First eigenvalue, Spherical unitary representation, Low rank representation, Automorphic representation

233. 章、黃文字學說的新開拓：學習潘重規先生的相關論著

李開
澳門科技大學 通識教育部

會議/刊物名稱：

燕趙學術，2014 年

內容簡介：

潘著《中國文字學》涉及文字學的名義、範圍、特質、史略等，均為文字學原理一般。視文字為“自己民族全體的心靈結晶”，一宗章、黃視漢字為民族的“種性”說，漢字特質“形聲雙衍注音字”說走進了現代文字學領域。文字學縱向分三個時期可與唐蘭文字學分期作比較，縱向敘述的閃光之點，是潘氏注意到了《周禮・秋 官・大行人》說為最早的文字學記錄；橫向論《說文》五大貢獻，可與黃侃《說文說略》有關條例對接。潘著在“六書”之後專論“中國文字構造法則”，上系先民心理形態，下結於中國語語型，把文字與心理、社會意識、語言相聯繫，把文字構造法則與語言類型相聯繫。潘以《說文》是研究經籍古文的“最可靠的材料”，並以研究經籍古文為研究龜甲古文之導入，將《說文》古文和未載入的古文與甲、金文緊密地聯繫一起。至於甲骨文字的研究，潘以董作賓“四階段”說：字句的考釋、篇章的通讀、分期的整理、分派的敘述為研究法， 研究目標“唯甲文以考史”。關於文字學的應用，潘氏在研究實踐和操作實踐上都可圈可點，特別是潘氏《說文》借體說的清晰表述，應是釋讀古文字的方法。

關鍵詞：

潘重規、章黃學派、文字學原論、《說文》古文和古文字、實踐和應用

233. New Open up the ZhangBinglin and HuangKan's the Study of Chinese Characters: On PanChonggui's the Study of Chinese Characters

Li, K (Li Kai)

Department of General Education, Macau University of Science and Technology

Name of conference/journal:

The Yan and Zhao Systematic Leaning, 2014

Abstract:

Pan’s worker Chinese philology contains the name and scope and characteristic and simple history of the study of Chinese characters etc, and it is general theory of philology. Pan took characters as heart and soul of our ethnic itself, and wholly inherits a speaking which ZhangBinglin and HuangKan took Chinese characters as caste of our nation. Pan's theory that Chinese characters is a form and sound together constitutes a syllable that each characters stands for enters the field of completely philology.

Keywords:

PanChonggui, The school named ZhangBinglin and HuangKan, Original theory of philology, Some seal characters of The Book ShuoWen and Jie Zi and its ancient characters, Practice and applications

234. 校勘《集韻》的實踐、例式和碩果：學習趙振鐸先生《集韻校本》

李開
澳門科技大學 通識教育部

會議/刊物名稱：

辭書研究，第 4 期，2014 年 7 月，PKU 檢索

內容簡介：

趙振鐸先生以六種宋本、影宋本和清人三十多種成果作為讎校本，對今流傳最廣的清顧廣圻修訂曹楝亭本《集韻》做了大規模的全面校理，是《集韻》研究史上的重要研究實踐和歷史擔當。從趙校本的校勘實踐中抽繹出類型學體式，則有六種校改例式和三種校語例式，由體式系見趙校成果，則點上成果密集,舉不勝舉,有的則早 已體現在當年《漢語大字典》的編纂中。面上的成果則由約略統計可見。在校勘學思想上，趙校本以求真求是為本務，處處體現校者的識力，以充分占有材料“求全責備”為操作，下筆則思做到“一網打盡”。

關鍵詞：

《集韻校本》、歷史擔當、類型學體式、求真求是

234. To Collate the Revised Comprehensive Phonology (Song Dynasty) (JiYun) and its' the Practice and its' the Name-type and its the Rich Fruits: To Study the Book JiYun Jiaoben Worked by Mr. ZhaoZhenduo

Li, K (Li Kai)

Department of General Education, Macau University of Science and Technology

Name of conference/journal:

Dictionary Research, No.4, Jul 2014, PKU indexed

Abstract:

Mr. Zhao zhenduo took 6 editions pressed at Song dynasty and its process plate and 30 or more achievements of Qing dynasty as reference collated editions, and he made large-scale and overall check against the book JieYun named CaoLianting's edition and revised by GuGuangqi which is spread far and wide among academic circles up to now. This is most important research practice and historic undertaking.

Keywords:

JiYun Jiaoben, Historical undertaking, Form of linguistic typology, To seek truth and a realistic approach

235. 多元文化背景下語言服務芻議

李開
澳門科技大學 通識教育部

會議/刊物名稱：

澳門語言文化研究，2014 年 10 月

內容簡介：

語用的價值性質及其與科學求真性質的互補決定語言服務的地位。多元文化背景下最重要的語言服務是語文教學。文章將多元文化背景下的語言研究分為三類：中體中用、西體中西合用、中體西用（或另有中體中西合用、中體西中合用）。多元文化背景下三種體用關係語言研究法，應當相容並蓄，互促互補，這才符合中華辯證法的精神。

關鍵詞：

價值本體、語文教學、語言研究

235. My Tentative Suggestion for Language Services in a Multicultural Context

Li, K (Li Kai)

Department of General Education, Macau University of Science and Technology

Name of conference/journal:

Macao language-culture research, Oct 2014

Abstract:

The values and natural instincts of language in use complete each other. These features determine the state or quality of language service. The most important language services in a multicultural context are Chinese teaching. We divide language research in a multicultural context into three parts: Chinese learning as the fundamental structures and Chinese learning for practical use, and Chinese learning as the fundamental structures and Chinese learning and western learning for practical use, and Chinese learning as the fundamental structures and western learning for practical use (or it has yet others etc.) The three research methods in a multicultural context should take everything, and promote and complete each other, and this way is in keeping with the spirit of Chinese dialectics.

Keywords:

Value ontology of language in use, Chinese teaching, Language research in a multicultural context

236.《莊子》內篇的“齊物”、“逍遙”和“養生”

李開
澳門科技大學 通識教育部

會議/刊物名稱：

商丘師范學院學報，第 5 期，2014 年 5 月，PKU 檢索

內容簡介：

近從言語分析和邏輯認知看《莊子》內篇，相對主義的“齊萬物”的言語同類與否之辯，尋求大道和言語的同一性，又作像似性的說明，是先秦語言哲學。絕對自由的“逍遙”聖人的確立多寓言故事，“名者，實之賓”之說是先秦語言哲學邏輯，它的語境外延成了近代啟蒙邏輯；“大宗師”以宇宙大道為師，真人的確立允有十 論。以生命資訊內容，以天道知識為精神的“養生主”及其環比論文，皆一如“齊物”和“逍遙”，系於人和人性論，不僅其內在邏輯、名理思想一致，且出於天道而入於人生，處處人化、人性化。

關鍵詞：

《莊子》內篇、“齊物”、“逍遙”、“養生”、言語分析

236. The Enjoyment in Untroubled Ease,The Adjustment of Controversies and Nourshing the Lord of Life in The Inner Chapters of Zhuangzi

Li, K (Li Kai)

Department of General Education, Macau University of Science and Technology

Name of conference/journal:

Journal of Shangqiu Normal University, Issue 5, May 2014, PKU indexed

Abstract:

From the language analysis and logic cognition ZhuangZhi NeiPian relativism's "QiWu" argue some of the language of same kind or different kind, and seek the identity of DaDao (great the doctrine) and spoken language, and expound some of likeness and resembles, and all these are the method of the linguistics philosophy before Qin Dynasty. "XiaoYao" sage who possesses the absolute liberty has many fables. The formulation "name is predicate of reality" is the logic of linguistic philosophy before Qin Dynasty, and it turn into an enlightenment logic of modern China. "DaZongShi" (big master of great learning and integrity) took DaDao of universe as one's own schoolmaster. There are ten brilliant expositions before establishments of ZhenRen (even more greater sage). "YangSheng" and its surrounding articles which took the information of life as content and took the knowledge of TianDao (great the doctrine of universe) as a spirit were completely all the same as "QiWu" and "XiaoYao" and fastened people and human nature. They not only were kept identical views in theirs inherent logic and logical thought, but come out of TianDao and get into life and human interest and humanize.

Keywords:

The Inner Chapters of Zhuangzi, The adjustment of controversies, The enjoyment of untroubled ease, Nourishing the Lord of Life, Speech analysis

237. 成人英語學習者雙人任務模式及其看法

麥雁鈴
澳門科技大學 通識教育部

會議/刊物名稱：

英語及教育國際期刊，第 3 卷，第 4 期，2014 年 10 月

內容簡介：

相關研究指出合作模式是最有效益的，然而，在語言課內的雙人對話練習活動不一定有利語言學習。本研究透過雙人互動對話模式探討雙人模式及學習者的看法。

結果顯示成人學習者普遍呈現合作模式；被動/被動模式會隨認識時間的長短轉變為合作模式。更重要的是，學習者反映他們會按對方反應而調整自己的角色，以順利完成指定任務。即其中一方會從主導者變成積極配合的角色，從而促進語言學習。

就雙人任務的評論而言，所有參與者聲稱這有助於學習第二語言，而且九成參與人士贊同雙人任務可令他們增加信心。

關鍵詞：

雙人任務模式、成人英語習學者

237. Adult EFL Pair-work Pattern and Learners' Perception in a University Extension Program

Mak Ngan Leng

Department of General Education, Macau University of Science and Technology

Name of conference/journal:

International Journal of English and Education, Volume 3, Issue 4, Oct 2014

Abstract:

Pair-work patterns demonstrated by English language learners were being identified as 1) collaborative, 2) dominant/dominant, 3) dominant/passive, and 4) expert/novice. Related studies reported that collaborative pattern was the most beneficial and yet pair work activity might not necessarily be helpful and effective in a language classroom. The present study explored the dyadic patterns and learners' perception via pair work. Fifty adults from beginning level English conversation classes were examined over an 8-month period. Learners were randomly paired up to work on in paired tasks during which their dialogues were recorded. In addition, questionnaire and interviews were conducted to reflect their perceptions on pair work and its influence on L2 learning. Results showed that collaborative pattern were prevalent in adult learners and a passive/passive pattern which would change to a collaborative one over time was found. More importantly, learners reported that they would adjust their roles to fit in and to achieve the required task—one would shift from a dominating role to an active partner in response to a more collaborative context that facilitates learning. This inferred that even a passive partner was able to partly contribute and that further explained an identified active/passive (less active) interaction pattern rather than a dominant/passive one among adult EFL learners. In terms of comments on paired task, all participants claimed it useful in L2 learning and 90% of them credited the improved confidence to pair work activity. The researcher proposed three adult EFL pair-work patterns that revealed the population's distinct features.

Keywords:

Pair-work pattern, Adult EFL

238. 澳門公共圖書館中的公共領域精神

謝靜珍
澳門科技大學 通識教育部

會議/刊物名稱：

行政，第 104 期，2014 年

內容簡介：

公共圖書館因其所彰顯的知識自由、理性主義、平民化等獨特的精神，而成爲現代民主社會的基礎建設之一。澳門共有三個公共圖書館系統，八十多間規模不等的官辦或民營的公共圖書館和閱讀室，享有世界上圖書館最多的地方之美譽 。這些圖書館和閱覽室分佈於澳門半島、氹仔和路環，見證澳門歷史，服務澳門居民，體現澳門的人文精神，是澳門社會重要的基礎設施。近年來，學者已經從圖書館的歷史、資源、分類等方面對澳門的公共圖書館進行了研究。本文從社會政治學的角度，運用法蘭克福學派的主要代表人物尤爾根•哈貝馬斯的公共領域理論，探討公共圖書館在提升本地公共領域精神方面的貢獻。

關鍵詞：

公共圖書館、澳門、公共領域

238. Public Sphere in Public Libraries in Macau

Jingzhen Xie

Department of General Education, Macau University of Science and Technology

Name of conference/journal:

Administration, Issue 104, 2014

Abstract:

By “the public sphere”, Jürgen Habermas meant a realm of our social life in which rational discourse happens, public opinion is formed, and access is guaranteed to all citizens. Habermas considered the public sphere arose for the first time in the eighteen century, is a specific phase of bourgeois society, and embodies the very foundation and nature of liberal democracy. Public libraries house and further rational discourse and continue the process of debate through building balanced collections, offering unfettered information access and cultivating the spirit of citizenship. Public libraries constitute one of the best institutions to enact much of Habermas’ concept of the public sphere. Being an international city with rich histories and cultures, Macau has provided the local community with its unique public library service since over a hundred years, which offers balanced collections in several languages coveringa variety of subjects and reflecting different voices witnessing the vicissitude of the city, provides equal access to library resources, and advocates rational debate. Public libraries represent the public sphere in Macau, in particular, the Octagon Pavilion Library is an example par excellence by consistently offeringunlimited access to a variety of newspapers to the general public since oversixty years. While Macau is often better known for its gaming related tourism, public libraries help to correct this first impression and mirror its real image. Most importantly, because of the public sphere they house public libraries significantly contribute to building a liberal and democratic community in Macau.

Keywords:

Public libraries, Macau, Public sphere

239. 澳門智力資本試析

Lili Sun， 謝靜珍
澳門科技大學 通識教育部

會議/刊物名稱：

一國兩制研究，第 4 期，2014 年

內容簡介：

本文運用 Skandia 模型對 1999 年回歸以來的澳門的智力資本進行了分析。

關鍵詞：

智力資本、澳門、一國兩制

239. Introductory Analysis of Macao's Intellectual Capital under the "One Country, Two Systems" Policy

Lili Sun, Jingzhen Xie

Department of General Education, Macau University of Science and Technology

Name of conference/journal:

Academic Journal of One Country, Two Systems, Issue 4, 2014

Abstract:

The research identifies and measures the intangible assets of Macao SAR since the reunification in 1999 to develop a better understanding of Macao's intellectual capital landscape. It also examines Macao's position in the region by comparing it with Hong Kong and Singapore. The paper focuses on the "evidential facts" which prove that Macao has made big progress in intellectual capital under the "One Country, Two Systems" policy.

Keywords:

Intellectual capital, Macao, One Country, Two Systems

240. 巡回參考咨詢服務模式探析

謝靜珍
澳門科技大學 通識教育部

會議/刊物名稱：

圖書館工作與研究，第 8 期，2014 年 8 月，CSSCI 檢索

內容簡介：

巡迴參考諮詢服務是一種新的參考諮詢服務模式，最基本的特點是館員離開固定的參考台，巡迴書庫、電腦使用區等館內場所，甚或離開圖書館在校內合適的地點提供資訊諮詢服務。巡迴參考諮詢服務依託於以“使用者為本”的服務理念和先進的資訊技術，有助於消除“圖書館焦慮症”、宣傳參考諮詢服務和加強圖書館員與用戶之間的個人關係，是一個值得推廣的模式。

關鍵詞：

參考咨詢服務、巡回參考咨詢服務、巡回館員、圖書館宣傳

240. Research of the Roving Reference Service Mode

Jingzhen Xie

Department of General Education, Macau University of Science and Technology

Name of conference/journal:

Library Work and Research, Issue 8, Aug 2014, CSSCI indexed

Abstract:

Roving reference is a new reference model. Reference librarians need to be perceived as available and willing to assist and extend their services to users out of their institution. Roving reference which provides valuable point-of-need assistance and instruction is a strategy to reduce “library anxiety”, advertise reference service and strengthen person relations between librarians and their users.

Keywords:

Reference service, Roving reference, Roving librarians, Library promotion

241. 共享的虛擬圖書館和數字化計劃，以澳門虛擬圖書館為例

謝靜珍，Lili Sun
澳門科技大學 通識教育部

會議/刊物名稱：

館際互借、文獻傳遞和電子儲存庫期刊，第 23 卷，第 4-5 期，2014 年 6 月

內容簡介：

本文以澳門的圖書館資源共享為背景，分析了澳門虛擬圖書館的資源分享理念、內容、實用之処、優缺點及其對建設社區資源共享所具有的積極影響和深遠意義。澳門虛擬圖書館是澳門基金會建立的一個數字圖書館，收有一千多種經濟、法律、政治、社會、哲學、自然科學、藝術攝影、科技、教育、宗教、人口、歷史、地理、語言文學等各方面的著作或雜誌。其中，相當大部分的文獻可全文在綫閱讀。它免費開放，設計合理，分類詳盡，檢索方便，本地和世界各地的學者和普通讀者不受時間和地點限制，可以毫無障礙地利用它提供的資料和信息。澳門虛擬圖書館體現了在資源共享方面的國際領先性，具有极大的研究价值。本文採用實證主義研究方法，基於澳門虛擬圖書館的設計、提供的信息、使用情況等方面進行研究。

關鍵詞：

共享虛擬圖書館、資源共享、數字化、地方文獻、澳門、中國

241. Macaudata.com: A Shared Virtual Library and Digitization Project

Jingzhen Xie, Lili Sun

Department of General Education, Macau University of Science and Technology

Name of conference/journal:

Journal of Interlibrary Loan, Document Delivery and Electronic Reserves, Volume 23, Issue 4-5, Jun 2014

Abstract:

The article discusses the difficulties facing resource-sharing efforts in the Macau Special Administrative Region and introduces the best practice of a virtual library as a resource-sharing model. The origin and purpose, content, and usability of Macaudata.com are examined. The challenges it faces and its impact upon local resource sharing are studied. The article concludes that Macaudata.com marks a good start and important progress in terms of resource sharing in Macau and lays a solid foundation for developing Macau Memory

Keywords:

Shared virtual library, Resource sharing, Digitization, Local documents, Macao, China

242. 區域一體化格局下的粵港澳經濟動態關係研究

徐曄，王雨飛
澳門科技大學 通識教育部

會議/刊物名稱：

澳門科技大學學報，第 8 卷，第 2 期，2014 年 12 月

內容簡介：

粵港澳區域經濟合作在國家經濟發展中具有重要的戰略作用，研究粵港澳經濟動態關係有助於分析三地經濟合作的差異性，有利於促進三地的經濟融合。本文首先選取經 HP 濾波後的粵港澳 GDP 增長率資料，對粵港澳經濟週期波動的相關性和同步性進行檢驗並得出結論：粵港澳三地經濟週期波動的相關性和同步性不斷增強；為進一步研究粵港澳經濟一體化的相互影響程度，本文通過構建 VAR 模型，對 1988-2010 年粵港澳三地的 GDP 資料進行了實證研究，結果表明：廣東經濟發展對港澳經濟產生了較強的正向影響並存在滯後性，港澳經濟發展對廣東經濟影響甚微，港澳經濟之間的相互解釋程度也不高。

關鍵詞：

粵港澳、經濟一體化、HP 濾波、VAR 模型

242. Research on the Economy Dynamic Relationship of Guangdong, Hong Kong and Macao in the Pattern of Regional Integration

Ye Xu, Yufei Wang

Department of General Education, Macau University of Science and Technology

Name of conference/journal:

Journal of Macau University of Science and Technology, Volume 8, Issue 2, Dec 2014

Abstract:

Multilateral sub-regional cooperation accelerates the process of regional economic integration of Guangdong, Hong Kong and Macao. Hong Kong and Macao have become international financial, trade and tourist centers while Guangdong has become the world's manufacturing base. Firstly, we used GDP growth rate data of Guangdong, Hong Kong and Macao that filtered by HP to test the region's economic fluctuations and synchronization then concluded: the economic fluctuations and synchronization of the three places showed a significant correlation increasingly. For a further study of the mutual impact of the economic integration of Guangdong, Hong Kong and Macao, by constructing VAR model, we did an empirical research in 1988-2010 GDP data of the three places. The results show that: the economic development of Guangdong had a strong positive influence and lags on Hong Kong and Macao. But the economic development of Hong Kong and Macao showed minimal impact on Guangdong. And explanation between Hong Kong and Macao economy is insufficient.

Keywords:

Guangdong, Hong Kong and Macao, Economic Integration, HP filter, VAR model

243. 宋代詩學理論評黃庭堅為詩家宗祖之涵義及其原因

余思亮
澳門科技大學 通識教育部

會議/刊物名稱：

澳門科技大學學報，第 8 卷，第 1 期，2014 年 6 月

內容簡介：

北宋初期，時人以唐代詩人作為師法對象，藉此探索和開闢詩歌創作的路徑；雖然宋人宗主意識強烈，但仍不出唐詩的餘韻，未能發明有別於唐詩的宋詩特色。生於唐後的宋代，對於另闢自家特色的問題上面臨迫切性的困境，在開創方面苦心經營、舉步維艱，直至北宋中葉蘇軾、黃庭堅的出現，真正的宋詩隨之而誕生。蘇軾與黃庭堅是宋詩發展上的關鍵人物，詩歌上「蘇黃」並稱，但兩者的詩風格調以及詩學體系、審美特質迥然不同。作為文壇領袖的蘇軾詩文兼備，黃庭堅則專於詩，然而在當時有不少評論家以為黃詩勝過蘇詩，甚至更提出黃庭堅為宋代詩家宗祖的觀點。

關鍵詞：

黃庭堅、詩家宗祖、蘇軾

243. Huang Ting Jian in Poetics criticism of the meaning and reasons for the Inaugurator of Song Dynasty Poetry

U Si Leong

Department of General Education, Macau University of Science and Technology

Name of conference/journal:

Journal of Macau University of Science and Technology, Volume 8, Issue 1, Jun 2014

Abstract:

The early Song Dynasty, people study in Tang Dynasty poet for the learning objects, thereby opening up the path to explore for poetry; although Song Dynasty poet had a strong main consciousness, but still not out of the Tang poetic style and failed invention differs from the Song features. Song was born after the Tang Dynasty, the last open up their own distinctive problems faced by the urgency of the plight of painstaking efforts in creating. Until the middle period of Song Dynasty, the Song poetry was produced from Su Shi and Huang Ting Jian. Su Shi and Huang Ting is a key figure in the development of Song, “Su Huang” adding that the poetry, but the two poems and poetic style system were very different aesthetic qualities. As leader of the literary poetry both Su, Huang is specializing in poetry; but there are many critics at the time thought Huang is better than Su and it was even raised Huang Ting Jian is the inaugurator of Song Dynasty Poetry study.

Keywords:

Huang Ting Jiang, Inaugurator of Song Dynasty Poetry, Su Shi

244. 整合網絡醫學——中醫藥學在發展新一代醫學中的作用

梁麗嫻，黃錦偉，姜志宏，李婷，劉良
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

科學，第 346 卷，第 6216 期，pp. 1569，S16，2014 年 12 月，SCI 檢索

內容簡介：

中醫學的健康觀是指機體內在生理網絡和外部環境網絡在相互作用中達到和諧與平衡，內外環境網絡相互作用的失衡可導致複雜性疾病的發生和發展，故對該類疾病必須採取基於網絡的整體性診療策略，藉以促進和恢復網絡的相對平衡與穩定。中醫藥學基於網絡調節的整體醫學理論和診療方法，有助於克服“解析主義”和“基於靶標生物醫學”方法的局限與不足，故能為發展新一代基於網絡的整合醫學體系作借鑒。基於網絡調節的整合醫學體系，將以個體化醫學、數字化醫學、中醫藥學所蘊含的科學內涵為基本內核,以此建立基於網絡調節的疾病預防、診斷和治療新模式。這種新模式將是現行基於靶標生物醫學的重大變革和發展，對於提高慢性和複雜性疾病的防治效果尤為適當。採用轉化研究、系統生物學、電子計算機三大領域的創新研究方法和前沿技術, 能夠獲得個體化醫學、數字化醫學、傳統中醫藥學的海量科學數據並建立網絡關聯，進而構建新一代整合網絡醫學的新理論及其診療模式。

關鍵詞：

整合網絡醫學

244. Integrated network-based medicine: The role of traditional Chinese medicine in developing a new generation of medicine

Leung ELH, Wong VK, Jiang ZH, Li T, Liu L.
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Science, Volume 346, Issue 6216, pp. 1569, S16, Dec 2014, SCI indexed

Abstract:

According to the philosophy of traditional Chinese medicine (TCM), health is the state of harmony between individual internal physiological networks (IPNs) and external environmental networks (EENs). Aberrant interactions between and within these networks cause complex diseases, TCM is grounded in these holistic principles, integrating philosophies from art and science; it stresses the maintenance of balance, or homeostasis, between the systems of the body and nature.

We believe that this kind of network-based holistic approach to medicine offers a useful counterpoint to today's biological reductionism-based thinking. We champion integrated network-based medicine (INBM) which takes a systems approach to understanding the individual's body as a whole, as opposed to relying on discrete components such as gene mutations, in order to explain illness (1). Built on the principles of IPNs and EENs, INBM offers a comprehensive medical system that integrates fundamental theories, diagnostic methods, and therapeutics based on a holistic and dynamic network-based approach.

Keywords:

Integrated network-based medicine

245. 雷公藤紅素通過半胱氨酸天冬氨酸蛋白酶依賴通路和降解熱休克蛋白 90 蛋白去誘導吉非替尼耐藥的非小型肺癌細胞凋亡

范星星，李娜，伍建林，周燕玲，何建行，劉良，梁麗嫻
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

分子，第 19 卷，第 3 期，pp. 3508-3522，2014 年 3 月，SCI 檢索

內容簡介：

雷公藤紅素是從中藥雷公藤中提取的一類具有多種生物活性的三萜類藥物。在它的所有生物活性中，抗癌活性吸引了最多的關注，但是雷公藤紅素對吉非替尼耐藥性非小細胞型肺癌（NSCLC）的影響卻不清楚。在這裡，我們測試了雷公藤紅素在三種不同的非小細胞型肺癌細胞系的作用，並研究了它對其中兩種吉非替尼耐藥非小細胞肺癌細胞系（H1650 和 H1975）的治療機制。雷公藤紅素表現出很強的細胞凋亡誘導功能，並具有劑量和時間依賴性。此外，雷公藤紅素通過引起線粒體膜電位逐漸喪失和 Bax 蛋白/ Bcl-2 蛋白比值的增高，從而導致細胞線粒體膜的破壞。同時我們發現經過藥物處理之後，細胞中的 caspase 被啟動，當加入 caspase 抑制劑卻只能部分抑制細胞凋亡。因此，我們對細胞中 Hsp90 伴侶蛋白，表皮生長因數受體（EGFR）和 AKT 的蛋白質水準也進行了測定。發現這些蛋白的表達水準也明顯下調了。綜合起來，我們的數據表明，雷公藤紅素可以通過調控 caspase 途徑 和 Hsp90 伴侶蛋白降解來誘導細胞凋亡而發展成為一種具有治療吉非替尼耐藥性非小細胞型肺癌潛能的藥物。

關鍵詞：

雷公藤紅素、吉非替尼耐藥、非小型肺癌、凋亡、熱休克蛋白 90、表皮生長受體因

245. Celastrol Induces Apoptosis in Gefitinib-Resistant Non-Small Cell Lung Cancer Cells via Caspases-Dependent Pathways and Hsp90 Client Protein Degradation

Xing-Xing Fan, Na Li, Jian-Lin Wu, Yan-Ling Zhou, Jian-Xing He, Liang Liu and Elaine Lai-Han Leung

Macau Institute for Applied Research in Medicine and Health,

Macau University of Science and Technology

Name of conference/journal:

Molecular, Volume 19, Issue 3, pp. 3508-3522, Mar 2014, SCI indexed

Abstract:

Celastrol, a triterpene extracted from the Chinese herb Tripterygium wilfordii, has been shown to have multiple bioactivities. Although among these activities, its anti-cancer effects have attracted the most attention, the effect of celastrol on gefitinib-resistant non-small cell lung cancer (NSCLC) cells is not clearly known. Here, we examined the potency of celastrol in three different NSCLC cell lines. We explored its treatment mechanism in two gefitinib-resistant NSCLC cell lines (H1650 and H1975). Our data demonstrated that celastrol exerted its apoptotic effect in a dose- and time-dependent manner. Also, the mitochondria membrane potential was gradually lost and the ratio of Bax/Bcl-2 increased after the treatment of celastrol, both of which are indicators of mitochondria membrane integrity,. Although the caspases were activated, the treatment with pan-caspase inhibitor could partially inhibit the level of apoptosis. Moreover, the protein level of Hsp90 client proteins, EGFR and AKT, was measured. Interestingly, both client proteins were remarkably down-regulated after the treatment of celastrol. Taken together, our data showed that celastrol may be developed as a promising agent for treating gefitinib-resistant NSCLCs by inducing apoptosis through caspase-dependent pathways and Hsp90 client protein degradation.

Keywords:

Celastrol, Gefitinib resistance, NSCLC, Apoptosis, Hsp90, EGFR

246. IL-32 γ 和 NOD 聯合活化嗜酸性粒細胞的分子機制

黃振國，董傑，林偉基

澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

白細胞生物學雜誌，第 95 卷，第 4 期，pp. 631-642，2014 年 4 月，SCI 檢索

內容簡介：

IL-32 是一種促炎細胞因子，與感染、自體免疫新疾病和過敏性哮喘相關。本研究闡述了 IL-32γ 和 NOD 對人嗜酸性粒細胞、過敏性炎症的主要效應細胞的協同活化作用及潛在的機制。我們發現特異性 IL-32 結合蛋白，PR3，存在於嗜酸性粒細胞的表面和細胞質。 IL-32γ 比 IL-32α 更有效的協同 iE-DAP 和 MDP 產生過敏性炎症相關的細胞因子 IL-1β，TNF-α，及趨化因數 CXCL8，CCL3，和 CCL4 (P<0.05) 。此外，IL-32γ 和 iE-DAP 或 MDP 協同上調嗜酸性粒細胞表面的粘附分子 CD-18 和 ICAM-1，IL-32γ 和 NOD 配體的協同作用依賴於嗜酸性粒細胞細胞內半胱天冬酶 1，ERKs，p38 MAPK 及 NF-κB 信號通路。進一步在嗜酸性粒細胞和人支氣管上皮 BEAS-2B 細胞的共培養中發現增強的 CD-18 和 ICAM-1 的表達和細胞因子和趨化因子的產生。而且 IL-32γ 和 NOD 配體可以聯合活化嗜酸性粒細胞細胞外 DNA 陷阱的釋放，暗示了嗜酸性粒細胞的病原體防禦機制。因此，本研究闡明了細菌感染介導的 NOD1，2 和 IL-32γ 協同活化嗜酸性粒細胞與氣道上皮細胞相互作用的免疫機制。

關鍵詞：

氣道上皮細胞、細胞外 DNA 陷阱、信號轉導

246. Identification of novel homologous series of polyhydroxylated theasinensins and theanaphthoquinones in the SII fraction of black tea thearubigins using ESI/HPLC tandem mass spectrometry

Chun Kwok WONG, Jie DONG, Christopher Wai Kei LAM
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Journal of Leukocyte Biology, Volume 95, Issue 4, pp. 631-642, Apr 2014, SCI indexed

Abstract:

IL-32 is a proinflammatory cytokine associated with infections, autoimmune diseases, and allergic asthma. In the present study, we elucidated the synergistic effect of IL-32γ and NOD ligand on the activation of human eosinophils, principal effector cells for allergic inflammation, and the underlying mechanisms. Specific IL-32-binding protein, PR3, was found to localize on the cell surface and in the cytoplasm of eosinophils. IL-32γ was more capable of activating eosinophils than its isotype variant IL-32α and exhibited synergistic effect with NOD1 ligand iE-DAP and NOD2 ligand MDP on the induction of allergic inflammation-related IL-1β, TNF-α, and chemokines CXCL8, CCL3, and CCL4 ($P<0.05$). Moreover, IL-32γ and iE-DAP or MDP induced the significant up-regulation of the cell-surface expression of adhesion molecule CD18 and ICAM-1 on eosinophils. Synergism between IL-32γ and NOD ligands was dependent on the activation of intracellular caspase 1, ERKs, p38 MAPK, and NF-κB pathways in eosinophils. The further-enhanced CD18 and ICAM-1 expression and production of cytokines and chemokines were observed in eosinophils cocultured with human bronchial epithelial BEAS-2B cells. Furthermore, combined treatment of IL-32γ and NOD ligand could activate the release of eosinophil extracellular DNA traps, thereby implying the pathogen-defense mechanisms of eosinophils. Together, the above study provides pivotal immunological mechanisms by which bacterial infection-mediated activation of NOD1, 2, together with IL-32γ, can synergize the activation of eosinophils interacting with bronchial epithelial cells.

Keywords:

Bronchial epithelial cells, Extracellular DNA traps, Signal transduction

247. 腫瘤壞死因數家族 LIGHT（TNFSF14）對嗜酸性粒細胞和嗜鹼性粒細胞及其與氣道上皮細胞的活化作用

邱懷娜，黃振國，董傑，林偉基，蔡哲
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

炎症介質，2014 年 3 月，SCI 檢索

內容簡介：

過敏性哮喘會引發導氣管結構重塑，包括細胞外機制的積累和平滑肌加厚。腫瘤壞死因數家族配體 LIGHT (TNFSF14)是一種結合(HVEM)/TNFRSF14 和 LTβR 的細胞因數。LIGHT 分別誘導表達 HVEM 的過敏性哮喘相關的嗜酸性粒細胞表達 LTβR 的肺泡巨噬細胞釋放哮喘相關細胞因子 IL-13 和纖維發生的細胞因數 TGF-β，因此在哮喘性導氣管重塑中發揮關鍵作用。我們研究了 LIGHT 在人嗜酸性粒細胞/嗜鹼性粒細胞和氣道上皮細胞共培養中的作用。利用流式細胞儀、多重檢測試劑盒和 ELISA 檢測粘附分子、細胞因數/趨化因數和 MMP 的表達。結果表明，LIGHT 可以顯著性提高 BEAS-2B 細胞和嗜酸性粒細胞/嗜鹼性粒細胞的細胞間粘附分子 1 的細胞表面表達，導氣管重塑相關 IL-6，CXCL8 和 MMP-9 的釋放，這可能是通過細胞間相互作用，EBAS-2B 細胞表面的 HVEM 和 LTβR 受體的表達，p38 和 NF-κB 等信號轉導路徑。因此，上述結果增強了我們對過敏性哮喘中 LIGHT 的免疫病理作用，闡明了其在導氣管重塑的中潛在的治療作用。

關鍵詞：

LIGHT、嗜酸性粒細胞、嗜鹼性粒細胞、支氣管上皮細胞

247. Effect of tumor necrosis factor family member LIGHT (TNFSF14) on the activation of basophils and eosinophils interacting with bronchial epithelial cells

Hua Na QIU, Chun Kwok WONG, Jie DONG, Christopher Wai Kei LAM, Zhe CAI
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Mediators of Inflammation, Mar 2014, SCI indexed

Abstract:

Allergic asthma can cause airway structural remodeling, involving the accumulation of extracellular matrix and thickening of smooth muscle. Tumor necrosis factor (TNF) family ligand LIGHT (TNFSF14) is a cytokine that binds herpesvirus entry mediator (HVEM)/TNFRSF14 and lymphotoxin β receptor (LTβR). LIGHT induces asthmatic cytokine IL-13 and fibrogenic cytokine transforming growth factor-β release from allergic asthma-related eosinophils expressing HVEM and alveolar macrophages expressing LTβR, respectively, thereby playing crucial roles in asthmatic airway remodeling. In this study, we investigated the effects of LIGHT on the coculture of human basophils/eosinophils and bronchial epithelial BEAS-2B cells. The expression of adhesion molecules, cytokines/chemokines, and matrix metalloproteinases (MMP) was measured by flow cytometry, multiplex, assay or ELISA. Results showed that LIGHT could significantly promote intercellular adhesion, cell surface expression of intercellular adhesion molecule-1, release of airway remodeling-related IL-6, CXCL8, and MMP-9 from BEAS-2B cells upon interaction with basophils/eosinophils, probably via the intercellular interaction, cell surface receptors HVEM and LTβR on BEAS-2B cells, and extracellular signal-regulated kinase, p38 mitogen activated protein kinase, and NF-κB signaling pathways. The above results, therefore, enhance our understanding of the immunopathological roles of LIGHT in allergic asthma and shed light on the potential therapeutic targets for airway remodeling.

Keywords:

LIGHT, Basophils, Eosinophils, Bronchial epithelial cells

248. 系統性紅斑狼瘡中細胞因子和趨化因子的紊亂

楚曼，黃振國，譚麗珊，林偉基
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

澳門科技大學學報，第 8 卷，第 1 期，pp. 108-115，2014 年 6 月

內容簡介：

系統性紅斑狼瘡是一種主要累及成年女性的自體免疫疾病。儘管它的發病原因及機理沒有被清楚地闡明，但通常認為體內細胞因子和趨化因子紊亂，及遺傳、激素和環 境等多因素參與了系統性紅斑狼瘡的發病及進展。本文將討論不同免疫細胞亞群，如 Th1/2 和 Th17/Treg 淋巴細胞所分泌的細胞因子及趨化因子的紊亂 在系統性紅斑狼瘡中的病理機制。

關鍵詞：

系統性紅斑狼瘡、Th1/Th2 細胞因子、Th17/Treg 細胞因子、趨化因子

248. Cytokine and chemokine aberrations in systemic lupus erythematosus

Man CHU, Chun Kwok WONG, Lai Shan TAM, Christopher Wai Kei LAM
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Journal of Macau University of Science and Technology, Volume 8, Issue 1, pp. 108-115, Jun 2014

Abstract:

Systemic lupus erythematosus (SLE) is an autoimmune disease that predominantly affects adult women. Although the underlying causes and pathological mechanisms have not been clearly elucidated, it is known that cytokine and chemokine aberrations, as well as genetic, hormonal and environmental factors, are intricately involved in the initiation and development of SLE. Aberration of cytokines and chemokines resulting in dysregulation of different immune cell subsets, such as T helper (Th) 1/Th2 and Th17/regulator T (Treg) lymphocytes contributing to the pathogenesis of SLE will be discussed in this review.

Keywords:

SLE, Th1/Th2 cytokines, Th17/Treg cytokines, Chemokines

249. 慢性腎病中帕立骨化醇對左心室品質和功能的作用

王依滿，房芳，陳家發，聞月異，商青，陳曉旋，羅吳美英，

黎嘉能，盧維基，林偉基，余卓文

澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

美國腎病學會雜誌，第 25 卷，第 1 期，pp. 175-186，2014 年 1 月，SCI 檢索

內容簡介：

維生素 D 具有心臟保護作用，但是維生素 D 對慢性腎病病人預後的作用是有爭議的。我們設計了雙盲、隨機、安慰劑對照組試驗來觀察左心室肥大的慢性腎病中口服維生素 D 是否會降低左心室品質。 超聲心動圖確診的左心室肥大的病人隨機每天口服帕立骨化醇(1μg) 及匹配的安慰對照組連續 52 周。52 周後初次終點左心室品質分數改變，通過心臟核磁共振成像檢測。二次終點包括左心室容積、心臟收縮和舒張功能、骨疾病的生物化學參數和腎功能的改變。左心室品質分數的改變在兩組之間沒有顯著性差異。左心室容積、射血分數、組織多普勒測量舒張早期和收縮期的環形速率及早期二尖瓣血流速度與二尖瓣環舒張早期速度的比率在兩組間沒有差異。然而，帕立骨化醇顯著性降低了甲狀旁腺素(P<0.001)和鹼性磷酸酶(P=0.001)水準及心血管相關的住院病人禮數。因此，52 周的口服帕立骨化醇治療可以顯著性提高二次甲狀旁腺機能亢進，但是沒有改變嚴重的慢性腎病病人左心室結構和功能。

關鍵詞：

帕立骨化醇、左心室、慢性腎病

249. Effect of Paricalcitol on Left Ventricular Mass and Function in CKD - The OPERA Trial

Wang, AYM (Wang, Angela Yee-Moon); Fang, F (Fang, Fang); Chan, J (Chan, John); Wen, YY (Wen, Yue-Yi); Qing, S (Qing, Shang); Chan, IHS (Chan, Iris Hiu-Shuen) ; Lo, G (Lo, Gladys) ; Lai, KN (Lai, Kar-Neng); Lo, WK (Lo, Wai-Kei); Lam, CWK (Lam, Christopher Wai-Kei); Yu, CM (Yu, Cheuk-Man)

Macau Institute for Applied Research in Medicine and Health,

Macau University of Science and Technology

Name of conference/journal:

Journal of the American Society of Nephrology, Volume 25, Issue 1, pp. 175-186, Jan 2014, SCI indexed

Abstract:

Vitamin D seems to protect against cardiovascular disease, but the reported effects of vitamin D on patient outcomes in CKD are controversial. We conducted a prospective, double blind, randomized, placebo-controlled trial to determine whether oral activated vitamin D reduces left ventricular (LV) mass in patients with stages 3-5 CKD with LV hypertrophy. Subjects with echocardiographic criteria of LV hypertrophy were randomly assigned to receive either oral paricalcitol (1 μg) one time daily (n=30) or matching placebo (n=30) for 52 weeks. The primary end point was change in LV mass index over 52 weeks, which was measured by cardiac magnetic resonance imaging. Secondary end points included changes in LV volume, echocardiographic measures of systolic and diastolic function, biochemical parameters of mineral bone disease, and measures of renal function. Change in LV mass index did not differ significantly between groups (median [interquartile range], -2.59 [-6.13 to 0.32] g/m(2) with paricalcitol versus -4.85 [-9.89 to 1.10] g/m(2) with placebo). Changes in LV volume, ejection fraction, and tissue Doppler-derived measures of early diastolic and systolic mitral annular velocities, and ratio of early mitral inflow velocity to early diastolic mitral annular velocity did not differ between the groups. However, paricalcitol treatment significantly reduced intact parathyroid hormone (P<0.001) and alkaline phosphatase (P=0.001) levels as well as the number of cardiovascular-related hospitalizations compared with placebo. In conclusion, 52 weeks of treatment with oral paricalcitol (1 μg one time daily) significantly improved secondary hyperparathyroidism but did not alter measures of LV structure and function in patients with severe CKD.

Keywords:

Paricalcitol, Left Ventricular, CKD

250. 慢性腎病中皮膚自發螢光與血管鈣化相關

王依滿，黃振國，丘逸賢，黃麗珊，陳曉旋，林偉基
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

動脈硬化、血栓形成與血管生物學，第 34 卷，第 8 期，pp. 1784-1790，2014 年 8 月，SCI 檢索

內容簡介：

目的：本研究旨在評估慢性腎病中組織晚期糖基化終末產物，反映為皮膚自發螢光，和血管鈣化的相關關係。

方法和結果：利用 X 線斷層攝影術 300 名 3-5 期慢性腎病病人評估冠狀動脈鈣分數（CACS）及利用皮膚自發螢光儀評估組織晚期糖基化終末產物。多重回歸分析發現獎狀旁腺素(P<0.001)替代預估的血管小球過濾速度成為年齡(P<0.001)和糖尿病(P<0.001)以外第三和皮膚自發螢光顯著性相關的因素。在單變數多項邏輯回歸分析中，與 CACS 為 0 的病人相比，皮膚自發螢光每增加一個單位會有 7.43 倍(95% 置信區間，3.59-15.37；P<0.001)的幾率有 CACS ≥400。當調整年齡、性別、血鈣、磷酸鹽、C-反應蛋白、脂質、血壓、預估的血管小球過濾速度及甲狀旁腺素，皮膚自發螢光可以顯著性預測 CACS ≥400 (優勢率，3.63；95% 置信區間，1.44-9.18；P=0.006)，但是當繼續調整糖尿病時不能顯著性預測(優勢率，2.23；95%置信區間，0.81-6.14；P=0.1)。與沒有糖尿病和更低甲狀旁腺素的病人相比，糖尿病和更高的甲狀旁腺素的聯合與更強的皮膚自發螢光和 CACS 相關。

結論：組織晚期糖基化終末產物，反映為皮膚自發螢光， 在慢性腎病中與血鈣化顯著性相關。這些結果表明，組織晚期糖基化終末產物可能促進慢性腎病和糖尿病的血鈣化，需要進一步的實驗研究。

關鍵詞：

糖基化終末產物、晚期、腎功能不足、慢性、血鈣化

250. Skin autofluorescence associates with vascular calcification in chronic kidney disease

Angela Yee Moon WANG, Chun Kwok WONG, Yat Yin YAU, Sharon WONG, Iris Hiu Shuen CHAN, Christopher Wai Kei LAM

Macau Institute for Applied Research in Medicine and Health,

Macau University of Science and Technology

Name of conference/journal:

Arteriosclerosis, Thrombosis, and Vascular Biology, Volume 34, Issue 8, pp. 1784-1790, Aug 2014, SCI indexed

Abstract:

OBJECTIVE: This study aims to evaluate the relationship between tissue advanced glycation end products, as reflected by skin autofluorescence, and vascular calcification in chronic kidney disease.

APPROACH AND RESULTS: Three hundred patients with stage 3 to 5 chronic kidney disease underwent multislice computed tomography to estimate total coronary artery calcium score (CACS) and had tissue advanced glycation end product assessed using a skin autofluorescence reader. Intact parathyroid hormone (P<0.001) displaced estimated glomerular filtration rate as third most significant factor associated with skin autofluorescence after age (P<0.001) and diabetes mellitus (P<0.001) in multiple regression analysis. On univariate multinomial logistic regression analysis, every 1-U increase in skin autofluorescence was associated with a 7.43-fold (95% confidence intervals, 3.59-15.37; P<0.001) increased odds of having CACS ≥400 compared with those with zero CACS. Skin autofluorescence retained significance in predicting CACS ≥400 (odds ratio, 3.63; 95% confidence intervals, 1.44-9.18; P=0.006) when adjusting for age, sex, serum calcium, phosphate, albumin, C-reactive protein, lipids, blood pressure, estimated glomerular filtration rate, and intact parathyroid hormone but marginally lost significance when additionally adjusting for diabetes mellitus (odds ratio, 2.23; 95% confidence intervals, 0.81-6.14; P=0.1). Combination of diabetes mellitus and higher intact parathyroid hormone was associated with greater skin autofluorescence and CACS versus those without diabetes mellitus and having lower intact parathyroid hormone.

CONCLUSIONS: Tissue advanced glycation end product, as reflected by skin autofluorescence, showed a significant novel association with vascular calcification in chronic kidney disease. These data suggest that increased tissue advanced glycation end product may contribute to vascular calcification in chronic kidney disease and diabetes mellitus and warrant further experimental investigation.

Keywords:

Glycosylation end products, Advanced, Renal insufficiency, Chronic, Vascular calcification

251. 納米結構的脂質載體作為雷公藤甲素的新型口服傳遞系統改變雄性大鼠藥代動力學並降低毒性

張聰，彭帆，劉衛，萬江陵，萬春熙，徐輝碧，林偉基，楊祥良

澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

國際納米醫學雜誌，第 9 卷，第 20 期，pp. 1049-1063，2014 年 2 月，SCI 檢索

內容簡介：

齧齒動物口服給予具有抗炎，免疫抑制，抗生育，抗囊腫生成以及抗癌活性的雷公藤甲素，將迅速吸收進入血液迴圈（根據動物種屬，服藥後的 5.0 到 19.5 分鐘不等），伴隨一個短暫的半衰期（20 分鐘到一個小時以內）。雷公藤甲素在血液中這樣的顯著並且迅速的波動可能導致了它的毒性。其表現於對肝、腎、消化、生殖和血液系統的傷害。為了延緩藥物的釋放，提高它的安全性，研製了納米結構的脂質載體裝載雷公藤甲素（TP-NLCs），它使用微乳技術由固體脂質 CompritolR 888 ATO 以及液體脂質 Capryol™ 90 組成。TP-NLCs 的處方特性被表徵，並且應用透析袋擴散技術評估了體外釋放。TP-NLCs 的藥代動力學與毒性試驗同不裝載雷公藤甲素的進行對比（TP-SLCs，僅包含 Compritol 888 ATO）。結果證明 TP-NLCs 的平均粒徑為 231.8nm, 包封率高達 71.6%，並且可以穩定長達一個月。TP-NLCs 顯示了高於 TP-SLCs 的體外持續釋藥。並且 TP-NLCs 相對於雷公藤甲素原藥與 TP-SLCs 的長期平均停留時間延長($P<0.001$，$P<0.001$)，達峰時間延遲($P<0.01$，$P<0.05$)，達峰濃度降低($P<0.01$，$P<0.05$)。這與降低雄性老鼠的毒性相聯繫。因此，我們的資料表明,TP-NLCs 優於 TP-SLNs，可能是一個有前途的安全使用雷公藤甲素的口服傳遞系統。

關鍵詞：

體內藥代動力學、微乳技術、大鼠亞急性毒性、持續釋放、雷公藤甲素

251. Nanostructured lipid carriers as a novel oral delivery system for triptolide: induced changes in pharmacokinetics profile associated with reduced toxicity in male rats

Cong ZHANG, Fan PENG, Wei LIU, Jiang Ling WAN, Chun Xi WAN, Hui Bi XU, Christopher Wai Kei LAM, Xiang Liang YANG

Macau Institute for Applied Research in Medicine and Health,

Macau University of Science and Technology

Name of conference/journal:

International Journal of Nanomedicine, Volume 9, Issue 20, pp. 1049-1063, Feb 2014, SCI indexed

Abstract:

After oral administration in rodents, triptolide (TP), a diterpenoid triepoxide compound, active as anti-inflammatory, immunosuppressive, anti-fertility, anti-cystogenesis, and anticancer agent, is rapidly absorbed into the blood circulation (from 5.0 to 19.5 minutes after dosing, depending on the rodent species) followed by a short elimination half-life (from about 20 minutes to less than 1 hour). Such significant and rapid fluctuations of TP in plasma likely contribute to its toxicity, which is characterized by injury to hepatic, renal, digestive, reproductive, and hematological systems. With the aim of prolonging drug release and improving its safety, TP-loaded nanostructured lipid carriers (TP-NLCs), composed of CompritolR 888 ATO (solid lipid) and Capryol™ 90 (liquid lipid), were developed using a microemulsion technique. The formulated TP-NLCs were also characterized and in vitro release was evaluated using the dialysis bag diffusion technique. In addition, the pharmacokinetics and toxicology profiles of TP-NLCs were compared to free TP and TP-loaded solid lipid nanoparticles (TP-SLNs; containing Compritol 888 ATO only). Results demonstrate that TP-NLCs had mean particle size of 231.8 nm, increased drug encapsulation with a 71.6% efficiency, and stable drug incorporation for over 1-month. TP-NLCs manifested a better in vitro sustained-release pattern compared to TP-SLNs. Furthermore, TP-NLCs prolonged mean residence time (MRT)0-t ($P<0.001$, $P<0.001$), delayed Tmax ($P<0.01$, $P<0.05$) and decreased Cmax ($P<0.01$, $P<0.05$) compared to free TP and TP-SLNs, respectively, which was associated with reduced subacute toxicity in male rats. In conclusion, our data suggest that TP-NLCs are superior to TP-SLNs and could be a promising oral delivery system for a safer use of TP.

Keywords:

In vivo pharmacokinetics, Microemulsion technique, Rat subacute toxicity, Sustained-release, Triptolide

252. 中藥克服腫瘤化療耐藥性：過去，現在和前景展望

汪志軍，謝晨，黃英，林偉基，周檉森
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

植物化學綜述，第 13 卷，第 1 期，pp. 323-337，2014 年 3 月，SCI 檢索

內容簡介：

腫瘤耐藥性是化療失敗的主要原因，會導致 90%轉移性腫瘤病人治療失敗。過去 30 年的研究工作表明，多種機制共同參與腫瘤細胞耐藥。然而到目前為止，單作用靶點的化合物不能克服腫瘤耐藥性。理論上，中藥含有多種成分，因此更有可能作用於多靶點從而更有效的增加腫瘤細胞化療敏感性。該文章對腫瘤耐藥機理進行了概述，同時通過對中英文相關文獻的檢索，概括了可作為化療增敏劑的中草藥（中藥）。本綜述表明某些中藥可以通過多作用機制起到強效化療增敏作用，但目前尚缺乏此類中藥用於臨床治療的相關信息。本綜述對中藥克服腫瘤耐藥性進行了前景展望，討論了可利用體外細胞篩選和動物/臨床研究來增加開發此類中草藥作為化療增敏劑的可能性。

關鍵詞：

化療增敏劑、中藥、化療、藥物耐藥、中草藥

252. Overcoming chemotherapy resistance with herbal medicines: past, present and future perspectives

Zhijun WANG, Chen XIE, Ying HUANG, Christopher Wai Kei LAM, Moses Sing Sum CHOW

Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology

Name of conference/journal:

Phytochemistry Reviews, Volume 13, Issue 1, pp. 323-337, Mar 2014, SCI indexed

Abstract:

Drug resistance is a major problem in cancer chemotherapy and such resistance may be responsible for treatment failure in 90 % of patients with metastatic cancer. From the research work in the past 30 years, multi-mechanisms responsible for the development of drug resistance have been identified. However, to date single agents that target specific single mechanisms of resistance have not been proven effective. Theoretically, herbs have the potential to target multi-mechanisms of resistance since they contain multiple components and may provide an exciting potential in overcoming drug resistance. The present paper provides an overview of the known mechanisms of resistance and reviews the existing data on herbal medicines (Chinese medicines) as chemosensitizing agents from both the English and Chinese literature. Our review found that certain herbs are capable of inducing strong chemosensitizing effect with various mechanisms, but relevant information useful for development of herbs as viable products for therapeutic use is generally inadequate. Ideas for improving in vitro screening and animal/clinical studies that could enhance future development of herbal product as chemosensitizing agent for the treatment of resistant cancer are also discussed.

Keywords:

Chemosensitizing agent, Chinese medicine, Chemotherapy, Drug resistance, Herbal medicine

253. 自乳化給藥系統對人類外排蛋白 ABCC2（MRP2）的抑制：輔料的濃度與組合的影響

李良，易濤，林偉基
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

藥學和製藥科學雜誌，第 17 卷，第 4 期，pp. 447-460，2014 年 9 月，SCI 檢索

內容簡介：

五草本配方（PHF）已被證明能提高特應性皮炎患兒的生活質量且無副作用。本研究的目的是在過敏性炎症中、通過研究關鍵效應細胞人嗜鹼性粒細胞（KU812 細胞）、闡明 PHF、牡丹皮皮質（Danpi/DP）和沒食子酸（GA）的潛在抗炎和抗過敏活性。PHF、DP 和 GA 能顯著抑制過敏性炎症性 細胞因數 IL-33 上調細胞間黏附分子（ICAM）-1 的表達同 KU812 細胞釋放的趨化因數 CCL2、CCL5、CXCL8 和炎性細胞因數 IL-6（P 值均小於 0.05）。在 IL-33 活化的 KU812 細胞中、當地塞米松（0.01 微克/毫升）與 GA（10 微克/毫升）的結合使用時、對 ICAM-1 的表 達和 CCL5 和 IL-6 釋放的抑制作用顯著高於 GA 的單獨使用（P 值均小於 0.05）。在 GA 處理的 KU812 細胞中、IL-33 誘導細胞內啟動信號分子 p38 絲裂原活化蛋白激酶、核因數 κB 和 c-Jun 氨基末端激酶的活化、可能是對 ICAM-1、趨化因數和細胞因數的潛在抑制機制。因此、地塞米松與天然產物 PHF 或 DP 或 GA 的結合使用、將為過敏性炎症性疾病發展提供一個新型高效和低副作用的治療模式。

關鍵詞：

自乳化給藥系統、人類外排蛋白 ABCC2（MRP2）、輔料

253. Inhibition of human efflux transporter ABCC2 (MRP2) by self-emulsifying drug delivery system: influences of concentration and combination of excipients

Liang LI, Tao YI, Christopher Wai Kei LAM
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Journal of Pharmacy and Pharmaceutical Science, Volume 17, Issue 4, pp. 447-460, Sep 2014, SCI indexed

Abstract:

Purpose: This study investigated influences of concentration and combination of excipients, commonly used in self-emulsifying drug delivery systems (SEDDS), on inhibition of human efflux transporter ABCC2 (MRP2).

Methods: Ten commonly used excipients of SEDDS with inhibitory effect on MRP2 including CremophorR EL, CremophorR RH, PluronicR F127, MaisineR 35-1, β-cyclodextrin, LabrasolR, PluronicR F68, PEG 2000, PEG 400 and TranscutolR were studied with the Caco-2 cell model. Six excipients with inhibitory effect including CremophorR EL, CremophorR RH, PluronicR F127, PEG 2000, PEG 400 and TranscutolR were further analyzed using the MRP2 vesicle assay and ATPase activity assay. Ultra-performance liquid-chromatography tandem mass spectrometry was used to measure scutellarin as the MRP2 substrate.

Results: In studying concentration-dependent effects, five excipients including CremophorR EL, CremophorR RH, PluronicR F127, MaisineR 35-1 and β-cyclodextrin showed concentration-dependent decrease in efflux ratio of scutellarin. The other five excipients did not show such phenomenon, and their inhibitory effects were restricted to be above to certain critical or minimum concentrations. In studying combined effects, PEG 2000 and PluronicR F127 both showed combined effect with CremophorR EL on inhibiting MRP2. However, some combinations of excipients such as PEG 400 and TranscutolR with CremophorR EL increased the scutellarin efflux ratio and decreased the transport of scutellarin and ATPase activity, compared to CremophorR EL alone.

Conclusion: The above results suggest that appropriate choice of excipients according to their concentration-dependent and combined effects on MRP2 inhibition can facilitate formulation of SEDDS for improving the bioavailability of drugs that are MRP2 substrates.

Keywords:

Self-emulsifying drug delivery systems (SEDDS), Human efflux transporter ABCC2 (MRP2), Excipients

254. 病例系列研究：以針灸或針灸輔以中藥治療不孕症

崔紹漢，周鳳珍，司徒炎棠，陳金泉，林偉基
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

歐洲整合醫學雜誌，第 6 卷，第 3 期，pp. 337-341，2014 年 6 月，SCI 檢索

內容簡介：

簡介： 香港晚婚趨勢明顯，懷孕年齡亦因而推遲，晚育的程度令年長成為女性不孕的風險因素。引致女性不孕還有很多其他根本原因。針灸於傳統中醫學上沿用已久，及被視為對不孕症有著顯著的療效。本研究的目的是觀察針灸對不孕女性的治療效果。當中某些案例，除應用針灸外，還輔以中藥治療。

材料及方法：是次研究設計為病例系列研究，對因不孕而求醫的女性患者作臨床觀察。患者均接受針灸治療，輔以中藥治療與否則根據個人的情況和/或病因而定。根據西醫的診斷，所有患者沒有明顯引致不孕的原因，然而根據中醫學理論，當中 15 名患者均屬於肝鬱氣滯型。完成療程的 21 個病例，當中 8 名患者只接受針灸治療，其餘 13 名患者接受針灸輔以中藥治療。

結果：在兩年的治療期內，14 名患者成功懷孕(66.7%)，7 名患者直至治療終止仍未能成功受孕。這 21 名患者在整個療程均沒有出現任何副作用。

討論：觀察結果顯示針灸或針灸輔以中藥治療可有效地治療不孕症。

關鍵詞：

針灸、女性不孕、受孕、排卵

254. A Case Series on Acupuncture Treatment for Female Infertility with some cases supplemented with Chinese Medicines

Shiu Hon CHUI, Fung Chun CHOW, Yim Tong SZETO, Kelvin CHAN, Christopher Wai Kei LAM

Macau Institute for Applied Research in Medicine and Health, Macau University of Science and Technology

Name of conference/journal:

European Journal of Integrative Medicine, Volume 6, Issue 3, pp. 337-341, Jun 2014, SCI indexed

Abstract:

Introduction: Delayed marriage is a prominent trend among Chinese citizens in Hong Kong. Such substantial delays expectedly postpone the age of pregnancy, to the extent that ageing has become a risk factor for female infertility. There are many underlying reasons for female infertility. Acupuncture has been used in traditional Chinese medicine (TCM) and is suggested to be effective for treating infertility. The objective of this study was to observe the outcome of acupuncture treatment on infertile females with some cases supplemented with CM.

Materials & Methods: This was a case series and female patients who sought medical consultation for infertility problem were observed clinically. They were treated with acupuncture with or without taking prescriptions of Chinese medicines (CM) based on individual's condition and / or pathogenesis of the disease. There was no obvious major cause of infertility in terms of Western medical diagnosis, yet 15 patients were classified as "Stagnation of Liver qi" according to the theory of Chinese medicine diagnosis. Twenty one patients who completed the course of treatment were studied. Eight patients were treated with acupuncture only, while other 13 patients received acupuncture treatment supplemented with CM.

Results: Over the period of two years there were 14 successful pregnant cases (66.7%) and 7 patients were not yet pregnant upon termination of treatment. None of the 21 cases exhibited any adverse effects.

Discussion: These observations suggest that acupuncture, with or without CM supplementation, could be effective for treating infertility.

Keywords:

Acupuncture, Female infertility, Conception, Ovulation

255. 利用天然小分子自噬增強劑用作誘導細胞凋亡耐受性細胞作自體吞噬死亡作用之機理研究

羅婉君，陳慧傑，徐蘇煒，王靜蓉，白麗萍，劉良，黃錦偉
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

科學報告，第 1 卷，第 4 期，pp. 5510，2014 年 7 月，SCI 檢索

內容簡介：

一直以來，腫瘤細胞對化療藥物的抗藥性是腫瘤治療中待解決的一個重要問題，因此，發掘新治療化合物以作用於抗藥性或凋亡耐受性腫瘤細胞十分重要。最近，我們成功從一系列的中草藥單體化合物，發現一組天然生物鹼的小分子化合物為新的自噬增強劑。這些生物鹼能刺激 AMPK-mTOR 的依賴性誘導自噬，能引發凋亡耐受性腫瘤細胞的自噬性細胞死亡，從而達至殺死腫瘤細胞的效果。因此，從中藥中發掘新穎的自噬增強劑用作為治療腫瘤的用途是非常可取的。此項研究工作，亦成功提供了新研發小分子自噬化合物，作用於凋亡耐受性腫瘤細胞上的機制、效果，以及潛在的治療價值等。我們將繼續進一步於這課上進行深入的抗腫瘤活性研究。

關鍵詞：

自噬

255. Natural small-molecule enhancers of autophagy induce autophagic cell death in apoptosis-defective cells

Betty Yuen Kwan Law, Rick Wai Kit Chan, Suvia Su Wei Xu, Jingrong Wang, Li-ping Bai, Liang Liu, Vincent Kam Wai Wong

Macau Institute for Applied Research in Medicine and Health,

Macau University of Science and Technology

Name of conference/journal:

Scientific Reports, Volume 1, Issue 4, pp. 5510, Jul 2014, SCI indexed

Abstract:

Resistance of cancer cells to chemotherapy is a significant problem in oncology, and the development of sensitising agents or small-molecules with new mechanisms of action to kill these cells is needed. Autophagy is a cellular process responsible for the turnover of misfolded proteins or damaged organelles, and it also recycles nutrients to maintain energy levels for cell survival. In some apoptosis-resistant cancer cells, autophagy can also enhance the efficacy of anti-cancer drugs through autophagy-mediated mechanisms of cell death. Because the modulation of autophagic processes can be therapeutically useful to circumvent chemoresistance and enhance the effects of cancer treatment, the identification of novel autophagic enhancers for use in oncology is highly desirable. Many novel anti-cancer compounds have been isolated from natural products; therefore, we worked to discover natural, anti-cancer small-molecule enhancers of autophagy. Here, we have identified a group of natural alkaloid small-molecules that function as novel autophagic enhancers. These alkaloids, including liensinine, isoliensinine, dauricine and cepharanthine, stimulated AMPK-mTOR dependent induction of autophagy and autophagic cell death in a panel of apoptosis-resistant cells. Taken together, our work provides novel insights into the biological functions, mechanisms and potential therapeutic values of alkaloids for the induction of autophagy.

Keywords:

Autophagy

256. 柴胡的自噬藥理研究

羅婉君，莫晶芳，黃錦偉
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

中醫藥雜誌，第 9 卷，2014 年 9 月，SCI 檢索

內容簡介：

柴胡(北柴胡及南柴胡），是一種用於協調和舒緩（肝）氣滯之草藥。我們對柴胡及其活性成分（柴胡皂苷）進行了大量的藥理研究。當中，我們發現柴胡皂苷-D 的活性成分，能通過自噬表現出抗癌作用。本文綜述了柴胡(柴胡皂甙)的自噬活性及藥理發現的作用。

關鍵詞：

柴胡

256. Autophagic effects of Chaihu (dried roots of Bupleurum Chinense DC or Bupleurum scorzoneraefolium WILD)

Betty Yuen-Kwan Law, Jing-Fang Mo and Vincent Kam-Wai Wong
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Chinese medicine, Volume 9, Sep 2014, SCI indexed

Abstract:

Chaihu, prepared from the dried roots of Bupleurum Chinense DC (also known as bei Chaihu in Chinese) or Bupleurum scorzoneraefolium WILD (also known as nan Chaihu in Chinese), is a herbal medicine for harmonizing and soothing gan (liver) qi stagnation. Substantial pharmacological studies have been conducted on Chaihu and its active components (saikosaponins). One of the active components of Chaihu, saikosaponin-d, exhibited anticancer effects via autophagy induction. This article reviews the pharmacological findings for the roles of autophagy in the pharmacological actions of Chaihu and saikosaponins.

Keywords:

Chaihu

257. 三七根不同部位中皂苷的定量比較

王靜蓉，丘莉芳，高偉娜，劉永，易佩穎，劉良，姜志宏
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

農業與食品化學雜誌，第 62 卷，pp. 9024-9034，2014 年 9 月，SCI 檢索

內容簡介：

儘管三七根及根莖均為作為“三七”在《中國藥典》中收載，但實際應用中三七根的不同部位是區分使用的。 為給三七根不同部位的區別使用提供化學依據，我們對三七根的不同部位進行了定量比較及以次生代謝產物譜的比較。 結果表明，三七根含量在根莖中最高，其次為主根，側根及須根。人參皂苷 Rb2 是區分根莖與其它部位的指標成分，0.5mg/g 可作為區分域值。通過基于代謝組的多維統計分析，鑒定出 32 個能區分三七根不同部位的指標成分。本研究為三七根不同部位的區別應用提供了全面的化學依據，對于不同部位的合理使用和開發具有重要意義。

關鍵詞：

三七、人參皂苷、LC-MS、代謝組學、根

257. Quantitative Comparison and Metabolite Profiling of Saponins in Different Parts of the Root of Panax notoginseng

Wang J-R, Yau LF, Gao WN, Liu Y, Yick PW, Liu L, Jiang Z-H
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Journal of Agricultural and Food Chemistry, Volume 62, pp. 9024-9034, Sep 2014, SCI indexed

Abstract:

Although both rhizome and root of Panax notoginseng are officially utilized as notoginseng in "Chinese Pharmacopoeia", individual parts of the root were differently used in practice. To provide chemical evidence for the differentiated usage, quantitative comparison and metabolite profiling of different portions derived from the whole root, as well as commercial samples, were carried out, showing an overall higher content of saponins in rhizome, followed by main root, branch root, and fibrous root. Ginsenoside Rb2 was proposed as a potential marker with a content of 0.5 mg/g as a threshold value for differentiating rhizome from other parts. Multivariate analysis of the metabolite profile further suggested 32 saponins as potential markers for the discrimination of different parts of notoginseng. Collectively, the study provided comprehensive chemical evidence for the distinct usage of different parts of notoginseng and, hence, is of great importance for the rational application and exploitation of individual parts of notoginseng.

Keywords:

Notoginseng, Ginsenosides, LC−MS, Metabolomics, Root

258. 基於多元質譜的鞘脂組學及其在腦神經毒性研究中的應用

王靜蓉，章弘楊，丘莉芳，米佳寧，劉良，姜志宏
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

分析化學，第 86 卷，pp. 5688-5696，2014 年 6 月，SCI 檢索

內容簡介：

本文報道了一種改良的基於多元質譜的鞘脂組分析方法，通過優化色譜分離及聯合使用飛行時間和三重四極桿質譜，可以去除同位素幹擾從而準確鑒定及定量分析低豐度鞘脂類成分。利用這一方法研究了粥樣蛋白質誘導的神經毒性機理。

關鍵詞：

鞘脂組、質譜、神經毒

258. Improved Sphingolipidomic Approach Based on Ultra-High Performance Liquid Chromatography and Multiple Mass Spectrometries with Application to Cellular Neurotoxicity

Wang J-R, Zhang HY, Yau LF, Mi JN, L S, Lee KC, Hu P, Liu L, Jiang Z-H
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Analytical Chemistry, Vol. 86, pp. 5688-5696, Jun 2014, SCI indexed

Abstract:

The emerging field of sphingolipidomics calls for accurate quantitative analyses of sphingolipidome. Existing analytical methods for sphingolipid (SPL) profiling often suffer from isotopic/isomeric interference, leading to the lowabundance, but biologically important SPLs being undetected. In the current study, we have developed an improved sphingolipidomic approach for reliable and sensitive quantification of up to 10 subclasses of cellular SPLs. By integratively utilizing high efficiency chromatographic separation, quadrupole time-of-flight (Q-TOF) and triple quadrupole (QQQ) mass spectrometry (MS), our approach facilitated unambiguous identification of several groups of potentially important but lowabundance SPLs that are usually masked by isotopic/isomeric species and hence largely overlooked in many published methods. The methodology, which featured a modified sample preparation and optimized MS parameters, permitted the measurement of 86 individual SPLs in PC12 cells in a single run, demonstrating great potential for high throughput analysis. The improved characterization, along with increased sensitivity for low-abundance SPL species, resulted in the highest number of SPLs being quantified in a single run in PC12 cells. The improved method was fully validated and applied to a lipidomic study of PC12 cell samples with or without amyloid β peptide (Aβ) treatment, which presents a most precise and genuine sphingolipidomic profile of the PC12 cell line. The adoption of the metabolomics protocol, as described in this study, could avoid misidentification and bias in the measurement of the analytically challenging low-abundance endogenous SPLs, hence achieving informative and reliable sphingolipidomics data relevant to discovery of potential SPL biomarkers for Aβ-induced neurotoxicity and neurodegenerative disease.

Keywords:

Sphinogolipidome, MS, Neurotoxicity

259. 三七皂苷在人工胃液中的轉化可增強對癌細胞的細胞毒活性

王靜蓉，丘莉芳，張瑞，夏云，馬靜，胡坪，胡明，劉良，姜志宏
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

農業與食品化學雜誌，第 62 卷，pp. 2558-2573，2014 年 3 月，SCI 檢索

內容簡介：

對三七總皂苷在人工胃液中的水解產物進行了鑒定，共鑒定出 83 個代謝產物。研究了主要代謝產物的時程，並評價了不同時間點代謝產物的細胞毒活性，結果表明三七總皂苷經人工胃液轉化後具有更強的腫瘤細胞毒活性。

關鍵詞：

三七、人參皂苷、胃液、生物轉化、液質

259. Transformation of Ginsenosides from Notoginseng by Artificial Gastric Juice Can Increase Cytotoxicity toward Cancer Cells

Wang J-R, Yau LF, Zhang R, Xia Y, Ma J, Ho HM, Hu P, Hu M, Liu L, Jiang Z-H
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Journal of Agricultural and Food Chemistry, Volume 62, pp. 2558-2573, Mar 2014, SCI indexed

Abstract:

Multicomponent metabolic profile of notoginseng saponins in artificial gastric juice was qualitatively and quantitatively investigated, showing that ginsenosides were transformed via multiple pathways including deglycosylation, dehydration, hydration, and oxygenation. A total of 83 metabolites was identified by using UPLC-Q-TOF-MS, among which 16 new dammarane glycosides were further characterized by comparing with synthesized authentic compounds. Transformation time-course of notoginseng saponins in artificial gastric juice was quantitatively measured for the first time, showing rapid degradation of primary ginsenosides and concomitant formation of deglycosylation, hydration, and dehydration products. It was further demonstrated that the resultant metabolites exhibited enhanced cytotoxicity toward cancer cells. The extensive metabolism of ginsenosides within a transit time span in stomach, together with the formation of metabolites with diversified chemical structures possessing enhanced biological activities, indicated an important role of transformation in gastric juice in the systematic effects of ginsenosides.

Keywords:

Notoginseng, Ginsenoside, Gastric juice, Transformation, LC-MS

260. 使用超高效液相色譜-串聯質譜定量苦丁冬青甙 A，D 和 F

張偉，郭建茹，邱紅聰，王彩雲，陳倩倩，劉不鳴
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

色譜 B：生物醫學與生命科學的分析技術，第 972 卷，pp. 1-5，2014 年 12 月，SCI 檢索

內容簡介：

一種靈敏的、高選擇性的超高效液相色譜-串聯質譜（HPLC-MS / MS）法對苦丁冬青甙 A，D 和 F 人血漿中的定量方法被建立。樣品的製備通過簡單蛋白質沉澱後在 C18 柱上與一個三重四極串聯質譜儀連結進行分析。負電噴霧 電離被用作電離源。流動相為乙腈 - 水（35:65），用梯度洗脫。分析物和內標氫均使用多反應監測模式檢測。該方法的線性是 2.5-1000.0 納克/毫升的濃度範圍。定量（LLOQ）的下限為 2.5 納克/毫升。在整個濃度範圍內日內和日間相對標準偏差小於 12.4%。在三個濃度測定相對誤差方面在±4.9%。總執行時間為 7.0 分鐘。此法的優勢在於它的方便和適合于苦丁冬青甙 A，D 和 F 的各種生物液體的分析計算。

關鍵詞：

苦丁冬青甙 A、D 和 F、 HPLC-MS / MS、人血漿

260. Quantitation of kudinoside A, kudinoside D and kudinoside F in human plasma using a High Performance Liquid Chromatography - electrospray ionization tandem mass spectrometric method

Wei Zhang, Jianru Guo, Hongcong Qiu, Caiyun Wang ,QianQian Chen , Buming Liu
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

J Chromatogr B Analyt Technol Biomed Life Sci, Volume 972, pp. 1-5, Dec 2014, SCI indexed

Abstract:

A sensitive and selective high performance liquid chromatography–tandem mass spectrometric (HPLC–MS/MS) method for the simultaneous determination of kudinoside A, kudinoside D and kudinoside F in human plasma has been firstly developed. Samples were prepared after protein precipitation and analyzed on a C18 column interfaced with a triple quadrupole tandem mass spectrometer. Negative electrospray ionization was employed as the ionization source. The mobile phase consisted of acetonitrile–water (35:65) at the flow rate of 0.3 mL/min. The analytes and internal standard Ginsenoside Rb1 were both detected by use of multiple reaction monitoring mode. The method was linear in the concentration range of 2.5–1000.0 ng/mL. The lower limit of quantification (LLOQ) was 2.5 ng/mL. The intra-and inter-day relative standard deviation across three validation runs over the entire concentration range was less than 12.4 %. The accuracy determined at three concentrations was within ±4.9 % in terms of relative error. The total run time was 7.0 min. This assay offers advantages in terms of expediency, and suitability for the analysis of kudinoside A, kudinoside D and kudinoside F in various biological fluids.

Keywords:

Kudinoside A, Kudinoside D, Kudinoside F, HPLC-MS/MS, Human plasma

261. 使用超高效液相色譜-串聯質譜光譜法定量根皮苷和根皮素

許利嘉，郭建茹，陳倩倩，姜保平，張偉
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

色譜 B，第 960 卷，pp. 67-72，2014 年 6 月，SCI 檢索

內容簡介：

一種靈敏的、高選擇性的超高效液相色譜-串聯質譜（HPLC-MS / MS）法對根皮苷和根皮素在人血漿中的定量方法被建立。樣品的製備通過簡單蛋白質沉澱後在 C18 柱上與一個三重四極串聯質譜儀連結進行分析。負電噴霧電離被用作電離源。流動相為乙腈 - 水（0.02%甲酸），用梯度洗脫。分析物和內標氫均使用多反應監測模式檢測。該方法的線性是 2.5-1000.0 納克/毫升的濃度範圍。定量 （LLOQ）的下限為 2.5 納克/毫升。在整個濃度範圍內日內和日間相對標準偏差小於 9.2%。在三個濃度測定相對誤差方面在±7.3%。總執行時間為 12.0 分鐘。此法的優勢在於它的方便和適合於根皮苷和根皮素的各種生物液體的分析計算。

關鍵詞：

根皮苷、根皮素、HPLC-MS / MS、藥代動力學

261. Quantitation of Phlorizin and Phloretin using an Ultra High Performance Liquid Chromatography-electrospray ionization tandem mass spectrometric method

Xu lijia, Jianru Guo, QianQian Chen, Jiang baoping, Wei Zhang
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Journal of Chromatography B, Volume 960, pp. 67-72, Jun 2014, SCI indexed

Abstract:

A sensitive and selective ultra high performance liquid chromatography–tandem mass spectrometric (UHPLC–MS/MS) method for the determination of phlorizin and phloretin in human plasma has been firstly developed. Samples were prepared after protein precipitation and analyzed on a C18 column interfaced with a triple quadrupole tandem mass spectrometer. Negative electrospray ionization was employed as the ionization source. The mobile phase consisted of Acetonitrile–water (0.02 % formic acid), using a gradient procedure. The analytes and internal standard dihydroquercetin were both detected by use of multiple reaction monitoring mode. The method was linear in the concentration range of 2.5–1000.0 ng/ml. The lower limit of quantification (LLOQ) was 2.5 ng/ml. The intra-and inter-day relative standard deviation across three validation runs over the entire concentration range was less than 9.2 %. The accuracy determined at three concentrations was within ±7.3 % in terms of relative error. The total run time was 12.0 min. This assay offers advantages in terms of expediency, and suitability for the analysis of phlorizin and phloretin in various biological fluids.

Keywords:

Phlorizin, Phloretin, UHPLC-MS/MS, Pharmacokinetics

262. 通過隨機共振提高色譜檢測靈敏度

張偉，郭建茹，相秉仁，范紅燕，許風國
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

分析，第 139 卷，第 9 期，pp. 2099-2107 ，2014 年 5 月，SCI 檢索

內容簡介：

提高分析儀器的檢測靈敏度一直是一項具有挑戰性的任務，因為不可檢測在痕量分析幾乎是不可避免的，即使在最優化的實驗條件，並與使用現代儀器。各種化學計量學的方法被開發來試圖解決這個問題並取得有限的成功（例如，快速傅立葉轉換和小波變換）。然而隨機共振（SR）的應用創建一個全新的，有效的方法。隨機共振是一種現象，它表現在非線性系統，其中一個微弱的信號可以被放大和優化與雜訊的協助。

我們總結了 SR，參數優化和修改，其中包括，週期性調製隨機共振（PSRA），線性調製隨機共振（LSR-A），單勢阱隨機共振（SSR）和 Duffing 振子演算法（DOA）放大小的信號。我們還總結了各種 SR 演算法的優勢和缺點。

關鍵詞：

隨機共振(SR)、週期性調製隨機共振(PSRA)、線性調製隨機共振(LSR-A)、單勢阱隨機共振(SSR)、 Duffing 振子演算法(DOA)、弱色譜信號

262. Improving the detection sensitivity of chromatography by stochastic resonance

Wei Zhang, Jianru Guo, Bingren Xiang, Hongyan Fan and Fengguo Xu
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Analyst, Volume 139, Issue 9, pp. 2099-2107, May 2014, SCI indexed

Abstract:

Improving the detection sensitivity of analytical instruments has been a challenging task for chemometricians since undetectability has been almost unavoidable in trace analysis, even under optimized experimental conditions and with use of modern instruments. Various chemometrics methods have been developed which attempt to address this detection problem with limited success (e.g., fast Fourier transform and wavelet transform). However the application of stochastic resonance (SR) creates an entirely new and effective methodology. Stochastic resonance is a phenomenon which manifested in non-linear systems where a weak signal can be amplified and optimized with the assistance of noise.

In this review, we summarize the use of basic SR, optimization of parameters and its modifications, including periodic modulation stochastic resonance (PSRA), linear modulation stochastic resonance (LSRA), Single -well potential stochastic resonance (SSR) and Duffing oscillator algorithm (DOA) for amplifying subthreshold small signals. We also review the advantages and the disadvantages of various SR procedures.

Keywords:

Stochastic resonance (SR), Periodic modulation stochastic resonance (PSRA), Linear modulation stochastic resonance (LSRA), Single -well potential stochastic resonance (SSR), Duffing oscillator algorithm (DOA), Weak chromatographic signal

263. 雌激素受體 α 通過 MAPK/ERK 信號通路促進血小板澱粉樣前體蛋白的非澱粉樣處理

石純，竺曉鳴，王繼申，龍大宏
澳門科技大學 澳門藥物及健康應用研究院

會議/刊物名稱：

類固醇生物化學與分子生物學雜誌，第 144 卷，pp. 280-285，2014 年 10 月，SCI 檢索

內容簡介：

澱粉樣蛋白前體蛋白(APP)的蛋白水解產物即 β 澱粉樣肽（Aβ）在老年斑和在腦血管壁的沉積是阿爾茨海默氏病（AD）的一個標誌。血小板含有高水準 APP 和 Aβ 的，可能導致 AD 病人中發現的澱粉樣蛋白沉積。然而，參與血小板 APP 的代謝調控的生化機制在很大程度上是未知。雌激素受體 α（ERα）被發現表達 於血小板。目前尚未報導 ERα 是否介入血小板 APP 加工。使用 ERα 敲除（α-ERKO）小鼠和野生型（WT）小鼠，本研究表明，ERα 特異性激動劑 propylpyrazole triol (PPT)通過 MAPK/ERK 通路促進血小板 APP 的非澱粉樣處理。其機制與 ADAM17 的磷酸化相關。這些結果表明，通過選擇性調控外周組織中的 ERα 將可能是用作為一種抗澱粉樣策略治療 AD 以及其它澱粉樣蛋白形成疾病。

關鍵詞：

血小板、β 樣澱粉蛋白、雌激素受體 α、阿爾茲海默病

263. Estrogen receptor α promotes non-amyloidogenic processing of platelet amyloid precursor protein via the MAPK/ERK pathway

Shi Chun, Zhu Xiao-Ming, Wang Ji-Shen, Long Da-Hong
Macau Institute for Applied Research in Medicine and Health,
Macau University of Science and Technology

Name of conference/journal:

Journal of Steroid Biochemistry and Molecular Biology, Volume 144, pp. 280-285, Oct 2014, SCI indexed

Abstract:

Deposition of amyloid β peptide (Aβ), a proteolytic product of amyloid precursor protein (APP), in senile plaques and in the walls of cerebral blood vessels is a hallmark of Alzheimer's disease (AD). Platelets contain high levels of APP and Aβ and may contribute to amyloid deposits seen in AD. However, the biochemical mechanism(s) involved in the regulation of platelet APP metabolism are largely unknown. The estrogen receptor α (ERα) is found to be expressed in platelets. It has not been elucidated whether ERα-mediated non-genomic signaling intervenes with platelet APP processing. Using ERα knock-out (α-ERKO) mice and wild type (WT) littermates, the present study demonstrated that ERα-specific agonist propylpyrazole triol (PPT) promoted non-amyloidogenic processing of platelet APP via the mitogen-activated protein kinase (MAPK)/extracellular-signal-regulated kinase (ERK) pathway. The underlying basis involves direct association of activated ERK with a disintegrin and metalloprotease domain 17 (ADAM17, an α-secretase candidate) and ERK-dependent threonine phosphorylation of ADAM17. These results suggest that selective modulation of ERα in peripheral target tissues may serve as an anti-amyloidogenic strategy for AD and other amyloidogenic diseases.

Keywords:

Platelet, Amyloid β protein, Estrogen receptor α, Alzheimer's disease

264.《世說新語補》成書與版本考

胡海英
澳門科技大學 國際學院

會議/刊物名稱：

古典文獻研究，第 17 卷，第 1 期，pp. 205-215，2014 年 11 月，CSSCI 檢索

內容簡介：

《世說新語補》是明代王世貞據劉義慶《世說新語》與何良俊《何氏語林》二書刪定為成，並非如四庫館臣所說的刪定者為淩濛初。明清以降，此書流傳很廣，版本眾多，影響極大，是一部非常值得關注的典籍。歷來論著論及者眾多，但因為其成書、版本、流傳、影響諸方面情況複雜，不但本有的問題難以厘清，而且研究過程中又產生了諸多誤說。經過梳理與探討此書的成書、刊刻行世、版本流傳，發隱探微正本清源，可以發現，此書最早的刊本為萬曆十三年張文柱校刻本，亦即吳郡（太倉）王泰亨刻本。並不存在所謂的明萬曆八年庚辰王世懋刊本、萬曆十四年太倉王氏刻李卓吾批點《世說新語補》二十卷，所謂乾隆七年刊本、乾隆二十年刊本、乾隆五十七年刊本也都不存在，而將《世說新語補》與《何氏語林》、《世說新語》的版本混為一談的種種版本誤說亦亟待糾正。

關鍵詞：

《世說新語補》、成書、版本

264. A Textual Research on compilation and Editions of Shi shuo xin yu bu (世說新語補)

Haiying Hu

University International College, Macau University of Science and Technology

Name of conference/journal:

Annual of The Institute of Chinese Classics of NJU, Volume 17, Issue 1, pp. 205-215, Nov 2014, CSSCI indexed

Abstract:

Shi shuo xin yu bu (世說新語補) or The Supplement to A New Account of the Tales of the World is a famous book compiled by Wang Shizhen rather than by Ling Mengchu as announced by Secretaries of Institute of Siku. The earliest carving copy is the block-printed edition of the Thirteenth Year of the Ming Emperor Wanli (A.D. 1585), there were no editions such as the so-called Wang Shimao-carved block-printed edition of the eighth Year of the Ming Emperor Wanli or the so-called edition carved by Wang of Taicang and punctuated and annotated by Li Zhuowu of the fourteenth Year of the Ming Emperor Wanli, and so on. Furthermore, all wrong conclusions originated from confusing Shi Shuo Xin Yu Bu with Shi Shuo Xin Yu or He Shi Yu Lin also should be corrected as soon as possible.

Keywords:

Shi shuo xin yu bu or The Supplement to A New Account of the Tales of the World compilation Editions

265. 安東尼奧・加莫內達：藍調與革命

林青俞
澳門科技大學 國際學院

會議/刊物名稱：

蒙特亞古多，第 18 期，pp. 205-224，2014 年 5 月

內容簡介：

在安東尼奧・加莫內達的詩歌中，音樂形成獲得知識的原始力量。思想源於音樂的結構，產生的內在情感可使詩歌語言本身更具可理解性。本論文研究詩人的作品《藍調卡斯蒂利亞》裡藍調與精神性元素融入佛朗哥獨裁統治時期詩人童年的回憶片斷。以音樂形式為基礎重新書寫，向土耳其詩人納辛・辛克美致敬。詩歌附上的哲學語錄標題回應詩人創作中的道德意義，同時擴大讀者個人和集體意識的閱讀經驗，身體成為意識表現的重要關鍵。藉由他者的概念，詩人強調博愛思想，成為苦痛與災難最忠實的見證者。

關鍵詞：

安東尼奧・加莫內達、藍調、革命、博愛、意識

265. Antonio Gamoneda: Blues and Revolution

Lin Ching Yu

University International College, Macau University of Science and Technology

Name of conference/journal:

Monteagudo, Issue 18, pp. 205-224, May 2014

Abstract:

In the poetry of Antonio Gamoneda, music comprises the original impulse by which knowledge is attained. His poetic thought comes from the musical structure in which sensibility precedes intelligibility of words. This study focuses on his poem Blues castellano to analyze the implications of blues and spirituals in this poetic composition based on the fragmentary memories of the Franco dictatorship. Furthermore, he shows his profound respect for Turkish poet Nazim Hikmet by means of rewriting, based on the musical form. The philosophical quotations added at the beginning of some poems are a response to his literary creation in the sense of ethics, intensifying the reading of individual and collective consciousness. The material body occupies an essential position in his literary expressiveness. From the concept of otherness, Gamoneda exalts fraternity and is a faithful witness to suffering and misfortune.

.**Keywords:**

Antonio Gamoneda, Blues, Revolution, Fraternity, Consciousness.

266. 權力的形成與轉變：米格爾・埃斯皮諾薩《官吏之流》

林青俞
澳門科技大學 國際學院

會議/刊物名稱：

語言學期刊，第 40 卷，第 2 期，pp. 13-28，2014 年 12 月

內容簡介：

米格爾・埃斯皮諾薩的文學思想圍繞著權力的主題，揭發弗朗哥時期西班牙的社會情況。《官吏之流》是作者最具代表性的作品，以散文形式陳述權力無所不在。本研究旨在分析權力的配置和轉變，從三大方面探討。由於敘事結構的複雜性，文本包含不同的文學體裁以及百科全書的格式描述細節，表現出普遍蓋括性與諷刺的簡化主義。另外，用於描述歷史的語言被視為一種藉由闡釋過程來調整修正言論。作品充斥嘲諷戲謔，勾勒出一個反烏托邦世界，權力不斷壓抑，最終走向絕望。

關鍵詞：

米格爾・埃斯皮諾薩、《官吏之流》、權力、嘲諷、反烏托邦

266. Configuración y transfiguración del Poder: Escuela de mandarines de Miguel Espinosa

Lin Ching Yu

University International College, Macau University of Science and Technology

Name of conference/journal:

Revista de Filología y Lingüística, Volume 4, Issue 2, pp. 13-28, Dec 2014

Abstract:

The literary thought of Miguel Espinosa revolves around the discourse of Power which discloses the status of Spanish society during Franco´s regimen. Escuela de mandarines, the most representative work of Espinosa, narrates the omnipresence of Power in essay form. This study aims to analyze the configuration and transfiguration of Power from three perspectives. Due to the complexity of the narrative structure, the textual ambition to contain diverse genres and paraphrase details in an encyclopedic way shows an attempt toward universalism, as well as the ironic effect of reductionism. In addition, the language, utilized to describe history, is regarded as a form of fixing accounts through exegesis and manifestation. The total book, full of parodies, outlines an anti-utopian world in which the return of repression of Power results in hopelessness.

.**Keywords:**

Miguel Espinosa, Escuela de mandarines, Power, parody, Anti-utopia

267. 消解歷史的秩序：二十世紀末臺灣文學中的後現代歷史敘事研究

蕭寶鳳
澳門科技大學 國際學院

會議/刊物名稱：

臺灣研究集刊，第 4 期，pp. 86-94，2014 年 12 月，CSSCI 檢索

內容簡介：

臺灣在 1987 年解嚴前後進入了一個文化轉型期，彼時威權時代的意識形態統一體已然鬆動，新的本土主義論述正在集結但尚未佔據主導地位。本文以這個時期的臺灣後現代思潮及文學創作為研究物件，尤為關注那些以歷史書寫為主題的小說文本，這些文本以語言反省與形式解構為起點，反叛寫實主義的美學觀，質疑本質主義的歷史真實觀，不僅挑戰前行代的美學主張，也解構逐漸凝聚為新威權話語的本土論述。通過對文本的審美形態及其意識形態表徵的分析，本文試圖指出，出現於上世紀八、九十年代之交的臺灣後現代歷史碭事文本是一種對意識形態統一體的鬆動非常敏感且及時作出反應的話語，是意識形態統一體鬆動後文化危機和思想危機的表徵，這些文本以瓦解歷史的方式傳達出特定的歷史意識。

關鍵詞：

臺灣文學、後現代主義、歷史碭事、反寫實主義

267. A Study on the Postmodern Historical Narrative at the End of the 20th Century in Taiwan

Baofeng Xiao

University International College, Macau University of Science and Technology

Name of conference/journal:

Taiwan Research Quarterly, Issue 6, pp. 86-94, Dec 2014, CSSCI indexed

Abstract:

Taiwan was in a cultural transformation period in 1987 when martial law was declared ended. That was a time when the ideological unity in Authoritarian era was loosen, the new nativism discourse still being built up but not the dominant. This paper studies the postmodernism and literary creation in Taiwan during that period of time and novel texts of historical writing is especially focused. These texts, with language reflection and form deconstruction as the starting point, rebel aesthetic of realism, question the views on historical authenticity of essentialism, which is not only a challenge to the aesthetic proposition of their seniors, but also a deconstruction of nativism discourse that has gradually condensed to form a new authoritarian discourse. Through the analysis of postmodernism in Taiwan, the aesthetic characteristics and ideological reference of related texts, this paper argues that the postmodernism historical narrative texts in Taiwan, emerging between the 1980s and 1990s of the 20th century, is a discourse which is very sensitive to the loosen of ideological unity and respond timely to it. It is the superficial characteristics of the cultural and ideological crisis after the loosen of ideological unity. And the texts, in a way of disintegration of history, convey specified historical consciousness.

.**Keywords:**

Taiwan literature; Postmodernism, Historical Narrative, Anti-Realism

268. 晚清民初“期刊劇評”的體式特點及演進脈絡

李桂奎，趙海霞
澳門科技大學 國際學院

會議/刊物名稱：

中國文學研究，第 12 期，pp. 89-97，2014 年 12 月，CSSCI 檢索

內容簡介：

傳統戲劇理論批評多以論著形式發表，晚清民初戲劇理論批評則大量發表於報紙或期刊。從整體上看，,晚清民初期刊戲劇理論批評劇評欄目較規整、統一，以“集”和“詩”等傳統批評體式開始，最早發表“期刊劇評”的文藝期刊《瀛寰瑣記》所登載的三篇劇評採取了“小集”（《燕市群芳小集》）、“序”（《筆談劇本》）、“詩”（《觀劇雜詠》），體式因循傳統,而談論的對像是那個年代的盛行的京劇現象。繼而，辛亥革命風暴前後，以《二十世紀大舞臺》為標志，期刊劇評的欄目得以健全起來。民國初期,期刊劇評多以“劇話”“劇談”等體式連載或散載於各種報刊，系統化、理論化程度得到加強，視野較為開闊。除了聚焦京劇，話題還波及古今中外戲劇，尤其對學習西洋話劇的“新劇”評論較多。與“報載劇評”相比，“期刊劇評”的主要特徵為發表數量多，篇幅較長；欄目較規整、穩定，每一欄內劇評形式較統一，不僅作為主流的連載劇評很有分量，而且散評也多能成一家之言，因而晚清民初“期刊劇評”不愧為中國戲劇理論史上不可忽視的一環。

關鍵詞：

晚清民初、期刊、 剧评、《瀛寰琐记》、《二十世纪大舞台》、脈絡

268. The Style Characteristics and Evolutionary Path of "Journal Theater Critic" In the late Qing Dynasty and early Republic

Guikui Li, Haixia Zhao

University International College, Macau University of Science and Technology

Name of conference/journal:

Research of Chinese Literature, No. 12, pp. 89-97, Dec 2014, CSSCI indexed

Abstract:

Traditional theater criticism mostly theoretical treatises published form, late Qing drama is a lot of criticism of the theory was made available in a newspaper or periodical. Overall, the late Qing journal Theory Criticism Drama Drama section was orderly, unified, to "set" and "poetry" and other traditional style criticism began, first published "Journal theater critic" of the literary journal "Ying Huan Suo Ji" Comments posted on three plays to take a "small set" ("Yan Qun small city set"), "order" ("conversation by writing script"), "Poetry" ("opera Zayong"), follow the traditional style, while The object is to talk about that era's popular opera phenomenon. Then, before the Revolution storm, "the big stage of the twentieth century" as a symbol, journals Drama column to talk them. Early Republic, journals drama more to "play", and "play" and other casual style serial or contained in numerous newspapers, systematic and theoretical degree to be improved, vision is more open. In addition to focus on opera, drama topic has spread to at all times, especially in learning Western drama "drama" comment more. Compared with the "newspaper reports Drama", "Journal theater critic" of the main features is published quantity, lengthy; columns than the regular, stable, each column representing a unified form of theater critics, not only as a mainstream serial drama critic great weight, but also more casual comment can become one of the words, so late Qing "Journal theater critic", is worthy of a theory can not be ignored in the history of Chinese drama part.

Keywords:

late Qing and early Republic, Periodical, Dramatic Criticism, "Ying Huan Suo Ji", "Twentieth Century big stage", Evolutionary Path

269. 晚清民初西方文化影響下的上海戲園

趙海霞
澳門科技大學 國際學院

會議/刊物名稱：

澳門科技大學學報，第 8 卷，第 2 期，2014 年 12 月

內容簡介：

晚清的上海，作爲開埠通商口岸，融入了多種西方文化。上海的戲園借助租界的特殊地域文化環境，在西方文化的影響下呈現出與傳統不同的新面貌。這種新面貌包括新媒介及宣傳手段、國外劇團進滬的影響、新的經營模式、新的舞臺布置、表演和編劇的新追求、新思想和戲曲改良等。這些變化在中西方文化交流和激烈衝突中產生，推動中國戲劇在社會的轉型中跟上時代步伐。

關鍵詞：

晚清民初、西方文化、上海、戲園

269. Shanghai Theatre under the Influence of Western Culture in late Qing and early Republic

Haixia Zhao

University International College, Macau University of Science and Technology

Name of conference/journal:

Journal of Macau University of Science and Technology, Vol.8, No.2, pp 1-6, Dec 2014

Abstract:

As a treaty port, Shanghai absorbed modern Western culture extensively in the late qing dynasty. And with help of a special regional cultural environment, the theatre of Shanghai demonstrated some new positive signs under the influence of Western culture.The new features include new media and propaganda, the influence of the foreign company in Shanghai, new tendency of screenwriter, new business models, new stage decoration, new ideas and opera reform, etc. With the intense conflict of the chinese and western culture, these changes appeared and pushed Chinese opera to keep pace during the period of social transformation.

.**Keywords:**

Late Qing and early Republic, Western culture, Shanghai,Theatre

270. 澳門新時期話劇傳播視角分析

鄭應峰
澳門科技大學 國際學院

會議/刊物名稱：

澳門科技大學學報，第 8 卷，第 1 期，pp. 17-23，2014 年 6 月

內容簡介：

話劇作為文學一維，同樣存在傳播視角的問題。以澳門 20 世紀 70 年代以來的話劇為例，它的傳播，主要有受眾對象、文化環境、政治意識形態三大視角。受眾對象側重於觀眾的反應，並且與文化生產和消費環節緊密相連，對於澳門職業劇團的發展影響深遠。文化環境是澳門話劇的存在前提，澳門話劇總是在一定的文化語境中生存和發展，這也直接決定了當代澳門話劇的文化本土意識之路。而作為政治意識形態一維，雖不作為顯在影響力量，卻對澳門話劇的發展產生潛移默化的影響。澳門話劇正是在這三大視角中發展變化的，而且這影響還將繼續產生作用。

關鍵詞：

澳門話劇、傳播視角、受眾、文化、意識形態

270. Analysis of drama communication perspective of Macau in the new period

Yingfeng Zheng

University International College, Macau University of Science and Technology

Name of conference/journal:

Journal of Macau University of Science and Technology, Vol.8, No.1, pp 17-23, Jun 2014

Abstract:

Drama as literature one-dimensional, equally spread perspective. Twentieth Century in Macau since the 70's drama as an example, its spread, mainly has the audience, cultural environment, political ideology from three angles of view. The audience perspective focused on the response of the audience, is also closely linked with the cultural production and consumption, influence on the development of Macau opera great occupation. Cultural environment is the precondition of the existence of Macau drama, Macau drama always can survive and develop in a certain cultural environment, which also opened the culture of native consciousness of contemporary drama in Macau road. As the political ideology of one-dimensional, although not as significant in the effect of strength, has influence character by environment effects on the development of Macau theater. Macau theatre is the development and change in these three perspectives, and it will continue to produce effect.

.**Keywords:**

Macau drama, Spread view, Audience, Culture, Ideology

271. 澳門戲劇家許國權現代主義作品風格分析

鄭應峰
澳門科技大學 國際學院

會議/刊物名稱：

戲劇文學，第 370 卷，第 3 期，pp. 82，2014 年 3 月，PKU 檢索

內容簡介：

許國權的作品以看似“荒誕”的內容，表明了當下生活對現實世界的乖謬和背離。這在他的藝術世界中表現為創作文本和導演作品兩個層面。他的創作，綴合了生活中的許多瑣碎場景，又進行了天馬行空的想像突破，表達了人類在追尋真理的路途中，當下生活所體現出來的悖謬性。作品正是對人們渾然不覺的生活場景進行再現，把激情和瘋癲之間的遮蔽與盲目，用令人陌生的表達方式體現出來。而導演的作品，則是對文本世界的進一步昇華和拔離。其導演作品，把人與人之間的冷漠和疏離，通過獨有的藝術手段得到強烈的瞬間體現。而這一切的背後卻是藝術家對人文情懷不離不棄的關注。作者的作品以及思考，從某種意義上說，也是澳門資本主義社會形態，在轉型過程中所體現出來的私人生活對理性思考的重新定位以及再塑造，是公共領域的結構轉型之後人類追尋真理的現實圖景。

關鍵詞：

真理、戲劇、理性

271. Macau dramatist Xu Guoquan's modernism work style analysis

Yingfeng Zheng
University International College, Macau University of Science and Technology

Name of conference/journal:
Dramatic Literature, Vol.370, No.3, pp 82, Mar 2014, PKU indexed

Abstract:
Xu Guoquan's works seem "absurd", indicating that the present life the froward and away from the real world. This in his art-world performance is from two levels of the creation text and the director's work. His creation, conjugated to a lot of trivial scenes in the life of the unrestrained imagination breakthroughs, expressing the human in the way of the pursuit of truth, the moment of life reflected perverse. Reproduction works are the people unaware scenes of life, reflected shielding between passion and madness blind, with a strange expression. The director's work, it is further sublimation and unplugged from the text world. Its director's work, apathy and alienation between people through unique artistic means to be a strong manifestation of the moment. Behind all this is the concern of the artist that abandons human feelings. Re-positioning of the author's work and thinking, in a sense, Macau capitalist form of society, in the transition process reflected the private life of rational thinking and re-shaping the structural transformation of the public sphere of human search for truth realistic picture.

Keywords:
Truth, Theater, Rational

272. 等待點 N = 82 附近核素 Beta-衰變壽命的研究

陳澤，張小平，楊洪應，鄭強，陳娜娜，支啟軍
澳門科技大學 太空科學研究所

會議/刊物名稱：

物理學報，第 63 卷，第 16 期，pp. 162301，2014 年 8 月，SCI 檢索

內容簡介：

利用提出的遠離穩定線附近的原子核 beta-衰變壽命的指數規律理論計算公式，對 N = 82 附近快中子過程中等待點核素的 beta-衰變壽命進行了理論計算，比較了所獲得的計算結果與最新的理論結果和實驗結果並加以討論。研究表明，相對於理論複雜和計算時間長的微觀理論計算而言， 利用考慮殼效應的遠離穩定線的原子核 beta-衰變壽命指數規律理論計算公式能較快且準確地得出快中子俘獲過程(R 過程) 等待點核素的 beta-衰變壽命。這能為 R 過程核素合成網路計算研究提供有效可靠的重要物理輸入，並對今後天體中核素的合成研究具有重要意義。

關鍵詞：

Beta-衰变寿命、指数规律、R 过程、等待点

272. β --decay half-lives for waiting point nucleiaround N=82

Chen Ze, Zhang Xiao-Ping, Yang Hong-Ying, Zheng Qiang, Chen Na-Na, Zhi Qi-Jun
Space Science Institute, Macau University of Science and Technology

Name of conference/journal:

Acta Physica Sinica, Volume 63, Issue 16, pp. 162301, Aug 2014, SCI indexed

Abstract:

Based on the exponential formula of beta--decay half-lives for nuclei far from stable line, the half-lives of nuclei around N = 82 (R-process waiting point nuclei) are calculated. The results are compared with recent theoretical and experimental data. It is shown that compared with the complicated and time-consuming microscopic calculation, the exponential formula including the shell effect can give the results of beta--decay half-lives for R-process waiting point nuclei quicker and better. The results can be used as reliable inputs for the network calculation for nuclei synthesis in cosmos.

Keywords:

Beta-decay half-lives, Exponential law, R-process, Waiting point

重要演講與文章

Major Talks and Articles

公開演講

1. 何宛珊，題目：慢性吸煙對大鼠大腦老化和老年癡呆症相關的神經病理影響
   演講於「生物精神病學學會聯合會 2013 -第 11 屆生物精神病學世界大會」，由生物精神病學學會聯合會（WFSBP）主辦
   時間和地點：2013 年 6 月 27 日，京都國際會議中心

2. 何宛珊，題目：抗衰老中藥可以預防及治療阿爾茨海默氏病嗎?
   演講於「第 16 屆國際阿爾茨海默氏症亞太地區會議 2013」，由 Alzheimer's disease International 主辦
   時間和地點：2013 年 12 月 12 日，香港會議展覽中心

3. 石永東，題目：關係營銷策略和客戶忠誠：對澳門博彩娛樂場的一個探索型研究
   演講於「第二屆亞太博彩與商業博彩研究國際會議」，由亞太博彩研究學會主辦
   時間和地點：2013 年 12 月 2 日，台灣高雄

4. 石永東，題目：澳門市民對運動易會員卡接受意願之影響因素研究
   演講於「澳門管理科學與工程學術研討會:創新與高技術服務 & 澳門電子商務技術和戰略國際會議」，由澳門科技大學主辦
   時間和地點：2013 年 6 月 28 日，澳門

5. 辛聆，題目：基於異方差模型的拓展型過濾演算法交易
   演講於「國際統計學會第五十九屆世界統計大會」，由國際統計學會及香港政府統計處主辦
   時間和地點：2013 年 8 月 26 日，香港會議展覽中心

6. 趙琳琳，題目：澳門刑事非法證據排除規則之立法與實踐
   演講於「研討會」，由中國政法大學主辦
   時間和地點：2013 年 11 月 28 日，北京

7. 趙琳琳，題目：未成年人案件訴訟程式之異化與規制
   演講於「研討會」，由中國刑事訴訟法研究會主辦
   時間和地點：2013 年 10 月 19 日，武漢

8. 趙永華，題目：阿魏酸鈉引外源性骨髓基質幹細胞修復局灶性腦缺血大鼠神經組織機制的研究
   演講於「科研項目學術報告會」，由科學技術發展基金主辦
   時間和地點：2013 年 11 月 28 日，科學技術發展基金會議廳

9. 趙永華，題目：當歸有效成分與 BMSCs 聯用改善中風後腦缺血損傷的研究
   演講於「第六屆國際中西醫結合學術交流大會暨心血管病學術論壇」，由廣東省中西醫結合學會主辦
   時間和地點：2013 年 11 月 29 日，汕頭市

10. 孟舒，題目：反思型懷舊的視覺表述—基於“澳門印象”藝術設計特色課程設計與實踐的研究
    演講於「2013 設計教育亞洲會議」，由香港設計中心主辦
    時間和地點：2013 年 12 月 3 日，香港理工學院設計學院

11. 黃錦偉，題目：中藥材中鑑定能誘導凋亡缺陷細胞的自噬性細胞死亡程式的新型 SERCA 抑製劑
    演講於「第 12 屆中醫藥全球化聯盟會議」，由中醫藥全球化聯盟主辦

時間和地點：2013 年 8 月 27-29 日，奧地利

12. 梁麗嫻，題目：利用中藥調節腫瘤細胞的代謝圖譜
演講於「廣東省中西醫結合學會實驗醫學學術研討會」，由廣東省中西醫結合學會主辦
時間和地點：2013 年 12 月 9 日，廣州賓館紅棉會議廳

13. 羅婉君，題目：TRI001 為一 mTOR 依賴性機制的新型自噬活化劑
演講於「第九屆癌症轉譯研究組織學術年會」，由癌症轉譯研究組織主辦
時間和地點：2013 年 3 月 22-24 日，泰國

14. 羅婉君，題目：YC001，一促進清除突變亨廷頓蛋白的新型自噬作用增強劑
演講於「第十二屆中藥全球化聯盟研討會」，由中藥全球化聯盟主辦
時間和地點：2013 年 8 月 26 - 29 日，奧地利

15. 臧小華，題目：澳門劃界問題中的英國因素
演講於「學術研討會」，由中國英國研究會 鄭州大學歷史係主辦
時間和地點：2013 年 8 月 18 日，鄭州市光華大酒店 1 樓會議廳

16. 李新，題目：M/M/c中的收益管理的最優定價
演講於「2014年人工智能與安全國際會議」，由昆明理工大學主辦
時間和地點：2014年11月15日，昆明

17. 石永東，題目：關係投資對顧客態度忠誠和行爲忠誠的影響：來自澳門的證據
演講於「2014年中國市場營銷國際學術年會」，由香港城市大學、華中科技大學、南卡羅來納大學、臺灣科技大學主辦
時間和地點：2014年07月13日，武漢

18. 唐華軍，題目：基於大量客製化訂單策略的個案研究
演講於「第7屆計算機科學與優化國際會議」，由數學與系統科學所、中國科學院、北京化工大學主辦
時間和地點：2014年10月14日，北京化工大學

19. 唐華軍，題目：電子供應鏈金融簡介與探討
演講於「兩岸四地網上金融論壇」，由澳門電子媒體業協會主辦
時間和地點：2014年10月24日，威尼斯人會議廳

20. 唐華軍，題目：澳門供應鏈、物流與運輸領域專業人才的培養和發展
演講於「港珠澳大橋與區域供應鏈、物流及運輸領域的發展論壇」，由澳門物流與運輸學會主辦
時間和地點：2014年12月10日，澳門大學

21. 唐華軍，題目：澳門供應鏈創新與探討
演講於「大中華地區協同供應鏈創新論壇」，由北京理工大學珠海學院主辦
時間和地點：2014年04月03日，北京理工大學珠海學院

22. 方泉，題目：澳門特別刑法與刑法典罪名的法條競合關係
演講於「兩岸四地刑事法論壇」，由澳門檢察院，澳門刑法研究會主辦
時間和地點：2014年12月04日，澳門

23. 趙琳琳，題目：媒體對刑事司法的影響
演講於「研討會」，由香港大學主辦
時間和地點：2014年01月25日，香港大學

24. 趙琳琳，題目：在綫的糾紛解決方式
演講於「大中華地區協同供應鏈創新論壇」，由澳門科技大學主辦
時間和地點：2014年03月19日，澳門科技大學

25. 彭萬年，題目：加味真武湯治療糖尿病腎病系列研究
演講於「俄羅斯聖彼德堡第十一屆世界中醫藥大會」，由世界中醫藥學會聯合會主辦
時間和地點：2014年10月01-02日，俄羅斯聖彼德堡

26. 彭萬年，題目：中醫養生三種模式的挖掘與創新
演講於「研討會」，由廣州市科學協會主辦
時間和地點：2014年12月19日，廣州百花山莊

27. 彭萬年，題目：數據挖掘與臨床傳統醫案分析實例報告
演講於「世界中醫藥學會聯合會醫案專業委員會成立大會暨第一屆學術會議」，由世界中聯醫案專業委員會主辦
時間和地點：2014年12月20日，深圳

28. 李明，題目：體驗經濟理论的实证研究：以溫泉旅遊為例
演講於「旅遊科學國際學術研討會」，由中山大學旅遊學院主辦
時間和地點：2014年11月16日，中山大學旅遊學院

29. 朴聖姬，題目：澳門旅游營銷策略與博彩業
演講於「2014年服務創新和知識增值國際研討會」，由育達科技大學主辦
時間和地點：2014年05月08日，台中

30. 朴聖姬，題目：澳門旅遊行銷策略研究
演講於「碩士班專題演講」，由國立東華大學觀光暨休閒遊憩學系主辦
時間和地點：2014年12月08日，臺灣花蓮縣

31. 錢麗雲，題目：國內外文化生產的研究進展與地理學解釋
演講於「中國首屆文化地理學學術研討會」，由中國地理學會文化地理學專業委員會主辦
時間和地點：2014年04月20日，雲南師範大學旅遊與地理科學學院

32. 晏鯉波，題目：旅遊產品的六個要素
演講於「旅遊發展專題講座」，由福建省永定縣政府主辦
時間和地點：2014年04月17日，福建省永定縣政府禮堂

33. 孟舒，題目：反思與撫慰—侵華日軍南京大屠殺遇難同胞紀念館的公共藝術
演講於「第七屆衝突性博物館國際會議」，由美國國家西部遺跡博物館主辦
時間和地點：2014年08月06日，美國洛杉磯

34. 梁麗嫻，題目：利用中藥調節癌癥微環境
演講於「中醫藥免疫專業委員會成立大會暨第一屆學術年會」，由世界中醫藥學會聯合會中醫藥免疫專業委員會主辦
時間和地點：2014年11月21日，廣州

35. 梁麗嫻，題目：澳門中藥國家重點實驗室的現狀和技術平臺
演講於「國際婦女生殖健康研究研討會」，由渥太華醫院研究機構主辦
時間和地點：2014年04月11日，渥太華

36. 梁麗嫻，題目：通過中藥調節癌癥微環境
演講於「國際婦女生殖健康研究研討會」，由渥太華醫院研究機構主辦
時間和地點：2014年04月12日，渥太華

37. 羅婉君，題目：利用新穎的自噬中藥化合物用作調節神經退行性疾病
演講於「部門研討會」，由香港大學主辦
時間和地點：2014年04月11日，香港大學醫學院

Major Talks

1. Ho Yuen Shan, Topic：Effects of chronic cigarette smoking on brain aging and Alzheimer-like neuropathology in rats, WFSBP Congress 2013 – 11th World Congress of Biological Psychiatry, World Federation of Societies of Biological Psychiatry (WFSBP), 27 June 2013, Kyoto International Conference Centre

2. Ho Yuen Shan, Topic：Can anti-aging Chinese Medicine preserve our memory and prevent Alzheimer's disease? The traditional concept vs scientific evidence., The 16th Asia Pacific Regional Conference of Alzheimer's Disease International 2013, Alzheimer's disease International, 12 December 2013, Hong Kong Convention & Exhibition Centre

3. Shi Yong Dong, Topic：Relationship Marketing Tactics and Customer Loyalty: An Exploratory Research on Macao Casinos, The Second Asia Pacific Conference on Gambling & Commercial Gaming Research (APCG2013), Asia Pacific Association for Gambling Studies (APAGS), 2 December 2013, Kaohsiung, Taiwan

4. Shi Yong Dong, Topic：Antecedents and Influence Factors of Macao Residents' Acceptance Intention of Sport Easy Program, ICEMSI 2013 & ICETS 2013, Macau University of Science and Technology, 28 June 2013, Macau

5. Xin Ling, Topic：The Generalized Filter Trading Rule under Time Varying Volatility, 59th World Statistics Congress (WSC) of the ISI, International Statistical Institute (ISI) and Census and Statistics Department of Hong Kong, 26 August 2013, Hong Kong Convention and Exhibition Centre (HKCEC)

6. Zhao Lin Lin, Topic：The Exclusionary Rule of Illegally Obtained Evidence in Macau, conference, China University of Political Science and Law, 28 November 2013, Beijing

7. Zhao Lin Lin, Topic：Regulation on Criminal Proceedings of Minors, conference, China Association of Criminal Procedure Law, 19 October 2013, Wuhan

8. Zhao Yong Hua, Topic：The Study of Sodium Ferulate combined with Bone Marrow Stromal Cells(BMSCs) treatment ameliorating brain ischemic injury after stroke, The meeting od academic research report, The Science and Technology Development Fund of Macau, 28 November 2013, The meeting hall of FDCT

9. Zhao Yong Hua, Topic：The Study of Sodium Ferulate combined with Bone Marrow Stromal Cells(BMSCs) treatment ameliorating brain ischemic injury after stroke, The sixth international conference of integrative medicine and cardiovascular disease academic forum, Guangdong Province Association of Integrative Medicine, 29 November 2013, Shan Tou

10. Meng Shu, Topic：The Visual Representation of Reflective Nostalgia：Design and Practice of "Macau Impression" Art and Design Characteristic Courses, DesignEd Asia Conference 2013, Hong Kong Design Center, 3 December 2013, Jockey Club Innovation Tower, Hong Kong Polytechnic University

11. Wong Kam Wai, Topic：Identification of novel SERCA inhibitor from Chinese medicinal herb, induces autophagic cell death in apoptosis-defective cells, 12th Meeting of Consortium for Globalization of Chinese Medicine, Consortium for Globalization of Chinese Medicine, 27-29 August 2013, Austria

12. Leung Lai Han, Topic：Modulation of metabolic profiles of cancer cells by using Chinese herbal medicine, Guangdong Province Association of Integrative Medicine and Experimental Medicine Symposium, Guangdong Association of the Integrative Traditional and Western Medicine, 19 December 2013, Guangzhou Hotel Red Cotton Conference Room

13. Law Yuen Kwan, Topic：TRI001 is a novel activator of autophagy via an mTOR-dependent mechanisms, The 9th Annual Conference of the Organisation for Oncology and Translational Research, Organisation for Oncology and Translational Research, 22-24 March 2013, Thailand

14. Law Yuen Kwan, Topic：YC001, a Novel Autophagy Enhancer that Promotes the Clearance of Mutant Huntingtin in Vitro, 12th Meeting of the Consortium for Globalization of Chinese Medicine, Consortium for Globalization of Chinese Medicine, 26 - 29 August 2013, Austria

15. Zang Xiao Hua, Topic：British Interference on Macao Demarcation Issue, Academic Press Symposium, China British History Association, History Department of Zhengzhou University, 18 August 2013, Conference Room on 1st Floor of Guanghua Hotel, Zhengzhou City

16. Li Xin, Topic: Optimal Pricing with Yield management in M/M/c, International Conference on Computational Intelligence and Security, Kunming University of Science and Technology, 15 November 2014, Kun Ming

17. Shi Yong Dong, Topic: Effects of relationship investment on customer attitudinal and behavioral loyalty: Evidence from Macao, The 2014 China Marketing International Conference (CMIC2014), City University of Hong Kong, Huazhong University of Science and Technology, University of South Carolina, National Taiwan University of Science and Technology 13 July 2014, Wu Han

18. Tang Hua Jun, Topic: A case study of ordering policy with mass customization, 2014 7th International Joint Conference on Computational Sciences and Optimization, Academy of Mathematics and Systems Science, Chinese Academy of Sciences (CAS), Beijing University of Chemical Technology (BUCT), 14 October 2014, Beijing University of Chemical Technology

19. Tang Hua Jun, Topic: Introduction of Electronic Supply Chain Financing, Forum on Elecronic Financing in Greater China, Electronic Media Industry Association of Macau, 24 October 2014, Venetian Meeing Hall

20. Tang Hua Jun, Topic: Opportunity of Hong Kong-Zhuhai-Macau Bridge and development of supply chain, logistics and transportation, CILT Macao, 10 December 2014, University of Macau

21. Tang Hua Jun, Topic: Creation and Investigation of Supply Chain in Macau, Forum on Creation and Coordinating Supply Chain in Greater China, 3 April 2014, Beijing Institute of Technology, Zhuhai

22. Fang Quan, Topic: The Concurrence phynomena of Macau Special Criminal Law and Macau Penal Code, Cross Strait, Four Regions Criminal Law Forum, Macau Procuratorate, Macau Association of Criminal Law, 4 December 2014, Macau

23. Zhao Lin Lin, Topic: The Influences of Media in The Criminal Justice, Seminar, The University of Hong Kong, 25 January 2014, The University of Hong Kong

24. Zhao Lin Lin, Topic: Online Dispute Resolution., Seminar, Macau University of Science and Technology, 19 March 2014, N101，Macau University of Science and Technology

25. Peng Wan Nian, Topic: Series research of jiawei zhenwu decoction in treating diabetic nephropathy, The 11th World Congress of Chinese Medicine, Worlds Federation of Chinese Medicine Societies, 1-2 October 2014, Russia St. Petersburg

26. Peng Wan Nian, Topic: Mining and three modes of innovation TCM, Guangzhou Science Association, 19 December 2014, Guangzhou Flowers Hills

27. Peng Wan Nian, Topic: Pick and clinical data analysis examples of traditional medical case report, The Inaugurating Meeting & the First Academic Conference of the Specialty Committee on Clinical Cases Study of World Federation of Chinese Medicine Societies, Worlds Federation of Chinese Medicine Societies, 20 December 2014, Shenzhen

28. Hoffer M Lee, Topic: The Empirical Study of Experience Economy: A Case of Spa Tourism, Tourism Science International Academic Conference, School of Tourism Management, Sun Yat-Sen University, 16 November 2014, Sun Yat-Sen University

29. Sung Hee Park, Topic: Macau Tourism Marketing Strategy and Gaming Industry, 2014 International Conference on Service Innovation and Knowledge Value-added, Yu-Da University of Science and Technology, 8 May 2014, Taichung, Taiwan

30. Sung Hee Park, Topic: Research on Macau Tourism and Marketing Strategy, Special Speech in Seminar I, National Dong Hwa University, Department of Tourism, Recreation and Leisure Studies, 8 December 2014, Hualien, Taiwan

31. Qian Li Yun, Topic: Reseach Progress and the geography interpretation on the cultural production, the First Academic Conference of Cultural Geography, the Specialty Committee on Cultural Geography of Geographical Society of China, 20 April 2014, Kunming, Yunnan

32. Yan Li Bo, Topic: The six components of tourist product, Tourism Development Seminar, Yongding county Government, Fujian Province, 17 April 2014, The auditorium of Yongding county Government

33. Meng Shu, Topic: Consolation and Reflection in War Memory Making: Public Art in the Memorial Hall of Victims in Nanjing Massacre by Japanese Invaders, The 7th International Conference on the Inclusive Museum, 6 August 2014, Los Angeles，United States

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博士學位論文精選

Selected Ph.D. Theses

1. 消費者排斥研究：以中國為例

蔔慧美
行政與管理學院-市場學博士

指導老師姓名:

石貴成副教授

畢業年度:

2013

學位類別:

管理學博士

論文摘要:

消費者進行購買決策時不僅會考慮可見因素，亦會同時考慮情感和態度因素。因此消費者對於國家的偏見也對其購買行為有重要的影響作用。雖然對於外國產品的負面看法和對於本國產品的正面看法的相關研究很多，但針對與本國產品的負面態度的研究一直被忽視。實際上發掘國人拒絕國貨的原因是極其重要的，這是因為對於本國產品有偏見的現象在發展中國家非常常見，並且隨著國際市場的不斷增長和科學技術的進步，這個問題日益嚴重。本文在相關理論回顧的基礎上，提出了“消費者排斥”變量來填補學界對於消費者排斥本國產品方面研究的空白，對消費者排斥的概念進行了界定，並進而提出了消費者排斥的三維度模型，包括情感排斥、認知排斥和意動排斥。然後，在焦點訪談與預測的基礎上，以221 個中國消費者作為樣本，在四種表示不同程度風險與價格的產品下，本文開發並驗證了用於測度消費者排斥的量表。實證分析結果表明，本研究所開發的量表具有較好的信度水準、單維性、內斂效度與判別效度。本研究引入感知風險、國家認同與消費者的國際溝通作為消費者排斥的自變量，引入國貨所有情況和消費者對於國貨的負面口碑作為消費者排斥的因變量，在四種產品下，檢驗變量間之關係。本研究同時引入消費者創新性、消費者年齡和消費者收入作為調節變量，驗證其在感知風險和消費者排斥間的調節作用。結構方程的實證結果表明感知風險和消費者的國際溝通對消費者排斥有顯著的正向影響。同時消費者排斥對於消費者的國貨所有情況（負向）和對於國貨的口碑（負向）有正向影響。此外，實證研究表明對於不同的產品，消費者排斥的不同維度與其自變量和因變量的關係有所不同。本研究亦表明消費者年齡和收入在感知風險與消費者排斥中具調節作用。在研究發現的基礎上， 本文分別討論了理論和實踐上的啟示，以使本領域的學者和經營者於此有更為清晰的瞭解。

關鍵詞:

消費者排斥、感知風險、國家認同、消費者國際溝通、產品所有情況、口碑

1. A Study on Consumer Repulsion: Evidence from China

Bu Hui Mei
Faculty of Management and Administration,
Doctor of Philosophy in Management

Name of the Supervisor:

Associate Professor Shi Gui Cheng

Graduated Year:

2013

Type of Degree:

Doctor of Philosophy in Management

Abstract:

Consumer's country bias is an important determinant of purchasing behavior because the buying intentions are not only dependent on visible factors, but also the attitude. Although the impact of unfavorable attitudes toward foreign countries' products and favorable attitudes toward domestic country on consumption behavior has received considerable attention in the literature, and behavioral consequences of unfavorable attitudes toward domestic products has largely been neglected. Actually, to identify why local consumers reject local products is equally or even more important as domestic products bias is very universal in many developing countries and this issue is of considerable importance in the wake of growth of the international market and the development of new technologies.

Based on an intensive literature review, this study introduces a new construct---consumer repulsion. This study conceptualizes consumer repulsion and proposes a three-dimension measurement model for it involving affective repulsion, cognitive repulsion and conative repulsion. A measurement scale for consumer repulsion is developed and validated based on 221 samples of Chinese consumers by testing four kinds of samples including car (high-risk & high-price), milk powder (high-risk & low price), mobile phone(low-risk & high price) and office supplies (low-risk & low-price) respectively. The instruments are developed through preliminary focus group interviews with 8 consumers and a preliminary survey involving a judgment sample of 60 samples. Empirical results indicate good reliability and unidimensionality as well as acceptable convergent validity and discriminant validity for the measures.

This study proposes three antecedents for consumer repulsion: perceived risk, national identification and global communication and two consequences: domestic product ownership and word of mouth and testes their relationships by the four product samples. Consumer innovativeness, age and income are added as the moderator between perceived risk and consumer repulsion. Results from structural equation modeling suggest that perceived risk and global communication are significantly correlated with consumer repulsion. The empirical findings further show that consumer repulsion significantly influences domestic product ownership and word of mouth. In addition, for different kind of products, the results show that specific associations between each of the dimensions of consumer repulsion and its antecedents and consequences are different. The results also support that age and income have moderating effect between perceived risk and specific dimensions of consumer repulsion.

Based on the findings, this study discusses the implications. These results provide clear theoretical and practical guidance for marketing practitioners and firms.

Keywords:

Consumer repulsion, perceived risk, national identification, global communication, product ownership, word of mouth

2. 澳門會展業經濟效應分析

李麗榮
行政與管理學院-工商管理博士

指導老師姓名:

吳志良教授

畢業年度:

2013

學位類別:

工商管理博士

論文摘要:

隨著“賭權”開放和“自由行”政策的實施，澳門經濟迎來了快速發展。然而，繁榮背後隱藏著一個難以回避的問題：澳門原有的四大產業即出口加工業、地產建築業、旅遊博彩業和金融服務業，漸趨演變為旅遊博彩業一枝獨秀。一旦博彩業出現衰退，隨之而來的必然是經濟的全面衰退。由此澳門必須優化產業結構，提高旅遊博彩業綜合效率，促進經濟可持續發展。

出於促進澳門社會經濟多元化發展以及提升澳門龍頭產業間互動效率的考慮，本文對澳門會展業以及博彩業的經濟效應（總體效應和結構效應）進行了探討。

廣義的會展通常被稱為MICE，會展業屬於服務業,它的發展成為一國國民經濟發展尤其是第三產業發展的重要標誌。會展業經濟效應就是通過舉辦各類會議、展覽、文體活動和獎勵旅遊等，在取得直接經濟效益的同時，帶動一個地區或一個城市相關產業的發展，從而促進經濟和社會全面發展。當前，會展經濟已成為世界上許多國家經濟發展一個新的增長點，隨著經濟全球化的不斷發展，會展業已經成為衡量一個城市國際化程度和經濟發展水準的重要標誌。

澳門會展業是推動澳門經濟適度多元化、帶動澳門經濟戰略轉型的現代服務產業。會展業在澳門經濟運行中所呈現的經濟帶動效能，充分展示了澳門會展業發展的良好前景。基於此，本文運用VAR模型和灰色關聯分析方法，利用澳門2000-2012年的相關面板資料，對澳門會展業的經濟效應進行了實證分析。

全文共分七章：第一章緒論，分析澳門會展經濟效應的研究背景。第二章文獻綜述，對會展經濟效應等國內外研究進展進行梳理、分析。第三章研究方法，包括兩個分析效應的定量方法。第四章和第五章為實證分析，結合可獲得的資料，從會展業和博彩業與經濟增長的關係角度來評價會展業的總體經濟帶動作用；從產業關聯效應的角度，測算會展產業的關聯度，定位會展業對各相關產業的帶動力度。第六章案例分析。第七章研究結論與展望。

本文的研究結果顯示：澳門會展業不僅對投資、就業以及經濟增長產生了帶動效應，同時對相關產業的發展產生了重要的刺激效應，促進了澳門產業結構的優化。澳門博彩業的總體效應略強於會展產業，但會展業的結構效應明顯大於博彩產業。博彩業與會展業之間具有較爲明顯的產業關聯性以及產業協同性。這些研究結果可供澳門特區政府在制定經濟適度多元化政策時參考。

關鍵詞:

會展業、博彩業、經濟效應、灰色關聯、VAR

2. An Analysis on Economic Effect of MICE Industry in Macao

Li Li Rong
Faculty of Management and Administration,
Doctor of Business Administration

Name of the Supervisor:
Professor Wu Zhi Liang

Graduated Year:
2013

Type of Degree:
Doctor of Business Administration

Abstract:

With liberalization of the gaming industry and implement of “individual travel” policy, Macao economy has maintained a fairly rapid growth, but its prosperity is hidden behind a potential crisis. Macau original four main industries, gambling, manufacturing, real estate and financial services industry, are evolving slowly for lottery tourism industry to outshine others. Once the gambling achievement appears weak, the following is inevitably the macro economy decline. Therefore Macau must optimize its industrial structure, improve tourism efficient and promote sustainable development.

With reference to the interactive validity on the promotion of Macau social economic diversification and enhancing the efficiency of its leading industry, this thesis discusses the total and structural effect of MICE (Meeting, Incentive Conference, and Exhibition) industries in Macau.

Generalized convention and exhibition are usually called MICE, which belong to service industry. The development of MICE becomes an important indicator of the development of national economy, especially in the development of tertiary industry. MICE economy is an economic phenomena and economic behavior which thereby promote the comprehensive development of the economy and society, through the organization of conference, exhibitions, events and incentive tour to obtain direct economic benefits in the same time, to promote the development of related industries in a region or city. At present, MICE economy has become a new growth point of development of national economy in many countries. With the continuous development of economic globalization, exhibition industry has become a measure of the degree of internationalization of a city and an important indicator of level of economic development.

Macao's MICE is an important emerging industry, which promotes appropriate diversification and strategic transformation of Macao's economy and has good prospects that have been demonstrated fully by the economic driving ability of MICE in Macao' development. Based on this using the panel data of Macao's MICE for 2000-2012 with VAR model and the gray relational analysis method, this thesis makes an empirical analysis to the economic driving ability of MICE in Macao.

The main research contents are as follows:

The first chapter is the introduction. It analyzes the research background of economic effect of MICE in Macao. The second chapter is literature review, which collates domestic and international information on the MICE industry. The third chapter is the research method of the evaluation system of economic effect of MICE in Macao. The fourth and fifth chapters are empirical analysis of the economic effect of MICE in Macao.

Combining with the structure characteristics of available data from Macao, the thesis evaluates the total economic effect of MICE industry by estimating the relationship among the MICE and casino industry and the economic growth, calculating the correlation of MICE industry and other tertiary industries. The sixth chapter is case study. The seventh chapter is conclusion remarking.

The results show that Macao's MICE industry not only drive the investment, employment and economic growth, but also have contributed to the development of related industry and optimization of the industrial structure of Macao. The MICE industry is a litter weaker than the gaming industry on the overall effect, but more significant on the structure effect. There is an obvious industrial relevance and industrial synergy between MICE industry and the gaming industry. These results provide new ideas for Macao SAR Government promotes the proper diversification of economy.

Keywords:
MICE. gaming industry. economic effects. gray correlation. VAR

3. 辱虐管理與員工建設型偏差行為：幹擾過程

孫柳苑
行政與管理學院-管理學博士

指導老師姓名:

孫立雲教授

畢業年度:

2013

學位類別:

管理學博士

論文摘要:

Baumeister 及其同事（2001）指出與外界的積極因素相比，消極因素對於人的行為具有更強的影響作用。因此本論文將重點研究一種消極領導行為，辱虐管理。

根據社會啟動理論，社會個人自我保護理論以及 EVLN 模型，本次研究將探求辱虐管理影響員工建設型偏差行為的機制。驅動力的程度已經被證明與任務績效、任務滿意度、激發-調整行為這三種結果有倒 U 曲線關係(Gardner, 1990)。威脅，作為一種驅動力極有可能促使個體著力於保護自己，從而降低他們的創新績效(Dickerson & Kemeny, 2004)。基於從一家中國製造企業獲得的兩百個員工及他們的主管所填寫的樣本資料，本次研究將探討如下幾個問題：(1)辱虐管理與員工建設型偏差行為存在倒 U 關係，（2）工作不滿對辱虐管理與員工建設型偏差行為之間的倒 U 關係起部分仲介作用，（3）問題應對策略對工作不滿對辱虐管理與員工建設型偏差行為之間的倒 U 關係有顯著調節效應。

本文對於文獻研究有如下貢獻：(1)辱虐管理與某些結果變數存在非直線型關係。面對辱虐管理時，有些員工會傾向運用積極方式打破僵局。當他們的努力無效時，他們會停止這種積極行為，（2）本文創新性的研究了辱虐管理與員工建設型偏差行為的關係，（3）本文進一步證實了辱虐管理對於不同個體的影響存在著差異。一些因素會影響員工採取不同的應對行為。本研究顯示員工的問題應對策略是一個很好的調節因素。同時本研究對於壓力認知應對模型有一定的貢獻，員工在面對壓力時，不同的員工特質會影響他們對壓力的認知及其應對。本文對於管理實踐有如下貢獻: (1)本文的研究結果對於組織來說猶如一記警鐘，辱虐管理將最終降低企業的創新績效,並可能帶來其他危害結果，因此辱虐管理應當儘量避免，（2）辱虐行為不是依靠某個員工或者主管能解決的問題，組織應當承擔一定的責任，從而最終避免辱虐行為的發生，（3）管理者應當幫助員工更好的處理各種壓力源，從而降低辱虐管理在組織的負面影響。本次研究從新的視角了研究辱虐管理並豐富了員工建設型偏差行為的研究。

關鍵詞:

辱虐管理、員工建設型偏差行為、工作不滿、問題應對策略、情感承諾

3. Abusive Supervision and Employee Constructive Deviance: The Intervening Process

Sun Liu Yuan
Faculty of Management and Administration,
Doctor of Philosophy in Management

Name of the Supervisor:

Professor Sun Li Yun

Graduated Year:

2013

Type of Degree:

Doctor of Philosophy in Management

Abstract:

Baumeister and colleagues (2001) concluded psychological phenomena that negative external factors tend to have stronger influence on individual behaviors compared to positive contextual aspects. Therefore, this study focuses on one kind of dark side of leadership, abusive supervision. Drawing upon social activation theory, social self-preservation theory and EVLN model, this study is to propose and test a model of the mechanisms through which abusive supervision affects employees' constructive deviance. Activation levels are proved to have inverted U-shaped relationship with three main outcomes: task performance level, task satisfaction level, and frequency of stimulation-modifying behaviors (Gardner, 1990). Threat, as a kind of activation will motivate individuals to preserve themselves and decrease creative performance (Dickerson & Kemeny, 2004). Based on two-wave survey data from two hundred subordinate working with one hundred supervisors in a Chinese manufacturing firm, we propose that (1) there is an inverted U-shaped relationship between abusive supervision and employee constructive deviance behaviors, (2) job dissatisfaction mediates the inverted U-shaped relationship between abusive supervision and constructive deviance behaviors, (3) problem-coping strategy moderates the inverted U-shaped relationship between abusive supervision and constructive deviance behaviors.

Our findings contribute to the literature in three ways. Firstly, we draw attention to a more general possibility that abusive supervision may be nonlinearly related to some outcomes. Some employees may adopt constructive behaviors to break hostile cycle. When their efforts are undervalued, they may stop this kind of constructive behaviors. Secondly, the study enhanced our understanding of the role of negative aspects of leadership in the development of employee constructive deviance. Thirdly, the study echoes the previous studies by showing that abusive supervision does not affect all employees in the same way. Some factors will influence abused subordinate taking different actions. Our results also suggest that coping strategy is an effective moderator when facing abusive supervision. These results provide some support for cognitive appraisal models of stress (Lazarus & Folkman, 1984) by suggesting that individual factors (such as problem-focused coping) affect how people perceive and react to stressors.

Our research also brings significant implications for practice. First, out result serve as a warning to organizations that abusive supervision should be avoided. Second, Interpersonal mistreatment in organizations is not private problem for specific individuals to resolve, organizations should take responsibility for managing this kind of misbehavior. Thirdly, Managers may seek to help highly anxious employees to be less reactive in stressful situations and better cope with different kinds of stressors.

Keywords:

Abusive supervision, Constructive deviance, Job dissatisfaction, Problem focused coping strategy, affective commitment

4. 寡佔市場的戰略競爭互動研究—以澳門博彩公司為例

馬爾丹
行政與管理學院-策略管理博士

指導老師姓名:

曾忠祿教授

畢業年度:

2013

學位類別:

管理學博士

論文摘要:

本研究視近十年來澳門博彩業為研究寡佔市場戰略競爭互動的典型，並以此為例探索寡頭市場中戰略競爭互動的典型策略模式及其績效影響。

現有的有關競爭的研究文獻傾向於通過速度、頻率和密度測量行動，它們通常將快速和頻繁出擊等同於有效行動，但是這種測量只適用於戰術行動而非戰略行動，戰略行動具有完全不同於戰術行動的特性。本研究紮根澳門博彩公司，尋找能夠反映戰略行動的複雜、不可逆、不確定和具有長遠意義等特性的變量並探索他們獨特的效果。

本研究使用了一個整合的理論來分析澳門博彩業的互動競爭。基於奧地利學派的競爭理論，研究回顧了多回合的互動競爭，包括引入創新，掀起新潮流，新潮流很快被競爭者模仿、改進、更新，以及創新者因創新所獲得的超額利潤最終被完全侵蝕的整個過程。研究還引入了另外兩個視角：資源基礎理論和博弈論。前者用於分析公司如何發展自身稀缺資源以創造競爭優勢，後者用於探索公司如何檢測和預測競爭對手的攻擊與回應以便創造和保護自身潛在的和既有的超額利潤。最後，本研究在對競爭行動進行回顧與比較的基礎上確立了“攻擊-回應”理論框架，該框架有助於在行動層次上探索競爭行爲的策略互動。

本研究使用文本分析方法編碼和區分了四個戰略競爭的策略互動因素：攻擊-回應、進取-審慎、創新-模仿、和產能擴張；然後研究採用紮根理論通過對若干戰略競爭互動系列的典型的案例研究，探索了不同經濟環境下的戰略互動的策略及其對績效的影響，並建構了紮根理論模型用以反映競爭行動策略模式與公司績效之間的關係；最後，研究抽取100個戰略行動樣本，對理論模型進行假設檢驗。紮根理論和假設檢驗的分析結果發現，在寡佔市場中戰略競爭互動的策略主要包括：攻擊或回應、進取或審慎、創新或模仿、產能擴張，其中創新和產能擴張是推動競爭的關鍵力量。在多回合的競爭互動中，競爭的有效性不在於行動的攻擊與搶先，而是取決於創新和產能擴張。長遠來說，只有創新行動才能夠超越競爭對手，而簡單模仿往往最容易遭受競爭對手的打擊。在資源稀缺的領域，產能擴張是有效的競爭策略，不過產能擴張策略的效果是暫時的，創新和政治手段可以打破產能壁壘。在經濟環境平穩時，戰略行動更傾向於攻擊性、可以打破產能壁壘。在經濟環境平穩時，戰略行動更傾向於攻擊性、進取性和創新性；當經濟環境發生逆轉，攻擊行動、進取行動和創新行動會顯著減少，而回應行動、審慎行動和模仿行動則顯著增加。從戰略行動策略與績效的關係來看，創新和產能擴張也是帶動企業預期績效的顯著因素，而創新和產能擴張的綜合效應應當具有更大的績效影響力。

本研究著眼於探索和建構。本研究希望這些本地經驗能夠有助於澳門博彩業應對即將到來的區域競爭，能夠更進一步促進澳門學術界重視本地知識的發掘和創造，同時本研究嘗試從典型個案中發掘戰略競爭互動的新特徵，並將典型案例的理論發現整合進競爭互動的整體知識譜系中。儘管研究的案例具有特殊性，儘管研究成果仍有待於普遍性檢驗，但本研究力圖通過文本分析、紮根理論和案例研究勾畫寡佔市場中戰略行為競爭互動的圖景，以補充競爭行為的知識體系中在此方面的缺憾。

關鍵詞:

互動競爭、戰略行動、寡占競爭、博彩公司

4. Strategic Interactive Competition in Oligopoly: A Case on the Casino Corporations in Macau

Ma Er Dan
Faculty of Management and Administration,
Doctor of Philosophy in Management

Name of the Supervisor:
Professor Zeng Zhong Lu

Graduated Year:
2013

Type of Degree:
Doctor of Philosophy in Management

Abstract:

The study examines the casino industry in Macau over the past 10 years as a typical example of the strategic competition. It explores typical modes of strategic interactive competition in an oligopolistic market and scrutinizes performance.

Current research on competition tends to measure action by the speed, frequency and the density. They usually equate effective competition with rapid speed and frequent changes. But such measurements shed light on tactical rather than strategic actions. Strategic actions are usually significant, irreversible and have an impact over a long period of time. It is at high risk and complex. The existing ways of evaluating competition are not well adapted to examining strategic competition. This study is grounded in the casino industry of Macau and seeks to identify the factors that reflect strategic actions taken by the casinos.

The study employs integrated knowledge to analyze interactive competition in the gaming industry of Macau. This study uses the competitive theory of what is known as the 'Austrian School'. It reviews a whole interaction process of a series of strategic competitive actions especially with regard that a casino makes an action with innovation or capability expansion, and others follow, and quite soon the innovation is imitated and improved or capability advantage is broken, and finally the excess profit from innovation or capability advantage is eroded. The study also introduces two perspectives: the Resource-based Theory and Game Theory. The former is used to analyze corporations how develop their own rare strategic resources and create a competitive advantage. The latter is used to explore corporations how monitor and predict actions and intentions from their competitors to maximise and defend their potential and present superprofit.

The study uses text analysis to distinguish the following four factors: attack-response, aggression-prudence, innovation-imitation, and capability expansion. Then it applies grounded theory to explore characteristics and effects of the strategic interaction especially changes moderated by the economic cycle. Next, it constructs a theoretical model to present the influence of all kinds of the strategic actions on the corporate performance. Finally, it samples 100 actions to examine the constructed model.

The results from the grounded theory and the hypothesis testing show that in the oligopolistic market, the effective strategies of competitive interaction mainly include the following: attack-response, aggression- prudence, innovation- imitation, and capacity expansion. In a booming economic environment, the strategic actions tend to be more aggressive and innovative. On the contrary, during an economic downturn, the aggression and the innovation decrease, while the prudence and the imitation will increase significantly. Over time, the effectiveness of competition is significantly affected by innovation and capability expansion, rather than attack and aggression. Over the long run, innovative actions become preeminent to simple imitation that can easily be overturned. The strategy of capability expansion is effective when in competition for scarce resources. But capability expansion cannot remain effective in the long term. Innovative and political lobbying is needed can break up the barriers to capability expansion. Two factors influence on performance, namely of innovation and capability expansion. The case study also examines how aggression affects performance and how the wider economic cycle exercises a moderating role on the relationship between competitive strategies and the performance. It draws a picture of how strategic interactive competition works in the context of oligopoly.

Keywords:
Interactive competition, Strategic action, Oligopolistic competition, Casino Corporation

5. 高績效人力資源系統對安全公民行為的作用機制研究

陳曉靜
行政與管理學院-人力資源管理博士

指導老師姓名:

孫立雲教授

畢業年度:

2013

學位類別:

管理學博士

論文摘要:

根據安全生產和安全管理的現狀，尤其是我國安全事故頻發現狀，本研究探索高績效人力資源系統在高績效人力資源系統對安全公民行為的作用機制提高安全管理和改善員工安全績效中的作用。本研究以人力資源系統的能力-動機-機會（AMO）理論和社會交換為理論基礎，探討並驗證高績效人力資源系統（HPHRS）對安全公民行為（SCB）的仲介和調節作用機制。 本研究利用調研一個集團企業取得的樣本資料（400個樣本），提出假設並驗證：（1） 高層管理者的安全價值觀對高績效人力資源系統感知的影響，（2）高績效人力資源系統感知對員工安全公民行為的作用，（3）員工安全知識、安全動機和安全參與在高績效人力資源系統感知對員工安全公民行為關係中的仲介作用，及（4）安全氛圍在高績效人力資源系統感知和員工安全公民行為關係中的調節影響。驗證結果發現：安全價值觀對高績效人力資源系統的能力提升、動機激勵和機會提供呈正相關；安全知識、安全動機和安全參與在能力提升、動機激勵和機會提供對安全公民行為的影響中起仲介作用；安全氛圍在能力提升和動機激勵對安全公民行為的關係起調節作用，但是在機會提供對安全公民行為的關係中起負相關調節作用。

結果顯示，高層的安全價值觀有助於高績效人力資源系統的形成。要提升安全公民行為，員工必須具備安全知識、安全動機和安全參與， 而高績效人力資源系統的形成促進員工的安全知識、安全動機和安全參與。同時，安全氛圍可以增強高績效人力資源系統對安全公民行為的作用。 但是員工看重組織提供的機會，在組織給予合適的機會平臺上，員工可以在安全氛圍較弱的環境中實現安全公民行為。本研究針對安全績效的管理措施，為解決中國面臨的安全事故問題提供借鑒意義。

關鍵詞:

高級人力資源系統、安全知識、安全動機、安全參與、安全價值觀、安全氛圍、安全公民行為

5. The effects of high performance human resource system on safety citizenship behavior

Chen Xiao Jing
Faculty of Management and Administration,
Doctor of Philosophy in Management

Name of the Supervisor:
Professor Sun Li Yun

Graduated Year:
2013

Type of Degree:
Doctor of Philosophy in Management

Abstract:
The purpose of this study is finding the effect of high performance human resource system on safety citizenship behavior according to the safety production and safety management of the status quo. Drawing on ability-motivation-opportunity（AMO）theory and social exchange theoretical, this study is to propose and test a model of the mechanisms through high performance human resource system (HPHRS) affect safety citizenship behavior (SCB). This study develop three constitutes of High performance human resources system, develop ability, incentive motivational and provide opportunities. Respectively through safety knowledge, safety motivation and safety participation as three mediators effect safety citizenship behavior. And safety values as antecedent influence high performance human resources system. A non-experimental survey research design was used to obtain the data in a group company (400 sample).Specifically, the assumptions and validation of the dissertation are(1) to examine safety values as prior variable of high performance human resources system, (2) to examine the relationship of high performance human resource system and safety citizenship behavior, (3)to examine and test three mediators (safety knowledge, safety motivation and safety participation) in the relationship between high performance human resource system and safety citizenship behavior, and (4) to examine and test safety climate as moderator on the relationship between three constitutes and safety citizenship behavior. We found that safety values are positively related to develop ability, incentive motivation and provide opportunities. Additionally, safety knowledge, safety motivation and safety participation mediated the relationships between three constitutes and safety citizenship behavior, respectively. Further, safety climate could be viewed as moderator except on the relationship between provide opportunities and safety citizenship behavior. These findings suggest that high safety values is the precondition which can form high performance human resources system. But to realize safe citizenship behavior, must through employees' safety knowledge, safety motivation and safety participation. Safety climate can be viewed as moderator when employees think more of organization provides opportunity. In the organization the employees given the right opportunity plat form could have safe citizenship behavior even without safety climate. The implication of this study is improving safety performance management in order to solve the problem facing safety accident to provide reference in China.

Keywords:
High performance human resource system, safety knowledge, safety motivation, safety participation, safety value, safety climate, safety citizenship behavior

6. 基於信任視角的私募股權基金投資決策研究

彭健
行政與管理學院-工商管理博士

指導老師姓名:

劉成昆副教授

畢業年度:

2013

學位類別:

工商管理博士

論文摘要:

本研究針對中國私募股權基金（下簡稱PE）價值創造的本質：投資高成長性企業發現價值，協助企業成長培育價值，伴隨企業成長資本退出實現價值，創新的提出PE與融資企業不僅是傳統研究中的委託代理關係，更是一種在信任基礎上，互換資源，實現共同目標的合作關係；不僅是企業之間的關係，也是投資家與企業家之間人與人的匹配關係。在風險投資理論中引入社會交換理論、信任理論、合作理論、匹配理論，更加全面地分析PE投資決策。 通過綜述PE投資理論，匯總美國、臺灣學者對PE投資流程與對融資企業篩選與評判因素的研究，結合金永紅、奚玉芹對中國本土PE的實證研究，將融資企業影響中國PE投資決策的因素概括為管理團隊、產品與技術、財務、企業與市場。並對美國風險投資決策模型的不足進行分析，補充新的決策因素，提出理論框架。 首先，由於PE與融資企業的資訊不對稱性、未來發展的不確定性、契約的不完備性，雙方的合作關係存在風險性，信任是合作雙方在風險中相信對方不會利用自己的脆弱性的一種有信念的期望，是合作的前提條件。根據關鍵仲介變數模型（Morgan&Hunt,1994）證實信任是溝通、投機行為、共用價值觀等前置因素與結果變數---合作的仲介變數。創新的提出PE對融資企業的信任是PE投資決策的關鍵仲介變數。

其次，根據信任理論，將信任分為基於關係的信任、基於能力的信任、基於制度的信任。PE分析與評價融資企業的管理團隊、產品與技術、市場及財務狀況是建立基於能力信任的過程。PE與融資企業的共用價值觀、溝通，融資企業的投機行為等因素將影響雙方基於關係的信任。PE與融資企業對控制的平衡影響雙方基於制度的信任。這些前置因素又通過信任的仲介作用對PE的投資決策產生影響。

第三，美國研究PE與融資企業的治理關係，更多的採用基於正式契約的正式控制機制，本研究認為在中國“情、理、法”的文化背景下，不能單純依靠正式控制，PE能否引導融資企業正確認識未來的合作價值、社會交往網路的價值、重視社會聲譽等從而建立非正式控制，是決定雙方信任，決定雙方合作的重要因素。將正式控制、非正式控制都作為影響PE對融資企業的基於制度的保障信任的前因。 提出基於信任視角的PE投資決策模型的假設：融資企業的共用價值觀、溝通、投機行為，管理團隊的綜合素質、產品與技術的競爭能力、市場發展能力、財務投資報酬，PE對融資企業的正式控制、非正式控制與PE對融資企業的信任相關；信任是上述前置變數影響PE投資決策的仲介變數。並設計本土化量表，面向相對私密的PE投資管理人進行調研，獲得較珍貴的第一手資料，驗證了絕大部分假設。

對 PE 完善投資決策模型，以及融資企業選擇 PE 提供了三點創新的啟示：1）投資的價值創造來自合作，合作的前提是信任；2）共用價值觀、溝通、一方的投機傾向等是決策的重要因素，以往雙方對此的重視不夠；3）非正式控制在講究情、理、法的中國與正式控制同樣重要，甚至更加重要。

關鍵詞:

私募股權、投資決策、合作、信任、非正式控制

6. The Study on Investment Decision of Private Equity Fund from the view of Trust

Peng Jian
Faculty of Management and Administration,
Doctor of Business Administration

Name of the Supervisor:
Associate Professor Liu Cheng Kun

Graduated Year:
2013

Type of Degree:
Doctor of Business Administration

Abstract:
This study focuses on the essence of value creation of Chinese private equity funds (PE) : to find the value of and invest in high-growth enterprises , to help with their growth and bring out benefits, to realize value as well as withdrawing capital in the process of growth. Therefore, the creatively proposed PE and financing enterprises are not only the principal-agent relationship in traditional research, but also a cooperative relationship based on trust to achieve common goals through exchanging resources. More importantly, it is the matching relationship between enterprises as well as entrepreneurs. Thus, the introduction of social exchange theory, trust theory, cooperation theory, matching theory in the theory of risk investment will provide a more comprehensive analysis for PE investment decision. Through the review of PE investment theory and the summary of American and Taiwan scholars. studies on PE investment process and on the screening and evaluation factors of financing enterprises, along with the empirical research on the Chinese native PE by Jin Yonghong and Xi Yuqin, we can reach such a conclusion that the factors influencing the Chinese PE investment decision include management team, product and technology, finance, enterprise and market. Furthermore, this study will make an analysis of the problems of America venture capital investment decision model, complement new decision factors, and then put forward a theoretical framework. First of all, due to the information asymmetry, uncertainty of future development as well as the incompleteness of the contracts between PE and financing enterprises, there is a risk for the two sides to cooperate with each other.

Thus, trust, a faithful expectation which makes two sides believe that one side wouldn't take advantage of the others vulnerability in the risk, is a prerequisite for cooperation. According to the key mediating variable model (Morgan&Hunt, 1994), trust is the antecedent factor and outcome variable , also the intervening variable of communication, speculation and shared values. Trust innovatively proposed for financing enterprise is the key intervening variable in PE investment decision.

Secondly, according to the theory of trust, trust includes goodwill trust based on relationship, competence trust based on calculation, security trust based on system. The analyses of PE and evaluation of financing enterprises for management team, product, technology, marketing and financial condition are the process of capability trust based on computing. Those factors including shared values, communication and speculation between PE and financing enterprise will affect the goodwill trust based on relationship. The balance of control between PE and financing business influences the security trust based on system. Through the mediating effect of trust, these fronting factors influence PE.s investment decision.

Thirdly, the relationship between the U.S. PE and financing corporations mostly depends on formal control mechanisms based on a formal contract. From the perspective of this study, under the cultural of the "feeling, the rationale and law", we can not simply rely on formal control. It is most important for PE to boot financing enterprise to a correct understanding of the value of the future cooperation and social interaction network and to pay attention to social reputation so that an informal control can be established which can determine the confidence and cooperation between the two sides. Both the formal control and informal control can be the reason affecting the trust between PE and financing enterprise. Assumption of the PE investment decision model from the perspective of trust: the financing enterprise shared values, communication and speculative

behavior, the overall quality of the management team, products and technology competitiveness, market development capability, financial return on investment. The trust formal control and informal control mostly depend on the trust between PE and financing enterprises; trust is mediating variables affected by the front variables. This study has designed a localized scale, conducted a research relatively private PE investment managers, got valuable first-hand data, and has verified most of the assumptions. Three innovative inspirations for PE and financing companies to improve the investment decision-making model: 1. The value of investment originates from cooperation, and the prerequisite for cooperation is trust; 2. Shared values, communication, and the speculative tendencies are the key factors for decision making, which has not been paid enough attention; 3. Informal control is equally important as or even more important than formal control in China where feeling, the rationale and law" are highly valued.

Keywords:

Private Equity Fund, Investment Decision, Cooperation, Trust, Informal control

7. 澳門構建世界旅遊休閒中心：目標導向、競爭優勢和路徑選擇

楊道匡
行政與管理學院-工商管理博士

指導老師姓名:

陳慶雲教授

畢業年度:

2013

學位類別:

工商管理博士

論文摘要:

國家十二五規劃中提出支持澳門構建世界旅遊休閑中心，這是繼十一五規劃提出澳門要經濟適度多元化之後，對澳門城市定位和未來發展的進一步規劃部署。

作爲一個目標導向，世界旅遊休閑中心的內涵需要界定。本文在相關文獻的基礎上對此作了細化。更重要的是，目標既定，行動跟進。

本文基於在產業和區域的理論和實踐，詳細論述了澳門構建世界旅遊休閒中心的競爭優勢，尤其是運用VAR模型，定量分析了旅遊博彩業在縱向上表現出的競爭優勢；同時，格蘭傑檢驗結果表明澳門與鄰近區域在橫向上幷無密切的聯繫，這與澳門的產業結構特殊性有關。

全文共分六章：第一章緒論，分析研究背景。第二章文獻綜述。第三到第五章為實證分析。第六章為研究結論與展望。

研究表明：在構建世界旅遊休閑中心的路徑選擇上，澳門應一方面發揮旅遊博彩業的競爭優勢，另一方面亦須本著國際旅遊休閑區的理念，將產業多元化和區域一體化聯合推進。

關鍵詞:

旅遊業、休閒經濟、區域合作、VAR 模型

7. Building Macao into a World Tourism and Leisure Center: Goal-oriented, Competitive Advantage and Path Selection

Ieong Tou Hong
Faculty of Management and Administration,
Doctor of Business Administration

Name of the Supervisor:

Professor Chen Qing Yun

Graduated Year:

2013

Type of Degree:

Doctor of Business Administration

Abstract:

The 12th Five-Year Plan proposed Macao to be built up as the world tourism and leisure center, which was the follow-up proposal to the principle of moderate diversification of its industrial structure as defined in the 11th Five Year Plan. It could be considered as the further planning and disposition for the city relocation and future development of Macao.

As a goal-oriented, we need to define the connotation of world tourism and leisure center. In this thesis, we refined this concept on the basis of relevant literature; and more importantly, we would like to trigger the follow-up procedures while setting up the expected goals. In accordance with the theory and practice of industrial and regional, this thesis discussed the competitive advantages to build up the world tourism and leisure center in Macao, especially using the VAR model on quantitative analysis. The VAR model analysis showed that the tourism gaming industry has competitive advantages in the longitudinal direction; while Granger test results showed that Macao and its adjacent areas were not closely linked in the transverse direction because of the peculiarity of its industrial structure.

The thesis was divided into six chapters: the first chapter was analysis background. The second chapter was about literature review. The third to the fifth chapter were empirical analysis. The sixth chapter was the conclusion remarking and prospects.

It's shown from the research that by selecting the path in building up a world tourism and leisure center, Macao should make good use of its competitive advantages in tourism and gaming industry, while at the same time, to push the development of its industrial diversification in combination with the regional integration following the concept of international tourism and leisure zone.

Keywords:

Tourism industry, leisure economy, regional cooperation, VAR model

8. 金融產業集聚與區域經濟增長:基於我國 31 個省級行政區域的實證分析

楊濤
行政與管理學院-管理學博士

指導老師姓名:

劉成昆副教授

畢業年度:

2013

學位類別:

管理學博士

論文摘要:

隨著世界一體化經濟趨勢的形成，各區域間的金融產業得到了蓬勃發展，金融產業資源在不同國家和區域間的流動和交易迅速增長，區域間金融產業的變革和金融企業重組的格局逐步顯現，使得金融產業在不同國家和區域間的集聚現象日益突出。根據歐美等發達國家的發展經驗，金融產業的發展與區域的經濟增長之間存在著密切的聯繫，這令我們意識到，金融產業的發展能夠影響我國區域經濟的發展，對解決我國區域經濟發展的差異化有著很大的幫助。當前我國金融產業雖然已經發展至相當大的規模，也在不同區域形成了相對明顯的金融產業集聚，但在金融產業佈局和金融體系的完善方面還有許多問題需要進一步解決。尤其是在2001年我國加入世貿組織以後，國內的金融產業發展逐漸融入了國際化的趨勢之中，國內的金融產業發展形勢和策略都需要進行相應的調整和轉變，這對各金融產業集聚區域的經濟增長勢必造成一定的影響，因此，對於我國金融產業集聚與區域經濟增長的研究是切合我國國情和我國經濟發展現狀的，具有非常大的理論價值和現實意義。

本文在研究過程中，首先根據我國金融產業集聚發展的脈絡，對本文的研究意義和研究動機進行瞭解釋，進而對國、內外學者的研究進行了總結和評析，通過對產業集聚理論和金融產業集聚與區域經濟增長理論的分析，並結合產業經濟學、金融地理學、金融資源學等學科的理論對金融產業集聚的動因和集聚特徵進行了理論分析。再通過對金融產業發展特性的研究和金融產業集聚的現象及脈絡進行總結，進而詳細地解釋了金融產業集聚對區域經濟增長的影響機制，並以此作為本文的理論研究基礎。

根據本文的理論研究基礎，筆者對我國31個省級行政區域的金融產業集聚與區域經濟增長的現狀和關係進行了實證分析，首先，採用主成份分析法對我國31個省級行政區域2002-2011年10年的金融產業集聚現狀進行分析，得出我國金融產業集聚度指標，再根據獲得的金融產業集聚度指標對金融產業集聚與區域經濟增長之間的關係進行驗證。之後，爲了進一步研究金融產業集聚在我國的區域分佈特徵及金融產業內部不同的行業對不同區域經濟發展的推動作用，本文通過對金融產業內部不同行業間的區位商進行測算，進而檢驗我國金融產業集聚在空間區域上的分佈特性，最後通過2002-2011年10年的截面數據和麵板數據對我國不同區域的金融產業集聚和區域經濟增長的關係進行實證分析。

根據實證分析的結果，我們可以看到，我國金融產業集聚與區域經濟增長之間存在著正向關係，且金融產業集聚在東南沿海區域對於區域經濟增長的促進作用更為明顯，而從區域分佈和金融產業內部各行業來看，銀行業的集聚與區域經濟增長之間的相關關係最為顯著，證券行業的自2006年以後才對區域經濟增長表現出明顯的推動力，保險業則是在2008年後才對區域經濟增長做出了一定的貢獻。但對於東南沿海區域來說，銀行業集聚、證券業集聚和保險業的集聚均對東南沿海區域的經濟增長產生了積極的推動作用，而金融產業集聚對於中部區域經濟增長的推動作用，主要來源於銀行業的集聚，保險業的集聚有一定的幫助但不大，而證券業集聚對於區域經濟增長的推動作用則沒有體現出來，而對於西部區域來講，其金融產業集聚對經濟增長的推動主要推動來源銀行業集聚的推動作用，而證券業集聚和保險業集聚對於有經濟增長的推動作用則沒有體現出來。

最後，本文在理論和實證研究結合的基礎上得出了研究結論，並以此為依據對我國金融產業與區域經濟增長的佈局和戰略提出了建議，且為今後的研究方向做出了一定的規劃和建議。

關鍵詞:

金融產業集聚、區域經濟增長、金融中心、區位商

8. The Financial Industry Agglomeration and Regional Economic Growth-The Empirical Analysis Based on Chinese31 Provincial Administrative Areas

Yang Tao
Faculty of Management and Administration,
Doctor of Philosophy in Management

Name of the Supervisor:
Associate Professor Liu Cheng Kun

Graduated Year:
2013

Type of Degree:
Doctor of Philosophy in Management

Abstract:

Along with the formation of the world economic integration trend, the financial industry of each regional has been booming, the flow and trade of the financial industry resources between different countries and regions are rapid growth, regional financial industry reform and the pattern of the financial firms restructuring gradually revealed, allows the phenomenon of financial industry agglomeration in different countries and regional is increasingly prominent. According to the development experience of the developed countries, there exists close relation between the development of financial industry and regional economic growth, it make us aware that the development of financial industry can influence the development of regional economy in our country, it can help us to slove the problem about the regional differentiation of economic development. Although our country finance industry has developed to a considerable scale currently, also has formed the relatively obvious financial industry agglomeration in different regions, but there are still many issues need to slove in the financial industry layout and the improvement of the financial system. Especially when China access to the WTO in 2001, the development of the domestic financial industry gradually integrated into the trend of internationalization, the situation and strategies of domestic financial industrial development need to be adjusted and change, it will have a certain impact on the economic growth in the area of financial industry agglomeration. Therefore, the research on Chinese financial industry agglomeration is appropriate to our national conditions and the status of our economic development, it has very large theoretical and practical significance.

In the research process of this thesis, I first explain the significance and research motivation of this study, according to the context of our country financial industry agglomeration development. And then, making a summary and assessment of the research from both inside and outside scholars. Based on analysis industrial agglomeration theory and financial industrial agglomeration and regional economic growth theory, then make a theoretical analysis on the financial industrial agglomeration motivation and the characteristics of agglomeration, combined with the theory of industrial economics, financial geography, financial resources etc. And then sum up the characteristics of financial industry development and the phenomenon and context of the financial industry agglomeration, explained the influence mechanism of the financial industry agglomeration to regional economic growth, then establish the theoretical basis of this thesis.

According to the theoretical basis, I make the empirical analysis to explain the status and relationships of the provincial-level administrative region's financial industrial agglomeration and regional economic growth. First, I use the principal component analysis method to analyze the 2002-2011 financial industry agglomeration status of the provincial-level administrative region of China, get the financial industry concentration indicators, then use the indicators to test and verify the relationship between financial industrial agglomeration and regional economic growth. After that, in order to further study on the characteristics of the regional distribution about the financial industry agglomeration and the effect in promoting the economic development of the different regions, then estimate the location quotient between the different sectors of the financial industry, to test the distribution characteristics of Chinese financial industry agglomeration in the space area. Finally, make empirical analysis to explain the relationship about Chinese financial industry agglomeration and regional economic growth use 2002-2011 cross-sectional data and panel data.

According to the results of the empirical analysis, we can see that there is a positive relationship between Chinese financial industry agglomeration and regional economic growth, and the financial industry agglomeration in the southeast coastal area is more obvious effect in promoting regional economic growth, but from the view of regional distribution and the internal of the financial industries, the correlation between the agglomeration of banking industry and regional economic growth are most significant, the securities industry showed significant impetus to regional economic growth since 2006, and the insurance industry make a certain contribution on regional economic growth after 2008. For the southeast coastal region, the banking industry agglomeration, the securities industry agglomeration and the insurance industry agglomeration all had a positive effect on promoting the economic growth of the southeast coast region. But the financial industry agglomeration effect on the economic growth of central region, mainly from the agglomeration of banking industry, the insurance industry agglomeration has certain help, and the securities industry agglomeration effect in promoting regional economic growth is not reflected. For the western region, the origin of its financial industrial agglomeration in promoting economic growth is the banking agglomeration, the securities industry agglomeration and the insurance industry agglomeration in promoting economic growth is not reflected.

Finally, with a combination of theoretical and empirical research, we can get the research conclusion, and then according to the conclusion, offer a proposal about the layout and strategy of financial industry and regional economic growth, and made a planning and suggestion for the future research direction.

Keywords:

Financial Industry Agglomeration, Regional Economic Growth, Financial Center, Location Quotient

9. 黃金價格影響因素分析-基於 VAR 與 VEC 模型

楊曦
行政與管理學院-銀行與金融學博士

指導老師姓名:

劉成昆副教授

畢業年度:

2013

學位類別:

管理學博士

論文摘要:

本篇文章主要論述的主題，分析與驗證黃金價格的變化與其它相關商品貨幣市場之中所含變量之間存在的相互影響關係。圍繞黃金價格影響因素分析的主要論題，驗證了黃金價格與零售銷售數據；密西根大學消費者信心指數；ISM數製造業指數；標準普爾500指數；道瓊斯指數；納斯達克指數；歐元匯價；日元匯價；美元指數；國際油價；國際銀價等變量之間的相互關係，建立有效的檢驗模型，對黃金與其它變量間的相關性程度強弱關係進行了檢驗。其主要的論述主題是，在對國際金價的走勢行情變動的判斷上，怎樣通過其它因素的變動所生的影響效應，判斷出黃金將做出如何相應的正負相關的行情價位變化,同時也闡述了金價自身發生變化時，對其它因素及變量所帶來的影響效用，最終找出國際金價與經濟數據；股票市場；外匯市場及非美商品市場所含變量之間相互存在的短期互動及長期均衡關係。

黃金本身具有較好的避險保值功能，金價的走勢與其它商品貨幣的走勢也存在一定程度的正負相關關係。從過去的文獻當中，我們可以發現，在對貴金屬黃金價格的變動影響因素分析上，已有很多的學者在這一領域進行了探索，在檢驗金價的走勢與其它資本市場及商品變化的關係驗證上，前人也做出了許多有益的論述及取得了一定的學術成果。Koutsoyiannis(1983)金價的變化與很多因素都存在關聯關係，這其中也包括了美國經濟的變化因素和美元強弱的變動影響。研究方法，Edel（2007)就提到用ARCH及GRACH的模型來對影響黃金價格走勢的因素進行研究，James（2007)則運用資本資產定價模型(CAPM)的原理來對貴金屬黃金與其它商品的避險保值功能進行了驗證比較。James(2006)運用(API)套期定價模型解釋了黃金和白銀在對抗風險時所顯現的效用。然而，在經過一定時間的閱讀及資料收集之後，發現通過VAR及VEC模型，即用計量經濟學當中的向量自回歸及向量誤差修正模型的原理，運用在貴金屬黃金價格與其它因素的相關性研究領域，卻相對較少被涉及。Alessandro(2005提到VAR模型在過去二十年的時間裏，已經被廣泛運用在實證分析的研究上。VAR研究模型研究者提供了連貫和可靠的方法來對數據進行分析，預測，結果推理及政策分析（Sims,1980)。基於金價時間序列的特點，以及向量自回歸模型本身的特性，如果通過VAR及VEC的方式分析黃金價格本身與其它相關影響因素，及它們之間的相關性關係，仍具備研究的意義。

因此，本文在此基礎上，將提出運用向量自回歸及向量誤差修正模型，來分析影響黃金價格因素和檢驗它們之間存在的相關性關係的方法，來作本文的重點進行有效研究及討論。本篇文章借用Eviews計量經濟學軟件，突出計量分析的方法，對涉及到本文研究的統計時間序列進行回歸及建模分析，圍繞文章的核心研究主題，在已建立起的理論依據作為基礎的前提下，對下列幾個論點進行論證驗證。

1美國經濟數據（ISM數製造業指數；密西根大學消費者信心指數；貨幣供應量；零售銷售數據）與黃金價格之間的互動影響效應。

2股票市場（納斯達克；道瓊斯；標準普爾）走勢與黃金的關係。

3外匯市場（美元指數；歐元匯價；日元匯價）與金價之間的變動是如何相互影響及體現的。

4非美商品貨幣市場（白銀；原油）的走勢變化與金價的相互影響關係。

在研究過程當中，文章首先會收集與國際金價變動相關數據，如非美商品貨幣市場當中選擇了白銀和原油，及幾種外匯產品的匯價月數據。美元商品貨幣市場的數據選擇上，則主要數據來源自美股和美匯市場等。另外經濟數據的出處，也還是集中在幾項主要的美國方面的經濟數據收集，如零售銷售數據以及貨幣供應量等原始數據。最後借用向量自回歸及向量誤差修正模型的分析方法，借助VAR以及VEC模型對具體各項因素對黃金的影響效應及黃金與其它變量之間所體現出的相互影響關係進行綜合性的檢測。

關鍵詞:

黃金投資、向量自回歸模型、向量誤差修正模型、協整檢驗、計量經濟學

9. The Financial Industry Agglomeration and Regional Economic Growth-The Empirical Analysis Based on Chinese31 Provincial Administrative Areas

Yang Tao
Faculty of Management and Administration,
Doctor of Philosophy in Management

Name of the Supervisor:
Associate Professor Liu Cheng Kun

Graduated Year:
2013

Type of Degree:
Doctor of Philosophy in Management

Abstract:

This research addresses and tests the correlation, relationship between gold and other economical factors from commodity money market. It focuses on analyzing the role of reciprocity among gold and other variables. The main topics is to detect reasons of factors impacting gold price, verify what factors influence gold, examine and identify a number of different relationships between gold and Michigan Consumer Sentiment Index; US Retail Sales Index; Institute of Supply Management Manufacturing Index; S&P 500 Index; Dow Jones Indexes, Nasdaq Composite Index, Exchange Quotation of EUR, Exchange Quotation of JPY, US Dollar Index, Oil, Silver. Appropriate model of VAR and VEC is to be adopted for testing statistically significant correlation and relation between gold and other variables mentioned above. This studies also want to find out the effect among changes in gold price and other factors, and detect reasons why and how gold price expresses to the corresponding positive or negative changing trend by influence from relevant changing in factors price. It also discusses that, when gold price changes by itself, its utility how to impact on other factors and variables. Finally studies find out correlation between gold and variables classified in economic data; stock market; foreign exchange market; and other commodity currency markets with a short-term interaction and a long-term equilibrium relationship.

Gold itself has a function of hedging, and it has been certified that there was positive and negative correlation with other factors in commodity currency market. Reviewed from literature, it can be found that, researches on topic of relationship between gold price and influencing factors, many scholars have contributed studies in this field. Research on verify and inspect the relationship between gold price and other variables from capital market, predecessors have concluded useful discussions, and academic achievements. Koutsoyiannis(1983) exists that reason on gold price changes is related to many factors, including the influence of changes of the American economic factors and changes in the strength of the dollar. On the other hand, Edel(2007) mentioned on ARCH and GRACH model for testing the influence factors on the trend of gold price, James(2007), using capital asset pricing model (CAPM) to test relationship between precious metals gold and other commodities. James(2006) using the hedging pricing model to explains the relation between gold and silver. Based on the character of gold price and other variables belonged to the time series, test and analyze the relationship between gold and other related factors by VAR and VEC model was appropriate. Topics on Studies of analyzing influencing factors on gold price by VAR and VEC model is still have a significance value of research. Therefore, this research analyzes econometric software to test time series data related to this research. In the process of research, data related on influencing gold price will be collected firstly, such as silver, oil and other variables of monthly data, chosen from Un-American commodity money market; exchange rate market etc.

Finally, using analysis method and model of VAR and VEC to test the relationship and correlation between gold and other variables. Using data of gold price, and other factors monthly data from January 1994 to April 2012, the following relationship will be identify in this research.

- Relationship between Gold and Michigan Consumer Sentiment Index; US Retail Sales Index; Institute of Supply Management Manufacturing Index.
- Relationship between Gold and S&P 500 Index; the Dow Jones Indexes, Nasdaq Composite Index.

- Correlation between Gold and Exchange Quotation of EUR, Exchange Quotation of JPY, US Dollar Index.
- Correlation between Gold and Oil; Silver.

Keywords:

Gold investment, Vector autoregressive model, Econometrics views, Vector error correction model, Johansen cointegration test

10. 人參皂苷新衍生物 Rh2E2 的蛋白質組學研究

梁垿
中醫藥學院-中藥學博士

指導老師姓名:

劉良講座教授

畢業年度:

2014

學位類別:

中藥學博士

論文摘要:

肺癌是發病率和死亡率增長最快、對人類健康和生命威脅最大的惡性腫瘤之一。近20年來從中藥中發掘新的肺癌治療藥物受到了越來越多的關注。Rh2E2是將一種無抗癌活性的人參皂苷進行結構修飾而獲得的新衍生物，在動物模型和癌細胞培養實驗均表明其具有明顯的抗癌活性，並且毒性很小，但相關抗癌的分子機理與藥物靶標仍不明確。

本研究通過優化傳統的蛋白質組學分析技術（包括2-DE和peptide-IEF方法），提高了靈敏度、分辨率、蛋白回收率以及蛋白檢測數目，成功建立了一個穩定、可靠、高效的蛋白質組學分析技術平臺，為之後的蛋白質組學研究提供了可靠的方法學依據。

其次，採用優化的2-DE、2D-DIGE、iTRAQ等技術相結合，在組織、細胞以及細胞器等不同層面上研究了Rh2E2抗癌的分子機理，分析和鑒定Rh2E2抗癌活性的蛋白分子靶標。研究發現，在小鼠肺移植癌模型的癌瘤組織中找到150個差異蛋白，大多數都與癌細胞生長有直接關係，這些蛋白的差異性表達能直接影響細胞轉移、細胞週期分化、細胞凋亡及癌微血管增生等作用。在Lewis 肺癌細胞株中找到50個差異蛋白；以及在LLC-1線粒體中找到29個差異蛋白，結果反映出Rh2E2能透過調控糖代謝、三羧酸循環及脂肪酸β-氧化而抑制癌細胞的能量代謝。以上結果進一步通過Western blot等方法進行了驗證。

本研究揭示Rh2E2的抗癌機理是透過抑制癌細胞的能量代謝，進而促使癌細胞生長減慢及縮小，故其毒性較現行的細胞毒類抗癌西藥明顯低。本課題的另一意義在於：第一次將iTRAQ蛋白質組學技術應用於中醫藥研究領域，首次採用亞細胞線粒體蛋白質組學技術進行中藥抗癌機理的研究，並首次聯用多種蛋白質組學技術發現了人參皂苷新衍生物Rh2E2的抗癌新機制。

關鍵詞:

蛋白質組學、Rh2E2、肺癌、能量代謝

10. Proteomic Profiling of Network-based Anti-tumor Action of Novel Ginsenoside Derivative, Rh2E2 on Lung Cancer

Liang Xu
Faculty of Chinese Medicine,
Doctor of Pharmacology in Traditional Chinese Medicine

Name of the Supervisor:

Professor Liu Liang

Graduated Year:

2014

Type of Degree:

Doctor of Pharmacology in Traditional Chinese Medicine

Abstract:

Cancer has been one of the major causes of death in human being; while lung cancer ranks at the top of various types of cancer both in the incidence and mortality, causing millions of deaths each year. Since the last two decades, more and more attentions have been paid by scientists and pharmaceutical industries worldwide for drug discovery of anti-cancer drugs from natural source, especially from Chinese herbal medicine. Recently, we found that Rh2E2, a new derivative of ginsenoside 20(R)-Rh2, possesses specific cytotoxicity in cancer cells as well as significant suppression on carcinoma growth in Lewis lung carcinoma cell line (LLC-1) bearing mice either by oral or by peritoneal injection. However, underlying mechanisms and molecular targets of drug action remain unknown.

In the current study, we firstly aimed to optimized two kinds of proteomic technologies, i.e. gel-based (two-dimensional gel electrophoresis (2-DE)) and gel-free (peptide isoelectric focusing (peptide IEF)), as technical platform to examine proteomic profiling in the cancerous tissue and cellular samples. All experimental procedures and conditions like protein digestion, protein and peptide extraction and separation from the tested cancerous tissue samples were examined. Compared with the traditional proteomics approached, the optimized protocol could detect more proteins with higher separation efficiency, resolution and reproducibility.

With the improved proteomic analysis procedures, 50 proteins with significant change were detected in Rh2E2-treated LLC-1 cell line and 150 differentially regulated proteins were discovered in tumor tissues of Rh2E2-treated LLC-1 xenograft model. Functional studies and analysis demonstrated that most of the identified proteins were found to participate in cancer cell proliferation and invasion. On the other hand, further investigation on mitochondrial proteomic profiling found that 29 differentially expressed mitochondrial proteins which involved in key enzymatic functions of fatty acid beta-oxidation, tricarboxylic acid cycle (TCA cycle), ribosome biogenesis, and mitochondrial respiratory were down-regulated in Rh2E2-treated lung cancer LLC-1 cells, but not in normal CCD19-Lu lung fibroblasts, indicating that Rh2E2 might specifically suppress mitochondrial functions of cancer cells.

In conclusion, the optimized 2-DE and peptide IEF methods can be used together as complementary tools for proteomic studies. Rh2E2 may play a specific role in modulating energy metabolism in cancer cells, thereby suppresses tumor growth and tumor invasive ability in either cancer cells or cancerous animal models.

Keywords:

Proteomics, Rh2E2, Lung Cancer, Energy Metabolism

11. 標誌性盛事在構建澳門旅遊目的地形象及目的地忠誠度中的作用

徐曄
酒店與旅遊管理學院-旅遊管理博士

指導老師姓名:

麥希國教授

畢業年度:

2014

學位類別:

旅遊管理博士

論文摘要:

隨著遊客對旅遊需求的不斷提高，對旅遊產品的要求也在不斷地提升。在澳門旅遊業“一業獨大”以及中央倡導“建設澳門作為世界旅遊休閒中心及經濟適度多元化”的前提下，更進一步地使人們意識到旅遊產品多樣化、旅遊可持續發展的重要性。節日活動、盛事表演是澳門的重要歷史地位與豐富文化底蘊的直接體現，也是在多元化旅遊環境之下，吸引遊客的新型產品。目前，集中探討澳門的主要盛事活動，並將其與城市形象和遊客忠誠度相聯繫的研究較為欠缺。

在此前提下，本文首先探討了澳門旅遊目的地的感知形象與情感形象，分析了澳門對遊客的吸引力及不足之處，同時展開了澳門旅遊局與“亞太旅遊協會”共同倡導的澳門投射形象與遊客心目中澳門真實形象的全面對比。其次，本文在參閱大量文獻的情況下，構建了遊客對澳門標誌性盛事的感知、澳門的感知形象、情感形象以及目的地忠誠度之間的模型，在分別研究各變量內在維度的同時，著重探討了各變量之間的關係。同時，通過採用定性與定量的研究方法，在搜集420份遊客樣本的基礎上，驗證了模型中提出的假設型問題，得出“澳門標誌性盛事的感知、目的地形象與目的地忠誠度三者之間正向相關”的結論。另外，論文引入“文化相近性”這一因素並將其作為調節變量來研究旅遊目的地形象和目的地忠誠度之間的關係，並發現“文化相近性”能負向調節兩者之間的影響程度。為了考量客觀的差異性，本文亦加入了人口統計學特徵，以便更全面地得知不同人口統計學特徵的遊客在盛事感知、目的地形象上及目的地忠誠度的分佈差異。

本文對於研究旅遊目的地形象，盛事旅遊以及澳門多元化旅遊有著理論與實踐上的啟示作用，為該領域的研究者提供了相應的參考價值用，並為政府在規劃澳門旅遊的政策上提供了一定的依據。

關鍵詞:

標誌性盛事、目的地形象、目的地忠誠度、文化相近性

11. The Role of Hallmark Events in Shaping Macao's Tourist Destination Image and Loyalty

Xu Ye
Faculty of Hospitality and Tourism Management,
Doctor of Philosophy in Tourism Management

Name of the Supervisor:

Professor Michael John Hitchcock

Graduated Year:

2014

Type of Degree:

Doctor of Philosophy in Tourism Management

Abstract:

This study explores image of Macao as a tourism destination by adopting both structured and unstructured approaches. It is the intention to reveal the real attractiveness as well as the shortcomings of Macao as a tourist destination from a visitor's perspective. The findings also reveal the differences between the projected image and the real image, and the appeal of hallmark events in attracting tourists.

The dissertation examines the relationship between hallmark event perceptions, the cognitive destination image, and the affective destination image, as well as destination loyalty. Thus, 18 hypotheses are proposed on the basis of literature review and the research model is examined by statistical instruments such as Amos and SPSS. The findings demonstrate the positive links among the four variables and support the hypothesis: the better event perception, the better destination image and loyalty, which sheds the light on the significance of promoting event tourism.

The research also advances the view that cultural proximity is crucial in moderating the relationships between destination image and destination loyalty. This focus of cultural proximity is relatively new in terms of studies of Macao. Findings suggest cultural proximity is negatively moderating the relationship between destination image and destination loyalty.

The research takes socio-demographics into account when investigating their relations with event perception, cognitive and affective destination image, destination loyalty and cultural proximity. But the statistical data reads that only place of origin is the socio-demographic characteristic exerting most influence on the relations with the five variables. This suggests a need to follow different communication strategies dependent on the tourists' country of origin or place of origin.

Based on the findings, suggestions such as convergent and divergent destination marketing strategies are put forward. Convergent strategies, such as those aiming at the attributes in forming a destination image that are thought highly of, should be promoted continuously. In contrast, divergent strategies are supposed be used to tailor a destination's image to niche market segments. Therefore, the study has implications for tourism stakeholders, both government and event organizers, in terms of how and where efforts to promote event tourism should be concentrated so as to enhance destination image.

In a summary, the study depicts the event components in detail and brings the event importance to the forefront by attaching it with refreshing destination image. Its analytical model makes contributions in creating and integrating value added tourism attractions as well as resources to achieve greater destination competitiveness. Thus, the paper contributes to understanding the prospects of tourism industry and cast light on other travel destinations that are facing similar difficulties or having similar concerns in their pursuit of tourism development.

Keywords:

Hallmark event, Destination image, Destination loyalty, Cultural proximity

12. 商業模式設計之新穎性及效率性對創業績效之影響-以創業家社會資本為調節變數

洪毓祥
商學院-工商管理博士

指導老師姓名:

林我聰教授

畢業年度:

2014

學位類別:

工商管理博士

論文摘要:

技術創業可藉由新興技術使產業活絡，對於經濟發展扮演關鍵的角色，然而低創業成功率為各國普遍的現象，如何提升創業成功率，一直是各國努力的課題。創業管理研究近年不斷持續成長，其主軸為建立創業理論之輪廓，針對創業存亡提供因果關係的解釋，對創業績效提供精準的評估與預測。文獻指出在創業研究上建立商業模式與創業績效的連結，為目前創業理論發展及實證研究的一個研究方向，而新創公司之商業模式在創業家不同的社會資本條件下，對創業績效又會產生甚麼影響？在文獻中視為一個重要且尚未釐清的課題。

針對此文獻上之缺口，本研究探討新創公司商業模式與創業家社會資本相互作用下對創業績效的影響，商業模式以商業模式設計之新穎性及效率性進行衡量，社會資本以創業家本身社交網絡之結構鑲嵌、關係鑲嵌及資源鑲嵌進行衡量，以台灣網路新創公司之創業家為研究對象，共收集177份有效問卷，利用層級式迴歸進行分析。研究結果顯示：1.新創公司商業模式設計之新穎性及效率性，對創業績效有正向影響，2.創業家社會資本之關係鑲嵌及資源鑲嵌會幹擾新穎性商業模式對創業績效之影響，3. 創業家社會資本之結構鑲嵌及資源鑲嵌會幹擾效率性商業模式對創業績效之影響。

針對高新穎性商業模式之新創公司，提升創業家資源鑲嵌及關係鑲嵌，對創業績效有正向提升的效果，而結構鑲嵌對其無幹擾效果，以本身作為創新育成組織及加速器之角色，可提供此類型新創公司強連結關係及資源豐富性高之接觸者，促使接觸者與創業家進行高頻率的互動，增加資源移動性的機會，例如，提供具相關產業豐富人脈與資源的高階主管業師之輔導計畫給予新創公司來增加強連結關係與資源豐富性。但針對商業模式新穎性高之新創公司則應避免提供過多異質性及低豐富性接觸人的連結機會，因為新創產品及服務的市場較不確定，過高的結構鑲嵌易導致新創公司無法聚焦發展核心產品，誘使其分散資源及心力，容易切入短利市場進而錯失關鍵顧客群，無法有效提升永續營運績效之機率。

針對商業模式高效率性之新創公司，提升創業家之資源鑲嵌及結構鑲嵌，對創業績效有正向提升的效果，而關係鑲嵌對此類型公司無幹擾效果，以本身作為加速器之角色，可提供此類型新創公司大量的機會認識廣泛異質且具資源豐富性之接觸者，建立其知名度，擴展潛在顧客，促成合作機會，並應避免提供強連結之接觸者及只集中於特定對象的頻繁互動，造成新創公司承擔過多強連結所附帶的責任、義務及人情壓力，阻礙市場擴大發展的機會。

本研究結果在學術貢獻上，擴展現階段「商業模式設計之新穎性及效率性」對創業績效影響之研究，釐清創業家社會資本對新創公司商業模式設計的幹擾效果，提升創業理論架構之完整性。在實務貢獻上，本研究以作為創業育成組織及加速器的角度，釐清新創公司商業模式特性及創業家各鑲嵌互相影響下對創業績效的影響，作為研擬相對應之輔導策略，適時加強商業模式新穎性/效率性，補強創業家所缺乏之社會資本各鑲嵌之深度與廣度，提昇新創公司績效。

關鍵詞:

創業績效、商業模式設計、社會資本、新創公司

12. Business Model Design, Social Capital and Entrepreneurial Performance

Hung Yu Shiang
School of Business,
Doctor of Business Administration

Name of the Supervisor:

Professor Lin Woo Tsong

Graduated Year:

2014

Type of Degree:

Doctor of Business Administration

Abstract:

Entrepreneurs are important to economic development. The design of a firm's business model is an object of analysis that has recently emerged at the intersection of organization, strategic management, and entrepreneurship theory. It has been identified as a source of competitive advantage and as a driver of firm performance. As such, it is of major importance for entrepreneurial ventures. The study of social capital is rapidly becoming an important concern in business studies. Although important differences persist among scholars in what, exactly, social capital comprises, a broad consensus is emerging that social capital is a valuable asset and that its value stems from the access to resources that it engenders through an entrepreneur's social relationships.

Although previous studies investigated business models design of start-up companies and the social capital of entrepreneurs separately, the combination of these two streams of research is a recent topic in the entrepreneurship research field. Therefore, a considerable gap exists in the literature on how social capital originating from entrepreneur networks interacts with business model of start-up to generate knowledge for new venture development. This article examines the interaction effects of business model design and social capital of entrepreneurs on the performance of Internet ventures. The empirical data are composed of the questionnaire surveys of 177 Internet ventures in Taiwan.

The first major finding of this study is that an efficiency-centered and novelty-centered business model design has, overall, a positive relationship with firm performance, which is in line with prior research (Zott & Amit, 2007, 2008). The study found that the interaction of novelty-centered business model design and relational embeddedness of entrepreneurs has a positive effect on Internet firm performance. The interaction of novelty-centered business model design and resource embeddedness of entrepreneurs has a positive effect on Internet firm performance. The interaction of efficiency-centered business model design and structural embeddedness of entrepreneurs has a positive effect on Internet firm performance. The interaction of efficiency-centered business model design and resource embeddedness of entrepreneurs has a positive effect on Internet firm performance.

The primary purpose of this study was to develop our understanding on how entrepreneurs can enhance the value created by their business model. A theoretical model was developed and tested; it confirms the overall performance relevance ofbusiness model design but highlights the need for a fine-grained analysis regarding the important moderating role of social capital of entrepreneurs.

Designing the business model is of particular importance to entrepreneurs. Our research generally confirms prior findings by validating the performance relevance of business model design. However, our results demonstrate that entrepreneurs should explicitly take the social capital into account when designing the business model of their venture.

Keywords:

Start-up companies, Entrepreneurial performance, Business model design, Social capital

13. 電子商務代運營——網絡零售管道外包的促銷策略選擇

賈宜正
商學院-工商管理博士

指導老師姓名:

龐川教授

畢業年度:

2014

學位類別:

工商管理博士

論文摘要:

電子商務發展的普及性已經是互聯網上的主要消費形態，從購物平臺、技術、數據、物流、支付，已經是不少傳統從事生產和銷售的品牌商從傳統商業銷售模式轉型或增加新型管道的重要發展方向，然而當傳統品牌商在一些銷售平臺，如：淘寶、天貓、京東等平臺嘗試網絡零售時，由於傳統的品牌商缺乏電子商務運營經驗，經營思路、成本過高以及專業人才稀缺等問題令不少品牌商選擇將網路管道外包給協力廠商運營管理，並提供給協力廠商一定比例的產品銷售額分成或服務費作為其收益，因此，電子商務代運營行業在這一背景下應運而生。雖然近些年網絡管道代理運營在電子商務的管理實踐中廣泛存在，但是較少的學者針對網絡管道外包的現況和電子商務代理運營企業如何最大化收益的管理方式提出系統性和實證性的研究。所以，圍繞這一網絡管道外包的現象，本論文嘗試從電子商務代運營企業的角度，以研究網絡管道上的客戶特性為基礎，探索最優化銷售收益的營銷方式，以及這種營銷方式對委託品牌商的影響。

具體來說，本文探究三個基本問題：首先，在網絡零售管道上，電子商務代運營企業面向客戶的購買行為有哪些特點；其次，從代運營企業作為網絡管道運營方的角度，其設置的產品組合和促銷活動的管理決策對於終端客戶的購買有何影響。基於這一影響，電子商務代運營企業如何在獲得品牌商最大化銷售分成的目標下，設計最優化的短期銷售收入的營銷組合策略；第三，從電子商務代運營企業作為管道外包的角度，其基於產品銷售額的目標和委託品牌商存在哪些差異，這一目標差異反應在哪些產品和促銷的決策中。

基於圍繞電子商務代運營視角下的促銷策略選擇的核心，上述三個視角下，本文應用定性和定量的實證研究的方法，通過對電子商務代運營平臺所代運營的品牌商P&G（寶潔）在天貓的旗艦店為期6個月的洗護髮產品系列的數據檢測中，在從客戶細分體系的探索、客戶購買行為模型，以及品牌商與電子商務代運營企業之間的利益訴求差異商分析，為客戶在天貓店的重複購買頻率偏低提供了視角上的理論依據，在客戶的細分上，明確了最大部分的客戶是低購買頻率-高購買金額的客戶群，最少的是低購買頻率-低購買金額；在客戶購買行為的數據基礎下，通過利用泊松回歸和多元線性回歸模型，並運用在實際的經營與分析中明確了代運營商在促銷策略選擇上，更多參與淘寶的活動與產品組合價格更俱有促進銷售額的作用。

因此，電子商務代運營視角下的促銷策略是基於市場環境的變化，促銷策略的選擇是基於用戶的最終消費行為，商品在線上的全網運營狀態，以及和品牌商之間在利益訴求差異上不斷的求同而最終設計出。

關鍵詞:

電子商務、代運營、網絡零售、外包促銷、策略選擇

13. Managing E-commerce Trusteeship: Promotion Strategy under the Online Channel Outsourcing

Jia Yizheng
School of Business,
Doctor of Business Administration

Name of the Supervisor:
Professor Pang Chuan

Graduated Year:
2014

Type of Degree:
Doctor of Business Administration

Abstract:

The popularity of e-commerce development is already a major consumption patterns on the Internet, from shopping platform, technology, data , logistics, payment, already is a lot of tradition in the production and marketing of brands or add new channels to transition from the traditional business model of selling important development direction, however, when sales of traditional brands in some platforms, such as: When Taobao, Tmall Jingdong try online retail platform, due to the lack of the traditional brands of e-commerce operational experience, business ideas, as well as the high cost of professional scarcity and other problems caused many brands choose to outsource to a third party channel network operations management, and provided to a third party into a certain percentage of product sales or service charges as part of its income, so e-commerce operations on behalf of the industry in this context came into being . Although in recent years the network of agents operating in channel commerce management practice is widespread, but systematic and empirical studies suggest fewer management scholars for the current state of the network channels and e-commerce outsourcing agency operators how to maximize revenue. So, around this network channels outsourcing phenomenon, this paper attempts to operate on behalf of the enterprise from the perspective of e-commerce, customer characteristics of network channels on the basis of sales revenue explore optimization marketing, and this type of marketing to delegate the brand's influence.

Specifically, the article explores three basic questions: First, the network of retail channels, e-commerce on behalf of the operating companies for which customer buying behavior characteristics; Secondly, from the perspective of the network on behalf of operators as a channel operator, which is set portfolio management decisions and promotional activities for the end customer's purchase impact. Based on the impact of e-commerce on behalf of the operators how to get into the next brands to maximize sales goals, design optimization of the marketing mix of short-term sales strategy; Third, from e-commerce on behalf of the operating companies outsource as a channel perspective, What are the differences in their existence based on product sales targets and commission brands, the goal difference in what the reaction product and promotion decisions.

Select the e-commerce marketing strategy around core operations Perspective on behalf of the above three perspectives, this paper qualitative and quantitative methods based on empirical research, through the e-commerce platform for the generation of carriers operating on behalf of the brands P & G in Tmall flagship store for a period of six months hair care product line data detection, customer segmentation system from the exploration, the customer purchasing behavior model, as well as interest demands on behalf of brands and e-commerce operators analyze the differences between providers, to provide customers a low repeat purchase frequency Lynx shop perspective on a theoretical basis, on customer segmentation, customer clearly the biggest part is the low purchase frequency - high purchase price of the customer base, at least the low purchase frequency - low purchase price; in the data base of customers buying behavior, through the use of Poisson regression and multivariate linear regression model, and used in the analysis of the actual operation and clear on behalf of the operators in the marketing strategy of choice, greater participation Amoy Bao activities and product portfolio both promote the sales price is more action. Therefore, on behalf of the operator of e-commerce marketing strategy Perspective is based on changes in the market environment, choose promotional strategy is based on the difference between user interest demands the ultimate consumer behavior, the whole

network operators on the state of the product line, as well as and brands constantly seeking the same and the final design.

Keywords:

E-commerce on behalf of operators, Outsourcing on E-commerce, marketing strategy selection

14. 高績效人力資源系統對安全公民行為的作用機制研究

孟祥宇
商學院-管理學博士

指導老師姓名:

石貴成副教授

畢業年度:

2014

學位類別:

管理學博士

論文摘要:

網購市場的快速發展和網路技術的廣泛應用，極大程度地改變了零售業務的模式。消費者日趨傾向接受網路平臺所帶來的變化與機遇，並從其發展中受益。在理論和實際應用領域均有必要清楚影響消費者對網店線上關係品質的因素，以及線上關係品質如何影響顧客公民行為。

本文的理論基礎源自社會交換理論，互惠原則和關係行銷的有關理論。本研究建立了一個整合的理論模型目的為探討網店顧客的線上關係品質的影響因素即網店特點，線上關係品質，顧客公民行為的關係。為了實證檢驗提出的模型，本研究在大學校園進行了問卷調查，共回收了388份問卷。此外，顧客的線上風險感知與網購經驗分別在網店特點與線上關係品質之間，網店線上關係品質和顧客公民行為之間影響作用也作了檢驗。

整體而言，統計結果整體上支援本研究的概念模型。訂單執行，訂購產品和線上關係銷售行為均與顧客感受到線上關係品質顯著正相關。顧客感受到的線上關係品質會最終強化顧客公民行為（提供回饋，建議，幫助其他顧客）。對於顧客的線上風險感知與網購經驗這兩種特性，檢驗結果不完全支持其起調節作用的研究假設。

在研究發現的基礎上，本文分別討論了理論和實踐上的啟示。在理論上，該研究加深了線上關係品質相關領域的理解。此外，揭示了線上關係品質在網店行銷中的重要性。在實踐領域，此研究為網店提升顧客線上關係品質提供了指導，加深了在網路行銷中，對線上關係品質和顧客公民行為關係的理解。

關鍵詞:

線上關係品質、顧客公民行為、線上關係銷售行為、在線風險感知、網購經驗

14. A Study on Online Customer Relationship Quality and Customer Citizenship Behavior—Evidence From Online Shopping Behavior of College Students

Meng Xiangyu
School of Business,
Doctor of Philosophy in Management

Name of the Supervisor:

Associate Professor Shi Guicheng

Graduated Year:

2014

Type of Degree:

Doctor of Philosophy in Management

Abstract:

The rapid growth of Internet market and customers' increased savviness in using information technology have significantly changed the landscape of retail business.

Customers are inclined to accept the changes and are receptive to the benefits that can be realized from these creative online platforms. There is a need for both practitioners and academicians to understand what are the antecedent factors of online customer relationship quality and how the perceptions of online customer relationship quality influences customers citizenship behavior.

In order to detect the complicated relationships between the antecedents of online relationship quality, online relationship quality (namely customer satisfaction, trust, and commitment), and consumers citizenship behavior (namely recommendation, helping other customers and providing feedback), in this dissertation we have developed an integrative model based on an extensive literature review. An empirical investigation was conducted through a survey using a sample of 388 students. In addition, moderated multiple regression was used to test if consumer's online risk perception was a moderator of the relationship between online relationship quality and online vendors' attributes. Online shopping experience was also used to test if it was a moderator of the relationship between online relationship quality and customer citizenship behavior.

In summary, the results supported most of the proposed hypotheses and the model. Findings of this study provided evidence that the antecedent factors (fulfillment, merchandise and online relational selling behavior) of online customer relationship quality were directly associated with online customer relationship quality. Also, the findings have shown important implications to suggest that online relationship quality may result in better customer citizenship behavior (providing feedback recommendation and helping other customers). In terms of hypotheses testing results of online risk perception, the customer's online risk perception has a moderating effect between fulfillment and online relationship quality.

Based on the findings, the study proposes implications for theory and practice. These findings may assist to establish and implement customer-oriented online marketing strategies to increase online customer relationship quality on online vendors, which will enhance customer citizenship behavior.

Keywords:

Online Relationship Quality, Customer Citizenship Behavior, Online Relational Selling Behavior, Online Risk Perception, Online Shopping Experience

15. 澳門幣匯率失調對經濟增長影響的理論分析與實證研究

王佳
商學院-管理學博士

指導老師姓名:

龐川教授

畢業年度:

2014

學位類別:

管理學博士

論文摘要:

匯率一直是經濟問題中的熱點，在維持經濟穩定中發揮著重要的作用。大量的文獻和實證研究顯示實際匯率的失調對宏觀經濟平衡和經濟增長具有不利影響，但本文得到了不同的結論。

本文通過以2001年至2013年澳門幣實際有效匯率作爲被解釋變量，貿易條件、政府支出、經濟開放度、淨外國資產、勞動生產率和內外利息差作爲解釋變量擬合協整及VECM模型。結果顯示澳門幣自2005年起便經歷長期高估的狀態。

文章接下來對澳門幣實際有效匯率失衡進行測算，并討論了其對經濟增長的影響，ECM模型顯示澳門幣長期高估對經濟增長有促進作用，但是短期失調卻對經濟增長沒有顯著地影響。此外，本文還探討了澳門幣實際有效匯率失調對澳門經濟結構的影響。經濟結構轉變推動經濟增長是重要的經濟理論。本文結果顯示，澳門幣匯率失調對澳門經濟結構轉變起到了重要作用，尤其是鞏固了貿易部門的地位，並且提升了服務貿易出口在宏觀經濟中的相對比率。

最後，本文系統性的對澳門現行匯率制度進行探討，並對澳門幣實際有效匯率的走勢做一預測。

關鍵詞:

實際有效匯率、均衡、匯率失調、經濟增長

15. The Effect of Macau Real Exchange Rate Misalignmenton Economic Growth: Theoretical Analysis and Empirical Study

Wang Jia
School of Business,
Doctor of Philosophy in Management

Name of the Supervisor:

Professor Pang Chuan

Graduated Year:

2014

Type of Degree:

Doctor of Philosophy in Management

Abstract:

The problem of exchange rate has long been a significant part in all kinds of economic issues, the stability of currency plays an important role in keeping its constancy of the wholes economy situation. A large number of theoretical and empirical studies shows that the misalignment of real exchange rate will always do harm to macroeconomic balance and economic growth, but this article get a different conclusions.

This article adopts data from 2001 to 2013 and makes an equilibrium real effective exchange rate equation, in which MOP real effective exchange rate is the dependent variable and terms of trade, government expenditures, degree of openness, net foreign assets, productivity and interest rate differential as explanatory variables. Then based on co-integration and VECM techniques estimates the equilibrium real exchange rate and the degree of misalignments of MOP. The results show that MOP has experienced a long-term overvaluation since 2005.

The following in this article studies the effect of MOP real effective exchange rate misalignment on Macau's economy growth, the ECM analysis shows that the long-term overvaluation promote economic growth, but a short-term real effective exchange rate misalignment has non-significant effective on economy. Furthermore, this article studies the structural effect of MOP real effective exchange rate misalignments on Macau's economic growth. Economic structure is an important perspective of economy growth. The result shows that MOP misalignments have important effect on the dynamics of Macau's economic structure. Specifically, MOP long-term overvaluation enhances the position of tradable sector and raises the relative ratio of service export.

At the end, this article discusses systematically current exchange rate policy in Macau, and makes a real effective exchange rate forecasting on MOP.

Keywords:

Real Effective Exchange Rate, Equilibrium, Exchange Rate Misalignment, Economic Growth

碩士學位論文精選

Selected Master Theses

1. 毛蕊異黃酮苷對糖基化終末產物誘導人臍靜脈內皮細胞功能失調的影響

段婷婷
中醫藥學院-中藥學碩士

指導老師姓名:

朱荃教授

畢業年度:

2013

學位類別:

中藥學碩士

論文摘要:

糖尿病（Diabetes mellitus, DM）是一種世界範圍內常見的慢性代謝紊亂綜合症，常見的併發症包括腎功能衰竭、心血管系統綜合症以及神經系統疾病等，是導致患者死亡的主要因素。截至 2004 年，已經有 340 萬人死於糖尿病及其併發症，而且據世界衛生組織預測，該數字在 2005 年至 2030 年將增加一倍。這些併發症多與糖尿病引發的血管病變有關，包括大血管和微血管併發症，其發生與發展都主要歸因於患者體內的高血糖環境引發的多種代謝途徑紊亂，直接損傷血管內皮細胞（Endothelial Cell, EC）使其功能失調。因此探索和發掘能有效改善及恢復內皮功能的藥物迫在眉睫，極具現實意義。越來越多的研究表明，晚期糖基化終末產物（Advanced Glycation End products, AGEs）參與了糖尿病及其併發症的整個發病過程，是極其重要的致病因素。AGEs 參與多個發病進程，啟動並誘發一系列促炎、氧化應激反應，導致內皮依賴舒張因數（Endothelium-Derived Relaxing Factors, EDRFs）釋放及調節失衡，進一步刺激內皮細胞功能紊亂，最終造成血管病變。作為最早被確認的內皮舒張因數，一氧化氮（Nitric Oxide, NO）在此過程中至關重要。NO 是重要的信使分子，參與許多生理病理過程，無論是生成過少或釋放過度都可能推動病理過程發生發展。儘管前人研究表明 NO 還涉及炎症等病理過程，但最近實驗證實其罪魁禍首應該是過氧亞硝基—NO 和超氧陰離子反應的產物。與此同時，該反應還大量消耗 NO，加劇 NO 失衡的病理狀態。因此抑制超氧陰離子生成是恢復內皮功能的重要環節。NO 在體內的合成由一氧化氮合酶（Nitric Oxide Synthase, NOS）調控，而 NOS 本身也有複雜而精確的調控機制。糖尿病患者的內皮型 NOS（endothelial NOS, eNOS）表達明顯低於正常人，可能是其血管內皮功能失調的另一誘因。

黃芪是中醫常用藥材，作為治療糖尿病症狀（中醫稱“消渴症”）藥物，最早記載於明代《本草綱目》，至今已有幾百年歷史。而經中國藥品食品監督管理局批准用於治療糖尿病的中成藥中，絕大部分採用黃芪作為主藥。現代研究發現黃芪的主要成分包括多糖、黃酮等物質，其中黃酮類主要有毛蕊異黃酮（Calycosin）、毛蕊異黃酮-7-beta-D-葡萄糖苷（Calycosin-7-O- beta -D-Glucopyranoside, CG）、芒柄花素、芒柄花苷等。毛蕊異黃酮苷已證實具有抗炎抗氧化效果，對 AGEs 誘導的內皮細胞炎症以及凋亡等有明顯保護作用，但其對內皮細胞釋放及調節 NO 相關功能的影響尚未發現，本文將對此作初步研究。鑒於 AGEs 在糖尿病及其併發症的病例演變環節中的關鍵作用，我們製備並利用 AGEs 建立體外血管內皮細胞功能失調模型，觀察毛蕊異黃酮苷對內皮細胞功能失調與 NO-eNOS 的關係。第一部分，利用 NO 螢光探針（DAF-FM），觀察不同濃度的毛蕊異黃酮苷對 AGEs 刺激的內皮細胞 NO 釋放增多的影響。首先通過直接螢光讀數，發現在 AGEs 誘導下，人臍靜脈內皮細胞（Human Umbilical Vein Endothelial Cell, HUVEC）釋放的 NO 總量明顯增加。在螢光顯微鏡下進一步證實 AGEs 刺激 HUVEC 大量釋放 NO，過度釋放 NO 細胞面積百分比遠超于生理狀態。實驗結果顯示，毛蕊異黃酮苷既能減少 NO 釋放的總量，也能顯著性抑制 HUVEC 對 NO 的過度釋放，控制其恢復至正常水準，減輕內皮功能失調。第二部分，結合第一部分研究結果，觀察毛蕊異黃酮苷對 AGEs 誘導內皮細胞氧化應激狀態的保護作用。

首先採用超氧陰離子螢光探針（DHE）檢測超氧陰離子的產生，再利用酶聯免疫吸附試驗（Enzyme-Linked Immunosorbent Assay, ELISA）對比不同組別間過氧亞硝基含量的差異。結果發現，各濃度毛蕊異黃酮苷對超氧陰離子的生成均有顯著性抑制作用，與經典抗氧化劑維生素 E 效果相當，並呈現出明顯的劑量依賴關係。另一方面，毛蕊異黃酮苷還能減少 NO 與超氧陰離子反應生成的過氧亞硝基的生成，兩方面同時減輕了氧化應激狀態對內皮細胞的損傷，並對 NO 生理活性有恢復作用。第三部分，體內 NO 的釋放受 NOS 精確調節，而 eNOS 主要由內皮細胞表達。為了證實毛蕊異黃酮苷對 eNOS 活性及其蛋白表達的調節作用，分別利用 ELISA 和免疫細胞化學（Immunocytochemistry, ICC）實驗，證實 AGEs 雖然能暫時性上調 eNOS 的活性，但同時還顯著地抑制 HUVEC 中 eNOS 的表達，使 NO 釋放功能失調。而毛蕊異黃酮苷能抑制 AGEs 對 eNOS 的過度活化，並上調其表達，可預見能長期穩定 NO 釋放，改善內皮功能失調。

綜上所述，毛蕊異黃酮苷能顯著性控制 NO 的過度釋放，減少超氧陰離子和過氧亞硝基的生成，調節 eNOS 的活性與表達，從而維持了內皮細胞的正常功能，對抗 AGEs 引起的內皮功能紊亂失調狀態。

毛蕊異黃酮苷作為一種植物雌激素，控制NO的過度釋放，減少超氧陰離子和過氧亞硝基的生成，調節eNOS的活性與表達的藥理作用是否通過內皮細胞的雌激素受體或其他途徑尚未明確，待後續研究進一步探索。

關鍵詞:

晚期糖基化終末產物、糖尿病血管併發症、內皮功能失調、一氧化氮、一氧化氮合酶、毛蕊異黃酮苷

1. Calycosin-7-O-beta-D-Glucopyranoside Reversed Endothelial Dysfunction in HUVEC by Advanced Glycation End Products

Duan TingTing
Faculty of Chinese Medicine,
Master of Traditional Chinese Medicine

Name of the Supervisor:
Professor Zhu Quan

Graduated Year:
2013

Type of Degree:
Master of Traditional Chinese Medicine

Abstract:

Diabetes mellitus (DM) is a group of metabolic diseases which the major symptom is high blood sugar. Long-term DM causes many kinds of complications, including cardiovascular diseases (CVD), diabetic nephropathy (DN, or diabetic kidney disease, DKD), diabetic neuropathy and diabetic retinopathy (retinal damage) etc. Recently, the World Health Organization (WHO) released data on its website that there are 370 million people worldwide have diabetes, an estimated 3.4 million people died from diabetic complications untill 2004, and this figure will double between 2005 and 2030. DM becomes one of the biggest epidemics affecting human health in the 21st century. Abnormal vascular function associated with diabetic complications, causes macroangiopathy and microangiopathy. Endothelial dysfunction induced by hyperglycemia triggers abnormal vascular function and involved in almost all of diabetic complications. Vascular disease is the most common cause of mortality and morbidity, and is responsible for high incidence of stroke and myocardial infarction in diabetic population. Thus, discovering ways and pathogenesis and probing the potential drugs to improve and reverse the vascular endothelial cells (ECs) dysfunction has practical significance.

More and more studies suggested that advanced glycation end products (AGEs) play a crucial role of diabetic complication development process. AGEs participate in various of pathological processes, such as cross-link in extracellular matrix (ECM), proinflammation effects, binding receptor for AGEs (RAGE) to activate diverse signal transduction, e.g., nuclear factor kappaB (NF- kappa B), and increasing generation of reactive oxygen species (ROS). Multiple pathological mechanism coefficient induces the endothelium-derived relaxing factors (EDRFs) releasing and modulating disorder. Nitric oxide (NO), first identified as an EDRF, no only plays a vital role in the regulation of physiological processes (e.g., blood vessel tone, neurotransmission), but also in the modulation of the inflammatory response. The peroxynitrite, product of NO directly reaction with superoxide anion (SA), is cytotoxic factor. This reaction also consumes NO and decreases the physiological activity. Therefore, SA is another important incentive in endothelial dysfunction.

NO is synthesized via the oxidation of L-arginine by a family of nitric oxide synthases (NOS), which are endothelial NOS (eNOS), neuronal NOS (nNOS) and inducible NOS (iNOS). Generation NO by eNOS is the major source of endogenous NO. The expression of eNOS is significantly reduced by AGEs and relevant to the impairment of endothelial function.

Radix Astragali is now being used as a major ingredient in most of the antidiabetic herb formulae approved by the State Drug Administration in China. The effective fraction of Radix Astragali is a mixture of polysaccharides, saponins and isoflavonoids, including calycosin-7-bete-D-glucoside (CG), calycosin, ononin and formononetin. The effects of CG about anti-apotosis, anti-inflammatory and antioxidant in EC have been already proved. The purpose of this study is to research the effect of modulating NO release and biological activity by CG, and investigate the probable mechanism.

Chapter one: The release of NO was measured by 4-amino-5-methylamino-2’,7’ -difluorofluorescein diacetate (DAF-FM). To observe the NO total generation and the NO high release area, the data were collected by fluorescence microplate reader and fluorescence microscope, respectively. AGEs obviously increased NO release and the percentage of NO excess area in HUVEC. CG can significantly modulate NO generation and maintain in normal level.

Chapter two: SA enlarges cytotoxic and decrease biological activity of NO through reacting with NO to generate peroxynitrite. In this chapter, dihydroethidium (DHE) was used for detecting SA. The generation of peroxynitrite was quantified by enzyme-linked immunosorbent assay (ELISA). CG can simultaneously decrease generation of SA and peroxynitrite production, against the AGEs pathological effects. Take along with chapter one results, decreasing SA generation was more important than NO during peroxynitrite production.

Chapter Three: Endogenous NO release is strictly regulated by eNOS. Phosphorylation is the major pathway to adjust eNOS activity. And deficit of eNOS accelerates the pathological process of diabetes and its complication. According the result of ELISA, CG recovered the suppressing of eNOS expression by AGEs. On the contrary, CG suppressed the level of eNOS phosphorylation which up-regulated by AGEs. The results are accordance with haemodynamics changes during different stages of DM pathological process.

In conclusion, calycosin-7-O-beta-D-glucopyranoside can modulate NO release, decrease the generation of SA and peroxynitrite, down-regulated eNOS excessive phosphorylation in stress situation, maintain eNOS expression, reversed endothelial dysfunction induced by AGEs.

The pharmacological effects above of calycosin-7-O-beta-D-glucopyranoside are unclear whether via estrogen receptor, the further mechanism of eNOS expression regulation needs to be researched in the further investigation sequentially.

Keywords:

Advanced Glycation End products, Diabetic complications, Endothelial dysfunction, Nitric Oxide, Nitric Oxide Synthase, Calycosin-7-O-beta-D-Gluco-pyranoside

2. 消費者在線旅遊預訂的行為意向研究 - 基於 UTAUT 模型

彭盼
酒店與旅遊管理學院-酒店管理碩士

指導老師姓名:

周勇助理教授

畢業年度:

2013

學位類別:

酒店管理碩士

論文摘要:

通過回顧消費者網絡購物行為影響因素的相關文獻，本研究對用戶資訊技術接受相關理論模型在網絡購物領域的實證應用成果進行了總結；結合當前我國在線旅遊預訂發展現狀和旅遊者網絡消費環境下的需求特徵，在技術接受和使用統一模型(UTAUT)的基礎上進行了擴展，引入了感知價格價值、感知娛樂和隱私顧慮這三個變量 ，提出了影響我國消費者在線旅遊預訂意向的待驗證的理論模型和相關研究假設。

本研究採用了定量為主的研究方法，通過對 620 位有過旅遊產品在線預訂和購買經驗的消費者進行網絡問卷調查。首先通過探索性因素分析初步明確了改良的模型，進而使用驗證性因素分析對測量模型的信度和效度進行了檢驗。最後，通過結構方程模型對數據進行了分析和擬合度檢驗，並根據路徑關係檢驗結果對模型進行了修正。研究結果表明：績效預期、感知價格價值、感知娛樂和促進因素正向顯著影響消費者在線旅遊預訂的行為意向，而努力期望、社會影響和隱私顧慮對其行為意向沒有顯著的影響。

研究結果證實了將感知娛樂和感知價格價值變量融入到 UTAUT 模型中，能夠豐富和拓展該理論模型對於預測和解釋我國旅遊電子商務環境下，消費者在線預訂旅遊產品行為意向方面之適用性。有助於在蓬勃發展的國內旅遊電子商務市場環境下，幫助旅遊電子商務領域內的運營商更好地理解消費者的購買意向、定製和設計旅遊在線產品，滿足顧客購買需求。

關鍵詞:

UTAUT 模型、在線旅遊預訂、感知價格價值、感知娛樂、隱私顧慮

2. Research on Consumers' Online Travel Purchase Intention - based on the UTAUT model

Peng Pan
Faculty of Hospitality and Tourism Management,
Master of Hotel Management

Name of the Supervisor:

Assistant Professor Zhou Yong

Graduated Year:

2013

Type of Degree:

Master of Hotel Management

Abstract:

Based on the reviews of previous literature related to consumers' online purchase behavior, this study examined the relationships about consumers' tourism products purchase intentions in China. Specifically, this study introduced three new variables (namely: Perceived Price Value, Perceived Playfulness, and Privacy Concern) to the existing UTAUT model to comprehend the phenomenon of Chinese consumers' online tourism product purchase.

The redefined model and hypotheses were proposed and verified accordingly. The verification of the model and hypotheses were achieved by data from a questionnaire survey which interviewed 620 Chinese users who recently had purchased online tourism products. EFA method was applied (computed with 1/3 samples) to ascertain the refined model, and CFA was performed (with the rest samples) to examine the reliability and validity of the model.

The results indicated that the respondents' acceptance and behavioral intention of online travel products purchasing is positively influenced by several factors from the UTAUT model (e.g. Performance Expectancy, Facilitating Conditions) and the newly-introduced factors in this study (Perceived Price Value and Perceived Playfulness). It partially confirmed the functionality of UTAUT model in understanding Chinese consumers' online tourism product purchase intention. It also suggested more variables (such as the ones tested in this study: Perceived Price Value, and Perceived Playfulness Value) be included for a better understanding of their online purchase behaviors.

The results could be beneficial for the operators in the field to tailor design online tourism products and meet the customer needs from the booming China e-business market.

Keywords:

UTAUT Model, online travel product purchasing Perceived Price Value, Perceived Playfulness, Privacy Concern

3. 基於計劃行為理論大學生背包旅遊行為意向研究 - 以澳門大學生為例

黃琳
酒店與旅遊管理學院-酒店管理碩士

指導老師姓名:

龐川教授

畢業年度:

2013

學位類別:

酒店管理碩士

論文摘要:

近年來，由於背包旅遊者的顯著增多，政府，相關旅遊企業，旅遊目的地及旅遊學術界越來越關注背包旅遊的發展。國內及澳門地區不少研究者從不同角度對背包旅遊展開研究，但針對背包旅遊者旅遊決策過程的研究相對較少，對當今背包旅遊者主體一年輕群體的針對性研究相對缺乏。本研究在計劃行為理論原理論框架基礎上添加過去行為新變量，構建澳門大學生背包旅遊行為意向研究模型，檢驗計劃行為理論對澳門大學生背包旅遊行為意向的預測和解釋的應用。本研究以澳門大學生為調查對象，通過問卷調查方式，回收 540 份有效樣本數據，並用 SPSS 統計軟件對所回收之有效數據進行信度分析，因素分析，描述性分析，相關分析，回歸分析及獨立樣本 T 檢驗分析。實證結果發現：澳門大學生參與背包旅遊之態度，主觀規範，知覺行為控制及過去行為顯著正向影響其參與背包旅遊之行為意向。澳門大學生參與背包旅遊之行為信念和結果評價顯著正向影響其參與背包旅遊之態度，行為信念對態度的影響明顯高於結果評價；澳門大學生參與背包旅遊之規範信念和依從動機顯著正向影響其參與背包旅遊之主觀規範，規範信念對主觀規範的影響明顯高於依從動機；澳門大學生參與背包旅遊之控制信念顯著正向影響其參與背包旅遊之知覺行為控制，感知強度與知覺行為控制之間並未顯示出相關關係，這與計劃行為理論感知強度影響知覺行為控制不一致。本研究進一步探討來自中國內地之澳門大學生與澳門本地大學生之行為差異，結果顯示：來自不同地區之澳門大學生在行為信念、結果評價、控制信念、感知強度及知覺行為控制上兩者存在顯著差異，但在規範信念、依從動機、態度、主觀規範、過去行為及行為意向上並未顯示出顯著差異。最後，本研究在分析結果基礎上對政府相關部門，相關旅遊企業及背包旅遊目的地提出參考性建議，並對本研究之研究局限及對未來的研究方向進行了探討。

關鍵詞:

背包旅遊、行為意向、大學生、計劃行為理論、過去行為

3. To Investigate the Backpacker Intention of University students in Macau by the Application of Theory of Planned Behavior

Huang Lin
Faculty of Hospitality and Tourism Management,
Master of Hotel Management

Name of the Supervisor:
Professor Pang Chuan

Graduated Year:
2013

Type of Degree:
Master of Hotel Management

Abstract:

Nowadays backpacking has become one of the most popular travel pattern, especially among the youth. In China, the government，the related tourism enterprises and backpacker tourism destinations and the tourism academic circle are paying more and more attention on backpacker tourism. While many investigators have researched on backpacker tourism from different perspectives both in Mainland and Macau, researches on backpackers' decision procedure and the youth who constitute the major part of backpackers nowadays are inadequate. This study attempted to investigate the backpacker intention of university student in Macau with the application of Theory of Planned Behavior, a new variable the past behavior has been added to TPB.

To verify the proposed model, a questionnaire has been designed according to the proposed model and a survey implementation was conducted among university students in Macau, 540 successful responses were received at last. By using SPSS, the reliability analysis, descriptive analysis, factor analysis, correlation analysis, regression analysis and independent-samples T test are processed.

The research result indicates attitude，subjective norm，perceived behavioral control and the past behavior have direct impact on Macau university students' backpacking behavioral intention among the respondents. Both of the behavioral beliefs and the outcome evaluation have direct impact on attitude, while the behavioral beliefs' influence on attitude are much stronger than the outcome evaluation. Both of the normative beliefs and the motivation to comply have direct impact on subjective norm，while the normative belief's influence on subjective norm are much stronger than the motivation to comply. The control beliefs has strong impact on the perceived behavioral control, while the perceived facilitation shows no connection with perceived behavioral control, which is quite different from TPB. What's more, this study has focused on the behavioral difference between the university students from the Mainland and Macau. The result indicates that the behavioral beliefs, the outcome evaluation, the control beliefs, the perceived facilitation and the perceived behavioral control of these two areas show significant differences, while the normative beliefs, the motivation to comply, attitude, subjective norm, the past behavior and the behavioral intention show no significant difference. Finally, this study provides suggestions for the government, the related tourism enterprises and backpacker tourism destination based on the results, and the directions for the future researchers.

Keywords:
Backpacking, behavioral intention, university student, theory of planned behavior, past behavior

4. 西方遊客對川菜的形象與體驗價值的研究

杜洋
酒店與旅遊管理學院-會展與節慶管理碩士

指導老師姓名:

張楊助理教授

畢業年度:

2013

學位類別:

會展與節慶管理碩士

論文摘要:

“川菜”作為中國四大菜系之一擁有其特殊的歷史背景與豐富多樣的文化內涵。“吃在中國，味在成都”，“天府之國”成都以其獨特的美食資源而享譽國內外。隨著中國旅遊業的發展，四川的入境遊客接待量巨大。對外國遊客而言，四川的美食無疑是吸引他們來川旅遊的重要因素之一，在其旅遊過程中，他們能從品嘗體驗地道川菜來瞭解地方文化並與地方產生連結。美食雖然在旅遊業中佔有重要的席位，但處在不同文化背景下，遊客對地方飲食的體驗與形象仍在相關研究中常被忽略。因此，本研究主要目的在於探討西方遊客對東方特色飲食上的形象與體驗價值。本研究採取問卷調查的方式，評估西方遊客的個人因素與外在因素對川菜的形象的影響，最終探討其形象與最終體驗價值間的關係。

本研究在成都外國遊客較為集中的三個旅遊景點，國際青年旅舍和川菜館對有川菜體驗經歷的西方遊客進行方便抽樣，共回收有效問卷 390 份，採用因數分析與結構方程模型進行分析與檢驗所提出的五個研究假設。結果顯示，受調查遊客的個人因素（旅遊食物偏好、新奇食物拒絕度、美食涉入度）對川菜形象有影響，且進而影響其最終體驗價值。然而、以親朋好友、大眾傳媒和旅遊主管部門為代表的外在因素對川菜形象幾乎沒有影響。最後，提出研究結論和提出相關實物性的建議，有利於川菜的國際化推廣和入境旅遊的健康發展。

關鍵詞:

地方飲食、川菜形象、體驗價值

4. A Study on Western Tourists' Image and Experiential Value of Szechuan Cuisine

Du Yang
Faculty of Hospitality and Tourism Management,
Master of MICE and Event Management

Name of the Supervisor:
Assistant Professor Zhang Yang

Graduated Year:
2013

Type of Degree:
Master of MICE and Event Management

Abstract:
Szechuan Cuisine holds a long history and great cultural connotation. Chengdu is renowned as "gourmet city" and "land of abundance". Food play a critical role in tourism and it also can be deemed as a special attraction in tourist destination. It also provides international tourists with a unique sensory experience, which help them understand local culture better. The main purpose of this research is to discuss the experiential value between East and West through the context of food experience in the cross-continent tourism.

To achieve the goal as mentioned, a total of 390 valid questionnaires were collected from 3 local scenic spots, international hostels and local restaurants in Chengdu, which are implemented to evaluate the Western tourists' dinning experience to Szechuan Cuisine which is one of the most popular Chinese local flavors of the world. The influence of food image result from personal factors and external factors and the relationship between image and tourists' experiential value will be verified based on statistic analysis and finally analyzed by structural equation modeling. The results of this study indicate that all of tourists' internal factors, which consist of tourist dinning preference, attitude and food involvement, affect Szechuan Cuisine image and then affect their experiential value significantly. However, the external factors have little effect on food image. The conclusions will be practical recommendation for local tourism industry as well.

Keywords:
Local food, food image Szechuan Cuisine, experiential value

5. 微博使用者對旅遊官方機構微博的體驗價值與持續使用意向研究 - 以香港旅遊發展局新浪微博為例

楊超
酒店與旅遊管理學院-會展與節慶管理碩士

指導老師姓名:

張楊助理教授

畢業年度:

2013

學位類別:

會展與節慶管理碩士

論文摘要:

本研究以微博使用者對旅遊官方機構微博的體驗價值感受為研究出發點，輔以科技接受模式，並以從過去網絡科技特別是博客及微博等相關研究中所總結出的微博特性作為影響微博使用者體驗價值的因素，以一個較具整合性的觀點來探討微博使用者使用旅遊官方機構微博的體驗價值與其持續使用意向的關係，並由此推導出適用於旅遊官方機構微博情境下的體驗價值結構模型。 本研究主要有以下發現：（1）微博互動性對美感、趣味、卓越服務與投資報酬有正向顯著的影響；（2）微博樂趣性及易用性對美感、趣味與投資報酬有正向顯著的影響；（3）微博有用性對趣味、卓越服務與投資報酬有正向顯著的影響；（4）使用者所體驗到的美感、趣味、卓越服務與投資報酬對其使用態度有正向顯著的影響；（5）使用者的態度對其持續使用意向有正向顯著的影響。

關鍵詞:

旅遊官方機構微博、微博特性、體驗價值、科技接受模式、持續使用意向

5. Study on User's Experiential Value and Continuance Intention of Official Tourism Administration Microblog - A Case of the Hong Kong Tourism Board Sina Microblog

Yang Chao
Faculty of Hospitality and Tourism Management,
Master of MICE and Event Management

Name of the Supervisor:

Assistant Professor Zhang Yang

Graduated Year:

2013

Type of Degree:

Master of MICE and Event Management

Abstract:

In this study, a research is conducted on user's continuing use in Official Tourism Administration (OTA) Microblog, focus on user's experiential value with the integration of Microblog features and based on Technology Acceptance Model (TAM). This study proposes a theoretical model that applied in Microblog and explained as well as predicted user's experiential value when they used OTA Microblog.

The findings of this research includes: (1) Interaction have positive on aesthetics, playfulness, server excellence and consumer return on investment (CROI); (2) Enjoyment and easy of use has positive impact on aesthetics, playfulness and CROI; (3) Usefulness has positive impact playfulness, server excellence and CROI; (4) Aesthetics, playfulness, server excellence and CROI has positive impact on user's attitude of OTA Microblog; (5) User's attitude of OTA Microblog has positive impact on user's continuance intention.

Keywords:

Official Tourism Administration Microblog, Microblog features, Experiential Value, Technology Acceptance Model, Continuance Intention

6. 居民對季節性旅遊的感知及支持度研究 - 以海南省三亞市為例

鄭惠子
酒店與旅遊管理學院-酒店管理碩士

指導老師姓名:

張楊助理教授

畢業年度:

2013

學位類別:

酒店管理碩士

論文摘要:

季節性旅遊作為旅遊的一種特殊形式在一些旅遊目的地發展迅速。季節性旅遊業在創造經濟收益、促進社會進步、文化繁榮的同時，也可能改變甚至惡化目的地原有的經濟、社會文化和自然環境，勢必給目的地居民帶來諸多性質和程度不同的影響。與一般短期觀光旅遊的影響不同的是，這些影響會在較長時期內持續作用於目的地居民，引起居民心理體驗和態度反應，形成其對季節性旅遊的綜合感知。

本研究的主要目的是探索居民對季節性旅遊的感知和支持度。通過對季節性旅遊目的地的居民進行調查，採用問卷方式來收集居民對季節性旅遊的感知評價。分析方法包括描述性統計分析、方差分析、回歸分析和路徑分析。研究結果發現：1. 總體上居民對季節性旅遊的經濟感知均值最高。2. 不同的“民族”、“年齡”、“職業”、“教育背景”、“月收入”和“居住地”六個居民人口統計學特徵對經濟、社會文化和環境感知有顯著差異。3. 依賴度、歸屬感對經濟和環境感知有顯著影響；依賴度對社會文化感知有顯著影響；社會文化感知對支持度有顯著影響。4. 構建出居民對季節性旅遊的感知模型，其中“教育背景”對居民的經濟感知影響最強烈。

關鍵詞:

季節性旅遊、居民感知、支持度

6. Residents' Perceptions and Support for Seasonal Tourism : a Case of Sanya, Hainan Province

Zheng Huizi
Faculty of Hospitality and Tourism Management,
Master of Hotel Management

Name of the Supervisor:

Assistant Professor Zhang Yang

Graduated Year:

2013

Type of Degree:

Master of Hotel Management

Abstract:

As a special type of tourism, seasonal tourism has witnessed a rapid development in some tourism destinations in China. There is no doubt that seasonal tourism plays an important role in fueling the economic growth， promoting social progress and cultural prosperity; However, sometimes it can change or even deteriorate the existing economic development of the tourism destinations, cultural status and natural environment, having a huge impact on residents' lives. Each of these influences functions as a stimulus for residents' corresponding psychological and physical reactions, therefore developing their general perceptions of seasonal tourism impacts.

This study aims to explore residents' perceptions and support for seasonal tourism. A structured questionnaire was designed with a basic relevant literature review and interviews with residents in Sanya. The empirical data of residents' perceptions were collected and analyzed with techniques such as descriptive analysis, one-way ANOVA, regression analysis, path analysis. The major findings of this study are listed below:

1. Mean of 'receptions of seasonal tourism economical impacts' is significantly higher than those of others.

2. Regarding to the demographic characteristics of residents, 6 items have remarkable effect on residents' perceptions: nation, age, profession, educational background, income and place of residence.

3. There are two significant relationships between 'dependency and community attachment' and 'perceptions of seasonal tourism economical and environmental impacts'; 'dependency' and 'sociocultural perceptions'. And perceptions of seasonal tourism sociocultural impacts are positively correlated with residents' support for seasonal tourism.

4. Build up a model of residents' perception on seasonal tourism, in which "education background" is the strongest influencing factor on residents' economical perceptions.

Keywords:

Seasonal tourism, residents' perceptions, support degree

7. 研究道德壓力與盈餘管理之聯繫- 以親組織行為作仲介，組織認定作調節

毛雪
行政與管理學院-會計碩士

指導老師姓名:

田青副教授

畢業年度:

2013

學位類別:

會計碩士

論文摘要:

盈餘管理是一種粉飾財務報表修改財務數據的“把戲”，被大多數公司用來美化其財務報表。盈餘管理分為合法調整和不道德調整兩種，本文主要研究的是不道德的盈餘管理方面。隨著國內外會計醜聞的增長，盈餘管理是其中不可輕視的發生原因。本文通過對盈餘管理的研究，分析其可能的動因，既可以給監管部門有益的分析思路，又可以向企業管理層給出如何規避員工做盈餘管理的管理方法。本文著重分析幾個盈餘管理的動因，雖不是唯一原因，但本文分析的動因皆涉及管理方面，在操作上有實用性。

本文首先探討中外學著在盈餘管理方向的研究，然後引出合理的假設，並收集了國內以及澳門地區 273 家公司的 500 名員工調查問卷，通過科學合法的手段派發及回收問卷 490，經過整理，發現由於填寫失誤、資料不全或問題未完全回答等問題導致的作廢問卷有 32 份，實際用於資料分析的問卷有 483 份，有效回收率約為 96.6%。得到的結論驗證了如下假設：1、道德壓力與盈餘管理正相關；2、道德壓力與親組織行為正相關；3、組織認定會調節削弱道德壓力與親組織行為之間的關係；4、親組織行為作為道德壓力與盈餘管理。

關鍵詞:

盈餘管理、道德壓力、組織認定、親組織行為

7. Examining the link between ethical pressure and earnings management---unethical pro organization behavior as mediator and organizational identification as moderator

Mao Xue
Faculty of Management and Administration,
Master of Accounting

Name of the Supervisor:
Associate Professor Tian Qing

Graduated Year:
2013

Type of Degree:
Master of Accounting

Abstract:
This paper investigates the influence of ethical pressure, organizational identity and unethical pro organizational behavior (UPB) on earnings management. The strengthening of management following the amounts of accounting scandals occurs in Chinese market and global market. With the application of theories as containment theory and moral development theory, this paper adopts an unethical perspective of earnings management, combines psychology, criminology together to investigate several likely reasons trigger earnings management. Using the sample of 273 companies in China area, this study finds ethical pressure as the outer push, organizational identification as the inner pull (control) to combined influence the unethical behavior--earnings management. This paper presents the relationship between ethical pressure and earnings management is significantly causal relationship, organizational identification is a moderator to weaker the relationship between ethical pressure lead to UPB, UPB as a mediator between ethical pressure to earnings management. This paper will refer to related literature to continue and refill gap in the earnings management study, and then distribute questionnaires to collect data to prove the hypothesis. This paper collects evidences from Chinese mainland and Macau corporations. The results can both giving regulatory considerations for government or securities organizations and finding a solution for companies to improve their corporation culture through organizational identification to control and reduce earnings management occurred.

Keywords:
Earnings management, Ethical pressure, Organizational identification, Unethical pro organizational behavior containment theory

8. 企業社會責任資訊披露對資本成本的影響 — 來自中國上市公司的實證研究

吳雨洋
行政與管理學院-會計碩士

指導老師姓名:

馬如飛助理教授

畢業年度:

2013

學位類別:

會計碩士

論文摘要:

近年來，企業社會責任的理念日益深入人心，受到了來自政府部門和公眾的關注。爲謀求自身可持續發展，越來越多的企業開始承擔起社會責任，並對其履責的相關事項進行披露。然而，由於社會責任資訊披露屬於自願性披露，目前各個企業不僅在披露水準上還存在明顯差異，也缺乏內在動力。爲激發企業自覺履行社會責任的意識，推動企業社會責任信息披露的發展，亟需令企業認識到社會責任信息披露的益處。

因此，本文在總結與借鑒國內外相關文獻基礎上，基於資訊不對稱理論及聲譽管理理論研究了企業社會責任資訊披露對企業權益資本成本之影響。文中以在 2009 年至 2011 年發佈社會責任報告的企業為樣本，以兩種方法對企業事前權益資本成本進行估計。實證研究證明，企業社會責任資訊露與權益資本成本呈現負相關，即社會責任資訊披露水準較好的企業可獲較低權益資本成本。

同時通過進一步細化樣本，本文發現：在企業社會責任資訊披露水準較高的樣本中，社會責任資訊披露對權益資本成本的影響更為顯著；此外，在有再融資需求的企業樣本中也存在相同現象,這意味著有再融資需求的企業可能會存在更大內在動力披露自身社會責任資訊，以達到降低企業融資成本的目的。

關鍵詞:

社會責任資訊披露、權益資本成本、聲譽管理、再融資需求

8. Influence on Cost of Capital of Corporate Social Responsibility Information Disclosure—Empirical Evidence from Chinese Listed Companies

Wu Yuyang
Faculty of Management and Administration,
Master of Accounting

Name of the Supervisor:
Assistant Professor Ma Rufei

Graduated Year:
2013

Type of Degree:
Master of Accounting

Abstract:

In recent years, the concept of corporate social responsibility has been growing in popularity, which is drawing attention from the government and public. Heading for sustainable development, more and more firms begin to take on social responsibility, as well as to disclose their assumed responsible matters. However, as the disclosure of social responsibility information is based on voluntary, there are significant differences among the disclosure levels of social responsibility information from various corporations, and lacking of intrinsic motivation. In order to motivate corporations to fulfill social responsibility consciously, and to push forward the disclosure of corporate social responsibility, it must be taken into account that these corporations have realized the benefit from the disclosure.

Therefore, by summarizing and drawing on the basis of the relevant literature from home and abroad, as well as by information asymmetry theory and reputation management, we focus on the research that how corporate social responsibility information disclosure influences on the equity cost of capital. Given the sample of corporations which released the social responsibility report in 2009-2011, we use two methods to estimate the advance equity cost of capital. It is proved in the empirical researches that corporate social responsibility information disclosure is correlated negatively with the equity cost of capital, that is to say, corporations with better level of social responsibility information disclosure are able to lower the equity cost of capital. Further more, after refining the sample, we find that social responsibility information disclosure influences the equity cost of capital much more in the sample of those corporations with better level of social responsibility information disclosure; besides, same phenomenon exists in the sample of corporations in need of refinancing.

It means that maybe there is a greater inherent incentive in the corporations which is eager to make refinancing to disclose their social responsibility information, in order to achieve the purpose of reducing the financing cost.

Keywords:
Social responsibility information disclosure, Equity cost of capital, Reputation management, Refinancing demand

9. 中國汽車行業上市公司財務困境預警模型研究

秦小舒
行政與管理學院-會計碩士

指導老師姓名:

張靜華助理教授

畢業年度:

2013

學位類別:

會計碩士

論文摘要:

全球性的經濟危機對世界經濟造成了巨大衝擊，其中汽車產業是受衝擊最大的部門之一。但是中國汽車市場在金融危機後迅速發展成為全球最大的汽車生產和消費市場之一，中國汽車行業發生了重大變化，市場競爭壓力加劇。在新的市場環境下，需要構建適合於我國汽車行業的財務困境預警模型，及時有效的對企業財務困境進行預測，最大可能地規避風險，減少損失。

本文以 Altman 的 Z-score 模型為理論基礎，選取 30 家 2011 年我國汽車行業 A 股上市公司為研究對象，選用了汽車行業上市公司被特別處理前一年（2010 年）的 32 個預測財務指標，利用因數分析把已選定的財務指標通過線性轉換成另一組不相關的變量，消除預測變量共線性的問題，然後構建邏輯回歸判定模型，確定我國汽車行業財務預警模型係數。

利用邏輯回歸判定模型對所選樣本的預測準確度達到了 96.7%，遠高於 Z-score 模型對所選樣本的預測準確度。在新的市場環境下，構建我國汽車行業的財務困境預警模型是有效的。

關鍵詞:

財務困境預警、汽車行業、Z-score 模型、邏輯回歸判別模型

9. A Study of Models on Financial Distress Prediction for Listed Companies in China's Auto Industry

Qin Xiaoshu
Faculty of Management and Administration,
Master of Accounting

Name of the Supervisor:
Assistant Professor Zhang Jinghua

Graduated Year:
2013

Type of Degree:
Master of Accounting

Abstract:

The global financial crisis has caused huge impairment on the world economic development, including the auto industry sector. The financial distress and consequently the bankruptcy of the economic units can sustain enormous losses. However, China's auto market rapidly developed into one of the world's largest auto market after the financial crisis. China's auto industry has undergone significant changes. The competition pressure has intensified. Enterprises are facing a more and more complex financial distress risks. The prediction of financial condition has largely attracted the financial researchers.

Taking the Z-score model as the theoretical basis, this paper selects 30 public companies in 2011 as samples and 32 financial ratios to study the financial distress prediction. With the help of statistical software SPSS, this paper conducts the significance test and the multicollinearity test to find out the financial ratios which could significantly distinguish between financial-distress companies and the non-financial-distress companies. Base on those steps, this paper constructs a financial distress prediction model by using the method of factor analysis and logistic regression analysis.

The overall prediction accuracy for the selected data is 96.7% by applying the logistic regression prediction model. The overall prediction accuracy by applying Altman's Z-score model is far below the overall prediction accuracy by applying the logistic regression prediction model. The logistic regression prediction model is better than Altman's Z-score to predict financial distress for China's auto public companies in 2011. It's valid to build China's auto industry financial distress early warning model within the new market environment.

Keywords:
Financial Distress Prediction, the auto industry, Z-score model, logistic regression

10. 資本結構的影響因素研究：基於中國上市商業銀行的數據

程喆
行政與管理學院-會計碩士

指導老師姓名:

陳省宏副教授

畢業年度:

2013

學位類別:

會計碩士

論文摘要:

資本結構的研究一直是財務管理領域的一個重要研究課題。過去的研究主要集中在西方發達國家。近年來，越來越多的學者開始討論轉型經濟體的資本結構問題，尤其是資本結構的影響因素問題。

然而，大多數以往對資本結構影響因素的研究通常都把金融行業的企業剔除在樣本外，很少有學者研究金融業企業資本結構的影響因素。因此，研究金融行業的資本結構影響因素顯得十分有意義。本文選取了 16 家中國上市的商業銀行作為研究物件，對其 2005 年至 2012 年的資料進行了實證研究。本文使用的研究方法有描述性統計分析、相關性分析以及多元回歸分析。

經研究發現，企業的盈利能力、增長機會以及資產有形性這三個因素與企業的財務杠杆有著顯著的負相關關係；企業的非債務稅盾和盈利變動性與企業的財務杠杆之間關係不明顯；企業的規模與企業的財務杠杆有顯著的正相關關係。此外，研究還發現國民生產總值增長率和通貨膨脹率僅與企業以市價衡量的財務杠杆顯著相關。

關鍵詞:

資本結構、商業銀行、混合回歸模型

10. Determinants of Capital Structure：Empirical Evidence from Commercial Banks Listed in China

Cheng Zhe
Faculty of Management and Administration,
Master of Accounting

Name of the Supervisor:
Associate Professor Chen Hsing Hung

Graduated Year:
2013

Type of Degree:
Master of Accounting

Abstract:

Capital structure research has been the core issue of financial management researches for a long time. In the past, capital structure researches are mainly focused on the context of western countries. In recent years, more and more literatures are focused on transitional economies, especially for capital structure determinants research.

However, prior empirical studies of capital structure determinants usually exclude financial service firms. Thus, this study is trying to examine whether determinants of capital structure correlated with the leverage that has been declared in non-financial industries correlated in banking industry as well. For this aim, this paper studies 16 commercial banks listed in China over the period of 2005 to 2012. In this study, such research methods like descriptive statistics analysis, correlation analysis, and regression analysis are employed.

This study finds that firms' profitability, growth opportunities, and assets tangibility are negatively correlated with firms' leverage, while firms' size is positively correlated with firms' leverage. This study also finds that such factors like non-debt tax shields and earnings volatility are not significantly related with firms' financial leverage. Furthermore, this study also finds that GDP growth rate and inflation rate are only significantly correlated with firms' market leverage, but not book leverage.

Keywords:
Capital structure, commercial banks, mixture regression model

11. 獨立審計質量與現金股利政策的關聯分析—基於深圳 268 家上市公司的實證研究

楊睿
行政與管理學院-會計碩士

指導老師姓名:

譚戈平助理教授

畢業年度:

2013

學位類別:

會計碩士

論文摘要:

現金股利是上市公司一種重要的利潤分配手段。從獨立審計質量的角度研究上市公司的現金股利政策，不僅有利於利益相關者的決策，而且對研究公司治理下的公司行為有很大幫助。

現有文獻較少探討現金股利政策與獨立審計質量的關係。本文在魏鋒（2012）和徐壽福（2012）的研究基礎上，考察了外部獨立審計質量與上市公司現金股利政策之間的影響關係、有什麼影響因素。文章以股利支付概率、每股現金股利和股利支付率作為研究股利政策的因變量，以審計報告類型、事務所類型和審計收費作為衡量獨立審計質量的自變量，選取 2003 年至 2011 年深交所 268 家上市公司作為研究對象，進行了 Logit 回歸、Tobit 審查回歸模型和邊際效應分析。實證結果顯示，上市公司支付現金股利的概率和股利支付水準與獨立審計質量呈正相關關係，並且上市公司的產權性質影響著這種關係。2007 年新會計準則的實施，也可能對這種關係產生影響。

高質量的獨立審計發揮了良好的監督職能，不但可以提高上市公司的會計資訊質量，減輕代理問題帶來的資訊不對稱，而且有助於提高上市公司的股利支付傾向和水準，在提醒投資者關注上市公司現金股利政策的同時，也要關注公司聘請的註冊會計師事務所的審計能力。只有確保了公司擁有良好的公司治理機制和資訊環境，才有助於我國證券市場的規範化和進一步發展。

關鍵詞:

上市公司、現金股利、獨立審計、Logit 回歸、Tobit 審查回歸

11. An Empirical Study on the Independent Audit Quality and Cash Dividend Policy —Evidence from268 Listed Companies in Shenzhen Stock Exchange

Yang Rui
Faculty of Management and Administration,
Master of Accounting

Name of the Supervisor:

Assistant Professor Tam Kwo Ping

Graduated Year:

2013

Type of Degree:

Master of Accounting

Abstract:

Cash dividend policy is a means of distribution of profits of listed companies. The study of cash dividend policy from the view point of independent audit quality is not only conducive to the stakeholders' investment decisions, but also help understanding corporate decision-making.

Few study has investigate the relationship between independent audit quality and cash dividend policy. After reviewed the relevant literature such as Wei (2012) and Xu (2012), the present study has examined the relationship between the external independent audit and cash dividend policy, and identified by determinants factors. The empirical study selects probability of dividend payment, cash dividends per share and dividend payout ratio dependent variables, the audit report type, type of audit firm and audit fees as key explanatory variables. This study selects 268 listed companies in the Shenzhen Stock Exchange from 2003 to 2011. Via Logit regression, Tobit regression model and marginal effects analysis, this empirical study has identified that cash dividend policy is positively correlated to independent audit quality. Evidence suggests that the structure of shareholders affects this relationship. The implementation of the new accounting and auditing standards in 2007 played an essential role in affecting the relationship.

High-quality independent auditing provides quality supervisions which not only improves the quality of accounting information of listed companies, but also helps to improve the tendencies and level of dividends payment. This paper suggests that investors should pay attention to the cash dividend policy of listed companies and the audit capabilities of the registered public accounting firms evolved. It can help to encourage further development of Chinese securities markets by regulating sound corporate governance and disclosure of accounting information.

Keywords:

Chinese listed companies, cash dividend policy, independent audit, Logit regression, Tobit panel regression model

12. 貨幣政策、抵押資產價值變動與企業融資約束的實證分析

毛鐘敏
行政與管理學院-金融碩士

指導老師姓名:

馬如飛助理教授

畢業年度:

2013

學位類別:

金融碩士

論文摘要:

中國作為發展中國家，資本市場尚處於發展階段，資訊不對稱現象十分嚴重。抵押品管道作為貨幣政策傳導機制，對企業融資影響越來越明顯。中國經濟建設正處在轉型階段，解決企業融資難，規範金融機構有序健康發展一直是熱點話題。而目前企業融資貸款主要依靠抵押擔保向銀行尋求借貸，而抵押資產價值受到宏觀經濟的影響，宏觀經濟環境變動不僅會影響企業融資，而且通過固定資產價值變動，進一步對實體經濟產生影響。本文採用固定資產淨值作為衡量抵押品管道效應的變量指標，使用長期借款作為企業融資的替代指標，通過構造模型方程，建立兩者的線性關係，討論貨幣政策對企業融資的影響。本文旨在探討貨幣政策如何通過抵押影響企業融資，強調抵押資產介入，能夠更好地解釋貨幣政策對企業融資的影響。

研究結果表明，貨幣政策變動通過抵押品管道效應，影響中小企業融資。鑒於貨幣政策對企業融資的顯著影響，同時抵押資產價值對企業融資的關鍵性作用，表明企業持有可抵押資產能夠幫助企業更容易獲得銀行貸款，而間接反映國內銀行貸款更看重企業本身的規模特徵。因此，本文啟示是，銀行應放寬對企業融資貸款限制。同時，企業應拓寬融資管道以保證融資資金來源，以規避貨幣政策變動引起的融資約束。

關鍵詞:

貨幣政策、抵押品管道、融資約束

12. The Empirical Analysis of Monetary Policy, the Collateral Value Changes and Corporate Financial Constraints

Mao Zhongmin
Faculty of Management and Administration,
Master of Finance

Name of the Supervisor:
Assistant Professor Ma Rufei

Graduated Year:
2013

Type of Degree:
Master of Finance

Abstract:

As a developing country, Chinese capital market is still in its stage of development, the phenomenon of information asymmetry is very serious. As a monetary policy transmission mechanism, the collateral channel has a great influence in corporate finance. Chinese economic construction is in its stage of transform. It has been a hot topic that small or medium-sized enterprise encounter financial constraints and the government should regulate orderly and healthy development of financial institutions.

Moreover, recently, small and medium-sized enterprise credit financing mainly rely on collateral to bank loans, and the mortgage assets value are affected by the macroeconomic environment, which not only influenced the companies finance, but also affect the real economy through the changes of fixed assets value. The article uses the net value of fixed assets as a variable indicator of collateral channel effect, and we also use long term loans as an alternative indicator of corporate financing. The paper reviews the role of collateral constraints in transforming monetary shocks into corporate financing. We build a constructing model as the corporate financing equation, which establish the linear relationship, and discuss the monetary influence on corporate finance. This article aims at exploring how monetary policy affect corporate financing through mortgage, emphasis on the involved variable, mortgage assets, can explain the influence better.

Research results show that the changes of monetary policy effects corporate finance through collateral channels. Given that monetary policy has significant impact on the corporate financing, and mortgage assets affect corporate finance, which shows that having mortgage assets can help the companies' access to the bank loans easily. However, it also reflects that domestic banks take more serious to their size, characteristic and relationship. Therefore, we advice banks should relax their credit limitation to enterprise, and small enterprises should broaden the financing channels to guarantee financing sources of funds, to avoid the financial constraints caused by monetary policy.

Keywords:
Monetary policy, collateral channel, finance constraints

13. 中國上市商業銀行信用風險影響因素之研究

任飛
行政與管理學院-金融碩士

指導老師姓名:

朱順和助理教授

畢業年度:

2013

學位類別:

金融碩士

論文摘要:

自 2008 年 9 月雷曼兄弟公司倒下後，全球銀行業一蹶不振的狀況迄今尚未得到根本扭轉，原因在於追逐高收益的時候，忽視其經營風險管理，由此能夠看出，銀行風險管理對於銀行運營有著至關重要的影響。本文的研究目的是爲了探究影響銀行信用風險的因素，並且如何降低銀行信用風險。

本文研究的資料來源是在上海證券交易所上市商業銀行的財務報表。樣本期間為 2007 年至 2012 年。本研究對象為中國銀行、中國工商銀行、中國建設銀行、交通銀行、中信銀行、招商銀行、中國民生銀行、南京銀行、北京銀行、興業銀行、華夏銀行、上海浦東發展銀行這 12 家上市銀行。本文採用面板數據模型分析法，探討資本充足率、銀行規模、存貸款比率、國民生產總值增長率、消費物價指數增長率、貨幣供應量增長率這六個因素對銀行風險的影響。

本研究結果顯示，資本充足率、存貸款比率、國民生產總值增長率與銀行信用風險呈現負向相關；銀行規模與銀行信用風險的相關性不顯著；消費物價指數增長率、貨幣供給量增長率與銀行信用風險承擔呈現正相關。

關鍵詞:

銀行信用風險、面板數據模型、風險管理

13. The Determinants of Credit Risk of Listed Commercial Banks in China

Ren Fei
Faculty of Management and Administration,
Master of Finance

Name of the Supervisor:
Assistant Professor Chu Shun Ho

Graduated Year:
2013

Type of Degree:
Master of Finance

Abstract:

Since the failure of Lehman Bothers in September 2008, global banking industry has not yet been basically recovered. The reason is resulted from chasing for high return rate with ignoring its operational risk management. It caused to attention that bank risk management has a crucial impact on banking operation. The purpose of this study is to explore the factors that affect the bank's credit risk, and how to reduce the bank's credit risk.

Data of this study are collected from financial statements of commercial banks listed on Shanghai Stock Exchange. The sample period is from 2007 to 2012. There are 12 listed banks as objects of this study which are Bank of China, Industrial and Commercial Bank of China, Construction Bank of China, Bank of Communications, CITIC Bank, China Merchants Bank, Minsheng Bank of China, Bank of Nanjing, Bank of Beijing, Industrial Bank, Huaxia Bank, Shanghai Pudong Development Bank. This study uses panel data model analysis to investigate how six factors which are capital adequacy ratio, bank size, deposit and loan ratio, GDP growth rate, CPI growth rate and M1 growth rate affect bank credit risk.

The empirical results of this study show that capital adequacy ratio, the ratio of loans to deposits, growth rate of GDP have negatively correlated with bank credit risk; but, correlation between bank size and bank credit risk is not significant; growth rate of CPI and growth rate of M1 bear a positive correlation with bank credit risk.

Keywords:
Bank credit risk, panel data model, risk management

14. 中國住房抵押貸款提前償還的季節效應檢驗研究 —基於“建元 2005”和“建元 2007”資產池數據分析

何嘯峰
行政與管理學院-金融碩士

指導老師姓名:

朱順和助理教授

畢業年度:

2013

學位類別:

金融碩士

論文摘要:

個人住房抵押貸款在中國不但是民眾在購房時不可缺失的資金來源，而且已然成為銀行收入的重要組成部分，它還為住房抵押貸款證券化，建立了良好的基礎，但驚 人的提前償還率讓參與其中的金融機構頭疼不已。這就需要建立一組準確、高效的模型來刻畫提前償還的行為，而研究個人住房抵押貸款提前償還的季度效應將成為建立這一模型的基礎之一。

鑒於中國學者對此問題鮮有研究，本文基於“建元 2005-1”和“建元 2007-1”兩個資產池的數據，採用引入虛擬變量回歸法構建強檢驗和弱檢驗模型，結合季節指數檢驗和非參數檢驗，對中國個人住房抵押貸款提前償還的季節效應進行了較為細緻的研究，其中非參數檢驗包含 Kruskal-Wallis H 檢驗和 Friedman 檢驗。

研究結論顯示，中國個人住房抵押貸款提前償還是存在明顯增大的春季效應，而夏、秋、冬季效應並不明顯。

關鍵詞:

住房抵押貸款、提前償還、季節效應、住房抵押貸款支持證券

14. Research on Seasonality Effects of Residential Mortgage Prepayment Behavior in China —The Empirical Analysis about "Jianyuan2005" and "Jianyuan2007"

He Xiaofeng
Faculty of Management and Administration,
Master of Finance

Name of the Supervisor:
Assistant Professor Chu Shun Ho

Graduated Year:
2013

Type of Degree:
Master of Finance

Abstract:
In China, the residential mortgages are not only important part of banks' income, but also the source of funds for people when buying houses, which could be the good foundation of securitization of Residential Mortgage-Backed Securities. But the unreasonable prepayment rates make problems to the financial institutions which are involved. Which requires it is necessary to establish a set of effective model to imitate the process of prepayment. The study of residential mortgages prepayment seasonality effects is the basis to establish this model.

In view of the fact that Chinese scholars have few studies on this area, this paper is based on the "Jianyuan 2005" and "Jianyuan 2007"two pools of assets data, with takes regression model with dummy variables to build strong check sum of weak test model, combined with the seasonal index nonparametric test (includes Kruskal-Wallis H test and Friedman test), and studied the residential mortgages prepayment seasonality.

The conclusion of the study shows that, the residential mortgages prepayment has very clear significantly increased effects in spring, but no effects lie in summer, autumn and winter.

Keywords:
Residential mortgage loan, Prepayment, Seasonality, Mortgage-Backed Securities

15. 信用違約互換在協力廠商物流企業融通倉業務中的應用

宋丹
行政與管理學院-金融碩士

指導老師姓名:

唐華軍副教授

畢業年度:

2013

學位類別:

金融碩士

論文摘要:

在經濟飛速發展的今天，供應鏈這一概念的出現使得企業生產效率大大提高，但同時又由於資金的不到位，處於供應鏈上下游的中小企業信用水準低，使得其無法獲得充足的資金貸款進行周轉以及擴大再生產，由於“木桶短邊”效應，阻礙了供應鏈達到其最佳效益。供應鏈金融便在這種情況下應運而生了。供應鏈金融的出現逐漸成為協力廠商物流企業，銀行等金融機構提升競爭力，擴大客戶圈，獲取收益的新的利潤源泉。協力廠商物流企業作為供應鏈金融業務當中連接金融機構和融資企業的橋樑，起了非常大的作用，因此承擔了一定的風險。

本文以協力廠商物流企業在開展供應鏈金融融通倉業務中所面臨的風險為研究對象，通過引進信用違約互換，建立了基於信用違約互換的新型信用風險控制模型。本文運用博弈論的方法分析了協力廠商物流企業與銀行開展信用違約互換的可行性。接著給出了信用違約互換在供應鏈金融業務中的定價模型。為了降低風險，節約成本，提出了建立基於信用違約互換的協力廠商物流企業與銀行的電子交易平臺。同時又設計了在供應鏈環境中的中小企業信用評價的非財務指標框架。

通過這一系列風險控制手段的設定，使得協力廠商物流企業可以降低其業務風險，在提供增值服務，提升競爭力的同時獲得收益的前提下更好的開展供應鏈金融業務。

關鍵詞:

供應鏈金融、協力廠商物流企業、信用違約互換

15. Application of Credit Default Swap in the Financing Storehouse Business of the Third-party Logistics Companies

Song Dan
Faculty of Management and Administration,
Master of Finance

Name of the Supervisor:
Associate Tang Huajun

Graduated Year:
2013

Type of Degree:
Master of Finance

Abstract:

With the rapid development of economics, the emergence of concept of supply chain greatly improves enterprises' production efficiency. But with capital shortage and low credit level of medium-size and small enterprises in upstream and downstream in the supply chain, they cannot get enough loans which can help them turnover and expand reproduction. Because of Barrel short edge effect, it becomes an obstacle of supply chain to achieve the best benefit. In order to solve the problem, supply chain finance was born at this moment. The supply chain finance becomes a new profit source of third-party logistics companies and financing institutions to enhance competitiveness and expand the customer market. To be a bridge connecting financing institutions and financing enterprises, third-party logistics companies play a key role. At the same time, they take some risks.

This study focuses on the risk the third-party logistics companies face in financing storehouse business of supply chain finance, using a credit derivative--Credit Default Swap to establish a new-type credit risk control model.

Specifically, we use game theory to analyze the feasibility of using CDS between the third-party logistics companies and banks. And then we provide the mathematical pricing model of CDS in supply chain finance service. At last, we discuss how to build an electronic trading platform based on CDS and design a credit rating framework of non-finance indicators for the medium-size and small enterprises. Through a series of risk-control methods, the third-party logistics companies can reduce their business risk, provide value-added services, gain profit and provide a better service in supply chain finance.

Keywords:
Supply chain finance, Third-party logistics company, Credit Default Swap

16. 基於 GARCH 族和槓桿 SV 模型的同業拆借市場非對稱資訊研究

沈晨
行政與管理學院-金融碩士

指導老師姓名:

丁浩助理教授

畢業年度:

2013

學位類別:

金融碩士

論文摘要:

同業拆借利率是拆借市場的資金價格，是貨幣市場的核心利率，也是整個金融市場上具有代表性的利率，而利率風險則是商業銀行所面臨的最重要的市場風險。因此，本文選擇市場化程度最高的同業拆借市場進行非對稱資訊的研究。 Shibor 屬於金融時間序列數據，存在著普遍的波動性現象，而波動性是許多有關金融市場研究的一個核心問題。隨機波動率模型是一類很好的描述波動性的模型。本文分別通過建立正態、t 和 GED 分佈下反映資訊非對稱性的 GARCH 族模型和利用具有槓桿效應的 SV 模型對同業拆借利率進行非對稱資訊的對比分析研究，指出上海同業拆借市場存在顯著的槓桿效應。非對稱 GARCH 族模型和槓桿 SV 模型都能很好的捕捉金融時間序列數據的尖峰厚尾性、金融時間序列數據波動的聚集性、持續性和槓桿效應等特徵，故這兩種模型的聯繫與區別是值得探討研究的， 本文在實證分析中對兩個模型進行了對比研究，分別利用 MLE 方法和 MCMC 方法對模型進行參數估計。 結果表明雖然 GARCH 族模型和槓桿 SV 模型都能很好的刻畫波動的聚集性這一特點，但在刻畫波動持續性能力、殘差擬合程度和模型預測能力上進行對比，綜合分析得出槓桿 SV 模型較 GARCH 族模型能更好地擬合上海同業拆放利率數據的波動性。

關鍵詞:

GARCH 族模型、槓桿 SV 模型、上海銀行間同業拆放利率、非對稱資訊

16. Research on Asymmetric Information in Interbank Market based on GARCH Family and Leverage SV Models

Shen Chen
Faculty of Management and Administration,
Master of Finance

Name of the Supervisor:
Assistant Professor Ding Hao

Graduated Year:
2013

Type of Degree:
Master of Finance

Abstract:
Interbank offered rate is the capital price in the lending market, is not only the core interest rate in money market, but also the representative interest rates of the entire financial market. And the interest rate risk is the most important market risks faced by the commercial banks. Therefore, we choose the interbank lending market is highly marketized to study the asymmetric information. The Shibor belongs to financial time series data, which exists a universal phenomenon of volatility, which is a core issue in financial market research. Stochastic volatility model is a suitable way to describe volatility. Reflecting the asymmetric information under normal, t and GED distribution with the GARCH family models, and a comparative analysis of SV model with leverage effect of asymmetric information on the interbank interest rate is given, pointed out the existence of significant leverage effect in Shanghai interbank lending market. Asymmetric GARCH family models and Leverage SV model can capture the leptokurtosis and fat tail, the volatility clustering, persistence and leverage effect of financial time series data, so the contact and difference between two models is worth exploring research. In the comparative study of the empirical analysis of the two models, using MLE method and the MCMC method for model parameter estimation respectively. The results show that even both GARCH family models and Leverage SV model can characterize the feature of fluctuations aggregation well, however, a comprehensive contrastive analysis of their performance in depicting volatility persistence, residuals fit degrees and model predicting showed that, compared with the models of GARCH family, Leverage SV Model is better at capture the volatility of the Shibor data.

Keywords:
GARCH family models, Leverage SV model, Shanghai Interbank Offered Rates, Asymmetric information

17. 基於 GARCH 族模型的上證綜指及滬深 300 指數的風險價值分析及預測

周新宇
行政與管理學院-金融碩士

指導老師姓名:

伍向豪副教授

畢業年度:

2013

學位類別:

金融碩士

論文摘要:

風險管理、風險預測在當今金融市場引起了越來越多的人的重視，而風險價值法是眾多管理法中最具有實用性也是近來被越來越多人關注的方法。本文探索 GARCH 族模型對 VaR 的預測能力，找出最適合的預測模型，並就預測結果做出分析。本文選取了自 2009 年 4 月 30 日至 2013 年 4 月 26 日每個交易日收盤時的上證綜合指數以及滬深 300 指數作為研究資料。針對股票市場波動服從正態分佈常規假設的不足和缺陷，本文選用了能很好模擬股市尖峰厚尾特徵的 GARCH(1,1)族模型計算風險值驗證其適用性。

隨後，本文選取 GARCH(1,1)，TGARCH，EGARCH 三種模型分別對上證綜指和滬深 300 指數進行風險值預估並進行準確性回測。經研究發現，TGARCH 模型對上證綜指的預測最為準確，GARCH(1,1)為最適用於滬深 300 指數預測的模型。經過對預測結果分析，本文發現相關政策出臺，國家領領導人對於政策的表態、美國發佈第三次貨幣量化寬鬆政策、雅安地震等事件都有可能會造成對上證綜指和滬深 300 指數風險值的預估錯誤。

關鍵詞:

VaR、GARCH 族模型、上證綜指、滬深 300 指數

17. The Value-at-Risk Analysis and Forecast of Shanghai Composite Index and CSI 300 Index Based on GARCH Models

Zhou Xinyu
Faculty of Management and Administration,
Master of Finance

Name of the Supervisor:
Associate Professor Wu Shiang Hau

Graduated Year:
2013

Type of Degree:
Master of Finance

Abstract:

Risk management and risk prediction have drawn more and more attention in today's financial market; and value-at-risk method is the most practical management method which gets much concern recently as well.This paper aims to discuss the prediction ability of GARCH models on VaR, find out the most suitable forecasting model, and analyze the prediction results.

This paper selects the closing of each trading day from April 30, 2009 to April 26, 2013 on the Shanghai Composite Index and the CSI 300 Index as research data. In view of the shortcomings and defects that thevolatility of the stock market obeys normal distribution and normalassumption, we can calculate risk values to verify its applicability by the GARCH (1,1) models which can well simulate the characteristics of the stock market peak thick tail. Then, this paper carries on the risk prediction and accuracy test on Shanghai and Shenzhen 300 index separately with GARCH (1,1) , TGARCH and EGARCH. The study found that TGARCH model is the most accurate forecasts on the Shanghai Composite Index, GARCH (1,1) prediction model is best suited for the CSI 300 Index. After analyzing the results of prediction, this paper found that the declaration of relevant policies, national leaders' policy statement, the third monetary policy of quantitative easing released by the United States, and the Ya'an earthquake in Sichuan Province events may be the cause of prediction errors of value at risk of Shanghai Composite Index and the Shanghai and Shenzhen 300 index during the prediction time frame.

Keywords:
VaR, GARCH family model, SCI, CSI 300 Index

18. 測量中國人民銀行的貨幣政策立場---基於離散應變量的排序選擇模型

金山
行政與管理學院-金融碩士

指導老師姓名:

譚戈平助理教授

畢業年度:

2013

學位類別:

金融碩士

論文摘要:

在過去幾十年裡,中國人民銀行在不同時期與背景下採用了不同的貨幣政策手段來調控經濟的發展。但是由於政策調控目的的不同以及貨幣政策的時滯性與粘性,沒有一個代表性的指標可以系統的反應央行的貨幣政策立場。本文在 Xiong(2012)的基礎上根據央行貨幣政策執行報告中描述貨幣供應量的部份建立一個貨幣政策立場指標，基於歷史數據、累計貨幣政策立場以及貨幣狀況指數的排序選擇模型來探究影響貨幣政策改變的關鍵因素。

實證結果表明貨幣供應量與通貨膨脹對貨幣政策立場響應顯著，貨幣政策立場與名義匯率關係不大。此外，本文計算出的累計貨幣政策變化指數，對於貨幣政策立場的改變，有著很大的指示作用。

值得注意的是,貨幣狀況指數也可以很好的反應出貨幣政策立場的改變情況。另一方面,從中國人民銀行 2001 年至 2012 年公佈的貨幣政策執行報告可以看出,雖然並沒有明確的通脹目標公佈,中國人民銀行對通貨膨脹的預期決定了未來政策的基本走向。

關鍵詞:

貨幣政策、排序選擇模型、貨幣狀況指數、貨幣政策、執行報告

18. Measuring the Monetary Policy Stance of the People's Bank of China: Ordered Choice Model with Discrete Dependent Variables

Jin Shan
Faculty of Management and Administration,
Master of Finance

Name of the Supervisor:

Assistant Professor Tam Kwo Ping

Graduated Year:

2013

Type of Degree:

Master of Finance

Abstract:

Over the past few decades, the people's bank of China had used different monetary policy tools to stimulate economic growth and tame inflation. Due to different purpose of policy and the time lag of monetary policy, it is difficult to identify a representative indicator which can reflect to the central bank's monetary policy stance. According to Xiong(2012), the present study first reviews PBC’s monetary policy implementation report on money aggregate and constructed Money Condition Index. Further the present study has identified key factors influencing monetary policy stance by applying order probit models in the empirical study.

The empirical evidence suggests that the money supply and inflation show significant impact on monetary policy stance. There is no significantly relationship between monetary policy stance and the nominal exchange rate. Further, evidence suggests the cumulative monetary policy change index is a key indicator for the change of the monetary policy stance.

From the above empirical evidence this study concludes that monetary conditions index can also a good indicator to reflect the change of monetary policy stance. On the other hand, although there is no explicit inflation targets, the inflation expectations of the people's bank of China determines the basic direction of the future policy of the bank by analyzing the monetary policy implementation report.(from 2001 to 2012)

Keywords:

Monetary policy, order probit model, monetary conditions index , the monetary policy implementation report

19. 安徽省固定資產投資及其滯後效益的實證分析

胡珺
行政與管理學院-金融碩士

指導老師姓名:

陳省宏副教授

畢業年度:

2013

學位類別:

金融碩士

論文摘要:

固定資產投資是經濟增長的直接推動力。當前的固定資產投資將直接影響和決定今後一個時期的產出，合理的投資規模以及良好的投資效益，對促進經濟增長，優化經濟結構，增加就業機會，提高人們的生活水準都有著十分顯著作用。

一個國家和地區在發展的起步和初級階段，對固定資產投資的依賴程度更高。改革開放以來，中國固定資產投資一直保持高增長，既是加快發展的需要，也是發展初級階段的明顯特徵。目前，從東中西部地區來看，中西部地區投資拉動的特徵仍然十分顯著。安徽省是一個重要的中部省份，固定資產投資仍處在一個高速增長時期，從而也推動了本地區經濟的高增長。

本文擬在揭示投資與經濟增長之間理論關系，以及系統瞭解目前投資及其效益分析的基礎上，進一步明確固定資產投資定義，分析固定資產投資與產出關係，結合安徽改革開放以來的實際數據，進行加工處理，運用相關模型，對安徽省的固定資產投資效益進行評價和測度。本文通過認真研究安徽省固定資產投資的現狀，基於安徽省 1980- 2012 年的統計數據，分析了安徽省固定資產投資的直接效益和最終效益。利用固定資產交付使用率，建設項目投產率和房屋建築面積竣工率這三個指標對安徽省固定資產投資的直接效益進行分析。使用固定資產投資效果係數，對安徽省固定資產投資的最終效益進行分析。而作為衡量固定資產投資最終效益的綜合指標的固定資產投資效果係數，由於自固定資產的開始投資到其交付使用之間會有一個時間差，從而便會形成一個滯後效應。文章還通過對安徽省的具體情況進行研究，根據固定資產投資效益及其滯後性，經行實證分析，選取最優滯後期，計算出更能反映實際情況的投資效益。本文最後根據安徽投資效益計算結合結果，進一步提出優化投資的政策建議。

關鍵詞:

安徽省、固定資產投資效益、投資效果係數、滯後性

19. Analysis of Investment Benefit of Fixed Assets and Hysteresis Effect of Anhui province

Hu Jun
Faculty of Management and Administration,
Master of Finance

Name of the Supervisor:

Associate Professor Chen Hsing Hung

Graduated Year:

2013

Type of Degree:

Master of Finance

Abstract:

The investment in fixed assets is the direct driving force of the economy growth. The current investment in fixed assets will directly affect and determine the output of the next period. A reasonable scale of investment and good return on investment, to promote economic growth, optimizing the economic structure, increase employment opportunities and improve people's living standards have a very significant effect .

A national and regional in the initial stage of development has greater reliance on the investment in fixed assets. Since the reform and opening up, China's fixed asset investment has maintained a high growth, both the need to accelerate growth and the development of the initial stage of the obvious features. Judging from the eastern, central and western regions, the central and western regions the stimulation of investment characteristics are still very significant. Anhui Province is an important central provinces, investment in fixed assets is still in a period of rapid growth, which also contributed to the high economic growth in the region.

The paper thoroughly-studied and system analysis Anhui Province the investment in fixed asset scale structure present situation, by the massive full and accurate data, has analyzed the Anhui Province the investment in fixed asset direct benefit and the indirect benefit analysis, and designed the investment in fixed asset benefit appraisal target system in this foundation, at the same time taking this as the basis has carried on the Anhui Province the investment in fixed asset economic efficiency and the social efficiency appraisal. In this paper, to seriously study the status of investment in fixed assets, Anhui Province, Anhui Province, 1980 – 2012 statistics, analysis of the direct benefits of the investment in fixed assets in Anhui Province and the final benefits. Use of Fixed Assets utilization of these three indicators of construction projects put into operation rate and housing construction area of the completion rate of investment in fixed assets, Anhui Province, directly benefit analysis. The coefficient of investment in fixed assets, the analysis of the ultimate benefits of the investment in fixed assets in Anhui Province. The coefficient of investment in fixed assets as a measure of investment in fixed assets ultimately effective indicators, due to start from fixed assets investment to deliver between uses, there will be a time lag, which will form a lag effect. The article also by the specific circumstances of Anhui Province, according to the fixed assets investment returns lag, line empirical analysis to select the optimal lag period, calculated to better reflect the actual situation of investment returns. Finally, according to Anhui investment returns combined with the results of further proposed to optimize the investment policy recommendations

Keywords:

Anhui Province, Fixed Asset Investment Benefit, Investment Benefit Coefficient, Hysteresis Effect

20. 基於基本面及技術分析的股票篩選模型研究

唐曉涵
行政與管理學院-金融碩士

指導老師姓名:

周立剛副教授

畢業年度:

2013

學位類別:

金融碩士

論文摘要:

中國股票市場發展迅速，僅用了 22 年的時間，上市公司的數目就由最初掛牌交易的 8 家公司增加到現在的 2400 多家。這對投資者來說既是好事也是壞事，好的是投資者的選擇空間變大，壞的是如何從龐大的股票池中選擇優質股票變成了一個“大工程”。由於我國的中小投資者素質較低，這意味著他們在投資中常常抓不住影響股票超額收益的因素，導致投資失利。為了在股票投資中實現穩定的盈利，建立一套科學有效的選股模型有著重要的意義。本文構建的選股模型分為兩個部分：第一部分確定股票池，從研究影響股票超額收益的因素入手，使用 EVIEWS 軟體在眾多可以量化的影響因素（解釋變數）和超額收益率（被解釋變數）之間建立聯繫，通過各種假設檢驗篩選出對超額收益率有顯著影響的定量指標，將這些定量指標聯立起來，構建定量選股指標體系，對股票進行初次篩選。考慮到本文設計的選股模型主要是為中小投資者服務，本文僅保留排名前 50 的資料組（根據超額收益率的估計值排名）。在這 50 檔股票中，僅有 4 檔股票屬於選股錯誤（超額收益率估計值的符號和真實值符號相反），選股成功率高達 92%。第二部分則是利用定性指標從已得的 50 檔股票中選擇最終要留下的優質股票，堅定投資者的持股信心，確定介入股票的最佳時機。涉及到的定性指標主要包括：GDP 增長率的預期值、周邊國家經濟和政治狀況、宏觀經濟政策；公司在所處行業中的綜合排名、技術指標等等。

關鍵詞:

自上而下選股模型、證券投資分析、基本面分析、 技術分析、價值投資、CAN—SLIM 模型

20. The Research of Stock Selection Model Based on Fundamental and Technical Analysis

Tang Xiaohan
Faculty of Management and Administration,
Master of Finance

Name of the Supervisor:

Associate Professor Zhou Ligang

Graduated Year:

2013

Type of Degree:

Master of Finance

Abstract:

In the past twenty-two years, China's stock market has experienced a rapid development. The number of listed companies increased from 8 to over 2400, which is a double-edged sword for investors. It provides investors with more choices, but it also makes the selection of quality stocks become a "hot button". In addition, due to the lack of investment knowledge and experience, most investors select stocks blindly. They might suffer huge losses since they are not clear about the factors affecting the excess returns of stocks. In order to gain stable earnings from stock investment, a simple and effective stock selection model is required. The stock selection model in this paper can be divided into two parts: the first part is to establish the stock pool and to discuss the influential factors on the excess return by EVIEWS. The relationship between various quantitative influential factors (explaining variables) and excess return (explained variable) can be built. By various kinds of hypothesis tests, the significant quantitative index will be selected and used jointly to structure the indicator system of stock selection. To serve the small and medium investors, only the top 50 data sets (according to the estimated value of the excess rate) are retained. Empirical result shows this stock pool only has 4 stock select errors (the signs of estimated excess return and the true value are opposite) which means the success rate of this model is 92%. The second part is to select the best quality stocks from the 50 stocks with the qualitative index to strengthen investors' confidence of positions and determine the best opportunity. In the selection of indicators, the thesis uses the experience of the William J 0'Neil's CAN-SLIM model. Some unquantifiable indicators of the stock selection model are included, such as the expected value of GDP growth rate, the macroeconomic policies, and the conditions of external market, industry rankings and technical index. The quality stocks are expected to select from stock pool with these newly added indicators.

Keywords:

Top-down model of the stock selection, Securities analysis, Fundamental analysis, Technical analysis, Value investing, CAN-SLI Model

21. 人民幣即期匯率與無本金交割遠期匯率的動態關聯性及波動性研究--基於匯改前後的實證模型比較

孫巳玄
行政與管理學院-金融碩士

指導老師姓名:

譚戈平助理教授

畢業年度:

2013

學位類別:

金融碩士

論文摘要:

自 2010 年 6 月中國宣佈開始新一輪的匯率改革制度以來，人民幣與外匯交易活躍，匯率波動性顯著增強, 也增加了匯率波動帶來的風險。這也使得通過研究離岸市場與即期匯率的關係來檢驗政策是否有效，成為了熱門話題。

本文通過實證模型比較研究了我國二次匯改前後匯率市場無本金交割遠期和即期匯率之間波動性及關聯性的變化。文中選取了金融危機後停止第一輪匯率改革至今的 1 月期、3 月期、6 月期和 1 年期的無本金交割遠期和即期匯率數據，依二次匯改的時間分為改革前和改革後兩部分，時間跨度分別為 2008 年 7 月 1 日至 2010 年 6 月 19 日和 2010 年 6 月 20 日至 2012 年 12 月 31 日。

文章首先從無本金交割遠期與即期匯率的簡介及一些相關理論出發，回顧了無本金交割遠期的產生與發展及我國匯率改革的歷程，為接下來的實證分析做好理論鋪墊。接著，使用最新的數據資料，運用格蘭傑因果檢驗模型對四種合約期限的無本金交割遠期和即期匯率間的線性關係進行分析，得出結論為：匯率改革確實對兩者間的關係產生了影響，使原本僅為相對長期的無本金交割遠期 granger 因果關係的即期匯率，對短期的無本金交割遠期也產生了影響。

然後，為了進一步分析即期匯率與無本金交割遠期的波動關係，文章繼續使用 MA(1)-GARCH(1，1)模型對數據進行實證模型的分析和比較，最後的實證結果表明：二次匯改有的提高即期市場波動的彈性幅度，市場化程度得到增強，即期匯率比 NDF 反映更多的市場資訊，NDF 離岸市場受 SPOT 的資訊波動溢出影響。

文章最後根據檢驗結果嘗試分析政策原因：二次匯改切實有效的提高了即期匯率的匯率彈性，提高了其市場有效率。並針對我國現況提出相應的政策意見和建議，以期能更加完善境內外市場。

關鍵詞:

匯率改革、無本金交割遠期、即期匯率

21. A Comparative Study on the Dynamic Relationship and Return Volatility between RMB Spot Exchange Rate and Non-deliverable Forward Rate before and after the Exchange Rate Regime Reform

Sun Sixuan
Faculty of Management and Administration,
Master of Finance

Name of the Supervisor:
Assistant Professor Tam Kwo Ping

Graduated Year:
2013

Type of Degree:
Master of Finance

Abstract:

As the study of the relationship between the spot and future market price has become a hot topic in relevant researches, this paper analyses and explores the change of the relationship between the non-deliverable forward and the spot market after the secondary revaluation of China, and provides some useful policy recommendation to the governments.

This article first introduces non-deliverable forward and the related theories, including the emergence and development of non-deliverable forward in western countries and the development history of China's offshore market.

Further，this article has conducted a comparative study on the changes of volatility rate before and after the exchange rate regime reform in China via time series analyses models Granger causality test, MA(1)GARCH(1,1) models. Empirical evidence from analyzing the spillover effects in mean and volatility, suggests that spot is the center of information between the spot market and the offshore market after the regime reform. Also evidence from the present study suggests that the reform has indeed increased the volatility of the spot market.

Finally, this article proposes some useful policy implications to improve the market environment and the relevant supporting facilities, In order to streng then the spot and the non-deliverable forward market.

Keywords:
Exchange rate regiem reform, Non-deliverable forward, Spot Rate

22. 匯率轉嫁與通貨膨脹的動態關係研究--基於中國的實證分析與展望

高超
行政與管理學院-金融碩士

指導老師姓名:

譚戈平助理教授

畢業年度:

2013

學位類別:

金融碩士

論文摘要:

匯率是影響內部經濟均衡和外部經濟均衡的關鍵變數。最近幾年，隨著我國經濟的穩步發展，外貿順差和外匯儲備持續擴大，人民幣一直承受著很強的升值壓力。在人民幣不斷升值的情況下，國內物價水準卻不斷上升，出現了通貨膨脹的表現特徵，造成了與傳統理論相背離的現狀。那麼在這種情況人民幣匯率變動是否對國內通貨膨脹情況起到轉嫁作用呢?其轉嫁效果如何呢?

基於存在以上的問題及思索，本文採用了規範分析與實證研究相結合的研究方法，一方面從規範角度對匯率波動的轉嫁效應相關理論研究進行客觀的介紹：另一方面，運用實證分析方法研究了匯率變動對國內通貨膨脹情況的影響。同時本文還採用了定性分析與定量分析相結合的研究方法，運用匯率轉嫁理論和通貨膨脹理論的基礎知識，實現定性模型的研究；運用統計的方法，採用自回歸分佈滯後模型，實現定量研究。

通過採用以上的研究方法，針對我國目前的通貨膨脹壓力，探討了目前我國物價走勢以及推動價格普遍上漲得主要因素。然後在現有文獻基礎上就實際有效匯率與通貨膨脹水準之間的作用影響進行論證分析，運用 1996 年-2012 年的資料對實際有效匯率與我國價格水準(主要以消費者價格水準來反映國內的通貨膨脹水準)進行經濟計量檢驗，以期尋求兩交量之間的關係，以及影響程度。

關鍵詞:

匯率轉嫁、通貨膨脹、自回歸分佈滯後模型、貨幣狀況指數

22. An Empirical Study on the Dynamic Relation- ship between Exchange Rate Pass-through and Inflation in China

Gao Chao
Faculty of Management and Administration,
Master of Finance

Name of the Supervisor:

Assistant Professor Tam Kwo Ping

Graduated Year:

2013

Type of Degree:

Master of Finance

Abstract:

Foreign exchange rate is a vital variable which influences the balance of ex-economy and im-economy · In recently years，along with Chinese economy steadily develop，foreign trade surplus and foreign exchange hive went on increasing, RMB has always in the pressure of appreciation · In the situation of RMB appreciation, Chinese price level went up，and taken on the characters of inflation · So whether RMB’ S appreciation' has restrained the inflation，and how is the effect?

On the basis of above questions，this paper adopts the criterion method and the demonstration method · one side，the paper impersonal introduce the exchange rate pass-through domino effect theory in the criterion · On the other side，the paper adopts the demonstration method to study if the exchange rate changing has influenced Chinese inflation · When study the theory, the paper put more attention on practicability in order to offer gist to our government to constitute policy and reform system ·

By right of the above methods， in allusion to Chinese inflation pressure recently · This paper probes into china's price level changing and the mostly factors of pushing the price level · On the basis of the present literatures，the paper studies if the real effective exchange rate influenced the inflation，and using the data of 1996-2012 to check up it ·

Keywords:

Exchange Rate Pass-through, Inflation, Autoregressive distributed lag model, Monetary conditions index

23. 環境約束下中國工業生產率的增長：基於 Malmquist-Luenberger 指數的實證分析

劉書君
行政與管理學院-金融碩士

指導老師姓名:

宋宇副教授

畢業年度:

2013

學位類別:

金融碩士

論文摘要:

工業是我國經濟體系的核心，在未來相當長的一段時間內，我國仍將處於工業化的階段，工業經濟的增長情況將直接影響我國經濟未來的發展。但是隨著我國工業經濟的發展，也伴隨著一系列環境問題的產生，北京再獲“霧都”之稱。要實現經濟的可持續發展就需要不斷地提高環境效率，我國《“十二五”規劃》報告中稱，節能環保產業和新一代資訊技術、生物和高端裝備製造業將成為我國未來五年國民經濟的四大支柱產業。因此，分析環境因素對於工業經濟成長的影響制約作用顯得尤為重要。

對於該研究採用基於資料包絡分析的 Malmquist-Luenberger（ML）指數方法，在產出導向下測量了 2003 年至 2011 年在環境因素影響下中國各地區工業生產率的增長情況。先從靜態的角度測算了 2003 到 2011 年我國工業“純”技術效率和規模效率的生產性前沿。接著從動態的角度分析了工業生產率的改變，並且將其分解為工業技術效率改變和技術改變兩個部分，通過橫向和縱向的對比，解析了中國工業生產率變化的原因。為了進一步瞭解技術效率改變得原因，文章又層層深入，將工業技術效率的變化分解為“純”技術效率變化和規模效率的變化。最後，通過對 Malmquist 指數和 Malmquist-Luenberger 指數對工業全要素測度的不同結果的分析，提出環境因素的不可忽視性。

文章中的所有資料均來自 《中國統計年鑒》，將我國 31 個省市自治區按地域劃分為東部、中部、東北部和西部四個地區作為決策單元。計算結果表明：2003-2011 年我國工業生產率增長靠得基本上都是技術的進步，工業技術效率幾乎不起作用，在西部還有倒退現象，因此可以看出工業生產過程中對現有資源利用率不夠。技術進步受金融危機的影響很顯著，除西部受東部工業向西部轉移的影響外，其他地區在 2007 年以後都處於緩慢增長中。將工業技術效率進一步分解，可以看到我國西部工業規模效率不增反降處於惡化中，其他地區近幾年都沒有變化，說明工業技術效率仍有很大的提高空間。

文章一共分為五個部分，第一部分對研究背景、現狀和研究意義做了大致的描述。第二部分對於之前專家的研究做了個簡單的回顧和總結。第三部分對於方向距離函數進和 Malmquist-Luenberger 指數的研究方法做了簡單介紹並且介紹了文中數據和變數的選取。第四部分為實證研究，第五部分是對研究結果進行的一個總結。

關鍵詞:

全要素生產率、方向距離函數、Malmquist-Luenberger 指數、工業

23. Developing of Environmental Efficiency and Productivity in the Chinese Industry by Using Malmquist-Luenberger Indices

Liu Shujun
Faculty of Management and Administration,
Master of Finance

Name of the Supervisor:
Associate Professor Song Yu

Graduated Year:
2013

Type of Degree:
Master of Finance

Abstract:

The industry is the core of China's economy system. In a long period of future, China will continue in the stage of industrialization, industrial economic growth will affect the future of China's economic development directly. However, with the development of China's industrial economy, it is also accompanied by the generation of a series of environmental problems. For example, Beijing is now so called "fog city". In order to achieve the sustainable development of the economy, it demands us to continue improving the environmental efficiency. In China's "12th Five-Year Plan", energy saving and environmental protection industry and a new generation of information technology, biotechnology and high-end equipment manufacturing industry will become the four pillar industries of the national economy in the next five years. Therefore, the analysis of environmental factors is particularly important for restriction the industrial economic growth.

For this study, using the index based on data envelopment analysis Malmquist-Luenberger (ML) method, measured productivity growth of the industry in various regions of China from 2003 to 2011 under the influence of environmental factors in the output-oriented. First estimates from the static point of 2003-2011, China's industrial "pure" technical efficiency and scale efficiency production frontier. Then make the dynamic analysis of changes in industrial productivity, and the decomposition of the industrial technical efficiency change and technological change in two parts, horizontal and vertical contrast, parsing the reason for the change of China's industrial productivity. In order to further understand the reason of technical efficiency change, this article divides the industrial technical efficiency change decomposed into "pure" technical efficiency change and scale efficiency change. Finally, by the analysis of the results of the industry total factor measure Malmquist Index and Malmquist-Luenberger index proposed environmental factors can not be ignored.

All the data in this article is from the China Statistical Yearbook. China's 31 provinces, municipalities and autonomous regions are divided by areas in four districts of the east, central, northeast and west as a decision-making unit. The calculation result shows that during 2003-2011 China's industrial productivity growth basically relying advances in technology, industrial technology efficiency almost does not work, and in west even setbacks. It can be deduced that the efficiency of use of the existing resources in the industrial production process is not enough. Technological advances by the very significant influence of the financial crisis, in addition to the eastern industrial shift to the west, the other regions were in the slow growth after 2007. The decomposition of the industrial technical efficiency further, it can be seen that our western industrial scale efficiency drops in deterioration, and in other regions it had no change either, which indicates that the efficiency of industrial technology still has much room for improvement.

The article is divided into five parts; the first part is of the research background which is of current status and research description. The second part is the summary of expert research. The third part is a brief introduction of the direction of the distance function, Malmquist-Luenberger index method and the description of the data and variable selection. The forth part is the empirical research. The fifth part is a summary of the results.

Keywords:
Direction of total factor productivity, distance function, Malmquist-Luenberger Index, Industry

24. 股權結構對商業銀行贏利能力的影響

劉陽
行政與管理學院-金融碩士

指導老師姓名:

趙世勇助理教授

畢業年度:

2013

學位類別:

金融碩士

論文摘要:

隨著中國金融市場開放程度的不斷加深, 截止到目前為止，中國內地已經有 16 家銀行成功上市，銀行業也面臨著日益激烈的全球競爭,思考如何在激烈的競爭中立足並保持可持續發展, 對中國上市銀行而言尤為重要。銀行的贏利能力是銀行競爭力的集中體現, 本文的研究目的是分析上市銀行的股權結構是否會對其贏利能力產生影響,並根據實證分析的結果相應地給出建議。期望能為銀行業提供一些參考和借鑒。

本文的第一部分介紹了研究的背景，對國內外相關問題研究的文獻做了回顧，並進行了分析和總結。同時也討論了本文的創新與不足之處。第二部分介紹了股權結構與商業銀行贏利能力相關的理論基礎。在此基礎上，第三、四部分對本文的研究方法做了討論，並根據此進行了實證分析。本文用加權平均淨資產收益率、總資產收益率、每股收益以及人均淨利潤 4 個指標對銀行贏利能力進行衡量，以 14 家上市銀行 2007-2011 五年的面板資料，從股權結構的股權集中度和股權屬性兩個方面對上市銀行的贏利能力進行了回歸分析。4 個模型的實證結果都表明，股權集中度與股權屬性都對銀行贏利能力不具有顯著的影響。第五部分針對上述實證結果給出了相應的建議，即加快金融自由化的進程，只有當銀行業面臨充分的競爭環境時，股權結構才有可能對商業銀行的贏利能力產生影響。

關鍵詞:

商業銀行、股權結構、贏利能力

24. The Impact of Ownership Structure on the Profitability of Commercial Banks

Liu Yang
Faculty of Management and Administration,
Master of Finance

Name of the Supervisor:
Assistant Professor Zhao Shi Yong

Graduated Year:
2013

Type of Degree:
Master of Finance

Abstract:

With the opening degree of China's financial market deeply. Until now, China has 16 listed banks. They have no choice but to rethink how to base in the highly competitive and maintain sustainable development. The profitability of bank is the concentrated expression of bank core competence. The main purpose of this paper is to find out if there have some relationships between the profitability of commercial bank and Ownership structure, and propose the recommendation about banking and provide reference for the banking.

The first part of this paper introduces some background to the study. The domestic and foreign literature and the theories of profitability of bank and ownership structure were reviewed and summarized. The innovation and shortcomings of this paper also have been discussed in this part. The second part describes the theoretical basis of the ownership structure of the profitability of the commercial banks. On this basis, the third and fourth parts introduce the research methods and have an empirical analysis based on this method. In this paper, return on net assets, return on assets, earnings per share and net profit per person four indicators are used to measure bank profitability. According to the panel data of the 14 China's listed banks in five years from 2007 to 2011, do regression analysis of profitability of the commercial banks from the two aspects of ownership structure - ownership concentration and ownership properties. Four empirical results show that ownership concentration and equity properties are not relevant and profitability of the commercial banks. The fifth Part in this paper gives the corresponding recommendations according the empirical results. Accelerating the process of financial liberalization must be taken, only when the banking is facing a fully competitive environment, ownership structure may have an impact on the profitability of the commercial banks.

Keywords:
Commercial bank, Ownership Structure, Profitability

25. 大中華區商業銀行逆週期資本緩衝計提指標研究

魏敏
行政與管理學院-金融碩士

指導老師姓名:

丁浩助理教授

畢業年度:

2013

學位類別:

金融碩士

論文摘要:

在美國次貸危機爆發之後，人們開始反思原本以保證單個金融機構穩健經營為目標的微觀審慎監管不能有效地維護金融穩定，在防範系統性金融風險方面存在著重大缺陷。加強對金融機構的宏觀審慎監管，並將其與微觀審慎監管進行有機結合，已成為後危機時代各國金融監管的主要發展趨勢。儘快建立健全逆週期資本緩衝機制，應當成為國際金融組織和各國監管當局共同關注的重點內容。 本文針對國內外關於資本監管的順週期性和逆週期政策的研究進展進行了梳理，分析了巴塞爾委員會逆週期資本緩衝框架的政策目標、實施原則以及具體的計提規則參考國外研究者選擇逆週期資本緩衝掛鉤變量的思路，對我國銀行不良貸款率和信貸/GDP 兩個掛鉤變量進行了比較分析，結果顯示，信貸/GDP 的確對整個金融體系的實際融資情況反映得更加及時和客觀。最後，按照巴塞爾委員會公佈的《逆週期資本緩衝指引》，運用 HP 濾波法，選取了大中華區的信貸及 GDP 數據進行實證分析，並提出了相關的政策建議。 實證結論表明，信貸/GDP 指標在大中華區也可以較好地用來判斷信貸增長過快、系統性風險累積的情況。四個地區的金融機構及監管當局應當加強溝通交流，儘快制定適合本地區發展情況的逆週期資本緩衝機制。

關鍵詞:

宏觀審慎監管、順週期性、掛鉤變量、逆週期資本緩衝

25. Research on Indicators of Countercyclical Capital Buffers for Commercial Banks in Great China

Wei Min
Faculty of Management and Administration,
Master of Finance

Name of the Supervisor:
Assistant Professor Ding Hao

Graduated Year:
2013

Type of Degree:
Master of Finance

Abstract:

After the subprime crisis in the United States，People began to reflect on originally aimed to ensure the steady and safe operations of individual financial institutions micro-prudential supervision can't effectively maintain the financial stability, in preventing systemic financial risks exist significant defects. Strengthening the macro prudential supervision of financial institutions, and combinationing with micro-prudential supervision, has become a post-crisis countries the main trends of development of financial regulation. As soon as possible, establish and improve the countercyclical capital buffer mechanism, should become international financial organizations and national regulatory authorities have focused on the content.

Pro-cyclical about regulatory capital at home and abroad, the author of this paper and the research progress of countercyclical policy undertook combing, has analyzed the framework of the Basel committee countercyclical capital buffer policies, goals, implementation principles and specific provisions of the rules. Reference foreign researchers choose countercyclical capital buffer tied variables, to our country bank non-performing loans and credit/GDP index of two variables, has carried on the comparative analysis, the result shows that the credit/GDP indeed to the entire financial system of the actual financing situation reflects more timely and objective. Finally, according to the Basel committee published the countercyclical capital buffer guide, using the HP filter method, select the greater China credit and GDP data for the empirical analysis, and put forward relevant policy Suggestions. The empirical conclusions show that the credit/GDP indicators in the greater China area can also be used to judge well fast credit growth, the accumulation of systemic risk. Four areas of financial institutions and regulatory authorities should strengthen the communication, suitable for development in the region as soon as possible the countercyclical capital buffer mechanism.

Keywords:

Macro-prudential supervision and regulation, Pro-cyclicality, Tied variables, Countercyclical Capital Buffer

26. 關係投資策略對博彩客戶忠誠度的影響-以澳門銀河娛樂渡假村為例

Sonia De Assuncao Da Conceicao
行政與管理學院-工商管理碩士

指導老師姓名:

石永東助理教授

畢業年度:

2013

學位類別:

工商管理碩士

論文摘要:

自 2002 年澳門特區政府開放博彩經營權以來，澳門博彩娛樂場的競爭愈演愈烈。隨著 2011 年 5 月澳門銀河娛樂渡假村的開業，澳門博彩業已經進入“六分天下”的白熱化競爭階段。據統計，截止 2012 年 12 月底在澳門這個不足 30 平方公里的土地上已經擁有 35 家娛樂場，5485 張賭台、16585 台角子機（DICJ, 2013）。近年來，隨著新加坡等周邊國家地區大力發展博彩業，澳門的博彩娛樂業也面臨著新的競爭環境。因此，提高客戶忠誠度，以鞏固現有客源保持佔有率，將會是現時娛樂博彩企業維持業務長遠發展的一個重要措施。

由於這個理由，我們以 De Wulf 在 2001 年提出的結構模型進行擴展，提出了一個以適用於娛樂博彩業的結構模型。在 De Wulf 在 2001 年的研究中，他開發了適用於零售行業的研究；研究中不但測量了顧客感知關係投資的關係營銷策略(包括四種策略：直接郵件、優惠待遇、人際溝通和有形的獎勵)。此外，這個模型還對顧客感知關係投資進行評估，而且解釋了關係質量對行為忠誠度的影響。此外，De Wulf 的模型還加入兩個調節變量：產品類別的參與和消費者的關係傾向，並且證明瞭出它們是如何影響最終的結果。

而在我們的研究中，我們將 De Wulf 模型延伸至澳門娛樂博彩行業，並以銀河娛樂場為研究對象，添加行業獨有的特質- 追求新奇，以及將原有的"產品類別的參與"推展為更切合行業環境的"顧客參與度"進行研究。此外，我們的結構模型還加入一個仲介變量 - 態度忠誠，以研究態度忠誠是否與關係質量及行為忠誠之間起顯著正向仲介作用。我們利用問卷作為收集受訪者數據和進行數據分析，而在研究中，我們利用成功收集的一共 449 份有效問卷進行了信度分析、因數分析、相關性分析、回歸分析、調節變量分析以及仲介變量分析，以證明我們所提出的假說是否成立。

結果，本文的主要貢獻和結論如下：

(1) 我們證明三個關係市場策略的因素（包括優惠待遇、個人溝通、有形獎勵）能顯著及正向地影響客戶感知關係投資。唯一一個關係市場策略因素：直接郵件不能被證明顯著地影響客戶感知關係投資；

(2) 客戶感知關係投資能顯著地產生正向的關係質量；

(3) 關係質量能顯著地產生正向的行為忠誠度；

(4) 關係質量能顯著地產生正向的態度忠誠度；

(5) 三個調節變量中的顧客參與度及客戶關係傾向能顯著地產生正相關的調節作用，如顧客擁有較高的參與程度，能有效加強客戶感知關係投資與關係質量之間的正向關係；同樣地，較高的客戶關係傾向會加強客戶感知關係投資與關係質量之間的正向關係；而第三個調節變量-追求新奇動機，在關係投資對行為忠誠起顯著負相關調節作用，而在態度忠誠對行為忠誠間沒有顯著調節作用；

(6) 態度忠誠度能夠作為部份仲介變量來影響關係質量與行為忠誠度之間的關係。

關鍵詞:

感知關係投資、關係質量、關係市場策略、行為忠誠度、態度忠誠度、追求新奇

26. Investigating the mechanism on relationship investment strategy to customer loyalty: based on Galaxy Macau

Sonia De Assuncao Da Conceicao
Faculty of Management and Administration,
Master of Business Administration

Name of the Supervisor:

Assistant Professor Shi Yong Dong

Graduated Year:

2013

Type of Degree:

Master of Business Administration

Abstract:

Since the Macau Government opened gaming concession in 2002, the competition of Macau casinos became intensified. With the opening of the Galaxy Macau resort in May 2012, Macau's gaming industry had entered a “sixth of the world" white-hot competition stage. According to the statistics, until the end of December 2012, there are 35 casinos, 5,485 gaming tables and 16,585 slot machines in less than 30 square kilometers of land – Macau (DICJ, 2013). In recent years, with the development of the gaming industry in Singapore and other neighboring countries, Macau's gaming and entertainment industry is also facing new competitive environment. Therefore, increasing customer loyalty, in order to consolidate the existing customer base to maintain market share, will be the most important factor for long-term development of maintaining the existing gaming business.

De Wulf, his research focus on the retail industry. He measured the relationship marketing tactics (direct mail, preferential treatment, interpersonal communication and tangible reward) and their influence of Perceived relationship investment. In addition, this model also assesses the perceived relationship investment between relationship qualities and affects behavioral loyalty. This model by adding two moderators: product category involvement and consumer relationship proneness and how they affect in the final results.

In our reseach, we extended the model of De Wulf to the gaming industry in Macau and Galaxy Macau as the research object, the unique characteristics of the industry –novelty seeking will be added in our new

model and change product category involvement to customer involment will be more in line with gsming industry. Moreover, our structural model will also add one consequence – Attitudinal Loyalty and investigate whether it has mediating effect on the relationship from relationship quality to behavioral loyalty. We utilize questionnaire as instrument to collect respondents’ data for analysis, we successfully collect 449 questionnaires for our study. Subsequently, we use reliability analysis, factor & validity analysis, correlation analysis, regression analysis, moderator analysis and mediator analysis for checking our proposed hypotheses.

As a result, our major contributions and findings are listed as follows:

(1) We prove three elements of relationship marketing tactics (Preferential Treatment, Interpersonal Communication and Tangible Rewards) can affect perceived relationship investment positively. Only Direct Mail cannot be proved as one relationship marketing tactics significantly affect perceived relationship investment.

(2) The perceived relationship investment can generate positive relationship quality;

(3) The positive relationship quality can result in positive behavioral loyalty;

(4) The relationship quality can also toward attitudinal loyalty positively;

(5) The moderating factors of customer involvement and consumer relationship proneness can have a positive impact in the result of relationship quality, such that the higher customer involvement can intensify the positive relationship between perceived relationship investment and relationship quality. And similarly, the higher V consumer relationship proneness can also intensify the positive impact of perceived relationship investment on relationship quality; For moderating factor of novelty seeking, the higher novelty seeking can have a negative impact in the

result between relationship quality and behavioral loyalty. Another side, higher novelty seeking cannot significantly affect between attitudinal loyalty and behavioral loyalty;

(6) The attitudinal loyalty can be a partial mediator between relationship quality and behavioral loyalty.

Keywords:

Perceived relationship investment, Relationship quality, Relationship marketing tactics, Behavioral loyalty, attitudinal loyalty, Novelty Seeking

27. 智慧資本與企業資本結構對經營績效之影響研究--以澳門博彩業為例

李燕豪
行政與管理學院-工商管理碩士

指導老師姓名:

朱順和助理教授

畢業年度:

2013

學位類別:

工商管理碩士

論文摘要:

澳門擁有其獨特的文化背景，澳門博彩業歷史悠久，早已成為澳門經濟支柱。隨著，中國經濟高速發展及港澳的自由行政策推出，澳門旅客已接近三千萬人次。2002 年澳門賭權開放，政府增發至三張博彩執照，分一正牌及一副牌，由六家博彩公司分別持有。2013 年澳門博彩收入已超過三千億澳門元，政府稅收高達一千億澳門元。澳門因博彩業的發展逐漸成為亞洲奪目之新星。

本文研究對象包括：澳門博彩股份有限公司、銀河娛樂場股份有限公司、金沙中國有限公司、新濠博亞博彩(澳門)股份有限公司、永利渡假村(澳門)股份有限公司、美高梅金殿超濠股份有限公司。本文以智慧資本增值係數模型作基礎，配合企業資本結構指標，建立研究變數，運用面板迴歸分析，探討影響澳門博彩公司經營績效的因素。

本研究結果顯示，智慧增值模型中人力資本使用效率、結構資本使用效率、關係資本使用效率及創新資本使用效率與企業經營績效顯著。其中，結構資本使用效率為正相關，人力資本使用效率、關係資本使用效率及創新資本使用效率，均為負相關；在企業資本結構模型中財務槓桿、企業規模亦與企業經營績效顯著。其中，財務槓桿為負相關，企業規模為正相關。綜合兩方可得，博彩公司的經營績效與智慧資本及企業資本結構有著密切關係，且智慧資本直接對企業經營績效產生影響。

關鍵詞:

智慧資本、博彩業、資本結構、VAIC 模型、面板數據迴歸

27. The Impact of Intellectual Capital and Enterprise Capital Structure on Operational Performance and Empirical Study of Casino Industry in Macau

Lei In Hou
Faculty of Management and Administration,
Master of Business Administration

Name of the Supervisor:

Assistant Professor Chu Shun Ho

Graduated Year:

2013

Type of Degree:

Master of Business Administration

Abstract:

Macau has its unique cultural background. Casino industry has a long history and it has already become the major pillar of Macau's economy. At the same time, with the rapid economic development of China and the execution of Hong Kong and Macau's "Individual Visit Scheme", the numbers of visitors are close to thirty million. In 2002, with the liberalization of Macau casino industry, Macau government released three casino licenses; one license can be divided into two; and they are held by six casino companies. In 2013 Macau's casino's revenue is more than three hundred billion patacas and government tax income is over one hundred billion patacas. Due to the development of the casino industry, Macau has gradually become the Asia's dazzling Nova.

The objects of this study include: SJM, Galaxy Casino Co. Ltd.,Sands China Ltd., Melco PBL Gaming (Macau) Co. Ltd., Wynn Resorts (Macau) Ltd., MGM Grand Co.Ltd. According to Value added intellectual coefficient (VAIC) model with the indicators of enterprise capital structure to establish the research variables. This study uses panel data regression to explore the influencing factors on the operating performance of casino Industry.

The result of this study shows that human capital efficiency, relational capital efficiency, and innovation capital efficiency have significantly negative relation with the operational performance of casino industry, whereas structural capital efficiency has significantly positive relation. Secondly, financial leverage has significantly negative relation with operational performance, whereas company size has significantly positive relation. Generally speaking, this study finds out that operational performance of casino industry is closely related to both intellectual capital and capital structure. Moreover, the intellectual capital is a direct factor to operational performance of casino industry in Macau.

Keywords:

Intellectual capital, Casino industry, Capital structure, VAIC model, Panel data regression

28. 關係利益的感知程度對會員忠誠度的影響-以廣州零售行業為例

佟蘊智
行政與管理學院-工商管理碩士

指導老師姓名:

石永東助理教授

畢業年度:

2013

學位類別:

工商管理碩士

論文摘要:

隨著幾十年我國的零售行業變革，國外零售主體的進駐，在豐富了我國零售行業的類型和創新的營銷方式以外，還為我國的零售行業，特別是百貨行業的市場競爭加劇。在廣州百貨零售行業中，近幾年電子商務和一站式購物中心的強勢入侵，影響了消費者的消費習慣，面對如此大的衝擊，百貨行業紛紛轉型以求出路，而會員制經過十幾年的變遷，依然成為提升自我品牌忠誠度的營銷手段之一。

面對如此激烈的市場競爭，廣州各百貨業開始意識到以服務提高顧客忠誠度、尋找差異化經營才是制勝關鍵，故本文以會員顧客對百貨公司的關係利益感知程度，檢驗會員顧客的關係利益對百貨公司忠誠度的影響機制。

本文通過文獻回顧，提出了關係利益與顧客忠誠的影響結構模型，通過大量的調查問卷，隨後對收到的 400 份有效問卷進行數據分析，利用 SPSS V.20 和 Microsoft Excel 2003 版，對數據進行了效度分析、信度分析、描述性分析、相關性分析、回歸分析，以及對所假設的命題進行檢驗，對此結論如下：

1） 關係利益與關係質量中，信心利益不顯著正向影響顧客承諾；社會利益不顯著正向影響顧客信任。

2） 關係質量與顧客忠誠中，顧客信任均不顯著正向影響態度忠誠以及行為忠誠。

3） 態度忠誠顯著正向影響行為忠誠。

關鍵詞:

關係利益、關係質量、顧客忠誠、廣州零售行業

28. The impact of perceived relational benefits on member's loyalty: An empirical study on Guangzhou's retail industry

Tong Yun Zhi
Faculty of Management and Administration,
Master of Business Administration

Name of the Supervisor:

Assistant Professor Shi Yong Dong

Graduated Year:

2013

Type of Degree:

Master of Business Administration

Abstract:

Following rapid social changes in the past several decades of china's retail industry, with the presence of main bodies of foreign retail, it enriches and completes theoretical research on marketing ways and retail industry. The retail market continues to boom and increase competition accordingly. In Guangzhou, electronic commerce and "one-stop" shopping malls, influence the consumption habits of consumers. Faced

with such a big environment, department stores of retail industry have transition to another way in succession. Membership after years of change, still become one as a respected means of marketing.

Face with such fierce market competition, every department store of retail industry has realized the important of customer loyalty. To enhance service quality, improve the business model is the key to success. So the paper based on members' perceived benefits, has an empirical study on Guangzhou's retail industry, discuss between customer perceived benefits and customer loyalty.

Through literature review, the paper puts forward the structure model of the relationship benefits and customer loyalty. After a lot of questionnaires, analysis about 400 received valid questionnaires. Use the SPSS V.20 and Microsoft Excel V.2003, mainly including reliability and validity analysis, correlation analysis, regression analysis. The conclusionis as follows:

1) Relationship benefits and relationship quality. Confidence benefits have not positive direct effect on customer commitment. Social benefits have not positive direct effect on customer trust.

2) Relationship quality and customer loyalty. Customer trusts have not positive direct effect on customer attitudinal loyalty and behavior loyalty.

3) Attitudinal loyalty has positive direct effect on behavior Loyalty.

Keywords:

Relationship benefits, relationship quality, customer loyalty, Guangzhou's retail industry

29. 澳門電訊經營績效評價體系研究

周雲滔
行政與管理學院-工商管理碩士

指導老師姓名:

宋雅楠副教授

畢業年度:

2013

學位類別:

工商管理碩士

論文摘要:

當今社會正處於資訊化時代，電信業在世界經濟中發揮著舉足輕重的作用。隨著重組和 3G 移動牌照的發放，電信業內競爭更加激烈。如何在新的環境下保持健康發展，提高企業經營業績，增強企業競爭能力，是每一個電信企業待解決的重要課題。經營績效評價作為企業管理的一項基礎性工作，有利於企業尋求自身的優勢和不足，分析較深層次的原因，對挖掘企業今後發展潛力具有十分重要的意義。

本研究首先會介紹澳門電訊的背景，研究目的及意義，還有研究內容及方法。其次回顧企業績效評價的特徵，內涵與內容，企業績效評價系統要素，以及目前常用的企業績效評價方法，為後續澳門電訊績效評價指標體系構建與評價方法選擇，提供了必要的理論基礎。然後借鑒平衡記分卡思想構建澳門電訊經營績效評價指標體系，並運用層次分析法賦權的模糊綜合評價方法對澳門電訊 2007-2012 年的經營績效狀況進行評價分析，為澳門電訊今後發展提供了參考和建議。

研究發現，澳門電訊近 6 年經營績效狀況基本呈穩定趨勢，2007 年至 2012 年總體狀況均處於中等以上，其中 2011 年總體評價為中，2012 年總體評價為差。說明在新的競爭環境下要進一步強化競爭優勢，必須在財務管理和客戶方面進一步改進。

關鍵詞:

績效評價、指標體系、層次分析法、模糊綜合評價

29. Research on Performance Evaluation System of Companhia de Telecomunicações de Macau

Zhou Yun Tao
Faculty of Management and Administration,
Master of Business Administration

Name of the Supervisor:

Associate Professor Song Ya Nan

Graduated Year:

2013

Type of Degree:

Master of Business Administration

Abstract:

The society is in information times and telecommunication industry plays important role in world economic. With the reform and grant of 3G mobile license tags，the competition becomes more impetuous in telecommunication industry. It is necessary for telecommunication enterprises to develop in healthy way，improve business performance and strengthen competitive power in the new environment of international market. As a basic job of telecommunication enterprise，performance evaluation is conductive to seeking the advantage and disadvantage of enterprise，analyzing the deeper reason and excavation enterprises in the future development potentiality.

The paper introduces background of CTM, purpose and significance of research, content and method of research first, and then Based on the analysis of characteristic, intension, factor of business performance evaluation and method of common performance evaluation, it establishes a set of performance evaluation index system of CTM Company. Using the index system，The analytic hierarchy process，Fuzzy Synthetic Evaluation , it evaluates CTM Companies performance from 2007 to 2012. The result shows that the performance of CTM Company is tolerable.

In the result, business performance of CTM is keeping in stable tendency in recent 6 years. Between 2007 and 2012 overall condition of CTM is in moderate evaluation, especially in 2012 the evaluation is bad. In new environment of competition, CTM must improve in environment of competition and client service.

Keywords:

Performance evaluation, Index system, The analytic hierarchy process, Fuzzy Synthetic Evaluation

30. 我國商業銀行貸款動態撥備制度及其應用分析

張萌
行政與管理學院-工商管理碩士

指導老師姓名:

丁浩助理教授

畢業年度:

2013

學位類別:

工商管理碩士

論文摘要:

貸款撥備作為抵禦銀行風險的第一道屏障，是銀行健康穩定的保證，金融危機爆發後，撥備制度的順週期性開始引起監管當局的重視。國際相關組織探索提出來建立前瞻性動態撥備制度，希望能緩解貸款撥備計提對經濟波動的放大作用。我國監管當局在 2011 年提出了建立動態撥備制度，制度實施後對我國商業銀行的影響以及效果的分析需要進行驗證。有鑒於此，本文以我國動態撥備制度作為研究對象，重點分析動態撥備制度的實施效果，客觀評價我國動態撥備制度現狀，為進一步完善相關制度提出建議。

本文在對貸款撥備制度進行研究後，歸納整理我國貸款撥備制度，對比我國動態撥備制度實施後，銀行數據的變化。利用我國商業銀行歷史數據，對我國動態撥備制度進行驗證，發現我國現行動態撥備制度可以在一定程度上緩解貸款撥備的順週期性，但是效果不明顯；並且我國基於規則模型的動態撥備制度沒有發揮作用。最後針對我國現行的動態撥備制度存在的缺陷，提出了完善建議，這對提高我國商業銀行抗風險能力有著重要的意義。

關鍵詞:

貸款撥備制度、動態撥備制度、動態撥備、順週期

30. Analysis of China's Dynamic Provision System and its Application

Zhang Meng
Faculty of Management and Administration,
Master of Business Administration

Name of the Supervisor:
Assistant Professor Ding Hao

Graduated Year:
2013

Type of Degree:
Master of Business Administration

Abstract:

Loan provisions are as the first barrier of withstanding the risks of banks, playing very important role of keeping banks at healthy and stable mode. After the outbreak of financial crisis, the pro-cyclicality of provision system has begun to draw attention by regulatory authorities. Relevant international organizations proposed to establish a forward dynamic provision system, hoping to ease amplification of the fluctuations by loan provisions in the economy. In 2001, China proposed the establishment of a dynamic provisioning system, and the analysis of the impact and effect by the implementation of provision system to China's commercial banks need to be validated. In view of this, China's dynamic provision system will be studied as the research object, and the analysis of the effects by the implementation of dynamic provisioning system are the main concerns, besides that, the China's dynamic provisioning system will be evaluated objectively, and make further recommendations to improve the relevant provision system.

In this paper, after the study of the loan provision system, with in-depth analysis of our loan provision system, compared to the banks data change after the implementation of dynamic provisioning. The impacts of dynamic provision system are validated based on China's commercial banks' historical data. The results show that at some point the dynamic provision system could ease the pro-cyclicality of the loan provision, but effects are not obvious. And our rule-based dynamic provision model is not working as planned. Finally, for the presence of defects in the current system of dynamic provisioning, further recommendations will be raised, which has significant impact of promoting China's commercial banks' anti-risk ability.

Keywords:
Loan provision system, Dynamic provision system, Dynamic provisioning, pro-cyclicality

31. 傳媒行業公司治理結構對績效的影響---基於滬深上市公司的實證分析

彭玨玉
行政與管理學院-工商管理碩士

指導老師姓名:

劉成昆副教授

畢業年度:

2013

學位類別:

工商管理碩士

論文摘要:

公司治理結構是現代企業制度的核心，是企業經營管理的關鍵因素，有效的公司治理結構已經成為提高公司績效的必要條件。隨著十七屆六中全會關於促進文化產業的政策的實施，近年來，中國傳媒產業各行業均取得很大的發展和提升，傳媒體制更進一步促進了產業活力和生產力的釋放。我國傳媒行業關於治理結構對績效影響的研究相對較少，而且理論偏多，實證研究偏少。

本文選取了截止到 2009 年上市的 19 家滬深兩市傳媒上市公司 2001 年－2011 年間的財務資料，在公司治理機構的基礎上，以股權結構、董事會與監事會、管理層激勵三個層面，並採用 ROA，ROE 為公司績效衡量指標，來研究滬深兩市傳媒上市公司治理結構和績效之間的關係，最後得出結論，並給出建議。

從股權集中度來看：傳媒上市公司第一大股東持股比例和前十大股東持股比例與公司績效關係不顯著，但前五大股東與公司績效成正比，第一大股東的性質對公司績效不影響。

從董事會與監事會結構看，董事會規模與獨立董事與公司總資產收益率成正比，監事會規模與公司績效關係不顯著。從管理層激勵方面看，高管薪酬與公司總資產收益率正相關，但高管持股比例與公司績效關係不顯著。並且傳媒上市公司規模與公司總資產收益率負相關，公司成長能力與公司績效正相關。

關鍵詞:

公司治理績效、股權結構股權集中度、董事會高管激勵

31. The Impact of Corporate Governance on Corporate Performance of Media Industry —Based on the Empirical Analysis from SSE &SZSE

Peng Jue Yu
Faculty of Management and Administration,
Master of Business Administration

Name of the Supervisor:

Associate Professor Liu Cheng Kun

Graduated Year:

2013

Type of Degree:

Master of Business Administration

Abstract:

Corporate governance structure is the core of the modern enterprise system, and the key factor of business management, effective corporate governance structure has become a necessary condition to improve the corporate performance.With the implementation of the policy on the promotion of cultural industries in recent years issued by the seventh session of the Sixth Plenary Session, China’s media industry achieved great development and upgrading, and media system further promote their lease of industrial vitality and productivity. China's media industry studies on the governance structure of the performance impact are relatively small; of the studies there exists much theoretical analysis but too few empirical studies.

The financial data are selected between2001– 2011, composed of 19 list media companies in Shanghai and Shenzhen. Of corporate governance, the ownership structure, board structure, the Board of Supervisors structure and executive incentive will be considered. ROA and ROE are the indicators of financial performance. By taking empirical study of the relationship between governance structure and performance of the Shanghai and Shenzhen Listed Media Companies, the conclusions and recommendations will be made in the end.

From the equity concentration perspective, the shares percentages held by the largest shareholder and the shares held by largest ten shareholders to corporate performance are not significant. On the contractive, shares held by the largest five shareholders has positive correlation of performance. The nature of the largest shareholder to the performance is not significant.

From the perspective of structure of the Board and Directors Board of Supervisors, the size of the board and the number of persons of independent unexecuted directors to ROA are positive correlated. The size of board of supervisors to the firm performance is not significant. From executives’ incentive perspectives, executive pay has positive correlation of ROA, but no significant relationship between the proportion of executive stock ownership and corporate performance. And the size of listed media companies have negative correlation of ROA, the growth ability has positive correlation of bank performance.

Keywords:

Corporate governance Performance, Equity structure Equity concentration, Board and Directors Executives’ incentive

32. 職業退休基金投資績效與所得替代率之研究

廖佩華
行政與管理學院-工商管理碩士

指導老師姓名:

朱順和助理教授

畢業年度:

2013

學位類別:

工商管理碩士

論文摘要:

當今世界各國普遍存在人口老化問題，如何解決是當前各國最關注的議題。澳門人口老化急劇增加，加大了政府的財政壓力，因此政府應完善退休金制度外，也應提高居民對購買退休基金的意識，以保障其退休後的生活質素。

本研究對澳門某高校退休金計劃之 1771 種投資組合進行分析，利用夏普比率對退休金計劃之投資績效進行研究，目的在於使某高校的教職員工能找出最合適的投資組合。同時，進一步評估退休金計劃的所得替代率能否保障未來教職員工的退休生活。

實證結果指出，在退休金計劃的投資組合中，應將穩定資本基金及均衡基金的比重降低；投資績效較優的組合均屬於風險較低，以退休基金為投資組合帶來穩定的回報，此結果表明在較高風險的投資組合下，不一定帶來高回報，應選擇具穩定性的退休基金為重要比例。另外，在薪資增長率假設下，退休金計劃的所得替代率男性為 32.24%、女性為 22.15%。

關鍵詞:

退休基金、資產配置、夏普比率、所得替代率

32. A Study on Performance and Income Replacement Ratio of Professional Pension Scheme

Lio Pui Wa
Faculty of Management and Administration,
Master of Business Administration

Name of the Supervisor:
Assistant Professor Chu Shun Ho

Graduated Year:
2013

Type of Degree:
Master of Business Administration

Abstract:

Facing the aging problem in the world, countries currently have concern about the methods to solve it. With the fiscal pressure resulted from the rapid aging in Macau, the government of Macau should improve the pension system, and also encourage residents to purchase pension funds, in order to protect the life quality after retirement.

This study investigate the 1771 sets of portfolio under the pension plan provided by the university in Macau. Using the Sharpe ratio to assess the performance of the pension plan, the objective of this study is to help the staffs of the university search for the suitable portfolio. This study also assess income replacement ratio of pension plan which is enough or not to protect the retired life of staffs.

The result of this study shows that the portfolio should decrease the portion of Capital Stable fund and Balance fund. Secondly, the portfolios with outperformance have low level of risk whereas the portfolios with underperformance bear high risks. Thirdly, given several assumptions including the growth rate of salary et al., the income replacement ratio of pension plan for male and for female are 32.24% and 22.15%, respectively.

Keywords:
Pension fund, asset allocation, Sharpe ratio, income replacement Ratio

33. 電話營銷的發展策略研究—以澳門可口可樂飲料有限公司為例

鄭耀榮
行政與管理學院-工商管理碩士

指導老師姓名:

劉懿德助理教授

畢業年度:

2013

學位類別:

工商管理碩士

論文摘要:

電話營銷是社會資訊化的發展衍生的商業工具，其低成本及高績效的優勢受到全球不同企業的高度關注。隨著近年澳門經濟的急速發展，人力資源的不足促使各企業紛紛設立或優化客戶服務中心，試利用電話營銷解決人力資源壓力帶來的影響。

本研究先介紹客戶服務中心及電話銷售的概念和特點，指出電話營銷模式的市場優缺點，並引入 SWOT 及 ITIL 服務策略理論對電話營銷在澳門商業市場的發展策略進行深入的探討。研究個案選用全球飲料第一品牌可口可樂澳門分公司--澳門可口可樂飲料有限公司為研究對象。本研究通過訪談方式，對多位元研究企業的管理者進行了面談，瞭解企業客戶服務中心內部現存的困難及問題，結合電話營銷市場潛在的發展空間分析，總結出被研究企業客戶服務中心如何處理企業內部人員對發展電話營銷的理念共識、溝通問題，並探討了相應的人力資源問題，提高績效問題、顧客滿意度等重要因素，充分瞭解及分析電話營銷市場潛在發展空間，探討電話營銷其在企業營運中如何能突顯其價值。在此基礎上，本文基於 ITIL 框架分析了被研究企業電話營銷的戰略觀念、定位、計劃及模式。

關鍵詞:

客戶服務中心、電話營銷、SWOT 分析、ITIL 服務策略

33. A study of Tele-Marketing development development strategy — A case of Macao Coca-Cola Beverage Co., LTD

Cheang Io Weng
Faculty of Management and Administration,
Master of Business Administration

Name of the Supervisor:

Assistant Professor Liu Yi De

Graduated Year:

2013

Type of Degree:

Master of Business Administration

Abstract:

Derived from the development of social informationization, Tele-marketing is regarded as a commercial strategy. Its low cost but high efficiency superiority has drawn highly attention from various enterprises around the World. In recent years, along with the rapid development of Macau economy, enterprises have been impelled to set up and optimize customer service center and trying to use telemarketing to ease the impact caused by the lack of human resource.

This study will first, introduce the conception and characteristic of customer service and telemarketing; Second, point out the pattern, market advantage and disadvantage of telemarketing; Third, deeply discuss the developmental strategy of telemarketing in Macau business market, with two theories: SWOT Analysis and ITIL Service Strategy; Forth, use the first Global beverage brand Coca-Cola (Macao Branch) - Macao Coca-Cola Beverage Co., Ltd. as the research target.

So as to understand the exiting difficulties and problems within customer centers, author has face-to-face interviewed managers from several target enterprise in this study. And combined with the analyze of the potential development of telemarketing, conclusion will been made on how customer service centers of target enterprises deal with the consensus of internal staff toward the development of telemarketing, how they solve the communication problems. And explore the human resource issues, performance issues, customer satisfaction, and other important factors to fully understand and analyze the potential development of the telemarketing market, explore the telemarketing business operations can highlight their value. Based on the concept, the research of the strategic perspective, positioning, plans and patterns of the target enterprises' telemarketing would be analysis under the ITIL framework.

Keywords:

Customer service center, Telemarketing, SWOT Analysis, ITIL Service Strategy Ⅲ

34. 內地與澳門地區商業銀行的績效影響因素比較分析--基於 ROE 和 ROA 的實證研究

黎福銘
行政與管理學院-工商管理碩士

指導老師姓名:

陳省宏副教授

畢業年度:

2013

學位類別:

工商管理碩士

論文摘要:

隨著中國的崛起，經濟的增長和資本市場的迅速發展，金融機構的目標漸漸向企業績效最大化邁進，企業的績效越來越受到企業高管們的重視。商業銀行作為我國金融業支柱，其績效直接關係到我國金融業的穩定和發展。因此，對商業銀行績效的影響因素的研究，無疑具有積極的理論和現實意義。

本研究以內地和澳門地區的商業銀行的數據為研究樣本，結合國內外相關領域的專家學者的理論，模擬杜邦分析法，利用 ROE 和 ROA 作為企業財務分析的評價指標，對影響其績效的因素，分別從微觀因素方面（現金流量、權益資產比率、淨利潤、營業費用、營業收入、淨利息收入、手續費及傭金淨收入、資產規模）入手，兼顧宏觀經濟角度（國內生產總值、消費者價格指數、廣義貨幣供應量 M2）對其影響，進行探討與比較。通過建立模型，對上述影響其績效的因素與金融機構財務指標的關係進行量化分析，得出其相關性的方向性及強弱程度。為增強本研究的結論說服性，本文進一步找出了對內地商業銀行和澳門地區商業銀行的財務績效起關鍵性作用的因素。最後，通過數據實證分析結果，結合理論知識，就如何提高金融機構的財務績效總結了幾點方法和建議。

關鍵詞:

內地與澳門地區、商業銀行、績效、影響因素、杜邦分析法

34. The comparative analysis on the factors impact the performance of Mainland China commercial banks and Macau region commercial banks--Positive Research based on ROE & ROA

Li Fu Ming
Faculty of Management and Administration,
Master of Business Administration

Name of the Supervisor:

Associate Professor Chen Hsing Hung

Graduated Year:

2013

Type of Degree:

Master of Business Administration

Abstract:

With the rise of China，economic growth and capital market expanding, the aim of the financial institutions gradually maximize forward to business performance, the performance of the enterprise is paid more and more attention by the corporate executives. Commercial bank as the important section of the financial industry in China, and its performance is directly related to the stability and development of China's financial industry. Therefore, the study of the influence factors on the performance of commercial banks will undoubtedly have a positive theoretical and practical significance.

The research uses the data of commercial banks in Mainland China and Macau region for study sample，combined with the theories of experts and scholars in related fields worldwide, try to simulate the DuPont Identity and based on ROA and ROE to analyze the influence factors on the performance of commercial banks, including micro (Cash Flow; Equity Ratio; Net Profit; Operating Expense; Operating Income;

Net Interest Income；Net Fee and Commission Income；Total Asset Size) and macro-economic (GDP; CPI; M2). Through modeling, quantitative analysis of these affect its performance factors and financial institutions, financial indicators relationship obtained directionality and strength of the degree of correlation. To enhance the conclusions of this study persuasively, to further identify the factors that play a crucial role in the financial performance of commercial banks in Mainland China and Macau local commercial bank. Finally, through empirical data analysis results, combined with theoretical knowledge, summarizes several methods and recommendations on how to improve the financial performance of the financial institutions.

Keywords:

Mainland China and Macau Region, Commercial Bank, Performance, Influence Factors, DuPont Identity

35. 銀行公司治理與績效管理

魏逸軒
行政與管理學院-工商管理碩士

指導老師姓名:

陳省宏副教授

畢業年度:

2013

學位類別:

工商管理碩士

論文摘要:

2008 年美國次貸危機帶來的全球性金融恐慌到目前仍然記憶猶新，這其中與美國政府相關機構對於金融創新的監管不力有直接的關係，但是也與銀行，這個作為穩定金融秩序最重要的機構，肆意參與金融衍生品的投機行為，沒有擔當起應有的社會責任和義務有關係。而造成美國的銀行參與不顧社會責任，不顧其他利益相關者，片面追求高風險，高收益的原因就得從其銀行公司治理結構說起，主要是特殊的股權機構組成形式。對於美國的銀行來說，其股權集中度非常分散，股東基本是由對沖基金，投資銀行以及養老金公司組成，他們需要短期的高額回報，高管人員的薪酬水準也與業績相關，於是很多高管爲了自身短期的優秀業績，推出各種金融創新產品和服務，造成很大的風險。因此研究銀行的股權結構和內部組織結構的組成方式與銀行績效之間的關係有著非常實際的意義。

本論文會結合我國內地上市商業銀行實情，討論和分析公司治理結構與績效之間的關係。將銀行績效水準按照總資產回報率（ROA），淨資產回報率（ROE）以及每股收益（EPS）來衡量。本文選取了 2008 年到 2011 年的 14 家內地上市商業銀行作為研究樣本。結合國內外優秀學者對公司治理結構研究成果作出假設性分析，進行多元回歸分析和檢驗。結果顯示第一大股東持股比例以及銀行負債比與 ROA 之間呈顯著負相關關係，前三大股東持股比例與 ROE 之間呈顯著負相關關係，前十大股東持股比例與 EPS 之間呈顯著負相關關係，銀行資產與 ROA，ROE 以及 EPS 之間呈顯著正相關關係，而第一大股東國有股權性質與 EPS 呈顯著正相關關係。戰略投資者持股比例與 EPS 顯著負相關，其他解釋變量與銀行績效之間沒有顯著關係。

關鍵詞:

公司治理、銀行績效、實證分析

35. Bank Corporate Governance and Performance Management

Wei Yi Xuan
Faculty of Management and Administration,
Master of Business Administration

Name of the Supervisor:

Associate Professor Chen Hsing Hung

Graduated Year:

2013

Type of Degree:

Master of Business Administration

Abstract:

It can not be forgotten the world financial disaster caused by subprime mortgage crisis in the U.S. in September 2008. One of the causes is that the American regulators did not response to the such financial innovations immediately, and the other cause would be that the commercial banks which should take very important role of financial stability, but took many speculative investments of derivatives and totally forget to take more responsibilities for the society. The reason of being irresponsible of taking dangerous moves in pursuit of high returns lies in the bank corporate ownership structure. With low level of ownership concentration (diffused ownership) for American banks, the share holders are normally institutional investors in the form of hedge funds, investment banks and pension funds. Those shareholders have great incentives of taking aggressive actions of getting higher returns. The executive compensation is associated with financial performance, in order to get high returns within in short period; the executives would make strategic decisions which takes high risk on innovations of financial products and services. It makes the point to study the evaluation of ownership structure effects and corporate organizational structure effects to bank performance.

Based on the data of listed banks，the relationship between corporate governance structure and bank performance will be studied. ROA, ROE and EPS would be the indicator s of bank performance. The paper selects the empirical research sample of 14 listed commercial banks in mainland China from 2008 to 2011. Eleven hypotheses are listed according to both domestic and foreign researches on correlation of corporate governance and bank performance. And the empirical research by using Multi factor line regression method. The results clearly show that the percentage of shares which the largest shareholder holds has negative correlation of ROA. The shares held by the largest three shareholders have negative correlation of ROE. The shares held by the largest 10 shareholders and shares held by strategic investors have negative correlation of EPS. The scale of bank assets has positive correlation of ROA, ROE as well as EPS. The state owned equity structure has positive correlation of EPS.

Keywords:

Corporate governance, Bank performance, Empirical Research

36. 銀行公司治理與績效管理

魏逸軒
行政與管理學院-工商管理碩士

指導老師姓名:

陳省宏副教授

畢業年度:

2013

學位類別:

工商管理碩士

論文摘要:

2008 年美國次貸危機帶來的全球性金融恐慌到目前仍然記憶猶新，這其中與美國政府相關機構對於金融創新的監管不力有直接的關係，但是也與銀行，這個作為穩定金融秩序最重要的機構，肆意參與金融衍生品的投機行為，沒有擔當起應有的社會責任和義務有關係。而造成美國的銀行參與不顧社會責任，不顧其他利益相關者，片面追求高風險，高收益的原因就得從其銀行公司治理結構說起，主要是特殊的股權機構組成形式。對於美國的銀行來說，其股權集中度非常分散，股東基本是由對沖基金，投資銀行以及養老金公司組成，他們需要短期的高額回報，高管人員的薪酬水準也與業績相關，於是很多高管爲了自身短期的優秀業績，推出各種金融創新產品和服務，造成很大的風險。因此研究銀行的股權結構和內部組織結構的組成方式與銀行績效之間的關係有著非常實際的意義。

本論文會結合我國內地上市商業銀行實情，討論和分析公司治理結構與績效之間的關係。將銀行績效水準按照總資產回報率（ROA），淨資產回報率（ROE）以及每股收益（EPS）來衡量。本文選取了 2008 年到 2011 年的 14 家內地上市商業銀行作為研究樣本。結合國內外優秀學者對公司治理結構研究成果作出假設性分析，進行多元回歸分析和檢驗。結果顯示第一大股東持股比例以及銀行負債比與 ROA 之間呈顯著負相關關係，前三大股東持股比例與 ROE 之間呈顯著負相關關係，前十大股東持股比例與 EPS 之間呈顯著負相關關係，銀行資產與 ROA，ROE 以及 EPS 之間呈顯著正相關關係，而第一大股東國有股權性質與 EPS 呈顯著正相關關係。戰略投資者持股比例與 EPS 顯著負相關，其他解釋變量與銀行績效之間沒有顯著關係。

關鍵詞:

公司治理、銀行績效、實證分析

36. Bank Corporate Governance and Performance Management

Wei Yi Xuan
Faculty of Management and Administration,
Master of Business Administration

Name of the Supervisor:

Associate Professor Chen Hsing Hung

Graduated Year:

2013

Type of Degree:

Master of Business Administration

Abstract:

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Based on the data of listed banks，the relationship between corporate governance structure and bank performance will be studied. ROA, ROE and EPS would be the indicator s of bank performance. The paper selects the empirical research sample of 14 listed commercial banks in mainland China from 2008 to 2011. Eleven hypotheses are listed according to both domestic and foreign researches on correlation of corporate governance and bank performance. And the empirical research by using Multi factor line regression method. The results clearly show that the percentage of shares which the largest shareholder holds has negative correlation of ROA. The shares held by the largest three shareholders have negative correlation of ROE. The shares held by the largest 10 shareholders and shares held by strategic investors have negative correlation of EPS. The scale of bank assets has positive correlation of ROA, ROE as well as EPS. The state owned equity structure has positive correlation of EPS.

Keywords:

Corporate governance, Bank performance, Empirical Research

37. 基於 TOPSIS 的澳門航空業服務質量之研究

羅立邦
行政與管理學院-工商管理碩士

指導老師姓名:

朱順和助理教授

畢業年度:

2013

學位類別:

工商管理碩士

論文摘要:

澳門長期以來都以旅遊業為經濟發展支柱，尤其在澳門回歸祖國以後、賭權開放，旅客的入境人次突破了每年 2,800 萬的歷史新高。旅遊業的發展依靠良好的交通設施，以更利於旅客進出澳門，而航空交通是其中一種主要的交通工具。澳門位於珠江三角地區，區內還有四個機場同時提供服務，具有一定的競爭性。近年，中國大陸與台灣制定了三通政策，因而改變了澳門依賴兩地旅客轉乘的航空市場。因此，了解航空公司的服務質量，有助各地區的航空公司發展澳門的航線，建設澳門良好的航空交通網絡。

鑑於航空業具有服務行業的特質，本研究以 Parasuraman, Zeithaml & Berry 學者提出的 SERVQUAL 服務質量測量量表，包括有形性、可靠性、反應性、保證性及關懷性五個緯度，使用非關聯及理想解類似度偏好順序評估方法，來評量澳門航空業的服務質量。

本研究經實證分析結果，得出澳門航空業服務質量排名的首三位是，長榮航空、微笑航空及宿霧太平洋航空。而最後三位則分別是老虎航空、菲律賓航空及亞洲航空。最後更了解到關懷性緯度是影響服務質量的主要因素。

關鍵詞:

服務質量、澳門機場、理想解類似度偏好順序評估法

37. A Study on Service Quality of Airline Industry in Macau Using TOPSIS

Law, Lap Bong Simon
Faculty of Management and Administration,
Master of Business Administration

Name of the Supervisor:

Assistant Professor Chu Shun Ho

Graduated Year:

2013

Type of Degree:

Master of Business Administration

Abstract:

Tourism has been the main industry in Macau for a long period, which is one of supporting pillars for the Macau's economic. Especially, following the handover of Macau to China and relicensing casino, the numbers of passenger arrivals reaches to average population of 28 million per year. Macau needs a good transportation for the tourist and the airline service is one of the main transportations. Macau is located in the region of Pearl River, but other four airports in the same region provide airline services at the same time, which resulted in an increasing competition. In the resent years, Mainland China and Taiwan have developed the Three Direct Link Policy, which changes the main interchange market of Macau. Understanding the service quality of airline can help the airline company to develop the routs of Macau as well as build up the airline networks in Macau.

The airline industry has the characteristics of service industry. This study applies the Parasuraman, Zeithaml & Berry's SERVQUAL measurement scale with five aspects of Tangibles, Reliability, Responsiveness, Assurance and Empathy to measure the service quality of airline industry in Macau using gray relation and TOPSIS analysis method.

According to the empirical analysis, EVA Air, Thai Smile and Cebu Pacific Air rank top three in terms of service quality, whereas Tiger Airways, Philippine Airlines and Air Asia rank the last three. The findings of the study show that Empathy is the main factor affecting the service quality of airline industry in Macau.

Keywords:

Service Quality, Macau Airport, TOPSIS

38. 組織政治知覺與員工工作滿意度：團隊合作知覺，調節效果的討論

王州節
行政與管理學院-管理碩士

指導老師姓名:

張博堅助理教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

隨著時代的發展，組織政治作為人力資源管理領域的一個新視角，已經在海內外管理學界受到了廣泛的關注，但是相對於國外學者的研究，我國對於這一新興學科的研究仍處於起步階段，但這絲毫不影響這一學科的重要性。因此我們基於國外學者在組織政治學理論的研究成果下，開展有關組織政治知覺的實證研究。

在現實工作環境中，組織政治是工作場所中常見的現象，具體表現為組織中的個人或團體在各自利益訴求存在分歧時，為增加或維護他們的自身利益時，對其他人或團體施加影響過程中所採用的利己行為。而其他成員身處在這種環境中，就會根據自己的價值觀來評判這些行為，形成自己的主觀認知，因此員工的工作滿意度會受到影響。目前國內對於組織政治的研究主要集中在介紹組織政治知覺模型的概念上，實證研究相對較少。因此有必要開展對於組織政治知覺和工作滿意度的實證研究。另外我們認為團隊合作知覺也影響著他們之間的關係。所以本文以員工的團隊合作知覺作為調節變項，開展了對於組織政治知覺和員工工作滿意度的研究。

本研究以珠三角大中型企業中的 203 名員工為樣本，採用問卷調查法，使用學術界公認的量表，利用 SPSS 資料分析軟體，對各個變項進行相關分析，方差和回歸分析，研究結果表明組織政治知覺對工作滿意度負向效果顯著，團隊合作知覺對於工作滿意度的正向效果顯著，以及團隊合作知覺對組織知覺與工作滿意度具有負向調節作用。因此本文的研究對於豐富組織政治知覺與工作滿意度的理論研究有著十分重要的意義。

關鍵詞:

組織政治知覺、工作滿意度、團隊合作知覺

38. The Relationship between Perception of Organizational Politics and Job Satisfaction: Considering the Moderating Effect of Teamwork Perceptions

Wang Zhou Jie
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:

Assistant Professor Chang Po Chien

Graduated Year:

2013

Type of Degree:

Master of Management Studies

Abstract:

With the development of the times, organizational politics, as a new perspective in the field of human resources management, has aroused widespread concern among the management scholars all over the world. Nevertheless, our research for this emerging discipline is still on its initial stage compared with foreign scholars. But it does not affect the importance of this discipline. Therefore, we've carried out empirical research on perceptions of organizational politics based on the foreign scholars' research results on organizational politics theory.

Organizational politics, as a common phenomenon in the practical working environment, refers to the egoism used in the process of exerting influence on other persons or groups in order to increase or maintain their own interests when the individuals or groups in the organization have differences in their respective interest demands. And other members in this environment will judge these acts based on their own values, then form their own subjective cognition. As a result, job satisfaction of the employees would be affected. At present, domestic research on political organization mainly focuses on introducing the concept of the model of organizational politics perception, and empirical study is relatively less. Therefore, it is necessary to carry out the empirical study of perceptions of organizational politics and job satisfaction. In addition, we believe that teamwork perception also affects the relationship between them. So research is carried out on the organization political perception and job satisfaction of the employees with team work perception of the staff as a moderator variable.

This research selects 203 employees from the large and medium-sized company in the Pearl River Delta as sample, and uses the questionnaire which is made up of many times in the academic circles to investigate the data among them. When the data has been collected, we use the SPSS to analyze them, and do some correlation and regression analyses. At least, the results indicate that perceptions of organizational politics' negative effect and team work perception's positive effect on job satisfaction are both significant, and teamwork perception has a negative regulatory effect on the organizational perception and job satisfaction. Hence this study has a very important significance in enriching the theoretical study of the perceptions of organizational politics and job satisfaction.

Keywords:

Perception of Organizational Politics, Job Satisfaction, Teamwork Perceived

39. 考慮道路擁堵的非線性公交調度優化模型

林欣農
行政與管理學院-管理碩士

指導老師姓名:

陳艷副教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

近些年來，隨著人類對環境破壞的加劇，空氣污染的事件時有發生，而隨著人們環境意識的提高，人們對於空氣的質量也越來越關注。空氣是人類賴以生存的養分，惡劣的空氣質量會嚴重影響人們的正常生活並引發許多疾病。

空氣中的污染物主要來源於工業企業的空氣污染、生活灶爐取暖鍋爐的空氣污染以及交通運輸帶來的空氣污染。對於人口高度密集的澳門來說，地處溫暖的南方，冬季沒有鍋爐取暖的習慣，亦沒有大型的製造業，因此，交通運輸中車輛排放的污染物是造成澳門空氣污染的一個不可忽視的重要因素。與快速行駛的車輛相比，行駛在擁堵的車道，速度緩慢的車輛會釋放出更多的污染物。

本論文利用巴士行駛速度與有害氣體排放量的關係，提出一個考慮道路擁堵的非線性數學規劃模型來進行巴士的調度，目的是減少空氣污染物的總排放。本文結合澳門實際案例裡的資料進行分析，求解結果顯示，考慮擁堵和不考慮擁堵的汽車調度方案下的有害氣體的排放有著顯著的差別。

關鍵詞:

公交調度、排放因數、道路擁堵、非線性規劃

39. A Nonlinear Bus Scheduling Model Considering Traffic Congestion

Lin Xin Nong
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:

Associate Professor Chen Yan

Graduated Year:

2013

Type of Degree:

Master of Management Studies

Abstract:

During the last two decades, there has been increasing concern with the air quality and its impact on people's health.

Over the world, industry, heating and transport are the three major sectors responsible for harmful emission in most countries. In Macao, the transport sector accounted for 30.4% and 29.1% of the year's total final energy consumption in 2005 and 2006 respectively. The vehicles that are powered by gasoline and diesel fuel emit the vast majority of pollutants. Based on a study conducted in Holland, the mortality rate from vehicular pollution can be twice as high near heavily traveled roads.

Based on the relationship between vehicle's speed and exhaust emissions, a nonlinear programing model which considers road congestion is proposed to reduce the total emission by bus scheduling. With a real case in Macao, computation results show that there is significant reduction in total emission when road congestion is considered in bus scheduling.

Keywords:

Bus scheduling, Emission factor, Traffic congestion, Nonlinear programming

40. 論權利距離、不道德組織公民行為、道德領導和盈餘管理四者之間的關係

金晶
行政與管理學院-管理碩士

指導老師姓名:

田青副教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

中國漸漸成爲全球最大的經濟體之一，在經濟活動中，盈餘管理作爲一個嚴重的倫理的問題，一直是學術界和法律界感興趣的話題。在此次研究中，我們將深入分析中國企業的盈餘管理問題幷試圖找到可能影響人們盈餘管理的因素。論文將評估權利距離，不道德組織公民行爲以及盈餘管理三者之間的關係，同時將探索道德領導對不道德組織公民行爲與盈餘管理兩者關係間的調節作用。

鑒於特定的管理理論以及盈餘管理的相關研究，我們推測權利距離，不道德組織公民行爲與盈餘管理有正相關關係，同時道德領導將調節不道德組織公民行爲與盈餘管理之間的關係。481 名來自大陸的全職會計以及其他從事財務的工作人員參與了此次研究，通過分析這些數據我們證實了先前的假設，研究結果如下：

1． 權利距離與不道德組織公民行爲之間呈正相關關係。
2． 不道德組織公民行爲與盈餘管理之間呈正相關關係。
3． 不道德組織公民行爲在權利距離和盈餘管理之間起仲介作用。
4． 道德領導在不道德組織公民行爲和盈餘管理之間起調節作用。

關鍵詞:

盈餘管理、權利距離、不道德組織公民行爲、道德領導、中國

40. Power Distance, Unethical Pro-organizational Behavior and Earnings Management: Moderating Role of Ethical Leadership

Jin Jing
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:

Associate Professor Tian Qing

Graduated Year:

2013

Type of Degree:

Master of Management Studies

Abstract:

China is becoming one of the most important economic entities in world. Earnings management as a serious ethical issue in the economic activities has always aroused great interests among scholars and law makers. In this study, we will further analysis the earnings management in Chinese companies and attempt to find some factors that might influence people's earnings management behavior. The study would assess the association of power distance, unethical pro-organizational behavior and earnings management. We will also explored one factor, namely ethical leadership, in moderating the linkage between pro-organizational behavior and earnings management.

Drawing upon certainty management theories and earnings management researches, we hypothesized that power distance and unethical pro-organizational behavior are positive related to earnings management, the relationship between unethical pro-organizational behavior and earnings management is moderated by ethical leadership. Four hundred and eighty one full time accountants and financial related workers form mainland china completed the questionnaires. By analyzing the survey data, we have confirms our hypotheses, the results are shown as follows:

1. Power distance is positively related to unethical pro-organizational behavior
2. Unethical pro-organizational behavior is positively related to earnings management.
3. Unethical pro-organizational behavior mediates the relationship between power distance and earnings management.
4. Ethical leadership moderates the linkage between unethical pro-organizational behavior and earnings management.

Keywords:

Earnings management, power distance, unethical pro-organizational behavior, ethical leadership, China

41. 主管創造力期望及員工形象期望對員工創造力的影響

李一帆
行政與管理學院-管理碩士

指導老師姓名:

孫立雲教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

企業持續創新已成為其維持競爭優勢最重要的因素，而員工的創造力是最重要的基石，員工的創造力也是組織創新的開端。本文從主管創造力期望和員工形象期望的角度，以自我效能作為仲介變量來探討對員工創造力的影響。

我們先後進行了兩次問卷調查，驗證研究假設。研究一和研究二分別回收 233 份和 215 份員工與主管配對好的有效問卷。運用 AMOS 分析，我發現(1) 自我效能在主管創造力期望和員工創造力中起仲介作用；(2) 自我效能在員工形象期望和員工創造力中起仲介作用。本文研究結果為管理實踐提供了參考，也為研究期望與創造力的關係展開了新的視角。

關鍵詞:

主管創造力期望、員工形象期望、自我效能、員工創造力

41. The Effects of Supervisor Expectation for Creativity and Self Expectation for Image Gains on Employees' Creativity

Li Yi Fan
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:
Professor Sun Li Yun

Graduated Year:
2013

Type of Degree:
Master of Management Studies

Abstract:
The study examines a mediational process linking supervisor expectation for creativity, employee self-expectation for image gains and employee creativity. I tested my hypotheses with two studies. I have two major findings: (1) Self-efficacy mediates the relationship between supervisor expectation for creativity and employee creativity; (2) Self-efficacy mediates the relationship between employee self-expectation for image gains and employee creativity.

Keywords:
Supervisor expectation for creativity, Employee self-expectation for image gains, Self-efficacy, Creativity

42. 職業探索經歷與雇傭能力的關係研究：心理契約的仲介作用

段雅萍
行政與管理學院-管理碩士

指導老師姓名:

聶婷副教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

雇傭能力(Employability，又稱就業能力)指個人具備的最初獲得就業、維持就業、在必要時獲得新的就業，並能夠在工作中取得優異績效的各種素質。因此，雇傭能力無論對於個人、企業還是社會都具有非常重要的作用。本文旨在從職業探索的角度研究其對雇傭能力的影響性，在對國內外相關研究進行文獻綜述的基礎上，將員工心理契約作為仲介變數來進一步探討這一影響作用。其中通過文獻回顧，將職業探索分為環境探索和自我探索兩個維度進行測量與研究。

為了驗證本研究提出的理論假設，引用國內外多次被驗證使用的權威測量量表設計問卷，對珠海、東莞、嘉興、西安、滄州五個地區企業中的員工與直接主管發放調查問卷收集資料，運用 SPSS 統計工具進行資料分析，構建了職業探索經歷、員工心理契約和雇傭能力變數間的研究模型。資料分析得出，環境探索和自我探索與員工心理契約都有顯著的正向影響關係；環境探索和自我探索與雇傭能力都有顯著的正向影響關係；員工心理契約在環境探索與雇傭能力關係中具有部分仲介作用；員工心理契約在自我探索與雇傭能力關係中具有完全仲介作用。

關鍵詞:

職業探索、心理契約、雇傭能力

42. The Influence of Career Exploration on Employability: the Mediation Effect of Psychological Contract

Duan Ya Ping
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:

Associate Professor Nie Ting

Graduated Year:

2013

Type of Degree:

Master of Management Studies

Abstract:

Employability is an individual's ability and attributes to acquire, maintain, and reacquire a job, with superior performance. So it is important for individuals, enterprises and society to study.

This paper mainly discusses the relationship between career exploration, psychological contract and employability by the method called "empirical research". Study on the career exploration will apply Stump's two-dimensional concepts: environmental exploration and self-exploration .In order to validate theoretical hypothesis, this paper use SPSS software to carry on relevant analysis and regression analysis to the data. The results of data analysis suggest that environmental exploration and self-exploration are both positively related to psychological contract; environmental exploration and self-exploration are both positively related to employability; psychological contract is demonstrating the partial mediation effect on the influence of environmental exploration on employability; and psychological contract is demonstrating the completely mediation effect on the influence of self-exploration on employability.

Keywords:

Career Exploration, Psychological Contract, Employability

43. 澳門歷史城區的道路交通噪音評估—以新馬路為例

洪翹偉
行政與管理學院-管理碩士

指導老師姓名:

盛妮副教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

隨著時代的進步和經濟的發展，澳門機動車擁有量逐年提高，但同時也造成了環境的污染，對人們的身心健康、生活品質造成了嚴重的影響，而且其影響範圍廣，難以消除，因而環境噪聲從本世紀 70 年代以來就被稱為城市環境問題的四大公害之一，是城市中“無形的暴力”。城市噪聲污染中，70%是來自交通運輸產生的噪聲，根據統計我國大中城市中，1995 年交通幹線兩側區域噪聲超標城市達 70%以上，全國有 2/3 的城市居民生活在噪聲超標的環境中。因而，對交通噪聲的分析、預測、評價和控制方法的研究成為可持續發展的城市交通體系的重要研究內容。控制和降低交通噪聲，創造良好的環境質量，具有顯著的經濟效益和社會效益。

本文將以澳門歷史城區的新馬路（又名亞美打利庇廬大馬路 Almeida Ribeiro）為例，在澳門新馬路民政總署對面設立臨時監測點，測量早晚高峰期重型車車流量、輕型車車流量、平均車速等數據。利用英國 CRTN 模型，計算車型、車速、坡度、距離衰減、地面吸收、聲源阻擋、聲源有限長等因素共同對噪音影響後的結果。然後對其道路交通噪音進行分析，並研究澳門歷史城區交通噪音現狀。在評估歷史城區噪音污染嚴重性的同時，分析了澳門新馬路公交專道政策的有效性。以及評估未來電動巴士在澳門的推廣後，對噪音的影響，為新能源電動車改革邁出關鍵的第一步。

本文在澳門新馬路的研究成果也將為目前嚴重的交通噪音狀況敲響警鐘。新馬路的噪音普遍都是偏高的，比起國內道路交通噪音標準，新馬路屬於嚴重超標，平均噪音在 82dB(A)左右。作為世界文化遺產，也是世界眾多遊客聚集地，遊客長期暴露在污染超標的環境中，不僅影響到澳門的聲譽而且還影響人們的身心健康。週日下午公交專道政策效果顯著，從高峰期的 82dB(A)降到了 78dB(A)，降幅達約 4dB(A)。從聲音強度角度來看，4dB(A)相當於噪音降低了 2.5 倍，非常可觀，但是噪音依然超標。在未來新能源電動巴士模擬評估後，假設用將現有公交車的 90%替換成電動巴士，結合週末公交專道政策影響，噪音將降低 8.1dB(A)，降低至 69.8dB(A)，達到了國家噪音最低標準。不僅僅噪音大大降低，而且空氣污染降低、燃油損耗降低，以不消耗燃油、零排放、無污染的特點，達到一舉多得效果。

關鍵詞:

澳門新馬路、交通噪音污染、公交專道、新能源電動車

43. Traffic Noise Assessment in Historical Centre in Macau—An example for Almeida Ribeiro

Hong Qiao Wei
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:

Associate Professor Sheng Ni

Graduated Year:

2013

Type of Degree:

Master of Management Studies

Abstract:

With the progress of time and the development of economic, the number of traffic vehicles increases year by year in Macau. The environmental pollution caused by traffic vehicles has made serious influence to people's life quality and health. Noise pollution is named one of the top four problems of environmental pollution since 70 years of this century and it is an "intangible violence" of city. It has been reported that 70% of noise pollution in a city is caused by transportation and the noise pollution of 70% cities had exceeded standard. There are 2/3 of residents living in the noise pollution in the city. So, research about analysis, forecasting, evaluation and control of noise pollution is an important part of sustainable transportation system of city. And controlling and reducing the transportation noise and creating the good quality of environment will make contribution to the economic and social benefit.

This study takes Almeida Ribeiro in the historical area of Macau as an example. The traffic flow and average traffic speed along the Almeida Ribeiro during the day and evening peak hours were measured. Using the CRTN model, the noise pollution was estimated by considering the effects of vehicle types, speeds, propagation distance, road gradient, ground absorption, potential barrier, and angle of view. To evaluate the effect of a policy that only public transportation is allowed to pass through the Almeida Ribeiro on Sunday afternoon, the study compared the noise pollution on weekdays with those on Sunday afternoon. Furthermore, the study has assessed how electric bus could reduce the noise pollution. This thesis aimed at giving cautions to the serious noise pollution problem in Macau. The noise pollution of the Almeida Ribeiro was 82dB(A) on average, very serious according to the standard of 70dB(A) in mainland China. As the world cultural heritage, having millions of tourists exposed in the noise pollution will finally influence the reputation of Macau and people's health. The effect of public transportation policy on Sunday afternoon was significant, the noise pollution reduced from 82dB(A) to 78dB(A). So there is a reduction of 4dB(A) which is equivalent to a reduction of 2.5 times according to the intensity of sound. However, the noise pollution under the public transportation policy was still over the limit by 8 dB(A). Assuming that 90% of the bus will be replaced by electric bus, together with the public transportation policy, the noise pollution along the Almeida Ribeiro could be reduced by 8.1dB(A) to 69.8dB(A). It reaches to the bottom line of national's standard.

Keywords:

Almeida Ribeiro, Traffic noise pollution, Public transportation policy, New energy electric cars

44. 創新氛圍對員工創造力的影響：創新過程參與和創新自我認定的仲介作用

苑楊
行政與管理學院-管理碩士

指導老師姓名:

孫立雲教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

由於經濟全球化、資訊網絡化和文化多元化的趨勢不斷加強，企業在各個領域中面臨各種競爭與挑戰。企業要想立足，就必須將創新能力的發展提高到戰略高度，可以說創新是企業的靈魂，是企業生命力之所在，而員工的創造力則是其不竭的動力。所以，本文從創新氛圍的角度出發，以創新自我認定和創新過程參與作為仲介來探討對員工創造力的影響。我們先後進行了兩次問卷調查，鑒證研究假設。研究一和研究二分別收回 233 份和 215 份員工主管配對好的有效問卷。運用 SPSS 和 AMOS 分析，發現（1）創新過程參與在創新氛圍與員工創造力之間起仲介作用；（2）創新自我認定在創新氛圍與員工創造力之間起仲介作用。本文研究的結果為中國中小型企業的創新發展提供了可靠的建議，也為研究創新氛圍與創造力的關係開拓了新視野。

關鍵詞:

創新氛圍、創新過程參與、創新自我認定、員工創造力

44. Climate for Innovation and Employee Creativity: The Mediation Roles of Creative Process Engagement and Creative Self -identity

Yuan Yang
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:
Professor Sun Li Yun

Graduated Year:
2013

Type of Degree:
Master of Management Studies

Abstract:
The study hypothesized and tested a mediating process linking climate for innovation to employee creativity. Based on data from 233 employees working with 41 supervisors in Study I and 215 employees working with 37 supervisors in Study II in multiple organizations in China, we have two major findings: (1) creative process engagement mediates the relationship between climate for innovation and employee creativity, and (2) creative self-identity mediates the relationship between climate for innovation and employee creativity.

Keywords:
Climate for innovation, Creative process engagement, Creative self -identity, Creativity.

45. 工作捲入、工作壓力與員工行為的關係研究

張毅
行政與管理學院-管理碩士

指導老師姓名:

聶婷副教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

隨著全球經濟壓力的影響，企業的外部競爭壓力越來越大，特別是在 2008 年金融危機之後，企業員工面臨的工作壓力越來越大，各種極端行為不斷湧現，提高員工的工作捲入度越來越成為企業主管的頭號問題之一，要想提高員工的工作捲入度，必須首先關注員工的組織行為，在企業中，員工的行為會直接影響到組織績效的結果，這也就給本文提出了研究問題：員工的工作捲入、工作壓力與員工行為之間存在著怎樣的相互影響，提高員工的工作效率，就必須研究這三個變量之間的相互關係。本文主要是以企業員工與他們所對應的主管為研究對象，工作壓力作為仲介變量，探討工作捲入與員工行為各維度之間的影響關係。員工的工作壓力與工作捲入不同程度上影響著員工在組織中的行為表現。筆者通過對企業發放調查問卷以及對回收後的資料進行篩選並且進行信度分析，相關性分析與層次回歸分析的研究方法，得出研究結論，發現員工的工作捲入、工作壓力與員工行為之間存在相關關係；工作捲入與員工的積極組織行為之間呈現正相關關係，工作捲入與員工的退縮行為之間呈現負相關關係；工作捲入與工作壓力之間呈現正相關關係；工作壓力在工作捲入與員工的積極組織行為之間起到一定的仲介作用，工作壓力在工作捲入與員工的退縮行為之間起到一定的仲介作用。最終，筆者通過資料驗證得到本研究的結論，並且分析研究中的不足以及對以後研究的建議和展望。

關鍵詞:

工作捲入、工作壓力、員工行為、積極組織行為、退縮行為

45. Research of the Relations between Job involvement, Job Stress and Employee Behavior

Zhang Yi
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:

Associate Professor Nie Ting

Graduated Year:

2013

Type of Degree:

Master of Management Studies

Abstract:

With the global economic impact of pressure, the external pressure of competition is increasing, especially after the financial crisis in the 2008. Job stress has reached an unprecedented level for occupation staff. A series of personal physical, psychological, and behavioral consequences come from job stress which causes serious problems. As a result, employee's job involvement has become one of the top issues of corporate executives. In order to improve employee's engagement, the first step focus on organizational behavior of employees. In the enterprise, the behavior of employees will have a direct impact on organizational performance, which presents the proposed research questions: what is the internal relation between job involvement, job stress and employee behavior. The research studies on the relations between the job involvement, the job stress and the employee behavior and try to improve the employee's efficiency.

The paper mainly takes employees and their leader as the object of research, uses the job stress as intermediary variable, and explores the relations between job involvement and each dimension of employee behaviors. The job stress and the job involvement with a different extent influence the behavior of employees in organizations. Through the survey, the author use reliable analysis, correlation analysis and hierarchical regression analysis to test hypothesis. We find that there is relationship between job stress, job involvement and employee behavior; There is a positive correlations between job involvement and employee positive organizational behavior, a negative correlation between job involvement and employee withdraw behavior, a positive correlation between job involvement and job stress; The study also shows that the job stress has mediating effect between employee positive organizational behavior and job involvement, at the same time, the job stress has mediating effection the relation between job involvement and employee withdraw behavior. In the end, we analyze the shortcomings of the research and puts forward suggestions for the future research.

Keywords:

Job involvement, Job stress, Employee behavior, Positive organizational behavior, Withdraw behavior

46. 組織政治知覺與組織公民行為關係之研究--以知覺控制和自我能為幹擾變項

徐萌婕
行政與管理學院-管理碩士

指導老師姓名:

張博堅助理教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

近年來隨著經濟全球化浪潮的影響，更多學者和管理者都開始關注組織公民行為這個對於中國社會來說較為新鮮的概念。而作為組織內無處不在組織政治知覺，雖是最被員工熟知，但它對員工行為的影響，尤其對於組織公民行為會產生何種影響，該影響過程受到哪些因素的幹擾，都鮮有研究涉及。

本文依據 Ferris, Ross, and Fandt (1989) 所提出的組織政治知覺模型 (POPS) 探究組織公民行為是否和組織政治知覺互相影響，以及二者之間如何互相影響。同時，依據社會心理學“行為源自認知”的理論，將知覺控制和自我效能兩項關於員工性格特質和心裡狀態的變項放到研究中，探究除了外部客觀因素以外，員工個人特質等內部因素是否能夠對組織政治知覺和組織公民行為的關係造成幹擾，以減緩組織政治知覺帶來的負面影響。

本研究以發放問卷的方法進行資料收集，共發放 400 份問卷，最後回收有效問卷 312 份。對資料進行信度、相關性和層級回歸分析後，發現組織政治知覺對組織公民行為有負向影響，而自我效能的調節作用顯著，當自我效能提高時能夠有效緩解組織政治知覺帶來的負面影響；而知覺控制的調節作用雖然顯著，但它的提高則加劇了組織政治知覺的負向影響，導致更少的組織公民行為出現。該結果與本文的假設相反，其原因可能是樣本數量不足導致結果不夠準確。

該研究結果在學術方面為為數不多的關於組織政治知覺和組織公民行為間關係的研究提供一些參考，同時在企業管理等實際意義上也能夠啟示管理者降低員工的政治知覺需從外部規定的完善和對員工心理狀態兩方面共同著手，才能夠提高員工的工作效率、工作滿意度、組織認同感等正向感知，進而產生更多的公民行為使企業良性運作起來。

關鍵詞:

組織政治知覺、組織公民行為、知覺控制、自我效能

46. Research on Relationship between Perceptions of Organizational Politics and Organizational Citizenship Behavior, Perceived Control and Self-Efficacy as Moderators

Xu Meng Jie
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:

Assistant Professor Chang Po Chien

Graduated Year:

2013

Type of Degree:

Master of Management Studies

Abstract:

As the impact of economic globalization expanded, more researchers and supervisors start to pay attention to organizational citizenship behavior (OCB), which relatively a new conception in China. On the other hand, although the perception of organizational politics (POP) is deep-seated in organizations, but how it can influence employees and what factor will interfere in the relationship of them is rarely being researched.

Drawing on the POPS model of Ferris et al. (1989), this study sought to explore the relationship between POP and OCB, or how the two factors influence each other. Furthermore, according to social psychology, we proposed that perceived control and self-efficacy will influence the perception and behavior of employees as an internal and subjective factor.

Data were collected from 334 employees of different industries and of different levels in organizations. Result of hierarchical regression suggests that POP and OCB are negatively related. Meanwhile, the self-efficacy will moderate the relationship between them. The increase of self-efficacy will attenuate the negative impact of POP and even change the relationship of POP and OCB into positively related. The moderating effect of perceived control is significant either, but the effect of negatively moderating is opposite to our hypothesis, this may result from the insufficiency of samples. The result of this research may give some suggestions and enlightenment to further study and to practical management in organizations. Supervisors should do some efforts to reduce the POP of employees in order to make employees feel more satisfied with the job, have more commitment with the organization and make sure the organization operate properly and high-effectively.

Keywords:

POP, OCB, Perceived control, Self-efficacy

47. 社會支持、職業探索與可雇傭力的關係探討—成功動機的調節作用

柴玉
行政與管理學院-管理碩士

指導老師姓名:

聶婷副教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

員工的可雇傭力是指員工獲得、維持某一職位並根據職位要求做出調整的能力。對企業員工可雇傭力的研究，有助於緩解勞動力市場中“選擇性失業”的矛盾。國內外對於可雇傭力的研究多集中在定義、維度的探討或是對大學生群體可雇傭力的實證研究，對於員工可雇傭力的實證研究較少。本文旨在社會支持、職業探索、成功動機以及可雇傭力四方面著手, 對員工可雇傭力進行研究, 以期對當前企業員工可雇傭力的提升有所啟示。

本研究採用文獻分析法、問卷調查法等研究方法，探討了社會支持、職業探索、成功動機以及可雇傭力之間的關係。研究使用驗證性因數分析、結構方程模型以及線性回歸等統計方法，得出如下結果：

結論 1：社會支持對可雇傭力度具有顯著的正向影響作用。

結論 2：職業探索在社會支持與可雇傭力的關係中起到不完全仲介作用。

結論 3：成功動機與社會支持、職業探索分別顯著正相關，但成功動機對社會支持與職業探索之間關係的調節作用不顯著。

結論 4：最後本研究對存在的不足和需要進一步研究的問題進行了說明。

關鍵詞:

社會支持、職業探索、可雇傭力、成功動機

47. A Relevant Research on Social Support, Career Exploration and Employability—Moderating Effect of Achievement Motivation

Chai Yu
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:

Associate Professor Nie Ting

Graduated Year:

2013

Type of Degree:

Master of Management Studies

Abstract:

The employability of serving staff is that to ensure employees obtain and maintain a certain job position and make an adjustment according to requirement of the job. The research of employability of employees is help to alley the contradiction named “Selective unemployment” in the labor market. Most of researches focus the definition and dimension of employability or the empirical studies on undergraduates. But there is little empirical study on employees. This article aims to get a start in social support, career exploration, achievement motivation and employability to take the study of the employability of employees, in the hope of playing a role in promoting the employability guidance to employees.

Some standard research methods, such as literature review and survey, were used in this research to discuss the relationship among social support, career exploration, achievement motivation and employability. In addition, confirmatory factor analysis, structural equation modeling and regression analysis, these methods were also applied for date analysis. The main conclusions are:

Conclusion 1: It was discovered that social support was positively correlated with employability.

Conclusion 2: Career exploration played a role about part of mediation to the relationship between social support and employability.

Conclusion 3: Achievement motivation was positively correlated with social support and career exploration respectively, but the moderating effect to the relationship between social support and career exploration was not significant.

Conclusion 4: The research explained and discussed the current limitation and future orientation.

Keywords:

Social support, career exploration, employability, achievement motivation

48. 澳門電動車環境經濟效益分析

馬鹹
行政與管理學院-管理碩士

指導老師姓名:

盛妮副教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

澳門空氣質量狀況是澳門經濟發展和居民生活的基石，研究澳門機動車對空氣的污染以及減低污染的途徑就顯得尤為重要。本文：（1）採用線性回歸法對澳門機動車保有量進行分析，並結合相關資料，對未來澳門私家車、摩托車、公交車、計程車的保有量進行預測；（2）利用澳門機動車排放清單算出 HC、CO、NOx、PM10、PM2.5 這五類主要空氣污染物排放量；（3）對澳門未來電動汽車發展進行情景分析，分別計算各類情景下污染物的減排量和減排率，對所有情景下的減排量和減排率進行分類和排名；（4）計算插電式混合動力車、純電動汽車、電動摩托車和電動公交車的環境減排成本，並依據減排率與減排量計算出各類情景的減排投資效率，之後進行對比分析並提出情景方案選擇。

研究發現：（1）澳門整體空氣污染持續惡化，與 1999 年相比，2011 年澳門機動車氣態污染物 HC、CO、NOx 分別增加了 70%、43.4%和 76.1%，顆粒物 PM10 與 PM2.5 增長為 191.9%與 188.6%，澳門機動車的主要污染源發生轉變，私家車已不是最主要的污染源，取而代之的是摩托車和公交車；（2）如果環境管理者以 HC 與 CO 為減排的首要目標，則優先發展電動私家汽車和電動摩托車，在插電式混合動力汽車和純電動汽車占私家車 2.77%和 0.61%，電動摩托車占摩托車總量 11.85%的情況下，估算 HC 和 CO 減排率達到 8.91%和 8.57%；（3）如果環境管理者以 NOx、PM10 和 PM2.5 為減排的首要目標，則優先發展電動公交車，在電動公交車占公交車總數的 20%情況下，估算 NOx、PM10 和 PM2.5 減排率達到 17.73%、16.91%、17.19%；（4）當綜合發展插電式混合動力汽車和純電動汽車(分別占私家車總量的 2.77%和 0.61%)、電動摩托車(占摩托車總量的 11.85%)和電動公交車(占公交車總數 60%)時，五種污染物減排效果顯著，其中污染物 HC 減排率達 17.06%，CO 減排率達 14.98%，NOx 減排率達 53.62%，PM10 減排率達 51.86%，PM2.5 減排率達 52.53%；（5）通過計算電動公交車的減排投資效率，得出在電動公交車中每投資 100 萬元，就會減少 HC 約 0.0054%，減少 CO 約 0.0043%，減少 NOx 約 0.0355%，減少 PM10 約 0.0339%，減少 PM2.5 約 0.0344%。

關鍵詞:

大氣污染物排放、燃油車、電動車、環境經濟效益

48. Environmental and economic analysis of electric cars in Macau

Ma Xian
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:

Associate Professor Sheng Ni

Graduated Year:

2013

Type of Degree:

Master of Management Studies

Abstract:

Air quality is of economic, social and environmental importance, and it is necessary to study vehicle emissions and search ways to reduce air pollution in Macao. In this thesis: (1) Future numbers of private vehicle, motorcycle, bus and taxi in Macao was predicted by using linear regression method; (2) Five major species of vehicle emissions, namely HC、CO、NOx、PM10、PM2.5 in Macao were estimated according to the local vehicle emission inventory; (3) Scenario analyses were conducted to study the effects of developing electric vehicles in Macao; The emission reduction under various scenarios were estimated and compared; (4) The cost of emission reduction by replacing traditional vehicles with plug-in electric vehicles, pure electric vehicles, electric motorcycles, and electric buses were estimated; The investment efficiency of each scenario was estimated by its emission reduction and cost; Finally, various scenarios were compared for selection of a proper emission reduction scenario.The study found out that: (1) The overall air pollution continues to worsen in Macao; Compared with 1999, the gasous emissions HC, CO and NOx increased 70%, 43.4% and 76.1%, respectively in 2011, and the particulate emisssions PM10 and PM2.5 increased 191.9% and 188.6%, respectively; The major source of vehicle emissions has been shifted from private vehicles to motorcycles and buses; (2) If decision makers select HC and CO as the primary target for emission reduction, then they should given priority to the development of electric private vehicles and electric motorcycles; Under the scenario that plug-in electric vehicles and pure electric vehicles occupy 2.77% and 0.61% of private vehicles and electric motorcycles occupy 11.85% of motorcycles, the reduction of HC and CO emissions could reach 8.91% and 8.57%, respectively; (3) If decision makers select NOx, PM10 and PM2.5 as the primary target for emission reduction, then they should given priority to the development of electric buses; Under the scenario that electric buses occupy 20% of buses, the reduction of NOx, PM10 and PM2.5 emissions could reach 17.73%, 16.91% and 17.19%, respectively; (4) If decision makers select a comprehensive development of plug-in electric vehicles and pure electric vehicles (occupying 2.77% and 0.61% of private vehicles), electric motorcycles (occupying 11.85% of motorcycles), and electric buses (occupying 60% of buses), the reductions of the five major pollutants are obvious, and HC, CO, NOx, PM10 and PM2.5 could be reduced by 17.06%，14.98%，53.62%, 51.86%, and 52.53%, respectively; (5) It was estimated that each investment of one million Macao dollars on the development of electric buses could reduce HC, CO, NOx, PM10 and PM2.5 vehicle emissions about 0.0054%, 0.0043%, 0.0355%, 0.0339%, and 0.0344%, respectively.

Keywords:

Atmospheric pollutant emission, fuel motor, electric motor, efficiency of environmental investment

49. 基於降價促銷的非瞬時易變質品 EOQ 模型的研究

黃波
行政與管理學院-管理碩士

指導老師姓名:

唐華軍副教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

變質是指腐爛、受損壞、利用價值降低以及邊際價值損失等使物品的固有價值降低的現象。現實生活中，存在大量的易變質品，如蔬菜、水果、鮮花、肉類等。易變質品的庫存控制問題一直都是理論界和實業界的研究熱點之一。目前，已發表的文獻中絕大部分易變質品的庫存問題，均假定物品入庫後立即變質。但實際上，物品尤其是生鮮產品，往往並不是立即變質的，而是存在一段時間的保鮮期，即非暫態變質。基於易變質品的特殊屬性，產品的新鮮度與價格，已成為當前庫存管理研究的重要考慮因素。因此，對於非瞬時易變質品，何時訂貨、訂貨多少以及是否採取降價促銷等問題，已成為當前庫存管理研究的重要分支之一。

本文的研究思路主要來源於日常生活中觀察到的，商場對部分生鮮產品的降價促銷行為。在現有研究的基礎上，本文對企業普遍適用的經濟訂貨批量（EOQ）模型進行了改進，建立了一個新的，非暫態易變質品 EOQ 模型，為管理者的訂貨策略提供了科學合理的決策依據。首先，本文對庫存基礎理論進行了整合，並通過閱讀大量文獻，對現今關於易變質品的庫存研究進行分析，總結目前理論研究中存在的不足，提出了新的可行的研究方向。其次，本文首次站在零售商的角度，提出了一個顧客需求率在產品價格與保鮮度的綜合影響下的，非瞬時易變質品 EOQ 模型。為了使研究更加貼近實際，文章從允許缺貨和不允許缺貨兩個方面，均對模型進行了闡述與算例分析。最後，本文將上述模型應用於珠海花卉市場庫存與銷售環節，以其中某一商家的鮮花產品為研究對象，對其經濟訂貨批量、最優訂貨間隔、最優利潤進行分析。結果表明，由於商品存在保鮮期，保鮮期後有變質損失，取最優解時可能會出現缺貨現象。為更好地滿足顧客需求，商家可以在降價促銷的同時縮短補貨間隔，以便減少缺貨成本，賺取最優利潤。該模型為商家的補貨策略提供了一種決策方法和模型參考。

關鍵詞:

EOQ 模型、非暫態變質、易變質品、短缺量、降價促銷

49. An EOQ Model for Non-instantaneous Deteriorating Items with Price Reduction Sale

Huang Bo
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:
Associate Professor Tang Hua Jun

Graduated Year:
2013

Type of Degree:
Master of Management Studies

Abstract:

Deterioration such as spoilage, dryness and vaporization of products, leads to the reduction of the inherent value of the items. There exist a lot of deterioration items, such as fresh vegetables, fruits, flowers, meat, and so on. Thus it is no surprise that theoretical and industrial circles research concerning deteriorating items is on the rise, and it is important and fundamental to focus on the inventory problem about the deteriorating items. They assumed that the goods deteriorate immediately when they came into the warehouse. However, many products have a period to keep fresh. Based on the basic attributes of perishable goods, fresh degree and the price of the products, have become important issues in inventory management. Thus, it is very important for the retailer to determine when to order, how much to order and the promotion decision. This idea in this study comes mainly from sales promotion in daily life. According to the existing research, a new economic order quantity in deteriorating items model with price reduction sale is developed， which provides a decision-making method for supervisor.

Firstly, this research integrates the inventory theory, and reviews previous results on inventory for deteriorating items, and discusses about the existing problems in the current studies. Secondly, the thesis proposed an EOQ model for non-instantaneous deteriorating items, in which the customer demand rate is affected by product price and freshness. Two models have been developed considering without shortage cases and with shortage case, where the shortages are completely backlogged. Based on these models, numerical analysis is conducted. Finally, the model is applied in the inventory and sales aspects in Zhuhai flower market, and solved by optimization software to seek the best possible solution. An example was given, in which the replenishment intervals and maximum profits are analyzed. The example showed that stock-out often occurs, because goods tend to deteriorate. In order to avoid this occurrence, the replenishment intervals can be shortened to reduce the shortage period. In summary, this model provides a decision-making method for goods delivery of distribution centers and stock replenishment of supermarkets.

Keywords:
EOQ model, Non-instantaneous, Deteriorating items, Shortage quantity，Price reduction

50. 心理契約違反與離職傾向關係之研究---以正負面感、知覺同事支援為調節變項

方麗
行政與管理學院-管理碩士

指導老師姓名:

張博堅助理教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

隨著經濟的發展，在全球化的影響下，員工與組織之間的關系不再像以前那樣穩定，對於企業來說，員工組織生存和發展的根基，組織要想在現代社會立於不敗之地必須要有員工的不懈努力。因此瞭解員工與組織之間的關係成為組織與研究者共同關心的議題。本研究試圖從心理契約的角度來探討他們之間的關係。瞭解當員工的心理契約遭到違反時，對員工的離職傾向的影響。另外，本研究從正負面情感與知覺同事支持這兩個方面來探討他們是否調節心理契約違反與離職傾向之間的關係。本研究採用問卷調查的法來收集數據資料，受試者大部分是服務行業的員工總共收回了 495 份資料。研究結果發現： (1)心理契約的違反確實可以導致離職傾向的增加。 (2)正負面情感是對心理契約違反與離職傾向具有調節作用的，但其方向與研究假設方向相反，即正面情感的員工，其心理契約違反導致離職傾向提升。(3)知覺同事支援具有調節心理契約違反與離職傾向之間關係的作用，即知覺同事支持高的員工，當心理契約違反後，其離職傾向沒有提升。本研究根據研究結果提出在管理上的意義，對其管理者來說最先要做的就是重視員工的心理契約，把對員工心理契約的管理加入到企業的管理範疇。最後，明本研究的限制與不足以及進一步說明未來的研究方向。

關鍵詞:

心理契約違反、離職傾向、正負面情感、知覺同事支持

50. The Effect of Psychological Contract Breach on Turnover Intention --- The Moderating Effect of positive and negative emotions, perceived coworker support

Fang Li
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:

Assistant Professor Chang Po Chien

Graduated Year:

2013

Type of Degree:

Master of Management Studies

Abstract:

With the development of economy, in the effects of globalization, the relationship between the staff and organization are no longer as stable. For companies to, the staff is the foundation of the survival and development of organizations, the organization to be in the modern society in an invincible position, must have the staff of unremitting efforts. Therefore understanding the relationship between the staff and organization will be the organization and the issues of common concern. This study intends to explain the relationship from the view of psychological contracts and find psychological contract breach influences turnover intention. In addition, this study from positive negative emotions and perceptual colleague support these two aspects to discuss whether they adjust psychological contract breach and turnover intention. This study adopts questionnaire survey method to collect data, participants mostly service industry workers a total of 495 copies of the data. The research found out : (1) Psychological contract breach in deed leads to the increment of turnover intention. (2) Positive and negative emotions of psychological contract breach and turnover intention, but the result of interaction trend violates the hypothesis. (3) Perceived coworker support of psychological contract breach and turnover intention. This research according to the results of this research put forward in the management of meaning, the managers, the first to do is to pay attention to the psychological contract of employees. Finally, this research limitations and insufficiency as well as further explained the future direction of the research.

Keywords:

Psychological contract breach, turnover intention, positive and negative emotions, perceived coworker support

51. 虛擬品牌社區的社區認同研究

王力立
行政與管理學院-管理碩士

指導老師姓名:

石貴成副教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

隨著電子商務迅速發展，與此相關的虛擬品牌社區也隨之興起。虛擬品牌社區不僅為商家提供一個新平臺去傳播資訊，也讓消費者得以最快的方式瞭解到產品。虛擬社區的崛起不僅帶來更多的機會，同時也帶來了巨大的挑戰。如何提高虛擬品牌社區的認同，加強社區建設，通過虛擬社區提高社區成員的忠誠意願，獲得持續競爭力，是商家所關心的問題。

回顧大量中外文獻，大部份虛擬品牌社區研究著重放在社區忠誠意願和顧客滿意度的研究上，並且對於社區忠誠意願影響因素分類標準不一。綜合前人的研究和中國特有的電子務模式，本研究從社區認同的構成要素系統提出了影響虛擬社區認同的四大素，分別是：感知質量，社區參與，社區激勵，共同願景，參考國內外有關量表和中國實際情況編制了本研究量表，通過郵件和網絡問卷平臺共發放 319 份，收集到有效問卷 305 份。最後通過 SPSS16.0 對問卷進行分析處理，並採用多元回歸方法驗證假設檢驗。 研究結果顯示：感知質量，社區參與，社區激勵，共同願正向影響社區認同；社區認同正向影響社區忠誠意願；而年齡對感知質量與社區認同之間的關係有調節作用。

關鍵詞:

虛擬品牌社區、社區認同、感知質量、社區參與、社區激勵、共同願景

51. A Research on Community Identity of Virtual Brand Community

Wang Li Li
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:
Associate Professor Shi Gui Cheng

Graduated Year:
2013

Type of Degree:
Master of Management Studies

Abstract:
Virtual community is rising with the development of electronic commerce. Virtual community is not only providing a new stage to retail the news about business, but also let the customers have knowledge about the product quickly and easily. Virtual community rise is like the coins have two sides that bring the chance to the business with a rat race. It is a matter of business interest that how to increase the virtual brand community identify，strengthen the community construct, improve customer loyalty and get the sustainable competitiveness through virtual community.This study from a large number of Chinese and foreign literature review, most virtual brand community of reproduction in the research community loyalty and customer satisfaction, there is not a unified standard for the influencing factors of community loyalty classification. Based on previous studies and Chinese e-commerce model, this research from the angle of organizational behavior system put forward four factors that influence identification of virtual community are: perceived quality, community participation, community incentive, shared vision. The questionnaire is compiled from the existing scale of reference to domestic and international relevant scale, combined with the actual situation in China. Consequently, a virtual brand community survey via email and the Internet platform issued a total of 319 copies of questionnaires, collected 305 effective questionnaires. Finally, through the SPSS16.0 analysis, and using multiple regression method of hypothesis testing. The results showed that: perceived quality, community participation, community incentive, shared vision have a significant positive impact on community identity; community identity positively influence the community loyalty; and age have a moderating effect on the relationship between perceived quality and community identity role.

Keywords:
Virtual Brand Community, Community Identify, Perceived Quality, Community Participation, Community Incentive, Shared Vision

52. 心理契約違反與工作績效關係之研究--以內外控人格特質、組織公平為幹擾變項

吳迪
行政與管理學院-管理碩士

指導老師姓名:

張博堅助理教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

近年來，企業面對日益突顯的勞資矛盾問題，採取了兼併收購、裁員等一係列的措施，然而這些措施並沒有起到預期的作用，員工和企業間的雇傭關係也沒有得到根本性的改善。研究發現勞動契約在很大程度上會促進勞動關係的穩定，對企業的人力資源管理也起著至關重要的作用，而心理契約作為一種員工與組織間隱性的、無形的契約關係，在維持員工與企業彼此之間的忠誠、信賴上扮演著為重要的作用。然而，心理契約違反的現象一旦出現，就會直接影響員工的行為和表現，如出現對組織不信任、工作績效下降、甚至產生離職的嚴重後果。也許這樣的狀況在現今的組織中難以避免，且組織的所做所為原本就無法滿足所有員工需求，因此，站在一個管理者的立場而言，如何減緩心理契約違反所帶來的負面效果才是當務之急，因此，本研究將主要以服務業為研究對象，從個體性格上的差異與組織實務的公平性兩方面著手進行討論，以期能達到減緩心理契約違反所帶給員工負面影響關係的調節效果，經本研究調查及分析結果得出結論如下：（1）心理契約違反與工作績效間呈負相關。（2）內外控人格特質對於心理契約違反與工作績效之間的關係具有調節作用。明確來說，內控人格特質者對於心理契約違反與工作績效的負面影響將小於外控人格特質者。（3）組織公平對於心理契約違反與工作績效之間的關係具有調節作用。明確來說，組織公平程度越高，心理契約違反對於工作績效的負面影響程度越低。

關鍵詞:

心理契約違反、內外控人格特質、組織公平、工作績效

52. The Relationship of Psychological Contract Violation and Work Performance ---- The Moderating Effect of Internal or External Controllable Characters and Organizational Justice

Wu Di
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:
Assistant Professor Chang Po Chien

Graduated Year:
2013

Type of Degree:
Master of Management Studies

Abstract:

In recent years, enterprises are faced with increasingly prominent contradiction of labor and capital problem, take the merger and acquisition, layoffs and a series of measures, but these measures did not reach the expected effect, employee and enterprise employment relationship also did not get fundamental improvement. Study found that labor contract will greatly promote a stable labor relationship, the human resources management in enterprises also plays a vital role, while the psychological contract as a between employees and their organization hidden, invisible contract relationship, in the maintenance of employee and enterprise mutual loyalty, trust plays an extremely important effect.

However, psychological contract violation phenomenon once, will directly influence employee behavior and performance, such as for organizations that do not trust, work performance, turnover dropped even the serious consequences. Perhaps such status in organizations today are hard to avoid, and the organization do already cannot satisfy all needs of

staff, therefore, standing in a management position, how to alleviate psychological contract breach brings negative effect is a pressing matter of the moment, therefore, the study will be mainly to service industry as research object, from individual personal characteristics differences and organizational practices of the fairness of two aspects were discussed, in order to achieve slowing of psychological contract violation brings negative effect and the regulating effect of employee relations, through the research and analysis results are concluded as follows: (1) psychological contract violation and work performance was negatively correlated.(2) personal characteristics for the violation of psychological contract, work performance can moderate the relationship between. Specifically, the internal personal characteristics in psychological contract violation and work performance of the negative impact will be less than control personality traits. (3) organizational justice to psychological contract violation and work performance can moderate the relationship between. Specifically, the higher the degree of organizational justice and psychological contract violation on job performance, the negative effects of the lower level.

Keywords:

Psychological contract violation, personal characteristics, organizational justice, work Performa

53. 不同人格特質下服務失敗歸因和服務失敗嚴重性對顧客抱怨行為的影響——基於我國民航業飛機誤點事件

周方園
行政與管理學院-管理碩士

指導老師姓名:

盧東助理教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

近年來，我國民航業年載客量保持著持續的高增長，逐漸趨於成熟，但同時也存在著許多與服務有關的深層次問題，其中最突出的問題就是服務失敗的不斷發生以及由此給公司帶來的不利影響。服務失敗不免會帶來顧客的抱怨行為，顧抱怨行為受哪些因素影響？如果能找到特定因素，對顧客抱怨有一個深層次的瞭解，那麼就可以制定出更好地應對措施，使服務失敗對公司的不利影響降到最低。 本文以民航業較常出現的飛機誤點這一服務失敗探討，服務失敗歸因、服務失敗嚴重性對顧客抱怨行為的影響。此外，由於顧客處理問題的方式受到人格特質的影響，因此本文還將探討人格特質在此過程中的調節作用。瞭解上述問題，本文以服務失敗歸因和服務失敗嚴重性為自變量，以顧客抱怨行為為因變量，以顧客人格特質為調節變量來建立模型，針對珠海機場遊客、澳門機場遊客及澳門科技大學學生等有較多飛行經歷的人為研究對象進行問卷調查，針對 254 份有效樣本進行定量的數據統計分析。實證分析結果基本驗證了本研究的構思，主要結論如下：（1）民航業中服務失敗歸因和顧客抱怨行顯著相關，其中，責任性對投訴行為，責任性對負向口碑，控制性對投訴行為，控制性對負向口碑的影響都是正向的，穩定性對投訴行為無顯著性影響，穩定性和負向口碑無顯著影響。 （2）服務失敗嚴重性和顧客抱怨行顯著正相關。（3）內外控人格特質在服務失敗歸因、服務失敗嚴重性對顧客抱怨行為的影響中有調節作用。

關鍵詞:

民航業、飛機誤點、服務失敗、服務失敗歸因、服務失敗嚴重性、顧客抱怨行為、內外控人格特質

53. Failure severity and service failure attribution affecting customer complaint behavior in different locus of control——Based on flight delays in our country

Zhou Fang Yuan
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:

Assistant Professor Lu Dong

Graduated Year:

2013

Type of Degree:

Master of Management Studies

Abstract:

In the civil aviation industry, service failure is inevitable. The most common problem is the late of plane, which brings about customer complaint behavior. Know more about customer complaint behavior can help company develop effective remedial measures. This study is about what the key points are influencing customer complaint behavior, how the failure produces an effect on customer`s feedback behavior, and whether the customer complaint behavior is affected by personality traits of consumers or not. In order to study the problem, this paper conducts a questionnaire on the customers in Zhuhai and Macao who have taken a plane many times and gets 253 effective samples to carry on statistical analysis. The main conclusions are as follows: (1) Service failure attribution has significant positive influence on customer complaint behavior. Accountability and controllability are the main influence factor, but stability doesn't have any influence on the customer complaint behavior. (2) Failure severity has significant positive influence on customer complaint behavior. (3) Internal-external locus of control has a regulating action in the failure severity and service failure attribution affect customer complaint behavior.

Keywords:

Service, failure Internal-external, locus of control, Failure severity Service, failure attribution, customer complaint, behavior

54. 文化距離對香港入境旅遊的影響-基於修正引力模型的實證研究

張江
行政與管理學院-管理碩士

指導老師姓名:

宋雅楠副教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

目前，旅遊業已經成為香港經濟發展的支柱產業。當地理距離對入境旅遊的影響日漸削弱時，國家文化成為入境旅遊影響因素研究的新內容。研究文化因素在香港入境旅遊中的影響和作用，對香港入境旅遊如何快速、安全、穩定發展具有重要意義。 本論文基於 39 個國家或地區連續 10 年的面板數據，構建了香港入境旅遊模型，並運用 Eviews6.0 軟件進行回歸分析。全文在結構上共分五章：第一章簡述了研究背景及研究意義，主要研究內容和研究思路以及本文將要運用的研究方法。第二章對國內外文獻的進行回顧與綜述。第三章構建影響香港入境旅遊的引力模型。第四章基於入境旅遊模型進行回歸分析。第五章根據實證分析結果，進行總結，最後提出促進香港入境旅遊發展的相關建議。 研究表明，文化差異對香港的入境旅遊有顯著影響，其影響效果是負面的。此外，兩地間地理距離，貨幣匯率，進出口貿易等因素對入境旅遊也有不同程度的影響。因此，香港在發展入境旅遊業的過程中，應當綜合考慮經濟因素與文化因素的相互關係，合理運用文化要素，制定相關發展政策。

關鍵詞:

文化距離、引力模型、入境旅遊

54. The Effect of Cultural Distance on Hong Kong's Inbound Tourism--an Empirical Research Based on Modified Gravity Model

Zhang Jiang
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:

Associate Professor Song Ya Nan

Graduated Year:

2013

Type of Degree:

Master of Management Studies

Abstract:

At the present，travel industry has already become prop industry of economic development in Hong Kong. The effects of geographical distance on inbound tourism have been weaker than ever before. National culture is an important factor affecting inbound tourism. It plays an important role in Hong Kong's inbound tourism and makes a great contribution to promoting the development of Hong Kong's inbound tourism by the way of fast, security and stability. The tourism resources of various countries or regions are generally culturally characterized. Synthetic utility and effect degree of cultural difference on the inbound tourism to Hong Kong can be estimated by integrating the cultural distance index as a variable into the gravity model. The results could be estimate by Eviews6.0 according to the panel data from 39 countries or regions in 10 consecutive years. The thesis consists of five chapters: In chapter one, the author mainly presents the research background, contents and methods of the thesis. In chapter two, the author makes a detailed review of overseas and domestic literature on the research of inbound tourism, gravity model and cultural distance. In chapter three, the author does comprehensive research on the factors of Hong Kong's inbound tourism. Then propose the research hypothesis. In chapter four, the author does empirical research on the Hong Kong's inbound tourism. In chapter five, the author puts forward some suggestions and countermeasures on the sustainable development of inbound tourism. The research results show that the cultural difference indeed significant negative effects on the inbound tourism to Hong Kong. The research deems that the influential factors of inbound tourism which are GDP, monetary exchange rate, import and export trade and so on. So Hong Kong government should think about the relationship between economy and culture to enact Hong Kong's tourism and economic policies.

Keywords:

Cultural distance, gravity model, inbound tourism

55. 基於消費者個人文化價值取向的國貨購買意願研究--不同消費者民族中心主義的仲介作用

張效澍
行政與管理學院-管理碩士

指導老師姓名:

盧東助理教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

消費者民族中心主義是對國貨購買意願影響最大的資訊來源之一。如何提高消費者民族中心主義是很多國內外企業越來越重視的問題。很多學者都曾不同程度地分析個人文化取向、消費者民族中心主義、對國貨購買意願相互之間的兩兩影響，但是將這幾個變量歸納於同一個框架中進行討論的很少。但個人文化取向裡的五大維度與消費者民族中心主義是能夠同時影響消費者對於國貨的購買意願，進而影響現在消費者的消費行為。本研究期能協助國內外企業提升對消費者民族中心主義雙維度的重視，展開針對性的行銷策略，提高顧客的健康消費者民族中心主義，進而促進其商品行銷的發展。 本研究以中國大陸珠海地區為研究範圍，選取的研究對象主要是在吉大免稅商場購物的顧客，少部分網路在綫的消費者。通過 SPSS18.0 和 AMOS20.0 統計軟件分析問卷資料，探討個人文化取向的五大維度、消費者民族中心主義、對國貨購買意願之間的影響機制。本研究得到以下主要結論：

1. 集體主義對健康消費者民族中心主義正向顯著影響。
2. 集體主義對國貨購買意願正向顯著影響。
3. 權力距離對健康消費者民族中心主義正向顯著影響。
4. 權力距離對虛偽消費者民族中心主義正向顯著影響。
5. 不確定規避對虛偽消費者民族中心主義負向顯著影響。
6. 長期取向對健康消費者民族中心主義正向顯著影響。
7. 健康消費者民主中心主義對國貨的購買意願正向顯著影響。
8. 集體主義以健康消費者民族中心主義為部份仲介對國貨的購買意願正向顯著影響。權力距離以健康消費者民族中主義為完全仲介對國貨的購買意願正向顯著影響。

關鍵詞:

個人文化取向、集體主義、男子主義、不確定規避、權力距離、長期取向、健康消費者民族中心主義、虛偽消費者民族中心主義、國貨購買意願

55. Research of purchase intention to domestic products based on consumers' personal cultural orientation -- The intermediary role of different consumer ethnocentrism

Zhang Xian Shu
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:

Assistant Professor Lu Dong

Graduated Year:

2013

Type of Degree:

Master of Management Studies

Abstract:

Consumer ethnocentrism tendency is one of the biggest sources of information which affects consumers' purchase intention of domestic products. Many domestic and foreign enterprises are paying more attention to the problem of how to improve consumer ethnocentrism. A lot of scholars have made inordinately analysis on the correlation between personal cultural orientation, consumer ethnocentrism and the purchase intention of domestic products, but there is rarely any discussion which concludes these variables in one framework. The five dimensions of personal cultural orientation and consumer ethnocentrism have affects on consumers' purchase intention of domestic products at the same time, thereby further affecting consumers' behavior. Hoping this research will help domestic and foreign enterprises attach more importance to consumer ethnocentrism, develop targeted marketing strategies, improve customers' healthy consumer ethnocentrism, and then contribute to the development of products marketing. This research selects Zhuhai of mainland China as the research scope. The research objects are mainly customers in the JIDA duty-free shopping mall, and a small number of online customers. By using the statistical software SPSS18.0 and AMOS20.0 to analyze the questionnaire data, this research will discuss the influencing mechanism among the five dimensions of personal cultural orientation, consumer ethnocentrism and consumers' purchase intention of domestic products.

This research has developed the following conclusions:

1. Collectivism has positive effect on healthy consumer ethnocentrism significantly.
2. Collectivism has significant positive effect on consumers' purchase intention of domestic products.
3. Power distance has significant positive effect on healthy consumer ethnocentrism.
4. Power distance also has significant positive effect on pseudo consumer ethnocentrism.
5. Uncertainty avoidance has negative relation with pseudo consumer ethnocentrism significantly.
6. Long-term orientation has significant positive effect on healthy consumer ethnocentrism.
7. Healthy consumer ethnocentrism is positively related with consumers' purchase intention of domestic products significantly.
8. Collectivism use healthy consumer ethnocentrism as a partial intermediary role, and have positive effect on consumers' purchase intention of domestic products; the same as power distance which completely use healthy consumer ethnocentrism as an intermediary role and have positive relation with consumers' purchase intention of domestic products significantly.

Keywords:

personal cultural orientation, collectivism, masculinity, uncertainty avoidance, power distance, long-term orientation, healthy consumer ethnocentrism, pseudo consumer ethnocentrism, consumers' purchase intention of domestic products

56. 非交易型虛擬社區品牌體驗對顧客公民行為

尹彥婷
行政與管理學院-管理碩士

指導老師姓名:

石貴成副教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

隨著消費者需求的不斷提升與市場競爭的日趨白熱化，體驗經濟應運而生。企業希望消費者通過對產品，服務的體驗提升品牌在消費者心目中的地位，為企業贏得了顧客滿意，顧客忠誠，顧客為企所履行的公民行為等企業的無形資產，在體驗經濟迅速發展的今天能夠引發消費者進行品牌體驗的因素已成為亟待研究與探討的研究方向，如何能使消費者通過品牌體驗產生更多的對於品牌的好感以贊譽已成為研究品牌體驗的趨勢。本研究從非交易型虛擬社區的角度出發，探討了影響消費者對於非交易型虛擬社區品牌的體驗的因素，以及在虛擬社區的背景下消費者對於品牌的體驗與顧客公民行為之間的關係。本研究通過文獻閱讀提出研究框架構思，之後以非交易型虛擬社區的使用者為調查對象進行問卷調查，共收集了國內不同品牌虛擬社區的 203 個顧客樣本，通過 SPSS17.0 統計軟件和 LISREL 8.0 分析問卷資料與模型架構，以及變量之間的關係通過研究得出以下結論：1. 非交易型虛擬社區介面技術性能與品牌體驗無顯著相關性。2. 消費者對於非交易型虛擬社區有用性的感知與品牌體驗無顯著相關性。3. 消費者享樂性傾向與品牌體驗呈正相關。4. 非交易型虛擬社區隱私性保障與品牌體驗無顯著的相關性。5. 非交易型虛擬社區的品牌知名度與消費者對於品牌的體驗呈顯著正相關。6. 消費者對於非交易型虛擬社區品牌的體驗與其顧客公民行為呈顯著正相關。

關鍵詞:

非交易型虛擬社區、品牌體驗影響因素、顧客公民行為

56. Brand Experience of Virtual Community of Non-Transaction and Customer Citizenship Behavior

Yin Yan Ting
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:

Associate Professor Shi Gui Cheng

Graduated Year:

2013

Type of Degree:

Master of Management Studies

Abstract:

With the higher demand about customers and increasing fierce of market competition, experience economy has produced. Companies want to make the deep impressions in customers' minds through the product experience 、 customer experience and brand experience, which could make higher level of customer satisfaction 、 customer loyalty and customer citizenship behavior. With the increasing development of experience economy, the factors affecting the brand experience will be the direction in the research field. In this study, it was mainly based on virtual community of no-transaction to explore the factors affecting the brand experience and the relationship between the brand experience and customer citizenship behavior. The idea of this research's framework was mainly based on some literature reviews. And then the study conducted a questionnaire survey to the users of the virtual community of no-transaction. This research collected 203 customers' sample of different brands about the virtual community, and did some analysis to study how the factors affecting the brand experience and the relationship between brand experience and customer citizenship behavior with the help of SPSS 17.0 and LISREL. There are some conclusions through this research:

1. The technology of no-transaction virtual community has no impact on brand experience
2. Perceived usefulness to the virtual community of no-transaction is not correlated with brand experience.
3. Hedonic of the no-transaction virtual community is positively correlated with brand experience.
4. Privacy protected by virtual community of no-transaction is not correlated with brand experience.
5. Brand awareness is positively correlated with brand experience.
6. Brand experience of no-transaction virtual community is positively correlated with customers citizenship behavior.

Keywords:

Virtual community of no-transaction, factors affecting brand experience, customer citizenship behavior

57. 品牌體驗前因變量及其結果之研究

張思安
行政與管理學院-管理碩士

指導老師姓名:

石貴成副教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

隨著“體驗經濟”的不斷發展，商家的賣點已不僅僅簡單的就是產品或者是服務，體驗變得越來越受到關注和重視。尤其是對於服務提供商而言，消費者對於其體驗的評價是至關重要的。品牌體驗這個概念被越來越多的營銷者所重視。在之前的許多研究， 學者們都有關於對品牌體驗的影響力的研究，然而關於究竟是什麼影響了消費者對於品牌體驗的評價的研究是缺乏的。因此，本文作者在餐飲服務品牌中就品牌體驗的前因變量展開研究。首先，作者在研究中回顧了關於體驗的文獻，也就是消費者體驗，購物體驗以及服務體驗等等。其次是對所有關於品牌體驗文獻的回顧，其中這些文獻的品牌體驗都是基於 Brakus, Schmitt, 和 Zarantonello(2009) 提出的。在本文中，作者提出並驗證了關於品牌體驗前因和結果的研究模型。本文設計了一個實證研究，問卷調查是通過互聯網進行的。根據最後的數據結果，總共有 151 份有效問卷被採用，是由 68 位男性和 83 位女性被調查者的問卷組成的。這些被調查者都是研究中提到的其中 5 個餐飲品牌的消費者。在此要說明的是，這 5 個餐飲品牌都是相同的價格水準並且提供比較同質量的服務。研究所要測試的品牌體驗的前置變量分別是：品牌溝通，服務場景以及產品質量。研究的數據分析都是通過 SPSS 17.0 軟件進行的。研究同時還測試了在品牌體驗和品牌忠誠之間消費者創新的調節作用。最後，所有的關於前因變量的研究都得到了驗證，但是關於消費者創新的調節作用並沒有得到支持。這其中的原因和研究設計以及研究開展中的細節作者將在文中一一闡述。在最後， 作者討論了此研究的理論貢獻以及管理意義，同時為未來的研究提出了建議。

關鍵詞:

體驗經濟、品牌體驗、餐飲行業、服務場景、消費者創新

57. A Study on the Antecedents and Consequence of Brand Experience

Zhang Si An
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:

Associate Professor Shi Gui Cheng

Graduated Year:

2013

Type of Degree:

Master of Management Studies

Abstract:

As developing of experience economy, the selling points no longer are products or service, experience becomes more importantly. Especially for service provider, consumers‘ evaluation of experience is crucial. The concept of brand experience attracts marketers‘ attention and gains much more focus. Despite prior researches on impact of brand experience, the explanation of what exactly influence the consumer evaluation of brand experience is lacking. Therefore this article discusses the determinants of brand experience in catering industry.

Firstly, the paper reviews literature on experience which includes different experiences (i.e. consumer experience, shopping experience, and service experience etc.), and then reviews all literatures on brand experience that proposed by Brakus, Schmitt, and Zarantonello (2009). The author presents a study with the purpose of finding antecedents of brand experience and testing the conceptual model in catering service context.

An empirical study is designed and the questionnaire survey is conducted through internet. Based on data derived from 151 respondents (68 male, 83 female) who has a meal in any one restaurant of five catering brands. In addition, these five catering brands are all at the same price level and provide the same level of service. The study examines the three determinants of brand experience; they are controlled brand communication, services cape and product quality, respectively.

The data of this study are analyzed via instrument-SPSS 17.0. The study also reports results of a test of the moderating effect of consumer innovativeness between brand experience and loyalty. Consequently, all the proposed antecedents are predicted consumers‘ evaluation of brand experience. However, the moderating effect of consumer innovativeness between brand experience and loyalty is insignificant.

The reasons and detail of study designing are elucidated. The theoretical contributes of this research are elucidated and managerial implications are also discussed. Further, author offers some suggestions for future research.

Keywords:

Experience economy, brand experience, catering industry, services cape, consumer innovativeness

58. 品牌鍾愛的前因變量之研究

許梓鍇
行政與管理學院-管理碩士

指導老師姓名:

石貴成副教授

畢業年度:

2013

學位類別:

管理碩士

論文摘要:

作為市場營銷領域的一個較為新穎的構念，品牌鍾愛被廣泛認為對諸如品牌忠誠的營銷領域相關構念存在重要影響。本研究採用基於理論的研究方法，對品牌鍾愛構念發展歷程進行充分的文獻回顧，並從品牌鍾愛的各類定義中提取反映品牌鍾愛核心現象的必要組分，據此以傳統方式定義品牌鍾愛。本研究為品牌鍾愛作如下定義：消費者對某一特定品牌所持有的熱烈情感，滿意評價及堅定態度的程度。本研究認為品牌鍾愛包含四個構面，分別為積極情感連結，態度強度，態度效價及預期分離痛苦。在文獻回顧的基礎上，本研究收集在多個品牌鍾愛測量量表中頻繁出現的題項，將其構造為一個具有代表性的簡化測量量表。此外，本研究在大量文獻中選取可能影響品牌鍾愛的一系列構念，形成本研究的理論框架並提出研究假設，並運用抽樣調查的方法檢驗研究假設。本研究表明品牌鍾愛的前因變量包括產品質量，品牌認同，品牌熟悉度及品牌顧客導向。最後，本研究闡述該研究發現的理論意義和管理意義，指出本研究的局限性並展望研究前景。

關鍵詞:

品牌鍾愛、品牌認同、品牌熟悉度

58. A Study on Antecedents of Brand Love

Xu Zi Kai
Faculty of Management and Administration,
Master of Management Studies

Name of the Supervisor:

Associate Professor Shi Gui Cheng

Graduated Year:

2013

Type of Degree:

Master of Management Studies

Abstract:

Brand love is a recent marketing construct, which has been shown to effect important marketing related construct like brand loyalty.

At the start point of current study, the author adopts the approach grounded on theory and reviewed vast literature on the conceptual development of brand love in the realm and found out the essential components of various definitions. According to these essential components that capture the core phenomena of brand love, the author determines a classical style definition brand love. Concretely, the author defined brand love as the degree of passionate emotion, value satisfaction with certain attitude a customer has for a particular trade name. Since the essential components of most conceptualization exist, the author view brand love as a construct composed of four dimensions: (1) positive emotional connection, (2) attitude strength, (3) attitude valence and (4) anticipated separation distress.

On the basis of the literature reviewed, the current study generated the items that large amount of scales frequent adopted and then develops a parsimonious yet representative scale of brand love with twenty-one items. Along with several scales measuring some constructs which have been regarded as the antecedents and outcomes of brand love, the modified scale provides brief yet valid measuring instruments for current study to investigate the antecedents and consequences of brand love the author redefined.

According to the literature reviewed, current study selected a set of constructs that might play the role of determinants of brand love and proposed a conceptual framework. To test the hypothesis of the model, a sample survey has been conducted. Supported by the statistical evidences, the current study indicated that product quality, brand identification, brand familiarity and brand customer orientation have positive effects on brand love that leads to brand loyalty.

Finally current study concluded by presenting some theoretical and managerial implications.

Keywords:

Brand love, brand identification, brand familiarity

59. 線上評論的口碑傳播對消費者購買決策的影響

蔡祥龍
人文藝術學院-傳播學碩士

指導老師姓名:

柳旭東副教授

畢業年度:

2014

學位類別:

傳播學碩士

論文摘要:

本研究採用實驗方法，探索網店線上評論的口碑傳播對消費者購買決策的影響。針對線上評論的口碑傳播，主要研究線上評論的質量和服務兩個方面對網路消費者購買行為的決策影響。本文基於文獻研究提出四點研究假設和兩點研究問題，採用一個 2（質量評論效價：正面 vs 負面）×2（服務評論效價：正面 vs 負面）的研究設計，並使用 MANOVA 和多元迴歸作為統計方法來分析獲得的數據，對假設進行檢驗。

研究發現，閱讀了質量正面評價的被試者比閱讀質量負面評價的被試對於燈泡的質量評價高；閱讀了服務正面評價的被試比閱讀服務負面評價的被試對於商家的服務評價高；閱讀了質量正面評價的被試比閱讀質量負面評價的被試有更高的燈泡購買意願；但是也發現閱讀了服務正面評價的被試比閱讀服務負面評價的被試有更高的燈泡購買意願這一點沒有被支持。另外，我們使用了多元回歸模型解釋了 61%的購物意願方差（Variance），綫上購物危險意識對於購物意願沒有顯著的影響，信息可信度則正向影響著消費者的購買意願。

關鍵詞:

線上評論、口碑傳播、商品品質態度、商品服務態度、購買意願

59. The Impact of Online Word of Mouth Reviews on Purchase Intention

Cai Xiang-Long
Faculty of Humanities and Arts,
Master of Arts in Communication

Name of the Supervisor:

Associate Professor Liu Xu Dong

Graduated Year:

2014

Type of Degree:

Master of Arts in Communication

Abstract:

In this study, influence of oral spreading in online comment on the consumer purchase decision is explored with experiments. Aiming at the oral spreading of online evaluation, influence of online comment on the consumer purchase behavior is studied from two aspects, including quality and service. In this paper, four research hypothesis and two research problems are proposed on the basis of documentary research, and 2 (quality comment valence: positive vs negative)*2 (service comment valence: positive vs negative) research design is employed. Data acquired is analyzed with the statistical methods, including MANOVA and multiple regression method, for checking the hypothesis.

It has been discovered from the research that subjects reading positive quality comments have better comments on the quality of bulbs and service of merchants when compared to subjects reading negative comments, and the former is much more willing to purchase the bulb. However, it has also been discovered that the viewpoint in which the subjects reading positive quality comments are more willing to purchase bulbs than those reading negative comments is not supported. In addition, multi-regression model is employed to explain 61% of the shopping willingness variance, and the online shopping danger consciousness has no significant influence on the shopping willingness. Besides, the information credibility influences the purchase willingness of consumers positively.

Keywords:

Online comment, oral spreading, commercial quality attitude, commercial service attitude, purchase intention

60. 中醫媒介內容的第三人效果研究

范夏萌
人文藝術學院-傳播學碩士

指導老師姓名:

溫乃楠助理教授

畢業年度:

2014

學位類別:

傳播學碩士

論文摘要:

隨著社會和科技的進步，人們的健康意識不斷增強，對健康的資訊需求也不斷增強，媒介資訊中有關健康的內容也不斷豐富，中醫學作為其中重要的一部分也受到人們的關注。本文考察對於中醫媒介內容，受眾是否會產生第三人認知，即是否認為這種內容對他人的影響大於對自己的影響，且第三人認知是否會給受眾帶來健康態度及行為方面的結果。本研究通過網絡問卷調查的方法，訪問了 396 名青年大學生，證實了第三人認知的存在，結果顯示，大學生認為中醫媒介內容對他人的影響大於對自己的影響，並且這種內容對老年人的影響大於對同儕的影響。這種第三人認知還會影響受訪者是否去進行中醫資訊的搜索或是否產生抵觸中醫治療的情緒，以及是否會令受訪者在今後謹慎的選擇治療方法。研究的理論和社會意義在文章最後也進行了探討。

關鍵詞:

中醫、媒介效果、第三人效果

60. Third-Person Effect of Media Messages of Traditional Chinese Medicine

Fan Xia-Meng
Faculty of Humanities and Arts,
Master of Arts in Communication

Name of the Supervisor:
Assistant Professor Zhou Yong

Graduated Year:
2013

Type of Degree:
Master of Arts in Communication

Abstract:
With the advancement of society and technology, people's conscious of health is increasing , the demand for health information is also growing and the media information relating to health has been continuously enriched. The chinese traditional medicine which one of the integrated traditional chinese culture is a important part which be concerned by people. The paper studied the media content of traditional Chinese whether can make the audience have a third person perception, that is, whether the influence of others by such the content is greater than their own and whether the third person perception will bring the results of health attitudes and behavior to the audience. In this paper , the method of sampling and survey interviewed 396 young college students to study medicine for media content , as the result, students believe that the influence of media content of TCM is greater on others than themselves, the result also shows that students believe that the influence of media content of TCM is greater on elderly than their peer. This third person perception also can influence the audience whether to search the TCM information or whether to have emotional conflict with Chinese medicine treatment, and whether can influence the audience would henceforth careful in the choice of treatment. The theory and the social significance of the research in the article were finally discussed.

Keywords:
Traditional Chinese Medicine, Media effects, The Third-Person Effect

61. 基於創新擴散理論的娛樂選秀節目《中國好聲音》的研究

于瀛
人文藝術學院-傳播學碩士

指導老師姓名:

張志慶教授

畢業年度:

2014

學位類別:

傳播學碩士

論文摘要:

2012 年 6 月，《中國好聲音》展開宣傳並於 2012 年 7 月播出，播出後掀起了一股收視熱潮，而後越來越多的人加入到觀看《中國好聲音》的隊伍中，中國大陸娛樂選秀節目在經歷了曲折的發展過程後復蘇。

本研究以著名學者羅傑斯的創新擴散理論為基礎，旨在從《中國好聲音》本身、《中國好聲音》在中國大陸擴散的傳播渠道、《中國好聲音》觀看用戶的個人創新性以及《中國好聲音》在中國大陸擴散的社會系統等方面對《中國好聲音》在中國大陸的擴散情況作進一步的分析。

本研究通過《中國好聲音》用戶的觀看行為來考量《中國好聲音》的擴散過程，依據創新擴散理論和《中國好聲音》在中國大陸的擴散現狀，提出《中國好聲音》在中國大陸擴散的影響因子及 7 個假設命題，初步構建《中國好聲音》擴散的影響因子模型。之後採用問卷調查的方法，通過對《中國好聲音》觀看者的量化研究，結合數據分析，從而得到了《中國好聲音》在中國大陸擴散的多元回歸方程：

HH=-1.353+0.403AA+0.208BB+0.161CC+0.306DD+0.171GG，驗證了假設命題並了解到《中國好聲音》的相對優勢性、相容性、易看性、可觀察性、《中國好聲音》擴散的傳播渠道、《中國好聲音》觀看者的創新性、社會系統等幾個因子對用戶採用行為的影響強度，最後修正了《中國好聲音》擴散的影響因子模型，並闡述了本研究的不足和進一步的研究方向。

關鍵詞:

中國好聲音、創新擴散、S 曲線、實證研究

61. The Study of Entertainment Show "The Voice of China" Based on the Theory of Diffusion of Innovations

Yu Ying
Faculty of Humanities and Arts,
Master of Arts in Communication

Name of the Supervisor:
Professor Zhang Zhiqing

Graduated Year:
2013

Type of Degree:
Master of Arts in Communication

Abstract:

In June 2012, "The Voice of China" started propaganda, and broadcast in July 2012, after the broadcast, it set off a wave of ratings boom in China, and then more and more people began to watch "The Voice of China", our entertainment talent show has experienced twists and turns in its development process after recovery.

Bases on the theory of diffusion of innovations of the famous scholar Rogers, this thesis makes further analysis of the diffusion of "The Voice of China" in our country from "The Voice of China" itself, the channels of "The Voice of China" diffusion in our country, "The Voice of China" viewers' individual innovation as well as the social environment of "The Voice of China" and so on.

This article considers the diffusion process of "The Voice of China" in China through viewers' behavior. Based on the diffusion of innovation theory and the situation of diffusion of "The Voice of China" in China, the thesis proposes the influence factors and 7 suppositions of "The Voice of China" diffusion in our country and constructs the model of the influence factors of "The Voice of China" preliminarily. After that, the author did some empirical research, designed questionnaire and selected certain viewers to analyze the obtained data by SPSS software. Thereby, obtaining a Multiple Regression Analysis' equation of "The Voice of China", it is:

$$HH=-1.353+0.403AA+0.208BB+0.161CC+0.306DD+0.171GG$$

Verify the hypothesis, as a result, the conclusion of the impact strength to the viewers' behavior of the relative superiority, the compatibility, the usability, the possibly observe, the channel of diffusion, the innovation of viewers, and the social environment and so on can be drawn.

Finally, the article corrects the model of "The Voice of China" diffusion impact factors, and expounds on the insufficiency and the further research direction.

Keywords:
The Voice of China, Diffusion of Innovations, S-curve Empirical Research

62. 大學官網首頁內容的跨文化比較

常樂
人文藝術學院-傳播學碩士

指導老師姓名:

孫瑱副教授

畢業年度:

2014

學位類別:

傳播學碩士

論文摘要:

“大學官方網站是大學自我表達和向外傳播的一個重要平台，是大學吸引校外資源和招生的一個重要渠道。本研究從跨文化的角度研究中美兩國大學官網內容的差異，可以從一定程度上反應出兩國的文化差異，以及辦學策略和教育觀念的異同。

本文通過內容分析的方法分別對包括高職高專在內的 100 所中國大學和包括社區大學在內的 100 所美國大學的官網首頁的內容進行研究。利用霍夫斯塔德文化維度理論作為指導，對比了兩國大學首頁官網中的新聞標題和圖片內容的異同。

研究發現，中美兩國大學官網首頁中的新聞標題的報道對象和圖片中展示的人物均出現了顯著的差異。中國大學官網中圖片以描繪大群體為主，並且著重表現學校領導和黨政官員，而美國大學官網中的圖片則以個人肖像和小群體圖片為主，並且以學生為最主要的表現對象。中國大學官網首頁中的新聞標題傾向於報道組織行為，而美國則主要以報道個人新聞為主。另外，在中國大學官網首頁的圖片還存在著表現人物性別比例失衡的現象，首頁的個人圖片中女性的比例不到男性的 1/3，這與中國大學生的性別比例不符。而美國大學官網首頁的圖片中人物的性別比例則基本均衡。

關鍵詞:

大學官網、新聞標題、圖片、內容分析、跨文化

62. A Cross-Cultural Analysis of the Content of College Official Website Home Page

Chang Le
Faculty of Humanities and Arts,
Master of Arts in Communication

Name of the Supervisor:

Associate Professor Sun Zhen

Graduated Year:

2014

Type of Degree:

Master of Arts in Communication

Abstract:

College official website is an important platform for self-expression and college external communication, and an important channel to attract external resources and potential students. This research used content analysis to figure out differences of college official websites homepage between US and China in the perspective of cross-cultural, which could show out the cultural differences, and similarities and differences of the policy and philosophy of education between two countries.

This article coded and statistically analyzed the sample news headlines and sample pictures from official websites of 100 American colleges including community colleges and 100 Chinese colleges including vocational school.

The results show that there are significant differences of both news headlines and pictures in college website homepages between US and China. Pictures including people in Chinese College official website homepages mainly depict large groups, and focus on the performance of school leaders and government officials, while the official website homepages of the American Colleges present personal portraits and small group pictures the most, and student performance as the most important target. Chinese College official website homepage headlines tend to report organizational behavior, while the United States mainly broadcast personal news reports. In addition, women is underrepresented in Chinese College official website homepage, the proportion of woman portraits in all of the portraits is less than 1/3, which is inconsistent of the sex ratio of Chinese college student.

Keywords:

College Website, News Headline, Picture, Content Analysis, Cross-cultural

63. 線上線下體育運動參與動機與行為-以澳門科技大學學生為例

鄧荃
人文藝術學院-傳播學碩士

指導老師姓名:

孫瑱副教授

畢業年度:

2014

學位類別:

傳播學碩士

論文摘要:

伴隨網絡技術的發展，依託網絡與新媒體而研發出的網絡體育遊戲受到越來越多的人的歡迎。本文基於自我決定理論中的基本心理需求理論，通過問卷調查法對大學生線上、線下體育運動參與動機與行為進行研究，了解網絡等新媒體對大學生的體育運動方式產生的影響。研究發現，大學生參與線下體育運動的主要動機是健康動機，參與線上體育運動的主要動機是樂趣動機；線下體育運動中的社交動機、外貌動機、制度動機與線下參與行為呈顯著負相關關係，線上體育運動中的能力動機與線上參與行為呈顯著正相關關係，社交動機與線上參與行為呈顯著負相關關係；線上與線下體育運動的參與行為之間、自主、能力、歸屬需要的滿足與線上、線下體育運動參與行為之間沒有顯著相關性；不同性別的大學生的線下體育運動參與動機與行為、線上體育運動參與行為存在顯著差異，線上體育運動參與動機無顯著差異。

關鍵詞:

基本心理需求、線上體育運動、線下體育運動、參與動機、行為、大學生

63. Participation Motivation and Behavior of Online/Offline Sports: An Investigation on the Students of Macau University of Science and Technology

Deng Quan
Faculty of Humanities and Arts,
Master of Arts in Communication

Name of the Supervisor:
Associate Professor Sun Zhen

Graduated Year:
2014

Type of Degree:
Master of Arts in Communication

Abstract:
With the development of network technology, online sports games, relying on the internet and new media, are well-received by more and more people. Based on the Basic Psychological Needs Theory of Self-Determination Theory, this paper studies participation motivation and behavior of online/offline sports of college students according to a questionnaire survey, and understands that new media, such as the internet, has an impact on college students' sports method. The study finds that the main motivation of offline sports is health motivation, and of online sports is fun motivation; social, appearance, and system motivation in the offline sports have a significant negative correlation with behavior of offline sports, competence motivation in the online sports is positively correlated with behavior of online sports, and social motivation of online sports is negatively correlated with online sports' behavior; online sports' behavior has no significant correlation with offline sports' behavior, and so do the relationship between the needs for autonomy, competence, relatedness and behavior of online/offline sports; college students of different genders have significant differences in participation motivation and behavior of offline sports and behavior of online sports, but have no significant difference in participation motivation of online sports.

Keywords:
Basic Psychological Needs, Online sports, Offline sports, Participation motivation, Behavior, College student

64. 健康傳播視角下的大陸居民中醫養生觀之研究

陳聰聰
人文藝術學院-傳播學碩士

指導老師姓名:

牟怡助理教授

畢業年度:

2014

學位類別:

傳播學碩士

論文摘要:

隨著經濟的不斷發展，人們生活水準的日益提高，養生成為了人們越來越關注的話題。“養生”是一個頗具中國文化色彩的詞語，是中國人抵禦疾病、保養身體、延長壽命的手段，體現了中國人對於生命的一種觀念。本研究旨在以中醫養生行為意向為研究內容，在健康傳播的範疇下，運用計劃行為理論，探討個人態度、主觀規範、知覺行為控制與實施中醫養生行為意向之間的關係，並探討了個人宗教信仰和文化傾向對中醫養生的態度之間的關係。

本文採用定量調查的方法，以網絡問卷的方式探索性地分析影響居民採用中醫養生行為意向的因素；對中醫養生這一健康傳播方式進行初步探討，並對我國健康傳播研究作進一步的補充。

計劃行為理論是有效的預測模型，該理論認為行為態度、主觀規範和感知到的行為控制是預測行為意向的重要因素。本研究基於計劃行為理論編制了居民中醫養生觀的調查問卷，探討了行為態度、主觀規範、知覺行為控制對中醫養生行為意向的影響；並試圖探究個人宗教信仰及文化傾向是否會對中醫養生的行為態度產生影響，因而構建了基於中國居民的中醫養生行為意向模型。最後研究了影響居民實施中醫養生行為的人口統計學變量。本研究主要得出以下結論：

(1)居民對中醫養生的態度、中醫養生的指令性規範、中醫養生的描述性規範、中醫養生的知覺行為控制均與實施中醫養生行為意向顯著正相關。其中，中醫養生的指令性規範（IN）對實施中醫養生的行為意向(BI)影響最為顯著，其次是中醫養生的知覺行為控制。

(2)居民的中國傳統文化傾向、個人宗教信仰均與實施中醫養生行為態度呈正相關。而西方文化傾向則與實施中醫養生行為態度呈負相關。

(3)本研究還從性別、年齡、受教育程度、家庭月收入水準等多方面探討個人屬性與影響實施中醫養生行為意向的內在關係，研究發現受教育程度越高，反而對中醫養生的態度越消極；並且受教育程度越高，在個人主觀規範上越不容易被他人左右。其他人口學特徵變量對中醫養生行為意向基本沒有顯著影響，即不同的個體對實施中醫養生的行為意向基本上不存在顯著差異。

最後，本研究基於研究結論，探討了如何提高中醫養生的傳播水準以實現良好的傳播效果；並提出一些具有可操作性的發展策略。

關鍵詞:

健康傳播、計劃行為理論、中醫養生

64. A Study on Traditional Chinese Medicine Health Maintenance Behavior Intention From the Health Communication Perspective

Chen Cong-cong
Faculty of Humanities and Arts,
Master of Arts in Communication

Name of the Supervisor:
Assistant Professor Mou Yi

Graduated Year:
2014

Type of Degree:
Master of Arts in Communication

Abstract:

With the development of the economy and the people's living standards, health maintenance has become a growing concern. Health maintenance (Yangsheng), a typical word of Chinese culture, is not only used as a means for Chinese people to take care of their health, prevent diseases and prolong their life but also helps them understanding of life. This study aims to examine traditional Chinese medicine (TCM) health behavior intention by using the theory of planned behavior to explore the relationship between personal attitudes, subjective norms, perceived behavioral control, personal religious beliefs, cultural orientation and traditional Chinese medicine health behavior intention.

This thesis adopts an outline questionnaire which explores and analyses the factors that influence the residents' intention of use of TCM. It also tries to give a preliminary discussion about TCM and enrich our understanding of health communication in China.

The Theory of planned Behavior is an effective prediction model. The theory shows that attitude, subjective norm and perceived behavioral control are important factors to predict behavioral intention. Based on this theory the questionnaire was designed. Next, the model of citizens' health maintenance behavior intension by TCM was built. Finally, this study analyzed the demographic statistical variables that affect the intention. This study yields the following results:

Injunctive norm of Traditional Chinese Medicine health preserving has the strongest positive correlation with the behavior intention.

Chinese culture positive orientation has the strongest positive correlation with the behavior attitude.

Most of the demographic characteristics have no significant contribution on the behavior intention, while education has a negative correlation with the behavior attitude. In addition, education has a negative correlation with the injunctive norm.

Finally, this paper gives the corresponding strategies to communicate Traditional Chinese Medicine to health maintenance based on the findings.

Keywords:
Health Communication, Theory of Planned Behavior, Traditional Chinese Medicine, Health Maintenance

65. 中國內地與香港報紙對於 SARS 與 H7N9 報導比較研究

王健安
人文藝術學院-傳播學碩士

指導老師姓名:

柳旭東副教授

畢業年度:

2014

學位類別:

傳播學碩士

論文摘要:

隨著社會的發展，媒體在突發公共衛生事件中的角色和作用越來越重要。面對突發公共衛生事件，公眾希望從主流媒體獲得權威信息，了解疫情最新動態，而社會上權力機構也會通過媒體進行有利於危機處理的輿論環境營造。2003 年的一場 SARS 疫情，由於中國內地政府和媒體對疫情危機處理缺乏經驗，疫情狀況得不到及時有效報導，政府和主流媒體公信力下降，甚至與公眾形成對立。十年過後 H7N9 疫情爆發，中國內地媒體對於突發公共衛生事件報導模式和報導觀念轉變，以及中國政府信息公開制度建設，有效地控制公眾對疫情的恐慌。

新聞媒體單位通過對新聞框架的構建，將社會事實轉化為信息傳遞，並以此影響受眾框架。地區內政治、經濟、發展歷史、媒體自身立場等因素影響新聞框架的構建。廣東與香港兩地都受到兩次疫情的影響，通過比較兩地報紙媒體對兩次疫情的報導，揭示兩地報紙媒體對突發公共衛生事件報導的特殊規律或傾向。

研究發現，消息來源與不同新聞框架之間關係差異明顯，新聞基調亦然。兩地報紙媒體在構建 SARS 與 H7N9 事件報導新聞框架時，都以情境框架、定義事件框架、科學框架和經濟後果框架為主，多以中立新聞基調報導。相比之下，中國內地報紙媒體較傾向於國家政府形象框架構建和以正面報導為主，而香港報紙媒體則較傾向於評價和人情味框架構建，正面和負面報導較為平衡。

關鍵詞:

SARS、H7N9、新聞框架、內容分析法

65. The News Coverage of Chinese and Hong Kong's Newspapers on SARS and H7N9: A Comparative Study

Wang Jian-An
Faculty of Humanities and Arts,
Master of Arts in Communication

Name of the Supervisor:
Associate Professor Liu Xudong

Graduated Year:
2014

Type of Degree:
Master of Arts in Communication

Abstract:

With the development of the society, the role that media plays on the public health incidents has been more and more significant. When faced with these incidents, the general public hope that they can be informed with authoritative information from the mainstream media, in order to be aware of the newest trends of health affairs, and the authority institutes will make full use of the media to construct a consensus environment which is beneficial to crises handling as well. Because the Chinese government and media are inexperienced with the crises managing, SARS that happened in 2003 wasn't been ineffectively reported, which lead to the decrease of media credibility, and even make media counterpoised with the public. After a decade, H7N9 exploded, with the transform of the mainland media reporting model, and the construction of the Chinese government information opening system, the public panic had been effectively controlled.

The news media turns the social fact into information promulgate by building news frame, and make full use of it to affect audience frame. District differences of policy, economy, develop history and media standpoint are all have influence on the news frame building. Both Guangdong and Hong Kong are experienced the two incidents, by contrasting the newspaper media's report on these two incidents of the two places, we can illustrate the two district newspaper media's specific regular patterns and tendencies towards public health incidents.

Recently research has found that there are obvious diversities in information source origin and different news frame, and so do the news keynote. Conformably, the newspaper media of the two places selected episodic frame, definition incident frame, scientific frame and economic consequences frame as the main frame when building the news frame, and most facts are reported on neutral standpoint. In comparison, Chinese mainland newspaper media is tend to building the government image and positive reports are the majority, while Hong Kong newspaper media focus on the evaluation and human relationship frame construction, positive reports and negative reports are in good balance.

Keywords:
SARS, H7N9, News frame, Content analysis

66. 愛滋病視頻與受眾反應的內容分析

包振寧
人文藝術學院-傳播學碩士

指導老師姓名:

溫乃楠助理教授

畢業年度:

2014

學位類別:

傳播學碩士

論文摘要:

愛滋病話題自艾滋病出現以來一直是媒體關注的焦點。它不僅僅只是嚴峻地公共健康問題，更重要的是愛滋病所引起的經濟、文化、道德等綜合的社會問題。隨著我國愛滋病疫情的發展，媒體對於愛滋病的報道方式，也從單一模式的報道形式向多模式的報道形式轉變。愛滋病問題的傳播媒介也從舊媒體向新媒體上傳變，且新媒體的傳播也隨著社會的發展變為愛滋病話題傳播的重要媒介，同時視頻類網站的出現也使得愛滋病報道的內容形式變得更為多樣。

本文對優酷網絡視頻網站中關於愛滋病的報道進行研究。研究目的在於了解愛滋病網絡視頻是如何有效的影響受眾的反應。本文將從視頻的主題框架、代言人類型、消息驚悚程度（Message Sensation Value）、信息訴求方式四個方面進行研究。以研究用戶在觀看視頻後給予的評論、點讚量、瀏覽次數等受眾反應的參考項目，來有效的了解愛滋病資訊的特徵與受眾反應之間的關係，並有效的了解愛滋病在網絡視頻中傳播的效果。

在研究的統計數據中，我們發現訴求方式對於視頻的點擊量有著顯著地影響，其中恐懼訴求對點擊率的影響最為明顯。當恐懼訴求與名人類型的代言人同時作用時會對網站的視頻點讚量起到顯著地影響，但訴求方式、代言人類型、資訊驚悚程度在對視頻的評論量研究中，沒有發現顯著地影響。

關鍵詞:

愛滋病、主題框架、信息驚悚程度、代言人、訴求

66. A Content Analysis of AIDS Videos and Users' Responses

Bao Zhen-Ning
Faculty of Humanities and Arts,
Master of Arts in Communication

Name of the Supervisor:

Assistant Professor Wen Nainan

Graduated Year:

2014

Type of Degree:

Master of Arts in Communication

Abstract:

AIDS has been the focus of media from the AIDS appears. It is not just a simple medical problem, more important is AIDS may cause a series of comprehensive problem such as economic issues, culture issues, moral issues and so on. With the development of the AIDS epidemic in our country, media reportorial ways of AIDS became diversified. The spread of AIDS topic has also turned to the new media and the new media has become the main way to spread the AIDS topic with the development of social technology. The video website also makes the AIDS content of the report form more diversified.

The paper want to find out how the internet videos influence the viewers response through the AIDS video in the video website. The paper will study from the following four aspects: theme frame, type of messagers, message sensation value (MSV),message appeal. Paper will study the comment of viewers, the number of people who click the "like" on website and the number of visits so that the result can show the relationship between the AIDS video and viewers response and the result also can show the media effect of AIDS video on internet.

As the result, I find out that the type of appeal can influence the number of visits noteworthy. Fear appeal has the most noteworthy influence on the number of visits and there is also a noteworthy influence on clicking "like" when fear appeal and famous people appear in the same video, but in the study of number of comment, there is no noteworthy influence by appeal, type of messagers and message sensation value (MSV).

Keywords:

AIDS, Theme frame, Message sensation value(MSV), Appeal, Type of Messagers

67. 網絡視頻貼片廣告效果之實驗研究

蔣俊秋
人文藝術學院-傳播學碩士

指導老師姓名:

牟怡助理教授

畢業年度:

2014

學位類別:

傳播學碩士

論文摘要:

網絡成為繼傳統的四大媒體之後的第五大新興媒體，而伴隨著網絡一起成長的網絡視頻貼片廣告，已成為一種新的廣告模式。它生動形象、表現力強、極具互動性，而這種互動性改變了傳統媒體廣告的傳播形式，受眾通過點擊廣告可以對廣告做進一步的瞭解。正如傳統媒體廣告一樣，視頻貼片廣告的傳播效果同樣會受到許多因素的制約，本文通過研究網絡視頻自身對貼片廣告可能帶來的影響，來分析影響貼片廣告傳播效果的因素。

本研究採用實驗的方法，設計 2（視頻的喜愛程度：高、低）*2（受眾的情緒：積極、消極）的分組實驗設計，來探究受眾對網絡視頻的喜愛程度和因網絡視頻引起的受眾情緒對視頻貼片廣告傳播效果的影響，並通過對被試者的回憶度和被試者對貼片廣告態度的變化來測量視頻貼片廣告的傳播效果。

研究結果表明：受眾對網絡視頻的喜愛程度在貼片廣告的傳播過程中並不會影響受眾對貼片廣告的回憶度，受眾對視頻的喜愛程度正向影響受眾對貼片廣告的態度，受眾對貼片廣告的態度容易受到網絡視頻的影響。受眾因網絡視頻引起的情緒變化同樣不會影響受眾對貼片廣告的回憶度，受眾因網絡視頻引起的情緒部分影響了受眾對視頻貼片廣告的態度。在經過對變量的回歸分析後，發現受眾因視頻引起的積極情緒是影響受眾對貼片廣告的態度變化的主要變量，其次是受眾對視頻的喜愛程度，廣告主在投放貼片廣告的時候，應該考慮需要將廣告投放到容易引起受眾積極情緒且受到觀眾喜愛的視頻中，以此來提高視頻貼片廣告的傳播效果。

關鍵詞:

網絡視頻貼片廣告、視頻喜愛度、受眾情緒、廣告效果

67. Experimental study on the effect of online video advertisement

Jiang Jun-Qiu
Faculty of Humanities and Arts,
Master of Arts in Communication

Name of the Supervisor:

Assistant Professor Mou Yi

Graduated Year:

2014

Type of Degree:

Master of Arts in Communication

Abstract:

Internet has become the fifth largest emerging medium following the four traditional media, and online video advertisement that came along has formed a new advertising model, which features vividness, expressiveness and strong interaction. And such interaction has changed the communication patterns of traditional media advertisement; that is, the audience can know more about the ads with one click on the ad. Just like traditional media ads, online video advertisement's communication effect can also be restricted by many factors. This paper intends to analyze factors that influence the communication effect of online video advertisement by studying the potential impact of online video itself on its advertisement.

This study is based on an experiment. Four experiment groups --(popularity of video: high, low) and (mood of audience: positive, negative) are set to study the influence of a video's popularity with the audience and mood of audience aroused by the video on the communication effect of online video advertisement. Communication effect of online video advertisement was measured by the audience's recall and change of attitude towards online video advertisement.

Research results suggest that in the communication process of ads, the popularity of online video has no impact on the audience's recall of ads, while the audience's attitude towards ads was influenced by online video. The audience's change of mood caused by online video has no impact on their recall of the ads neither, while mood change of audience caused by online video can partly influences the audience's attitude towards video ads. Regression analysis of the variables finds that audience's positive mood caused by the video is the major variable that influences the audience to change their attitude towards ads, followed by the popularity of video with the audience. When delivering ads, the advertiser should consider the need to put ads in more popular videos that can easily arouse the audience's positive emotion so as to optimize the communication effect of video ads.

Keywords:

Online video ads, popularity of video, mood of audience, advertisement effect

68. 對央視播出的旅遊廣告的研究

史婧
人文藝術學院-傳播學碩士

指導老師姓名:

黃微子助理教授

畢業年度:

2014

學位類別:

傳播學碩士

論文摘要:

筆者考慮到大眾傳媒在推動國內旅遊業發展的重要作用，所以選擇了去研究推動旅遊業發展的隱性因素之一，即旅遊廣告。旅遊廣告就是對旅遊目的地的形象宣傳視頻，通過“剪輯”將靜態拍攝的旅遊圖像和運動拍攝的旅遊畫面巧妙地拼合在一起，並添加語言文字和配音形成新的帶有宣傳意願和強烈導向性色彩的視頻。

通過對央視旅遊廣告的分析和探討，筆者總結出旅遊廣告近年來的發展變化規律，以期更好地指導實踐。而且通過符號學分析，傳達給受眾廣告所反映的社會主流意識形態與社會文化意識觀念。

筆者首先對總體樣本進行分層抽樣，得到 328 個樣本（含重複播放的樣本），然後對這些樣本進行統計分析，得出旅遊廣告每年及每月投放數量的規律。然後，除去重複的樣本之後，筆者得到 37 個旅遊廣告，並對此進行統計分析，得出旅遊廣告在畫面、語言、文字和配音等方面使用的特點。最後，筆者選擇最典型的 4 個旅遊廣告進行具體的符號學分析與解讀，了解廣告所傳達的社會主流意識形態和文化意識觀念。

筆者將這些旅遊廣告訴求歸納如下：1，廣告傳達了“古代人文景觀”的訴求，加強受眾對“傳承傳統文化”的重要性的認知。2，廣告傳達了“尋求冒險與刺激”的訴求，激發受眾對“個性旅遊”的追求和嚮往。3，廣告傳達了“民族風情”的訴求，引起受眾對“民族文化旅遊”的需要、需求。4，廣告傳達了“保健養生旅遊”的訴求，激發受眾對“返璞歸真旅遊”的嚮往。5，廣告傳達了“現代化旅遊”訴求，“西方化”和“城市化”是兩個主要方面。

關鍵詞:

旅遊廣告、央視、符號學、廣告訴求

68. A Research into the Tourism Advertisements on China Central Television

Shi Jing
Faculty of Humanities and Arts,
Master of Arts in Communication

Name of the Supervisor:

Assistant Professor Huang Weizi

Graduated Year:

2014

Type of Degree:

Master of Arts in Communication

Abstract:

Nowadays, Mass Media takes an important role in promoting the Chinese domestic tourism. This paper chooses to study one of the hidden factors that promote the development of tourism, namely tourism advertisements. Tourism TV advertisements are videos with static and dynamic pictures putting together, for the purpose of promoting tourist attractions.

Based on the analysis of the tourism advertisements broadcasted on China Central Television, this thesis gives a summary of the development of tourism advertisements in hope of giving suggestion for practical work. In addition, it analyzes the mainstream cultural ideology and social consciousness reflected in advertisements.

First, the author obtains 328 samples through stratified sampling, including repeated ads samples. Then, the author gets the numbers of travel ads broadcasting on TV annually and monthly after statistics analysis. After removing duplicate samples, there are 37 tourism advertisements. The author analyzes the characteristics of tourism advertising in the picture, text, and dubbing. Finally the author chooses four typical tourism advertisements for semiotic analysis.

To sum up, there are five kinds of typical appeals in these tourism advertisements: the appeal of “the ancient cultural landscape”, the appeal of “adventure and excitement”, the appeal of “national characteristics”, the appeal of “healthcare tourism”, and the appeal of “modern tourism”.

Keywords:

Tourism advertisements, China Central Television, Semiotics, Advertising appeals

69. 基於參展商視角的組展商聲譽概念研究

王潇
酒店與旅遊管理學院-國際旅遊管理碩士

指導老師姓名:

唐娟助理教授

畢業年度:

2014

學位類別:

國際旅遊管理碩士

論文摘要:

隨著會展經濟的長足發展，組展商之間的競爭也越發激烈。聲譽作為企業無形資產具有天然的不可複製性和排他性，可以使組展商牢牢的抓住參展商，獲得競爭優勢。但是目前學界對於組展商聲譽的研究相對比較滯後。本文基於此，選取組展商聲譽作為研究物件，構建概念模型，以豐富組展商聲譽的相關理論的同時也為組展商提高聲譽，培育忠誠客戶提出建設性的意見。

本文通過對前人文獻的總結以及同參展商和專家學者的訪談討論結果，構建了影響組展商聲譽的因果模型。並採用了 SPSS、AMOS 等統計軟體進行了信效度的核對總和結構方程分析，最後還對不同企業特徵的參展商進行了差異化分析。並得出以下結論：

組展商聲譽由參展商情感因素和理性認知兩個維度組成。

影響組展商聲譽的前置因數分別為：服務品質、經營績效、社會責任、創新能力、可靠性和吸引力，且均對組展商聲譽產生顯著性的積極影響。其中服務品質的表現對組展商聲譽的影響最為顯著。同時，組展商聲譽對參展商忠誠度有著顯著的積極影響。

差異化研究結果表明不同規模公司在創新能力、可靠性和情感上的得分差異顯著。

關鍵詞:

組展商、聲譽、參展商、忠誠度

69. A Study on Organizers' Reputation Concept Based on the Perspective of Exhibitors

Wang Xiao
Faculty of Hospitality and Tourism Management,
Master of International Tourism Management

Name of the Supervisor:

Assistant Professor Tang Juan

Graduated Year:

2014

Type of Degree:

Master of International Tourism Management

Abstract:

With the significant development of exhibition economy, the competition among the organizers has become increasingly fierce. Reputation as the intangible asset of enterprises is naturally not replicable and exclusive. The organizers, by clinging to the exhibitors, will gain the competitive advantages. However, the research on the reputation of organizers is relatively lagging behind. On this basis, this paper chooses the reputation of organizers as the research object. The conceptual model is built in order to enrich the relevant theories and to improve to the reputation of the organizers. Constructive suggestions are provided to strengthen the customer loyalty. Based on the summary of previous literatures and discussion with exhibitors and experts, the causal model is established that's influential to the reputation of organizers. Statistical software such as SPSS and AMOS are adopted in this paper for the test on reliability and validity and analysis on structural equation. In the end, differentiation analysis on exhibitors with various features is conducted. The conclusions drawn from the research are as follows:

1. The reputation of the organizers is consisted of two dimensions: the emotional factors and rational factors of the exhibitors.

2. The leading factors that are influential to the reputation of the organizers are: the quality of the service, the operating performance, social responsibility, innovation ability, reliability, and attractiveness. All of these are significantly affecting the reputation of the organizers. Among them, the quality of the service has the most significant impact on the reputation. Meanwhile, the reputation of the organizer has positive impact on the loyalty of the exhibitors.

3. The result from the differentiation research reveals that there's significant difference among the enterprises with different scale in terms of innovation, reliability, and emotion.

Keywords:

Organizers, reputation, exhibitors, loyalty

70. 探索影響選擇下載旅遊移動應用程序的因素

奚曉彤
酒店與旅遊管理學院-國際旅遊管理碩士

指導老師姓名:

白鎮國助理教授

畢業年度:

2014

學位類別:

國際旅遊管理碩士

論文摘要:

隨著智能手機的快速發展及手機價格普及化，智能手機應用程序(Apps)也成為了大多數手機用戶的生活好幫手，使得移動應用程序的開發成為了一種受到重視與關注的新興產業。然而當同性質的應用程序出現在應用程序商店的數量越來越多，如何在這些眾多的應用程序中脫穎而出，被更多的用戶知曉並下載使用是應用程序開發者所面臨的挑戰。在應用程序分類中，旅遊類應用程序被用於協助遊客提升他們的旅行的體驗與質量。而遊客們在面對眾多不同的旅遊應用程序時基於哪些因素去作出選擇，是本研究欲探求的研究問題。

本研究將借由對技術接受模型(TAM)進行拓展，並使用結構方程模型(SEM)的方法去調查智能手機用戶在選擇一款旅遊應用程序時，是否會受到四個潛在因素(外部影響、設計、功能、內容）的影響。在選取三款排名不同的旅遊移動應用程序，針對智能手機用戶派發了 300 份問卷。研究結果表明程序的外部影響、設計與內容都在一定程度上正向影響到出現的感知易用性或感知有用性，從而間接的影響到用戶對於一款應用程序的下載使用意向。

預期研究結果將可提供給一些旅遊應用程序的開發者和相關旅遊業內人士，去瞭解哪些相關的因素會影響到智能手機用戶對與一款旅遊類應用程序的選擇。有助於他們對於相關產品做出改善，同時為以後新產品的設計方向提供理論依據。本研究還構建了一個旅遊移動應用程序獲取模型，為以後相關領域的調查研究提供一個基礎模型。

關鍵詞:

智能手機、旅遊移動應用程序、旅遊移動應用程序獲取模型

70. Explore the Influenced Factors for Downloading a Travel Mobile Application

Xi Xiaotong
Faculty of Hospitality and Tourism Management,
Master of International Tourism Management

Name of the Supervisor:

Assistant Professor Pai Chen Kuo

Graduated Year:

2014

Type of Degree:

Master of International Tourism Management

Abstract:

With the rapid development of smartphones technology, the smartphone applications (Apps) become a good helper for most of smartphone users in their daily life. Therefore, the developments of mobile applications are attracting more and more attention and attentiveness have become a new emerging industry. When the number of similar applications in the app store more and more, the developers face a great deal of competition and challenges. In the classification of applications, travel applications are used to help enhance the experience of tourists and the quality of their trip. In this study, the objective is to explore what are the factors influences the tourist to select a tourism application among the similar application in the Apps market/store.

This study extended the Technology Acceptance Model (TAM) and adopted the Structural Equation Modeling (SEM) method to analysis how the smartphone users in selecting a travel application. It is hypothetically influenced by four potential factors: external influences, design, features, and content. Three travel applications (APPs) were selected as the experiments which are from different ranking levels. The questionnaires were distributed to 300 smartphone users who will fill it after their tried to use the App program. The results show that the external influence, design, and contents of the program are to some extent appears to positively influence the perceived ease or perceived usefulness, thus indirectly affecting the user to download an intention to use the application.

It is expected the results will available provide to some tourist application developers and related the tourism industry for understanding what the relevant factors will affect the smart phone users when choice among many of tourism applications. And also, help them to make improvements related products, while providing a theoretical basis for the future design direction of new products. The study also built a mobile application to get tourism model, which provides a basis for future research in related fields.

Keywords:

Smartphones, Mobile Applications, Travel Mobile Apps Acquisition Model

71. 旅遊動機視角下來澳門大陸自由行遊客重遊意願研究

韓夢
酒店與旅遊管理學院-國際旅遊管理碩士

指導老師姓名:

王永強助理教授

畢業年度:

2014

學位類別:

國際旅遊管理碩士

論文摘要:

本研究面向休閒旅遊發展大勢，通過回顧重遊意願影響因素的相關文獻，結合澳門自由行旅遊發展現狀，在計劃行為理論核心結構模型基礎上引入旅遊動機因數，提出了來澳門大陸自由行遊客重遊意願研究模型及相關研究假設。

本研究對 412 位來澳門大陸自由行遊客的重遊意願及其影響因素進行了問卷調查，並採用描述性統計分析、因數分析、聚類分析、方差分析、回歸分析等方法對問卷數據進行分析。研究結果表明：1、大陸自由行遊客的旅遊動機包括自我實現、探索學習、新奇享樂、情感交流、釋壓享受 5 項推力動機及配套資源、吸引體驗、購物娛樂 3 項拉力動機；2、基於旅遊動機將大陸自由行遊客劃分成享樂主導型、求知吸引型、追求實現型和休閒逃離型四類，且四類遊客在態度、主觀規範、感知行為控制及重遊意願上存在顯著差異；3、推力動機（除情感交流動機）與拉力動機均正向影響遊客態度及重遊意願，且拉力動機影響程度大於推力動機；4、態度、主觀規範及感知行為控制均正向顯著影響重遊意願，影響程度大小為：態度＞感知行為控制＞主觀規範。

本研究結論有助於旅遊從業者更好地從心理學角度瞭解來澳門自由行遊客的重遊意願，從而為滿足遊客需求，維持發展客源市場，提升澳門旅遊目的地競爭力做出貢獻。

關鍵詞:

重遊意願、旅遊動機、計劃行為理論、大陸自由行遊客

71. Study on Revisit Intention of Mainland Chinese Individuals travelling to Macau: From the perspective of tourism motivation

Han Meng
Faculty of Hospitality and Tourism Management,
Master of International Tourism Management

Name of the Supervisor:

Assistant Professor Wang Yongqiang

Graduated Year:

2014

Type of Degree:

Master of International Tourism Management

Abstract:

Facing the trend of leisure tourism development, this study examined the mainland Chinese individuals' revisit intention to Macau. Based on a comprehensive literature review related to factors affecting revisit intention and combined with present situation of individual tourism in Macau, this study put forward a revisit intention research model of mainland Chinese individuals travelling to Macau and proposed related hypotheses to investigate relations among constructs of the existing TPB model with the addition of tourism motivation.

The verification of the redefined model and hypotheses were achieved by data from a questionnaire survey which interviewed 412 mainland Chinese individuals travelling to Macau. Descriptive statistical analysis, exploratory factor analysis, cluster analysis, one-way ANOVA and regression analysis were applied to data analysis. The findings of the study indicated that:

1. The tourism motivations of mainland Chinese individuals include 5 push motivations (namely: 'self-realization', 'exploring and learning' , 'novelty of pleasure', 'emotional exchange' , 'pressure release and enjoyment') and 3 pull motivations (namely: 'related resources', 'attract experience', 'shopping and entertainment') .

2. Based on tourism motivations, 4 individual tourists groups were clustered as: 'pleasure oriented', 'knowledge attraction', 'pursue realization' and 'leisure and escape'. Moreover, 4 groups of tourists have significant differences in attitude, subjective norm, perceived behavioral control and revisit intention.

3. Push motivations (except for emotional exchange motivation) and pull motivations have positive effect on tourists' attitude and revisit intention. The influence degree of pull motivations exceeds that of push motivation.

4. Attitude, perceived behavioral control and subjective norm positively influence revisit intention, with the influence degrees from the highest to the lowest respectively.

Results of the study could be beneficial for tourism practitioners to understand mainland Chinese individuals' revisit intention from the perspective of psychology, so as to make a contribution to meeting the needs of tourists, maintaining the development of tourist market, and enhancing the competitive power of tourism destination in Macau.

Keywords:

Revisit Intention, Tourism Motivation, Theory of Planned Behavior, Mainland Chinese Individuals

72. 評量酒店資訊科技部對員工的服務質量研究以澳門的豪華酒店為例

李偉強
酒店與旅遊管理學院-國際旅遊管理碩士

指導老師姓名:

白鎮國助理教授

畢業年度:

2014

學位類別:

國際旅遊管理碩士

論文摘要:

時代的進步，促使資訊科技續漸成為酒店的主要服務之一，因此，很多酒店紛紛設立資訊科技部門來對資訊服務進行管理，並且透過酒店員工為客人提供更多元化的資訊服務，從而提高酒店的整體服務質量。現今，資訊科技在酒店業和旅遊業當中扮演著十分重要的角色。以酒店業而言，資訊科技部是不可缺少的，假如沒有資訊科技部供應有效的資訊服務，員工便不可能為顧客提供高質的資訊服務。然而眾多服務都是由資訊科技部負責提供的，如要提升更高服務質量，酒店的管理者便需要識別員工對服務屬性的重要性與表現性的觀點，首先要達到員工的要求，這才會產生出最佳的資訊服務質量。因為在競爭激烈的商業環境下，要維持長期競爭力和獲得更高盈利的話，服務和產品的質量便是關鍵的因素。

本研究以酒店前線員工作為主要調查對象，從員工觀點出發評量酒店資訊科技部的服務質量。通過問卷調查、描述性分析、信度與效度分析、T 檢定等方法及採用重要性與表現性分析法作為主要分析工具。

研究結果表明，員工對服務屬性的重要性與表現性的觀點是存有差異。從重要性與表現性分析法的方格圖中顯示不同服務項目散佈在四個象限的位置：第一象限“優先改善”共七項；第二象限“保持不變”共五項；第三象限“低度重視”共七項及第四象限“過度重視”共三項，依據結果對服務屬性效用高低進行先後次序的改善。因此，本研究結果有助酒店管理者作為開發新策略時的決定依據。

關鍵詞:

資訊服務、服務質量、重要性與表現性分析法、方格圖

72. Evaluating Hotel Information Technology Department Service Quality from Luxurious Hotel's Employees in Macau

Lee Wai Keung
Faculty of Hospitality and Tourism Management,
Master of International Tourism Management

Name of the Supervisor:

Assistant Professor Pai Chen Kuo

Graduated Year:

2014

Type of Degree:

Master of International Tourism Management

Abstract:

Information technology plays an important role in Hospitality Industry and Travel Industry. For Hospitality Industry, IS Department is essential to supporting frontline staff to provide effective information services to customers. Since most information services are provided by the IS Department, in order to enhance the service quality, the management of the organization should identify the frontline staff's comments in regards to the importance and performance of the provided services. To sustain long term competitiveness and enhance their profitability, delivering high services quality and providing better product quality would be the key factors to success.

This analysis interviewed the frontline staff of hotel and examined their comments against the services quality provided by the IS Department. With the aid of questionnaires, the collected data are further analyzed by IPA, Descriptive Analysis, Reliability as well as T-testing.

It revealed from the results, there are deviations from frontline staff's comments against the importance and performance of the provided services. From the diagram, i.e. Grids of the importance and performance, there are seven items fall into (I) "Concentrate Here"; five items fall into (II) "Keep up The Good Work"; seven items fall into (III) "Low Priority"; and 3 items fall into (IV) "Possible Overkill" respectively. According to their importance, it shows and prioritizes the items which are needed to be improved. The management of organization would use these results when they are defining and development new service strategy.

Keywords:

Information services, services quality, IPA Grids

73. 影響酒店一線員工情緒勞動的因素研究：以澳門酒店為例

孫琪
酒店與旅遊管理學院-國際旅遊管理碩士

指導老師姓名:

晏鯉波副教授

畢業年度:

2014

學位類別:

國際旅遊管理碩士

論文摘要:

人類在改造自然和社會的過程中投入的不僅僅是體力和智力， 還包括情緒、情感以及人格等心理成本，由於工作中員工的心理健康問題日益突出，使得情緒勞動的概念開始引起人們的關注與討論。本研究旨在探討情緒勞動的三類前因變量：個體因素、情景因素和組織因素是如何影響酒店一線員工運用情緒勞動的深層動作和表層動作。本研究的理論意義在於，通過理論梳理和實證分析，就情緒勞動表達策略與前因變量關係的探討上，得到了一些定量的新結論，以及設計了新的量表。本研究以問卷調查的方式進行，樣本來自澳門酒店的一線員工，共收集有效問卷 433 份。所得數據經統計分析後，得出結論：

一、年齡越大的員工越傾向於運用情緒勞動的深層動作。二、情緒智力越高的員工，越傾向於運用情緒勞動的深層動作。三、消極情緒事件發生的頻率越高，員工越傾向於運用情緒勞動的表層動作。四、同事的支持越多，員工越傾向於運用情緒勞動的深層動作。

關鍵詞:

情緒勞動、表層動作、深層動作、酒店一線員工

73. The Antecedents of Emotional Labor among Frontline Hotel Employees: A Case of Hotels in Macau

Sun Qi
Faculty of Hospitality and Tourism Management,
Master of International Tourism Management

Name of the Supervisor:

Associate Professor Yan Libo

Graduated Year:

2014

Type of Degree:

Master of International Tourism Management

Abstract:

In the process of building the society and the nature, human beings put into not only physical strength and intelligence, also including the mood, emotion, personality and other psychological cost. Nowadays, due to the problem of employees' mental health is increasing, the concept of emotional labor attract people's attention and discussion. The purpose of this study is to discuss how the three kinds of antecedents: Individual Factors, Situational Factors, and Organizational Factors, affect the frontline hotel employees when they using surface acting and deep acting of emotional labor. The theoretical significance of this study is that, after theoretical and empirical analysis, we got some new quantitative conclusions about the relationship between antecedent and emotional labor strategies, and also develop a new measurement scale.

A questionnaire survey was conducted, sampling from the frontline employees of hotels in Macau. A total of 433 valid samples were collected. Some statistical analysis were conducted to analyze the quantitative data, and major findings include the following:

Firstly, the older the employees are, the more they tend to use the deep acting of emotional labor. Secondly, the higher emotional intelligence the employee have, the more they tend to use the deep acting of emotional labor. Thirdly, the higher frequency of negative event happen, the more employees tend to use the surface acting of emotional labor. Lastly, the more support from co-workers, the more employees tend to use the deep acting of emotional labor.

Keywords:

Emotional labor, Surface acting, Deep acting, Frontline hotel employee

74. 澳門酒店業領導與下屬的交換關係對員工工作績效的影響研究：員工對主管信任和員工工作投入的中介作用

呂哲
酒店與旅遊管理學院-國際旅遊管理碩士

指導老師姓名:

李熙助理教授

畢業年度:

2014

學位類別:

國際旅遊管理碩士

論文摘要:

本文以中國澳門特別行政區酒店業的主管和員工為調查對象，研究領導與下屬的交換關係對員工工作績效的影響、領導與下屬的交換關係對員工工作投入的影響、領導與下屬的交換關係對員工對主管信任的影響、員工對主管信任的中介作用和員工工作投入的中介作用。

本研究的目的在於從酒店一線員工的角度出發，探討領導與下屬交換關係對員工工作績效的影響機制，重點分析員工對主管信任（員工與主管的互動視角）與員工工作投入（員工個體行為視角）的中介作用。本次研究總共發放 400 對員工問卷和主管問卷（按 1：1 配對），有效回收問卷 304 對。採用 SPSS 軟件進行數據的描述性分析、相關性分析和回歸分析，結果顯示領導與下屬的交換關係對員工工作績效、工作投入以及員工對主管的信任有顯著正向影響；員工對主管信任在領導與下屬的交換關係對員工工作績效的影響中發揮部份中介作用，而員工的工作投入在領導與下屬的交換關係對員工工作績效的影響中不發揮任何中介作用；員工對主管的信任和員工的工作投入能夠提升員工的工作績效。

關鍵詞:

領導與下屬交換關係、員工對主管的信任、員工工作投入、員工工作績效

74. The Effect of Leader-Member Exchange on Employees' Job Performance in Macau Hotel Industry: Trust in Supervisors and Work Engagement as Mediators

Lyu Zhe
Faculty of Hospitality and Tourism Management,
Master of International Tourism Management

Name of the Supervisor:

Assistant Professor Li Xi

Graduated Year:

2014

Type of Degree:

Master of International Tourism Management

Abstract:

In this paper, the research objectives are employees and their supervisors in Macau hotel industry. The study is to explore the effect of leader-member exchange on employees' job performance, work engagement, and trust in supervisors, respectively. It also indicates the mediating effects of work engagement and trust in supervisors between leader-member exchange and employees' job performance.

From the perspective of frontline staff in Macau hotel industry, this study aims to discuss the impact mechanism of leader-member exchange on employees' job performance, especially focuses on the mediating roles of trust in supervisors (interactive perspective of subordinates and supervisors) and work engagement (individual behavior perspective of employees). Moreover, a questionnaire survey research design was used to obtain data (304 dyads sample). SPSS software was applied in descriptive data analysis, correlation and regression analysis. The results showed that leader-member exchange was positively related to employees' job performance, work engagement and trust in supervisors. Trust in supervisors was partially mediated the relationship between leader-member exchange and employees' job performance. Work engagement did not have the mediating role between leader-member exchange and employees' job performance. Besides, trust in supervisors and work engagement can enhance the job performance of employees.

Keywords:

Leader-member exchange, Employees' trust in supervisors, Employees' work engagement, Employees' job performance

75. 社會資本對信息交換, 隱性知識轉移, 知識技能績效的影響研究：以澳門博彩從業員為研究對象

楊婷
酒店與旅遊管理學院-國際旅遊管理碩士

指導老師姓名:

韓子天副教授

畢業年度:

2014

學位類別:

國際旅遊管理碩士

論文摘要:

自 2002 年賭權開放以來，澳門博彩業的迅速擴張帶動了澳門經濟的快速發展。博彩業已成為澳門的龍頭產業，一個產業的發展離不開人才，而對於澳門博彩從業員的研究已引起社會的廣泛關注。本文主要是以社會資本理論、资源交換理論以及知識轉移相關理論為基礎，研究澳門博彩從業員如何通過個人社會資本、信息交換、隱性知識轉移來影響知識技能績效。在通過對博彩從業員的訪談以及日常觀察發現從業員的職業技能並不單只是通過培訓學習來獲得，更多的是通過同事之間的“口口相傳”（隱性知識）來進行信息交換，人際網絡起到重要作用。對於這一現象，本文通過文獻研究構建了相關研究模型，再通過兩階段的問卷調查，共收回有效問卷 343 份。運用結構方程模型方法進行分析，發現信息交換和隱性知識轉移為社會資本影響知識技能績效的重要中介路徑。

關鍵詞:

社會資本、信息交換、隱性知識轉移、知識技能績效

75. Social Capital, Information Exchange, Tacit Knowledge Transfer and Domain Knowledge Effectiveness: An Empirical study on Casino Employees in Macau

Yang Ting
Faculty of Hospitality and Tourism Management,
Master of International Tourism Management

Name of the Supervisor:

Associate Professor Hon Chi Tin

Graduated Year:

2014

Type of Degree:

Master of International Tourism Management

Abstract:

Since the liberalization of gambling industry in 2002, the prompt expansion of gambling industry in Macao has driven its economy development rapidly. Nowadays, the gambling industry has become the leading industry in Macao. An industry development can not achieve progress without human resources. Hence, the research on Macao casino employees has already aroused wide social concern. The research focuses on how social capital affects the domain knowledge effectiveness by information exchange and tacit knowledge transfer based on the social capital theory, social exchange theory as well as relevant theories on knowledge transfer. From the interview and regular observation on casino employees, it was found that their professional skills are not only obtained by training, but also by information exchange among colleagues such as "word of mouth" (tacit knowledge), which indicated the significance of social network. For this phenomenon, this paper established relevant research models through questionnaire survey and then conducted two-phase questionnaire survey with totally 343 effective ones. The SEM (Structural Equation Modeling) was also adopted for analysis, which found that the information exchange and tacit knowledge transfer are the important mediator for social capital to affect domain knowledge effectiveness.

Keywords:

Social capital, Information exchange, Tacit knowledge transfer, Domain knowledge effectiveness

76. 比較四個不同國際遊客群體在旅遊動機, 旅遊活動與旅遊滿意度上的差異：以澳門旅遊為例

張明吉
酒店與旅遊管理學院-國際旅遊管理碩士

指導老師姓名:

朴聖姬助理教授

畢業年度:

2014

學位類別:

國際旅遊管理碩士

論文摘要:

在國際旅遊中，跨文化差異是一個至關重要的問題。國際旅遊市場營銷策略的成功，取決於理解來自不同文化和地區的遊客。為了解多樣與蓬勃的澳門國際旅遊市場，本研究藉由來澳門旅遊的四個不同國際遊客(中國大陸，香港人，台灣人和西方人)的推力與拉力動機、參與活動、整體滿意度水平和遊後意向來探討跨文化之間的差異。資料收集是採用自填式問卷，此份研究共回收 1478 份有效問卷。經由探索性因素分析後，本研究確定了 3 個推力動機（知識和樂趣，放鬆和逃避，購物和夜生活）、4 個拉力動機（本地文化資源，令人興奮和輕鬆的氣氛，知名的旅遊目的地，賭博和娛樂）為影響國際旅客旅遊澳門的主要動機；4 種旅遊活動（購物和娛樂，戶外活動，藝術和文化活動，當地美食和歷史）為國際旅客在澳門期間主要之活動。結果顯示出四個不同國際遊客在其旅遊動機、參與活動、總體滿意度與遊後行為上有顯著差異。這些發現將有助於澳門官方與非官方旅遊組織制定宣傳策略，並透過了解不同文化的差異，進而發展有效的方針來吸引國際遊客來澳門旅遊。

關鍵詞:

跨文化差異、推力與拉力動機、旅遊活動、總體滿意度、遊後意向

76. A comparative study of international tourists' motivation, activities and satisfaction to visit Macau: Mainland Chinese, Hongkongese, Taiwanese and Western groups

Chang Ming Chi
Faculty of Hospitality and Tourism Management,
Master of International Tourism Management

Name of the Supervisor:

Assistant Professor Park Sung Hee

Graduated Year:

2014

Type of Degree:

Master of International Tourism Management

Abstract:

Cross-cultural differences are a vital issue in international tourism; the success of international tourism marketing strategies depends upon understanding tourists from different cultures and regions. To understand the diverse and lively Macau international tourism market, this study explored the cross-cultural differences in push and pull motivations, participating activities, overall satisfaction level, and post-trip behaviour of traveling to Macau for four international tourist groups: Mainland Chinese, Hongkongese, Taiwanese and Western. Data were collected using self-administered questionnaires from 1,478 international travellers. Using exploratory factor analysis, this study identified three push (knowledge and fun, relaxation and escape, and shopping and nightlife) and four pull motivation factors (local and cultural resources, exciting and relaxing atmosphere, famous destination, gambling and entertainment), and four activity factors (shopping and entertainment, outdoor activities, artistic and cultural activities, local cuisines and visiting heritages). The results indicated that statistically significant differences among four international tourist groups were found in the characteristics, motivations, activities, overall satisfaction and post-trip behaviours. These findings will assist the development of promotional strategies and better communication that acknowledge cultural differences.

Keywords:

Cross-cultural differences, Push and Pull motivations, Tourism activity, Overall satisfaction, Post-trip behaviour

77. 博物館解說媒體解說效果, 信息豐富度對參觀體驗的影響

王天辰
酒店與旅遊管理學院-國際旅遊管理碩士

指導老師姓名:

唐娟助理教授

畢業年度:

2014

學位類別:

國際旅遊管理碩士

論文摘要:

博物館集收藏展示傳統優秀文化、精英教育、科研功能於一身，由於博物館的展品大多具有專業知識性，因此參觀者對博物館的解說具有很強的依賴性，這也說明解說系統在博物館旅遊中扮演著十分重要的角色。解說服務是博物館管理的重要環節，解說服務的效果既是影響參觀者體驗的重要因素，同時也是檢驗博物館服務的重要指標。而博物館解說工作讓參觀者體驗到的參觀效果如何呢？本研究的目的就是通過調查澳門大賽車博物館解說媒體及其信息豐富度來測量解說工作對參觀者的所獲得解說效果及參觀體驗的影響。

研究方法上，本文採用以定量為主的研究方式，基於國內外解說效果及信息豐富度理論的相關文獻回顧，使用問卷調查法，對澳門大賽車博物館的解說效果及解說媒體的信息豐富度進行檢驗。利用描述性統計分析、單因素方差分析、AMOS 因素分析、配對樣本 T 檢驗等。通過研究主要發現：1、博物館媒體的解說效果對參觀者的體驗產生正向影響；2、博物館解說媒體的信息豐富度對參觀者的體驗產生正向影響。通過以上研究結果，也更好的為博物館業界解說系統的建立提供了一定的參考價值。

關鍵詞:

博物館解說、解说媒體、信息豐富度、解說效果

77. The Study of the Effect of Museum Interpretation Media and Information Richness Degree upon the Visiting Experience

Wang Tianchen
Faculty of Hospitality and Tourism Management,
Master of International Tourism Management

Name of the Supervisor:

Assistant Professor Tang Juan

Graduated Year:

2014

Type of Degree:

Master of International Tourism Management

Abstract:

The museum has functioned as a public site that aims to exhibit the traditional culture, elite education and scientific function. Due to the fact that the exhibition in the museum has involved a great deal of professional knowledge, the visitor usually has to rely on the interpretation provided by the museum to get a better understanding, which has also meant the important role played by the interpretation system in the museum touring. As an important role of museum management, the effect of interpretive service not only is the key factor that affects the experience of visitors, but also is the significant indicator for testing museum service. There also arises a question as to the effect of museum interpretation upon the visiting experience. By making a survey over the interpretation media of Macao Racing Museum and information richness degree, this paper will seek to measure the effect of the museum interpretation upon the visiting experience.

With regard to the research method, this paper will focus on the quantitative method and review the materials related to the theory of interpretation effect and information richness both at home and abroad. Based on the questionnaire survey, this paper will also examine the interpretation effect and information richness of the interpretation media in the Macau Racing Museum. What is more, this paper has also adopted a series of analysis methods such as descriptive statistical analysis, one-way ANOVA, AMOS factor analysis and paired samples T test. The research result will be presented as follows. Firstly, the museum interpretation will contribute positively to the visiting experience. Secondly, the information richness of the museum interpretation media will positively affect the experience of the visitor. To conclude, this paper will be of reference value to the establishment of the museum interpretation system.

Keywords:

Museum interpretation, Interpretation media, Information richness, Interpretation effect

78. 基於工作家庭衝突的工作壓力及工作滿意度的關係研究：以澳門青年莊荷為例

張若男
酒店與旅遊管理學院-國際旅遊管理碩士

指導老師姓名:

周金泉助理教授

畢業年度:

2014

學位類別:

國際旅遊管理碩士

論文摘要:

博彩業是一個特殊的產業，在帶動澳門經濟發展的同時，也對澳門的政治、文化及其他各個方面都產生了廣泛的影響。博彩業的擴張對青少年的價值觀造成很大的衝擊，許多年輕人不願接受更多的教育，直接進入賭場工作“揾快錢”。本研究主要對澳門六家博彩企業的 35 歲以下青年莊荷進行問卷調查，採用非隨機抽樣方法，總計發放問卷 550 份，有效問卷 450 份，回收率為 82%。所得資料運用描述性分析、因數分析、方差分析、相關分析及回歸分析來進行資料的分析工作。

經分析後發現，21-25 歲的青年莊荷其工作家庭衝突、工作壓力、工作滿意度及離職意向最突出，且多發生在未婚或已婚無孩身上，女性青年莊荷的工作滿意度比男性高，工作 2-4 年的青年莊荷離職意向最高。同時，運用相關分析得到各變項間的密切程度，其結果如下：(1) 工作壓力與工作家庭衝突之間有正向影響。(2) 工作家庭衝突對工作滿意度有負向影響。(3) 工作家庭衝突對離職意向有正向影響。(4) 工作壓力對工作滿意度有負向影響。(5) 工作壓力對離職意向有正向影響。(6) 工作滿意度對離職意向有負向影響。(7) 工作家庭衝突在工作壓力與工作滿意度間存在顯著仲介作用；工作家庭衝突在工作壓力與離職意向間不存在仲介作用。

關鍵詞:

工作家庭衝突、工作壓力、工作滿意度、離職意向

78. The Relationship of Work family Conflict with Work Stress and Job Satisfaction: The Study of Macau Youth Dealers

Zhang Ruonan
Faculty of Hospitality and Tourism Management,
Master of International Tourism Management

Name of the Supervisor:

Assistant Professor Zhou Jinyong

Graduated Year:

2014

Type of Degree:

Master of International Tourism Management

Abstract:

The gaming industry is a special industry that brings the opportunity from development of Macau's economy and has a broad impact on political, cultural, and other various aspects. Expansion of the gaming industry caused great impact on the values of young people who would rather work in gambling house to make money than receive education. Therefore, we conduct a questionnaire survey on young casino dealers under 35-year-old from six gaming companies in Macau through nonrandom sampling method with 550 total questionnaires, 450 effective questionnaires, 82% of recovery rate. The data using descriptive statistics analysis, factor analysis, analysis of variance, correlation analysis and regression analysis in this study.

After analysis found that the young dealers of 21 to 25 years old the work family conflict, job stress, job satisfaction and turnover intention are the most prominent, and happen to single or married but no child youth dealers. Female youth dealers have more job satisfaction than male youth dealers. Work 2-4 years' youth dealers have the highest turnover intention. Meanwhile, using correlation analysis and regression analysis to get the effects between variables, the results are as follows: (1) Work family conflict is positively related to work stress. (2) Work family conflict is negatively related to job satisfaction. (3) Work family conflict is positively related to turnover intention. (4) Work stress is negatively related to job satisfaction. (5) Work stress is positively related to turnover intention. (6) Job satisfaction is negatively related to turnover intention. (7)Work-family conflict can play as the partial mediation effects between work stress and job satisfaction; Work-family conflict cannot play as the partial mediation effects between work stress and turnover intention.

Keywords:

Work-family conflict, Work stress, Job satisfaction, Macau youth dealers

79. 探討 MOA (Motivation, Opportunity, Ability), 線上知識交換及電子口碑之關係研究：以澳門旅遊資訊為例

陳婷婷
酒店與旅遊管理學院-國際旅遊管理碩士

指導老師姓名:

王盈娟助理教授

畢業年度:

2014

學位類別:

國際旅遊管理碩士

論文摘要:

二十一世紀資訊爆炸的年代，網絡資訊量日益爆增。隨著近年來社交網絡的迅速發展，社交網絡中穿梭著各式各樣的訊息，旅遊目的地訊息也積極的在社交網絡中討論，越來越多的人使用社交網絡獲取或分享資訊。因此，本研究的目的主要調查分析遊客使用社交網絡的動機、機會、能力三要素與知識交換，以及與電子口碑之間的相互關係。

本研究為定量研究，採用問卷調查法收集資料，總共收取有效問卷 396 份。研究結果表明，遊客使用社交網絡獲取或分享澳門旅遊目的地資訊的動機、能力對遊客知識交換有正向影響；社交網絡中提供的澳門旅遊目的地資訊的品質與量正向影響遊客知識交換；遊客知識交換正向影響網絡口碑的形成。根據研究結果將對澳門政府、本地旅遊企業提出了可行性建議，以及如何更好利用社交網絡促進澳門旅遊業的發展。

關鍵詞:

動機、機會、能力、社交網絡、顧客知識交換、網絡口碑、旅遊資訊

79. A Study on Exploring the Relationships among MOA (Motivation, Opportunity, Ability), Online Knowledge-Exchange and Electronic Word of Mouth: Take Macau Tourism information as an Example

Chen Tingting
Faculty of Hospitality and Tourism Management,
Master of International Tourism Management

Name of the Supervisor:

Assistant Professor Wang Ying Chuang

Graduated Year:

2014

Type of Degree:

Master of International Tourism Management

Abstract:

The twenty-first Century is an era of information explosion. More and more information is increasing on the internet day by day. Because it facilitates the variety of information emerging, the social networking is developing faster. Tourist destination information has also been actively discussed in social networks so that a number of information is provided for tourists to acquire or share information. The purpose of this study was to investigate the motivation, opportunity and ability of visitors on using social networks to exchange their online knowledge, in term of Macau tourism information, for developing an electronic word of mouth. As a result, this study attempted to investigate the relationships among visitors' motivation, opportunity, and ability on using social networks, their knowledge exchange, and electronic word of mouth.

This research was a quantitative study. By using questionnaires to collect research data responded the research questions. A total of 396 valid questionnaires were collected for later analysis. The findings showed that the motivation and ability of tourists on using social networks to acquire or share Macau tourism destinations information positive impacted on the tourists' exchange of knowledge. Moreover, the quality, and quantity of information of Macau tourism information positively influenced tourists' online knowledge exchange. In addition, tourists' knowledge exchange positively affected electronic word of mouth. According to the findings of this study, some recommendations were provided for Macau government, local tourism enterprises, and mutual cooperation proposals between them on making good use of social networks to promote Macau tourism.

Keywords:

Motivation, Opportunity, Ability, Social network, Visitors' knowledge exchange, Electronic word of mouth, Tourism information

80. 應用計畫行為理論比較澳門居民和訪澳旅客參與澳門美食節意向的研究

盧建欣
酒店與旅遊管理學院-國際旅遊管理碩士

指導老師姓名:

王盈娟助理教授

畢業年度:

2014

學位類別:

國際旅遊管理碩士

論文摘要:

現今澳門的博彩業蓬勃發展，但過分依靠博彩業並不有益於當地經濟發展，然而借助舉辦節事可以多樣化澳門旅遊業。節事被認為是地方旅遊發展的重要推力，因而受到廣泛的關注，並成為學術界的研究熱點。節事研究大多聚焦於旅遊者或是當地居民的參與動機、滿意度、體驗價值等方面，但較少同時針對旅遊者和當地居民的節事研究。本研究者認為節事是旅遊者和當地居民共同參與的活動，舉辦單位應該一併重視旅遊者和當地居民的需求。本研究以第十三屆澳門美食節為研究對象，同時分析澳門居民和訪澳遊客參與澳門美食節的行為意向，並嘗試探討兩個群組之間是否存在差異性。

本研究為定量研究，樣本以問卷形式在澳門美食節和澳門熱門旅遊點向居民和旅遊者方法所得，最終有效問卷為 461 份。通過分析研究，得出如下結論：（1）居民和旅遊者參與澳門美食節的態度、主觀規範和感知行為控制對參與澳門美食節的意向產生顯著正向影響。（2）居民和旅遊者之間有顯著差異的因素包括參與澳門美食節的態度與主觀規範、參與美食節的動機、文化融合程度、對美食節食物品質、活動時間、往返交通便利程度的感知。本文章最後根據研究結果對澳門舉辦節事活動相關部門提出了相應的管理對策。

關鍵詞:

澳門美食節、行為意向、計畫行為理論、態度、主觀規範、感知行為控制

80. Application of Theory of Planned Behavior on a Comparative Study of Behavioral Intention between Local Residents and Tourists on Participation in Macau Food Festival

Lu Jianxin
Faculty of Hospitality and Tourism Management,
Master of International Tourism Management

Name of the Supervisor:

Assistant Professor Wang Ying Chuan

Graduated Year:

2014

Type of Degree:

Master of International Tourism Management

Abstract:

Gambling industry nowadays has been blossoming dramatically in Macau. Depending on gambling industry could be a risk on local economy. As a result, hosting festivals & special events could be an alternative and effective instrument for diversifying Macau tourism. Festival & special events is a key element for improving the development of city tourism. As it has drawn a great of attention and becomes an important field for researchers to study. Many studies mainly focused either on travelers' or local residents' perspective in terms of motivation, satisfaction, experiential value, and so on, but only little has been done on both perspectives. This researcher believes both tourists and local residents should be paid the same attention by the festival organizers while holding the festival & special events. This study was carried out on 13th Macau food festival for studying the different behavioral intentions between tourists and residents on participating in Macau Food Festival.

This study was a quantitative research and questionnaire approach was applied for data collection. A total of 461 samples were final obtained from Macau residents and travelers. After data analysis, findings showed both residents' and travelers' attitudes, subjective norms and perceived behavioral controls positively influenced on intention for participating in Macau Food Festival. Moreover, there were differences between residents and travelers in terms of their attitude, subjective norm, motivation, culture blending, perceived food quality, perceived activity time, perceived transportation convenience while they participated in this event. Ultimately, some recommendations would be provided to the festival and event organizers and related government departments.

Keywords:

Macau Food Festival, Behavioral intention, Theory of planned behavior, Attitude, Subjective norm, Perceived behavioral control

81. 歷史城區原真性對旅遊地意象, 地方感與遊後行為意圖的影響研究

孫米
酒店與旅遊管理學院-國際旅遊管理碩士

指導老師姓名:

張楊助理教授

畢業年度:

2014

學位類別:

國際旅遊管理碩士

論文摘要:

近年來，遺產旅遊逐漸成為旅遊者鐘愛的旅遊類型，其中文化遺產旅遊業日益成為了旅遊者關注的焦點。歷史城區作為文化遺產的一個分支，逐漸成為了學術領域的熱門話題，而歷史城區原真性研究也成為了學者們關注的焦點。目前國內研究大多為概念界定等定性研究，本研究則採用定量研究探究歷史城區原真性感知的影響作用。

本文研究目的在於探究歷史城區原真性體驗與旅遊地意象、地方感以及遊後行為意圖之間的影響關係。通過對歷史城區的到訪遊客進行問卷調查、分析數據調查結果，應用 SPSS19.0 統計軟件對調查結進行描述性統計分析、因數分析等，應用 AMOS21.0 統計軟件構建、 檢驗結構方程模型，驗證了歷史城區原真性、旅遊地意象、地方感與遊後行為意圖之間的關係模型。得出主要結論如下：

1. 到訪遊客對歷史城區原真性感受最強烈的是“西式宗教建築”與“民居”和“其他遺址遺跡”；

2. 到訪遊客積極的旅遊地意象之形成主要源於認知層面上對“旅遊容納程度”的態度；

3. 到訪遊客的地方感主要來自於“地方依附”；

4. 歷史城區原真性對旅遊地意象具有直接且正向的影響，而對地方感與遊後行為意圖具有間接且正向的影響；

5. 到訪遊客之旅遊地意象對地方感、遊後行為意圖具有積極正向的影響；

6. 地方感對遊後行為意圖具有顯著的正向影響，同時也是歷史城區原真性與旅遊地意象作用於遊後行為意圖的重要仲介

關鍵詞:

澳門歷史城區、原真性、旅遊地意象、地方感、遊後行為意圖

81. A Research of the influence of Historical District Authenticity toward Tourism Image, Sense of Place and Behavioral intention after visiting

Sun Mi
Faculty of Hospitality and Tourism Management,
Master of International Tourism Management

Name of the Supervisor:

Assistant Professor Zhang Yang

Graduated Year:

2014

Type of Degree:

Master of International Tourism Management

Abstract:

In recent years, heritage tourism has become a popular tourism type. And culture heritage tourism has been paid attention to increasingly. Historical district which is a branch of culture heritage should be noticed. The historical district authenticity is getting more attention. The domestic researches have focused on qualitative researches which attach importance to explanation and definition. This paper employs quantitative research to explore the effect which is the influence of authenticity perception in historical district tourism.

The purpose of this paper is to explore the relationship and its influence among authenticity, tourism image, sense of place and behavioral intention after visiting. A questionnaire was designed with a basic relevant literature review and interviews with tourist in historical district. The empirical data of tourists' perceptions were collected and analyzed with SPSS19.0 software with the methods such as descriptive analysis, factor analysis. AMOS21.0 used to construct and test the structure equation model. The study results are as followed:

1. The model showed that "western religion architecture", "residential buildings" and "other heritage sites" are the most significant measurement variables to perceived historical district authenticity.
2. The main effect measurement variable of tourism image is from "tourism capacity" cognitively.
3. The measurement variable of place attachment constructs the sense of place.
4. Historical district authenticity perception has significantly positive impact on tourism image while indirect impact on sense of place and behavioral intention after visiting.
5. Tourism image has significantly and positively related to sense of place and behavioral intention after visiting.
6. Sense of place has significant impact on behavioral intention after visiting positively; it is also an important intervening variable among historical district authenticity perception and tourism image to behavioral intention after visiting.

Keywords:

Macao historical district, Authenticity perception, Tourism image, Sense of place, Behavioral intention after visiting

82. 華人遊客對香港和澳門的公共交通服務感知研究

李嘉慧
酒店與旅遊管理學院-國際旅遊管理碩士

指導老師姓名:

周勇副教授

畢業年度:

2014

學位類別:

國際旅遊管理碩士

論文摘要:

公共交通在旅遊過程中有重要的作用，是遊客旅遊過程中必不可少的部份。現實中，針對遊客對在旅遊目的地使用公共交通的感知研究較少。因此，本研究針對華人遊客對香港和澳門的公共交通服務的感知作出研究。本研究在相關文獻的基礎上，以定量問卷調查方式訪問了 490 位華人遊客。研究結果顯示，遊客對香港的公共交通服務認可度高於澳門。基於探索性因子分析，本研究總結出遊客主要從五個方面對旅遊目的地公共交通服務進行感知評判：站點特色和花用時間、職員能力、負面影響、正面利益、公共交通附屬特徵。本研究總結出遊客對香港和澳門的公共交通服務基本上是滿意的，而來自不同地方的華人遊客對港澳公共交通服務的感知存在差異。本研究的結果對旅遊目的地提高公共交通質量具有參考意義。

關鍵詞:

公共交通服務、遊客感知、香港、澳門

82. Chinese tourist perceptions on public transport services in Hong Kong and Macau

Lei Ka Wai
Faculty of Hospitality and Tourism Management,
Master of International Tourism Management

Name of the Supervisor:

Associate Professor Zhou Yong

Graduated Year:

2014

Type of Degree:

Master of International Tourism Management

Abstract:

As an essential component of travel activities, public transport has played a significant role in the tourism. In reality, academic research focused on tourists' perceptions towards destinations' public transport is rare. This study examined how the Chinese tourists in Hong Kong and Macau perceived the public transport service in the two destinations. Based on relevant literature reviewed, a quantitative questionnaire survey with 490 Chinese tourists was conducted. The results showed that the Chinese tourists generally satisfied with the public transport services in Hong Kong and Macau, slightly favored the services in Hong Kong more than the ones in Macau. Followed by the results from the exploratory factor analysis, the study also concluded that tourists judged destination public transport services from five aspects: Station features and the time spent in; staff ability; negative effects; positive benefits; and related features. The study also found that the Chinese tourists from different places owned different perception of Hong Kong and Macau public transport services. The results of this study can be referential for better understanding tourists' needs in public transport, it can help the destination planners and managers improve public transport service quality.

Keywords:

Public transport service, Tourist perception, Hong Kong, Macau

83. 旅客使用數碼媒體學習文化遺產的接受度研究：以澳門為例

余天逾
酒店與旅遊管理學院-國際旅遊管理碩士

指導老師姓名:

鄭定邦助理教授

畢業年度:

2014

學位類別:

國際旅遊管理碩士

論文摘要:

數碼媒體已經進入旅遊業的方方面面，也被認為是在旅遊業發展中最重要的一個因素。第一，本論文的研究目的是數碼媒體應用與文化遺產旅遊學習之間的關係。第二，探討數碼媒體的運用能否給澳門傳統的文化遺產旅遊增加新的價值和發展。第三，探討數碼媒體技術能否更有效的給參觀者和遊客傳播文化遺產景點和展覽物所要表達的知識和資訊。本篇研究拓展了技術接受擴展模型 2 與另外兩個新的變量遊客的學習經歷和分享經歷放在一起進行研究分析。而本研究模型了測試了 213 個樣本。研究結果發現遊客對於數碼媒體的感知易用性，以及他們自身的學習經歷和分享經歷，會影響他們在學習文化遺產的過程中使用數碼媒體的意圖。而數碼媒體的感知易用性對於使用數碼媒體的意圖有著顯著的影響。因此我們建議提高數碼媒體的感知易用性，可以增加遊客在學習文化遺產的過程中使用數碼媒體的意圖。

關鍵詞:

數碼媒體、感知易用性、感知有用性、分享經歷、學習經歷、使用意圖

83. A study on the tourist's acceptance of digital media in the learning of cultural heritage: A case of Macau

Yu Tianyu
Faculty of Hospitality and Tourism Management,
Master of International Tourism Management

Name of the Supervisor:

Assistant Professor Cheng Ting Pong

Graduated Year:

2014

Type of Degree:

Master of International Tourism Management

Abstract:

Digital media is entering into all aspects of tourism industry and is expected to be an important source of the development in tourism industry. First, this research investigated the relationship between the digital media and learning about the cultural heritage. Secondly, to investigate whether will bring new value and development to Macau traditional cultural heritage or not. Third, to investigate whether digital media can give knowledge and information to the visitors and tourists about the cultural heritage more effectively or not. This study extended technology acceptance model 2, with the addition of two new variables: tourists, sharing and learning experience. The model was tested using data collected from 213 samples. The findings of the study indicate that the perceived ease-of-use of digital media and tourists, sharing and learning experience affect the tourists, intention of using digital media in learning about cultural heritage. The perceived ease-of-use of digital media has a substantial influence on the intention to use digital media. Therefore, we suggest that enhance the perceived ease-of-use of digital media will increase the tourists, intention of using digital media in learning about cultural heritage.

Keywords:

Digital media, Perceived ease-of-use, Perceived usefulness, Sharing experience, Learning experience, Intention to use

84. 人格心理與旅遊吸引物選擇研究：以大陸長途訪澳遊客為例

郝英辰
酒店與旅遊管理學院-國際旅遊管理碩士

指導老師姓名:

周勇副教授

畢業年度:

2014

學位類別:

國際旅遊管理碩士

論文摘要:

心理學在旅遊活動中的應用一直是旅遊研究的重點，目前從動機、行為等方面對遊客旅遊吸引物選擇的研究已經比較成熟，對比之下，關於旅遊者人格特徵對旅遊吸引物選擇影響的研究卻比較薄弱。本研究運用人格心理學的相關理論，採用問卷調查的方法，通過 MBTI 人格類型測試及遊客在不同旅遊吸引物上的感知花費時間調查，集中研究了不同人格類型的大陸長途訪澳遊客在旅遊吸引物選擇上的差異。研究結果顯示：傳統人口統計特徵對遊客的旅遊吸引物選擇依然有影響，但已出現弱化趨勢，部分傳統人口統計特徵因素，如性別、旅遊頻率等，已難在遊客旅遊吸引物的選擇中產生影響。遊客的人格心理特徵區分清晰，遊客人格心理特徵差異，會對其旅遊吸引物選擇產生顯著影響。本研究的結果在增進了解遊客旅遊吸引物選擇、拓展未來旅遊行為研究角度等方面提供了借鑒和依據，同時為旅遊業從業者規劃推廣旅遊產品提供了參考。

關鍵詞:

人格心理、MBTI、旅遊吸引物選擇、澳門

84. A Study on Personality Psychology and Tourist attraction Choice: Illustrated by the case of the mainland Long-distance tourists to Macau

Hao Yingchen
Faculty of Hospitality and Tourism Management,
Master of International Tourism Management

Name of the Supervisor:

Associate Professor Zhou Yong

Graduated Year:

2014

Type of Degree:

Master of International Tourism Management

Abstract:

Socio-psychology has been widely applied in understanding tourists' activities in research. Studies about tourists' motivations and behaviors in affecting ones' travel experiences have drawn relatively more academic attention. In contrast, research about the individuals' personality on attraction selection has is quite general and lack of empirical analysis. By surveying 511 long haul Chinese tourists in Macao, this study investigated tourists' attraction selection behavior in Macao. Based on the MBTI personality testing model, the study identified the different attraction selection behaviors between different personalities. The results show that the roles of general demographic factors are somewhat modest, while personality factors are significantly effective in affecting tourists to select attractions. The results of the study can be beneficial to better understand tourists' attraction behaviors. It could be useful for the industry and businesses to be more target-orientated in tourist product planning and promotion.

Keywords:

Personality, MBTI, Tourism attraction selection, Macau

85. 電子口碑對遊客目的地選擇的影響：以澳門為例

趙中琪
酒店與旅遊管理學院-國際旅遊管理碩士

指導老師姓名:

鄭定邦助理教授

畢業年度:

2014

學位類別:

國際旅遊管理碩士

論文摘要:

電子通訊技術的飛速發展，為口碑傳播提供了新機遇和更優良的途徑。近年來，在線評論作為電子口碑（eWOM）的一種形式，數量急劇增加，在旅遊業中對消費者行為模式和購買決策的影響越來越大。而現如今，旅遊類電子口碑數量眾多且有各種不同的來源。這些電子口碑的質量和可信度給遊客在參考電子口碑選擇旅遊目的地時帶來了一定程度的挑戰。因此，不同類型電子口碑對於消費者在旅遊目的地決策過程方面的影響將是本文研究的重點。

在本研究中，將對來自普通遊客和專業評價的電子口碑進行研究。比較研究依據包括：口碑的類型、目的地興趣、目的地信任度和造訪意願 4 個變量的模型。調查採用結構問卷的方法實現，在瑞典於默奧市（Umeå）收集了 122 份有效問卷回復。收集到的數據使用偏最小二乘法（PLS）進行了檢驗。數據結果表明，兩種不同類型的電子口碑都會對目的地興趣和目的地信任度產生影響，並會直接和間接的影響遊客對目的地的造訪意願。此外，對比業餘遊客提供的電子口碑，專業評價對於消費者的影響更大。

關鍵詞:

電子口碑、類型、造訪意願、影響

85. The effect of eWOM on tourist's destination choice: A case of Macau

Zhao Zhongqi
Faculty of Hospitality and Tourism Management,
Master of International Tourism Management

Name of the Supervisor:

Assistant Professor Cheng Ting Pong

Graduated Year:

2014

Type of Degree:

Master of International Tourism Management

Abstract:

The rapid advance of communication technology provides new opportunities and better channel for word-of-mouth. In recent years, the amount of online reviews, a form of electronic word-of-mouth (eWOM) increased drastically. This has a growing impact on consumers' behavior and purchasing decisions in the tourism industry. The large numbers of eWOM on tourism come from a variety of sources. The quality and credibility of these eWOM present a challenge when they are being referenced by the tourist in the selection of destination. Therefore, this study aims at understanding the effect of different types of eWOM on the consumer travel destinations decision making process.

In this study, the effect of eWOM from amateur tourists and professional reviewers are being investigated. The comparison was based on a model that consists of 4 variables: Type of eWOM, Destination interest, Destination trust and Intention to visit. A survey was carried out using a structured questionnaire and 122 valid responses were collected in Umeå, Sweden. The data were tested using Partial Least Squares (PLS) technique. It was found that both that types of eWOM have impacts on destinations interest and destinations trust, and will directly and indirectly affect tourists' intention to visit a destination. In addition, professional reviews have a greater effect than those generated by amateur tourists.

Keywords:

Electronic word of mouth (eWOM), Type, Influence, Intension to visit

86. 香港金融機構資本結構影響因素的實證研究

何翩翩
商學院-會計碩士

指導老師姓名:

陳省宏教授

畢業年度:

2014

學位類別:

工商管理碩士

論文摘要:

資本結構理論的研究自 20 世紀 50 年代以來，引起了經濟學界的廣泛研究。在之後的六十多年間，中外學者們在資本結構的理論研究上做出了深入的探討，從各個角度上對資本結構理論進行了完善。在實證研究中，外國學者對發達國家、發展中國家的資本結構影響因素以不同的變量進行了統計研究，國內學者也對內地的企業資本結構進行了分析研究。隨著經濟的發展，在有效市場的條件下，資本結構的決策影響著企業的價值，探討資本結構影響因素也顯得尤為重要。

在本文中，對香港金融機構的資本結構的影響因素進行了研究，首先對國內外相關文獻進行了回顧，將負債比率作為反映資本結構的指標，並運用企業規模、利潤率、淨資產收益率、總資產收益率、總資產周轉率、流動性比率、主營業務增長率、淨利潤增長率、總資產增長率九個指標從企業規模、盈利能力、流動性、成長能力四個方面考察資本結構的影響因素。研究採用了從 2003 年度至 2012 年度，11 家香港金融機構的面板數據進行了實證研究，用 Stata 軟體進行多元回歸來分析影響其資本結構的因素，研究發現企業規模與資本結構呈正相關、企業盈利能力、流動性與資本結構呈負相關，企業成長能力與企業資本結構呈不顯著的正相關。最後，本文對實證結果進行了分析，並對資本結構的優化提出了相關建議。

關鍵詞:

資本結構、金融機構、影響因素

86. Empirical Study on the Influence Factors of Capital Structure of Hong Kong's Financial Institutions

He Pian Pian
School of Business,
Master of Science in Accounting

Name of the Supervisor:

Professor Chen Hsing Hung

Graduated Year:

2014

Type of Degree:

Master of Science in Accounting

Abstract:

The research of capital structure began in the 1950s, which caused extensive research among economists. Since then, foreign scholars and Chinese scholars who studied on the theory of capital structure have made discussion in depth, from different aspects on the theory of capital structure. In the empirical analysis, foreign scholars have made statistics research from developed countries, developing countries, for figuring out the factors affecting capital structure with different variables, while the Chinese scholars have studied statistically on corporate capital structure from different regions in mainland China. With the economic growth, capital structure decisions affect the value of the enterprise under the efficient market conditions, which makes exploring the factors affecting capital structure is especially important.

This paper studied the factors which affected the capital structure of financial institutions. First of all, reviewing the relevant literature, and the debt ratio was used as an indicator of capital structure, and the firm size, profitability rate, ROE, ROA total asset turnover ratio, liquidity ratio, the main business growth of income, net profit growth, the growth rate of the total assets were used as independent variables, which represented the firm size, profitability, liquidity and growth. This study collected 11 financial institutions in Hong Kong from 2003 to 2012 as the panel data, using Stata statistical software to conduct multivariate regression analysis, then got the significant factors which affected its capital structure model. The study found that firm size and capital structure were positive correlated. Profitability, liquidity and capital structure were negatively correlated, while the growth and capital structure were not significantly correlated. Finally, the paper analyzed the empirical results of the capital structure of Hong Kong financial institutions, and proposed several recommendations.

Keywords:

Capital Structure, Financial Institutions, Influence Factors

87. 企業並購重組稅制：原理及實踐中的問題

何鎣劍
商學院-會計碩士

指導老師姓名:

汪清陽助理教授

畢業年度:

2014

學位類別:

會計碩士

論文摘要:

並購重組是世界各國優化企業組織結構的重要手段，也是企業迅速擴張、提高國際競爭力的有效途徑。交易成本是並購重組中的重要考量因素，其中稅收是最為重要的一環。為降低企業重組中的所得稅成本，近年來財政部、國家稅務總局先後出臺了《關於企業重組業務企業所得稅處理若干問題的通知》（財稅[2009]59 號）、《關於企業清算業務企業所得稅處理若干問題的通知》（財稅[2009]60 號）、《企業重組業務企業所得稅管理辦法》（國家稅務總局公告 2010 年第 4 號）等文件。

這些文件在總體上能夠適應當前企業重組產業轉型升級的需求，但是在稅收中性、稅收效率等方面還體現出一些不盡人意的地方。比如，一般性重組在後續交易上的稅收待遇優於特殊性重組；再比如，對有效降低並購風險的三角並購卻沒有給予特殊性重組待遇。

這些問題的厘清需要我們對並購重組原理進行有效地把握。為此，本文從稅收的基本理論出發，抽象出重組稅制應該遵守的幾個原則，也就是稅收中性原則、稅收效率原則、實質重於形式原則、權益連續性原則、合理商業目的原則等。

針對實務界所熱議的具體問題，本文也從前述總結的基本原則中分析出了它們應然的稅收待遇，具體是：第一，關於特殊性重組中造成重複納稅的結果，應該按照收購股權的公允價值確定計稅基礎；第二，關於債轉股中無法對債務方遞延納稅進行確認的現象，應該將財稅[2009]59 號文有關債務重組的規定改為“債權方的其他相關所得稅事項保持不變”；第三，關於三角並購無法享受特殊性稅務待遇的問題，應該借鑒美國稅法中成熟的重組方法，對三角並購的稅收待遇和免稅條件等作出明確規定；第四，關於同一控制下垂直並購無法適用特殊性稅務處理的問題，應該根據實質重於形式原則，從企業的實際利益考慮，在具備合理商業目的情況下予以“特殊照顧”。

關鍵詞:

重組、企業所得稅、稅收中性、稅收效率、遞延納稅

87. Enterprise Restructuring Taxation: Principle and the Issues of Practice

He Ying Jian
School of Business,
Master of Science in Accounting

Name of the Supervisor:

Assistant Professor Wang Qing Yang

Graduated Year:

2014

Type of Degree:

Master of Science in Accounting

Abstract:

Restructuring is an important means of optimizing enterprises' organizational structure in the world. It is also an effective way for rapid business expansion and stronger international competitiveness. Transaction costs are important considerations in the restructuring, of which tax is the most important factor. In order to reduce the cost of enterprise income tax in the restructuring, the Ministry of Finance and the State Administration of Taxation published several rules recently, such as Notice of the Ministry of Finance and the State Administration of Taxation on Several Issues Concerning the Enterprise Income Tax Treatment on Enterprise Restructuring (Caishui[2009]No.59) , Notice of the Ministry of Finance and the State Administration of Taxation on Several Issues Concerning Enterprise Income Tax Treatment for Enterprise Liquidation (Caishui[2009]No.60) and Administrative Measures for Enterprise Income Tax on Enterprises' Restructuring Business(Announcement of the State Administration of Taxation [2010]No.4).

In general, though the existing rules are able to satisfy current needs of industrial transformation and upgrading in the restructuring, tax neutrality and tax efficiency still leaves much to be desired. For example, the general restructuring benefits more than the special restructuring in the subsequent transactions. While the triangular merger, which effectively reduces Mergers & Acquisitions (M & A) risks, does not enjoy the special tax treatment.

So as to clarify these issues, this paper grasp the principles of enterprise restructuring effectively. This paper concludes some major restructuring taxation principles on the basis of taxation theory. That is, neutral principle of taxation, efficiency principle of taxation, substance over form principle, interest continuity principle, the principle of reasonable commercial purpose, etc.

Following these principles, this paper also proposes some views of "ought-to-be" tax treatment, to respond to controversial views in the taxation field. First, on the double taxation issues in the special restructuring, tax basis should be in accordance with the fair value of stock acquisition; Second, on the debt for equity swap issue, which fails to confirm deferred tax on the debtors, Caishui[2009]No.59 should be modified into "other income tax matters related to creditors remain unchanged"; Third, on the issue of triangular merger not enjoying the special tax treatment, this paper proposes to learn from mature U.S. tax restructuring method, to make clear the terms of the tax treatment and tax exemption of triangular merger. Fourth, on a vertical merger under the same control, which cannot be applied to the special tax treatment, according to the principle of substance over form, practical interests of enterprises should be considered to make an exception, if they are with a reasonable commercial purpose.

Keywords:

Restructuring, Enterprise Income Tax, Tax Neutrality, Tax Efficiency, Deferred Tax

88. 基於平衡計分卡的非營利組織績效評估--以母親水窖專案為例

馮雪晨
商學院-慈善及公益管理碩士

指導老師姓名:

宋雅楠副教授

畢業年度:

2014

學位類別:

慈善及公益管理碩士

論文摘要:

近年來，我國非營利組織在社會經濟發展中扮演著不可或缺的角色，在扶貧、教育、就業、環保等領域發揮著積極的作用，彌補了社會需求和政府供給之間的落差。非營利組織角色的日益重要，使社會對其的期望也越來越高。然而，隨著社會的變革，非營利組織正面臨使命定位、資源管理、社會認同等種種挑戰，如何有效地提升非營利組織績效已成為一個值得關注和探討的重要課題。

鑒於此，本研究依據平衡計分卡理論，以母親水窖專案為例探討我國非營利組織的績效評估問題，目的在於尋求有效的績效評估方法，促進我國非營利組織持續健康的發展。在借鑒以前學者研究非營利組織績效評估的影響因素和評估指標體系的基礎上，運用平衡計分卡理論以及 AHP 層次分析法，嘗試構建非營利組織的績效評估指標體系並確定指標權重。以母親水窖專案工作人員為實證研究對象，進行實際績效評估，系統地說明績效評估的過程與方法，並根據研究結果對母親水窖專案提出建議。與此同時，總結出一些可以進一步完善評估指標體系的重要經驗，為非營利組織的績效評估提供有益借鑒，為以後此類研究提供一定程度的參考。

關鍵詞:

非營利組織、平衡計分卡、績效評估、層次分析法

88. The Evaluation of Nonprofit Organization Performance Based on Balanced Scorecard: Using Water Cellar for Mothers Project as Example

Feng Xue Chen
School of Business,
Master of Charity and Philanthropy Management

Name of the Supervisor:

Associate Professor Song Ya Nan

Graduated Year:

2014

Type of Degree:

Master of Charity and Philanthropy Management

Abstract:

In recent years, non-profit organizations plays a big role in China's economy development, it helps to fill up the gap between the society's supply and demand, and the government by improving poverty alleviation, education, employment ,environmental protections sectors. Non-profit organizations become increasingly important, and the society expectations on it become higher by day. However, non-profit organizations are facing mission finding, resource management, social identity and other problems. Thus, how to improve non-profit organizations' performance effectively becomes an important topic worth discussing.

Therefore, based on the Balanced Scorecard theory, this essay uses the Water Cellar for Mothers project as an example to explore the performance evaluation of nonprofit organizations, aiming to seek an effective performance evaluation method, and promote a sustainable and healthy development of China's non-profit organization. Drawing on previous scholars' research on cause factors and evaluation index system to assess the performance of the non-profit organization, and using the Balanced Scorecard theory and Analytic Hierarchy Process, try to develop nonprofit organizations' performance evaluation index system and also determine the index weight. Using the staff in Water Cellar for Mothers project as the object of empirical study for the actual performance evaluation, systematically illustrate the process and methods of performance evaluation, and provide suggestions for "Water Cellar for Mothers" project based on the results. At the same time, important experience can be accumulated to further improve the evaluation index system, to supply with useful example for the performance evaluation of nonprofit organizations, and to provide a certain degree of reference for future research.

Keywords:

Non-profit organizations, Balanced Scorecard, Performance evaluation, Analytic Hierarchy Process

89. 非營利組織成員的組織學習, 組織承諾與工作績效之研究

李天舒
商學院-慈善及公益管理碩士

指導老師姓名:

張博堅助理教授

畢業年度:

2014

學位類別:

慈善及公益管理碩士

論文摘要:

在非營利組織蓬勃發展下，非營利組織成員的學習能力、工作表現及其績效對於組織的未來發展至關重要。過去對於組織學習與工作績效的研究大多傾向於營利企業，對於非營利組織的調查研究並未系統發展。如今的時代是學習、發展創新的時代，學習知識會帶來工作績效提高具有研究的實際意義。在這樣的背景下，研究者引入變量組織承諾，試圖更為系統地研究組織學習與工作績效的關係。

本研究以中國內地及港澳地區的非營利組織成員作為研究對象，旨在探討其組織學習、組織承諾與工作績效的相關關係，其中組織學習作為自變量，工作績效作為因變量，組織承諾作為中介變量。為達成研究目的，本研究探討相關文獻後，採用調查研究法，以調查問卷為資料搜集的工具，結合數據分析，從而得出了三者之間的內在關係即非營利組織成員的組織學習與工作績效呈現高度正相關，組織學習與組織承諾呈現顯著正相關，組織承諾對於工作績效也存在顯著正相關，而組織承諾在組織學習與工作績效兩者間起到了部分中介的作用。

針對研究結果，本文從重視組織學習氛圍的營造等方面對非營利組織的管理提出改進建議，並對未來更深入的研究提出合理建議。希望非營利組織的負責人在提高組織成員的學習能力和承諾感方面給予重視。

關鍵詞:

非營利組織、組織學習、組織承諾、工作績效

89. A Study on Organizational Learning, Organizational Commitment, Job Performance of Non-profit Organizational Members

Li Tian Shu
School of Business,
Master of Charity and Philanthropy Management

Name of the Supervisor:

Assistant Professor Chang Po Chian

Graduated Year:

2014

Type of Degree:

Master of Charity and Philanthropy Management

Abstract:

With the rapid development of nonprofit organization (NPO), the members of NPO need to have the quality of self-learning and better job performance due to the significance of job performance to the whole institute. The former study mainly focused on the individual performance in profit entities, few of them paid attention in the nonprofit area. Today, knowledge and innovation make great importance to the performance, so to explore the relations make sense in practice. In this circumstance, the author brings the variable organizational commitment to the model and wishes to figure out the further correlation among the three variables.

The target of this study is the members of NPO in main land China and Hong Kong SAR，Macau SAR. The study is focus on the relations among organizational learning，organizational commitment and job performance. Organization learning is the independent variable， job performance is the dependent variable， and organizational commitment is the mediator. To fulfill the purpose， survey research with consistent questionnaire is selected as the main method on this study after a serial related paper discussion. The results are as follows， organizational learning has highly positive correlation on job performance; organizational learning has highly positive correlation on organizational commitment; organizational commitment has highly positive correlation on performance; organizational commitment performs as the mediator between organizational learning and job performance.

According to the result, suggestions are mainly given by arousing members' ambition to study and by providing an easy-study atmosphere within the group. The author wishes this paper will be helpful to future research and give advice to the NPO management.

Keywords:

Non-profit Organization, Organizational Learning, Organization Commitment Performance

90. 使用 XBRL 對於會計信息滿意度的影響研究

王歡
商學院-會計碩士

指導老師姓名:

黃斐助理教授

畢業年度:

2014

學位類別:

會計碩士

論文摘要:

環境是財務會計賴以生存的土壤，隨著信息技術和網絡科技的產生、發展和普及，人類已然全面進入了信息技術時代。在這樣一種大環境之中，會計電算化日益發展。XBRL 是一種以開放為基礎的報告語言標準，允許企業以電子方式報告，並以標準化的、機器可讀的格式交換財務和非財務信息。它可以在一個組織供應鏈的每個部分處理不同的語言和會計準則提供的數據，並進行調整，以滿足不同用戶的需求。

XBRL 可以減少准备、分析和交流商業信息的工作。它還可以降低成本，提高效率，並為參与提供和使用数据的所有各方提高信息準確性和可靠性。XBRL 技術最早是在 1998 年，由美國註冊會計師協會創建的一個財團開發的。如今，XBRL 已經在一些國家投入實際應用，XBRL 實現在全球範圍內不斷擴大。

本文運用實證方法研究 XBRL 對會計信息質量的影響，基於 XBRL 對會計信息質量的影響，進而影響用戶滿意度的思想，建立滿意度模型。並且，結合相關滿意度領域中的問卷的設計和會計信息質量獨有的特點，設計並發放了問卷，回收的數據使用 SPSS 16.0 軟件和 Amos 20.0 軟件進行統計分析，利用假設建立結構方程模型並進行驗證分析。

研究投資者對於 XBRL 所提供的會計信息質量的滿意度，對於投資者有很強的實際意義。如果證實了 XBRL 所提供的會計信息質量的滿意度很高，就可以極大的提高投資者的使用積極性。

關鍵詞:

XBRL、會計信息質量、滿意度

90. The Impact of Using XBRL for Accounting Information Satisfaction

Wang Huan
School of Business,
Master of Science in Accounting

Name of the Supervisor:

Assistant Professor Huang Fei

Graduated Year:

2014

Type of Degree:

Master of Science in Accounting

Abstract:

Environment is a place for financial accounting to survive. XBRL is an open standard-based reporting language, allows companies to electronically report and exchange financial and nonfinancial information in a standardized, machine-readable format. It can facilitate the reporting process at each part of an organization's supply chain, handle data presented in different languages and accounting standards, and be adapted to meet different users' requirements.

XBRL can reduce the preparation, analysis, and exchange of business information. It can also reduce costs, increase efficiency, and improve accuracy and reliability for all users involved in providing and using business data. XBRL was first developed by a consortium created by AICPA in 1998. Now, XBRL has already been put to practical use in a number of countries, and XBRL implementation is expanding worldwide. The rapid spread of XBRL has attracted much attention from researchers.

This paper uses empirical methods to study the impact of XBRL on the quality of accounting information, establish satisfaction model. Combined with classic satisfaction questionnaire and the unique characteristics of accounting information quality. Designed and distributed a questionnaire, the recovered data using SPSS 16.0 software and Amos 20.0 software for statistical analysis, establish structural equation model with assumptions, and confirmatory analysis.

If the results of the implementation of XBRL standard has a good market response, investors can improve the effectiveness of decision-making, communicated good signal to stakeholders, Increase the confidence of users to use XBRL.

Keywords:

XBRL, Quality of accounting information, Satisfaction

91. 中國上市公司高管激勵與公司績效關係之 Meta 研究

胡品辰
商學院-會計碩士

指導老師姓名:

劉懿德助理教授

畢業年度:

2014

學位類別:

會計碩士

論文摘要:

中國經濟業已成為全球經濟主要牽動力量，這就需要抓住機遇規避風險，完善市場體制促進經濟健康發展。隨著市場化的進程，高管激勵成為公司競爭力的核心因素，更是公司長期利潤的源泉。因此, 如何激發高層管理人員的積極性，如何以此來提高公司績效, 如何構建最優的高管激勵機制，已經成為確保公司績效最大化的核心內容。

然而在以往的研究中，不同的學者對高管激勵與企業績效之間關係的研究結果存在頗為明顯的差異。本文運用 Meta 分析的方法來整合眾多前人的研究。本研究搜索並整理了 57 篇文獻，在此基礎上得到 187 個效應值。通過定量分析先前若干的不同研究結果，本研究探討了其中的共性，並在此基礎上進行了調節效應分析以探索造成前人研究差異的原因。

本文對高管激勵與企業績效這個存在長期爭議的命題進行了深入剖析。其結果表明高管激勵與企業績效呈正相關關係，但高管薪酬激勵與公司績效間的關係最牢靠和穩定的，其次是高管薪酬差距激勵，最後是高管持股激勵。本研究的另一個貢獻在於解釋了過往學者對高管激勵與企業績效研究結果差異的原因，本文發現測量條目的多少，樣本的地區性和收集年度，公司的性質與規模是導致了現存研究的結論不盡相同的主要原因。在此基礎上，本研究指出了未來探討企業社會責任與企業績效關係的研究行為，並對企業經營也有一定的指導意義。

關鍵詞:

高管激勵、公司績效、Meta 分析

91. A Meta Analysis on Executive Incentive and Corporate Performance Research: Based on the Researches of Listed Companies in China

Hu Pin Chen
School of Business,
Master of Science in Accounting

Name of the Supervisor:

Assistant Professor Liu Yi De

Graduated Year:

2014

Type of Degree:

Master of Science in Accounting

Abstract:

Chinese economy has become a major global economic force, which requires seizing the opportunity to avoid risks and promote healthy economic development. With the market process, executives' incentive becomes a core element of the company's competitiveness. It is seen as a source of long-term profits. Therefore, the maximization of firm performance relies on how to stimulate the enthusiasm of the senior management and how to build the optimal executives incentives.

In previous studies, the results of various studies on executive incentives and enterprise performance are quite different. Meta-analysis method of this study was adopted to integrate the previous study. This study analyzed 57 published articles and obtained 187 effects. Through quantitative analysis of these studies, this study explores an integration of previous results and discussed the reasons for these differences.

The result shows that executive incentive and corporate performance is positively correlated, but the relationship between executive pay and company performance is the most reliable and stable one, the next is the gap between executive pay incentives and the managerial ownership incentives. Another contribution of this study is to explain the historical differences between the previous findings. We find that the sample measure, company size and company location led to the differences in the existing studies. On this finding, the study pointed out the future research direction.

Keywords:

Executive Incentive, Corporate Performance, Meta Analysis

92. 公司社會責任與盈餘管理：道德壓力與道德推脫的中介作用

陳婷
商學院-會計碩士

指導老師姓名:

田青副教授

畢業年度:

2014

學位類別:

會計碩士

論文摘要:

伴隨著全球經濟化的進程，我國公司面臨著因外部經濟環境變化造成的巨大挑戰，為了讓自己在競爭激烈的環境下生存下去，有一些公司採取了一些不道德的行為，例如做假賬和財務舞弊，這使許多民眾感覺到如今公司誠信和道德的缺失，進而也引起了很多學者對於公司管理行為的研究，在公司管理行為的相關研究中，盈餘管理一直都是關注的熱點，而過去的文獻大多都偏向於探討盈餘管理與管理當局財務手段的關係，而對於公司道德環境對於盈餘管理的影響方面的討論基本處於空白狀態。故本研究探討公司社會責任與盈餘管理之間的關聯性。

本研究以公司社會責任為引數，員工的盈餘管理行為作為因變數，加入到道德壓力與道德推脫作為仲介變數，研究著四個變數之間的關係。

本研究採用調查問卷形式收集數據，並採用 SPSS 統計軟體進行數據分析共發放問卷共計 320 份，收回 300 份，經過整理，發現由於填寫失誤、資料不全或問題未完全回答等問題導致的作廢問卷有 20 份，實際用於數據分析的問卷有 300 份，有效回收率約為 93.75%，研究得出以下結論：

1. 公司社會責任與盈餘管理有負向影響關係
2. 公司社會責任與道德壓力有負向影響關係
3. 道德壓力與盈餘管理有正向影響關係
4. 道德壓力在公司社會責任與盈餘管理行為之間起仲介作用
5. 公司社會責任與道德推脫有負相關關係
6. 道德推脫與盈餘管理有正相關關係
7. 道德推脫在公司社會責任與盈餘管理行為之間起仲介作用

關鍵詞:

公司社會責任、道德壓力、道德推脫、盈餘管理

92. A study on the relationship of corporate social responsibility and earnings management: ethical pressure and moral-disengagement as mediators

Chen Ting
School of Business,
Master of Science in Accounting

Name of the Supervisor:

Associate Professor Tian Qing

Graduated Year:

2014

Type of Degree:

Master of Science in Accounting

Abstract:

Accompanied by the process of economic globalization, Chinese enterprises facing the external economic environment changes and challenges, in the face of these challenges, some accounting and financial fraud happened. A lot of people feel the enterprise lack of integrity and morality，which also caused a lot of scholars to re -search about the earning management. The related study of unethical management behavior focuses on earnings management behavior; it is also a hot issue. Many studies explore the relationship between earnings man agement and corporate management method, but less studies explored earnings management and corporate ethical environment issues. So this study aimed at exploring the relationship between Corporate social responsibility and earnings management.

The study chose Corporate social responsibility as independent variable earnings management as dependent variable, and added Ethical pressure and moral disengagement, to explore the relationship between this four factors

The study used survey questionnaire to collect data, and using SPSS to analysis the data. Total 329 questionnaires were sent out, 300 questionnaires were retrieved, 29 invalid questionnaires were deducted and 300 available questionnaires were retrieved.

The results of the study are found:

1. Corporate social responsibility has negative effect on earnings management.
2. Corporate social responsibility has significant effect on Ethical pressure.
3. Ethical pressure has positive effect on earnings management.
4. Ethical pressure mediates the relationship between Corporate social responsibility and earnings management.
5. Corporate social responsibility has negative effect on moral disengagement.
6. Moral disengagement has significant effect on earnings management.
7. Moral disengagement mediates the relationship between Corporate social responsibility and earnings management.

Keywords:

Corporate social responsibility, Ethical pressure, Moral disengagement, Earnings management

93. 消費者信心指數與宏觀經濟關係分析

孫悅
商學院-管理碩士

指導老師姓名:

劉成昆副教授

畢業年度:

2014

學位類別:

管理碩士

論文摘要:

消費者信心指數 (CCI) 是指綜合反映消費者對目前經濟狀況的滿意程度和對未來經濟前景預期的綜合性指標。依據國外實證資料，消費者信心指數是先行指標的重要組成指項目。消費者信心將會影響其消費欲望，消費欲望會通過作用於消費需求而影響整體經濟的變動情況。消費者信心增加促使消費需求增加，消費需求的增加直接刺激相關行業生產者進行投資生產，擴大整體就業機會，從而增加國內居民可支配收入，從而消費者信心指數也會隨之上升，由此會形成一種宏觀經濟景氣循環。本文選取消費者信心指數與先行指標檢作為解釋變量，根據計量模型 probit 模型和 VAR 模型，檢視國內消費者信心指數是否可以有效預測宏觀經濟景氣循環的高峰與低谷。另外，本文還利用衝擊反應函數判斷受到外生衝擊對經濟動態體系中內生變量的影響和利用 Granger causality 探究國內消費者信心指數是否為重要經濟變量的先行指標。最後，依據實證模型結論提供經濟景氣預測參考及未來研究建議和展望。

關鍵詞:

消費者信心指數、宏觀經濟景氣循環、probit 模型、VAR 模型因果關系

93. An Analysis on the Relationship Between Consumer Confidence Index and Macro Economy

Sun Yue
School of Business,
Master of Management Studies

Name of the Supervisor:

Associate Professor Liu Cheng Kun

Graduated Year:

2014

Type of Degree:

Master of Management Studies

Abstract:

The consumer confidence index (CCI) measures overall the sentiments toward the short-term future economic situation, and is regularly used to construct a lead indicator of economic trends. The consumer confidence will affect their consumption desire, consumption desire can affect the whole economy by changing the consumer demand. The consumer confidence prompted consumption demand increasing, the increasing consumer demand directly stimulate producers to invest in production related industries, this situation expand the overall employment opportunities, so the domestic residents' disposable income increases, thus the consumer confidence index also rose, then it will form a kind of economic business cycles. In the enterprise we select the consumer confidence index and leading indicators as independent variables. Firstly, compared with various forecasting models, including probit and VAR models, we investigate the links between consumer confidence index and economic activity. In addition, the impulse response function is used to analyze the effect of a unit shock on the endogenous variables and to observe the dynamic change of the major economic variables. In the end we use the Granger causality tests to find out whether the consumer confidence index is a procyclical leading indicator in predicting business cycle activity. Finally, based on the empirical conclusions, we provide some opinions of economic business cycles prediction and future research suggestions and prospects.

Keywords:

Consumer confidence index, Business cycles, probit model, VAR model, Granger causality

94. 工作壓力與員工偏差行為之關係：人格特質的調節效果

張雯
商學院-管理碩士

指導老師姓名:

張博堅助理教授

畢業年度:

2014

學位類別:

管理碩士

論文摘要:

隨著時代的發展，社會的進步，現今的企業越發注重員工在工作場所的自發性行為，甚至將其提上議題，因為其對公司的績效、效益以及工作質量等水平潛在著重要的影響。回顧過去關於員工自發性行為的研究資料，可以發現，絕大多數集中於對員工正面的工作行為（如：組織公民行為）方面的探討，而在員工的負面行為（如：員工的偏差行為）上，則較少涉足，寥寥可數。與此同時，國內外的許多研究已證實，工作壓力對員工的工作態度和工作行為存在顯著的影響，但通過追溯過往文獻資料，卻較少發現關於工作壓力會導致員工偏差行為的產生這一方面的研究探討，加之提出影響其二者間的干擾變量這一想法的更是少之又少，因此，鑒於上述原因，本研究主旨意在探討工作壓力與員工偏差行為之間的關係，並提出以人格特質作為兩者間關係的調節變量。本研究在對國內外相關文獻的基礎上提出理論假設，採用調查問卷的方法，最終收回問卷 410 份,其中有效問卷為 395 份；並使用 SPSS19.0 統計軟件對所收回的數據進行分析研究後，得出檢驗假設；最後，對實證研究的結果進行認真的探討，同時，找出本研究的不足之處，且對未來的研究提出可行性建議。本研究結果發現：1. 工作壓力與員工偏差行為之間呈現出顯著的正相關關係。2. 人格特質對工作壓力與員工偏差行為之間的關係具有調節作用。3. 外向性和開放性這兩種人格特質是在教育培訓兩方面成功的重要因素的，與本次探討的工作壓力與員工偏差行為之間的關係不明顯，故不進行假設論證。4. 而人格特質中的親和性，情緒穩定性以及審慎性這三種人格特質對工作壓力與員工偏差行為的調節效果尤為明顯，故為本文關於人格特質方面調節效果的探討重點。通過本研究結果，希望有助於企業組織根據不同個體的人格特質，在解讀員工的偏差行為的產生上得到正確的訊息提供參考依據，瞭解工作壓力對員工偏差行為之間的影響，殷實地為組織提供有效的管理建議，減少組織在管理員工中因偏差行為對組織造成的損失及影響。

關鍵詞:

工作壓力、人格特質、員工偏差行為

94. The Relationship between Job Stress and Employee Deviant Behaviors: The Moderating Effects of Personality

Zhang Wen
School of Business,
Master of Management Studies

Name of the Supervisor:

Assistant Professor Chang Po Chien

Graduated Year:

2014

Type of Degree:

Master of Management Studies

Abstract:

With the development of society in the era, more and more enterprises pay attention to employee discretionary behaviors in the workplace, or even on agenda about this issue because it has potential and significant influence for the company on the performance, efficiency, quality of project and so on. Among the past empirical research about employees discretionary behaviors, we found that majority data were focused on the positive work behaviors (such as: organizational citizenship behavior), but less employees' negative behavior (such as: employee deviant behavior) were discussed. Meanwhile, numerous studies have identified that work stress may influence employees' job attitude and behaviors. However, there are less evidence were demonstrated the relationship between work stress and employee deviant behavior, and hardly put forward the idea of that moderating effect on the work stress and employee deviant behavior through tracing the past literature. Therefore, the purpose of this study is to explore the relationship between work stress and employee deviant behavior, and investigate the moderating effects of personality.

Putting forward the theoretical assumptions are based on the related literature at home and abroad; utilizing the questionnaire survey and collecting total 410 questionnaires, 395 is the effective questionnaires; And to adopt statistical software SPSS19.0 to analyze data to test hypotheses; Finally, the conclusions was draw trough seriously discussion. At the same time, finding out the limitation and advance the feasible suggestions for future research. This study found that: 1. There are the significant positive correlations between work stress and employee deviant behavior. 2. Personality moderated the relationship between the work stress and employee deviant behavior. 3. It is not obvious influence for the extraversion and openness in the discussion of the relationship between the employee deviant behavior and work stress, but they are the important elements impacting on the successful education and training. 4. It is particularly obvious for these three personalities including: agreeableness, emotional stability and conscientiousness are moderating the relationship on work stress and employee deviant behavior so they will be the key points to be discussed. Through this research, hoping to provide the reference that helping managers to acquire the information of employee deviant behavior and understand their employee on correct attitude according to the personality in the workplace. To let the manager to know how the job stress influence on employee deviant behavior on different conditions, and to provide effective management advice for enterprises to reduce the damage and impact of the deviation behavior in the organization.

Keywords:

Work stress, Employee deviant behavior, Personality

95. 智能手機應用之客戶關係強度研究

時維
商學院-管理碩士

指導老師姓名:

石貴成副教授

畢業年度:

2014

學位類別:

管理碩士

論文摘要:

隨著關係行銷變得越來越重要，對與客戶建立強關係是關係行銷的首要目標這一觀點已得到廣泛認同。客戶關係強度這一構念雖然近期才被提出，但已在多個行業領域中顯示出了重要作用。而自從智慧手機的增長越來越顯著且已成為二十一世紀最主要的溝通工具，智慧手機應用行業也隨之應運而生並開始在我們的日常生活中發揮起重要作用。因此，本文便是針對智慧手機應用與客戶之間客戶關係強度的研究，試圖找出影響客戶關係強度的決定因素。

首先，本文回顧了有關客戶關係強度及相關變數的文獻，試圖通過理論分析找出可能的決定因素。在大量文獻回顧的基礎上，本研究選取可能影響客戶關係強度的一系列構念，形成本研究的理論框架並突出假設。

為了檢測研究假設，本文設計了一個實證研究，並運用問卷法進行抽樣調查。通過統計資料的支援發現，關於享樂性、便利性和轉換成本的假設都得到印證，同時也有隱私性和易用性沒有得到驗證。此外，使用智慧手機年限將調節轉換成本與客戶關係強度關係的假設得到驗證，而另一假設卻因主效用不存在而變得無意義。這其中的原因和研究設計以及研究開展中的細節作者會在文中一一闡述。

最後，作者討論了此研究的理論貢獻和管理意義，同時為未來的研究提出了建議。

關鍵詞:

客戶關係強度、智慧手機、應用產品

95. A Study on Relationship Strength of Smart Phone Application Products

Shi Wei
School of Business,
Master of Management Studies

Name of the Supervisor:

Associate Professor Shi Gui Cheng

Graduated Year:

2014

Type of Degree:

Master of Management Studies

Abstract:

As the relationship marketing is becoming increasingly important, it is widely agreed that building strong customer relationships is one of the main objectives of relationship marketing. The construct of relationship strength has been proposed only recently but has been shown important affect in many industries. Since the growth of smart phone is phenomenal and has become the great communicator of the twenty-first century, the smart phone application products industry rise in the same time and start to playing an important role of our daily life. Therefore, this article just focus on the relationship strength between the application products and consumers, try to find out the determinants of relationship strength.

Firstly, the paper reviews literature on relationship strength and related constructs, then try to figure out some theoretical potential determinants. Based on the literature review, current study selected a set of constructs that might play the role of relationship strength and proposed a conceptual framework.

To test the hypothesis of the model, an empirical study is designed and the questionnaire survey is conducted. Supported by the statistical evidence, the hypotheses of hedonic, convenience and switching cost are verified but privacy and perceived ease of use are not. Besides, the hypothesis of years of using smart phone will moderate the relationship between switching cost and relationship strength is proved, but another hypothesis became meaningless as the main effect do not existing. The reasons and detail of study designing are elucidated.

Finally, current study concluded by presenting some theoretical and managerial implications, and the author offers some suggestions for the future research.

Keywords:

Relationship strength, Smart phone, Application products

96. CAMEL 對銀行風險承擔影響之研究-交叉上市與非交叉上市銀行之比較

曾茂財
商學院-管理碩士

指導老師姓名:

朱順和助理教授

畢業年度:

2014

學位類別:

管理碩士

論文摘要:

銀行是一個國家經濟中最主要的金融機構之一，其佔據了核心地位。銀行業的健康穩定的發展對我國整個經濟體系的正常運轉起到了至關重要的作用。面對銀行業競爭的不斷加劇，如何更有效的提高銀行價值，創造更多財富，對於銀行經營管理顯得尤為重要。本文以 2008 年-2012 年間上海證券交易所交叉上市的 6 家商業銀行及非交叉上市的 6 家商業銀行為研究對象。利用單一因素資本資產定價模型，面板數據模型和 CAMEL 銀行風險評價指標對銀行風險承擔進行了實證研究分析。為管理者提供更有效的管理信息，減少不必要的成本，提高商業競爭力。實證結果顯示，資本充足率與總風險呈顯著正相關，不良貸款比率和成本收入比分別與總風險、銀行特有風險及系統風險均呈顯著正相關，貸款撥備率與總風險及銀行特有風險呈顯著負相關，淨息差與總風險及銀行特有風險呈顯著正相關，交叉上市與銀行特有風險呈顯著負相關。

關鍵詞:

銀行風險、CAMEL、交叉上市銀行

96. A Study on the Impact of CAMEL on Bank Risk-taking: Comparison between Cross-listed Banks and Non Cross-listed Banks

Zeng Mao Cai
School of Business,
Master of Management Studies

Name of the Supervisor:

Assistant Professor Chu Shun Ho

Graduated Year:

2014

Type of Degree:

Master of Management Studies

Abstract:

Bank is one of the most important financial institutions in country's economy, it occupies a central sector in the financial industry. The healthy development of the bank is essential for the normal functioning of the economy in China. With the intensified competition in the banking sector, it is particularly important for the bank to know how to improve the value of the bank and to create more wealth.

With the objects of 6 cross-listed banks and 6 non cross-listed banks in the period of 2008-2012, this study is to examine the impact of CAMEL rating system on the determinants of risk-taking using single factor CAPM and panel data model. Then it may provide more effective management information to reduce unnecessary costs and improve bank competitiveness. The results of this study show that capital adequacy ratio is positively related to total risk; nonperforming loans ratio and ratio of cost-to-income have a significantly positive relationship with the risk measures; loan loss provision ratio is negatively related to total risk and bank-specific risk; net interest margin has a significantly positive relationship with bank-specific risk, but the cross- listed banks are negatively related to bank-specific risk.

Keywords:

Banking Risk, CAMEL, Cross-listed Bank

97. 上級期望對員工創新力的影響, 自我認識和工作參與的中介影響

李卉
商學院-管理碩士

指導老師姓名:

孫立雲教授

畢業年度:

2014

學位類別:

管理碩士

論文摘要:

員工創新力不僅僅關係到自身，更關係到企業的發展。現有的研究證實了員工創新力的很多影響因素，主管期待是其中之一。但是很少有學者提出將員工自我認識和工作參與放入創新力的模型中。因此，本文試圖通過建立理論框架，進而通過收集得到的數據，研究上級期待對個體創造力的影響，並且加入兩個中介變數：員工自我認識和員工工作參與來進行研究。研究結果表明模型中員工自我認識和工作參與度的仲介作用均成立。上級期待對員工創新力的影響也得到了驗證。

關鍵詞:

上級期望、創造性自我認同、工作參與

97. Supervisor expectation and employee creativity: mediating roles of creative self-identity and job engagement

Li Hui
School of Business,
Master of Management Studies

Name of the Supervisor:

Professor Sun Li Yun

Graduated Year:

2014

Type of Degree:

Master of Management Studies

Abstract:

Employee creativity is not only a basic foundation for employee themselves, but also a beginning for organization's innovation. Individual factors have been theorized to significantly influence creative performance. However, although there are various researches exploring antecedents of creativity, employee self-identity and job engagement have rarely been studied. The purpose of this study is to examine effects of three factors on employee creativity: supervisor expectation, employee self-identity and job engagement. Data were obtained from 222 employees working in a variety of jobs and organizations in service industry. Results lent strong support for the main and mediated effects. (a)Supervisor expectation has positive effect on employee's creative self-identity and job engagement; (b) creative self-identity and job engagement have positive effect on employee creativity and they both mediate the relationship between supervisor expectation and employee creative performance. My study is an attempt to find two new mediating variables between supervisor expectation and employee creativity, and also, a first try to introduce supervisor expectation as an antecedent of creative self-identity and job engagement. The study sheds light on the mechanisms through which supervisor expectation affects creativity.

Keywords:

Supervisor expectation, Creative Self-identity, Job engagement, Creativity

98. 國際原油價格與澳門成品油價格的非對稱關聯分析

葛恒
商學院-管理碩士

指導老師姓名:

宋雅楠副教授

畢業年度:

2014

學位類別:

管理碩士

論文摘要:

世界經濟的發展離不開化石燃料的消耗，而作為重要的化石燃料組成部分，原油在近兩個世紀以來為人類的繁榮發揮了重要的作用。在過去幾十年中原油消費占到世界能源消費水準的一半。澳門地區屬於島國經濟，成品油零售市場屬於完全市場競爭環境。同時澳門原油的對外依存度接近 100%。本文希望通過以澳門地區的汽油價格和柴油價格的波動情況對比全球原油期貨價格波動情況用於研究兩因素之間的變化規律，為理清澳門地區能源價格的變化規律做出貢獻。

本文首先回顧了國內外關於國際原油價格對區域成品油零售市場價格影響的相關文獻，根據澳門地區成品油零售市場現狀，從零售市場價格與同期成品油批發價格和國際原油價格入手，使用 2009 年 1 月至 2013 年 12 月汽油、柴油零售價格月度資料，建立澳門零售價格變動與國際原油價格變動的非對稱誤差修正模型（Asymmetric Error Correction Model AECM）。

結果發現，第一，澳門兩種成品油零售價格受國際原油價格變動影響，存在長期均衡關係。第二，澳門零售市場價格相對於國際原油價格存在“快漲慢跌”的情況。第三，澳門汽油零售價格與國際原油價格調整方向相同，調整幅度更大；柴油零售價格與國際原油價格調整方向相反。

關鍵詞:

國際原油價格、成品油批發價格、非對稱誤差修正模型

98. Asymmetric correlation analysis between crude oil prices and retail gasoline prices in Macau

Ge Heng
School of Business,
Master of Management Studies

Name of the Supervisor:

Associate Professor Song Ya Nan

Graduated Year:

2014

Type of Degree:

Master of Management Studies

Abstract:

The development of the world economy is inseparable from the consumption of fossil fuels. But, the crude oil, as an important component of fossil fuels, has played a significant role in the prosperity of mankind in the last two centuries. In the past few decades, the consumption of crude oil accounted for half of the world's energy consumption level. The economy of Macao belongs to island economy, and its refined oil retail market is in a market competition environment. At the same time, the foreign-trade dependence of Macau's crude oil is close to 100%. This paper aims to contrast the futures price volatility of global crude oil through the fluctuations in the price of gasoline and diesel of Macao for the study of change rules between the two factors, so as to make contributions to clarifying the change rules of energy price in Macao.

This paper first reviews the literatures at home and abroad related to the impact of the price of international crude oil on the price of regional refined oil retail market, and then starting from the price in retail market as well as the wholesale price of refined oil and the price of international crude oil in the same period, establishes a Asymmetric Error Correction Model (AECM) for the retail price variation in Macao and the price fluctuation of international crude oil with monthly data of gasoline and diesel retail price from January, 2009 to December, 2013 according to the status of refined oil retail market in Macao.

The results showed that, first, the retail prices of two kinds of refined oil in Macao are affected by the price variation of international crude oil, and there is a long-run equilibrium relationship between them. Second, compared with the price of international crude oil, the price of retail market in Macao appears the situation of "rising quickly and falling slowly". Third, the gasoline retail price of Macao has the same direction of adjustment with the price of international crude oil, but the adjustment range is greater; and the diesel retail price of Macao has the opposite direction with the price of international crude oil.

Keywords:

Price of international crude oil, The wholesale price of refined oil, Asymmetric Error Correction Model (AECM)

99. 服務型領導對倫理氛圍、主管信任和組織公民行為的影響-以銀行業為例

蔣伊文
商學院-管理碩士

指導老師姓名:

鄒文篪助理教授

畢業年度:

2014

學位類別:

管理碩士

論文摘要:

對於一個企業來說，要使組織能夠有效良好的運作，靠的不僅僅是員工的工作有效性和積極性，主管的管理方式，企業的文化等方面也有很大的影響。Organ(1988)認為，如果組織內的員工可以表現出組織公民行為，將會對組織績效產生很大的影響。因此，本研究提出服務型領導，倫理氛圍，主管信任，組織公民行為四個變量，進行研究與探討。並且以倫理氛圍和主管信任作為中介變量，研究服務型領導是否會通過倫理氛圍和主管信任產生組織公民行為。本研究通過紙質問卷的方式，收集了 204 份數據進行分析，研究發現服務型領導對倫理氛圍、主管信任、組織公民行為有顯著正向影響，倫理氛圍、主管信任對組織公民行為有顯著正向影響，且倫理氛圍和主管信任在服務型領導和組織公民行為之間扮演中介角色。最後，本研究利用數據分析的結果，對管理提出建議，以供各界參考。

關鍵詞:

服務型領導、倫理氛圍、主管信任、組織公民行為

99. The Study of the effect of Servant Leadership on Ethical Climate, trust in supervisor and Organizational Citizenship Behavior: An Example comes from Bank Industry

Jiang Yi Wen
School of Business,
Master of Management Studies

Name of the Supervisor:

Assistant Professor Zou Wen Chi

Graduated Year:

2014

Type of Degree:

Master of Management Studies

Abstract:

Employee's work effectiveness and active motivation are vital for an organization's healthy development. However, in order to keep a company's good operation, it is important to pay attention on supervisor's leader style as well as organizational culture. Organ(1988) believed that OCB have positive effect on an organization's performance. Therefore, this research introduced four variables and discussed relationships among them. They are "servant leadership", "ethical climate", "trust in supervisor" and "organization citizenship behavior". Ethical climate and trust in supervisor are two mediating variables between servant leadership and organization citizenship behavior. Data were obtained from 204 employees through paper questionnaires. The result shows that the servant leadership has a positive effect on ethical climate, trust in supervisor and OCB, and ethical climate, climate, trust in supervisor have a positive effect on OCB. Moreover, ethical climate and trust in supervisor play a role as mediators between servant leadership and OCB. At last, based on these research findings, the investigation provides some managerial suggestions and hopes these suggestions will be helpful to enterprises.

Keywords:

Servant leadership, Ethical climate, Trust in supervisor, OCB

100. 基於 EVA 的上市傳媒行業股權結構與績效的相關性分析

袁慧
商學院-管理碩士

指導老師姓名:

陳省宏教授

畢業年度:

2014

學位類別:

管理碩士

論文摘要:

依據 2010 年 12 月公佈的“十二五”計畫建議，國家強調加快轉變經濟發展方式，推動文化大發展大繁榮，提升國家文化軟實力。國家首次明確提出將推動文化產業作為國民經濟的支柱性產業，這無疑為文化傳媒業增添了新的動力。但同時，也為改革中的傳媒行業帶來諸多思考：傳媒業作為“支柱產業”的商業模式尚不完全成熟，改革中的傳媒行業如何能夠搖身一變，成為經濟化的傳媒產業？傳統的屬於事業編制的傳媒行業，究竟靠什麼來經營並且盈利？2014 年，是我國境內第一支傳媒股“東方明珠（600832）”直接上市的第 20 年。20 年間，中國傳媒產業資本市場經歷了政策扶植、體制改革、借殼重組等改革，截止到 2012 年底，我國共有 37 家上市傳媒公司，業務涉及出版、廣電、廣告、網路、影視、資訊、動漫、娛樂等領域，營業總收共計 551.42 億元人民幣，年收入增長率為 52.34%。對於飛速發展的傳媒行業，許多專家學者開始研究影響其經營績效的因素。在此，本文基於眾多學者的文獻研究，選擇股權結構作為總的自變數，研究其與企業績效評價指標經濟附加值（EVA）之間的相關性。本文選取了 2003 年-2012 年 10 家上市傳媒企業的數據作為研究樣本，利用描述性統計、相關性分析和多元回歸分析以及自相關檢驗對股權結構與公司經營績效之間的相關性影響進行分析，得出結論，並提出建議。本文通過研究得到的結果如下：一、傳媒企業第一大股東持股比例與公司績效呈負相關關係。二、傳媒企業前十大股東持股比例與傳媒公司績效呈正相關關係。三、傳媒企業國有股控股比例與傳媒公司績效呈正相關關係。四、傳媒企業法人股持股比例與傳媒公司績效呈負相關關係。五、傳媒企業流通 A 股持股比例與傳媒公司績效呈正相關關係。六、公司規模與傳媒公司績效呈負相關關係。七、資產負債率與傳媒公司績效呈負相關關係。

關鍵詞:

上市傳媒企業、股權結構、經營績效、經濟附加值、EVA

100. The Relationship between Ownership Structure and Operating Performance based on EVA of Listed Media Industry in China

Yuan Hui
School of Business,
Master of Management Studies

Name of the Supervisor:

Professor Chen Hsing Hung

Graduated Year:

2014

Type of Degree:

Master of Management Studies

Abstract:

According to the Second Five Plan which published in December 2010, our country emphasis on accelerating the transformation of economic development, promoting cultural development and enhancing the national cultural soft power. It's the first time that our country clearly emphasis on promoting the cultural industry as a pillar industry of the national economy, which is undoubtedly added new momentum for the cultural media industry. However, it also brings a lot of questions: How can the media industry transform into the economic media industry? Since the traditional media industry belongs to the government affiliated institutions, how can it operate and get the profit? In 1994, Pearl of the Orient(600832) was successfully listed on the Shanghai Stock Exchange, which was the first listed company in the media industry. Durning the 20 years development, the Chinese media industry experienced the reform such as policy support, system change and backdoor restructuring. By the end of 2012, there were 37 media companies listed on the market, it involves publishing, broadcasting, advertising, website, video, information, animation, entertainment and other fields, totally earned 551.42 billion with the revenue growth of 52.34%. Many experts and scholars begin to study on the influencing factors of performance. In this paper, I would like choose ownership structure as the independent variable to find out the relationship with the performance (EVA). This paper selects 10 listed media companies from 2003 to 2012 as samples. Through the method of descriptive statistics, correlation analysis, multiple regression analysis and autocorrelation test, then draw conclusions and make recommendations. Through the demonstration in the article, it has some researching achievements below: 1. The shareholding ratio of first major shareholder and the firm performance show a negative correlations. 2. The shareholding ratio of the top ten major shareholder and the firm performance show a positive correlations. 3. The percentage of the state-owned shareholding is positive related with firm performance. 4. The ratio of corporate shares is negative related with firm performance. 5. The percentage of the tradable a shareholding is positive related with the firm performance. 6. The company size is negative related with the firm performance. 7. The Debt asset ratio is negative related with the firm performance.

Keywords:

Chinese listed media industry, Ownership structure, Firm performance, Economic value added (EVA)

101. 博彩娛樂場的關係投資策略對客戶忠誠度的影響

袁毅
商學院-管理碩士

指導老師姓名:

石永東副教授

畢業年度:

2014

學位類別:

管理碩士

論文摘要:

自 2002 年澳門特區政府開放博彩經營權以來，澳門的博彩娛樂場如雨後春筍般接連開幕，目前，澳門的博彩娛樂業由金沙，永利，美高梅，新濠博亞，澳博，銀河娛樂等六大博彩娛樂公司組成。據統計，截止到 2012 年底在澳門這個面積不到 30 平方公里的土地上已經擁有 35 家博彩娛樂場。面對如此激烈的競爭局面，各大博彩娛樂公司如何提高客戶忠誠度，鞏固現有客源，維持業務的長遠發展，這將會成為它們能否在競爭中取勝的重要因素。

基於以上問題，我們將會以 De Wulf 在 2001 年提出的結構模型為基礎，拓展並提出一個以適用於娛樂博彩業的結構模型。De Wulf 的研究主要是針對於零售行業，在其研究中不僅對顧客感知關係投資的關係行銷策略（包括四種策略：直接郵件、優惠待遇、人際溝通和有形的獎勵）進行了測量。同時，評估了顧客感知關係投資，並且解釋了關係質量對行為忠誠度的影響。此外，De Wulf 在模型中加入了產品類別的參與和消費者的關係傾向這兩個調節變量，並證明了它們對於最終研究結果的影響。

本次研究中，我們將 De Wulf 的結構模型擴展至澳門博彩業，並以澳門博彩娛樂場作為研究对象，為了更加深入的研究行業的獨特性，我們增加了兩個新的變量：追求新奇以及顧客參與度。同時，在新的結構模型中我們還加入了一個中介變量-態度忠誠度，以此來研究態度忠誠度是否會在關係質量和行為忠誠度之間起著顯著的中介作用。本次研究採用問卷調查的方式，發放、收集問卷並對問卷資料進行数据分析，在本次研究中，我們成功收集到了一共 821 份有效問卷，並對問卷資料進行了信度分析、因子分析、相關性分析、回歸分析、調節變量分析以及中介變量分析，以此來證明我們所提出的假設是否成立。

結果，本文的主要貢獻和結論如下：

（1） 優惠待遇、個人溝通、有形獎勵等三個關係市場策略因素能夠顯著地影響客戶感知關係投資。而直接郵件則不能被證明顯著地影響客戶感知關係投資；

（2） 客戶感知關係投資對關係質量有著顯著地正向影響；

（3） 關係質量對行為忠誠度有著顯著地正向影響；

（4） 關係質量對態度忠誠度有著顯著地正向影響；

（5） 客戶參與度和客戶關係傾向在客戶感知關係投資與關係質量之間能夠顯著地起到正向的調節作用;而追求新奇動機在關係質量對行為忠誠之間以及在態度忠誠對行為忠誠之間都沒有起到負向的調節作用；

（6） 態度忠誠度作為中介變量能夠影響關係質量與行為忠誠度之間的關係。

關鍵詞:

感知關係投資、關係質量、關係市場策略、行為忠誠度、態度忠誠度、追求新奇

101. The Impact of Casino's Relationship Investment Strategy on Customer Loyalty

Yuan Yi
School of Business,
Master of Management Studies

Name of the Supervisor:

Associate Professor Shi Yong Dong

Graduated Year:

2014

Type of Degree:

Master of Management Studies

Abstract:

Since the Macau government opened gaming concession in 2002, the casinos of Macau have opened up one after another like mushrooms after rain. At present, Macau's gaming and entertainment industry is composed by Sands, Wynn, MGM, Melco Grown, SJM, Galaxy and so on six big gaming entertainment companies. According to the statistics, by the end of 2012, there are 35 casinos in Macau which area is less than 30 square kilometers of land. Faced with such fierce competition situation, how to improve customer loyalty, consolidate the existing customer and maintain the long-term development of existing gaming business, it will became the important factors for major gaming and entertainment companies to success in the competition.

Based on the structure model of De Wulf proposed in 2001, we will develop and propose a new structure model which is suitable for the gaming and entertainment industry. De Wulf's research focus on the retail industry, in his research, he not only measured the relationship marketing tactics (direct mail, preferential treatment, interpersonal communication and tangible reward) and their influence of perceived relationship investment. But also assesses the perceived relationship investment, and explain the influence of relationship quality on behavior loyalty. In addition, De Wulf added two moderators in his model: product category involvement and consumer relationship proneness, and proved how they affect in the final results.

In this research, we will extended the structure model of De Wulf to the gaming industry of Macau, and regard Macau's casinos as our research object. In order to research the unique characteristics of gaming industry, we add two new variables: novelty seeking and customer involvement. Meanwhile, our structure model will also add a mediating variable-attitudinal loyalty, and investigate whether it has mediating effect on the relationship from relationship quality to behavioral loyalty. We utilize the way of questionnaire survey to issue and collect questionnaire, according to the statistics, we successfully xxx questionnaires for our study. Subsequently, we use reliability analysis, factor & validity analysis, correlation analysis, regression analysis, moderator analysis and mediator analysis for checking our proposed hypotheses.

As a result, this study's major contributions and findings are listed as follows:

(1) The three elements of relationship marketing tactics - preferential treatment, interpersonal communication and tangible rewards can affect perceived relationship investment significantly. While direct mail can't be proved significantly affect perceived relationship investment;

(2) Perceived relationship investment have a significantly positive impact on relationship quality;

(3) Relationship quality have a significantly positive impact on behavioral loyalty;

(4) Relationship quality have a significantly positive impact on attitudinal loyalty;

(5) Customer involvement and consumer relationship proneness can have a positive moderating effect in the relationship between perceived relationship investment and relationship quality; and novelty seeking can't negatively affect the relationship between relationship quality and behavioral loyalty. Meanwhile, novelty seeking can't negatively affect the relationship between attitudinal loyalty and behavioral loyalty;

(6) Attitudinal loyalty as a mediating variable can affect the relationship between relationship quality and behavioral loyalty.

Keywords:

Perceived relationship investment, Relationship quality, Relationship marketing tactics, Attitudinal loyalty, Behavioral loyalty, Novelty seeking

102. 複合態度，顧客契合與電子口碑：基於微信平台的實證研究

趙宇
商學院-管理碩士

指導老師姓名:

劉懿德助理教授

畢業年度:

2014

學位類別:

管理碩士

論文摘要:

本次研究的目的是檢驗在微信環境下，複合態度（即情感態度和認知態度）、顧客契合和電子口碑行為三個變數之間的關係。基於複合態度、顧客契合和電子口碑的相關理論及實踐，我們提出了一個概念模型並在澳門科技大學進行了一次問卷調查。我們在澳門科技大學學生中收集了 313 份有效問卷，並使用 SPSS 19.0 和 AMOS 20.0 對收集到的數據進行處理。相關性分析，因子分析和中介效應分析的結果指出：1. 在微信中，品牌（產品）相關的情感態度正向影響顧客的活力、專注、奉獻、觀點給予和觀點搜尋。2. 在微信中，社交媒體相關的情感態度正向影響顧客的活力、專注、奉獻、觀點給予、觀點傳遞。3. 在微信中，品牌（產品）相關的認知態度正向影響顧客的活力、專注、觀點搜尋、觀點給予和觀點傳遞。4. 在微信中，社交媒體相關的認知態度正向影響顧客的活力、專注、奉獻、觀點搜尋、觀點給予、觀點傳遞。5. 在微信中，顧客的活力正向影響其觀點搜尋和觀點傳遞。6. 在微信中，顧客的專注正向影響其觀點搜尋、觀點給予和觀點傳遞。7. 在微信中，顧客的奉獻正向影響其觀點搜尋和觀點傳遞。8. 在微信中，顧客契合在複合態度和電子口碑行為之間起部份仲介作用。通過研究我們增進了對複合態度、顧客契合和電子口碑的瞭解。除此以外，我們還發現了顧客契合在複合態度和電子口碑之間起仲介作用。這些發現不僅能幫助我們更好地瞭解在社交媒體環境下電子口碑的傳播機制，而且有助於市場行銷人員在進行整合行銷傳播的時候，更有效地制定社交媒體行銷戰略以及更好地加強消費者與所行銷的品牌（產品）之間的關係。

關鍵詞:

微信、社交媒體、複合態度、顧客契合、電子口碑

102. Compound Attitudes, Customer Engagement and eWOM: An Empirical Study on WeChat

Zhao Yu
School of Business,
Master of Management Studies

Name of the Supervisor:

Assistant Professor Liu Yi De

Graduated Year:

2014

Type of Degree:

Master of Management Studies

Abstract:

The purpose of this study is to examine the relationships among compound attitudes (i.e., affective attitudes, cognitive attitude), customer engagement and eWOM (electronic word of mouth) behaviors in the context of WeChat. Based on the relevant theories and practices of compound attitudes, customer engagement, and eWOM, we proposed a conceptual model and conducted a survey in Macau University of Science and Technology. 313 valid questionnaires were collected from the university students, and we used both SPSS 19.0 and AMOS 20.0 to analyze these data. The results of the correlation analysis, factors analysis and mediation effect analysis indicated that: 1. Brand (product) related affective attitude positively influences customer's vigor, absorption, dedication, opinion giving, and opinion seeking in the context of WeChat. 2. Social media platform related affective attitude positively influences customer's vigor, absorption, dedication, opinion giving, and opinion passing in the context of WeChat. 3. Brand (product) related cognitive attitude positively influences customer's vigor, absorption, opinion seeking, opinion giving, and opinion passing in the context of WeChat. 4. Social media platform related cognitive attitude positively influences customer's vigor, absorption, dedication, opinion seeking, opinion giving, and opinion passing in the context of WeChat. 5. Customer's vigor positively influences opinion seeking and opinion passing in the context of WeChat. 6. Customer's absorption positively influences opinion seeking, opinion giving and opinion passing in the context of WeChat. 7. Customer's dedication positively influences opinion seeking and opinion passing in the context of WeChat. 8. Customer engagement partially mediates the relationship between compound attitudes and eWOM behaviors in the context of WeChat. Our research enhanced the understanding of compound attitudes, customer engagement, and eWOM. Beside, we found that customer engagement play a mediating role between the consumer's compound attitudes and eWOM. These finding will not only help to better understand the mechanism of eWOM communication in the context of social media, but also help the Integrated Marketing Communication (IMC) marketers to develop effective social media marketing strategies and build strong consumer – brand (product) relationships..

Keywords:

WeChat, Social media, Compound attitudes, Customer engagement, eWOM

103. 期權理論下易腐食品收益共享契約的供應鏈優化

邵嫣娜
商學院-管理碩士

指導老師姓名:

唐華軍副教授

畢業年度:

2014

學位類別:

管理碩士

論文摘要:

在全球經濟一體化的背景下，企業的競爭已轉換為供應鏈之間的競爭。而針對特定行業或商品的具有針對性的供應鏈產品研究，顯得更為重要。易腐食品廣泛運用於日常生活之中，如生鮮蔬菜、食品以及具有高貶值率的時令性物品等。目前，易腐食品供應鏈發展迅速，加強其供應鏈協調的研究具有十分重要的意義。本文針對易腐食品供應鏈的合作與協調問題，選擇利用供應鏈契約的方式來協調供應鏈，並著重研究其中的一種組合契約模型——基於期權的收益共享契約。本文從易腐食品期權契約的兩階段供應鏈入手，針對易腐食品在流通過程中產生一定損耗的特徵，引入流通損耗率的概念，建立相關的數學模型，進而引入收益共享契約，建立了關於單一供應商與單一零售商在期權基礎上的收益共享契約決策模型。在分析過程中以最大化期望利潤為目標，得到零售商以及集中決策下供應鏈的最優訂購量及最大期望利潤都存在並且是唯一的。針對期權與收益共享組合契約引入協調參數 λ，表示供應鏈集中決策下收益分配給供應商與零售商的協調比例。研究表明，通過制定合適的協調參數 λ，能夠使供應商與零售商達到共贏，提升整體績效。論文通過算例分析驗證了結論的有效性，並且得出在期權與收益共享組合契約下，針對一組特定的契約參數，當組合契約實現協調時 λ 的約束範圍。

關鍵詞:

期權、收益共享、易腐食品、流通損耗、供應鏈協調

103. Supply Chain Optimization of Perishable Food in Revenue-sharing Contract Based on Option Theory

Shao Yan Na
School of Business,
Master of Management Studies

Name of the Supervisor:

Associate Professor Tang Hua Jun

Graduated Year:

2014

Type of Degree:

Master of Management Studies

Abstract:

With the growing integration of global economics, the competition of enterprises has converted into the competition within supply chains. Therefore, it is most important to study the supply chain products to target industries and commodities. Perishable food is widely used in daily life, such as fresh vegetables, food, and seasonal items which have a high rate of depreciation. At present, perishable food supply chain develops rapidly, and need more research on supply chain coordination. This study aims to the problems of the cooperation of perishable food supply chain, uses contracts to coordinate the supply chain, and proposes a combined contract model - the revenue sharing contract based on option theory. This research starts from the sub-level supply chain of the perishable food option contracts, according to the characteristics of perishable foods which have some loss in circulation, to introduce the concept of circulation wastage rate, set up simple mathematical models and then combine the revenue sharing contract. Finally, it establishes the revenue sharing contract model based on the option about the single supplier and the single retailer. Specifically, it maximizes the expected profit as the goal, to derive the unique optimal order quantity for the retailer. According to the sharing contracts of options and benefits, this study introduces coordination parameters to show the coordination proportion of revenue which allocated to the supplier and the retailer under centralized decision. The research shows that, by determining the appropriate profit ratio, it can increase the profits both of suppliers and retailers at the same time to achieve a win-win situation. Meanwhile it verifies the effectiveness of the conclusion through case analysis. Furthermore, it presents the range of the coordination parameter when combination contract achieves coordination under the sharing contracts of potions and benefits.

Keywords:

Option, Revenue Sharing Contract, Perishable Food, Circulation Wastage, Supply Chain Coordination

104. 新進員工職業探索對社會整合、角色明晰與工作績效的關係研究

郭夏
商學院-管理碩士

指導老師姓名:

聶婷助理教授

畢業年度:

2014

學位類別:

管理碩士

論文摘要:

本文基於符號互動理論(symbolic interaction theory)，研究新進員工的職業探索與社會整合、角色明晰和工作績效之間的關係、以及社會整合和角色明晰對職業探索以及工作績效之間的中介作用。本文主要以組織社會化的適應結果理論作為研究背景，組織社會化的適應結果分為近端結果和終端結果，本文選取組織社會化近端結果的社會整合和角色明晰兩個維度進行研究，選取組織社會化終端結果的工作績效變量進行研究，利用不同行業的新進員工以及主管 226 份調查資料進行統計分析。結果顯示，職業探索對社會整合、角色明晰以及工作績效存在顯著正相關關係；社會整合、角色明晰對工作績效有正向影響作用。社會整合、角色明晰在新進員工職業探索與工作績效之間起部分中介作用。基於理論論證及實證研究分析，本文分別從支持員工的職業發展以及注重個人與組織的互動兩個角度，對新進員工的職業生涯規劃與發展提出建議。

關鍵詞:

新進員工、職業探索、社會整合、角色明晰、工作績效

104. The relationship between newcomers' Career Exploration, Social Integration, Role Clarity and Job Performance

Guo Xia
School of Business,
Master of Management Studies

Name of the Supervisor:
Assistant Professor Nie Ting

Graduated Year:
2014

Type of Degree:
Master of Management Studies

Abstract:
Based on the symbolic interaction theory, this study explored the relationship between newcomers' Career Exploration, Social Integration, Role Clarity and Job Performance, as well as Social Integration and Role Clarity act as the mediating role between Career Exploration and Job Performance. In this paper, organization socialization' adjustment outcomes as a research background, which were divided into proximal outcome and distal outcome, this article selected the two dimensions of proximal outcome(Social Integration and Role Clarity)as well as the one dimension of distal outcome(Job Performance)to study. 226 newcomers and supervisors from different industries participated in the study and the survey data were collected for statistical analysis. The study results indicate that Career Exploration positively correlated with Social Integrity, Role Clarity and Job Performance; Social Integrity and Role Clarity positively related with Job Performance; The Social Integrity and Role Clarity play a partially mediating role between Career Exploration and Job Performance. Based on theoretical arguments and Empirical Study of analysis, this study thought about two perspectives from support employee career development and focus on the interaction of individuals and organizations so that presents some suggestions in newcomers' career planning and development.

Keywords:
Newcomers, Career Exploration, Social Integration, Role Clarity, Job Performance

105. 倫理型領導、集體倫理效能感與組織公民行為的關係研究

鍾皓
商學院-管理碩士

指導老師姓名:

田青副教授

畢業年度:

2014

學位類別:

管理碩士

論文摘要:

自 21 世紀以來,經濟全球化使得各國經濟更加緊密地聯繫在一起，激烈的競爭不斷使得企業生存環境動盪，持續性改革同樣導致企業內部結構更具複雜性。次貸危機打破了原有的國際經濟格局，暴露原經濟體制弊端的同時，相繼揭露一系列知名企業管理醜聞。面對危機所帶來的倫理困境和挑戰，領導者們開始反思企業經營管理理念。因此，管理學界高度關注企業經營中領導者的倫理問題，而應運而生的倫理型領導則被稱為特殊時代背景下卓越領導的“黃金法則” 。不難看出，當前社會改革對企業提出的積極承擔社會責任與以追求經濟利潤最大化的企業經營管理理念存在差距。因此，企業只有平衡好經濟效益和社會倫理，才能在當今的商業競爭中保持信譽，從而獲得持久的社會支援。企業要將經營的理念轉變為保持可持續發展的社會經濟效應最大化。同時，面對改善在經濟高速發展中所出現的商業倫理缺失問題,除國家需要健全自身法律法規、完善各監督機制外，更重要的是各個組織需要平衡經濟效益與社會倫理規範之間的關係，加強自身的倫理建設。因此，能帶動現代企業進行倫理改革的領導顯得越來越重要，尤其是強有力的倫理型領導。在西方備受學者關注的倫理型領導在中國情境下與中國特色的組織及其組織成員的關係是如何？倫理型領導又對中國的企業員工產生什麼影響？這都是本研究將要關注的內容。本研究以倫理型領導作為引數，組織公民行為為因變數，加入集體倫理效能，研究三個變數之間的關係，試圖從認知心理的角度分析倫理型領導對組織公民行為的影響。本研究運用問卷形式收集資料，共發放問卷共計發放 354 份，收回 325 份，經過整理，發現由於填寫失誤、資料不全或問題未完全回答等問題導致的作廢問卷有 29 份，實際用於資料分析的問卷有 325 份，有效回收率約為 91.80%。研究得出以下結論：1、倫理型領導對利人際關係組織公民行為有正向影響，倫理型領導對利組織組織公民行為有正向影響；2、倫理型領導對集體倫理效能有正向影響；3、集體倫理效能對利人際關係組織公民行為有正向影響，集體倫理效能對利組織組織公民行為有正向影響；4、集體倫理效能在倫理型領導與組織公民行為（利人際關係組織公民行為、利組織組織公民行為）之間起部分仲介作用。

關鍵詞:

倫理型領導、集體倫理效能、組織公民行為

105. A Study on the Relationship of Ethical Leadership, Collective Ethical Efficacy and Organizational Citizenship Behaviours

Zhong Hao
School of Business,
Master of Management Studies

Name of the Supervisor:

Associate Professor Tian Qing

Graduated Year:

2014

Type of Degree:

Master of Management Studies

Abstract:

Since 21st century, economy of countries from all over the world are connected much more tightly than ever before due to the globalization, from which the intense competition caused further make a tumultuous and complicate living world for cooperates. And, the continuously reform followed lead to a more complex inner structure of all cooperates. The subprime crisis later broke the original international economic structure, expose its disadvantages, and discover a series of cooperates management scandals. Facing all these crisis, ethical difficulties and challenges, people stared to reflect the ideas of cooperates management and administration, which arose the highly attention on the ethical dilemma of leaders from the management area. The "Ethical Leadership" came next were called the "golden rule" of a supreme leadership. It is obvious that there are contradictions between the social reform's needs of demanding active social responsible roles of cooperates and the companies' ideas of managing and operating in order to gain the maximum profits. Therefore, only keeping balance between economic benefits and social ethics can help cooperates maintain their reputation in the current business competition, and then further receive the lasting social supports. However, cooperates should change their ideas of pursuing economic benefits into the ones of achieving sustainable maximum of social economy benefits. Meanwhile, beside our country should improve laws and regulations, perfect supervision mechanism and enhance supervision, more importantly, each organization needs to keep a good balance between economic benefits and social ethics when facing the ethical issues appeared in the process of our economy development. As mentioned above, cooperates nowadays highly require a strong and powerful leaderships, especially Ethical Leadership. What is the relation between Ethical Leadership under Chinese social conditions and members in cooperates organizations? What is the influence of Ethical Leadership on Chinese cooperates members? Finding the answers to these questions is the main focus of this research. In this study, ethical leadership as the independent variable, organizational citizenship behavior as the dependent variable. Join the collective ethical performance, study the relationship between the three variables, from a psychological point of view of trying to influence Ethical Leadership on Organizational Citizenship Behavior (OCB). Questionnaires are used as the research method here. The questionnaires released are altogether 354 pieces. There were 325 valid questionnaires, not including the ones with writing mistakes, missing information and partial answers or no answers of the questions (valid return rate is 91.8%). The conclusion listed below: 1. Ethical Leadership has a positive influence on OCB toward Interpersonal, and on OCB toward Organization. 2. Ethical Leadership has a positive influence on Collective Ethics Effectiveness.

Keywords:

Ethical Leadership, Collective Ethical Efficacy, Organizational Citizenship Behaviours

106. 在線信任的前因和後果研究

陸韻萍
商學院-管理碩士

指導老師姓名:

李雁晨助理教授

畢業年度:

2014

學位類別:

管理碩士

論文摘要:

隨著互聯網的迅猛發展，中國電子商務進入了一個快速發展的階段。網絡購物作為一種新型的購物方式，在人們生活中迅速流行開來。然而，在網購火熱發展的同時，隨之隱藏的問題也逐漸暴露，消費者在線信任的缺失成為阻礙網絡購物發展的最主要問題之一。建立消費者在線信任對於網絡商家來說是一個新的挑戰。消費者在線信任問題成為一個熱門的研究話題，引起越來越多的關注。在此背景下，本文對中國消費者在線信任的前因和後果進行研究，對電子商務發展具有一定的現實意義。本文對在線信任的相關文獻進行閱讀，在整理和總結的基礎上，結合國內當前電子商務的發展狀況，從網站質量，網站聲譽，網站安全，訂單執行和信任傾向五個方面探討對消費者在線信任的影響，並且在此基礎上提出中國消費者在線信任影響因素的概念模型。本研究通過問卷調查的方法收集數據，最終獲得 292 份有效問卷。本文主要運用結構方程模型對調查所得數據進行分析，對研究假說進行檢驗，根據研究結果，修正概念模型。研究發現，針對本次樣本數據而言，在線信任的能力，仁愛和正直三個維度沒有明顯的區別效度，網站安全對消費者在線信任沒有顯著影響。而網站質量，網站聲譽，訂單執行和信任傾向對消費者在線信任具有顯著影響。同時消費者在線信任正向影響其購買意願。因此網站賣家應該重視消費者在線信任的建立，著重從網站質量，網站聲譽，訂單執行和信任傾向四個方面，採取實際措施提高消費者對網站的在線信任。最後，本文會根據研究所得結論為網站賣家建立消費者在線信任提供實際的建議。

關鍵詞:

電子商務、在線信任、購買意願

106. A Study on the Antecedents and Consequences of Online Trust

Lu Yun Ping
School of Business,
Master of Management Studies

Name of the Supervisor:

Assistant Professor Li Yan Chen

Graduated Year:

2014

Type of Degree:

Master of Management Studies

Abstract:

With the rapid development of Internet, China's e-commerce has entered a fast-developing stage. Online shopping as a new-style of shopping that was popular in people's life. However, while the online shopping is developing at a hot speed, the hidden problems reveal out gradually. Lack of consumer's online trust becomes one of the most important problems which hider online shopping development. Building consumer's online trust presents a challenge for online merchants and the problems of online trust as a research topic of increasing interest and importance. Under this background, this paper has researched on the antecedents and consequences of Chinese consumer's online trust which has a certain practical significance for the development of e-commerce.

This paper reviewed online trust in the relevant literatures. Based on summarized this literature and combined with the development situation of domestic e-commerce, the paper focused on the website quality, website reputation, website security, order fulfillment and propensity to trust, to researched the determinants of consumer's online trust. On the basis of this, the paper proposed a Chinese consumer's online trust influence factors model. The 292 questionnaires were received by questionnaire survey.

The paper mainly used structural equation modeling to analyze the obtained data, and test the hypothesis. According to the results, the conceptual model was modified. The research of online trust was divided into three dimensions: namely ability, integrity and benevolence. But the research results showed that the three dimensions of online trust wasn't supposed to be different. Website security wasn't positively affect consumer's online trust. However, website quality, website reputation, order fulfillment and propensity to trust were the determinants of consumer's online trust. Consumer's online trust positively affects the consumer's intention to purchase. So the online merchants should pay attention to the establishment of online trust. The online merchants could focus on the website quality, website reputation, order fulfillment and propensity to trust, and took practical measures to improved consumer's online trust. At the last, the paper would give some practical recommendations for online merchants to build consumer's online trust.

Keywords:

E-commerce, Online trust, Purchase intention

107. 博弈論協調綠色供應鏈決策

黃維敏
商學院-管理碩士

指導老師姓名:

黃贇助理教授

畢業年度:

2014

學位類別:

管理碩士

論文摘要:

隨著科學技術的進步和生產力的發展，加之全球資源減少和環境破壞日益加劇，生態環境保護成為各國人民共同關心的問題。保證經濟增長的同時，怎樣減少資源消耗和環境污染成為企業共同關心的話題。圍繞生態環境問題，人類社會提出了將生態環境與經濟發展視為人類社會存在的兩大基石的可持續發展戰略。很多挑戰和競爭迫使企業特別是製造業尋求解決方案。綠色供應鏈考慮了各環節中資源與環境的問題，促使經濟、資源、環境協調發展，是發展循環經濟，實現經濟增長綠色化，走向可持續發展之路的基礎與重要保證。本文研究由一個製造商和一個零售商構成的綠色供應鏈。運用斯坦伯格博弈,結合回購合同，通過建立模型並使用 MATLAB 對模型進行求解及詳細分析，最後得出：在綠色供應鏈中，當市場潛力增加，產品平均回報率，訂購數量，零售價，製造商利潤及零售商利潤都會上升，零售價則基本上不變。而當成本增加，產品平均回報率，訂購數量，製造商利潤及零售商利潤都會下降，而批發價和零售價則緩慢上升。供應鏈成員通過回購合同共擔風險，提高供應鏈運作效率，在供應鏈競爭中獲得更大的優勢，使得利潤最大化。 其結論豐富了綠色供應鏈和博弈論的內容，同時將需求不確定因素結合綠色供應鏈的創新也為日後的研究提供了一定的參考性；文章中採取 MATLAB 軟件代替 LINGO 和 EXCEL 進行數據分析，具有一定的實踐指導意義。

關鍵詞:

綠色供應鏈、需求不確定、博弈論、MATLAB

107. Game Theory Coordinating Green Supply Chain Decisions

Huang Wei Min
School of Business,
Master of Management Studies

Name of the Supervisor:

Assistant Professor Huang Yun

Graduated Year:

2014

Type of Degree:

Master of Management Studies

Abstract:

As the development of scientific and technological progress and productivity, ecological and environmental protection becomes the common concern of people. How to ensure economic growth while reduce the resource consumption and environmental destruction, attracts the attention of the enterprises. Surrounding the ecological environment, Sustainable Development Strategy is proposed, which regards both ecological environment and economic development as the two dispensable cornerstones of society. Enterprises are not only facing a lot of challenges, but also global competitions. All of these force enterprises to seek for solutions to balance environment and economic development, especially in manufacturing. So the green supply chain which is the basic and an important guarantee for sustainable development appears on the scene. In this paper, we study the green supply chain, which includes one manufacturer and one retailer. We use the idea of Stacklberg game to coordinate green supply chain and optimize the decisions of the manufacturer and retailer under the demand uncertainty. Using the MATLAB software, we find out the equilibrium solutions. Through a numerical example, several findings can be obtained: Firstly, in the green supply chain, as the increase of market potential, the average product return rate, order quantity, retail price, manufacturer's profit and retailer's profit increase, while the wholesale price has no significant change. With the cost increasing, the average product return rate, order quantity, manufacturer's profit and retailer's profit reduce, but both the retail price and wholesale price increase slightly. Manufacturer and retailer use the buyback contracts to share risk of the supply chain. Manufacturer and retailer gain greater competitive advantage in the supply chain to maximize their profits. The conclusions enriched the content of green supply chain and game theory. The green supply chain combines with the demand uncertainty, which is an innovation for the future study to provide some referential meaning. This article uses MATLAB software instead of LINGO and EXCEL to do numerical studies, which has some practical significance.

Keywords:

Green supply chain, Demand uncertainty, Game theory, MATLAB

108. 即時通訊在工作環境中的應用與溝通滿意度及工作表現之關係研究：澳門公務員與私營企業人員之比較分析

何嘉慧
商學院-公共行政管理碩士

指導老師姓名:

葉桂芬助理教授

畢業年度:

2014

學位類別:

公共行政管理碩士

論文摘要:

隨著資訊與通訊科技的迅速發展以及電子政府與電子化企業時代的來臨，即時通訊對於公務員及私營企業人員日常溝通的影響日益顯著。本研究以上述兩組人員為調查對象，透過習慣以及工作與非工作邊界意識兩個變量來探討即時通訊在工作環境中的應用情況。對沉默螺旋與即時通訊應用的關係進行探討，並從即時通訊在工作環境中的應用與溝通滿意度及工作表現的關係作出研究分析。本研究以問卷形式進行調查，從紙本及網上收集的有效問卷合共 347 份。收集所得的數據以 SmartPLS2.0 統計程式進行有關本研究的信度與效度分析、路徑分析及假設檢驗，並以 SPSS 20.0 就不同組別人員的數據樣本進行 T 檢驗以作比較。研究結果發現：(1)公私營人員在即時通訊的應用方面有著不同的主要影響因素；(2)影響公私營人員工作表現的因素各有不同；(3)沉默及自我抑制的公務員可透過在工作環境中使用即時通訊以提升溝通滿意度，但私營企業人員則不然；(4)私營企業前線與非前線人員的溝通滿意度及工作表現均存在顯著差異。從上述分析結果的比對中，探討提升公務員溝通滿意度及工作表現的可行方案。

關鍵詞:

即時通訊、習慣、邊界意識、沉默螺旋、溝通滿意度、工作表現

108. A Study of the Usage of Instant Messaging in the Workplace and its Relationship with Communication Satisfaction and Job Performance: A Comparison of Civil Servants and Private Sector Personnel in Macau

Ho Ka Wai
School of Business,
Master of Public Administration

Name of the Supervisor:
Assistant Professor Ip Kwai Fun

Graduated Year:
2014

Type of Degree:
Master of Public Administration

Abstract:
As the rapid growth of information and communication technology (ICT) and the era of e-business and e-government, instant messaging (IM) brings a significant influence to civil servants and private sector personnel in their daily communication. This research aims at probing into two impacting factors, habit and perceived work/non-work boundary, influencing the usage of IM by the aforesaid personnel in their workplace. Another variable, Spiral of Silence, is also studied in order to understand its effect on the relationship between the usage of IM in the workplace and communication satisfaction. This research adopted a survey research approach and collected347 valid questionnaires via paper-based and online channels. The reliability, validity, path analysis, hypothesis testing and T test of the research model were examined through Smart PLS 2.0 and SPSS 20.0 respectively. The results demonstrate that: (1) there are different dominant factors impacting on the usage of IM in each group; (2) there are different factors influencing the job performance of each group; (3) comparing with private sector personnel, those inhibited civil servants tend to use IM in the workplace to improve their communication satisfaction; (4) there are significant differences between frontline and non-frontline personnel in private sector regarding communication satisfaction and job performance. Suggestions of potential policies to improve civil servants' communication satisfaction and job performance are therefore proposed.

Keywords:
Instant Messaging, Habit, Perceived Boundary, Spiral of Silence, Communication Satisfaction, Job Performance

109. 深圳房地產業顧客滿意度與口碑關係研究

劉衡釗
商學院-工商管理碩士

指導老師姓名:

石永東副教授

畢業年度:

2014

學位類別:

工商管理碩士

論文摘要:

房地產業是我國國民經濟的支柱性產業，為我國經濟的發展作出了重要貢獻,伴隨著經濟的發展，中國大陸房地產市場競爭日益激烈,住宅消費市場也逐步成熟,顧客對於房地產產品的需求在廣度和深度上都有了較大程度的增長。能否讓顧客滿意,已經成為影響房地產企業持續發展的關鍵因素。近些年來,顧客滿意度的相關研究獲得越來越多的關注.過去的研究表明，顧客滿意度與顧客忠誠度之間存在正相關的關係,房地產業作為一個較為特殊的行業，顧客購買的頻次較其他消費行業要低得多，因此，更深層次的探討可得，影響客戶再次購房消費的關鍵因素便是衡量顧客忠誠度之一的口碑，口碑的提升是顧客忠誠度提升的一個重要標準。本文以深圳市為例，從購房顧客滿意度入手，著重探討顧客滿意度與顧客口碑之間影響與關係，目的在於更好地瞭解和把握商品住宅消費者行為，從而在過程中提高顧客的滿意度，形成良好的口碑，為日後企業的發展提供可靠的依據，讓房地產企業在市場中保持較強競爭力，並為政府相關部門制定房地產發展規劃和住宅政策的過程中提供科學依據，同時也提供一些可靠的理論和現實意義，對其他城市房地產的健康發展也提供一定的參考。

本文結合深圳市實際情況設計調查問卷，經業內專家評定後進行實地調查，獲得原始資料。在此基礎上，研究深圳商品住宅顧客滿意度與口碑之間的影響與關係，並通過人口統計特徵和購房動機進行了定量分析，在總體上分析消費者購房決策影響因素的同時根據消費者購房動機進行了市場細分，識別出消費者購房決策的影響因素及其重要性，得出以下主要結論：

1. 深圳房地產顧客滿意度各維度中的產品品質、銷售及售後、地理位置、區域未來定位與規劃、開發商優惠對顧客口碑有正向影響。

2. 在深圳房地產顧客中，教育程度較低的顧客的滿意度高於教育程度高的顧客的滿意度；以投資為購房動機顧客的滿意度高於以自用為動機顧客的滿意度

3. 深圳房地產顧客滿意度對顧客口碑有正向影響。4.在深圳房地產顧客中，相對於女性而言，男性在顧客滿意度對顧客口碑的正向作用更強；相對於收入較低的顧客而言，收入較高的顧客在顧客滿意度對顧客口碑的正向作用更強；相對於自用型顧客而言，投資型的顧客在顧客滿意度對顧客口碑的正向作用更強。

關鍵詞:

深圳房地產市場、顧客滿意度、顧客口碑、購房動機

109. A Study on the Relationships among Customer Satisfaction and Word-of-mouth in Shenzhen Real Estate Industry

Liu Heng Zhao
School of Business,
Master of Business Administration

Name of the Supervisor:
Associate Professor Shi Yong Dong

Graduated Year:
2014

Type of Degree:
Master of Business Administration

Abstract:

The real estate industry is a pillar industry of our national economy, and it makes an important contribution to the development of China's economy. Along with the economic development, Real estate market competition in China mainland is becoming increasingly fierce, the residential consumer market is gradually mature and consumers demand on the real estate products is also strengthened in both the breadth and depth. To increase the customer satisfaction has become the key factor affecting the real estate enterprise sustainable development. In recent years, the related research on customer satisfaction is getting more and more attention. Previous studies have shown that, the relationship between customer satisfaction and customer loyalty. As a special industry, the real estate industry, customers' purchase frequency is much lower than other industries. Therefore, a deeper study is available and the key factor affecting customer to purchase consumer is reputation. The reputation of ascension is an important standard to enhance customer loyalty. This paper, taking Shenzhen as an example, begins with the purchase of customer satisfaction, then focuses on the relationship between customer satisfaction and customer word-of-mouth. Aiming for better understanding and grasping the consumer behavior of housing commodity and enhancing customer satisfaction in the process, the formation of good reputation provides a reliable basis for the future development of the enterprise and make the real estate enterprises maintain strong competitiveness in the market. For another, this paper not only provides a scientific basis for the formulation process and real estate development planning and housing policy for the relevant government departments, but also provides some reliable theoretical and practical significance for the development of other city.

This paper designed the questionnaire according to the actual situation of Shenzhen city and the experts assessed in this field to obtain original data. On this basis, I studied the relationship between the customer satisfaction and word of mouth and analyzed quantitatively by demographic characteristics and purchase motivation.

After the general analysis of consumer purchase decision factors and market segmentation based on consumer purchase motivation, the factors influencing consumer purchase decisions.

The results of this study are as follows:

Frist, real estate customer satisfaction has positive effect on customer word-of-mouth in the dimension of product quality, sales and customer service, geographic location, the future positioning and planning, and developers concessions.

Second, among real estate customers in Shenzhen, the satisfaction of customers with low education degree is higher than that of high education degree; the satisfaction of customers who purchased houses for investment is higher than those who purchased houses for their own use.

Third, customer satisfaction has a positive impact on customer word-of-mouth.

Fourth, among real estate customers in Shenzhen, compared with female, male have stronger positive effect on the relationship between customer satisfaction and customer word-of-mouth. Compared with customers with lower income, higher income customers have stronger positive effect on the relationship between customer satisfaction and customer word-of-mouth. Compared with customers who purchased houses for their own use, customers who purchased houses for investment have stronger positive effect of positive effect on the relationship between customer satisfaction and customer word-of-mouth.

Keywords:
Shenzhen real estate market, Customer satisfaction, Customer word-of-mouth, Purchase motivation

110. 廣告代言人知名度與匹配度對消費者購買的影響

唐嘉敏
商學院-工商管理碩士

指導老師姓名:

龐川教授

畢業年度:

2014

學位類別:

工商管理碩士

論文摘要:

當前電視節目中充斥著各類廣告，廣告中不斷出現各界的名人，名人廣告成為企業產品行銷的一種重要方式，在國內外商業廣告中已經佔據了相當高的比例，很多企業不惜花費重金，只為各類明星大牌在廣告中的一句臺詞，一個身影。一時間，代言費水漲船高，各類天價廣告費被大肆曝光，對企業來說，這已經成為一項不少的支出，企業花在明星代言費的支出對於自身產品的銷售的作用研究對於企業來說具有重要的意義，目前國內外學者對明星廣告已經展開了較深入的研究，也得到了一些很有價值的結論，但是這些研究存在兩方面的問題：一、研究主要集中在代言人自身的特性對顧客購買意願以及產品品牌態度方面的影響方面，較少關注代言人與產品、代言人與顧客之間的關係對顧客購買意願產生的影響；二、研究止于明星廣告對於顧客購買意願的影響，尚未關注其與顧客實際的購買行為是否有關。

本文在以往研究的基礎上，做出兩方面的改進：一、豐富代言人對顧客購買產生影響的途徑，除了代言人自身的名氣外，本文還將探究代言人與產品的匹配、代言人與顧客的匹配對顧客購買的影響；二、從實踐方面來講，企業更加關注的是消費者的實際購買行為，本文將進一步探究明星廣告對於消費者實際購買行為的影響，這對企業的借鑒意義更大。

通過問卷調查，本文最終得到的結論如下：1、代言人的名氣、代言人與產品的匹配度以及代言人與消費者之間的相似度都會對於消費者的購買意願產生正向的影響，其中代言人與產品的匹配度對於消費者購買意願的影響最大，其次是代言人的知名度，代言人與消費者的相似度影響最小；2、消費者的購買意願對於消費者的購買行為具有重要的影響作用。

對於文中控制變數的驗證：1、受訪者對代言產品的購買意願和實際購買行為會隨著受訪者對品牌的瞭解程度、品牌對受訪者重要程度的增加而增加；2、受訪者對於所選的印象深刻的名人所代言的產品的購買意向會因為產品的類別不同呈現顯著差異，當名人代言的是電子產品的時候，受訪者的購買意向最高，其次是服裝和化妝品，再次為食品，在購買行為方面，未因產品類別不同而呈現顯著性差異；3、受訪者的購買意向和購買行為不會因產品的價格不同呈現顯著差異。

最後，本文對研究結論進行了分析，總結了研究不足，並相應的為企業的產品廣告行銷提出建議。

關鍵詞:

代言人、匹配、購買意願、購買行為

110. The Effects of Spokesman's Popularity and Matching Degree on Consumers' Purchasing Behavior

Tong Ka Man
School of Business,
Master of Business Administration

Name of the Supervisor:

Professor Pan Chuan

Graduated Year:

2014

Type of Degree:

Master of Business Administration

Abstract:

Currently TV shows is filled with all kinds of advertising, many celebrities emerge in advertising, celebrity advertisings become an important way for the enterprises' product marketing, and have occupied a very high proportion in the domestic and foreign commercial advertising, many enterprises spend lots of money to invite celebrities. Therefore, the endorsement fees rise, and all kinds of astronomical advertising costs are exposed frequently. It is beyond the scope that the enterprises can withstand. The study that the influences of the expenses spent on celebrity endorsements for their own product sales is of important significance to the enterprises. Scholars at home and abroad have studied in-depth on celebrity ads. Some valuable conclusions have been got. But these studies exist two problems: 1. The studies mainly focuses on the characteristics of their spokesmen's influences on purchase intention and brand attitude, but less concerns about the influences of relationship between spokesmen and products, spokesmen and customers on purchase intention; 2.The studies just concern the influences on purchase intention, haven't concerned about their actual purchase behavior.

Based on previous studies, two improvements have been made: 1. Rich the ways of spokesmen impact on the customer's purchase, in addition to spokesmen's own reputation, the paper will also explore the impact of matchup between spokesmen with the products, spokesmen with the customers on the customer purchase; 2. From the practice aspect, enterprises pay more attention to the actual consumer purchase behavior. This paper will further explore the influence of celebrity ads on consumer purchase behavior, which is of larger meaningful reference to the enterprises.

Through questionnaires, the final conclusions of this paper are as follows: 1, Spokesmen's reputation, the matchup of spokesmen and products, and the similarity between spokesmen and consumers have positive impacts on the consumer purchase intention. Among them, the matchup of spokesmen and products has the greatest impact on consumer purchase intention, the second is spokesmen's fame, and the least is the similarity between spokesmen and consumers. 2, Consumers' purchase intention has an important influence on the consumer purchase behavior.

Verifications on the control variables: 1, the purchase intention and the purchase behavior of the participants are highly relevant to their knowledge about the brand and whether the brands are important to them. 2, Purchase intention is differ from various categories of commodities be spoken by celebrities, for example, customers show the strongest will to electronic products, followed by costume, cosmetic and food, referring to the actual buying behavior, the difference has barely any influence on it. 3, Respondents' purchase intentions and purchase behaviors do not show significant differences when the product prices are different.

Finally, this paper analyzes the research conclusion, summarizes the research insufficiency, and gives the corresponding product advertising marketing suggestions for the enterprises.

Keywords:

Spokesperson, Match up, Purchase intention, Purchase behavior

111. 金融抑制對經濟增長的影響--基於華東三省一市面板數據的實證分析

孫璐
商學院-金融碩士

指導老師姓名:

趙世勇副教授

畢業年度:

2014

學位類別:

金融碩士

論文摘要:

發展中國家的金融抑制問題越來越被大眾所關注，有關金融抑制與經濟增長之間的關係已成為理論界討論的熱門議題。金融抑制是指政府當局強制幹預金融活動，造成金融體系發展滯後，而這種滯後又阻礙了經濟的發展，因而造成了金融抑制和經濟落後的惡性循環。 中國和大部分發展中國家一樣，存在典型的金融抑制問題。對存貸款利率和匯率的嚴格控制、不公平的信貸配額制度、超高的存款準備金率和民間的非正規融資機構廣泛，這些都對經濟的健康增長產生了負面影響。當下，金融體制改革是中國眾多改革的重點之一，也是正處於積極探索的領域。通過本次研究，為中國現實層面市場化改革、金融機構商業化改革、金融自由化改革，特別是利率市場化改革提供了理論支持和合理建議。

本文從金融抑制、金融自由化的視角，以“利率市場化”為研究方向，以利率為主要研究對象，從理論與實證兩個方面對金融抑制與经济增长的關係議題展開論證。理論方面，借鑒修正後符合中國國情的 Galbis 兩部門經濟模型，分別從產出與投資兩個角度論證了金融抑制尤其是利率抑制給經濟增長帶來的損失。實證方面，以中國經濟發展最迅速、民間借貸行為最廣泛的華東地區為研究樣本，通過兩個中文摘要 II

面板模型，論證了金融抑制下經濟增長所要付出的代價。第一個面板模型運用 Fry 的金融發展與經濟增長計量模型實證計算得出金融抑制造成的經濟增長損失量。第二個模型為引入非正規金融規模（民間借貸）因素的面板數據實證研究，其中涉及了對非正規金融規模的估計。 最後，通過理論與實證的論證，證明了中國的金融抑制對經濟增長產生了阻礙作用。同時提出建議對策：中國應放鬆對金融體系的管制，落實金融自由化改革，特別是利率市場化改革。與此同時，還應規範民間資本與民間金融機構行為，給予其合法化的地位，加強監督管理，使正規金融與非正規金融有機結合，共同促進經濟的健康發展。

關鍵詞:

金融抑制、金融自由化、經濟增長、民間信貸、面板數據

111. The Effect of Financial Repression on Economic Growth: Evidence from Three Provinces and One Municipality in East China

Sun Lu
School of Business,
Master of Science in Finance

Name of the Supervisor:

Associate Professor Zhao Shi Yong

Graduated Year:

2014

Type of Degree:

Master of Science in Finance

Abstract:

More and more people pay their attention to the issue about financial repression in developing countries. It has been a hot topic in theoretical cycle about the relationship between financial repression and economic growth. The financial repression means that government authorities intervention in financial activities artificially, resulting in delayed development of the financial system, and this lag hindering economic development in return, resulting in a vicious circle of financial repression and economic backwardness.

As same as most developing countries, China has typical financial repression phenomenon. Restricting on deposit and loan interest rates and exchange rates, high reserve requirements and extensive civil non-formal finance institutions, which had a negative impact on the economic growth. Now, financial reform is one of the numerous reforms in China, which has become an active exploration areas. Through this research, providing theoretical support and suggestions for market-oriented reform, financial institutions reform, financial liberalization reform, particularly interest rate marketlization reform in China.

This article in the perspective of financial repression and financial liberalization, regard interest rates as the main object of study, from theoretical and empirical side demonstrated the relationship between financial repression and economic growth. In Theoretical aspects, drawing on the amended Galbis two-sector economic models in line with China's national conditions, respectively, from the output and investment aspects, both argued that financial repression, especially interest rates inhibiting growth losses. In empirical aspect, regarding East area of China which with fastest speed on economic growth and widely private lending phenomenon as sample, to proving the cost of financial repression through two panels model. The first panel model use financial developing and economy growth model of Fry calculated cost of financial repression. The second model is an empirical panel data which add to the factor about privat lending. It includes estimating for the scale of privat lending.

Finally, it is proved that China's finance repression impeding economic growth both through theoretical and empirical aspect. China should loosen controls on the financial systems, implement financial liberalization reform, especially interest rate marketization reform. Meanwhile, it also should strengthen the supervision and management on the private capital and private financial institutions and grant IV legalized status. Unite of formal finance and informal finance to promote the development of the economy jointly.

Keywords:

Financial repression, Financial liberalization, Economic growth, Privat lending, Panel data

112. 資本監管與市場競爭對銀行風險承擔影響之研究

寧丁
商學院-金融碩士

指導老師姓名:

朱順和助理教授

畢業年度:

2014

學位類別:

金融碩士

論文摘要:

2007 年底美國金融危機的發生，一定程度上波及到了中國。我國金融業從中認識到了管理風險的重要性。中國銀行業管理監督委員會在同時借鑒他國經驗與教訓之際，開始關注控制金融風險之必要性。2006 年中國開放外資銀行進入中國金融市場，帶來了市場競爭，因此銀行風險管理更加受到了重視。本文的研究目的是爲了探究影響風險承擔之資本監管與市場競爭之變量對我國銀行業的影響。

本文研究的資料來源是在上海證券交易所上市商業銀行的財務報表。樣本期間為 2008 年至 2012 年。本研究對象為中國銀行、中國工商銀行、中國建設銀行、交通銀行、中信銀行、招商銀行、中國民生銀行、南京銀行、北京銀行、興業銀行、華夏銀行、上海浦東發展銀行、中國農業銀行、中國光大銀行這 14 家上市銀行。本文採用面板數據模型分析法，探討資本監管與市場競爭對銀行風險承擔的影響。

本研究結果顯示，資本監管對銀行風險承擔並無顯著影響，銀行競爭對銀行風險承擔有顯著影響。其中，銀行競爭變量之 H 統計值與銀行風險承擔呈顯著正相關；CRL5 與銀行風險承擔呈顯著負相關。

關鍵詞:

資本監管市場競爭、銀行風險承擔、銀行風險承擔面板數據模型

112. An Empirical Study of the Spillover Effect between Treasury Bond and Treasury Bond Futures Markets in China

Ning Ding
School of Business,
Master of Science in Finance

Name of the Supervisor:

Assistant Professor Chu Shun Ho

Graduated Year:

2014

Type of Degree:

Master of Science in Finance

Abstract:

U.S. financial crisis of 2007 had affected to China. To recognize the importance of risk management of banking sector, China Banking Regulatory Commission learning some experiences and lessons from the global financial crisis at the same time. The important of monitoring and supervision of banking risk. In 2006, China allowed foreign banks enter into local banking market, which would increase market competition. Bank has cautiously concern about bank risk management. The purpose of this study is to explore the capital regulations and banking competition assessment on banking risk-taking. Data of this study are collected from financial statements of commercial banks listed on Shanghai Stock Exchange. The sample period is from 2008 to 2012. There are 14 listed banks as objects of this study, which are Bank of China, Industrial and Commercial Bank of China, Construction Bank of China, Bank of Communications, CITIC Bank, China Merchants Bank, Minsheng Bank of China, Bank of Nanjing, Bank of Beijing, Industrial Bank, Huaxia Bank, Shanghai Pudong Development Bank, Agricultural Bank of China, China Everbright Bank. This study uses panel data model analysis to investigate the impact of banking regulation and bank competition on bank risk-taking.

The empirical results of this study show that the banking regulation has no correlation with bank risk-taking, whereas bank competition has significant correlation with bank risk-taking. H-statistics is positively correlated to bank risk-taking, and CRL5 is negatively correlated to bank risk-taking.

Keywords:

Capital regulation, Market competition, Bank risk-taking, Panel data model

113. 中國上市銀行多元化績效研究

宋易澤
商學院-金融碩士

指導老師姓名:

陳省宏教授

畢業年度:

2014

學位類別:

金融碩士

論文摘要:

銀行開展多元化經營是銀行經營的重要戰略，一直受到銀行業的高度關注。國外的銀行業開展多元化較早，在開展多元化經營中，取得了豐碩的成果。而我國銀行業由於受到政策法規的限制，開展多元化經營較晚，然而隨著經濟的高速發展，銀行業的多元化業務也在快速發展，我國銀行業的多元化戰略也越發成熟。但是在 2008 的年的金融危機中，由於多元化業務的開展，對國外的銀行業造成了嚴重的損失，這使得我們不得不重新審視我國銀行業的多元化發展。有關銀行多元化經營對銀行績效影響的研究，國外開展的較早，國內關於此問題的研究就少得多，大多數是定性的規範分析，定量的實證研究比較有限，且由於研究的理論基礎、研究方法和所選取數據的不同, 結論也不一致。因此有關銀行多元化經營對銀行績效影響的研究具有較高的理論貢獻和指導意義。

本文主要開展了三方面的研究：其一，在國內外研究成果的基礎上，探討多元化經營特徵及多元化經營對績效的影響；其二，通過採用不同的績效指標建立模型，來辨別哪一種績效指標更能反映出銀行的經營績效；其三，利用多元化指數、資產負債率、不良貸款率、銀行規模、資本充足率和 CPI 指數，通過多元回歸分析對我國金融業多元化經營績效進行了實證研究。在研究方法方面，本文主要採用了理論研究與實證分析相結合的研究方法，並且以實證研究為主。在實證研究中，採用了中國 12 家上市商業銀行 10 年的數據，基於面板數據模型的計量方法，對數據進行了回歸分析。結果表明，一、多元化經營對銀行的績效產生了正

相關的影響；二、銀行規模對銀行多元化經營績效產生了正相關的影響；三、資本充足率對銀行多元化經營績效產生正相關的影響；四、不良貸款率對銀行多元化經營績效產生負相關影響；五、CPI 指數對銀行多元化經營績效產生正相關影響；六、績效衡量指標中，資產收益率比淨資產收益率更能代表銀行的經營績效。

關鍵詞:

上市商業銀行、銀行多元化、銀行經營績效、面板數據

113. A Study on the Diversified Performance of Listed Banks in China

Song Yi Ze
School of Business,
Master of Science in Finance

Name of the Supervisor:

Professor Chen Hsing Hung

Graduated Year:

2014

Type of Degree:

Master of Science in Finance

Abstract:

Bank to carry out the diversified management is the important strategy of bank business, has caught the attention of the height of the banking sector. Foreign Banks to carry out the diversified earlier, in carry out diversified business, has achieved fruitful results. But our country banking industry due to the limitation of policies and regulations, carry out diversified late, but the diversification of banking business is also in rapid development and more mature in our country. The financial crisis in 2008, because of the diversification of business, caused serious losses to foreign Banks, which we have to re-examine the diversified of China's banking industry.

About bank diversification effect on bank performance research, carried out abroad earlier, domestic research on this problem is much less, most normative analysis is qualitative, quantitative empirical studies are limited, and as a result of the theoretical basis, research methods and different of selected data, the conclusion is inconsistent. Therefore, research on the effects of relevant bank on bank performance to diversified management has higher theoretical contribution and significance.

This paper has carried out three aspects of research: first, on the basis of research results at home and abroad, explore diversified characteristics and diversified influence on performance; Second, by adopting different performance indicators model, to identify what kind of performance indicators can reflect the bank's business performance; Third, using diversity index, asset-liability ratio, scale of non-performing loans, Banks, capital adequacy and CPI, Through multiple regression analysis on the diversification of China's financial industry performance has carried on the empirical research. In terms of research methods, this paper mainly adopts the combination of theoretical research and empirical analysis research methods, and gives priority to with empirical research. In empirical research, USES the 12 listed commercial bank of China, 10 years of data measurement method based on panel data model, and has carried on the regression analysis to data. Results indicate that the first, the diversification of bank performance has a positive correlation; Second, the bank size has a positive correlation on bank diversified business performance; Thirdly, capital adequacy ratio of Banks diversify positive impact on business performance; Fourthly, non-performing loans of Banks diversified performance negatively influence; Fifthly, the CPI index are related influence on bank diversified performance; Sixth, performance measurement indicators, the return on assets more than the return on equity may represent the business performance of the bank.

Keywords:

The listed Banks, Diversified banks, Bank business performance, Panel data

114. 中國上市公司業績預告偏差序列相關性研究

崔易粼
商學院-金融碩士

指導老師姓名:

周立剛副教授

畢業年度:

2014

學位類別:

金融碩士

論文摘要:

本文的研究是基於 2011-2013 年我國上市公司連續季度業績預告偏差的樣本，本研究發現我國上市公司業績預告偏差存在顯著的正向序列相關, 本次研究所取的樣本顯示我國的上市公司業績預告不管是樂觀偏差還是悲觀偏差都存在跨期持續性，樣本期間顯示我國的上市公司大部分都提供了樂觀的業績預告。我國的上市公司業績預告方式，以強制性和自願性結合的方式披露，所以把業績預告樣本分爲兩組：自願性披露樣本和非自願性披露樣本。結果表明自願性披露的樣本正向的序列相關程度低於整體樣本和非自願性披露樣本。考慮到上市公司管理者的個人特徵會影響管理者的預告能力以及可能產生預告偏差，所以把業績預告樣本分爲兩組：管理層有變更的樣本和管理層未變更的樣本。結果表明管理層變更的樣本正的序列相關程度低於整體樣本和管理層未變更樣本。

本文檢驗了兩個管理層激勵因素和四個公司特徵對業績預告偏差的影響，發現管理層激勵因素（上季度 Z-score 的自然對數和上季度損失）跟本季度業績預告偏差具有的顯著負相關關係；而公司特徵中的上季度應計項目跟本季度業績預告偏差具有的不顯著正相關關係，上季度總資產利潤率跟本季度業績預告偏差具有的顯著正相關關係，上季度賬面市值比跟本季度業績預告偏差具有的顯著負相關關係，上季度股票市場價值跟本季度業績預告偏差具有的不顯著負相關關係。接着試圖驗證能否通過管理層激勵因素、公司特徵以及模型殘差去解釋業績預告偏差持續性存在的原因。結果表明本文所選取的決定因素的變量對業績預告偏差存在的正向序列相關性解釋能力有限。把管理層發佈業績預告的次數作爲代理變量，代表管理層的預測經驗。實證結果表明預測經驗豐富的管理者發佈的預告，存在更小的業績預告偏差序列相關性。這個結果證明管理層具有學習能力。通過理論研究和實證分析得出的結果，建議監管部門深化完善監管政策與民事賠償法規制度建設並重於落實，加強對上市公司業績預告符合度的約束，強化退出機制，鼓勵有成長價值的公司自願披露業績預告,累積公司信譽以贏得投資者的信賴。

關鍵詞:

上市公司業績預告偏差、序列相關、學習效應

114. Serial Correlation in Management Earnings Forecast Errors of Chinese Listed Companies

Cui Yi Lin
School of Business,
Master of Science in Finance

Name of the Supervisor:

Associate Professor Zhou Li Gang

Graduated Year:

2014

Type of Degree:

Master of Science in Finance

Abstract:

Based on 2011-2013 consecutive quarterly management earnings forecast sample of Chinese listed companies, this study find management earnings forecast errors exhibit significantly positive serial correlation, both optimistic and pessimistic biases in management forecasts are intertemporally persistent. And the majority of Chinese managers provide optimistic forecasts.

The management earnings forecasts in China are disclosed in either mandatory or voluntary way. Therefore, total sample is divided into two groups: non-voluntary disclosure sample and voluntary disclosure sample. The result indicates that the extent of positive serial correlation of voluntary disclosure sample is less than the overall sample and the sample of non-voluntary disclosure.

The individual characteristics of managers that will affect the forecast ability of managers and their forecast errors, the management forecasts are divided into two groups: the management no-turnover sample and management turnover sample. The results show that the degree of positive serial correlation in management turnover sample is lower than the overall sample and management no-turnover sample.

This paper examines the effect between management forecast errors at in this quarter with two management incentives variables and four company characteristics variables in last quarter, and find management incentives variables Z-score with the natural logarithm and the loss have significant negative correlation with management forecast errors; and about company characteristics: accruals have a non-significant positive correlation with management forecast errors, returns on assets have a significant positive correlation with management forecast errors, the book-to-market ratio have a significant negative correlation with management forecast errors, the stock market value have a non-significant negative correlation with management forecast errors.

Then the author try to verify whether the management incentives and company characteristics can explain the reason for serial correlation of management forecast errors or not. The result shows that the determinants of the variables selected in this study have limited ability to explain the reason.

The number of the management forecast disclosed as a proxy variable that represents managers' forecasting experience. The empirical results show that the serial correlation in management forecast errors decline with managers' forecasting experience. The results show that management has learning effect.

By analyzing the results of theoretical research and empirical results, recommended regulators to improve regulatory policy and civil compensation rules construction, and strengthen the exit mechanism to encourage companies to voluntary disclose to build business reputation to win the trust of investors.

Keywords:

Management Earnings Forecast Errors, Serial Correlation, Learning effect

115. 新巴塞爾協議框架對我國上市商業銀行企業價值的影響因素研究

席楨鵬
商學院-工商管理碩士

指導老師姓名:

陳省宏教授

畢業年度:

2014

學位類別:

工商管理碩士

論文摘要:

自 1988 年巴塞爾協議誕生以來世界經歷了兩次全球性的金融危機。金融危機給全球經濟的發展造成了重大的損失。為了維護全球金融穩定，促進各銀行監管合作、降低銀行運作風險，巴塞爾協會不斷對巴塞爾協議進行修正。那麼在新的巴塞爾協議影響下，我國銀行業是否能穩健發展，提升企業價值，對我國乃至世界經濟都有不可估量的影響。

因此本文通過對我國 16 家上市商業銀行的數據進行分析，研究在新巴塞爾協議框架下影響我國上市商業銀行企業價值的因素，為我國境內上市商業銀行如何提高其企業價值提供參考。通過回顧國內外文獻，發現學者們對理論探討和實證結果分析都沒有統一的定論。本文通過對我國 16 家上市商業銀行 2008 年至 2013 年這六年的數據樣本進行實證分析，結果表明：資本充足率（CAR）和風險調整資產收益率（RAROA）呈現正相關關係，資本充足率（CAR）和風險調整淨資產收益率（RAROE）呈現負相關關係。最後對分析結果進行解釋，進而提出建議。

關鍵詞:

新巴塞爾協議、上市商業銀行、企業價值

115. The Study on the Enterprise Value of Commercial Bank in China: from the perspective of the determinations of New Basel Accord Framework

Shi Zhen Peng
School of Business,
Master of Business Administration

Name of the Supervisor:

Professor Chen Hsing Hung

Graduated Year:

2014

Type of Degree:

Master of Business Administration

Abstract:

The Basel Accord has experienced the global financial crisis twice after it occurred. The crisis has caused heavy losses to the global economic. In order to maintain the global financial stability, promote the regulation systems among each bank and reduce of the risk in the operations among banks, the Basel association amended the original Basel Accord. So, whether China's banking sector can keep steady development and improve bank's enterprise value will cause an uncertain influence on our country economy and even the world economy.

So the article using the data from 16 listed commercial bank in China to study the Enterprise Value of Commercial Bank in China from the perspective of the determinations of New Basel Accord Framework and the result can provide references for the listed commercial bank in China to improve bank's enterprise value in future. According to the Literature review, there has no final conclusion in theory and results. According to the result of data analysis from the 16 commercial bank in China from 2008 to 2013, we go two points: One is Capital Adequacy Ratio is positively correlated with Risk-adjusted Return of Assets. Another one is Capital Adequacy Ratio is negatively correlated with Risk-adjusted Return of Equity. Finally explain the results of the analysis and puts forward some suggestions.

Keywords:

New Basel Accord, Listed commercial bank, Enterprise Value day-tripper tourists, Panel VAR, Impulse response

116. 商業銀行流動性分析及其對績效的影響——基於內地與香港商業銀行的實證分析

張玨晶
商學院-工商管理碩士

指導老師姓名:

辛聆助理教授

畢業年度:

2014

學位類別:

工商管理碩士

論文摘要:

一直以來國內的金融體系處於政策的防護下，免受國際間激烈競爭的衝擊。2013 年，中國致力開放金融體系，涉及金融改革的政策出台明顯加快，無論是貸款利率下限鬆綁還是人民幣自由兌換進程加快，各類金融創新產品的次第推出、或是互聯網金融及民營銀行興起等，都預示國內金融體系即將邁進全球化的競爭格局，面臨全方位的挑戰。其中流動性風險是重要的挑戰之一，尤其是隨著金融業壟斷門檻的降低和國際間的資本流動性範圍的擴大。2013 年 6 月銀行間「錢荒」現象的出現，告誡商業銀行須從審慎的角度管理銀行的流動性風險，不應低估流動性緊縮對資產變現能力的衝擊，監管機構須完善流動性風險的監管制度。

本文將用計量的方法對流動性和銀行績效的關係進行探討。首先我將列舉出常用的代表流動性的比例並進行描述，然後介紹基於金融危機後，巴塞爾委員會頒佈最新的針對流動性比例的風險監管指標，新的指標有助於預防銀行過分依賴在金融市場繁榮及流動性充裕的情況下低估流動性風險。接著本文對國內 16 家上市銀行及香港註冊的 19 家商業銀行過去九年的經驗數據，分別對中、港兩地銀行的流動性情況、流動性風險監管政策等進行簡單的對比分析。 最後我們利用固定效應面板數據模型，分別對內地和香港商業銀行的績效與流動性之間做回歸分析，並選取了銀行的淨利差收益、成本收入比、財務杠杆比例等作為控制變數增加係數估計的準確度和模型的擬合度。通過對比內地和香港的兩個不同制度下的建模結果比較，我們發現了差異並做出解釋。

一些文獻認為銀行的流動性與盈利性存在必然的負相關，因為流動性強的資產，風險低，收益率低。但這只是短期資產負債匹配的關係，從長期的角度上看，銀行的流動性在一定的合理水準範圍以下時，提高流動性能提高銀行經營的穩健度，對銀行的盈利能力及績效成正面效果。我們的模型結果認為國內銀行的流動性比率與盈利能力成正相關關係，但並未顯著。而在金融體系成熟的香港，其銀行體系的流動性比率則與盈利能力顯著正相關。細看兩個市場的流動性水準發現，

國內銀行的流動性普遍居高，遠遠高過風險管理指標，而香港銀行的流動性平均水準僅稍高於所要求的流動性風險管理指標。這說明在過高的流動性水準上，流動性的小幅調整並不會對績效產生影響，而在流動性風險指標附近範圍內，即適中的範圍內，提高流動性對銀行的績效產生正面效果。因此，在金融體系逐步開放的情況下，國內銀行應當注重流動性的管理以提高競爭力。

關鍵詞:

流動性、流動性風險、銀行績效、國內銀行業、香港銀行業

116. Liquidity Analysis of Commercial Banks and Its Impact on Profitability——Based on China and HK banking sector

Zhang Jue Jing
School of Business,
Master of Business Administration

Name of the Supervisor:

Assistant Professor Xin Ling

Graduated Year:

2014

Type of Degree:

Master of Business Administration

Abstract:

Under various protection policies, China's financial system has been prevented from the impact of international competition and financial crises. However, in recent years, China has committed to open the financial market gradually. For example, in the last year, the central bank moved the step forward in interest–rate liberalization by releasing the restrictions on lending rates for commercial banks. Besides, the undergoing currency reform, the emergence of various innovative financial products and the development of internet financial services are introducing more and more competitions to China's financial market. The domestic banking system will face the increasing global competitions. Liquidity risk is the one of the most important risks for the banking sector. In June 2013, because of the stressful interbank market, the overnight SHIBOR (Shanghai Interbank Offer Rate) suddenly increased significantly, which gives a warning signal of liquidity risk. Therefore, liquidity management is a critical issue need to pay attention in the process of financial reform.

This article will discuss and compare the liquidity management of China and HK banking sectors. First, I briefly describe the common liquidity indicators used by banking regulators. Then I introduce the latest update of liquidity risk regulations by Basel Committee after the 2008 financial crisis. The new regulations will help the banks to prevent over-reliance on market prosperity and undervaluing liquidity risk. After that, I do a comparison analysis of China and Hong Kong banking sectors' liquidity conditions and the related liquidity supervision policies. I use nine-year data of 16 China listed banks and 19 Hong Kong commercial banks.

Finally, I use the same data to model the relationship between the profitability and the liquidity for the two financial markets respectively. The fixed effects panel regression is used in modeling and several control variables are selected such as net interest margin, cost to income ratio, financial leverage and so on. By comparing the constructed models for the two markets, I found the difference and gave an explanation.

Some literature suggests that increasing liquidity has a negative effect to the bank's profitability. They think the stronger liquidity of an asset, the lower return it should be because of the lower risk. However, this opinion only works for short term asset-liability matching. On the long term point of view, if the bank's liquidity level is controlled in a reasonable range, it will help to maintain stable and steady running which has positive effect on bank's performance. Looking at the model for China's market, the coefficient for the liquidity ratio is positive which mean a positive correlated with liquidity and profitability. However, the t-statistic shows that it is not significant. On the other hand, in the model for Hong Kong market which is supposed to be more mature, the coefficient for liquidity ratio is significantly positive. To explain the difference, we recall the overall liquidity levels of the two markets. We found that the liquidity for banks of China are much higher than that of the banks in HK, while the later only slightly higher than the level set by the regulator. This result shows that, when liquidity ratio stays in a high level, its changes will not significantly affect the bank's profitability. While when liquidity ratio stays in a moderate range, improving the bank's liquidity will have a positive effect to its profitability. Therefore, in the process of gradually opening of financial market in China, domestic banks should improve their liquidity management in order to improve competitiveness.

Keywords:

Liquidity, Liquidity risk, Profitability, China banking sector, Hong Kong banking sector

117. 中國自閉症康復培訓機構服務品質與家長滿意度、忠誠度關係之研究

方璐
商學院-工商管理碩士

指導老師姓名:

卜慧美助理教授

畢業年度:

2014

學位類別:

工商管理碩士

論文摘要:

自閉症康復培訓服務現今正處於需求不斷上漲競爭亦越來越激烈的大環境之下，如何提升自身服務品質以更好地滿足自閉症患兒和家長的療育需求,贏得家長的信賴與口碑是非常重要的，而這種良好的顧客關係建立，很大程度上是以家長滿意度和忠誠度為基礎的。雖然學界和業界對服務品質與顧客滿意度、忠誠度之關係研究甚多,但是針對自閉症康復培訓服務領域的研究尚不充足。本研究期能分析出自閉症康復培訓機構服務品質重要構面,及其對家長滿意度和忠誠度之影響以及之間的關係。

本研究共收集了 306 份來自於分屬中國四家自閉症康復培訓機構的家長樣本，通過 SPSS20.0 統計軟件包分析問卷數據,開發了中國自閉症康復培訓機構業服務品質衡量量表，並探討該行業服務品質的關鍵維度及其與家長滿意度、忠誠度之關係。

本研究發現：自閉症康復培訓機構服務品質構面中的互動關係、教學過程設置與支持、教學結果與家長滿意度成正相關；而實體設施和關懷性對家長滿意度無顯著影響關係。家長滿意度與家長忠誠度成正相關；並且機構服務品質會透過家長滿意度的仲介關係作用，正向影響家長忠誠度。在人口統計變量的調節下，自閉症康復培訓機構服務品質與家長性別、家長收入之間無相關性。

關鍵詞:

中國自閉症康復培訓機構、自閉症康復培訓機構服務品質、家長滿意度、家長忠誠

117. A study on the Relationships among Service Quality, Parent Satisfaction and Parent Loyalty of China Autism Rehabilitation Training Institution

Fang Lu
School of Business,
Master of Business Administration

Name of the Supervisor:

Assistant Professor Bu Hui Mei

Graduated Year:

2014

Type of Degree:

Master of Business Administration

Abstract:

Since the number of children with autism is getting more and more in China, autism rehabilitation institutions – as a few of institutions that provide autism therapy for children with autism – have accepted more and more of children with autism for related training services. Although academics have done a lot of study on service quality, there is no sufficient study on service quality for autism rehabilitation institution. Moreover, there is almost no study on service quality for Chinese autism rehabilitation institution. As Chinese autism rehabilitation institutions are situated in an environment of increasing demand and rising competition, they must improve their service quality in order to earn more satisfaction and commitment from parents of children with autism. Therefore, improvement of the service quality has become an important issue for management team in autism rehabilitation institution. This study will help Chinese autism rehabilitation institutions improve their service quality, increase their level of service standard and establish better satisfaction and commitment for parents of children with autism. This study has accumulated 306 samples from four Chinese autism rehabilitation institutions. Through the analysis of samples from software SPSS20.0, it developed the measuring scale for service quality of Chinese autism rehabilitation institutions and explored the relationship between service quality and parents' satisfaction and commitment. This study has come up the following conclusions:

1. On aspects of service quality, interaction, setup, support and performance in teaching process are positively related with parents' satisfaction.
2. On aspects of service quality, tangible equipment and indeed caring have no obvious relationship with parents' satisfaction.
3. The Chinese autism rehabilitation institution's service quality affects parents loyalty through the mediation of parents satisfaction.
4. There is no relationship between the Chinese autism rehabilitation institution's service quality and parents' sex.
5. There is no relationship between the Chinese autism rehabilitation institution's service quality and parents' income.

Keywords:

Chinese autism rehabilitation institution, Autism rehabilitation institution service quality, Parents satisfaction, Parents loyalty

118. 關於中國設備製造業研發投資與財務業績的分析

易宇揚
商學院-金融碩士

指導老師姓名:

張靜華助理教授

畢業年度:

2014

學位類別:

金融碩士

論文摘要:

設備製造業是中國製造業的核心，目前正面臨著自主創新能力不足、關鍵部件和技術依賴進口等問題。研發活動作為提升企業自主創新能力、創造市場價值的有效手段之一，已經被越來越多的企業所開展。

本文以中國設備製造業深滬兩市 112 家上市公司為研究對象，取其 2008-2012 年的財務及研發投資的叮衡面板數據為樣本，分析了研發投資對企業財務業績的影響。本文採用了二階段最小二乘法來估計模型，以解決變量間的內生性問題。結果表明，當期企業研發投入強度每增加 1 個百分點，企業的營業利潤率將增加 1.236 個百分點，銷售淨利率將增加 1.885 個百分點，總資產收益率將增加 0.426 個百分點，托賓 Q 值將增加 29.334 個百分點，費用比率將增加 0.508 個百分點 流動比率將增加 40.691 個百分點 企業的資產負債率將減少 2.185，個百分點。而研發投入強度的增加對企業的淨資產收益率、營業收入增長率和總資產增長率沒有顯著影響。綜合來講，中國的設備製造業企業增加研發投資能有效促進企業償債能力的提升，但對企業的發展能力卻沒有明顯的影響；研發投資與企業盈利能力的關係則無法確定。此外，企業的研發投資對其財務業績有滯後性影響。

關鍵詞:

研發、設備製造業、財務業績

118. An Empirical Study of the Relationship between R&D Investment and Financial Performance: the case of Equipment Manufacturing Industry in China

Yi Yu Yang
School of Business,
Master of Science in Finance

Name of the Supervisor:

Assistant Professor Zhang Jing Hua

Graduated Year:

2014

Type of Degree:

Master of Science in Finance

Abstract:

Equipment manufacturing industry is the core of China's manufacturing industry. But now its ability of independent innovation is insufficient. Many key parts of equipments need to be imported. R&D as the one of the effective means to improve enterprise independent innovation ability has been carried out by more and more enterprises.

This study analyzes the relationship between R&D investments and financial performance of equipment manufacturing industry in China. To solve the problem of the endogenous between variables, this study applies Two-Stage Least Squares (2SLS) method. Using the previous financial performance of the enterprises, this study estimates the current R&D intensity, then analyze the relationship between the estimated R&D intensity and the financial performance. The results suggest that for every one percentage point increase in current R&D intensity, the enterprise's operating margins will increase by 1.236 percentage point, net sale interest rate will increase by 1.885 percentage point, the total return on assets will increase by 0.426 percentage point, Tobin's Q will increase by 29.334 percentage point, expense ratio will increase by 0.508 percentage point, liquidity ratio will increase by 40.691 percentage point, while the debt asset ratio will reduce by 2.185 percentage point. The return on net assets, operating income growth rate and total assets growth rate will not be affected. The increase of R&D investment can improve enterprise's solvency effectively, but not to the enterprise's development ability. There is no significant association between R&D investment and corporate profitability. Additionally, a firm's R&D investment has a lagged effect on its financial performance.

Keywords:

Equipment manufacturing industry, Financial performance

119. 盈餘管理及市場競爭對銀行風險承擔影響之研究

石薇
商學院-金融碩士

指導老師姓名:

朱順和助理教授

畢業年度:

2014

學位類別:

金融碩士

論文摘要:

隨著世界經濟的快速發展與全球化的發展，銀行成為了金融體系中最為重要的組成部分之一。同時，銀行業市場上也出現了大量的競爭者。為了應對日益激烈的市場競爭，銀行管理者們將對對外公佈的財務等報告做出調整，以此來吸引更多的投資者，同時使得銀行的利益得到最大化。而盈餘管理作為最常用的調整工具之一，被大多數銀行管理者用以對財務報告的調整。本文的研究目為探討銀行的盈餘管理活動與市場競爭對銀行風險承擔水平之影響。

本研究將採用 12 家在上海證券交易所上市的銀行及國家統計局資料自 2008 年至 2012 年間的數據。同時，參考修正瓊斯模型（1995），集中比率及 Panzar-Rosse 模型（1987）做出研究。採用了 GDP 增長率，資本充足率及資產規模作為銀行控制變數。

本研究經過實證得出以下結論：銀行的盈餘管理行為及市場競爭對銀行風險存在影響。其中，盈餘管理水平與銀行所風險之間呈顯著的負相關，說明當銀行經理人進行越多的盈餘管理，銀行風險將越低。同時，市場競爭與銀行風險水平呈顯著負相關。即表示銀行的市場競爭越激烈，則銀行的風險水平越低。因此，銀行管理者在激烈的競爭市場上，通過盈餘管理對銀行的風險投資條件及財務報表作出調整。從而使得銀行能夠吸引更多的投資者及獲取更大的利益。

關鍵詞:

盈餘管理、市場競爭、銀行風險承擔

119. A Study on the Impact of Earning Management and Market Competition on Bank Risk-Taking

Shi Wei
School of Business,
Master of Science in Finance

Name of the Supervisor:

Assistant Professor Chu Shun Ho

Graduated Year:

2014

Type of Degree:

Master of Science in Finance

Abstract:

With the development of economic and globalization, bank becomes one of the most important parts in financial system. At the same time， there are more and more competitors show in the market. In order to fit the strong competition in the market， bank managers will execute differences polices to attract more customers and maximum the bank profit. Actually， earning management as a well know tools for adjusting the financial report to public will be used. In this paper， we will focus on the impact of earning management and market competition on bank risk-taking.

We will collect data of 12 banks listed in SSE (Shanghai Stock Exchange) and some Macroeconomic data from NBS (National Bureau of Statistics) between 2008 and 2012. Meanwhile， our model will depend on Modified Jones Model (1995)， Concentration Ration and Panzar-Rosse Model (1987). And the model also includes control variables like GDP growth rate， Capital Adequacy Ratio and bank size.

The empirical findings of this study conclude that: Earning management and market competition have significant effect on bank risk. First of all, there is a negative relationship between earning management and bank risk. It means that when managers sustain more earnings management, the bank will have lower risk. Then, the market competition and bank risk also have negative correlation. In the other words, there are more competitors in market will lead to lower bank risk. In conclusion, the managers could adjust the financial report and risky investment through earning management and the banks will attract more investors and have much more benefits in a competitive market.

Keywords:

Earning management, Market competition, Bank risk-taking

120. 基於 Empirical Mode Decomposition 的極端事件對銀價影響研究

李超
商學院-金融碩士

指導老師姓名:

宋宇副教授

畢業年度:

2014

學位類別:

金融碩士

論文摘要:

近年來，隨著中國的經濟穩步持續地發展，白銀不僅僅在工業領域，而且還在二級市場中作爲一種投資手段正在扮演著越來越重要的角色。白銀由於具有較高的熱傳導性和高度的光學反射率，所以在工業中被作爲一種十分重要的加工原料正在被廣泛使用著。同時，隨著近年來黃金價格的走低，白銀作爲一種投資工具，也吸引著越來越多的投資者 所以 白銀價格的波動與我們的生活息息相關 不可分割。因此，本文的研究目的在於運用經驗模態分解技術，即 EMD（Empirical Mode Decomposition）將銀價進行分解，然後利用相關的分解數據來結合事件研究法分析近年來的一些極端事件是否對銀價產生了顯著性的影響，希望可以爲未來銀價在新的極端事件的影響下的趨勢變動提供一定的指導作用。針對白銀價格數列具有不平穩非線性的特徵，本文針對性地採取了經驗模態分解的方法。首先原始的銀價通過經驗模態分解法分解爲數個本征模函數 IMF(Intrinsic Mode Function)和一個殘差項。在數個本征模函數中 高頻率的 IMF 代表正常的市場波動項 低頻率的 IMF， 代表來自於極端事件的影響，殘差代表銀價的長期趨勢。接下來，本文將代表極端事件的本征模函數進行相加得到新的數據。然後對新得到的數據採用事件研究法進行研究，分析近年來的極端事件是否對銀價產生了顯著性的影響。事件研究法是一種常見的用於研究極端事件影響的方法。根據其假設，如果在事件窗中的累積異常收益率顯著地不等於零，則表示相應的極端事件對銀價產生顯著性的影響。在本文中，一共分析了五種不同類型的極端事件。它們分別是恐怖襲擊，戰爭，自然災害，流行疾病和金融危機。最終，本文對研究的結果進行了分析和總結，提出研究的不足之處。

本研究主要得到以下結論：

第一，長期趨勢項是指導白銀價格變化的主要因素，而極端事件在長期趨勢的基礎上，對銀價的變化造成了波動。

第二，本文所選擇的五件極端事件都加劇了白銀市場的波動性。

第三，在五件極端事件中，伊拉克戰爭和 2008 年金融危機在百分之五的顯著性水準下顯著影響銀價，而 911，非典和印度洋海嘯在百分之五的顯著性水準下並不影響銀價。其中，2008 年金融危機對於銀價的影響最爲深遠。本文的主要創新點不在於具體的對於某種研究方法的改進，而是在於將新的研究方法引入到銀價的相關分析中並得到實證結論。盡管實證模型分解法和時間研究法在不同的領域被使用過很多次，但是目前爲止還沒有相關研究將這兩種方法結合起來分析銀價，而這也正是本篇論文的創新之處。

本文的創新之處具體體現在以下兩個方面。

1.在不同微觀層面對於銀價進行了研究，通過經驗模態分解法分解後使得對銀價的組成有更加深入的認識。

經驗模態分解技術可以將銀價分解爲市場波動項，重大事件影響項和趨勢項。本文對重大事件影響項進行相關研究，得出了比以往文獻僅僅對銀價進行研究更有意義的結論。

2.提出了基於經驗模態分解技術的事件研究法來研究銀價。此種方法有較強的針對性，和以往的研究方法相比具有精度高，建模複雜度底的特點。

關鍵詞:

白銀價格、實證模型分解、事件分析法

120. Influences of Empirical Mode Decomposition-Based Extreme Events on Silver Price

Li Chao
School of Business,
Master of Science in Finance

Name of the Supervisor:

Associate Professor Song Yu

Graduated Year:

2014

Type of Degree:

Master of Science in Finance

Abstract:

With the stable and sustained development of economy in China, silver is playing an increasingly important role in not only industrial field, but also secondary market as an investment tool. Silver is widely used in industry due to its high thermal conductivity and high optical reflectivity. Meanwhile, silver is drawing more and more attention as short-term investment by investors. The disturbance of silver price is becoming growing connected with our daily lives. Thus, this paper aims to decompose silver price and analyze whether the past extreme events have influenced silver price significantly or not, hoping to provide guidance for further trend of silver price under the circumstances of new events.

It is indeed challenging to test the effects of extreme events on silver price because silver price series are non-linear and non-stationary while the traditional statistical and economic models are built on the linear assumption. To solve this problem, this thesis applies empirical mode decomposition (EMD) based event study approach, which can be applied under such conditions. To start with, the original spot silver price time series are decomposed by Empirical Mode Decomposition technique into several intrinsic mode functions (IMFs) and a series of residue, which constitute three components. Their concrete implications are identified as: short-term fluctuations caused by minor irregular events, effects of shocks from extreme events and a long-term trend of silver price, based on their frequencies and amplitude. Secondly, several IMFs caused by extreme events are summed up together to constitute a new series of data. Further analysis is conducted with this new series of data by event study methodology. The purpose of the thesis is to check whether the extreme events chosen influence silver price significantly or not at the significance level of five percent respectively. There are five different kinds of extreme events to be analyzed in this thesis, and they are terrorist attack, war, natural disaster, epidemic disease and financial crisis.

Finally, the results of empirical analysis are summarized and the policy implications of this study are briefly analyzed.

Event study method is commonly used while investigating the effects of extreme events. Under the null hypothesis in event study method, if the aggregated daily abnormal returns over the event window are not significantly different from zero, it means that the corresponding extreme event does not influence silver price significantly. For illustration and verification purposes, five different kinds of extreme events are chosen to be analyzed; they are terrorist attack, war, natural disaster, epidemic disease and financial crisis. Three main conclusions can be obtained from this research.

Firstly, the average trend is the main cause to guide silver price, while irregular events and extreme events result in the fluctuations of silver price.

Secondly, all the five extreme events chosen in this thesis increase the volatility of silver market. Last but not least, Iraq War and 2008 Financial Crisis influence silver price at the significance level of five percent, while SARS and Indian Ocean Tsunami significantly affect silver price at 20 percent. Comparing the 5 events, it can be found that Financial Crisis has the greatest impact on silver price since its p value is the smallest, even less than one percent, and then comes the Iraq War, SARS, Indian Ocean Tsunami and "911".Empirical results illustrate that EMD based event study method provides a feasible solution to estimate the impact of extreme events.

The contributions of this thesis are not laid on the improvement of detailed research methodology. On the contrary, the contribution and point of innovation is that this thesis introduces a relatively new research methodology into the analysis of silver price and comes up with empirical conclusions. In details, the innovation points of this thesis include: 1. Conduction of researches on silver price in different scopes and getting deeper understanding of silver price. 2. Proposition of the Empirical Mode Decomposition based Event Study model to analyze silver price.

Keywords:

Silver price, Empirical model decomposition, Event analysis

121. 企業社會責任事件宣告與股價異常報酬之研究

李嘉
商學院-金融碩士

指導老師姓名:

龐川教授

畢業年度:

2014

學位類別:

金融碩士

論文摘要:

企業社會責任的概念在 20 世紀 80 年代引入我國。伴隨著中國快速的工業化進程及全球經濟一體化進程，我國在 2006 年頒佈新《公司法》里明確要求公司“承擔企業社會責任”。自此中國企業社會責任的理論研究和實踐檢驗迅猛發展。2013 年 11 月 14 日中國社科院經濟學部企業社會責任研究中心發佈了《企業社會責任藍皮書 2013》。從 2009 年開始藍皮書每年對國企、民營、外資三類企業進行企業社會責任排名，這是首次將滬深兩市上市公司進行企業社會責任的排名予以公佈。本論文立足中國股票市場，通過事件研究法收集了事件宣告日當天，榜單企業有顯著負向股票異常報酬的相关数据。同時本文搜集 A 股市場 2009 年至 2013 年 5 年的歷史財務績效數據與實際股票報酬，評估上榜企業在長期股票報酬上的表現；檢視積極從事社會責任的公司是否達到了股東財富極大化的要求，給投資人帶來較高的股票報酬。從分析結果來看，企業股票報酬與財務績效指標表現出負相關性。由於中國股票市場的特殊性，企業社會責任表現良好的公司在短期、長期的股票報酬並沒有好的表現，甚至比 A 股市場非榜單上的公司表現还差。本论文推断，如今我國市場上的投資者仍然以盈利最大化為重，對承擔社會責任優秀的公司股價表現並無關心；企業社會責任榜單中大部份是國有大型上市公司，由於政策的調控，這些上市公司股票表現一直不佳，投資者一直對其沒有信心。

雖然本論文得出企業社會責任與股票報酬的負相關性，但是對企業承擔社會責任的必要性仍做出肯定。企業如果想得到永續發展，則不能忽視企業社會責任的力量。

關鍵詞:

企業社會責任、股票報酬、事件研究法

121. On the Relationship between CSR Announcements and Abnormal Stock Returns

Li Jia
School of Business,
Master of Science in Finance

Name of the Supervisor:

Professor Pang Chuan

Graduated Year:

2014

Type of Degree:

Master of Science in Finance

Abstract:

The concept of corporate social responsibility (CSR) was introduced to our country in the 1980s. With the process of rapid industrialization and economic globalization, China promulgated a new "Corporation Law" which clearly requires companies to commit "corporate social responsibility" in 2006. Since then the theory and practice of CSR have developed rapidly in China. The CSR research center of the Economic Department in Chinese Academy of Social Sciences released a 2013 CSR blue paper. Each year since 2009 the blue paper ranks the state-owned enterprises, the private enterprises and the foreign-invested enterprises according to their CSR. This is the first time to rank the listed companies in Shanghai and Shenzhen about their CSR. Based on China Stock Markets, this thesis collects some related data that the listed companies have significant negative abnormal stock returns in the day of event declaration through event study. Meanwhile, the thesis collects some historic financial performances and actual stock returns in A share market from 2009 to May, 2013, evaluates the performance of listed companies in long-term stock returns, and examines if the companies that are actively involved in corporate social responsibility meet the requirements of maximization of shareholder wealth and reward the investors richly. Judging from the results of analysis, enterprise share returns and financial performance indicators show a negative relationship.

Due to the particularity of China's stock market, the companies with good CSR do not perform well in the short-term or long-term stock returns, even worse than companies that are not on the list in A share market. It is inferred that investors in our stock market still care about nothing except for the maximum of their profits, yet care less about the stock prices of the companies undertaking better corporate social responsibility. Most of listed CSR are big state-owned listed companies that do not perform well because of the government's policies, in which the investors have lost confidence.

Though it is concluded that there is a negative relationship between corporate social responsibility and stock returns, it is necessary for enterprises to undertake their corporate social responsibilities. If the enterprises want to develop everlastingly, they cannot ignore the power of corporate social responsibility.

Keywords:

Social responsibility (CSR), Stock returns, Event study

122. 人民幣匯率對我國省際 FDI 的影響——從勞動成本的視角

程維歡
商學院-金融碩士

指導老師姓名:

宋雅楠副教授

畢業年度:

2014

學位類別:

金融碩士

論文摘要:

隨著改革開放的政策實行與加入 WTO，吸引外商投資一直被看作是我國解決國內建設資金不足的重要途徑。近年來，我國已經成為世界上最大的外商直接投資的外資流入國之一，並且利用外商直接投資的規模也逐漸擴大。改革開放以來，人民幣經歷了幾次匯率制度改革。隨著人民幣從最初貶值，然後近十年穩定，接著開始升值，但近期又有了貶值的趨勢，我國利用外商直接投資也產生變化。

本文首先回顧了國內外匯率變化對外商直接投資影響的相關文獻，然後從人民幣匯率與我國利用外商直接投資的現狀入手，通過國內外有關匯率變動對利用外商直接投資影響的相關理論的綜合分析和 1985 年——2012 年我國人民幣匯率與利用外商直接投資省際面板數據的實證分析這兩個方面來論述人民幣匯率變動對我國與我國各區域利用外商直接投資的影響。實證結果表明，人民幣實際有效匯率、勞動成本、經濟規模與我國利用外商直接投資存在協整關係，並且人民幣實際有效匯率與我國利用外商直接投資成負相關，即人民幣貶值可以促進外資增長。勞動成本對利用外商直接投資也為負效應並且會加強人民幣匯率變化對利用外商直接投資的負效應影響，並且這些影響程度對於四大經濟區域存在差異性。最後將實證結果分析和我國匯率與利用外商直接投資的特點結合，提出政策建議。

關鍵詞:

人民幣實際有效匯率、外商直接投資、勞動成本、面板模型

122. The Influence of the RMB Exchange Rate on China's Provincial FDI- Labor Cost Perspective

Cheng Wei Huan
School of Business,
Master of Science in Finance

Name of the Supervisor:

Associate Professor Song Ya Nan

Graduated Year:

2014

Type of Degree:

Master of Science in Finance

Abstract:

With the reform and opening up policy was implemented, and China joined the WTO, attracting foreign investment has been seen as the solution of the domestic construction funds. In recent years, China has become one of the world's largest foreign capital inflow countries of foreign direct investment, and the scale of foreign direct investment has gradually expanded. Since the reform and opening up, the RMB exchange rate regime has undergone several reforms. Through the devaluation of the RMB from the original and stabilization in recent years, the RMB began to appreciate, but recently there has been a trend of devaluation. With these trends, Great changes also have taken place in China's utilization of foreign direct investment.

Firstly, this paper reviews the domestic and foreign relevant literature about how the changes in exchange rates make influence of foreign investment. In order to guide the current use of foreign direct investment in China, this paper will start with the description of status quo of the RMB exchange rate and China's utilization of foreign direct investment. Then, discussing the RMB exchange rate's impact on China's and regional utilization of foreign direct investment from these two areas: the comprehensive analysis of the theories about how exchange rate changes affect the use of foreign direct investment at home and abroad, and the empirical analysis of provincial panel data of the RMB exchange rate and the use of foreign direct investment from 1985 to 2012.

The empirical results show that there exists the co-integration relationship between the real effective exchange rate, labor cost, economic scale and China's utilization of foreign direct investment. And the RMB real effective exchange rate and China's utilization of foreign direct investment has a negative correlation, which means that the devaluation of RMB can promote the growth of China's utilization of foreign direct investment. Also labor cost has a negative effect on China's utilization of foreign direct investment, and it as well strengthen the negative effects between the RMB exchange rate changes and the utilization of foreign direct investment. And these influence of the effect are different between the four economic area .At last, the paper will offer strategies and recommendations to foreign direct investment in China's future.

Keywords:

RMB Real Effective Exchange Rate, Foreign Direct Investment, Labor Cost, Panel Data Model

123. 中國貨幣政策對股票收益的影響分析

雷霆
商學院-金融碩士

指導老師姓名:

湯曉雷助理教授

畢業年度:

2014

學位類別:

金融碩士

論文摘要:

股票市場已成為我國居民和機構的重要投資渠道，也是國民經濟中資源配置的重要途徑。股票收益的變動受各種經濟因素和非經濟因素、宏觀因素和微觀因素影響，貨幣政策就是其中一項重要的宏觀指標。貨幣政策一般會對整個股票市場產生影響，所導致的風險是不能通過多樣化投資來進行分散的。相比於西方國家，我國股票市場起步晚，是一個仍處於發展之中的新興市場，因此研究我國貨幣政策是否能對股票收益產生顯著的影響是非常必要的。同時，由於各行業間存在異質性，研究貨幣政策對各個行業的股票收益影響是否存在差異，即貨幣政策是否存在行業效應非對稱性，也是十分迫切的。這對完善貨幣政策運作體系以及指導投資者進行投資分析能提供有力的幫助。本文以 2006 年 10 月至 2014 年 1 月的月度數據為研究樣本，選取貨幣供應量和利率作為貨幣政策指標變量，從股票市場整體和行業的視角，使用向量自回歸模型（VAR）和脈衝響應函數（IRF）來研究中國貨幣政策對股票收益的影響及貨幣政策是否存在行業效應非對稱性。研究結果顯示，首先，貨幣政策對股票收益能夠生顯著性影響：貨幣供應量的變化會促使股票收益發生同向變化；利率變化也會對股票收益造成影響，但影響方向表現為利率上升時，股票收益先發生小幅同向變化，然後再開始發生反向變化。其次，我國貨幣政策對行業股票收益的影響存在明顯的非對稱性，行業資金密集程度在貨幣政策的傳遞效應中扮演了重要的角色：從對貨幣供應量變動的響應來看，金融地產業、能源行業、工業、原材料行業、可選擇消費行業的股票收益所受到的影響最為強烈，電信業務、公用事業反應較為微弱；從對利率變動的響應來看，金融地產業、能源行業、電信業務、公用事業、信息技術行業受到的影響較大，工業受到的影響最小。最後，通過對研究結果的綜合分析，本文從我國貨幣當局、投資者兩個角度提出了建議：貨幣當局應該加速建立市場化的利率體系，建立貨幣政策對股票市場變動的反應機制，調整和優化股票市場結構，加強證券監管機構監管力度；而投資者應該樹立正確的投資理念，在分析貨幣政策的基礎上綜合考慮其他財務指標和市場因素。

關鍵詞:

貨幣政策、股票收益、行業效應、向量自回歸模型

123. Analysis of the Influence of Monetary Policy on Stock Returns in China

Lei Ting
School of Business,
Master of Science in Finance

Name of the Supervisor:

Assistant Professor Tang Xiao Lei

Graduated Year:

2014

Type of Degree:

Master of Science in Finance

Abstract:

The stock market has become an important way to invest for both individual and institutional investors, and it has also become an important way to allocate national economic resources. The change in stock returns is affected by a variety of economic and non-economic, macro and micro factors. Monetary Policy is one of the most important macroeconomic indicators. Monetary Policy affects all of the stock in such area, and the risk caused by monetary policies can not be diversified away. Compared with the stock markets in advanced economies, China's stock market started up later and it’s still in an early stage of development, so it’s important to study if Monetary policies in China affect stock returns. Meanwhile, because of the heterogeneity between different industries, it’s pressing to study whether the impacts of monetary policies differ on the stock returns of different industries, put differently, it is important to examine if monetary policies exert asymmetric effects on different industries. This study will provide a guidance to improve the monetary policy operating system and it can also help the investors to make investment decisions.

The sample consists of monthly data from October of 2006 to January of 2014 in this paper, I choose money supply and interest rate as the indicators of Monetary Policy, from the perspective of the whole stock market and individual stock in different industries as well, I use vector auto regressive model (VAR) and impulse response function (IRF) to examine if monetary policies exert significant impacts on stock returns in and if the impacts on different industries are asymmetric. Empirical results show that: First, the influence of the Monetary Policy on stock returns is significant; Money supply exerts a positive impact on stock returns; Change in interest rates can also affect stock returns: when the interest rate is rising, the stock returns will first rise slightly and then fall slowly. Second, China Monetary Policies exert significant asymmetric effects on stock returns in different industry. It is found that capital dense level in industries plays an important role in the Monetary Policy transmission effects: Given a money supply shock, the response of stock returns of financial, energy, industrials, materials, consumer discretionary sectors is more intense the response of the stocks of telecommunication services, utilities is relatively weak.

Given an interest rate shock, we could conclude that the response of stock returns of financial, energy, telecommunication services, utilities, information technology sectors is much stronger, the response of the stock returns of industrials sector is relatively weak. Finally, based on the empirical analysis, several suggestions and recommendations are given from the angle of the investors and the monetary authority at the end of this thesis.

Keywords:

Monetary policy, Stock returns, Industry effects, VAR model

124. 所有權對金融機構不同風險的影響因素分析

羅得一
商學院-金融碩士

指導老師姓名:

陳省宏教授

畢業年度:

2014

學位類別:

金融碩士

論文摘要:

世界經濟經過美國次貸危機、歐洲債務危機，到現在正在處於一個逐步復甦的階段 然而全球金融市場仍然受到之前金融危機的影響呈現草木皆兵的狀態。究其根源 學者們普遍認為是由於金融風險的不可控性 以及在面對金融風險時，金融機構的應對能力低下而引起的。為此，很多學者提出了金融機構所有權結構與金融機構風險的相關性研究，以達到盡可能的瞭解、控制金融風險的目的。本文結合中國國內實際情況，選取上市金融機構，通過回歸分析瞭解金融風險與金融機構所有權之間的關係。巴塞爾協議是國際銀行對風險管理與估量的相關協議 其將銀行業間的金融，風險分為了市場風險、信用風險和操作風險三個部分，並對其進行了解釋。金融危機以後，新巴塞爾協議的制定，更是有效的促進了風險的管理，並且發酵影響到整個金融領域。我國通過這幾年對於金融市場的規範化改革，也在逐步的適應著國際金融環境。所有權結構在本文中定義為兩方面: 股權集中度和股東屬性。其中股東屬性的定義根據我國現有國情將其分為國有股、法人股以及機構持股。從歷史數據來看，我國上市金融機構大多為國有企業，股權過度的集中，然而在金融危機後，一系列的改革措施使得我國的金融機構實現了股份全流通，而股權的分置也得到了很好地實施。金融機構所有權與金融風險之間相關性的研究，將更好的為完善我國金融市場起到有效的促進作用。也使得金融機構能夠更好地進行風險管理，受益匪淺。

關鍵詞:

金融風險、所有權結構、金融機構

124. The Link between Ownership Structure and Various Risks by Regression Analysis

Luo De Yi
School of Business,
Master of Science in Finance

Name of the Supervisor:

Professor Chen Hsing Hung

Graduated Year:

2014

Type of Degree:

Master of Science in Finance

Abstract:

As we can see, the global economy is in a gradual recovery phase after the U.S. mortgage crisis and European debt crisis. However, the global economy market is still in a state of tension. Tracing their original sources, scholars generally hold the point that risk is uncontrollable and the ability to deal with risk problem by financial institution is low. More and more scholars study as the relationship between financial risk and the ownership with financial institution. To achieve as much as possible to understand, control financial risk. Therefore, this study chooses the financial institution as the research industry. Using detailed ownership data from a sample of China listed financial institutions, the paper examine the link between ownership structure and various risks by regression analysis. The Basel accord is an agreement to measure international banking risk management. It classified risk as market risk, credit risk and operational risk. After the financial crisis, the development of Basel Ⅲ, it is effective to promote the management of risk, and it is not only effected banking but also the all financial market. For the past few years, China has defined new reform criteria to promote financial risk management, to adapt to the world financial market economy. By the way, the rule is based as Basel accord.

The ownership structure can be divided into degree of ownership concentration and property of shareholders. And there are three types of property of shareholder, which is state-owned, company-owned and financial-owned. Based on the history data, the enterprise used to have the much stat-owned shares at past. However, after the achieve a tradable share. What's more, the split option has also been good facts.

Correlation of ownership among financial institution and financial risk is good for diversify the risks and improve its performance.

Keywords:

Risk, Ownership Structure, Financial Institution

125. 中國保險業與經濟增長的實證研究

黃靜雯
商學院-金融碩士

指導老師姓名:

譚戈平助理教授

畢業年度:

2014

學位類別:

金融碩士

論文摘要:

過去的三十多年來，保險業的發展在中國的經濟發展中扮演著重要的角色，因此對於保險業與經濟增長的內在關係研究有其必要性和實際意義。雖然國內外有不少的文獻涉及從理論的角度分析該問題， 但始終沒有一個完整的分析，至於實證方面，國內外的學者也沒有得到一個一致的回歸結果，這可能與各國不同的制度、文化環境和不同的保險市場發展程度密切相關。因此本文採用理論與實證相結合的方法，首先回顧了有關保險與經濟增長的經濟理論找出了若干影響經濟增長的宏觀因素，然後運用了面板時間序列的分析方法從全國和分區域的兩大角度，考察了中國保險業與經濟增長的長期均衡關係、格蘭傑因果關係及不同指標對經濟增長的貢獻程度。實證結果表明無論是全國、東部、中部還是西部的保險業與經濟增長都存在顯著的長期均衡關係，至於格蘭傑因果關係及不同的險種對經濟增長的貢獻程度，則不同區域的顯示結果並不一致。最後，本文根據實證結果對全國、東部、中部及西部的保險業未來的發展分別提出具有針對性的意見與對策。

關鍵詞:

保險業、經濟增長、長期均衡關係、格蘭傑因果關係

125. Research on Insurance and Economic Growth in China

Huang Jing Wen
School of Business,
Master of Science in Finance

Name of the Supervisor:

Assistant Professor Tam Kwo Ping

Graduated Year:

2014

Type of Degree:

Master of Science in Finance

Abstract:

In the past thirty years, insurance has played an essential role in the rapid development in China's economy. Therefore, it is essential to study the inherent relationship between the growth of insurance and the economy. Although there are many studies at home and abroad to analyze the association in theoretical model, further empirical evidence is needed to support the theory. As for the empirical research, the domestic and foreign scholars have not found consensus conclusions, which may be related with the different institutional, cultural environment and the development of insurance market. This study first surveys the theory of insurance and economic growth and selects potential macro determinants for economic growth. Secondly, this study has applied the panel time series analysis method to investigate the long-run equilibrium relationship of insurance and economic growth. Also, this study has investigated lead-lag short-term association of economic growth and insurance.

Evidence suggests between insurance and economic growth, there is a significant long-run equilibrium relationship. Different types of insurance exhibits different patterns of lead-lag association with economic growth in the short run.

Finally, this paper puts forward some useful suggestions according to the empirical results based on empirical models which address the difference of insurance development among eastern, central and western China.

Keywords:

Insurance, Economic growth, The long-run equilibrium relationship

126. 我國上市企業租賃與購買決策的實證分析

龍輝萍
商學院-金融碩士

指導老師姓名:

馬如飛助理教授

畢業年度:

2014

學位類別:

金融碩士

論文摘要:

在中國，公司在經營中所使用的固定資產的價格往往很昂貴，很多公司又不得不選擇購買。而融資限制又会導致許多上市企業很難從本地銀行借到購買資金。於是，租賃作為一種當代的融資管道，在現代金融體系中佔據越來越重要的地位。租賃可以保護企業的現金流、提高運營的靈活性。因此，租賃上市企業還面臨著這個重要的問題：

購買還是租賃？本文以 2009-2012 年 227 家上市企業為樣本進行實證分析。我們首先以關聯租賃作為論述的基點，結合其他五個因素對模型進行迴歸分析。關聯租賃作為一種市場行為，可以節約交易成本、降低設備的技術風險和實現公司泯潤最大化。文章檢驗了關聯租賃與其它影響因素對租賃和購買決策的影響。然後，在 Hamid Mehran 和 Rabert A.Taggart’s(1999) ,Lin, J 和 Wang, C.（2013）設計的實證模型基礎上，我們結合關聯租賃的影響，檢驗租賃和購買決策。實證結果表明，關聯租賃的存在與租賃和購買決策是顯著相關的,關聯租賃與企業租賃呈正相關, 與負債籌資活動呈負相關。考慮不同行業（交通運輸倉儲業和製造業），關聯租賃對決策的影響也是顯著的。在允許關聯租賃的條件下，租賃比率與負債比率呈正相關關係，租賃與購買是顯著的互補關係，即負債越多，租賃也越多。文章的最後，結合我國企業租賃的實際情況，提出促進企業應用租賃和發展企業租賃的政策建議。

關鍵詞:

租賃與購買、關聯租賃、托賓 Q 值、稅收

126. An empirical analysis on the lease VS. buy decisions of the listed company in China

Long Hui Ping
School of Business,
Master of Science in Finance

Name of the Supervisor:

Assistant Professor Ma Ru Fei

Graduated Year:

2014

Type of Degree:

Master of Science in Finance

Abstract:

In china, company's business includes the use of fixed asset which is very expensive and many companies are forced to purchase it. Financial contracts lead to some listed companies borrow money from local bank. Then, as a contemporary form of financing from year to year, leasing plays a more prominent place in the modern financial system. Leasing is used by individual companies to protect cash flow, increase operating flexibility. But, buy or lease? This is another urgent question for almost companies will face. This article is tested for a sample of listed companies in china, which covers a total of 227 companies over the period of 2009-2012. We first have built on the Related-leasing as the basis for our analysis but we have also run the tests with the other factors are considered. As a market behavior related-leasing can lower the dealing cost and reduce the equipment's Technical risk, as well as maximize profits.

This article examines those determinants of the corporate financing choice between and debt. Then, Guided by Hamid Mehran and Rabert A. Taggart's (1999) and Lin, J and Wang, C.（2013）recent theoretical works to design our empirical tests, our results are consistent with related-leasing explanations for the lease vs. buy decision. We provide strong evidence that the lease vs. buy decision depends on related-leasing.

Relational-leasing is positively related to companies' leasing ,and negatively related to companies' debt financing activity in the listed companies in china. When the sector is considered, the transport, storage industry and manufacturing industry show to be most affected. And our results consistently show that the lease ratio positively related to the debt ratio, suggesting that debt and lease are complementation relation, more debt is associated with more leases. In the final of this article, some advices about how to promote companies' use leasing and develop leasing industry in view of current situation of companies' lease in listed companies.

Keywords:

Lease vs. Buy, Related-leasing, Tobin' Q, Tax

127. 訪澳旅客滿意度調查

李婧
商學院-工商管理碩士

指導老師姓名:

李雁晨助理教授

畢業年度:

2014

學位類別:

工商管理碩士

論文摘要:

澳門是一座以旅遊、酒店以及博彩業為支柱的城市，與蒙特卡洛、大西洋城、拉斯維加斯并称为世界四大賭城。澳門旅遊業長期興旺，每年都會吸引大批的遊客到訪，由此澳門也成為全球最受歡迎的旅遊勝地之一。不同於一般的以名勝古跡或自然風光為主的旅遊目的地，澳門致力於成為一個以休閒娛樂為主的全球旅遊休閒中心。這樣的定位表明澳門旅遊業發展不僅需要吸引更多的新遊客，還依賴於忠誠遊客的重複訪問。遊客忠誠的前提之一就是對於以往的旅遊體驗產生滿意的評價，因此一個以遊客為基礎，側重於實時監測遊客滿意度的評估體系對於旅遊服務品質的發展以及旅遊目的地的管理工作具有重要意義。

但是現有的澳門遊客滿意度研究卻無法提供這樣一種常規性的監測。大多數研究集中在反映旅遊相關行業在滿足遊客方面的表現情況，卻無法解釋產生這些情況的原因同時也無法預測滿意度變化所產生的結果（如忠誠度的變化），對於如何進行改進和提高遊客滿意度也無法提供相關的理論和數據支援。

所以本研究旨在將 Fornell 等(1996)提出的消費者滿意度指數模型(Customer Satisfaction Index, CSI)運用到澳門旅遊業中，利用這樣一個在世界範圍內使用的顧客滿意度通用體系，從遊客的角度來對澳門旅遊服務進行評價，並構建澳門遊客滿意度指數模型。該測量模型能夠支持動態持續跟蹤研究，包括旅遊目的地的縱向對比研究以及和周邊旅遊目的地的橫向對比研究，同時反映旅遊活動的綜合性和關聯特質。香港理工大學的研究人員就成功地將美國消費者滿意度指數模型（American Customer Satisfaction Index, ACSI）運用到香港旅遊業中，從 2009 年開始每年發佈訪港遊客滿意度指數報告。本文對澳門遊客滿意度指數模型的構建也參考了他們的研究成果。

本文在顧客滿意度基本理論、結構方程模型（Structural Equation Modeling , SEM）理論和顧客滿意度指數（Customer Satisfaction Index, CSI）測評的基礎上，構建了澳門遊客滿意度測評模型。模型討論了遊客滿意度及其關鍵的前置和後置因素。結構方程模型通過調查理論框架中各個構面之間存在的關係，來獲得遊客滿意度指數計算的依據。此模型的構建與測評方法對於旅遊目的地滿意度測評有著普遍的現實適用性。通過測評發現，遊客期望，感知品質以及感知價值對於遊客滿意度都會產生積極正面的影響，其中感知品質和感知價值的影響較大，而期望對於遊客滿意度的影響相對比較微弱，需要依賴環境的影響。另外，遊客期望對於感知品質，感知品質對於感知價值的影響都是正向顯著的，這與其他服務行業的研究結果也保持了一致性。遊客滿意度和抱怨意願之間是負相關的，這表明增加滿意度能夠減少投訴行為。遊客抱怨與遊客忠誠度也呈現負相關關係，當遊客無意抱怨，那表明應該有創造積極影響的機會讓他們願意再次選擇此次服務，並傳播正面的口碑，這就形成了遊客忠誠。

最後對澳門遊客滿意度指數的計算結果為 72.57，遊客期望，感知質量以及感知價值指數分別為 74.52，73.14 和 70.17。隨後根據這些研究結果，本文還提出了相應的建議與實踐意義，期望能夠為公共決策、旅遊管理以及遊客和當地居民提供幫助。最後闡述了本研究的局限之處，並為未來相關研究方向提出了建議。

關鍵詞:

遊客滿意度指數、偏最小二乘結構方程、澳門

127. The Macau Tourist Satisfaction Survey

Li Jing
School of Business,
Master of Business Administration

Name of the Supervisor:

Assistant Professor Li Yan Chen

Graduated Year:

2014

Type of Degree:

Master of Business Administration

Abstract:

Macau is a city with support of tourism, hotel and casino, and known as one of the world's four biggest casinos, another three is Monte Carlo, Atlantic City, and Las Vegas. Macao tourism industry has a long-term prosperity which attracting a large number of tourists every year. Also Macau has become one of the world's most popular tourist destinations. Different from other tourist destinations which famous for historic interest or natural scenery, Macau is aimed at becoming a global entertainment and leisure center. This position indicates that the development of tourism in Macau not only needs to attract more new visitors , but also relies on the loyal visitors' repeat visit . A premise of tourist loyalty is the satisfaction feeling for the past experience, so a tourist -based, focusing on real-time monitoring of visitor satisfaction evaluation system is important for the development of tourism service quality and management of tourist destinations.

But the existing Macao Tourist Satisfaction Study is unable to provide such a routine monitoring. Most research has focused on the performance of sectors related to tourism, but cannot explain those reasons for the performance, the results which satisfaction changes generated (such as changes in loyalty), and cannot provide relevant theory and data support for improving satisfaction.

Therefore, this study aimed at applying consumer satisfaction index model which developed by Fornell et al. (1996) into the Macau tourism industry. Using such a worldwide used general customer satisfaction system, from the perspective of tourists to evaluate Macau tourism services, and build Macau tourist satisfaction index model. The measurement model can support dynamic continuous tracking studies, including longitudinal and transverse comparative study of tourism destinations, while reflecting the integrated tourism activities and associated traits. The Hong Kong Polytechnic University's researchers have successfully applied the American Consumer Satisfaction Index (ACSI) model into the Hong Kong tourism industry, and began to issue annual Hong Kong tourist satisfaction index report from 2009. In this paper, we also learned from this article.

In this thesis, based on the basic theory of Customer Satisfaction，Structural Equation Model，the method of Customer Satisfaction Index measurement， Macau Tourist Satisfaction measurement model is constructed . The model discusses tourist satisfaction and its key antecedents and consequences. Structural equation modeling is managed to investigate the relationships amongst the constructs in the theoretical framework, and then is used as a basis for the computation of tourist satisfaction indexes. The construction and evaluation method of this model has universal applicability and reality for destinations' tourist satisfaction survey. Through the measurement, we found that tourist expectation, perceived quality, and perceived value have a positive impact on visitors' satisfaction .Perceived quality and perceived value have greater impact , expectation's impact of tourist satisfaction is relatively weak , which needs to rely on the environment affected. In addition, the effects of visitors' expectation to perceived quality, perceived value to perceived quality are positive and significant; the results of this study and other service industries also maintained a consistency. There is a negative correlation between satisfaction and complain, which indicates increased satisfaction can reduce complaint behavior. There is a negative correlation between complain and loyalty, when visitors do not intend to complain, it shows that there should be an opportunity to create a positive impact on their willing to choose the service again, and spread positive word of mouth, which formed a visitors' loyalty.

Finally, the TSI calculations show that Macau tourist satisfaction index was 72.57, the index of visitors' expectations, perceived quality and perceived value were 74.52, 73.14 and 70.17. Based on these findings, the paper also puts forward corresponding suggestions and practical significance, expecting to provide assistance to the public decision-making, tourism management as well as tourists and locals. The last part explained the limitations of this study, and gave some recommendations for the future research.

Keywords:

Tourist Satisfaction Index (TSI), PLS-SEM, Macau

128. 電子商務個性化服務對消費者感知價值及滿意度研究

江濤
商學院-工商管理碩士

指導老師姓名:

姜凌副教授

畢業年度:

2014

學位類別:

工商管理碩士

論文摘要:

隨著互聯網的普及，電子商務這種新興模式的發展對人們生活的影響越來越大，越來越多的消費者開始選擇互聯網進行購物，同時電子商務企業之間的競爭也越演越烈。在這種新興經濟環境之下，企業為了提升自己的競爭力，如何採取有效的措施來提高消費者的滿意度就顯得至關重要了。

筆者在對國內外文獻回顧中發現，關於電子商務個性化服務的研究還較少，因此，本文將研究在電子商務模式下的個性化服務對消費者感知價值及滿意度的之間的關係。

首先, 本文对電子商務個性化服務、消費者感知價值及滿意度的相关研究进行了文献综述；然後在参考借鉴已有文献和研究的基础上, 提出了本文的研究模型與假設，通过借鉴国内外成熟量表, 结合本研究目的設計出調查問卷進行問卷的發放與回收；最後，在实证研究阶段,使用統計軟件 SPSS 對數據進行處理與分析，得出結論。

研究發現電子商務個性化服務的三個維度（個性化信息檢索、個性化推薦以及個性化服務模式）均對消費者感知價值及滿意度產生顯著的正向影響作用，且消費者感知價值在電子商務個性化服務與消費者滿意度關係中起到部分中介作用。

關鍵詞:

電子商務、個性化服務消費者感知價值、消費者滿意度

128. Research of E-business Personalized Service on Consumers' Perceived Value and Satisfaction

Jiang Tao
School of Business,
Master of Business Administration

Name of the Supervisor:

Associate Professor Jiang Ling

Graduated Year:

2014

Type of Degree:

Master of Business Administration

Abstract:

With the increasing usage of the internet, the emerging style of e-business has more and more influences on people's daily life. More and more consumers start to choose the internet purchasing, and simultaneously the competition among e-business enterprises is turning more and more intense. Under such economic environment, in order to enhance the competition, how to apply effective measures to improve the consumers' satisfaction is extraordinarily essential.

I found that researches in terms of e-business personalize service is relatively few after going through literatures at home and aboard. Hence, this thesis is discussing the impact of E-business personalized service on consumers' perceived value and consumers' satisfaction.

Firstly, this dissertation discusses the literatures concerning e-business personalized service, consumers' perceived value and consumers' satisfaction. And then come up with the research model and hypothesis based on the reference of relating literature and research. In reference of well-designed dimension tables domestic and oversea, directed by the research target, the questionnaire is designed, handed out. Finally, in the verifying research period, the conclusion is drew through the data analysis by the statistics software SPSS.

The research discovers that three mansions of e-business personalized service (personalized information search, personalized recommendation and personalized service model) have positive impact on consumers' perceived value and consumers' satisfaction, and consumers' perceived value is the part mediation of the e-business personalized service and consumer's satisfaction.

Keywords:

E-business personalized service, Consumers' perceived value, Consumers' satisfaction

129. 私募的稅務困境：原理及解決途徑

李智臨
商學院-工商管理碩士

指導老師姓名:

汪清陽助理教授

畢業年度:

2014

學位類別:

工商管理碩士

論文摘要:

私募股權基金是當今全球金融市場上的一種重要的投資工具，私募股權基金的發展對市場的升級轉型起到了積極的作用。由於稅收會對資本市場產生較大的影響，因此，在進行私募股權基金投資時需要考慮其中涉及的稅收問題。

近年來財政部、國家稅務總局等先後出台了《財政部、國家稅務總局關於企業所得稅若干優惠政策的通知》（財稅[2008]1 號文）、《關於印發促進股權投資基金業發展意見的通知》（北京金融辦[2009]5 號）、《關於企業重組業務企業所得稅處理若干問題的通知》（財稅[2009]59 號）等文件。這些文件在總體上能夠為私募股權基金的稅收提供一定的政策支持，但是卻無法很好地體現稅收中性原則與稅收效率原則。

本文從稅收的基本理論出發，抽象出私募股權基金的稅制應該遵守的原則：稅收中性原則和稅收效率原則。針對實務界所熱議的具體問題，提出以下觀點：第一，有限合夥型私募股權基金應該按合夥人收入分別定性、分別課稅；第二，有限合夥制私募股權基金應享受與公司制私募股權基金一致的投資抵免待遇；第三，私募股權基金的重組應該有別於一般企業的特殊性稅收待遇；第四，公司制私募股權基金應參考美國 S 型企業的稅收待遇，享受單層稅負制。

關鍵詞:

私募股權基金、稅收中性原則、稅收效率原則、特殊性稅收待遇、雙重徵稅

129. The Taxation Dilemma of Private Equity: Principles and Solutions

Li Zhi Lin
School of Business,
Master of Business Administration

Name of the Supervisor:

Assistant Professor Wang Qing Yang

Graduated Year:

2014

Type of Degree:

Master of Business Administration

Abstract:

Private Equity Fund (PEF) is one of the most important investment instruments in the global financial market. The development of the PEF has a positive impact on the upgrading and transformation of the market. Taxation should be considered when dealing with PEF as it has a paramount impact on the capital market.

In the last couple of years, The Ministry of Finance and The State Administration of Taxation have promulgated some regulations such as The Notice of the Ministry of Finance and the State Administration of Taxation Concerning Several Preferential Policies On The Enterprise Income Tax (Caishui [2008] No.1), The Notice Of Printing Suggestions About Promoting The Development Of Equity Investment Fund (Beijing Financial Office [2009] No.5) and The Notice of the Ministry of Finance and the State Administration of Taxation on Several Issues Concerning the Enterprise Income Tax Treatment on Enterprise Restructuring (Caishui [2009] No.59). These regulations have mostly supported the taxation of the PEF, however they cannot well embody the Tax Neutrality and Tax Efficiency.

This essay abstracted the tax principals that the taxation of PEF should obey from the basic theory of the taxation. These are Tax Neutrality and Tax Efficiency. In order to tackle the specific issues that were discussed frequently, this thesis raised some points: Firstly, the income of the partners of the Limited Partnership PEF should be identified and taxed separately. Secondly, Limited Partnership PEF should adopt the same investment offset treatment with Corporate PEF. Thirdly, the special tax treatment of the enterprise restructuring of the PEF should be different from a common corporation. Lastly, Corporate PEF should reference the single tax treatment of the S corporation in US.

Keywords:

Private Equity Fund (PEF), Tax Neutrality, Tax Efficiency, Special Tax Treatment, Double Taxation

130. 澳門留宿與不過夜旅客數量之影響因素的 VAR 實證研究

花美娜
商學院-工商管理碩士

指導老師姓名:

宋宇副教授

畢業年度:

2014

學位類別:

工商管理碩士

論文摘要:

作為一個旅遊城市，博彩旅遊業是澳門經濟發展不竭的動力。澳門未來發展藍圖定位為“世界旅遊休閒中心”,因此研究澳門的旅客需求，尤其是基於留宿旅客與不過夜旅客的不同需求是有必要的。然而澳門對旅遊業的統計較晚，統計資料相對缺乏。目前，對於澳門旅遊需求的研究較少，仍處於起步階段。本文以 2001 年~2012 年澳門 17 個客源地訪澳旅客中留宿旅客與不過夜旅客數量為研究對象，分別建立面板 VAR 模型，綜合分析了旅客數量的影響因素及各變量之間的互動關係。

主要研究結論如下：1、客源地人均 GDP 的增長是澳門留宿與不過夜旅客量增長的推動力，並且對留宿旅客量增長促進作用更明顯；2、澳門的 GDP 增長與物價上漲對留宿與不過夜旅客起到了一定的阻力作用；3、澳門幣的貶值對不過夜旅客的增長有促進作用，而對留宿旅客增長沒有明顯的作用；4、澳門競爭地區的物價變動對留宿與不過夜旅客增長沒有明顯的作用；進而提出相關建議：依託博彩業的獨特性發展旅遊業、正確評估自身旅遊承載力並制定合理的規劃、重視國際旅客的拓展。

關鍵詞:

旅遊需求、留宿旅客、不過夜旅客、面板 VAR、脈衝響應

130. A VAR Empirical Study of the Factors Affecting the Quantity of Overnight and Day-tripper Tourists in Macao

Hua Mei Na
School of Business,
Master of Business Administration

Name of the Supervisor:

Associate Professor Song Yu

Graduated Year:

2014

Type of Degree:

Master of Business Administration

Abstract:

As a tourism city, Macao continues to rely on tourism and gaming industry and develops very rapidly. Macao sets its future blueprint for a" world tourism and leisure center ", so it's necessary to research on Macao tourism demand, especially based on the different needs of overnight tourists and day-tripper tourists. However, the period of statistics on Macao is short and the statistics is relative lacking. Currently, the researches on Macao tourism demand is less and still in its infancy. This study used 2001~2012 statistics of the overnight and day-tripper tourists from 17 Macao's tourist source countries (regions) and set up two panel VAR models to analyze the different affecting factors and their dynamic relationships.

The main research conclusions include: 1.The growth of GDP per capita in tourist source countries (regions) is the driving force for Macao's overnight and day-tripper tourists' growth, which has a stronger effect on the former. 2. The growth of GDP and CPI of Macao has resistance effect on its overnight and day-tripper tourists' growth. 3.MOP devaluation plays a role in promoting day-tripper tourists' growth, while it doesn't have significant effect on overnight tourists'growth.4.Changes in price of Macao's competitive countries (regions)have no significant effect on overnight and day-tripper tourists' growth.

Further suggestions include relying on the uniqueness of the gaming industry to develop tourism, properly assessing Macao's tourism carrying capacity and developing a reasonable plan, emphasis on the expansion of international travelers.

Keywords:

Tourism demand, Overnight tourists, Day-tripper tourists, Panel VAR, Impulse response

131. 中國基本藥物制度改革對上市中藥企業盈利性的影響

翁海霞
商學院-工商管理碩士

指導老師姓名:

張靜華助理教授

畢業年度:

2014

學位類別:

工商管理碩士

論文摘要:

近年來，國家針對廣大人民群眾普遍反映“看病難”、“看病貴” 的問題, 一直致力於醫療方面的改革。2009 年 4 月 6 日，中國新醫改方案終於正式出臺，隨後相應推出了國家基本藥物制度，對基本藥物的含義進一步作了明確和界定。該制度的推出，勢必對各製藥企業產品的品種、銷量、價格、管道、配送、推廣等行銷因素產生重大的影響，從而使製藥行業發生巨大的格局變革和利益調整。作為眾多製藥企業龍頭的上市製藥企業所受的影響更為巨大，包括其中最重要的板塊中藥板塊。

中藥產業是我國最重要 的民族之一，其健康發展不僅有中藥產業是我國最重要 的民族之一，其健康發展不僅有中藥產業是我國最重要 的民族之一，其健康發展不僅有中藥產業是我國最重要的社會、經濟環境效益，對我國產業的調整升級和綜合力也有戰略性意義。

本論文從分析基本藥物制度改革對上市中藥企業帶來的各方面影響因素入手，選取 24 家中藥行業上市企業 2008-2012 年的財務數據作為本文的研究樣本，考察這些上市中藥企業財務指標的變化，運昜 Stata 統計軟件通過雙重差分模型進行數據整理分析。

分析結果表明，基本藥物制度改革對上市中藥企業的盈利性基本沒影響，但這可能是銷量和價格及其他相關因素多種作用下的結果。

該研究結果有助於上市中藥製藥企業找到提高盈利水準的決策依據，促進中藥製藥企業的市場競爭力及健康發展。

關鍵詞:

國家基本藥物目錄、上市中藥企業、雙重差分法

131. The Financial Impact of the Announcement China Essential Drug List of Listed Herbs Pharmaceutical Firms

Weng Hai Xia
School of Business,
Master of Business Administration

Name of the Supervisor:

Assistant Professor Zhang Jing Hua

Graduated Year:

2014

Type of Degree:

Master of Business Administration

Abstract:

Recently for the masses generally reflect the “difficult”, “expensive” problem in seeing doctors. China has been committed to reform health care. April 6, 2009, Chinese new health reform plan was promulgated. The construction of China Essential Drugs system was officially launched, which clearly defined the meaning of essential drugs. The China Essential Drugs system have a significant impact on product sales, prices, pipelines, distribution, promotion and other marketing factors, so that the pharmaceutical industry has undergone tremendous changes in the pattern and interest adjustments. As many leading pharmaceutical companies listed pharmaceutical companies suffered even greater impact, including one of the most important sectors of traditional Chinese medicine sector.

Chinese medicine industry is one of the most important industry in China, which is not only important to the development of social, economic and environment, but also to the adjustment of Chinese industrial and enhancement of the comprehensive national strength.

This paper, analyst the influencing factors of Chinese enterprises when the China Essential Drugs system launched. Using a panel dataset of 24 herbs pharmaceutical firms’ financial information during the period of 2008 to 2012, applies Difference-in-Difference Model to analyst the difference of stocks and financial indicators of listed Chinese enterprises.

The results show that the China Essential Drugs system do affect the profitability of listed Chinese companies, but this may be the result of lower sales volume and price and a variety of other relevant factors.

The findings in this study can help to improve the profitability and market competitiveness, as well as promoting the development of Chinese pharmaceutical enterprises.

Keywords:

The National Essential Drugs List, Listed Chinese traditional drugs manufacturers, Difference-in- Difference Model

132. 霧霾事件對上市空氣檢測與治理企業股票價格的影響——基於事件研究法的研究

陳愷
商學院-工商管理碩士

指導老師姓名:

張靜華助理教授

畢業年度:

2014

學位類別:

工商管理碩士

論文摘要:

2012 年以來，我國空氣污染領域相繼發生了多次全國範圍或長三角、京津唐、東北地區的霧霾事件，一方面這些事件危害了全國人民的健康，影響著人民的正常生活，同時也暴露出我國在空氣治理方面監管與立法的迫切性，甚至引起國外媒體的關注；另一方面，這些霧霾事件也給 A 股市場的相關行業和企業帶了衝擊，給證券市場投資者帶來了投資的機遇，促進了相關行業的迅速發展。本文利用事件研究法，分別探究了 2013 年 1 月 12 日以及 10 月 20 日發生的霧霾事件對我國空氣檢測與空氣治理行業股票收益率的影響。研究發現：

以 A 股市場空氣檢測和空氣治理類 26 家上市公司為樣本，通過分別對個股的實證分析得到：兩次霧霾事件對 A 股空氣檢測與治理行業的個股有顯著影響，其影響的正負效應、波動幅度以及恢復速度存在差異，不同個股對霧霾事件的市場反應不同。尤其是第二次的霧霾事件，市場反應更加熱烈，可以得出，霧霾事件對這些企業業績預期有著正面影響作用。

通過霧霾事件影響證券市場相關行業和個股收益率的研究，有利證券投資者的投資決策；同時有利於政府制定合理的法律和政策保護居民健康以及促進相關企業發展。

關鍵詞:

霧霾事件、事件研究法、空氣檢測、空氣治理

132. The Impacts of the Haze Pollution on the Stock Prices of Listed aerial detection and aerial treatment Enterprises: An Event Study

Chen Kai
School of Business,
Master of Business Administration

Name of the Supervisor:

Assistant Professor Zhang Jing Hua

Graduated Year:

2014

Type of Degree:

Master of Business Administration

Abstract:

2012, the Yangtze River Delta, Beijing, Tianjin, Northeast and other regions of China have experienced a series of haze pollution. On the one hand these events endanger the health of people across the country, affecting the normal life of the people, but also exposed to the air of urgency governance regulation and legislation, and even lead to foreign media attention. On the other hand, these haze pollution but also the impact of the stock market-related industries and businesses, and bring the investment opportunities to the stock market investors. In this paper, event study method were to explore the effects of haze pollution occurred January 12, 2013 and October 20 for the aerial detection and aerial treatment industry stock returns. Research found that:

Using 26 listed aerial detection and aerial treatment companies in the A-share market as samples, this paper makes empirical analysis of the aerial detection industry .The haze pollution has outstanding influence on the A-share aerial detection and aerial treatment companies, but the effect, volatility are different.

Two “haze pollution” on the A-share listed aerial detection and aerial treatment company has different impacts on stocks, some stocks are reacted strongly, the stock prices have a larger increase during the twice haze pollution, there is overheating touted market behavior , meanwhile, haze pollution bring the positive support to these companies.

Through the research of haze pollution effect on securities market and stock yield, the securities investor can make more reasonable investment decisions; the research is also good for government to formulate reasonable laws and policies in order to maintain market stability, ensure residents' health, and promote the development of related enterprises.

Keywords:

Haze pollution, Event study method, Aerial detection, Aerial treatment

133. 個人協議與員工創造力：工作投入的中介影響與工作自主偏好的調節作用

程月圓
商學院-工商管理碩士

指導老師姓名:

孫立雲教授

畢業年度:

2014

學位類別:

工商管理碩士

論文摘要:

基於社會交換理論，本研究探討了個人協議與員工創造力行為之間的關系，通過考察員工工作投入的中介影響與工作自主偏好的調節作用。個別協議是個人與雇主通過談判獲得的特殊的靈活的工作安排。使用的調查數據來自中國江蘇三家公司的專業的員工和他們的主管。研究發現，正如預期的那樣，工作投入在個別協議與員工創造力之間有中介作用，員工的工作自主性作為調節變量在個別協議與工作投入之間的关系起到調節作用。此外，員工的工作自主性影響個別協議对員工創造力的间接作用。

關鍵詞:

個別協議、員工創造力、工作投入、工作自主性偏好

133. I-deals and Employee Creativity: The Mediating Role of Job Engagement and Moderating Role of Preference for Autonomy

Cheng Yue Yuan
School of Business,
Master of Business Administration

Name of the Supervisor:
Professor Sun Li Yun

Graduated Year:
2014

Type of Degree:
Master of Business Administration

Abstract:
Drawing on social exchange theory, this study examines the process linking I-deals and employee creativity via mediating role of job engagement and moderating role of preference for autonomy. Idiosyncratic deals ("i-deals") are special work arrangements that individuals negotiate with their employers. Using survey data from professional employees and their supervisors in a chain firm in China, we found that, as anticipated, job engagement mediated the relationship between I-deals and employee creativity, and preference for autonomy moderated the link between I-deals and job engagement. Further, preference for autonomy moderated the indirect effect of I-deals on creativity via job engagement.

Keywords:
I-deals, Employee creativity, Preference for autonomy, Job engagement

134. 旅遊電子商務網站感知價值與顧客公民行為研究

黃瑜
商學院-工商管理碩士

指導老師姓名:

卜慧美助理教授

畢業年度:

2014

學位類別:

工商管理碩士

論文摘要:

顧客感知價值是顧客對企業的產品或者服務的屬性、屬性功能在特定使用情境下有助於(或有礙於) 實現自己訴求以及使用後所感知到的偏好與評價。經過過去學者們的理論與實踐證明，感知價值能為企業改進產品和服務提供有效的指導與借鑒的意義,因此如何將企業的資源最大程度地、有效地轉化為顧客感知價值是企業提高自身核心競爭力之根本。關於感知價值的研究已有 30 多年的歷程。互聯網具有傳統市場載體所不具備的全球性、快捷性、普及性，是現今最流行、最受歡迎的傳媒。然而, 對於互聯網的感知價值無論研究是理論還是實證研究已經有較多文獻，只是對於旅遊電子商務網站的感知價值的影響因素的研究目前還沒有得到足夠的重視,。互聯網飛速發展的這些年來, 在國內外, 用戶通過旅遊網站查詢旅遊資訊、購買旅遊產品、預訂機票和酒店客房已是十分普遍的現象。研究旅遊電子商務網站的感知價值的前因變量以及感知價值對於顧客公民行為的關係能為旅遊網站的行銷策略提供指導，有助於旅遊企業瞭解用戶的偏好與評價, 預測用戶的行為意向, 提高旅遊企業的核心競爭力從而真正適應未來的市場發展。

本研究從旅遊電子商務網站的角度出發，探討了旅遊電子商務網站的感知價值的因素；以及在旅遊電子商務網站背景下，消費者對於感知價值與顧客公民行為之間的關係。本研究通過文獻閱讀提出研究框架構思，之後以旅遊電子商務網站的使用者為調查對象進行問卷調查。共收集了國內不同品牌的旅遊電子商務網站的 249 個顧客樣本，通過 SPSS21.0 統計軟件分析問卷資料與模型架構，以及變量之間的關係。通過研究得出以下結論：

1. 旅遊電子商務網站的回應性與感知價值呈正相關關係。
2. 旅遊電子商務網站的網路設計與感知價值呈正相關關係。
3. 旅遊電子商務網站的可靠性與感知價值呈正相關關係。
4. 旅遊電子商務網站的關係服務與感知價值呈正相關關係。
5. 旅遊電子商務網站的易用性與感知價值呈正相關關係。
6. 旅遊電子商務網站的隱私性與感知價值呈正相關關係。
7. 旅遊電子商務網站的享樂性與感知價值呈正相關關係。
8. 旅遊電子商務網站的感知價值與顧客公民行為呈正相關關係。
9. 外向型人格對顧客感知價值與顧客公民行為關係起調節作用，顧客外向型人格水準越高，顧客感知價值對顧客公民行為的影響越強。

關鍵詞:

感知價值、顧客公民行為、旅遊電子商務網站

134. Perceived value of tourism e-commerce website value and customer citizenship behavior

Huang Yu
School of Business,
Master of Business Administration

Name of the Supervisor:

Assistant Professor Bu Hui Mei

Graduated Year:

2014

Type of Degree:

Master of Business Administration

Abstract:

Customer perceived value is the customer help for specific usage contexts (or hinder) preference and evaluation to achieve effective product attribute their goals and objectives and use result of the perceived. After years of theory and practice, perceived value can provide valuable guidance and significance for enterprises to improve their products and services, so that enterprises can provide excellent customer perceived value is the fundamental enterprise competitive advantage for customers. So how to maximize the enterprise resources quickly and effectively into the customer perceived value is vital to improve the core competitiveness of enterprises. There are more than 30 years of history on perceived value research. Now the Internet has become the most popular media because of its globalization, immediacy and popularity. However, scholars have done both theory and empirical research on the perceived value of the Internet, but they didn't pay much attention to it, especially on the perceived value of tourism website. Especially in recent years, with the rapid development of the Internet, it has been a very common phenomenon for overseas people to query travel information, book tickets and hotel rooms, buy travel products through the network. But in our country, tourism sites have showed the high-speed development trend in the past ten years. And the theory of perceived value can help the tourism enterprises to explain consumers' behavior, understand the user's preference and evaluation, predict their behavioral intention, which can provide guidance to the their marketing strategy and make them adapt to the future user oriented market environment.

This study discusses the factors of tourism e-commerce website perceived value and the relationship between consumers' perceived value and customer citizenship behavior from the tourism electronic commerce website point of view. This study proposed research framework through the literature reading. Then questionnaire survey was conducted and it was issued to tourism electronic commerce website users. There are a total of 249 customer samples of different domestic tourism electronic commerce websites. We use SPSS21.0 statistical software to analyze the questionnaire data and model structure, and the relations between the variables. The conclusions are as following:

1、Tourism electronic commerce website responded positively correlated with perceived value

2、Design and perceived value was positively related to the network of tourism e-commerce website.

3、The reliability and the perceived value positively related to tourism electronic commerce website.

4、A positive relationship between service and perceived value related to tourism electronic commerce website.

5、Ease of use and perceived value positively related to tourism electronic commerce website.

6、A positive correlation between privacy and perceived value of tourism e-commerce website.

7、Enjoyment and perceived value positively related to tourism electronic commerce website.

8、Positively perceived value and customer citizenship behavior related to tourism electronic commerce website.

9、A moderating role between extroversion of personality to the tourism electronic commerce website perceived value and customer citizenship behavior.

Keywords:
Perceived value, Customer Citizenship Behavior, Tourism electronic commerce website

135. 房地產貸款對銀行風險承擔影響之研究

楊文捷
商學院-工商管理碩士

指導老師姓名:

朱順和助理教授

畢業年度:

2014

學位類別:

工商管理碩士

論文摘要:

2007 年美國金融危機正式爆發，這次危機對我國的銀行影響不容忽視。如今隨著地產業已成為國民經濟的支柱產業，銀行的房地產開發貸款的規模也不斷的擴大，銀行的風險也在不斷的增加。因此分析銀行房地產貸款是如何影響銀行風險是本研究的主要動機。

本文研究的資料來源是在上海證券交易所上市商業銀行的財務報表。樣本期間為 2003 年至 2012 年。本研究對象為中國建設銀行、中國工商銀行、中國銀行、交通銀行、中信銀行、招商銀行、中國民生銀行、南京銀行、北京銀行、興業銀行、華夏銀行及上海浦東發展銀行這 12 家上市銀行。本研究採用面板數據分析模型，嘗試從貸款組合的視角，對國內上市商業銀行風險承擔因素進行實證研究分析。

本研究結果顯示，淨資產收益率、資本充足率與銀行不良款率呈負相關關係；存貸款比例與銀行不良貸款率呈正相關；企業房地產貸款/總貸款、存貸款比率、存貸款利差、與風險資產/總資產呈正相關關係，淨資產收益率、GDP 與風險資產/總資產呈負相關關係。

關鍵詞:

房地產、貸款銀行、風險承擔面板數據模型

135. A Study on the Impact of Mortgage Loans on Bank Risk-Taking

Yang Wen Jie
School of Business,
Master of Business Administration

Name of the Supervisor:

Assistant Professor Chu Shun Ho

Graduated Year:

2014

Type of Degree:

Master of Business Administration

Abstract:

In 2007, U.S. financial crisis broke out and its impact on China's banks should not be ignored. Following the real estate industry has become a pillar industry of the national economy, the scale of the bank's real estate loans also continued to expand, the bank's risk is continuously increasing. Thus, the main motivation of this study is to analyze the impact of mortgage loans on the bank risk-taking.

Data source of this study comes from financial statements of commercial banks listed on Shanghai Stock Exchange. The sample period is from 2003 to 2012. There are 12 listed banks as objects of this study, which are China Construction Bank, Industrial and Commercial Bank of China, Bank of China, Bank of Communications, China CITIC Bank, China Merchants Bank, China Minsheng Bank, Bank of Nanjing, Bank of Beijing, Industrial Bank, Huaxia Bank and Shanghai Pudong Development Bank. Using panel data model, this study tries to explore the determinants of risk-taking of the listed commercial banks in China form the aspects of loan portfolio.

The result of this study shows that ROE and capital adequacy ratio have a negative relationship with non-performing loan ratio, whereas ratio of loans to deposits has a positive relationship with non-performing loan ratio; secondly, ratio of business estate loans to total loans , ratio of loans to deposits, and net interest spreads are positively related to risk-taking ratio of risky assets to total assets, whereas ROE and growth rate of GDP are negatively related to ratio of risky assets to total assets.

Keywords:

Mortgage loans, Bank risk-taking, Panel data model

136. 我國財產保險公司償付能力預警模型研究

熊逸柳
商學院-工商管理碩士

指導老師姓名:

伍向豪副教授

畢業年度:

2014

學位類別:

工商管理碩士

論文摘要:

保險公司作為我國金融業的“四大支柱”之一，其經營穩定性對國民經濟穩定發展具有重要影響。近年來，償付能力監管一直是保險監管的核心。隨著保險行業的不斷創新與發展，保險公司所面臨的風險也更加複雜多樣，償付能力不足狀況時有發生。例如在 2009 年，一家財產保險公司因連年虧損導致償付能力不足而被保監會監管。因此構建一個有效的償付能力預警模型，對控制償付能力風險和完善我國償付能力監管體系具有重要意義。

本文搜集了 2009-2012 年 24 家中資財產保險公司的財務數據，在國內外償付能力預警研究的基礎上，對影響償付能力的因素進行了定性分析，並結合我國償付能力監管指標選取了 10 個預警指標。通過 Eviews 採用固定效應模型進行面板數據分析，發現其中 4 個指標對償付能力充足率有顯著的正向影響。之後，將財產保險公司按照償付能力充足率是否達到 100%分為兩類，運用 R 軟件中的 Rattle 包進行決策樹和隨機森林的預警模型構建，都顯示出了很好的預測效果，但隨機森林模型的泛化能力更強。繼而，依據現實情況將保險公司分三類監管的要求，本文又構建了三分類隨機森林模型，對測試數據的預測準確率達 93.75%。在實際應用方面，決策樹和隨機森林模型各有優勢，因此如果結合使用所獲取的預警信息會更為全面。此外，從決策樹和隨機森林分類依據的指標和固定效應模型得出的顯著性影響因素來看，財產保險公司應重點關注其自身資本金、再保險、流動資產、以及業務發展規模幾方面。最後，根據實證結果本文提出了有助於加強我國財產保險公司償付能力及預警的建議。

關鍵詞:

財產保險公司、償付能力預警、決策樹、隨機森林、固定效應模型

136. The Study of Insolvency Prediction Models for Chinese Property Insurance Companies

Xiong Yi Liu
School of Business,
Master of Business Administration

Name of the Supervisor:

Associate Professor Wu Shiang Hau

Graduated Year:

2014

Type of Degree:

Master of Business Administration

Abstract:

As one of the "four pillars" in Chinese financial industry, insurance companies have essential influence on the stable development of national economy. In recent years, the supervision of solvency has been the nucleus of insurance industry regulation. With the innovation and growth of insurance industry, its external risk becomes a more challenging problem, so that insolvency issue occurs. In 2009, a property insurance company was supervised by the China Insurance Regulatory Commission for its insolvency caused by successive loss. Therefore, in order to control insolvency and improve Chinese solvency regulation system, an effective prediction model is required.

In this paper, financial data of 24 Chinese property insurance companies were collected from the year 2009 to 2012. Based on the past study of insolvency prediction, factors that had impact on insolvency were analyzed qualitatively, then 10 relative variables were selected with the consideration of the solvency regulatory indices. By using Eviews, the result of Fixed Effect Model showed 4 variables had significant positive effect on solvency. After that, property insurance companies were divided into two categories depending on whether its solvency ratio reached 100%. Here, Rattle package in R were applied to build Decision Trees and Random Forests Model, which all showed very good prediction results, but the generalization ability of Random Forests was better. Then, referring to the actual regulatory requirement, property insurance companies were grouped into three classes to construct a Random Forest Model, the accuracy of prediction of this model is 93.75%. Decision Trees and Random Forests Model had different advantages in practical application, thus more prediction information would be got by using both of them. In addition, combing the classification variables of Decision Trees and Random Forests Model with the significant variables of Fixed Effect Model, property insurance companies were suggested to pay more attention on its own capital, reinsurance, liquidity and scale of business development. At last, according to the empirical results presented in this paper, several advices were given to improve the solvency of property insurance companies and insolvency prediction.

Keywords:

Property insurance company, Insolvency prediction, Decision Trees, Random Forests, Fixed Effect Model

地址 Address：澳門氹仔偉龍馬路
Avenida Wai Long, Taipa, Macau
電話 Tel ：(853) 2888 1122
傳真 Fax：(853) 2888 0022
網址 Website：http://www.must.edu.mo
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