

出國報告（出國類別：會議）

參加 2008 夏威夷商業國際學術研討會  
出國報告書

服務機關：國立臺灣體育大學(臺中)

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# 2008 夏威夷商業國際學術研討會 出國報告書

## 摘要

本次夏威夷商業國際學術研討會於檀香山的 Waikiki Beach Marriott Resort & Spa 飯店舉行，有來自世界各國的學者參與會學者，包括美國加拿大、沙烏地阿拉伯、日本、香港、泰國、馬來西亞等國家，經過本次研討會之參與，本人獲取國際的最新資訊、充實了自己研究領域的新知，同時對管理領域的研究有更深的體會，有助於個人研究生涯的規劃與發展，此外，透過不同學者對相關研究的發表也使自己對未來相關領域研究的趨勢有更進一步的掌握。

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## 壹、參加會議目的:

一年一度的夏威夷商業國際學術研討會（Hawaii International Conference on Business）2008 年於檀香山的 Waikiki Beach Marriott Resort & Spa 飯店舉行，本次會議共五天（5 月 21-25 日），除了美國學者外，也有許多世界各國的學者與會，包括加拿大、沙烏地阿拉伯、日本、香港、泰國、馬來西亞等國家。本人參與此次研討會主要目的是進行論文發表(The Study on the Relationship between Characteristics of Companies and Self-management of Employees in Taiwanese Health Clubs；The study of shoe manufacturing industry-Taking Pou Chen group as an example)，透過論文發表獲得先進之建議，並學習研究上的相關新知，以助未來研究品質之改善與提升，其次，也希望於會議中尋找相同領域研究的學者交流，並進一步商討未來學術研究合作之可能性。

## 貳、研討會地點

研討會地點係位於夏威夷檀香山，亦為美國夏威夷州的首府，其位於北太平洋夏威夷群島中瓦胡島的東南角，延伸于濱河平原上。市區面積 217 平方千米，人口約 37 萬。都市區包括瓦胡島各縣，面積 1544 平方千米，人口約 85 萬，約占全州人口的 4/5。氣候溫和，年均溫 24°C，年變化很小，氣候溫和宜人。常年盛吹東北風，年降水量 600 多毫米，山地達 2000 毫米以上。四季草木蒼翠，空氣清新，風景幽美。旅遊業為城市經濟的支柱。年接待遊客 300-400 萬人，旅遊收入居各項產業之首。城市整潔美觀，旅遊設施齊全，著名的懷基基海灘是水上運動的勝地，華人街區公園中立有孫中山先生銅像。夏威夷王國時代的約拉尼宮是美國唯一的王宮，有夏威夷大學以及波利尼西亞文化中心、東西方技術和文化交流中心、畢孝普博物館等重要文化設施。



庫克船長紀念碑



約拉尼宮

## 參、會議行程

本次會議極具規模，每天每個時段都有多個場次同時進行論文發表，包括 paper session、workshop、panel session 及 poster sessions，會議內容豐富，包括會計、農經、商業法、商業教育、經濟、金融、餐旅管理、人力資源管理、行銷、資訊系統、組織溝通、社會學、組織溝通、運輸、觀光旅遊等商業相關主題，本次會議行程如下表。

表一 出席會議行程表

天數	日期	行程
一	5月20日(星期二)	搭機前往美國夏威夷
二	5月21日(星期三)	抵達夏威夷檀香山、報到
三	5月22日(星期四)	論文發表
四	5月23日(星期五)	參與會議
五	5月24日(星期六)	論文發表
六	5月25日(星期日)	參與會議
七	5月26日(星期一)	搭機返國
八	5月27日(星期二)	抵達台北

## 肆、會議心得

### 一、對教師而言

1. 與會過程中，才發現有不少台灣學者分別代表了各大專院校來參與此國際研討會，會場中，大家互相介紹並交換名片、交流研究心得，相信有助於回台後策劃跨校合作研究計畫。
2. 根據個人對研究領域的興趣，選擇了相關題目之場次，獲取國際的最新資訊，充實了自己領域的新知。
3. 由於主辦單位對流程的精心策劃與安排，使本人對於籌辦國際學術研討會的專業與經驗上有不同的體認，此外，會中不同學者對相關研究的發表也使自己對未來相關領域研究的趨勢有更進一步的掌握，相信這次的學習之旅，必可提升個人之專業知能。

4. 雖然會議是在夏威夷舉行，但卻可以見到世界各地前來的學者熱且參與，並在與其言談之中，對於研究的方法和產業訊息交換了與多寶貴的經驗，並且也學習到了國際知名學者對於研究態度執著與嚴謹，對於本人未來研究的發展與思維有相當大的助益。

## 二、對學生而言

### 心得一

此次對於夏威夷之行感到非常的幸運，可以接受計學校計畫的補助，以英文發表自己的文章，既緊張又期待，行前重複修改本研究海報，並一再準備英文講稿，希望能順利發表，同時藉機將國立臺灣體育大學運動管理學系研究所行銷出去…。在夏威夷研討會這幾天，每天早上餐會時間便與同學討論接下來口頭場次要聽哪個議題，並準備好問題與台上講者互動，每每與講者提問時，講著問道來自哪個國家，便很驕傲的說出：台灣。在參與其它講者口頭發表期間，對於國外目前運動發展的方向以及社區運動近況獲益良多。至於輪到自己海報發表的時候，因本人海報題目為臺灣企業間附屬之員工運動中心之研究，發表期間便有許多國外人士感興趣，皆紛紛提出問題與疑問與我交流和溝通，更甚者，互留名片，希望能獲得更多的台灣運動管理資訊與現況，達到此次研討會之最好的目的---國際交流。

對於此次夏威夷研討會之行甚感榮幸，有幸賴於學術交流是本校相當重視的工作要點之一，而國際化更是本校發展注重的一環，藉由各種形式的交流活動來推動校際之間的互訪，已達到教學經驗揣摩及教育理念溝通的目的，也相當感謝老師此次的大力鼓舞，鼓勵本班參與國外研討會交流，並規定在課堂上報告此行國外參與中最有心得之文章，讓沒有辦法前往的同學也可以從中獲益，更可以當作是監督我們是否保持著上課的心態去吸取國外的經驗，透過面對面討論的方式，吸取他人經驗、彼此學習，並拓展學生之國際視野。

### 心得二

在一段不算短的飛行後，我們來到了夏威夷，準備參加隔天開始的 2008 夏威夷商業研討會。進入研究所以後的第一次國際研討會，真的會讓人十分緊張，短暫的休息後，自然就要開始準備研討會的相關報告了。這次我所投稿的是一篇關於在台灣所發行的籃球雜誌其產值的相關研究海報，而我的海報發表於第三天登場。因此，我們幾個研究生也在老師的建議下，選擇跟自己的論文相關或是有興趣的口頭發表來參加。第一次參加正式的研討會，看著來自各國的研究生或是教授們是如何清楚

明白的對與會者將自己的研究以及對他人研究中的不明白處提出疑問，我深深的感受到了，身為一個研究生，除了最基本的英文能力要夠之外，還必須不會害羞與各國的與會者溝通的勇氣。在這幾天所參加的發表中，我發現來自台灣的研究生，往往比較不善於向發表者提問，縱使真的有較大的疑問，大多也是在發表完畢後，私下向發表者提出自己的問題；反觀國外的研究生，卻大多會在發表者詢問時，即提出自己的疑問，這點我認為我們可以多多向國外的研究生學習。另外的重頭戲，就是我們自己的發表了。這次研討會中，我們所裡的學生都是海報發表，所以發表時，我們都必須站在自己的海報前，以便在有人對自己的研究有疑問時，能在第一時間向對方提出解答。而海報發表時，我們也才發現，雖然海報張貼時間約為半小時至一小時不等；但有許多國外的研究生，來張貼完海報後便逕行離開，就算對其研究有疑問，也只能以現場留下來的名片，對其進行連絡。在這點上，台灣的研究生做的就不錯，大多會在自己的海報前做介紹，不會提早離開。這些不同的作法，也許只是國內外研究生不同的習慣，不過這次參加了這個研討會，也讓我認識了來自各國的研究生，有時候雖然可能英文表達不夠完整，但是再加上肢體語言後，也差不多能表達大概的意義了，所以在後面幾天的研討會，我們也都能自然的和國外的研究生溝通了，這點也是我覺得這個研討會帶給我最大的收穫之一。

### 心得三

行前不斷的修改文章，使發表之文章能夠盡善盡美，除了希望讓國外人士更了解研究之主題—台灣俱樂部之發展，也代表了整個學校的名譽，整個國立臺灣體育大學運動管理學系之名譽。

在研討會的四天活動中，首要的任務是自己的海報發表，雖然在事前已經做好萬全準備，但在有其他學者前來詢問問題與提出建議時，還是感到些許的緊張，但是在幾分鐘過後，已能較從容的面對來自不同地區的學者所提出之建議與問題，也能與他們互相交流意見與溝通，其餘之海報發表時間，學生們也都會前往會場，與不同領域與不同地區之學者交流。此外，每天早上還有專題演講、下午時段也有口頭發表，學生們也都會針對自己興趣之領域前往聆聽。從口頭發表場次可發現，國外的研討會與國內之研討會有些許的差異性，在國外，發表後與作者之討論情況非常熱烈，無論問題為何，發表者都很樂意的回答，但在國內，作者口頭發表完經常是鴉雀無聲，交流互動的情況比較少見，這點台灣學生應多加加強。

回國後，我們也利用課堂上的時間分享夏威夷研討會的文章，讓有事不克前往

參與研討會的同學們也能獲得收穫，透過我們的分享與討論，讓大家更學習到不同領域不同地區的經驗。這次的研討會經驗，讓我們獲益良多，不僅僅是學術上的吸收與交流，更增廣了我們的見聞，瞭解到自身的不足之處，讓我們對於未來的研究也擁有了另外一種見解。



和國外學者互動、交流情況一



和國外學者互動、交流情況二

## 伍、建議事項

- 1、希望學校能繼續編列相關預算補助教師參與國際學術研討會，因為透過研討會之參與教師可了解國際上同領域之研究趨勢，並帶給教師研究上之靈感。
- 2、學校可多舉辦類似此大型國際研討會，除了可增加學校在國際間的能見度，又可邀請國際級的專家學者蒞校指導，帶動教師的研究風氣，提升各領域之團隊研究能力，並提供學生更多參與機會，一舉多得!
- 3、參加國際研討會對於提升本校的研究能力有相當正面的影響。然而，個人發現校內師生對於各領域國際性研討會的訊息取得並不方便。因此，建議應建立一完善的網絡平台，刊登相關領域未來一年內國際間舉行之研討會訊息，以利師生參考。



## 附錄一

### 報到處及論文發表現場



鄭桂玫老師與王慶堂老師報到處合影



研討會會場入口



廖珮吟同學論文發表



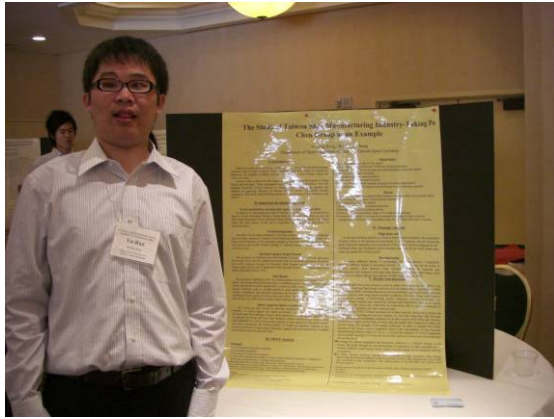
吳靜儒同學論文發表



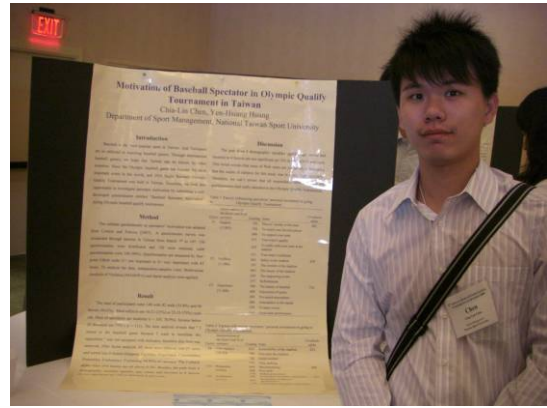
徐瑜同學論文發表



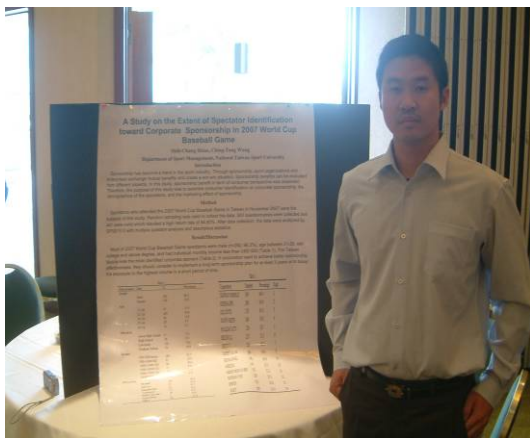
羅可強同學論文發表



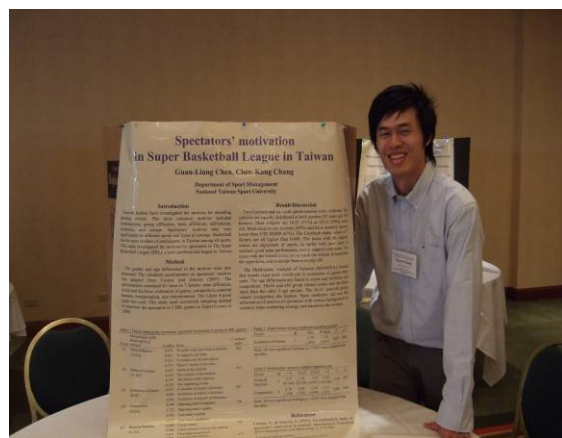
洪郁然同學論文發表



陳甲霖同學論文發表



蕭世中同學論文發表



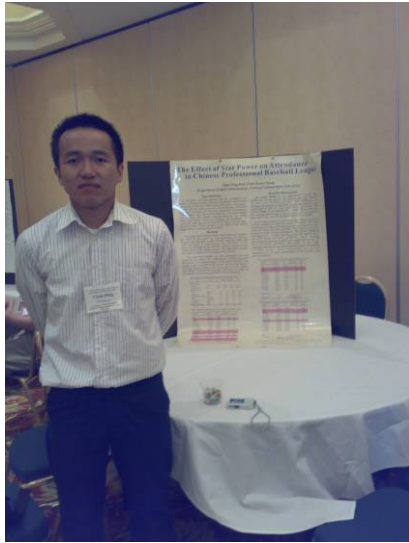
陳冠良同學論文發表



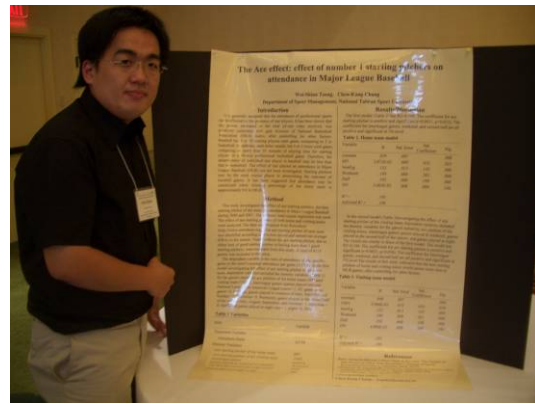
謝依倩同學論文發表



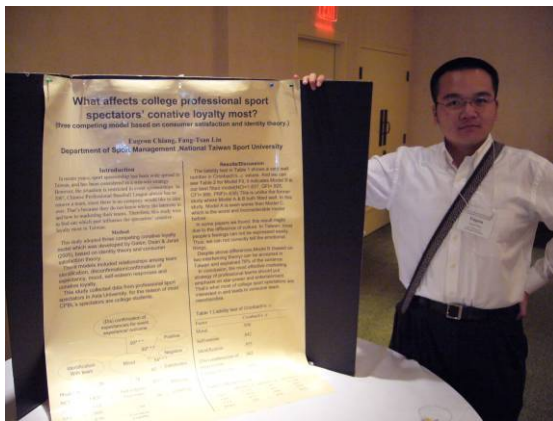
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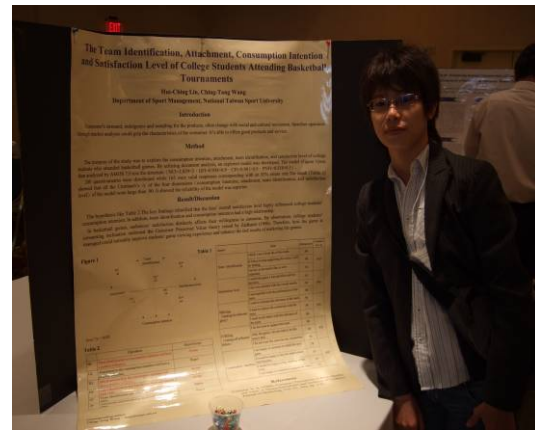
郭振平同學論文發表



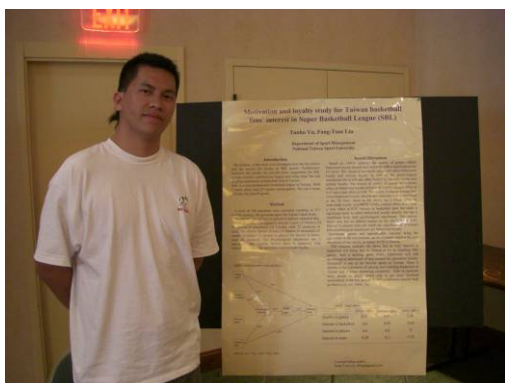
曾韋翔同學論文發表



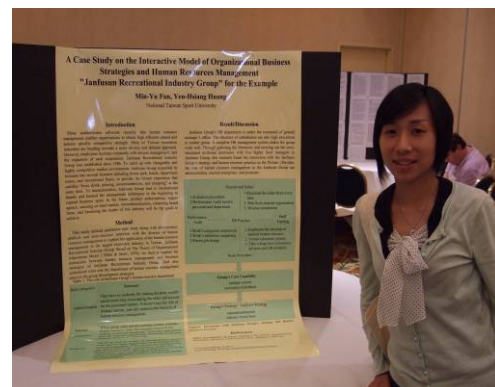
江鈺正同學論文發表



林慧菁同學論文發表



余敦和同學論文發表



范敏郁同學論文發表

附錄二  
論文發表摘要

# **Impulse purchases of licensed merchandise – the case of Super Basketball League in Taiwan**

Pei-Yin Liao , Chen-Kang Chang

Department of Sport Management, National Taiwan College of Physical Education

## **Abstract**

It has been shown that impulse purchase is a common behavior among consumers. Up to 90% of all consumers have reported to make impulse purchases. Impulse purchase of sport-related licensed merchandise is also a common phenomenon but received little attention in the literature. This study investigated the relationship among impulsivity, economic ability, psychological attachment, and impulsive purchase of team licensed merchandise in fans of Super Basketball League (SBL), a semi-professional league in Taiwan. The questionnaire used in this study was adopted from Kwon and Armstrong (2006), containing 45 items in basic characteristics, impulsivity, economic ability, psychological attachment, and impulsive purchase behavior in team licensed merchandise, and satisfaction after purchase. The Likert 5-point scale was used. This study used convenient sampling method to interview students aged 15 years or older in the attendance during 2 SBL games in Kaohsiung. One hundred and forty-four valid questionnaires were collected. Teenagers and students are the major attendants of SBL games. The data was analyzed using AMOS 7.0. The four-factor model containing impulsivity, economic ability, psychological attachment, and satisfaction after purchase fit the data reasonable well (RMSEA=.065; NFI=.823, CFI=.94, PNFI=.708,  $\chi^2/df=1.6$ ). The proposed model suggested that impulsivity and economic ability significantly affect impulsive purchase of licensed sport merchandise and indirectly affect satisfaction after purchase. Psychological attachment has significant effect on satisfaction after purchase but no effect on impulsive purchase. This study indicated that the impulsive purchase behavior of team licensed merchandise in these young fans of SBL is mostly determined by their impulsivity and economic ability. The loyalty and identification to the teams may not play an important role in impulsive purchase in this population. The sport marketers may use this information to create more effective marketing program targeting the young students.

# **A Study of upon the Business Strategy of Taiwan's Chain Fitness Clubs**

Ching-Ju Wu Fang-Tsan Lin

Taiwan Sport Univerity

## **Abstract**

Since the weekly two-days-off policy has been carried out in Taiwan, the leisure time of citizens has increased. Labors in Taiwan have 110-day vacation due to the Labor Standards Act has cut down the basic working hours. Moreover, the Executive Yuan has also actively promoted the concept of national recreational sports. Oncoming sports and leisure activities have boomed Taiwan leisure industry. In the 1990s, Taiwan fitness club showed up sequentially because of the national health awareness and market demand. Taiwan only has 26 fitness clubs in 1996. In 2005, the number of fitness club increased to 220. The output value of Taiwan fitness club industry reached 100 million dollars. The booming trend provides multiple choices of leisure and fitness for people in Taiwan. In recent years, however, fitness clubs face tremendous crisis. Youth Camp went out of business without warning first and then Alexander Health Club, the biggest health club in Taiwan, announced closure in December 2007 due to the financial problems. The incidents have a great impact on Taiwan's fitness club industry. This article takes fitness clubs in middle area of Taiwan as case study to explore the relationship between business strategies and operating performance in health clubs. The findings may provide the fitness clubs with useful information for establishing business strategies in the future. The study takes case study and collects first hand data through depth interviews with clubs managers. The result showed that Taiwan fitness club's competition strategies are mainly focused on the Focus strategy. The similar business strategy led to duplication of investment and fitness clubs have to face highly competitive in the Red-Ocean strategy. Therefore, Taiwan's fitness clubs must establish a completed Blue-Ocean management strategy model depend on the attribute of their own business scale, competitiveness, market positioning, consumer demand to predominate in the fitness club market.

Key Word: Leisure industry, Business strategy, Fitness club

# The Development of Sport Center Outsourcing Strategy Model for Science Parks in Taiwan

Hsu, Yu & Huang, Yen-Hsiang

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Department of Sport Management

## **Abstract**

Science parks, employing around two hundred thousand employees, in Taiwan have performed a successful role in developing economics. Currently, there are 3 science parks located in the north, central and south part of Taiwan. In order to increase productivity, organizations become more aware of employees' welfare and health.

To effectively assure the welfare and health of employees, some organizations such as United Microelectronics Corporation (UMC), Taiwan Semiconductor Manufacturing Company (TSMC) have built sport center to satisfy employees' needs in leisure. Accordingly, sport center in science parks has grown rapidly under a circumstance that needs professional operation. So far, according to a brief interview with employees, the service provided by sport centers seems not to meet the expectation of employees especially in the aspects of membership behaviors, service quality, and marketing strategies. Therefore, outsourcing sport centers happen to be a good way to solve pre-mentioned problems. Yet, the lack of outsourcing literature stumbles organizations on the establishment of outsourcing strategy. In order to establish a profound outsourcing model for entrepreneurs and academics, this study attempts to explore the outsourcing strategies between corporations in science parks and their outsourcing companies.

As an exploratory and qualitative research, this study will administrate depth interview to collect data regarding intention to outsourcing from corporations, and data regarding club management strategies from outsourcing companies. With the combination and comparison of collected data as well as referring to the related literature or cases, the results of this study will present a suitable model of outsourcing strategy which is beneficial to corporations and outsourcing companies. Hopefully, this study is able to generate any effort for academic in future research.

Key word: outsourcing, sport center, Science Park

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# **Analysis the business in publish National Basketball Association magazine in Taiwan**

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## **Abstract**

Leisure and sporting culture has been prevalently increased in recent years; such as basketball has becoming the mainstream in Taiwan teenagers' favor sport. And for the impact of Taiwan's basketball the most is the National Basketball Association (NBA), as well as Taiwan's Super Basketball League (SBL), most of all, teenagers was so addicted to NBA. In Taiwan, in addition to television broadcasting, newspapers and magazines are also the main source of information platform for fans. Magazine, as a type of print media, which has more instant in contrast with books, compared with newspapers, magazines can offer more deeply reports, so it has become the main source of information for basketball fans.

At present, Taiwan published four kinds of basketball magazines: XXL magazine (National Basketball Association magazine), SLAM, HOOP Taiwan (National Basketball Association magazine), and Dunk. They're all transferred from the original edition into Chinese version, so the inclusion including the introduction of NBA, combined with interpolation Taiwan local Super Basketball League (SBL), and High School Basketball League (HBL). The purpose of this study was to analysis the business in publishing National Basketball Association magazine in Taiwan. We took four magazines (XXL, SLAM, HOOP, and Dunk) for sample to discuss each of them output value and the main source of income and proportion.

We used in-depth interviews with expert opinions survey as method to collect primary data. And the results found that revenue in Taiwan magazines can be separated in magazine sales and advertising revenue two major parts and magazine advertising revenue is the main industry source. At the same time, the findings also showed there is no statistical correlation between the quantities bought by advertisers and the magazine advertising sales.

**Key Word: Sport magazine, National Basketball Association, Super Basketball League.**

## **The Study of Taiwan Shoe Manufacturing Industry - Taking Pou Chen Group as an Example**

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### **Abstract**

Shoes are goods for people living. As the population rise worldwide and developing countries improve their economic status, people increase their ability of consuming. Moreover, the demand of athletic footwear increases due to the Olympic Games for every four years. Taiwan's shoes makers were the biggest export in the world-wide because of cheap labors and low wage. These advantages, however, no more exist nowadays. Over the decades, Pou Chen Group continues to strengthen its manufacturing capacity and enhance its operating efficiency to become the best partner with global branded companies. This study takes Pou Chen Group as a case to analyze their strategies with SWOT. The result shows that Pou Chen Group could turn to be an original design manufacture (ODM) from a simply OEM, vertically integrate its footwear business and expand production bases in some countries with cheap labors and land. In addition, Pou Chen Group could continue the expansion strategy of diversifying product categories, increase investments into footwear-related business, and proactively develop retail distribution channels in Greater China. Pou Chen Group also could keep on cooperating with its branded companies to provide full-line products and value-added services.

Keywords: Pou Chen Group, Shoe manufacturing industry.

# **Motivation of Baseball Spectator in Olympic Qualify Tournament in Taiwan**

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The Olympic baseball game has become the most important event in the world, and would be the last game held by Olympic organizing committee after 2008 Beijing Olympic Games. Taiwan did not win the 2007 Asian Baseball Championship; therefore, to acquire the qualification for 2008 Beijing Olympic Games in Olympic qualifying tournament will be so important. Accordingly, people, who love baseball, will pay a considerable attention to this event held in Taiwan from March 7th to 14th. Because of its popularity, numerous baseball fans will take parts in this event either personally attending the games or spectating through TV. In this study, we investigate spectator motivation by submitting a self-developed questionnaire entitled "Baseball Spectator Motivation" during Olympic baseball qualify tournament. The convenient sampling method was managed to collect data. To analyze the data, independent-samples t-test, Multivariate Analysis of Variance (MANOVA) and factor analysis were applied. The findings of study, hopefully, will be beneficial to sport marketers and event organizers.

Key word: motivation, spectator, baseball, Olympic games,

# A Study on the Extent of Spectator Identification toward Corporate Sponsorship in 2007 World Cup Baseball Game

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## Abstract

Sponsorship has become a trend in the sport industry. Through sponsorship, sport organizations and enterprises exchange mutual benefits and create a win-win situation.

Sponsorship benefits can be evaluated from different aspects. In this study, sponsorship benefit in term of consumer perspective was assessed. Therefore, the purpose of this study was to examine consumer identification on corporate sponsorship, the demographics of the spectators, and the marketing effect of sponsorship.

Spectators who attended the 2007 World Cup Baseball Game in Taiwan in November 2007 were the subjects of this study. Random sampling was used to collect the data. 520 questionnaires were collected and 441 were valid which resulted a high return rate of 84.80%. After data collection, the data were analyzed by SPSS10.0 with multiple question analysis and descriptive statistics.

The results of the study were in the following:

1. Most of 2007 World Cup Baseball Game spectators were male (n=292, 66.2%), age between 21-28, with college and above degree, and had individual monthly income less than USD 500. This results was similar with previous the 2006 Continental Baseball Cup study.
2. The Taiwan Mobile was the most identified corporate sponsor.
3. For the ranking of sponsor identification effectiveness based on number and percentage, the top six most identified corporations were: Taiwan Mobile(n=306, 69.4%), Herbalife(n=286, 94.9%), Gillette(n=278, 63.0%), Taiwan Beer(n=264, 59.9%), Holiday KTV(n=259, 58.7%), Red Bull(n=227, 51.5%), the rest of corporate sponsors did not reach 50% on the customer identification.
4. Taiwan Mobile, Herbalife, Gillette, Taiwan Beer, Holiday KTV and Red Bull successfully increase the effectiveness of brand identification by utilizing the on-site booth service, give-aways and providing proper ballpark caution signs.
5. If corporation want to achieve better sponsorship effectiveness, they should consider to implement a long-term sponsorship plan for at least 3 years or to boost the exposure to the highest volume in a short period of time.

**Keywords:** *World Cup Baseball Game, identification, sport sponsorship*

## **Spectators' motivation in Super Basketball League in Taiwan**

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Several studies have investigated the motives for attending sporting events. The most common motives included entertainment, group affiliation, team affiliation, self-esteem, aesthetics, and escape. Spectators' motives may vary significantly in different sports and types of settings. Basketball has the most number of participants in Taiwan among all sports. This study investigated the motives for spectators in The Super Basketball League (SBL), a semi-professional league in Taiwan. The gender and age differences in the motives were also examined. The validated questionnaire on spectators' motives was adopted from Correia and Esteves (2007). The questionnaire contained 43 items in 7 factors: team affiliation, extras and facilities, evaluation of games, competition, material reasons, transportation, and entertainment. The Likert 4-point scale was used. This study used convenient sampling method to interview the spectators in 3 SBL games in Taipei County in 2008. Two hundred and six valid questionnaires were collected. The subjects are equally distributed in both genders (97 male and 109 female). Most subjects are 16-21 (51%) or 22-35 (39%) years old. Most subjects are students (69%) and have monthly income lower than NT\$ 20,000 (67%). The Cronbach alpha values of 7 factors are all higher than 0.600. The items with the highest scores are enjoyment of sports, to suffer with your team at stadium, good team performance, and to support your team. The items with the lowest scores are to insult the referee, to humiliate the opposition, and to escape from everyday life. The Multivariate Analysis of Variance (MANOVA) reveals that female react more sensitively to evaluation of games than male. The age differences are found in extras and facilities and competition. The  $\geq 36$  year-old group valued extras and facilities more than the other 3 age groups. The 16-21 year-old group valued competition the highest. Sport marketers can use the information of motives of spectators with various background to establish better marketing strategy and maximize the revenue.

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## **Factors Affecting Baseball Team Club Members' Satisfaction: Case study on Uni-President Lions.**

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Professional baseball is the longest professional sport in Taiwan history; hence many researches have been focused on fan's participation behavior and satisfaction. There're many factors influence member satisfaction, such as team performance, economic elements, sport interests, pleasure for the show, and club image, etc. This study uses the model constructed by Beccarini and Ferrand (2006) to analyze and discuss the satisfaction of Uni-Lion's club members. Our sample question presented using a five-point likert item, with 29 questions in 3 factors: motives for attending, motives for buying membership and club image. And 7 dimensions: good financial deal, team performance, sporting interest, pleasure for the show, to go out in order to express oneself, efficient management and a major club. We collected data samples in 2007 using convenient sampling method. With male (55.3%) and female (44.7%), most of the sample's age lies in 23-30 (43.5%); and students take the biggest part of memberships (57.1%); and most of their monthly income is under NT\$ 10,000 (54.7%). All factors cronbach's alpha has passed 0.600, and all model fits are suitable. (NCI=1.633, GFI=.964, CFI=.988, PNFI=.555) In this study we found that "good financial deal", "team performance", "sporting interest" influence member satisfaction directly and sporting interest plays the most important part. "Pleasure for the show", "to go out in order to express oneself", and "efficient management" has an indirect effect to member satisfaction. We suggest decision makers could use the outcome to manage the marketing strategy between price and baseball fans.

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# **A Study on Spectator Motivation, Team Identification and Purchase Intention of College Students Watching NBA**

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## **Abstract**

The purpose of this study was to explore spectator motivation, team identification, and purchase intention of college students who watch National Basketball Association games. Questionnaire consisted of “spectator motivation scale, “team supporting consideration scale, “team identification scale, “purchase intention scale,” were administrated to collect data from college students enrolling in universities located in the middle part of Taiwan. 220 questionnaires were distributed while 195 were valid responses corresponding with an 88% return rate. After the analysis, the results of study indicate that most of the respondents were male senior students (33%), who own 5001-7500 monthly allowance (28.7%), watch less than 3 games weekly, and support Los Angles Lakers. The highest ranking of motivation to watch NBA is “to enjoy players’ skill” and the highest ranking of supporting consideration is “because I like the players of this team”. The highest ranking of involvement is “NBA is attractive to me”. The highest ranking of team identification is “I will do whatever to gather information about my team”. And the highest ranking of purchase intention is “when I need, I will purchase the licensing product of my supporting team”. Finally, this study applied AMOS 7.0 to test the relationships among spectator motivation, involvement, team identification, team supporting consideration and purchase intention. The results show that involvement indirectly influences purchase intention via team identification. In addition, spectator motivation and team supporting consideration have no significant correlation with identification and purchase intention.

**Keyword:** *NBA, motivation, supporting consideration, involvement, purchase intention, Structural Equation Model.*

**Spectator involvement, team identification aimed at satisfaction,  
loyalty of the impact study – the case of Super Basketball League in  
Taiwan**

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**Abstract**

The purpose of this study was to explore spectator behaviors of Super Basketball League (hereby refers to SBL) and to identify the causal relationship among spectator involvement, team identification, satisfaction, loyalty and extension behaviors.

Questionnaire for the survey entitled “SBL Spectator Behavior”, which consisted of six sections and measured by Likert 5 point Scale was managed to gather data from spectators attending to the SBL games in its 5<sup>th</sup> operating year. The randomly sampling was applied and 320 questionnaires were distributed with a 280 valid response (87% return rate).

Demographics, reliability and validity were measured by Statistical Package for Social Science (SPSS), while the paths and correlations among studied variables were measured by AMOS. The indices of model fit, RMR = 0.046, RMSEA = 0.06, GFI = 0.828, AGFI = 0.798, CFI = 0.918, NFI = 0.805, indicate that this model fits its sample data.

The findings of this study show that the majority of respondents for the study are female, ages from 16-30 years old with bachelor degree. The spectators considered themselves the loyal fans and committed to the team they support. Spectators pointed out that they satisfied with players’ hard playing attitude most and willing to recommend SBL to others. The results also indicate that the loyal fans were willing to spectator basketball games other than the SBL, therefore the extension behaviors are demonstrated on this study. Finally, the path analysis shows that involvement, team identification, satisfaction, loyalty and extension behaviors are positive correlated except the path from team identification to satisfaction. The indirect effect coefficient indicates that involvement and team identification indirectly impact extension behaviors via loyalty.

Key words: SBL, involvement, team identification, loyalty, extension behaviors.



# **The Effect of Star Power on Attendance in Chinese Professional Baseball League**

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## **Abstract**

It has been well-documented that the attendance of professional sports can be affected by team performance and star players. It has been shown that star power, estimated as the total all-star votes received, was positively correlated with gate revenues of National Basketball Association (NBA) teams, even after controlling for team performance and franchise and market characteristics. For teams which have little chance on winning, the promotion of individual stars may be an alternative way to attract fans. However, there is little research on the effect of star power on attendance in professional baseball. This study used ordinary linear regression to investigate the effect of star power on team attendance in

Chinese Professional Baseball League (CPBL) between 2002 and 2007, including 32 team-seasons. The star power of the team was estimated by the number of players started in the all-star game in the current season. The dependent variable was total attendance of home games in the season. The independent variables included star power, winning percentages of the current and previous season, making playoff in the current and previous season, winning championship in the current and previous season, and dummy variables for each year. The model had adjusted  $R^2 = 0.545$ . The coefficient for star power was positive and significant at the 10% level ( $b=166.8$ ,  $p=0.092$ ). The coefficient for winning percentage of previous season was positive and significant at the 5% level ( $b=4316.7$ ,  $p=0.059$ ). Four of the 6 teams in CPBL play their 'home' games in several stadiums in different cities. Therefore, the total attendance of home and road games of the season was also analyzed using the same method. The results were very similar to those of home attendance. The model had adjusted  $R^2 = 0.600$ . The star power was significant at the 10% level ( $b=155.0$ ,  $p=0.076$ ), while winning percentage of previous season was significant at the 5% level ( $b=4335.6$ ,  $p=0.033$ ). The results of this study indicated that star power can moderately affect attendance in CPBL games, after controlling for several characteristics of team performance in the current and previous season.

# **The Ace effect: effect of number 1 starting pitchers on attendance in Major League Baseball**

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It is generally accepted that the attendance of professional sports can be affected by the presence of star players. It has been shown that star power, estimated as the total all-star votes received, was positively correlated with gate revenues of National Basketball Association (NBA) teams, after controlling for other factors. Baseball has 9 or 10 starting players each game, comparing to 5 in basketball. In addition, each hitter usually bat 4 or 5 times each game, comparing to more than 35 minutes of playing time for starting players in a 48-min professional basketball game. Therefore, the attractiveness of individual star player in baseball may be less than that in basketball. The effect of star players on attendance in Major League Baseball (MLB) has not been investigated. Starting pitchers may be the most crucial player in determining the outcome of baseball games. It has been suggested that attendance may be maximized when winning percentage of the home team is approximately 0.6 in MLB. Thus, this study investigated the effect of ace starting pitchers, the best starting pitcher of the team, on attendance in Major League Baseball during 2006 and 2007. The ordinary least square regression was used. The effect of ace starting pitchers of both home and visiting teams were analyzed. The data was obtained from Retrosheet (<http://www.retrosheet.org>). The ace starting pitcher of each team was identified according to win-loss record and earned run average (ERA) in the season. Teams without the ace starting pitcher, due to either lack of good starting pitcher or having more than 1 good starting pitchers, were excluded from this study. A total of 4114 games was included in this study. The dependent variable is the ratio of attendance of the specific game to the team's average attendance per game. In the first model investigating the effect of ace starting pitcher of the home team, dependent variables included the dummy variables for the games started by ace pitchers of the home teams, interleague games (games played between National League and American League teams), games played in weekend (Friday, Saturday, and Sunday = 1, otherwise = 0), games played in the second half of the season (July, August, September, and October = 1, otherwise = 0), and games played at night. The model has  $R^2=0.194$ . The coefficient for ace starting pitcher is positive and significant ( $t=0.0021$ ,  $p=0.023$ ). The coefficient for interleague games, weekend, and second half are all positive and significant at 1% level. In the second model investigating the effect of ace starting pitcher of the visiting team, dependent variables included the dummy variables for the games started by ace pitchers of the visiting teams, interleague games, games played in weekend,

games played in the second half of the season, and games played at night. The results are similar to those of the first model. The model has  $R^2=0.194$ . The coefficient for ace starting pitcher is positive and significant ( $t=0.0021$ ,  $p=0.038$ ). The coefficient for interleague games, weekend, and second half are all positive and significant at 1% level. The results of this study indicated that the best starting pitchers of home and visiting teams would attract more fans to MLB games, after controlling for other factors.

**What affects college professional sport spectators' conative loyalty most?  
(three competing model based on consumer satisfaction and identity  
theory.)**

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Abstract:

In recent years, sport sponsorship has been wide spread in Taiwan, and has been considered as a win-win strategy. However, the situation is restricted in event sponsorships. In 2007, Chinese Professional Baseball League almost has to remove a team, since there is no company would like to take over. That's because they do not know where the interests in and how to marketing their teams.

# **The Team Identification, Attachment, Consumption Intention and Satisfaction Level of College Students Attending Basketball Tournaments**

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## **Abstract**

Consumer's demand, indulgence and sampling for the products, often change with social and cultural movement, therefore operators through market analysis could grip the characteristics of the consumer. It's able to offers good products and service. The purpose of the study was to explore the consumption intention, attachment, team identification, and satisfaction level of college students who attended basketball games. By utilizing document analysis, an explored model was developed. The model was then analyzed by AMOS 7.0 test the structure(NCI=2.829<3, GFI=0.938>0.9, CFI=0.981>0.9,PNFI=0.518>0.5). 200 questionnaires were distributed while 165 were valid responses corresponding with an 83% return rate.The result showed that all the Cronbach's  $\alpha$  of the four dimensions (consumption intention, attachment, team identification, and satisfaction level) of the model were large than .90. It showed the reliability of the model was superior. The key findings identified that the fans' overall satisfaction level highly influenced college students' consumption intention. In addition, team identification and consumption intention had a high relationship. In basketball games, audiences' satisfaction distinctly affects their willingness to consume. By observation, college students' consuming inclination endorsed the Customer Perceived Value theory raised by Zaithaml (1988). Therefore, how the game is managed could noticeably improve students' game viewing experience and enhance the end results of marketing the games.

**【keywords】** : *consumption intention, attachment , satisfaction level*

# **Motivation and loyalty study for Taiwan basketball fans' interest in Super Basketball League (SBL)**

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## **SUMMARY**

The Super Basketball League (SBL) in Taiwan since 2003 is a semi-professional Basketball league. With 7 teams in the league so far, it is the top most popular basketball leagues in Taiwan. Each team plays total 30 regular season games. The top 4 teams will play the playoff games. Up to year 2008, SBL has accomplished 4 complete game seasons and the 5th season is in process now. Although the SBL was underestimated its popularity at its debut, the strong demand on its broadcasting rights fee, TV rating, gate receipts etc. grows exponentially and receives overwhelming popularity among fans.

The purpose of this work is to investigate how the fan motive and fan motive for loyalty in SBL games. Furthermore, hopefully the results can provide some suggestions for SBL growth toward a professional league and bring more fun and exciting experiences to basketball fans in Taiwan.

## **RESEARCH METHOD**

A. Data collection: The data were obtained from an on-site survey of attendees at Taipei stadium on May 12, 13, 2007. A total of 350 attendees were surveyed, resulting in 317 useable surveys. All questions apply the 5-point Likert Scale. Respondents specify their level of agreement of a statement from 1 to 5 (1=strongly disagree, 5=strongly agree).

B. Instrument: The AMOS 7.0 statistics is utilized to analyze collected data. The questionnaire is designed to include 3 parts: (1) Motive, (2) Psychological attachment (3) Loyalty, with 22 questions in total. The Motive factors include (1) interest in basketball (2) quality of games (3) interest in players (4) interest in teams, total 14 questions. The Psychological attachment has 2 questions. The Loyalty factors have 6 questions with behavioral loyalty (fan attendance) and attitude loyalty.

## **RESULTS**

A. Based on AMOS analysis, the quality of games affects behavioral loyalty directly and indirectly with a significant at the 5% level. This means a wonderful game will affect behavioral loyalty and attitude loyalty as well as the psychological attachment which will also affect further in behavior loyalty and attitude loyalty. The motive of quality of games has a direct effect on behavioral loyalty at 0.41(CR=3.655), indirect effect at 0.07 and a total effect at 0.48.

B. The motive of interest in team also affect behavioral loyalty directly and indirectly

with a significant at the 5% level. Same as the above, this finding means interest in team to play will not only affect behavioral loyalty and attitude loyalty but also the psychological attachment which in turns will have further effect on behavioral loyalty and attitude loyalty. The motive of interest in team to play has a direct effect on behavioral loyalty at 0.28(CR=5.096), indirect effect at 0.1 with a total effect at 0.29.

A. The motive of interest in basketball does not reach a significant level to affect behavioral loyalty directly but has a significant level with psychological attachment. This finding means interest in basketball will affect attitude loyalty through psychological attachment, then further affect behavioral loyalty. This motive factor only has an indirect impact on fan attendance at 0.05.

B. To our surprise, the motive of interest in players does not reach any significant level toward both psychological attachment and behavioral loyalty.

## DISCUSSION AND CONCLUSION

Spectacular games and unpredictable outcome bring the excitement to fan and promote fan involvement which is the core attractions of any sports, no matter in US or Taiwan.

This research indicates the above fact as well. Interest in basketball will bring fans in Taiwan to try to watching SBL games. And a thrilling game match experience will link psychological attachment of fans toward fan attendance loyalty. Basketball is one of the favorite sports in Taiwan. There is already a big population of playing and watching basketball in Taiwan and it keeps increasing constantly. How to motivate these people to attend games and to get more involved passionately is the key growth for SBL continuous success both professionally and financially .

One particular point worth to point out is interest in players does not have any effect on fan attendance loyalty. But, interest in team to play does affect behavioral loyalty directly and indirectly. This phenomena may be explained by the reason that is the current SBL teams are all originally from amateur teams. Each Team already has been around for a long while with its own history to form its own loyal fan group. On the other hand, as far as individual player, SBL only starts its adventure for a short 5 seasons up today which could have not created its own super star player yet in order to attract personal royalty among fans.

# **SPECTATOR ATTITUDE TOWARDS SPONSORSHIP EFFECTIVENESS ON THE ENTERPRISE: THE 2006 BASEBALL INTERCONTINENTAL CUP**

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## **Abstract**

In order to analyze sponsorship effectiveness and impact, spectators' attitudes toward baseball, sponsors, and the ability to recognize the sponsors in the 2006 Baseball Intercontinental Cup were examined. Questionnaires were delivered on-site in the two ballparks where the tournament was taken place in Taichung, Taiwan during November 9-19, 2006. Convenient sampling was used to collect surveys. 458 surveys were collected and 410 of them were valid. After data collection, descriptive statistics, multiple responses, independent-sample T test, the analysis of variance, and Duncan post hoc comparison were utilized to analyze. The findings were in the followings:

1. The major attendees were male, 21-28 years old, had college degree, and had an average monthly income of NTD 15,000 and below.
2. Taiwan Mobile had the highest recognition rate.
3. Among spectators, males supported baseball more. Young audience didn't consider sponsorship was a type of philanthropic activity. Education level didn't influence any attitudes toward sponsorship. Subjects with higher income level considered that corporate sponsorship was a commercial and philanthropic activity. Subjects who planned to watch more games on TV showed a stronger support to baseball.
4. When the spectators showed higher supports to baseball, sponsor's business activities, and sponsor's philanthropic behaviors, sponsorship effectiveness on changing in awareness, image enhancement, and impact on intent-to-purchase were elevated.
5. Among the sponsors in the tournament, Taiwan Mobile, Herbalife, and MIZUNO had the highest recognition rate overall. In addition, ESPN, Yakult, and DAIKIN had the highest recognition rate per signage.

**Keywords: attitude, sport sponsorship, sponsorship benefits, baseball Intercontinental Cup**



附錄三  
參與會議人員名單

## 一、教師部份

教師姓名	研討會名稱	研討會地點 (城市與國家)	研討會 日期	論文題目
王慶堂	8th Annual Hawaii International Conference on Business	Honolulu, Hawaii, USA	97.5.22-97.5.25	The Team Identification, Attachment, Consumption Intention, and Satisfaction Level of College Students Attending Basketball Tournament
鄭桂玫	8th Annual Hawaii International Conference on Business	Honolulu, Hawaii, USA	97.5.22-97.5.25	The Study of Taiwan Shoe Manufacturing Industry -Taking PouChen Group as an Example

## 二、學生部分

學生姓名	系所	指導教授	研討會名稱	研討會地點 (城市與國家)	研討會 日期	論文題目
許舒涵	運科中心	王慶堂	8th Annual Hawaii International Conference on Business	Honolulu, Hawaii, USA	97.5.22-97.5.25	SPECTATOR ATTITUDE TOWARDS SPONSORSHIP EFFECTIVENESS ON THE ENTERPRISE: THE 2006 BASEBALL INTERCONTINENTAL CUP
連企宏	運科中心	王慶堂	8th Annual Hawaii International Conference on Business	Honolulu, Hawaii, USA	97.5.22-97.5.25	THE ECONOMIC BENEFITS ANALYSIS OF IMPROVING PRIVATE PARTICIPATION BY TAICHUNG INTERCONTINENTAL BASEBALL FIELD
郭振平	運管所	張振崗	8th Annual Hawaii International Conference on Business	Honolulu, Hawaii, USA	97.5.22-97.5.25	The effect of star power on attendance in Chinese Professional Baseball League
陳冠良	運管所	張振崗	8th Annual Hawaii International Conference on Business	Honolulu, Hawaii, USA	97.5.22-97.5.25	1. Spectators' motivation in Super Basketball League in Taiwan 2. Factors Affecting Baseball Team Club Members' Satisfaction: Case study on Uni-President Lions.
曾韋翔	運管所	張振崗	8th Annual Hawaii International Conference on Business	Honolulu, Hawaii, USA	97.5.22-97.5.25	The Ace effect: effect of number 1 starting pitchers on attendance in Major League Baseball

俞敦和	運管所	林房儻	8th Annual Hawaii International Conference on Business	Honolulu, Hawaii, USA	97.5.22-97.5.25	1. COMPETITIVE IMBALANCE AND SUPER BASKETBALL LEAGUE (SBL) IN TAIWAN 2. MOTIVATION AND LOYALTY STUDY FOR TAIWAN BASKETBALL FANS'INTEREST IN SUPER BASKETBALL LEAGUE (SBL)
江鈺正	運管所	林房儻	8th Annual Hawaii International Conference on Business	Honolulu, Hawaii, USA	97.5.22-97.5.25	What affects college professional sport spectators' conative loyalty most? (three competing model based on consumer satisfaction and identity theory.)
蕭世中	運管所	王慶堂	8th Annual Hawaii International Conference on Business	Honolulu, Hawaii, USA	97.5.22-97.5.25	A Study on the Extent of Spectator Identification toward Corporate Sponsorship in 2007 World Cup Baseball Game
林慧菁	運管所	王慶堂	8th Annual Hawaii International Conference on Business	Honolulu, Hawaii, USA	97.5.22-97.5.25	The Team Identification, Attachment, Consumption Intention and Satisfaction Level of College Students Attending Basketball Tournaments
謝依倩	運管所	黃彥翔	8th Annual Hawaii International Conference on Business	Honolulu, Hawaii, USA	97.5.22-97.5.25	A Study on Spectator Motivation, Team Identification and Purchase Intention of College Students Watching NBA
吳靜儒	運管所	林房儻	8th Annual Hawaii International Conference on Business	Honolulu, Hawaii, USA	97.5.22-97.5.25	A Study of upon the Business Strategy of Taiwan's Chain Fitness Clubs
楊佳儒	運管所	黃彥翔	8th Annual Hawaii International Conference on Business	Honolulu, Hawaii, USA	97.5.22-97.5.25	Spectator involvement, team identification aimed at aatisfaction, loyalty of the impact study – the case of Super Basketball League in
廖珮吟	運管所	張振崗	8th Annual Hawaii International Conference on Business	Honolulu, Hawaii, USA	97.5.22-97.5.25	Impulse purchases of licensed merchandise – the case of Super Basketball League in Taiwan

洪郁然	運管 所	王慶堂	8th Annual Hawaii International Conference on Business	Honolulu, Hawaii, USA	97.5.22- 97.5.25	The Study of Taiwan Shoe Manufacturing Industry - Taking PouChen Group as an Example
陳甲霖	運管 所	黃彥翔	8th Annual Hawaii International Conference on Business	Honolulu, Hawaii, USA	97.5.22- 97.5.25	Motivation of Baseball Spectator in Olympic Qualify Tournament in Taiwan
羅可強	運管 所	林房儂	8th Annual Hawaii International Conference on Business	Honolulu, Hawaii, USA	97.5.22- 97.5.25	Analysis the business in publish National Basketball Association magazine in Taiwan
徐瑜	運管 所	黃彥翔	8th Annual Hawaii International Conference on Business	Honolulu, Hawaii, USA	97.5.22- 97.5.25	The Development of Sport Center Outsourcing Strategy Model for Science Parks in Taiwan
范敏郁	休閒 所	黃彥翔	8th Annual Hawaii International Conference on Business	Honolulu, Hawaii, USA	97.5.22- 97.5.25	1. A Case Study on the Interactive Model of Organizational Corporate strategies, Business Strategies and Human Resources Management Strategies 2. A recreational industry of the Age based on human resource – "Janfusun Recreational Industry Group" for the Example