



MASTER'S THESIS GUIDELINES

FOR STUDENTS GRADUATE IN SPRING 2015

Issued by

College of Business

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Taipei, Taiwan

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4	V4.0	October, 2014-	Juana Roque	Translation/corrections
5	V5.0	April,2015	Juana Roque / Jean CHEN	Increase the part of “after oral exam
6	V5.1	May 2015	Jean CHEN	Online library, corrections
7				
8				

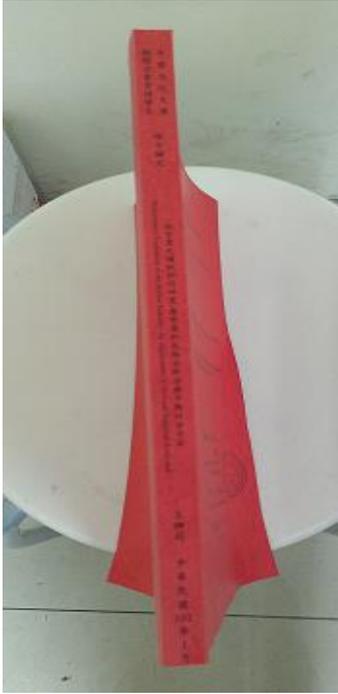
PART A: THESIS BOOK PREVIEW

After Oral Exam - Final Version of Thesis Order

Thesis should be bound in the order as below:

0. Spine 書背
- I. Cover 封面
 - I-I Red Cover 紅皮封面
 - I-II White Cover 白皮封面
- II. Dissertation / Thesis Deposit Agreement 中國文化大學博碩論文授權書
- III. Authorization of Oral Members for Research dissertation 文口試委員審定書
- IV. Abstract 英文摘要
- V. Acknowledgments 誌謝辭
- VI. List of Contents 內容目錄
- VII. List of tables 表目錄
- VIII. List of figures 圖目錄
- IX. Main Text of the Thesis 論文本文
- X. References 參考文獻
- XI. Appendices 附錄

0. Spine 書背

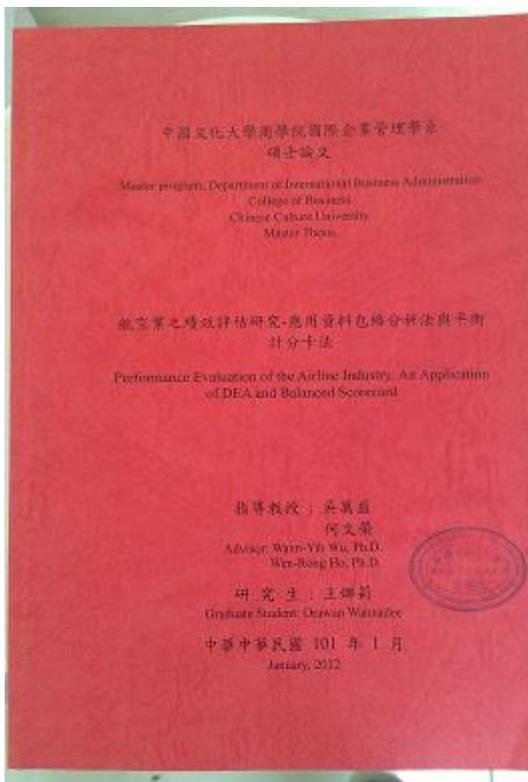


Picture 1.1 Thesis Spine

I. Cover 封面

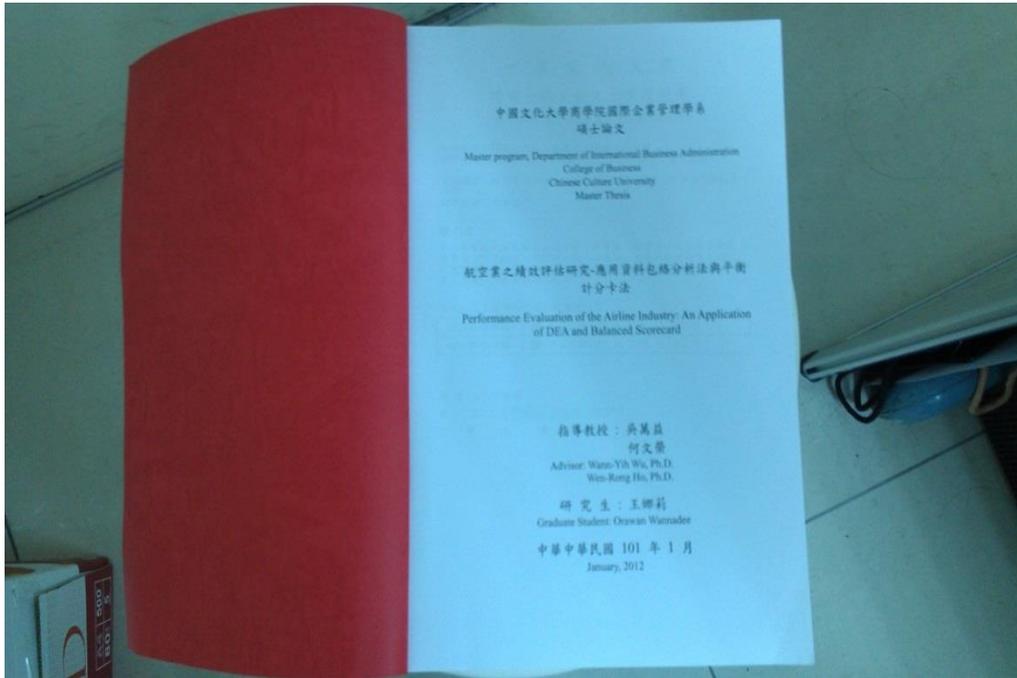
Thesis Cover should be in red

I-I Red Cover 紅皮封面



Picture 1.1

I-II White Cover 白皮封面



Picture 2

II. 中國文化大學博碩論文博碩士論文授權書 – Dissertation/Thesis Deposit Agreement

You will received this sheet from the office by email after your form checkup is done.

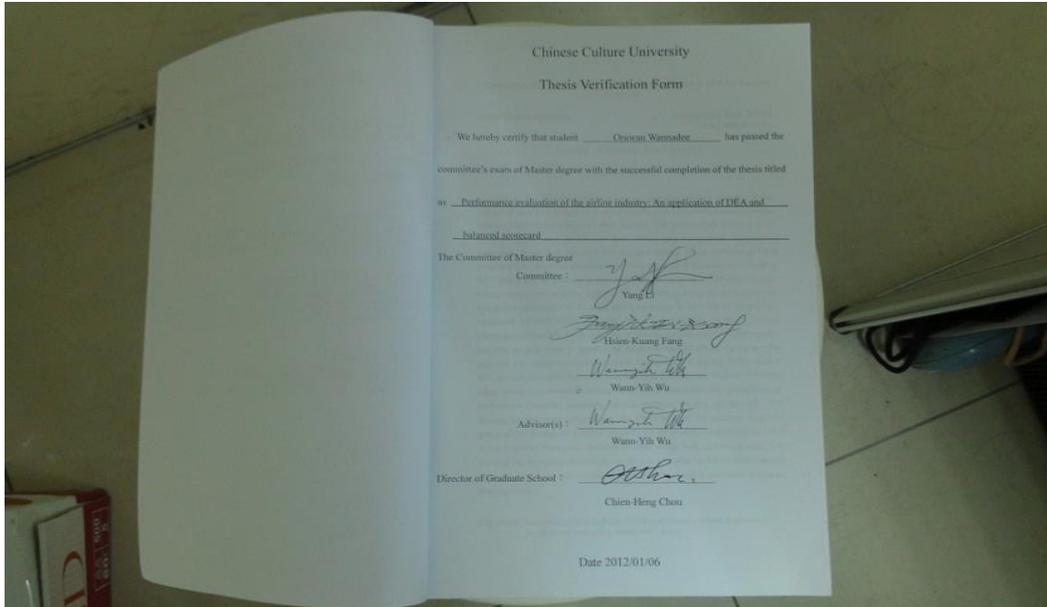
Picture 3

III. 口委簽名扉頁 - The Authorization of Oral Members for Research dissertation

Committee members will sign this form on the oral examination day.

After signed in by the committee members, you will need to ask the chairman of your department to sign the form as well (at the bottom of the form).

** You will received this sheet from the office by document after your form checkup is done



Picture 4

Margin
Top: 1CM

中國文化大學
國際企業管理學系

Top & Bottom Margin: 1cm

Department Title
 IMBA: 國際企業管理學系
 Intl Trade: 國際貿易學系
 Banking & Finance: 財務金融學系
 Info Management: 資訊管理系統
 Tourism Management: 觀光管理學系
 Accounting: 會計管理學系
 GMBA: 全球商務碩士學位學程

碩士論文

Chinese Font Type : 標楷體 (centered)
English/Chinese Font Size: Depends on the No. Of pages of your thesis.

智慧型手機購物的決定因素：購物網的親密度對消費者態度跟使用意願的關係的影響
Determinants of Adoption of Smartphone Mobile Shopping: The Moderating Effect of Intimacy of Internet Shopping Malls

趙成寬

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Change to your department title

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中國文化大學商學院全球商務碩士學位學程
碩士論文

Master Thesis
Master program of Global Business
College of Business
Chinese Culture University

Line space: set 1.5 between lines
Chinese Font : 標楷體 (centered)
Chinese Font Size : 18
English Font : Times New Roman (centered)
English Font Size : 14

Margin
Top: 3CM

The maximum of your Chinese Title is 16 characters in 1 line, if's more than 16 please discuss with your advisor

運用聯合分析法評估小型車之屬性

Applying Conjoint Analysis on the Evaluation of Subcompact Car Attributes

Chinese Font : 標楷體 / DFKai-SB (centered)
Chinese Font Size : 18
English Font : Times New Roman (centered)
English Font Size : 14

指導教授：吳萬益
何文榮

Advisor: Wann-Yih Wu, Ph.D.
Wen-Rong Ho, Ph.D.

研究生：蔡明輝
Graduate Student: Anon Chatwuthikrai

中華民國 103 年 1 月
January 2014

V5.1 May 20
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Topic name

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Content Margin:
Top & Bottom: 3cm
Left: 3.5cm, Right :2.5cm
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Line Spacing: double space

Applying Conjoint Analysis on the Evaluation of Subcompact Car Attributes

One Blank Space

Student : Anon Chatwuthikrai

Advisor : Prof. Wann-Yih Wu

Prof. Wen-Rong Ho

Two Blank Spaces

Chinese Culture University

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Line Spacing: Double Space

ABSTRACT

This research is conducted to find the most important subcompact car attribute which effect customer buying intention. Subcompact car is the biggest segments of car industry in Thailand meaning that the subcompact car could serve customers with the best fit product would win. This study has combined the use conjoint analysis and cluster analysis together in order to find out the most importance attribute of subcompact car and grouping those consumers by their preferences. In this study, there are six attributes of subcompact car which including in the paper: power, appearance, safety, fuel efficiency, price and gadgets. The subject will be asked to order their preference of each car models by ranking them in sequence from 1 to 8 respectively. The results indicate that customers consider subcompact car's appearance as their main factor on buying intentions. Follow by fuel efficiency, price and safety. Power and gadgets came last at very similar level. Further analysis shows that there are significant demographics influences regarding the 6 attributes. Finally respondents have been split into 3 groups by cluster analysis, including appearance-oriented, appearance and fuel efficiency seeking and fuel efficiency seeking. Based on the current finding, manufacturers have opportunity to tailor their subcompact car to fit their Thai customer and hold the largest market share.

Line Spacing: One Blank Space + 1.5 spaces **ONLY** between Abstract and first paragraph

Margin
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2.5CM

Key words: conjoint analysis, subcompact car, Thailand

Pagination:

Use lowercased Roman numerals (i, ii, iii...) to number the pages from Abstract, Acknowledgements, contents, list of tables/figure to Explanation of Symbols.



Margin
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ACKNOWLEDGEMENT



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Completion of master's degree has always been my ultimate goal, without supports from others; this huge dream of mine couldn't come true. I would like to express my uttermost gratitude to my advisors Prof. Wann-Yih Wu, PhD for his exceptional guidance and assistance in my study here in Chinese Culture University, Prof. Wen-Rong Ho, PhD for his indispensable guidance and encouragement for studying in Taiwan. Also, I would like to thank other committee members, Prof. Yung-Yen Chen, PhD and Prof. Li Yang, PhD for their valuable suggestions and expertise.

Moreover I would like to extend my sincerely thanks for Chinese Culture University for the support of my scholarship. Also, special thanks to every professor in the college of business who kindly share their knowledge and experience upon my study. Importantly, I would like to express my deepest gratitude for Ben and my family for their support and encouragement on the pursuit of my master degree. They are the true light in my darkest hours.

Last but not least, I would like to say thank you to all of my Taiwanese friends Dongdong, Sinhan and Andy who never leave me alone whenever I need helps. They have taught me the real meaning of friendship beyond boundary.

Anon Chatwuthikrai

12 January 2011

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IX. Main text of the Thesis

Chapter One Introduction

Chapter Two Literature Review

Chapter Three Methodology/Design

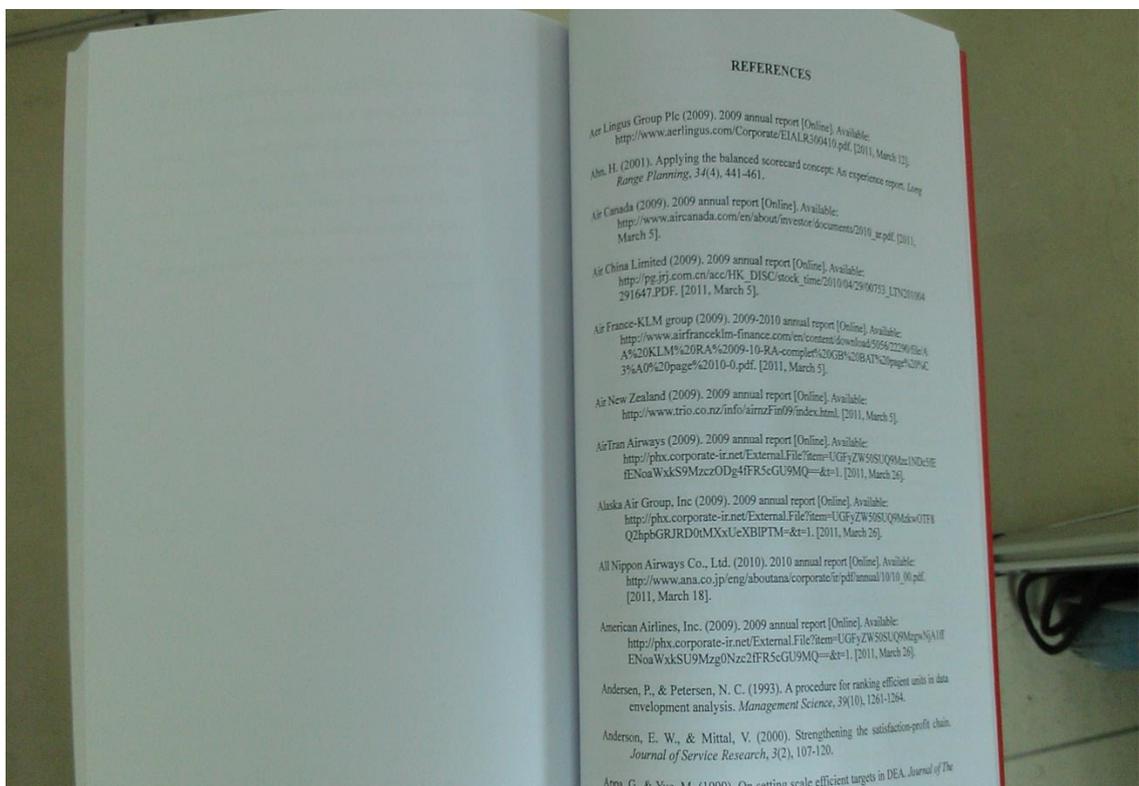
Chapter Four Result/Data Analysis

Chapter Five Conclusion

References

Appendices

X. References



X. Appendices 附錄

APPENDICES

Appendix 1: Lambda of Inefficient DMUs with DMUs Used as Reference.

Inefficient DMU	activity level (λ)	DMUs used as reference
Ryanair	0.052289	Japan Airlines
	0.862470	Air Canada
	0.017703	Alaska Airlines
	0.067538	Garuda Indonesia
AirTran Airways	0.017080	Air Canada
	0.184026	Air New Zealand
	0.798893	Alaska Airlines
JetBlue Airways	0.265395	Air Canada
	0.181393	Air New Zealand
	0.573212	Alaska Airlines
Malaysia Airlines	0.412640	Air New Zealand
	0.162479	Alaska Airlines
	0.424972	China Airlines
easyJet	0.041827	Japan Airlines
	0.294922	Air Canada
	0.024580	Scandinavian Airlines
	0.639071	Alaska Airlines
Turkish Airlines	0.056911	Japan Airlines
	0.183567	Air Canada
	0.190058	Air New Zealand
	0.029365	Scandinavian Airlines
SkyWest Airlines	0.540098	Alaska Airlines
	0.039547	Air New Zealand
	0.151022	Scandinavian Airlines
	0.771672	Alaska Airlines
Air China	0.037799	Kingfisher Airlines
	0.181824	Japan Airlines
	0.760539	Air Canada
TAM Linhas Aereas	0.057638	Air New Zealand
	0.103146	Japan Airlines
	0.239795	Air Canada
	0.266609	Air New Zealand
	0.135522	Scandinavian Airlines
Iberia Group	0.254929	Alaska Airlines
	0.437118	Air Canada
	0.586720	Air New Zealand
US Airways	0.054162	Alaska Airlines
	0.127594	Air France - KLM
	0.282205	ANA - All Nippon Airways
	0.610141	Air Canada

PART B: THESIS FORM

Text Format in Thesis

1. The quality of the paper is required in white A4 paper 70 gram.

2. Margins

When you are typing the original manuscripts of your thesis, please follow the below margins measures:

Top: 3 cm

Left: 3.5 cm

Bottom: 3 cm

Right: 2.5 cm

Then, leave 1.5cm for page number at the center in the bottom.

3. Pagination

The Page number should be appearing centered at the bottom of the page. The number should be separated from the text by approximately 1.5cm. Every sheet of the paper in the manuscript should be numbered (except for the cover page).

➤ Preliminary pages are numbered as follows:

❖ The Cover Page is counted as page 0 (do not print number)

❖ Dissertation / Thesis Deposit Agreement as page i (do not print number)

❖ The Thesis Verification Form as page ii (do not print number)

❖ The Abstract is counted as page iii (print page number)

❖ The Acknowledgement as page iv (print page number)

➤ **Lower case roman numerals**

(ii, iii,...) are used for the preliminary pages, including abstract and acknowledgement page. Since the cover page is

counted but not numbered, for example: “ii” is the first number used and appears on the page after the title and copyright pages at the bottom center of the page.

➤ **Arabic numerals**

Are used for all other manuscript pages. Begin with page **number 1**. Pages with Arabic numerals should **NOT** continue numerically (e.g. from iv to 5).

➤ **Table of Content**

Number of the Chapters, titles, and acknowledgement are listed in Table of Content.

✧ The main body text should be numbered with Arabic numerals beginning from page “1” and continuing throughout, including text, tables, figures, bibliography and appendices.

4. Line Spacing

All text material should be **1.5 spaced**, but does not mix the space for some criteria below use **single-line spaced**:

- Table/Figure titles/legends
- Bibliographical and references citations
- Direct quoted material

5. Font

All body text must be using **Times New Roman font, font size 12 and black color**.

Line Spacing: Double Spaced. **Please refer to instruction 2.**

CHAPTER ONE

INTRODUCTION

Line Spacing: 1.5 Spaces. **Please refer to instruction 1.**

1.1 Research Background and Motivation.

Thailand is one of the strategic places for global car manufacturers to establish their base. Thailand is a small country but the huge number of cars sold each year within this country exceeds 1 million vehicles a year. Moreover Thai auto-part suppliers are considered to have a strong efficiency comparing to other nations in the South East Asia region. Also the automobile industry is probably the only industry that the Thai government has had specific and clear goals to promote (Techakanont and Terdudomtham, 2004). Thailand is now working on the target of a global automotive manufacturing hub in South East Asia and also to be the leader in this industry, in other words “To be Detroit of Asia”. After the tom yum goong crisis has passed Thailand passenger car had been raising since together with commercial vehicle exports, with automotive exports accounting for more than one-third of total automotive production. The country has been a strong base for many global car manufacturers such as Toyota, Honda, Ford, Chevrolet, Mitsubishi, etc. serving both domestic and export markets. With these international firms investment, Thailand has developed much of its automotive manufacturing skill and enlarges the country’s GDP. Today automotive is the third largest industry in Thailand with about 300,000 workers estimated in 2008. With its good performance on manufacturing vehicles, increase government spending on infrastructure and growing South East Asia economic. Thailand is becoming a major hub of automotive production in Asia (Thailand Board of investment, 2010 ; The Thailand Automotive Institute, 2010).

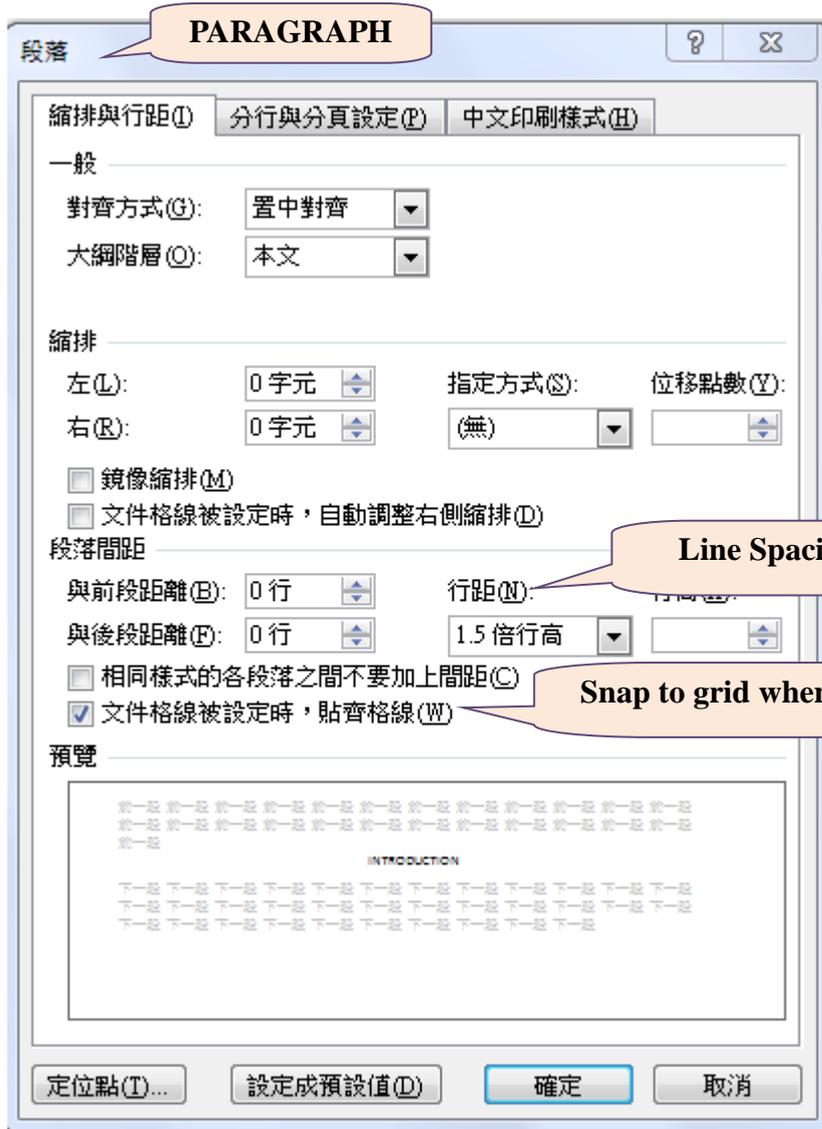
Line Spacing: 1.5. **Please refer to instruction 3.**

Pagination:
Use Arabic numerals (-1-, -2-, -3-...) to number the rest of the pages.

INSTRUCTION 1

LINE SPACING BETWEEN CHAPTER ONE & INTRODUCTION

1. Select **Paragraph**
2. Choose **Line Spacing 1.5 spaces**
3. Click **Snap to grid** when document grid is defined
4. Click **OK**



INSTRUCTION 2

LINE SPACING BETWEEN INTRODUCTION & 1.1 Research background and motivation

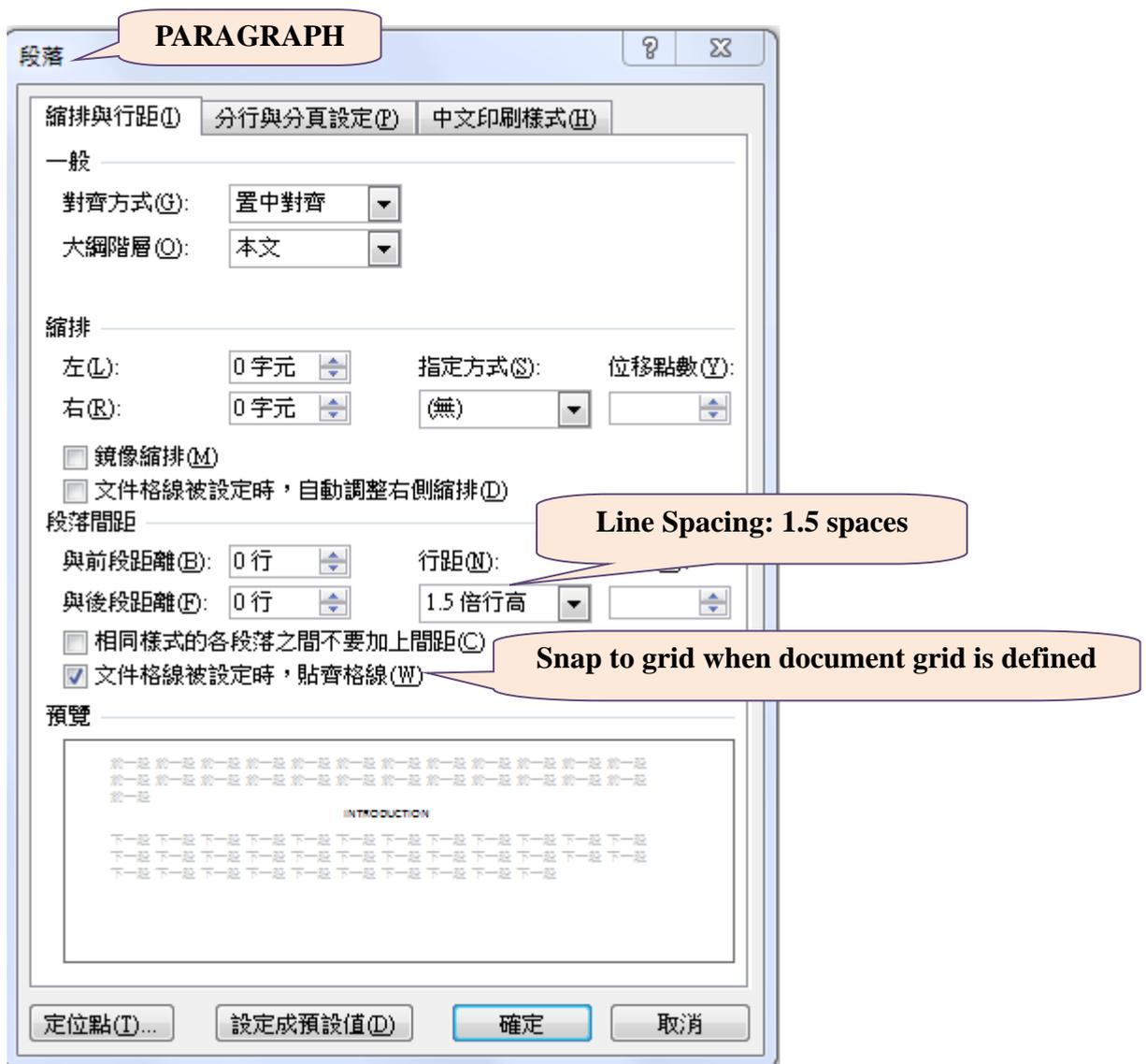
1. Select **Paragraph**
2. Choose **Line Spacing double spaces**
3. Click **Snap to grid when document grid is defined**
4. Click **OK**



INSTRUCTION 3

LINE SPACING BETWEEN 1.1 Research background and motivation & First Paragraph then for all body text.

1. Select **Paragraph**
2. Choose **Line Spacing 1.5 spaces**
3. Click **Snap to grid when document grid is defined**
4. Click **OK**



PART C: TABLE AND FIGURE

1. Wrong Case

1.1 a wrong Table: Grid for the table

Table 3-1 Classification of event period

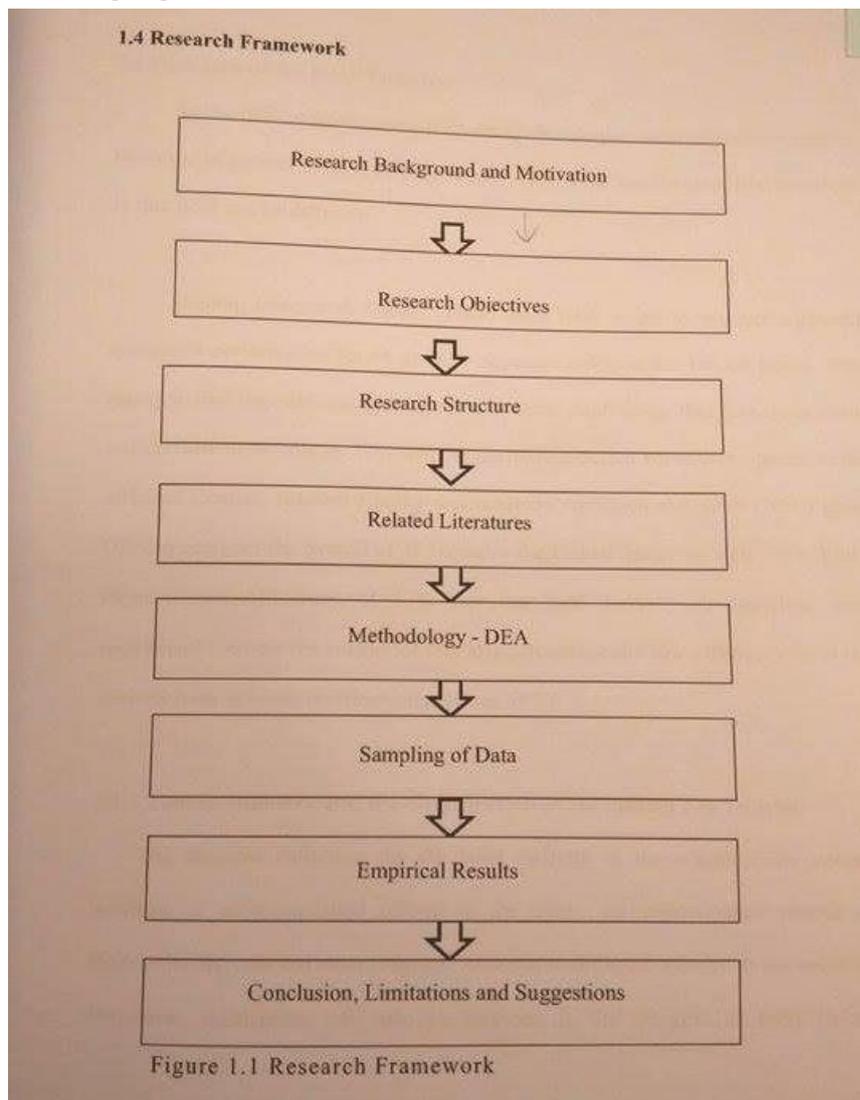
Event Description	Period (dd/mm/yyyy)		Duration
Parliament effect	From	09/02/2001	2882 days
	To	09/06/2012	
Effect of political changes	From	18/06/2009	769 days
	To	09/06/2012	

Mongolian parliament and ruling parties

Table Title must be on the top of the table.

Font & Font size must be as same as content of thesis (see last page).

1.2. a wrong Figure



2. APA Style Table

Breed	Male	Female	%
Dachshund	123	234	17.6
Terrier	456	567	31.1
Siberian Husky ^a	789	891	51.3
Totals (<i>N</i> = 3060)	1368	1692	

Note. Average score = 150. No animals were harmed during testing.

^aThree huskies (one male, two female) escaped before testing was completed and are therefore not included in the table

Table 1-1

Music test scores for men and women

Gender	Classical		Jazz	
	Mean	SD	Mean	SD
Male	8.45	0.98	5.72	1.38
Female	7.12	1.10	3.92	1.67

Type of table, font and font size in the table can be designed by yourself.

Note: 1. 1991 data.

2. 1992 data

Note: 1. ***: Significant.

2. *: Significant.

Source: Hanawalt, E., & Rouse, B. W. (2007). Car wars: Factors underlying the Success or failure of new car programs. *Systems Engineering*, 13(4), 389–404.

Please make sure if your sub-title and your table arrange in 1 page.

Source must also list in the references

Source
(Italic)

Table 9
Application, Acceptance, Enrollment, and Student Information for APA-Accredited and Nonaccredited Clinical Psychology Programs

Variable	Nonaccredited						APA-accredited					
	PhD programs (n = 26)			PsyD programs (n = 14)			PhD programs (n = 127)			PsyD programs (n = 44)		
	M	Mdn	SD	M	Mdn	SD	M	Mdn	SD	M	Mdn	SD
No. of applicants	96.0	102	68.1	64.3	72	39.9	161.0	141	88.0	156.3	127	86.9
Acceptance rate ^a	0.2	0.10	0.2	0.6	0.59	0.2	0.1	0.08	0.1	0.4	0.42	0.2
No. of students enrolled	6.8	5	4.8	27.0	29	16.6	9.8	7	12.4	34.9	28	23.5
Enrollment rate ^b	0.1	0.09	0.1	0.4	0.37	0.1	0.1	0.05	0.1	0.2	0.25	0.1
Projected openings next year	10.0	6	10.2	24.9	20	13.6	9.2	7	8.9	34.5	33	19.4
Total students enrolled												
Full-time	47.8	32	64.0	51.4	51	39.8	52.1	40	58.6	125.0	120	70.6
Part-time	1.7	0	4.2	19.9	1	24.8	3.1	0	8.9	25.6	12	35.4
Raw totals for all programs												
Number of applicants		2,399			772				20,286			6,722
Number of applicants accepted		236			497				1,829			2,656
Number of new students enrolled		169			351				1,217			1,502

^a Calculated by dividing the number of students admitted for acceptance by the number of applicants to a program.

^b Calculated by dividing the number of students who actually enrolled by the number of applicants to a program.

Table Title must be on the top of the table.
 Font & Font size must be as same as content of thesis

Table example:

▲=Space

Table▲12-5

Aggregate Union Density Rates in 1992^a

Australia ^b	45
Canada ^c	38
Sweden	83
U.S.A. ^d	52

Note : a. Source for all European countries. Data refer to employed person only.
 b. 1991 data.
 c. 1989 data.
 d. 1992 data.

Sources : a. W. March (1993). Trade unionism Europe. *Labor and Society*, 98(9), 28-34.
 b. Australian Bureau of Statistics. (1991). *Union Members*, 823.
 c. R. H. Taylor and W. Booth (1989). *Industrial relations* (2nd ed.). Kent, United Kingdom: Allen Publishing Company, 67.
 d. U. S. Department of Labor, Bureau of Labor Statistics (1992). *Employment*. New York: Johnson Press, 68.

3. APA Style Figure

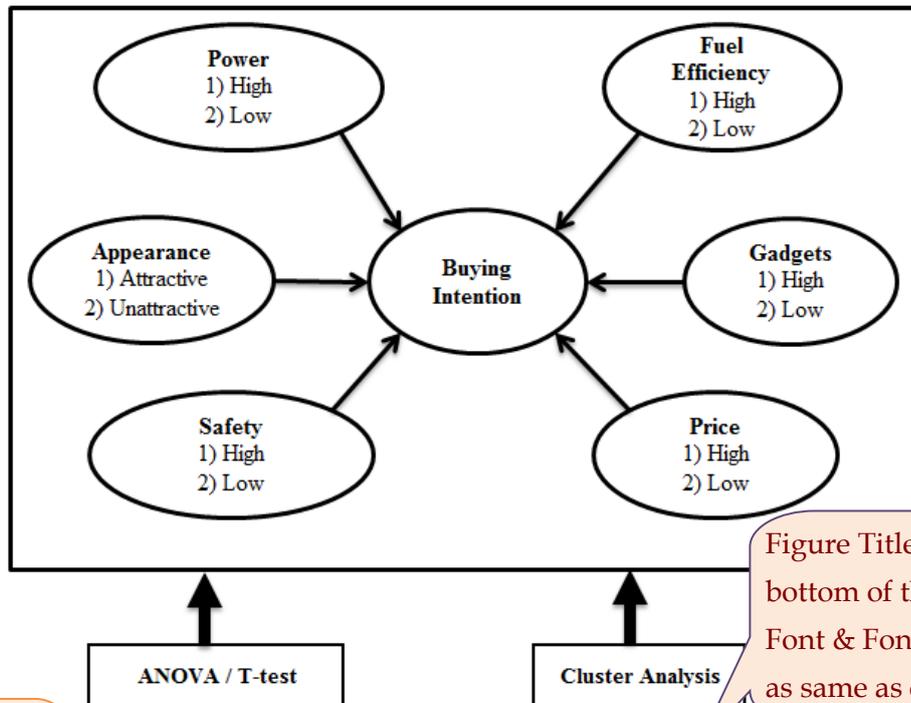


Figure Title must be on the bottom of the Figure.
 Font & Font size must be as same as content of thesis

Figure
(Italic)

Figure▲3.1▲▲The Concept model of this research

Figure example:

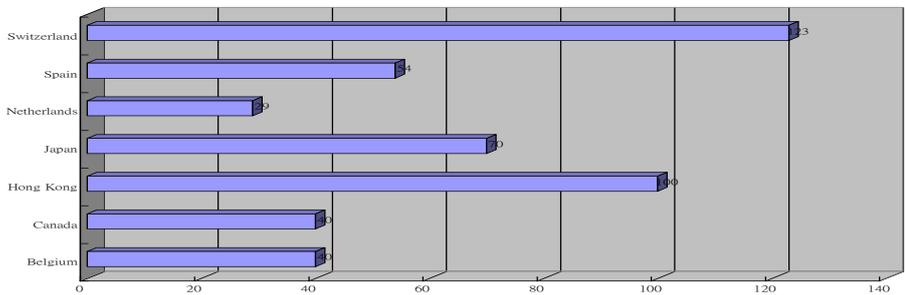


Figure 11-3 Typical Payments for Involuntary xxxxxxxx

4. Check the differences between Table and Figure
 - a. Position
 - b. Font

Figure Title must be on the bottom of the Figure.
Font & Font size must be as same as content of thesis (see last page)

Table 1

Dogs Scoring Above Average on Intelligence by Breed and Gender

Breed	Male	Female	%
Dachshund	123	234	17.6
Terrier	456	567	31.1
Siberian Husky ^a	789	891	51.3
Totals (N = 3060)	1368	1692	

Note. Average score = 150. No animals were harmed during testing.

^aThree huskies (one male, two female) escaped before testing was completed and are therefore not included in the table

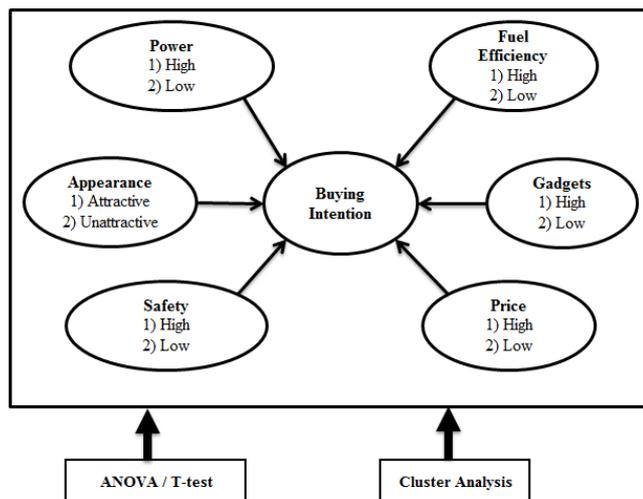


Figure 13-1 The Concept model of this research

5. Case: A crossing page Table

If your information table is too much and can't finish within 1 page, you should take a note of two things in this case:

1. Put the “continued ‘ ’ in the end of pervious page.
2. List the title again in the coming page.

The following 2 pages is the example of this case.

Example: A crossing page Table

▲=Space

Sample paper section has been moved up and featured to better exemplify manuscript structure and content

Table▲3-1▲▲Summary of related literatures on input and output

Authors	Samples	Input variables	Output variables
Yue (1992)	60 Missouri banks	Interest expense Non-Interest expense Transaction deposits Non-Transaction deposits	Interest Revenue Non-Interest Revenue Total loan
Seiford and Zhu (1999)	Top 55 US commercial banks	Assets Employees Stockholders' Equity	EPS Market value Total return to investors
Kao and Liu (2004)	24 commercial banks in Taiwan	Total deposits Interest expense Non-Interest expense	Total loan Interest Revenue Non-Interest Revenue
Lo and Lu (2006)	14 Taiwan's FHCs	Assets Stockholders' Equity	EPS -
Loo and Lu (2006)		Employees	Market value

(Continued)

Authors	Samples	Input variables	Output variables
Lin, Lee and Chiu (2009)	117 domestic banks in Taiwan	Interest expense Number of staff Deposits	Loan Earning Operating Revenue Interest Revenue
Chiou (2009)	26 commercial banks in Taiwan joining FHCs or not joining FHCs	Number of staff Fixed assets Deposits Salary expense	Loan Investment Interest Revenue Non-Interest Revenue

Table and Figure from another source

Please note: For further guidance on citing tables and figures please consult the *Publication Manual of the American Psychological Association* (6th ed.). Copies are available at the Irwin Library. Call number location is noted in the APA Style Manual box on this page.

If you are using a table of figure (or some data in a table or figure) from another source, then you must acknowledge your source in a note below the table or figure. Add a note below the reproduced table (or figure) as described in the in text citation examples:

Material Type	In-text Citation	Reference Entry
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Table, figure, or data from another web source	<i>Note.</i> From <i>International Merchandise Imports, United States, June 2009</i> , United States Census Bureau.	United States Census Bureau. (2009). <i>International Merchandise Imports, United States, June 2009</i> , Retrieved October 18, 2010 from http://www.census.gov/econ/census07/www/international_imp.html

Consult the *APA Publication Manual* (6th ed.) pp.130 - 167 for more detailed information about tables and figures

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Image from web	<i>Figure 1.</i> Vangough’s Starry Night (1889). <i>Note:</i> From Internet Museum. Copyright 2010 by Jacob Stone. Reprinted with permission.
Image with personal or corporate author	Butler University Library. (2010). <i>Library logo</i> . Copyright 2005. Reprinted with permission.

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Material Type	In-text Citation
Table	<p>Tables are numbered consecutively, using Arabic numerals, in your paper. When referring to the table in your text refer to it by number e.g. “as shown in Table 6”. The Table itself has a table number and a descriptive title, in italics, beginning on the line below.</p> <p>Table # <i>A brief but clear explanatory title.</i></p>
Figure	<p>Figures are numbered consecutively, using Arabic numerals, in your assignment. When referring to the figure in your text refer to it by number e.g. "as shown in Figure 3". The figure itself has a figure number in italics and a descriptive caption following - beginning on the same line.</p> <p><i>Figure#.</i> Descriptive caption for figure.</p>

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The surname of the author and the date of publication are inserted directly into the text then the complete citation also included in the reference list at the end of the paper.

Part of Citation

For example: In 1994, Sam reached the same conclusion...

or Sam (1994) reached the same conclusion...

or In a study of the same (Sam, 1994)

Reference

Authors

 **1 author:** Smith, J.

 **2 authors:** Smith, J., & Jones, M.

 **3 authors:** Smith, J., Jones, M., & Johnson, R.

 ...

 **8 or more authors (include first 6 and the last):** Smith, J., Jones, M., Johnson, R., Miller, M., Lopez, D. L., Brown, N.,... Powell, J.

Case:

More than Two Authors

Used when there are three to five authors, cite all the names in the first citation and in the following citations use only the first name and “et al.” (Which is Latin for “and others”). Note that “et” is not followed by a period but “al” is.

First citation: James, Smith, Lohan and Holmes (1988) discovered...

Subsequently: James et al. (1988) also found that...

Or the result were supported by a later discovery (James et al., 1988)

When there are six or more authors, cite only the first author’s name followed by “et al.” for the first and subsequent citations.

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- In-text, name the original work as well as the work you have read.
- Use the phrase “**as cited in**” to signify the secondary source.

In reference list:

Claiborne, L., and Drewery, W. (2010). *Human development: Family, place, culture*. North Ryde, NSW, Australia: McGraw-Hill.

- List Claiborne and Drewery in your reference list, **not Arnett**.

References book – dictionary or encyclopedia entry (without author)

➤ In text citation

It is defined as ... (“Social Constructionism”, 2009).

- Note that the entry is capitalized, when you are using in the text, but not in the reference list.

➤ In reference list

Social constructionism. (2009). In J. Scott & G. Marshall (Eds.), *A dictionary of sociology* (3rd rev. ed.). Retrieved from Oxford Reference Online Premium database.

- For online dictionaries and encyclopaedia, a retrieval statement takes the place of publisher location and name. Note the editors' initials precede the family name.
- For undergraduate students, give the name of the database, as in the example above (do not include the database URL).

Journals

Journal article – print version

➤ In text citation

(Sainaghi, 2008) or

Sainaghi (2008) suggests...

➤ In reference list

Sainaghi, R. (2008). Strategic position and performance of winter destinations. *Tourism Review* 63(4), 40-57.

- A capital letter is used for key words in the journal title. The journal title and volume number are italicised, followed by the issue number in parentheses (not italicised).
- If each issue begins with page 1, give the issue number in the parentheses immediately after the volume number.
- For researchers, the issue number is not required for journals with continuous pagination.

Journal article – electronic version with a DOI

➤ In text citation

Shepherd et al., (2007) or

Shepherd et al. (2007) highlight the...

- If there are six or more authors, from the first citation in text, use et al. after the first author.

➤ In reference list

Shepherd, R., Barnett, J., Cooper, H., Coyle, A., Moran-Ellis, J., Senior, V., & Walton, C. (2007). Towards an understanding of British public attitudes concerning human cloning. *Social Science & Medicine*, 65(2), 377-392. doi:10.1016/j.socscimed.2007.03.018

- DOI is a Digital Object Identifier (DOI).
- For researchers, when a DOI is available, no matter whether electronic or print, include it in the reference.

 Journal article – electronic version with no DOI

➤ In text citation

(Harrison and Papa, 2005) or

In their research, Harrison and Papa (2005) established...

- If there are six or more authors, list all authors in the reference list. From the first citation in text, use et al. after the first author.

➤ In reference list

Harrison, B., & Papa, R. (2005). The development of an indigenous knowledge program in a New Zealand Maori-language immersion school. *Anthropology and Education Quarterly*, 36(1), 57-72. Retrieved from Academic Research Library database.

- DOI is a Digital Object Identifier (DOI).

- For researchers, when a DOI is available, no matters whether electronic or print, include it in the reference.
- For undergraduate students, give the name of the database, as in the example above (do not include the database URL). It is no longer necessary to include the date of retrieval.
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 Journal article – internet only

➤ In text citation

(Snell and Hodgetts, n.d.) or

Snell and Hodgetts (n.d.) identified “...”

- (n.d.)= no date.
- As there are no page numbers, cite the paragraph number in text.

➤ In reference list

Snell, D., & Hodgetts, D. (n.d.). The psychology of heavy metal communities and white supremacy. Te Kura Kete Aronui, 1.

Retrieved from <http://www.waikato.ac.nz/wfass/tkka>

- (n.d.)= no date.

 Journal article – cited in a secondary source

➤ In text citation

(Lilieholm and Romney, 2000, as cited in Suntikul, Butler, and Airey, 2010) *or*

Lilieholm and Romney (2000, as cited in Suntikul, Butler, and Airey, 2010) argue that...

➤ In reference list

Suntikul, W., Butler, R., & Airey, D. (2010). Implications of political change on national park operations: Doi moi and tourism to Vietnam's national parks. *Journal of Ecotourism* 9(3), 201-218. doi: 10.1080/14724040903144360

A journal article available online

Author, A., and Author, B. (Year). Article title. Title of Periodical, x(x), pp-pp. doi:xxx-xxxxx

Author, A., and Author, B. (Year). Article title. Title of Periodical, x(x), pp-pp. Retrieved from http://...

 Online documents / Webpages

Author, A., and Author, B. (Year). Title of the webpage. Retrieved from http://...

Author, A., and Author, B. (Year). Title of the webpage. Retrieved from ...website: http://...

Author, A., and Author, B. (Year, Month Day). Title of the webpage [Description of form]. Retrieved Year, Month Day from http://...

APPENDICES

Appendix A: Pre-test Survey Questionnaire.

After Oral Exam

Step 1: Email confirmation

Ps: This letter is an example of the confirmation email that you'll receive after the final thesis.

Please upload your Final Thesis to National Library System

Dear Students,

Once your Final Thesis is approved by your advisor and you can come to office for collecting "Thesis verification form" of yours.

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After you have the page of Thesis verification form and the Library online Thesis Authorization Form (as the attachment), you could start to print out the 3 hard copies of your Final Thesis (without the watermark and with the red cover).

A. where shall you send these 3 copies of your Final Thesis to?

Please submit in this order.

1.Department (En 951)

2.Libray (and check for your upload)

3.Academic Dept (the Last stop and get your degree)

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You can read the steps of editing a PDF with watermark from our department website.

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<http://cloud.ncl.edu.tw/pccu/> and click the "download"

Please log-in the PCCU Library Website for the upload.

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Academic Year	semester	Name	E-mail (You can change this to your often using mail account for recieving the process updates)	Student No	account no	password
102		羅西亞	A1125381@ulivc.pccu.edu.tw	A2098916	1854PCCU7859	<input type="password"/>

Please change to your own email.

Step 2: Library System Procedure

- Go to the website: <http://ndltdcc.ncl.edu.tw>
- Insert your student id and your password.
- Choose the English version



Step 3: Print the Magic Paper below.

Example letter: The Magic Paper

***This is the last paper that you'll receive after done**

http://cloud.ncl.edu.tw/manager_print_authorize_acts.php?PHPSE...

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指導教授: 聶天威, Lou, Tien-Wei; 駱武昌, Luo, Wu-Chang

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