

南臺學報社會科學類

Journal of Southern Taiwan University of Science and Technology:
Social Science Edition

第 9 卷第 1 期

中華民國 113 年 6 月

Vol.9, Issue 1

Jun., 2024

目 錄 CONTENTS

線上促銷與衝動購物之關係研究：以印尼蝦皮為例 The Relationship between Online Sales Promotions and Impulse Buying on Shopee Indonesia	許淑鈴、林吉祥、 何嘉祈	1
永續發展債券之宣告效果 Announcement Effect of Sustainable Bonds	魏慧珊、陳宜臻、 蔣憲賢	21
公司治理評鑑對股價之影響：以台灣上市公司為例 The Influence of Corporate Governance Evaluation on Stock Prices: Taking Taiwan's Listed Companies as an Example	林建志、蕭薇珊	36
高中生與大學生的出場券：學習歷程檔案與合頂石課程之異同比較 A Comparative Analysis of Academic Portfolios and Capstone Courses among Senior High School and College Students	毛琇嫻	54
桌遊遊戲結合 BOPPPS 教學策略在古典通識課程提升學習動機之研究 Research on Improving Learning Motivation Through Board Games Combined with BOPPPS Teaching Strategy in Classical General Courses	陳金英、王志蓮	66
動手玩創意，人人都是創客：創意自造課程對教育學院學生之創造力及 科學素養之影響 Hands-on Creativity and Everyone is a Maker: The Impact of Maker Education on the Creativity and Scientific Literacy of Students of the College of Education	蕭婉鎔	85