

投稿規則及訂閱說明

投稿規則

1. 一切與經營管理議題有關之學術論文成果，但未曾刊登於其他學術期刊者，均為本學報刊登之對象。已投稿其它期刊且正在審查中之文稿，或已發表之論文不得投稿本刊。
2. 投稿著作所有列名作者皆同意在投稿文章被刊登於管理學報後，其著作財產權即讓與給社團法人中華民國管理科學學會，但作者仍保有著作人格權，並保有本著作未來自行集結出版、教學等個人非營利使用之權利。
3. 被本期刊刊載之著作所有列名作者皆須同意在文章被刊登於管理學報後，其著作財產權即授權給社團法人中華民國管理科學學會及本會同意合作之單位等進行數位化、重製等加值流程，並存於資料庫，透過單機、網際網路、無線網路等公開傳輸方式，提供使用者檢索、瀏覽、下載、傳輸、列印等產品或服務。
4. 接受以中文或英文方式投稿，內容皆須附 **350 字以內中文摘要及 200 字英文摘要**（摘要須說明研究問題及其重要性、研究方法及研究結果等）及**至多 5 個關鍵字 (Key Words)**。投稿論文之中（英）文稿必須由左而右橫式打字，字級為 12pt，行距為單行間距。表格 (Table)及圖片 (Figure) 標題第一字母均以大寫打字；表格標題置於表格上方，圖檔標題置於圖檔下方。中文稿中之英文詞及括弧內之英文對照，除專有名詞外一律小寫。詳細規定內容請參閱本刊格式說明。
5. 稿件應按下列順序撰寫：中英文標題、中英文摘要、中英文關鍵詞、本文、參考文獻及附錄。
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7. 英文文章內容（如：摘要、本文等），請經專業人士進行編修潤飾，以利審查人及讀者閱讀。
8. 論文排版後之校對，由作者負責。稿件校對應自收件日起一星期內送回編輯室。本刊對於格式排版有修改權利，已保持一定編輯水準。
9. 參考文獻須以本文中引用者才得以列出。請將中文文獻列於前，英文文獻列於後；中文按姓名筆劃，英文按字母次序排列。其他未列規定，則以美國發行之期刊 — *Academy of Management Journal* 為準。
10. 中文投稿之作者待收悉「條件式接受函」後，須依本刊規定之格式將中文文獻逐一進行羅馬化英譯，並繳交 **1200~1500 字之英文長摘 (English Summary)**。並針對英文文章部分（英文摘要及英文長摘），需請專業人士加以潤飾，並提交**潤稿證明**。若未附專業人士潤稿證明之作者，則需經本刊核定其英文文章品質，待核定通過後才始予發給正式接受函。
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2014.09 修訂

2017.09 修訂

2019.07 修訂

一、內文與章節

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

(一) 中文稿

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

大段落之標題置於每行正中央，例如：

緒論（18 級華康細圓體加粗體）

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管理外匯風險暴露（14 級華康細圓體加粗體）

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(二) 英文稿

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

(Level one heading)

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

(Level two heading)

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

(Level three heading)

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

(Level four heading)

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

二、圖表

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

三、註釋

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

(一) 中文稿

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

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

(二) 英文稿

A number of reasons for the imposition of trade barrier have been advocated by protectionists².

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

四、引用

內文引用應依中、英文稿之不同，遵循不同的格式要求。

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

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

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

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

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

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

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

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

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

【例】第一次引用：（鄭晉昌、劉曉雯、林俊宏與陳春希，2006）。
後續引用：（鄭晉昌等人，2006）。

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

五、文獻

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

中文文獻須附有對照英文翻譯在其後方（撰寫方式請參閱下述說明）。

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

➤ 書 籍

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

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

➤ 編輯書中之章節

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

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

➤ 碩博士論文

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

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

➤ 討論稿（Working Paper, Manuscript）

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

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

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

➤ 研討會

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

➤ 期 刊

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

➤ 英文中譯書

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

➤ 報 告

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

➤ 網路資料

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

➤ 報紙

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

➤ 中文參考文獻羅馬英譯

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

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

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For periodicals

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管理學報

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