



靜宜大學寰宇管理碩士學位學程  
Providence University Global Master of Business Administration

# THESIS GUIDELINES

Global MBA

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Cover page

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靜宜大學寰宇管理碩士學位學程  
碩士論文

Global Master of Business Administration,  
Providence University  
Master Thesis

Thesis title (Chinese)

Thesis title (English)

研究生：○○○ 撰

Graduate Student: ○○○

指導教授：○○○博士

Advisor : ○○○ , Ph. D.

All the words should be centered on the page, font in 標楷體 18 pt with Chinese and Times New Roman 16pt with English. It should not be bolded, underlined, or italicized.

## Order of thesis binding

\*Please remember to put spine when making paper copies.

1. Cover page
2. Title page (the same one as cover page)
3. Approval letters
- \*Provided by program office
4. Acknowledgement (Optional)
5. Table of Content
6. Abstract
7. List of Tables
8. List of Figures

9. Content of thesis

10. References
11. Appendices

# PROVIDENCE UNIVERSITY

## Approval Letter of Oral Defense Panel Members

Mr. / Ms. \_\_\_\_\_

A Graduate Student of Global Master of  
Business Administration Program,  
International College, whose thesis:

( Chinese ) \_\_\_\_\_

( English ) \_\_\_\_\_

Has met the standards of qualifications for a Master's Degree and  
has thus been approved by this panel.

Committee Members: \_\_\_\_\_ (Signature)

\_\_\_\_\_  
(Signature)

Thesis Advisor \_\_\_\_\_ (Signature)

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Signature)

Program Chair: \_\_\_\_\_ (Signature)

Date:

## Table of Content

<b>Table of Content .....</b>	<b>i</b>
<b>Abstract .....</b>	<b>ii</b>
<b>List of Tables .....</b>	<b>v</b>
<b>List of Figures .....</b>	<b>vii</b>
<b>Chapter One: Introduction .....</b>	<b>1</b>
1.1 Research Background .....	1
1.2 Purposes of study .....	7
1.3 Research Questions .....	10
<b>Chapter Two: Literature Review .....</b>	<b>11</b>
2.1 Experiential Marketing .....	11
2.2 Service Quality .....	13
2.3 Customer Satisfaction .....	17
<b>Chapter Three: Methodology .....</b>	<b>35</b>
<b>Chapter Four: Results .....</b>	<b>50</b>
<b>Chapter Five: Conclusions .....</b>	<b>62</b>

Items such as table of contents, acknowledgements, list of table and figures are listed in **Roman numerals (i, ii, iii, iv, v ....)**

The main content of the thesis until the reference and the appendix are listed in **Arabic numbers(1, 2, 3, 4 ...)**

3 cm

Level 1 heading should be centered, bolded, and uppercase, typed in 16 point of Times New Roman font.

## CHAPTER ONE: INTRODUCTION

### 1.1 Research Background

Level 2 heading should be aligned left, bolded, title cased, typed in 14 point of Times New Roman font.

Experiential marketing is spread far and wide nowadays. Economic is changing as well as business model. As competition is getting intense fiercely, the issue of surviving in the long term of running restaurants is becoming a thorn in managers' flesh. In the old transaction of business concept, customers are assumed to make purchase a commodity. Along with development, more and more marketing strategies and business concepts are emphasizing offering memorable experiences for customers because as Sshmitt (1999) proposed that the ultimate objective of experiential marketing is to approach holistic experiences for customers.

In order to satisfy customers, providing experiential marketing is still way behind in a complete service as a provider. In general speaking, hospitality industry is always struggling in delivering satisfied service quality. Service quality is often identified as the result of comparison between customers' expectations about a service and their perceptions of service experience (Parasuraman and Zeithaml, 1988: gronroos, 1984: garuana, 2002). In order to generate greater customer loyalty, delivering high service of quality and creating extraordinary customer value to reach high satisfaction have become business strategies for hospitality managers. Loyal customers are often thought as a free advertisement for a business, it's usually generated by consumption experience. More than that, it's also an assert of a company. By keeping loyal customers can not only retain long term customers but also create and attract potential customers indirectly. Hopefully, thorough out doing these

Content-

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experiential

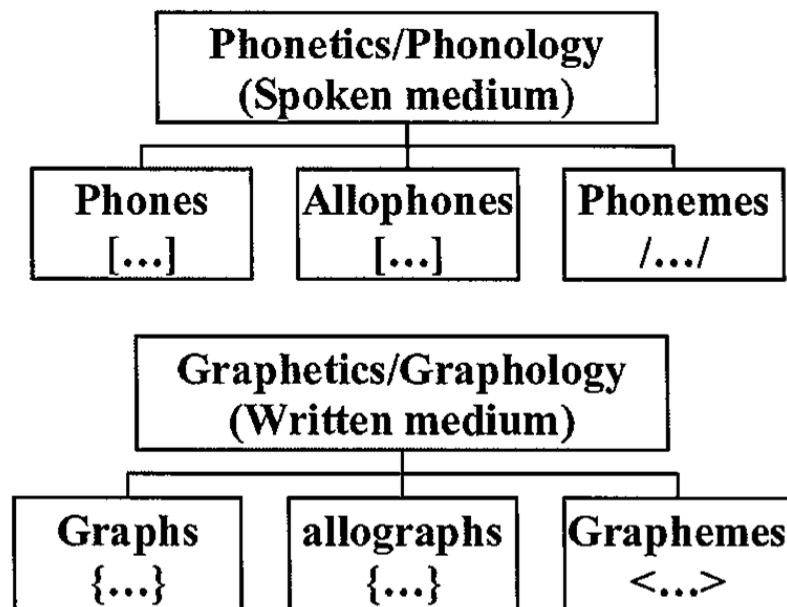
In order to satisfy customers, providing experiential marketing is still way behind in a complete service as a provider. In general speaking hospitality industry is

Table 2

*Static Information*

Demographic Description		Number	Percent
Level	Level 2 (beginner to high beginner)	58	61.7%
	Level 4 (low intermediate)	18	19.1%
	Level 5 (intermediate)	18	19.1%
Gender	Male	69	73.4%
	Female	25	26.6%

Number tables sequentially if you have more than one table. Each table must be referred to in the text, using a capital T, (e.g. ... as shown in Table 1). Place the title directly **ABOVE** the table itself and below the table number, title should be italicized.

*Figure 1* Demographic Figure Sample

Place the Figure number **BELOW** the figure itself, italicized, caption which describes the contents, then end with the citation information (if reproduced from another source.)



## REFERENCES

ANCI national competency standards for the registered nurse and the enrolled nurse. (2000). Retrieved from <http://www.anci.org.au/competencystandards.htm>

Boughton, M., & Halliday, L. (2008). A challenge to the menopause stereotype: Young Australian women's reflections of 'being diagnosed' as menopausal. *Health & Social Care in the Community*, 16(6), 565-572. doi: 10.1111/j.1365-2524.2008.00777.x

Lumby, J. (2001). Who cares? *The changing health care system*. Sydney, Australia: Allen & Unwin.

McKenzie, H., Boughton, M., Hayes, L., & Forsyth, S. (2008). Explaining the complexities and value of nursing practice and knowledge. In I. Morley & M. Crouch (Eds.), *Knowledge as value: Illumination through critical prisms* (pp. 209-224). Amsterdam, Netherlands: Rodopi

The Health Targets and Implementation (Health for All) Committee. (1988). *Health for all Australians*. Canberra, Australia: Australian Government Publishing Service

Start the reference list on a new page, center the title "Reference", and your reference list should be ordered alphabetically by author. Every source mentioned in the paper should have an entry.

Line space : 24pt

## Citation Guide (APA 6<sup>th</sup> edition)

This handout is based on the 6th edition of the *Publication Manual of the American Psychological Association* (APA), but is not a comprehensive guide. For all rules and requirements of APA citations, please consult the 6th edition of the *Publication Manual of the American Psychological Association*.

APA requires that information be cited in 2 different ways—within the text and in a reference list at the end of the paper. The reference list should be on a new page, double spaced, and use the hanging indent method (all lines after the first one are indented).

See also:

- *Publication Manual of the American Psychological Association*, 6th ed. Washington, DC: American Psychological Association, 2010.
- *Concise Rules of APA Style*, 6th ed. Washington, DC: American Psychological Association, 2010.

### CITATIONS IN THE TEXT:

APA uses the author-date method of citation. The last name of the author and the date of publication are inserted in the text in the appropriate place.

When referencing or summarizing a source, provide the author and year. When quoting or summarizing a particular passage, include the specific page or paragraph number, as well.

When quoting in your paper, if a direct quote is **less** than 40 words, incorporate it into your text and use quotation marks. If a direct quote is **more** than 40 words, make the quotation a freestanding indented block of text and DO NOT use quotation marks.

#### • One work by one author:

- In one developmental study (Smith, 1990), children learned...
- OR
- In the study by Smith (1990), primary school children...
- OR
- In 1990, Smith's study of primary school children...

- **Works by multiple authors:**

When a work has 2 authors cite both names every time you reference the work in the text. When a work has three to five authors cite all the author names the first time the reference occurs and then subsequently include only the first author followed by et al. For example:

First citation: Masserton, Slonowski, and Slowinski (1989) state that...

Subsequent citations: Masserton et al. (1989) state that...

For 6 or more authors, cite only the name of the first author followed by et al. and the year.

- **Works by no identified author:**

When a resource has no named author, cite the first few words of the reference entry (usually the title). Use double quotation marks around the title of an article, chapter, or Web page. Italicize the title of a periodical, book, brochure, or report. For example:

The site seemed to indicate support for homeopathic drugs ("Medical Miracles," 2009).

The brochure argues for homeschooling (*Education Reform*, 2007).

Treat reference to legal materials such as court cases, statutes, and legislation like works with no author.

- **Two or more works in the same parenthetical citation:**

Citations of two or more works in the same parentheses should be listed in the order they appear in the reference list (i.e., alphabetically, then chronologically).

Several studies (Jones & Powell, 1993; Peterson, 1995, 1998; Smith, 1990) suggest that...

- **Specific parts of a source**

Always give the page number for quotations or to indicate information from a specific table, chart, chapter, graph, or page. The word page is abbreviated but not chapter. For example:

The painting was assumed to be by Matisse (Powell, 1989, Chapter 6), but later analysis showed it to be a forgery (Murphy, 1999, p. 85).

If, as in the instance of online material, the source has neither visible paragraph nor page numbers, cite the heading and the number of the paragraph following it. This allows the reader to locate the text in the source. For example:

The patient wrote that she was unimpressed by the doctor's bedside manner (Smith, 2006, Hospital Experiences section, para. 2).

### **CITATIONS IN A REFERENCE LIST:**

In general, references should contain the author name, publication date, title, and publication information. Include the issue number if the journal is paginated by issue.

#### **For information obtained electronically or online include the DOI:**

**DOI** - a unique alphanumeric string assigned to identify content and provide a persistent link to its location on the internet. The **DOI** is typically located on the first page of the electronic journal article near the copyright notice. When a DOI is used in your citation, no other retrieval information is needed. Use this format for the DOI in references: doi:xxxxxxx

If no DOI has been assigned to the content, provide the home page URL of the journal or of the book or report publisher. Do not insert a hyphen if you need to break a URL across lines; do not add a period after a URL, to prevent the impression that the period is part of the URL.

In general, it is not necessary to include database information. Do not include retrieval dates.

• **Book:**

Strunk, W., Jr., & White, E. B. (1979). *The guide to everything and then some more stuff*. New York, NY: Macmillan.

Gregory, G., & Parry, T. (2006). *Designing brain-compatible learning* (3rd ed.). Thousand Oaks, CA: Corwin.

• **Chapter of a Book:**

Bergquist, J. M. (1992). German Americans. In J. D. Buenker & L. A. Ratner (Eds.), *Multiculturalism in the United States: A comparative guide to acculturation and ethnicity* (pp. 53-76). New York, NY: Greenwood.

• **Journal Article with DOI:**

Paivio, A. (1975). Perceptual comparisons through the mind's eye. *Memory & Cognition*, 3, 635-647. doi:10.1037/0278-6133.24.2.225

• **Journal Article without DOI (when DOI is not available):**

Becker, L. J., & Seligman, C. (1981). Welcome to the energy crisis. *Journal of Social Issues*, 37(2), 1-7.

Hamfi, A. G. (1981). The funny nature of dogs. *E-journal of Applied Psychology*, 2(2), 38 -48. Retrieved from <http://ojs.lib.swin.edu.au/index.php/fdo>

• **Online Newspaper Articles:**

Becker, E. (2001, August 27). Prairie farmers reap conservation's rewards. *The New York Times*. Retrieved from <http://www.nytimes.com>

• **Encyclopedia Articles:**

Brislin, R. W. (1984). Cross-cultural psychology. In R. J. Corsini (Ed.), *Encyclopedia of psychology* (Vol. 1, pp. 319-327). New York, NY: Wiley.

Developmental genetics. (2005). In *Cambridge encyclopedia of child development*. Retrieved from [http://0-www.credoreference.com.library.muhlenberg.edu:80/entry/cupchilddev/developmental\\_genetics](http://0-www.credoreference.com.library.muhlenberg.edu:80/entry/cupchilddev/developmental_genetics)

• **Technical and Research Reports (often with corporate authors)**

Hershey Foods Corporation. (2001, March 15). *2001 Annual Report*. Retrieved from <http://www.hersheysannualreport.com/2000/index.htm>

• **Book Reviews:**

Dent-Read, C., & Zukow-Goldring, P. (2001). Is modeling knowing? [Review of the book *Models of cognitive development*, by K. Richardson]. *American Journal of Psychology*, 114, 126-133.

*NOTE: For articles that have a DOI, see Journal Article with DOI example.*

• **Data Sets:**

Simmons Market Research Bureau. (2000). *Simmons national consumer survey* [Data file]. New York, NY: Author.

• **Blog post:**

Lincoln, D. S. (2009, January 23). The likeness and sameness of the ones in the middle. [Web log post]. Retrieved from <http://www.blogspot.com/lincolnworld/2009/1/23.php>

- **Website with no author or date of publication:**

Census data revisited. (n.d.). Retrieved March 9, 2009, from Harvard, Psychology of Population website, <http://harvard.edu/data/index.php>

**Do not include retrieval dates unless the source material may change over time.** If no DOI has been assigned to the content, provide the homepage URL.

- **Reprint from Another Source:**

- Citation in the text:

(Newton, 1998/1999).

- Reference List Citation:

Newton, W. (1999). Return to Mars. In C. Mari (Ed.), *Space Exploration* (pp. 32- 41). New York, NY: H.W. Wilson. (Reprinted from National Geographic, pp. 2-26, August 1998).

- In this example of a reprinted book review, the author of the book is named first, followed by the editor of the reprinting source, then the reviewer. In your parenthetical citation, it is necessary to name the author of the book, while the reviewer is named to distinguish from other reviews of this book.

# Graduation Process

**Date in red** – for students who would like to graduate in January (Spring Semester)

**Date in green** – for students who would like to graduate in July (Fall semester)



## Note

\*after oral defense, you'll need to revise your thesis, please submit one copy of your thesis to program office after you finish revision.

\*After revision, you need to get the approval letter from GMBA office first, then upload you thesis on line. After you get the approval from library, please make **5** copies before running school leaving process.

- You may find the application forms in Global MBA webpage.

<https://gmba.pu.edu.tw/p/404-1031-6806.php?Lang=en>



- Should there be any question about it, please feel free to contact

**Global MBA** program office.

Secretary : Ms. Mia Liu  
Phone: 04-2632-8001 ext. 19203  
Email: [mialiu@gm.pu.edu.tw](mailto:mialiu@gm.pu.edu.tw)  
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