

高立學 老師

現職 休閒與遊憩管理學系 副教授

學歷 Ph.D. Florida State University

專長1 體育學

專長2 休閒遊憩規劃與管理

專長3 消費者行為

專長4 運動消費者行為、研究方法、行銷、運動行銷、運動管理

教師研究成果資料明細



參與展演

1. 高立學 2011-08-05~2011-08-07

Profile the Lives in a Paradox between Road Rage and Going Church.

2. 高立學 2011-6-9~2011-6-11

How College Department Identification Relates to Collective and Individual Self-Esteem Experiences in Watching Campus-Wide Sports Competition.

3. 高立學 2011-6-9~2011-6-11

Extend the Self-Sport Relationship in Participation to Spectatorship and Fan Identification.

4. 高立學 2011-06-01~2011-06-04

2010 World Cup Night in the National Stadium Outdoor Broadcast – An Asymmetry Analysis of Attributes Impact.

5. 高立學 2011-1-20~2011-1-23

Compare Physical Activities between 27 People with Cancer and the Control Group.

6. 高立學 2010-10-26~2010-10-29

A model examining relationships of basketball participation specialization, spectator motivation, team identification and behavior.

7. 高立學 2010-06-10~2010-06-12

Comparing the motives for watching sports in person and on TV.

8. 高立學 2010-06-10~2010-06-12

Global trends of research performance of sports.

9. 高立學 2010-06-10~2010-06-12

Characteristics of sport spectators in Taiwan.

10. 高立學 2010-06-01~2010-06-05

Means-end chain of spectator sport consumption.

11. 高立學 2010-05-12~2010-05-15

Value theory and the prediction of travel to high mountain national parks.

12. 高立學 2010-05-12~2010-05-15

Examining the relationships between personality traits and leisure activities participation.

13.高立學 2009-10-28~2009-10-30

A model examining relationships among purchase intention of sports lottery, motivation for watching sports, and viewing behavior.

14.高立學 2009-06-10~2009-06-13

Socialization process of adolescents' sport attitude through important agents.

15.高立學 2009-05-27~2009-05-30

Motives and value-based attitudes in spectator sports.

16.高立學 2009-05-27~2009-05-30

Why do people with low team identification watch sports?

17.高立學 2009-05-27~2009-05-30

Relationships between participating specialization and spectating motivation.

18.高立學 2008-07-16~2008-07-20

The relationships of personal values and spectator sport consumption---Compare US and Taiwan.

19.高立學 2008-07-16~2008-07-20

Examine the potential causal relationship between sport spectator motivation and team identification.

20.高立學 2008-05-28~2008-05-31

An empirical examination of the relationships between personal values and sport spectator behavior.