

廖俊芳著作目錄：

A. 期刊論文

1. **Jun Fang Liao**, Cedric H. J. Wu, Jou, Yih-Hen, and Yu-Ying Huang, 2004, A Study of the Relationship between of Internal Marketing, Job Satisfaction and Customer Oriented Behaviors, *Sun Yat-Sen Management Review*, Volume 12, Issue S2, December 2004, pp.181~201.(TSSCI)

B. 研討會論文

1. **Jun-Fang Liao**, Chun-Min Yang, and I-Ling Ling ,2011, The Order Effect within Product Attributes on Consumers' Food Decision Making, 2011 Northeast Decision Sciences Institute Annual Conference, Montréal, Canada (forthcoming)

2. 廖俊芳, 2010, "組織內部行銷作為對員工顧客導向之影響—以銀行業為實例", 行銷研究學術交流論壇, 國立中興大學, 台中

C. 博士論文

Jun Fang Liao, 2009, The Effects of Internal Marketing on Customer Orientation in the Banking Industry, Golden Gate University, USA
