

附註：參考文獻

中文部份：

王子博，(民 89)。 全球資訊產業發展趨勢分析 - 風雲再起之新 PC 時代。台北：MIC 透析資料庫。

王勝宏，(民 90)。 我國資訊硬體產業發展。台北：MIC 透析資料庫。

杜書伍 (民 89)。 不停駛的驛馬。台北：商訊文化。

杜書伍 (民 92a)。 全方位通路行銷推薦序。台北：天下文化。

杜書伍 (民 92b)。 聯強 EMBA。台北：聯強國際。

余忠勳 (民 90)。 高科技產品之零售定價與定購模式。未出版之碩士論文，中壢市：中央大學工業管理研究所碩士班。

林祖得、樂以媛，(民 90)。 我國流通業電子化現況與展望 - 3C 產業。台北：MIC 透析資料庫。

林郁文 (民 92)。 以產品生命週期為基礎之多世代產品競爭主動式雙贏定價模式。未出版之碩士論文，台中市：東海大學工業工程與經營資訊研究所碩士班。

胡鈺淙 (民 89)。 資訊數位產品之定價策略。未出版之碩士論文，台北市：台灣大學商學研究所碩士班。

窪田千貫 (民 77)。 價格戰爭、洞察市場、掌握先機 (楊鴻儒譯)。台北市：書泉出版社。

高立瀚 (民 91)。 數位化資訊產品電子商務定價模式之研究。未出版之碩士論文，台北市：世新大學管理學院碩士班。

菲力浦，科特勒 (Philip, Kotler) (民 91)。行銷學原理 (方世榮譯)。台北市：東華書局。

馮正民、賈凱傑、張家祝 (民 89a)。廠商供應鏈調整對物流之影響—以短週期資訊電子產品為例。交通運輸，(第 19 期)，14-29 頁。

馮正民、李穗玲 (民 89b)。由決策習慣探討 AHP 之評估方法。中華管理學報，1 卷 (1 期)，21-26 頁。

劉信宏 (民 89)。以 AHP 模式進行人力資源管理項目之評估—以筆記型電腦為例。未出版之碩士論文，中壢市：中原大學工業工程研究所碩士班。

劉俊庭 (民 92)。顧客價格敏感性之動態性與異質性對最適定價策略之影響。未出版之碩士論文，台北市：臺灣大學國際企業學研究所碩士班。

羅伯，柯若思 (Robert, G.C.) (民 87)。收益式管理、分眾市場的行銷策略 (朱道凱譯)。台北市：麥田出版。

羅伯，道隆 (Robert, Dolan)、赫曼，賽門 (Hermann, Simon) (民 89)。定價聖經 (劉怡伶、閻蕙群譯)。台北市：藍鯨出版社。

英文部份：

Amemiya, T. (1984). Tobit models a survey. Journal of Econometrics, 24 (1) , 3-61.

Abreu, D. & Pearce, D. & Stracchetti, E. (1986) . Optimal cartel equilibrium in super games. Journal of Economic Theory, 39 (1) , 251-269.

Anne, T. (1996) . Marketing channels. N.J : Prentice-Hall Inc.

Alan, D. & Arun, J. & Paul, R. (1997) . How consumers evaluate store brands. Pricing Strategy & Practice Bradford, 5 (1) , 18-24.

Brucks, M. & Valaries, A.Z. (1991) . Price and brand name as indicators of quality dimensions. Marketing Science Institute, 90-120.

Biren, P. (1997) . Analysis of pricing strategies for new product introduction. Pricing Strategy & Practice Bradford, 5 (4) , 132-141.

Dockner, E. & Jrgensen (1988) . Optimal pricing strategies for new products in dynamic oligopolies. Marketing Science, 6 (1) , 299-319.

Dennis, C. (2004) . Future of revenue management. Journal Of Revenue And Pricing Management, 3 (2) , 200-203.

Eunsang, Y. & Valerie, K. (1997) . Dynamics of the relationship between product features , quality evaluation and pricing. Pricing Strategy & Practice Bradford, 5 (2) , 45-60.

Friedman, M. (1970) . A theoretical framework for monetary analysis. Journal of Political Economy, 78 (1) , 193-238.

Fair, R.C. & Jaffee, D.M.(1972). Method of estimation for markets in disequilibrium. Econometrician, 40 (1) , 497-514.

Green, D.H. & Ryans, A.B. (1990) . Entry strategies and market performance : causal modeling of a business simulation. Journal of Product Innovation Management, 7(1), 45-58.

Hauser, J.R. & Simmie, P. (1981) . Profit maximizing perceptual positions an integrated theory for the selection of product features and price. Management Science, 27 (1) , 33-56.

Jacobson, R. & Aaker, D.A. (1985) . Is market share all it is cracked up to be ? . Journal of Marketing Research, 11-22.

Krepe, D.M. & Scheinkman, J.A. (1983) . Quantity recommitment and Bertrand competition yield Cournot outcomes. The Bell Journal of Economics, 14 (2) , 326-337.

Katz, M.L. & Shapiro, C.(1985). Network externalities competition and compatibility. The American Economic Review, 75 (1) , 424-440.

Katz, M.L. & Shapiro, C. (1986) . Technology adoption in the presence of network externalities. Journal of Political Economy, 94 (1) , 822-841.

Kotler, P. (1991) . Marketing Management Analysis-Planning-Implementation and Control. N.J : Prentice-Hall Inc.

Lichtenstein, D.R. & Burton, S. (1989) . The relationship between perceived and objective price-quality. Journal of Marketing Research, November, 26 (1) , 429-435.

Lilien, G.L. & Kotler, P. & Sridhar, M. (1992) . Marketing Models .N.J : Prentice-Hall International Editions.

Lee, H.L. & Padmanabhan, T.A. & Whang, S. (2000) . Price protection in the personal computer industry. Management Science, 3 (4) , 467-482.

- Maddala, G.S. & Nelson, F.D. (1974) . Maximum likelihood methods for markets in disequilibrium. Econometrics, 42 (1) , 1013-1030.
- Moorthy, K.S.(1985) . Using game theory to model competition. Journal of Marketing Research, 22 (1) , 262-282.
- Robert, D.B. & Bradley, T.G & Ralph, G.M.(1975) . Market share a key to profitability. Harvard Business Review Article, January, 18-23.
- Rao, R. & Bass, F.M. (1985) . Competition strategy and price dynamics : a theoretical and empirical investigation. Journal of Marketing Research, 22 (1) , 283-296.
- Saaty, T.L. (1980) . The Analytical Hierarchy Process. New York : McGraw-Hill Inc.
- Shaked, A. & Sutton, J. (1982) . Relaxing price competition through product differentiation. Review of Economic Studies, 49 (1) , 1-13.
- Simon, H. (1989) . Price Management. Amsterdam : North-Holland.
- Tucker, L.R. & Lewis, C. (1973) . The reliability coefficient for maximum likelihood factor analysis. Psychometrika, 38 (1) , 1-10.
- Thompson, G.L. & Teng, J.T.(1984) . Optimal pricing and advertising policies for new product oligopoly models. Marketing Science, 3 (1) , 148-168.
- Tellis, G.J.(1986). Beyond the many faces of price an integration of pricing strategies. Journal of Marketing Research, 46-60.
- Xie, J & Sirbu, M. (1995) . Price competition and compatibility in the presence of positive demand externalities. Management Science, 41 (1) , 909-926.
- Yoon, E.(1991) . Pricing imitative products. Industrial Marketing Management, May, 20 (1) , 115-125.