

★個人著作

A. 期刊論文

1. 劉揚翊、莊旻潔、張國雄(2019)，「資訊品質對 LINE 企業官方帳號態度的影響與動機之調節效果」，東海管理評論，第 21 卷，第 1 期，頁 111-156。
2. 張國雄、謝宜貞、莊旻潔 (2019)，「影響 Instagram 社群網站持續使用意圖之因素：整合科技接受模式及社會資本理論」，東海管理評論，第 21 卷，第 1 期，頁 71-110。
3. Jang, Yu-Teng Jacky, Kevin Lai, **Min-Chieh Chuang**, Poh-Chuin Teo(2019), A Preliminary Study on Micro-Entrepreneurship for Using Social Network Sites in Marketing: Facebook Case, *Information*, 22(3), 191-198.
4. 林灼榮、陳鶴文、林師模、莊旻潔 (2019)，「PM2.5 監測模型之建構與減量模擬：以台中市監測站為例」，生物產業科技管理叢刊，第 7 卷，頁 1-25。
5. Chiou, Jyh-Shen, Lei-Yu Wu and **Min-Chieh Chuang**(2010), "Antecedents of Retailers' Loyalty: Simultaneously Investigate Channel Push and Consumer Pull Effects," *Journal of Business Research*, 63, pp.431-438.(SSCI)
6. Chiou, Jyh-Shen, Chien-Yi Huang and **Min-Chieh Chuang**(2005), "Antecedents of Taiwanese Adolescents' Purchase Intention toward the Merchandise of A Celebrity: The Moderating Effect of Celebrity Adoration," *Journal of Social Psychology*, 145 (3), pp.317-332.(SSCI)

B. 學位論文

1. 莊旻潔 (2010)，消費者專屬資產量表之發展與應用，國立政治大學國際經營與貿易學系博士論文。
2. 莊旻潔 (2002)，群體規範、認知、認同對產品態度與忠誠度的影響 - 以青少年之偶像崇拜行為為例，國立政治大學國際貿易學系碩士論文。

C. 研討會論文

1. Chen, Chen-Yueh, Wen-Ing Chen, **Min-Chieh Chuang**(2019), "The effect of different Communication Interventions on attitude toward athletic sport policies in Taiwan," Asia-Singapore Conference on Sport Science 2019, Singapore.
2. Chen, Chen-Yueh, Wen-Ing Chen, **Min-Chieh Chuang**(2019), An Analysis on the Relationship among Psychic Income, Intention to Purchase Licensed Merchandise, Intention to Attend Games and Life Satisfaction: A Case Study of 2017 Taipei Universiade, Asia-Singapore Conference on Sport Science 2019, Singapore.
3. Jang, Yu-Teng Jacky, Kevin Lai, Poh-Chuin Teo, **Min-Chieh Chuang**(2018), "A Preliminary Study on Micro-Entrepreneurship for Using Social Network Sites in Marketing: Facebook Case," Ninth International Conference on Information, Tokyo, Japan.
4. 林灼榮、陳鶴文、林師模、莊旻潔(2017)，「PM2.5 監測模型之建構與減量模擬：以台中市忠明監測站為例」。臺灣公共行政與公共事務系所聯合會年會暨國際學術研討會-公共行政的創新與改革，台灣高雄。
5. Chuang, Min-Chieh (2016), Antecedents of Consumers' Loyalty toward the Retailers: The Role of Asset Specificity, 2016 Asia -Pacific Conference on Business & Social Sciences, Kowloon, Hong Kong.
6. 林灼榮、林師模、莊旻潔(2016)，「台中市永續都會治理之綜效評估」。能源科技發展與綠色成長之產業轉型國際研討會暨 2016 台灣環境與資源經濟學會年會，台灣台北。
7. Chiou, Jyh-Shen Chung-Chi Shen, and **Min-Chieh Chuang** (2006), "The Antecedents of Online Financial Service Adoption: The Impact of Physical Banking on Internet Banking," The 2006 AMS Cultural Perspectives in Marketing Conference.

8. Chiou, Jyh-Shen, Chein-Yi Huang, and **Min-Chieh Chuang** (2003), "Antecedents of Adolescents' Loyalty toward the Merchandise of A Celebrity: Differences Between the Celebrity Worship and Non-Worship Groups," the 11th Biennial World Marketing Congress, H. Spotts and H. L. Meadow (eds.), Perth, Australia, FL: Academy of Marketing Science.