南臺學報社會科學類

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

第 2 巻第 2 期

中華民國 106 年 12 月

Vol.2, Issue 2

December, 2017

目 錄 CONTENTS

台灣綜合商品零售業分析 Retail Sale in Non-Specialized Stores in Taiwan	羅久峰、雷立芬、 羅竹平、許淑媖	1
銀行失敗預測模型的進一步探討 An Advanced Study of Bank Failure Prediction Models	蘇志泰、張上財、 何啟銘	14
支援自動化摘要技術的知識推播系統應用於技專校院程式設計課程 之探討 Automatic Summarization Technology for Supporting Knowledge—Pushing System in Mobile APP Development Course	鄭鈺霖、黄聖博	27
綠色餐廳之綠色品牌知識與品牌表現之關聯性一以品牌態度為中介 變數 The Mediating Effect of the Brand Attitude on the Relationship between Brand Image and Non—Financial Brand Performance: A Case Study in the Green Restaurants	劉國寧、郭育琪	44
不同學院學生對於產品海報圖文編排注意力之研究 A Study to Investigate the Attention of Students from Different Colleges in the Layout Arrangement of Text and Pictures in Posters	歐陽昆、曾柏穎、 郭櫂鳴、林家慈	65
現代公民五大核心素養檢測一以南區技專校院學生為例 Measurement on Modern Citizens' Five Core Competencies— Survey Samples of Undergraduates Attending Technological and Vocational Colleges in Southern Taiwan	高碧玉、劉毓芬	77