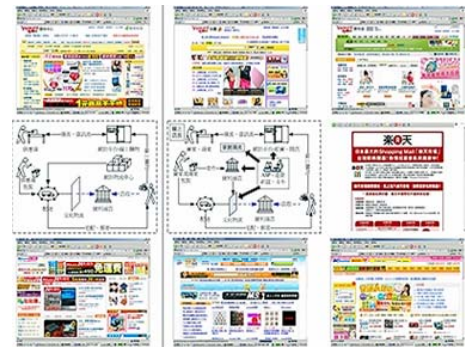


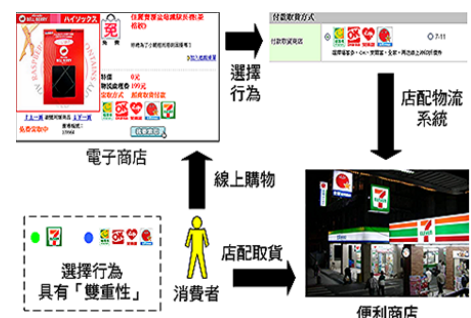
■ The Strategy of E-commerce and Consumer Behavior

Digital technology has provided a new paradigm in every corner of our society and resulted in our lives being changed through interaction over the Internet. The term “electronic commerce” primarily refers to the exchange of information and to transactions between different commercial agents, such as firms, which is different from the relationship between firms and consumers. Many marketing experts believe that the web sites are more conducive to relationship marketing than other targeted media, such as direct mail.



■ The Logistics Framework based on E-commerce

Convenience stores in Taiwan have provided a 24-hour purchasing environment for consumers and are distributed everywhere, and they has integrated the e-commerce with the logistics system of convenience stores to a new retail delivery model: “On-line shopping in an electronic store and pick-up goods in a convenience store”. Because of the convenience store remain open 24 hours even on the holidays; the on-line shoppers can pick up their goods on their own schedules.



■ The Meaning of History Buildings in Modern City Environment

The preservation of historic buildings in Taiwan is still in initiative phase. Specially, historic buildings involve many complex problems, such as cultural assets protection, local development, people’s equity of assets, and so on. Thus, it is necessary to build thorough policies on concepts, principles, laws, systems, recovery, and reuse. This research presents the stand point of the biology symbiosis about re-use in historic building for discussing the thinking of re-use between lately and old building and relationship based on user understanding for re-use space.



■ Methodology

- Qualitative Research
 - ◎ Case Study
 - ◎ MCDM (Fuzzy AHP, TOPSIS, FCM, Grey Theory)
- Quantitative Research
 - ◎ Multi-Variable Analysis (GLM, Factor analysis, Logit model, SEM, ANOVA, Cluster analysis)
 - ◎ Data Mining
 - ◎ Catastrophe & Chaos Theory

