


## 國立體育大學休閒產業經營學系教師個人基本資料表

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### 一、期刊論文(2006~迄今)

篇名	所屬資料庫或 科會評定等級
1. 黃琇美、王凱立、江亦瑄 (2018年7月)。社群媒體直播運動賽事—以 Facebook「籃球基因」粉絲專頁為例。商業教育季刊, 142。	
2. Kai-Li Wang, You-Hau Chen (2017, Jun). A Study on Using a Smartphone to Broadcast Basketball Games: Prototype Tests Based on a Video Calling/Conferencing Platform. <i>International Journal of Future Computer and Communication</i> , 6(2).	<b>Indexed by EI (Inspec)</b>
3. Kai-Li Wang, Kai-Chun Wang (2016, Sep). A Study on Sports Data Matching for Virtual Competitions. <i>International Journal of Social Science and Humanity</i> , 6(9), 706-709.	
4. Kai-Li Wang Yun-Ci Ye (2015, Sep). Measuring Coach Effects in Archery Sport with Hierarchical Linear Modeling. <i>International Journal of Learning and Teaching</i> .	
5. Kai-Li Wang (2015, May). Application of Wearable Devices to Running During Training. <i>International Journal of Machine Learning and Computing</i> , 5(6).	<b>Indexed by EI (Inspec)</b>
6. Kai-Li Wang (2015, May). A Study on Building of Sports Data Sharing Platform from the Perspective of the Personal Information Protection Act. <i>Journal of Advances in Information Technology</i> , 6(2), 54-58.	<b>Indexed by EI (Inspec)</b>

7. Kai-Li Wang (2014, Aug). The Use of Economics of Law to Develop a General Theory on the Justification of Protection of Sports Image Rights: from the Perspective of Strategic Form Game. <i>Asian Sport Management Review</i> .	
8. Kai-Li Wang (2014, Mar). Mandatory Provision or Default Provision? A Game Theory Analysis of Taiwanese Regulations on Travel Contract. <i>Advanced Management Journal</i> .	
9. Rosa Ma, Chun-Kwet Dwan, Kai-Li Wang, Chih-Yao Lo (2013, Mar). Desire App Navigation System Using Hsinchu 17 Kilometers Splendid Coastline Scenic Area. <i>International Journal of Leisure Information Management</i> , 1(1), 30-39.	
10. 王凱立 (2013年08月)。國際體育事務之談判：一個賽局理論框架的簡述。國民體育季刊	
<b>二、專書</b>	
書名	ISBN
Youhau Chen, Kaili Wang. Using Means-End Chains for Analyzing Why Spectators Like Watching Sports Games via Online Live Streaming. 2016 6 <sup>th</sup> International Workshop on Computer Science and Engineering (WCSE 2016) Part II (ISBN: 978-981-11-0008-6). LA, USA: The SCience and Engineering Institute. Jun, 2016: 430-433.	978-981-11-0008-6
<b>三、研討會論文(2007~迄今)</b>	
篇名	備註
1. Kai-Li Wang (2017, Oct). Broadcasting Rights of Games Played by Studentathletes in the Era of 'We-Media'. International Association of Sport Law (IASL) Annual 23rd Worldwide Conference, Roma.	
2. Kai-Li Wang (2017, Jul). A Study on the Automatic Recognition of Electronic Running Routes: Taking Running Tracks as an Example. 22nd annual congress of the European college of sport science, ESSEN, Germany	
3. Man-Hsu LIN, Kai-Li WANG (2016, Nov). A Study of Establishing Sport Arbitration System by Analytic Hierarchy Process. International Association of Sport Law (IASL) Annual 22nd Worldwide Conference, Sochi, Russia.	
4. Kai-Li Wang, You-Hau Chen (2016, Oct). A Study on Using Google Hangouts to Broadcast Basketball Games. 14th Annual Conference of the Sport Marketing	

Association (SMA), Indianapolis, USA.	
5. Kai-Li Wang (2015, Sep). A Study on Intellectual Property-based Protection of Sport Database: Focused on the Sport Database Produced by Wearable Devices . 2015 International Conference Advanced Management Science and Information Engineering, Hong Kong.	EI
6. Kai-Li Wang (2014, Nov). A Study on the Use of Means-end Chain Model to Explore What Values Wearable Devices Bring to Sport Consumers Kai. SMAANZ 2014(Sport Management Association of Australia and New Zealand), Melbourne, Australia.	
7. Kai-Li Wang , Chun-Kwet Dwan (2014, Jul). A Study on Technology Acceptance Model to Explore the Bicycle Travelers' Intention of Use of the Navigation App on Mobile Devices . 5th International Conference on Sport and Society.	
8. Lin Man Hsu, Wang Kai Li (2014, Jun). Implementing the Salary Arbitration Rules of Major League Baseball (MLB) into Chinese Professional Baseball League (CPBL): A Pilot Study. 2014 AASM Conference.	
9. Siow Chin An, Wang Kai Li (2014, Jun). A Study of Governments' Incentive Scheme toward Sport Industry-Policy Comparison between Taiwan and Malaysia. 2014 AASM Conference.	
10. Tai-Li Lin, Kai-Li Wang, Kong-Ting Yeh (2013, Oct). A Study on How Consumers of Athletic Shoes Choose between In-store Shopping versus Online Shopping. 11th Annual Conference of the Sport Marketing Association.	
11. Kai-Li Wang, Chia-Lun Kuo (2013, Aug). A Study on Revising the Transactive Memory System (TMS) Scale for Sports Teams. KU-SS Sport Management & Sport Science Summit 2013, Bangkok.	
12. 黃致霖 王凱立 (2014年06月) 。2017臺北世大運標誌保護之法律可行性初探。2014 AASM Conference。	
<b>四、研究專案與產學合作(2007~迄今)</b>	
專案名稱	補助單位
1. 賽事到底是誰的？在自媒體浪潮下重新檢視學生運動轉播權的法律性	科技部
2. 運動數據配對與選擇之研究：以路跑運動為例	科技部
3. 運動彩券教育訓練課程認證規劃合作案	台灣運動彩券股份有限公司

4. 科技配合運動產業發展條例應訂定部分子法		體育署
5. 新現代五項運動會合作案		台灣運動彩券股份有限公司
6. 蒙古騎馬射箭運動觀光遊程規劃服務案		高豐運動網
<b>五、專利或其他(2007~迄今)</b>		
名稱		備註
1. 一種用於自動化記錄運動數據之系統及其方法		I549499
2. 辨識運動路徑之方法、搜尋運動路徑之方法及其系統		I566112
3. 一種運動數據媒合系統及其方法		I620139
4. 無線喚醒裝置		M461077
5. 耳穴刺激物		M469907
<b>六、教學</b>		
五年內開授課程		
學年度	課程名稱	學制
107	運動經濟學	碩士在職專班
107	運動與智慧財產研究	碩士班
107	運動法學	大學部
五年內指導學生狀況		
學年度	碩士班(人)	博士班(人)
<b>七、校內外各級公共事務參與</b>		
年月	校內/外	項目
<b>八、專業學術服務工作項目</b>		
年月	校內/外	項目
<b>九、教學與研究獎勵事蹟</b>		
年月	校內/外	項目

十、其他		
年月	校内/外	項目