

## 教師個人基本資料

馬上鈞 

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到職年月：101 年 8 月

現職年月：113 年 8 月



### 學歷

學校	系所	學位
英國雪菲爾哈倫大學	觀光休閒與環境變遷研究所	博士
國立臺灣師範大學	運動與休閒管理研究所	碩士
國立屏東師範學院 (現為國立屏東大學)	初等教育學系	學士

### 專長領域

賽會管理、休閒行為、運動設施規劃與管理、網球

### 研究方向

Sport Event Legacy ; Sport Consumer Behaviour ; Leisure Behaviour ; eSport ;  
Sport Carbon Footprint

### 個人經歷

- 台灣體育運動管理學會 副理事長 (2024.06~)
- 台灣體育運動管理學報 主編 (2024.06~)
- 國科會體育學門專題計畫複審委員
- 台灣體育運動管理學會運動管理季刊第 49 期主編(2020.07)
- 國科會專題計畫初審委員(2018~)
- 教育部體育署國際賽事訪視委員(2019~)
- 台南市體育處運動設施訪視委員(2017~)
- 國立成功大學體育室 活動組組長(2015.08~2021)
- 樹德科技大學體育室 組長(2010~2011.01)
- 國立高雄大學兼任助理教授 (2009~2010)

- 國立屏東科技大學兼任助理教授(2009~2010)
- 2009 高雄世運會組織委員會基金會滑輪溜冰曲棍球及花式溜冰比賽專員、運動禁藥管制專案組長(2009.02~07)
- 正修科技大學運動健康與休閒系兼任教師(2009)
- 行政院衛生署嘉南療養院--創意服務競賽評審、全國運動會專案顧問(2009)
- 青少年網球選手之生涯規劃 (中華民國青少年網球排名賽專題講師)(2004)

### 所內行政工作

- 體育健康與休閒研究所所長 (2023.08~2026.07)
- AACSB 負責教師 (2014~2017)
- 104 級、113 級碩班導師 (2013、2022)
- 108 級、115 級碩班導師 (2017、2024)
- 課程規劃委員會委員 (2013~2022)
- 研究規劃委員會委員 (2014~2021)及召集人(2021)
- 102~110 年入學考試命題委員
- Asia Pacific Management Review(2013)(TSSCI)(Guest Reviewer)
- 2022 管院產學中心教師代表

### 校內行政工作

- 非屬學院教評委員、體育室教評委員 (110~112)
- 全國大專院校運動會籌備處運動競技組執行秘書 (2019.12~)
- 體育室活動組組長 (2015~2021)
- 獎懲委員會委員(2014~2015)
- 宿舍配借管理委員會委員 (2014~2015)
- 校務會議代表 (2014~2015; 2017~2019)
- 體育室活動規劃委員會委員 (2012~2020)
- 體育室場地設施規劃委員會委員 (2013~2016)
- 院國際交流委員會委員(2013~2017)
- 女子網球校隊訓輔(2012~至今)
- 男子網球校隊訓輔(2023~至今)

### 校外行政工作

- Asian Association for Sport Management Conference 2023 (reviewer)
- International Journal of Sports Marketing & Sponsorship 編輯委員 (2023~)

- 體育學報(TSSCI)編輯委員 (2022~2023)
- International Journal of Sports Marketing & Sponsorship (2020~) (Guest Reviewer) (SSCI)
- 休閒運動健康評論編輯委員(2020~)
- Sport in Society (2019) (Guest Reviewer) (SSCI)
- 大專體育編輯委員(2019~)
- 台灣體育運動管理學報編輯委員(2018~)(TSSCI)
- 台灣體育運動管理學會 (TASSM)學術發展委員(2019~2022)
- 成大體育期刊分科委員(2018~)
- 休閒觀光與運動健康學報編輯委員(2015~至今)
- 國內期刊文章審查委員(台灣運動心理學報、體育學報、大專體育學刊、台東體育學報、社會科學期刊、運動產業研究、中華體育季刊、運動研究)
- 國內碩士、博士畢業論文口試委員(國立屏東科技大學、國立高雄大學、國立高雄第一科技大學、國立體育大學、國立台東大學、國立屏東大學、樹德科技大學)
- Leisure Studies (2018、2020) (Guest Reviewer) (SSCI)
- PLOS ONE (2017) (Guest Reviewer)
- Current Issues in Tourism (2016) (Guest Reviewer) (SSCI)
- Tourism Management (2016) (Guest Reviewer) (SSCI)
- Applied Research in Quality of Life (2016) (Guest Reviewer) (SSCI)
- Leisure Sciences (2015) (Guest Reviewer) (SSCI)
- European Sport Management Quarterly (2015/2020/2021) (Guest Reviewer) (SSCI)
- 台南市古都國際馬拉松採購評選委員(2014~2015)
- Journal of Sports Sciences (2014) (Guest Reviewer) (SCI)
- Perceptual and Motor Skills (2014) (Guest Reviewer) (SSCI)

## 榮譽

- 2024 亞洲運動管理學術研討會優秀論文 1 篇
- 2023 亞洲運動管理學術研討會優秀論文 3 篇
- 科技部 110 年度運動科學與人文社會融合學術研討會優秀論文獎
- 109 年度科技部專題計畫優秀年輕學者
- 109 台灣體育運動管理學會優秀論文獎(新台幣 10,000 元)
- 科技部專題計畫成果發表 Section Chair (2014、2016、2018、2020、2022)
- 獲 Sheffield Hallam University 研究獎補助 3,300 英鎊 (總計新台幣 211,000 元)(2007、2008)
- 獲駐英國代表處論文發表費補助 US\$300 (2008)

- 獲中華民國陸軍工兵學校工作績效獎金累計新台幣 5000 元(2004)
- 獲國家級網球教練執照(2003)
- 國立屏東師範學院優秀論文獎(1999)
- 中華民國大專院校第五屆東方錶盃網球第二次排名賽男子乙組第三名(1998)
- 中華民國大專院校第五屆東方錶盃網球第一次排名賽男子乙組第二名(1998)
- 中華民國大專院校第 28 屆運動會網球個人單打乙組 亞軍(1997)
- 中華民國大專院校第 27 屆運動會網球個人單打乙組 冠軍(1996)
- 獲選世界青少年網球錦標賽國家代表隊(1990)
- 全國青少年網球單打排名賽第二及雙打排名賽第一(1986~1991)

### 證照

- C 級羽球裁判
- C 級羽球教練
- B 級網球教練證
- C 級網球教練證
- 國家級運動教練證
- C 級自由車協會教練證

### 期刊論文

1. Ma, S.C., Byon, K., & Ma, S.M. (in press). Spectators' Adaption to Health-Related Risk: The Moderating Role of Team Identification and Past Spectating Experience. *International Journal of Sports Marketing & Sponsorship*. [SSCI, IF= 3.0, 40/140 (28.57%); Hospitality, Leisure, Sport & Tourism] NSTC 111-2410-H-006-019-MY2
2. Kaplanidou, K., Cho, I., Chatziefstathiou, D., & Ma, S-C. (accepted). The role of sport involvement on residents' evaluation of Youth Olympic Games benefits, quality of life and event support. *Journal of Olympic Studies*.
3. Sato, S.\*, Kinoshita, K., Funahashi, H., Furukawa, T., Ma, S. C. &, Kaplanidou, K. (2024). A longitudinal study of the impact of the Tokyo 2020 Olympics on Japanese residents' support: The mediating role of social well-being. *Journal of Destination Marketing & Management*, 34, 100947. [SSCI, IF= 8.9, 7/140 (5.0%); Hospitality, Leisure, Sport & Tourism; 19/407 (4.66%); Hospitality, Leisure, Sport & Tourism]
4. Kaplanidou, K., & Ma, S.C.\* (2024). Running alone or in groups? Social capital and quality of life considerations. *Leisure Studies*. [SSCI, IF= 2.8, 38/58 (65.51%); Hospitality, Leisure, Sport & Tourism] NSTC 107-2410-H-099-MY2
5. Chou, H.-Y., Ma, S.C.\*, Tsai, Y.W.\*, Shih, C. L., & Yeh, C. T. (2023). Effects of functional performance and national health insurance cost on length of hospitalization for postacute care in stroke: A retrospective observational

- study. *BMC Neurology*, 23, 343. [SCIE, IF= 2.6, 139/212 (65.56%); Clinical Neurology]
6. Ma, S.M., Chen, S.F.\* , & Ma, S.C. (2024). Relationships between social capital, leisure constraints, leisure negotiation, and running club participation. *Journal of Leisure Research*, 55(3), 398-419. [SSCI, IF= 2.5, 55/139 (39.56%); Hospitality, Leisure, Sport & Tourism] MOST 109-2410-H-020-006
  7. Ma, S.C., Su, C.Y., Chen, S.F.\* , Sato, S., & Ma, S.M.\* (2023). Analysis of COVID-19-related user content on the baseball bulletin board in 2020 through text mining. *Behavioral Sciences*, 13(7), 551. [SSCI, IF= 2.6, 61/147 (41.49%); Psychology, Multidisciplinary]
  8. Hua, Y.T., Liu, K.Y., Huang, H.C., Rotherham, I.D., & Ma, S.C.\* (2023). Testing variation in esports spectators' motivations in relation to consumption behavior. *Sustainability*, 15(3), 2028. [SSCI, IF = 3.889, 2021, 57/127 (44.88%); Environmental Studies; 133/279 (47.67%); Environmental Sciences]
  9. Chou, H.-Y.; Tsai, Y.-W.\*; Ma, S.-C.\*; Ma, S.-M.; Shih, C.-L.; Yeh, C.-T. (2023). Efficacy and cost over 12 hospitalization weeks of postacute care for stroke. *Int. J. Environ. Res. Public Health*, 20(2), 1419. [SSCI, IF = 4.614, 2021, 71/210 (33.80%); Public, Environmental & Occupational Health]
  10. Satjawathee, T., Ma, S.-C.\* , Shu, S.-T., Chang, C.-H.\* (2023). The moderating effect of self-efficacy on fitness use innovativeness and usage pattern. *Sustainability*, 15(1), 586. [SSCI, IF = 3.889, 2021, 57/127 (44.88%); Environmental Studies; 133/279 (47.67%); Environmental Sciences]
  11. Chou, S.Y., Jang, W., Ma, S.C.\* , Chang, C.H., & Byon, K. (2023). Is Mobile Gaming a new pillar of esports? Using flow and clutch states to measure player behavioral intention. *International Journal of Sports Marketing and Sponsorship*, 24(2), 311-332. [SSCI, IF= 3.0, 40/140 (28.57%); Hospitality, Leisure, Sport & Tourism]
  12. 盧寶芬\*、劉昆祐、馬上鈞(2022年12月)。大專時期參與運動團隊與畢業後規律運動的關係。 *大專體育*, 163, 10-28.
  13. 張景弘、馬上閔、馬上鈞\*、何艾翎(2022)。服務便利性與商店情感依附對運動中心消費者的影響。 *人文社會科學研究*, 16(4), 55-77.
  14. Ma, S.C.\* , & Kaplanidou, K. (2022). Effect of event service quality on the quality of life and behavioral intentions of recreational runners. *Leisure Sciences*, 44(1), 1-21. [SSCI, IF = 5.01, 2021, 13/148 (8.78%), Sociology; 23/58 (39.66%), Hospitality, Leisure, Sport & Tourism ] MOST 104-2410-H-006-078
  15. Ma, S.M, Ma, S. C., & Chen, S. F.\* (2022). The Influence of Triathletes' Serious Leisure Traits on Sport Constraints, Involvement, and Participation. *Leisure Studies*, 41(1), 100-114. (SSCI, IF=2.531, 2021, 43/57 (75.43%); Hospitality, Leisure, Sport & Tourism). MOST 104-2410-H-020-012
  16. Ma, S.C.\* , & Kaplanidou, K. (2021). Social capital and running: A network social capital perspective. *Sustainability*, 13(22), 12398. [SSCI, IF = 3.889, 2021, 57/127 (44.88%); Environmental Studies ] MOST 107-2410-H-006-099-MY2
  17. Ma, S.C., Byon, K.K., Jang, W.W., Ma, S.M.\* , & Huang, T.N. (2021). Esports spectating motives and streaming consumption: Moderating effect of game genres and live-streaming types. *Sustainability*, 13(8), 4164. [SSCI, IF =

- 3.889, 2021, 57/127 (44.88%); Environmental Studies ] MOST-108-2922-I-006-194
18. Ma, S.C.\*, & Kaplanidou, K. (2021). How CSR and social identities lead to corporate brand equity: An evaluation in the context of sport teams as brand extensions. *Sport Marketing Quarterly*, 30(1), 16-29. [ SSCI, IF= 2.395, 2021, 45/57 (78.94%); Hospitality, Leisure, Sport & Tourism ] . (B category journal with the ABDC, Australian Business Dean's Council) MOST 106-2410-H-006-084
  19. Ma, S.C.\*, Ma, S.M., & Rotherham, I.D. (2021). Testing a structural model of constraints negotiation in spectator sports: The moderating effect of satisfaction with marketing strategies. *Event Management*, 25(2), 185-199. (Scopus & ESCI in Hospitality, Leisure, Sport & Tourism) (A category journal with the ABDC, Australian Business Dean's Council). MOST 103-2410-H-006-099
  20. Hsu, J.J., Chang, C.H., Ma, S.C.\*, & Rotherham, I.D. (2020). Translation and cross-national validation of team identification scale. *Journal of Taiwan Society for Sport Management*, 20(2), 133-159. (TSSCI · 台灣體育運動管理學會最佳論文獎)
  21. Ma, S.C.\*, & Kaplanidou, K. (2020). Service quality, perceived value, and behavioral intentions among highly and lowly identified baseball consumers. *International Journal of Sports Marketing and Sponsorship*, 21(1), 46-69. [ SSCI, IF= 2.938, 38/58 (65.51%); Hospitality, Leisure, Sport & Tourism ] (B category journal with the ABDC, Australian Business Dean's Council) MOST 105-2410-H-006-049
  22. Chang, C.H., Robinson, L., Shu, S.T., & Ma, S.C.\* (2019). Fitness innovativeness, duration of stay, and revisit behavior: A moderation relationship. *International Journal of Sports Marketing and Sponsorship*, 20(4), 634-645. [ SSCI, IF= 1.075, 2019, 49/56 (87.50%); Hospitality, Leisure, Sport & Tourism ] (B category journal with the ABDC, Australian Business Dean's Council)
  23. 張景弘、馬上鈞\*、黃煜 (2019)。運動賽會知覺獨特性價值的中介影響。 *運動休閒管理學報* · 16(2) · 1-15。
  24. 林民育、陳琬蓁、馬上鈞\* (2018). The Influences of Team Success, Star Player, and Brand Association on Purchase Intention: The Case of Satellite Fans. *Journal of Physical Education, National Taitung University*, 29, 53-78.
  25. Ma, S.C.\*, & Kaplanidou, K. (2017). Examining the importance of legacy outcomes of major sport events for host city residents' quality of life. *Applied Research in Quality of Life*, 12(4), 903-923. [ SSCI, IF= 1.025, 2017, 51/98 (52%); Social Sciences, Interdisciplinary ] NSC 102-2410-H-006-116
  26. Ma, S.C.\*, & Kaplanidou, K. (2017). Legacy perceptions among host Tour de Taiwan residents: The mediating effect of quality of life. *Leisure Studies*, 36(3), 423-437. [ SSCI, IF=2.247, 20/50 (40%); Hospitality, Leisure, Sport & Tourism ] NSC 102-2410-H-006-116

27. Ma, S.C.\*, & Rotherham, I.D. (2016). Residents' changed perceptions of sport event impacts: The case of the 2012 Tour de Taiwan. *Leisure Studies*, 35(5), 616-637. [ SSCI, IF= 1.476, 21/45 (46.66%); Hospitality, Leisure, Sport & Tourism ] NSC 100-2410-H-366-016.
28. Ma, S.M., & Ma, S.C.\* (2014). Testing a structural model of psychological well-being and constraints negotiation in recreational sports participation in individuals with type 2 Diabetes. *Leisure Sciences*, 36(3), 268-292. [ SSCI, IF= 1.177, 44/142 (30.98%), Sociology; 18/43 (41.86%); Hospitality, Leisure, Sport & Tourism ] NSC 100-2410-H-020-013
29. Hsu, L.C., Ma, S.C\*., & Chang, C.H. (2014). Resident reactions to staging Tour de Taiwan 2012: Comparison of pre- and post-event. *South African Journal for Research in Sport, Physical Education and Recreation*, 36(1), 67-84. [ SSCI, IF = 0.283, 75/95 (78.94%); Social Sciences, Interdisciplinary ] NSC 100-2410-H-366-016
30. 李佳倩、馬上鈞\*(2014)。大型運動賽會永續評估之探討。 *運動管理* · 25 · 3-16。
31. Ma, S.C., Ma, S.M.\*, Wu, J.H., & Rotherham, I.D. (2013). Host residents' perception changes on major sport events. *European Sport Management Quarterly*, 13(5), 511-536. [ SSCI, IF = 0.638, 28/39 (71.79%); Hospitality, Leisure, Sport & Tourism ] NSC 100-2914-I-366-004-A1
32. Ma, S.M., Liu, C.C., Tan, Y., & Ma, S.C.\* (2013). Winning Matches in Grand Slam Men's Singles: An analysis of Player Performance-Related Variables from 1991 to 2008. *Journal of Sports Sciences*, 31(11), 1147-1155. [ SCI, IF = 2.095, 21/81 (25.92%) ; Sport Sciences ] . NSC 99-2410-H-020-014-A1
33. Ma, S.C., Ma, S.M.\*, & Rotherham, I.D. (2012). Host residents' perceptions of the impact of the 2009 World Games on Kaohsiung: A longitudinal perspective. *South African Journal for Research in Sport, Physical Education and Recreation*, 34(2), 115-135. [ SSCI, IF = 0.133, 83/92 (90.21%); Social Sciences, Interdisciplinary ] .
34. Ma, S.M., Tan, Y., Ma, S.C.\*, & Tzi Li Liou (2012). The relationship between sedentary and active leisure participation among Midwestern college students. *South African Journal for Research in Sport, Physical Education and Recreation*, 34(1), 107-122. [ SSCI, IF = 0.133, 83/92 (90.21%); Social Sciences, Interdisciplinary ] .
35. Ma, S.M., Tan, Y., Ma, S.C.\* (2012). Testing a structural model of psychological well-being, leisure negotiation, and leisure participation with Taiwanese college students. *Leisure Sciences*, 34(1), 55-71. [ SSCI, IF = 1.018, 55/139 (39.56%) , Sociology ; 17/35 (48.57%) , Hospitality, Leisure, Sport & Tourism ] .

36. 張景弘、馬上鈞\*、羅志勇(2012)。The effect of new physical surroundings on facility-driven sport services: the concepts, propositions and model. *屏東教大體育* · 15 · 56-72。
37. 張景弘、楊翰宗\*、馬上鈞、黃振洲(2012)。羽球場館服務品質對顧客滿意度之影響。 *運動休閒管理學報* · 9(2) · 217-229。
38. Ma, S.C., Egan, D.J., Rotherham, I.D., & Ma, S.M. (2011). A framework for monitoring during the planning stage for a sports mega-event. *Journal of Sustainable Tourism*, 19(1), 79-96. [ SSCI, IF = 1.929, 4/36 (11.11%); Hospitality, Leisure, Sport & Tourism ] .
39. Ma, S. M.\*, & Ma, S. C., Wu, C. Y., & Wu, C. C. (2011). The impact of ethnicity on recreational sport behaviour in the setting of a college campus recreational sport centre. *International Journal of Asian Tourism Management*, 2, 15-38.
40. 馬上閔、馬上鈞、陳聖峰(2011)。驗證運動承諾與運動行為結構模式之研究。 *輔仁大學體育學刊* · 10 · 212-229。
41. 羅志勇、馬上鈞、馬上閔(2011)。大學生網球正手拍上旋球技術教學之研究。 *屏東教大運動科學學刊* · 7 · 63-74。
42. 羅志勇、馬上鈞、曾銀助(2011)。高雄縣市室內溫水游泳池消費者滿意度與忠誠度之研究。 *屏東教大運動科學學刊* · 7 · 75-86。
43. Ma, S.M, Young, M. L., Ma, S. C., & Chen, S. F. (2011). A test of the leisure negotiation scale with a sample of college students in Taiwan. *休閒觀光與運動健康學報* · 1(1) · 33-41。
44. 羅智勇、馬上鈞\*、馬上閔(2010)。網球多球訓練介入心理訓練之探討。 *屏東教大運動科學學刊* · 6 · 149-168。
45. 馬上鈞\*、馬上閔(2010)。大型運動賽會與都市永續發展議題。 *休閒事業研究* · 8(1) · 35-49。
46. Ma, S.C.\* & Ma, S.M. (2009). Residents' attitudes towards the impacts of the 2009 World Games · *休閒運動健康評論* · 1(1) · 23-43。
47. Ma, S.M.\*, Tan, Y., & Ma, S.C. (2009). The Relationship between Psychological Well-being and Media Use of College Students in Taiwan。 *人文社會科學研究* · 3(3) · 94-115。(國科會補助 · 98-2914-I-020-001-A1)
48. Ma, S. C.\*, Rotherham, I. D., Egan, D., & Ma, S. M. (2006). Sports Mega-Events: An Approach to Sustainable Urban Development? *City Development*, 2, 97-126. (ISSN1991-2463)

## 研討會

1. Ma, S.C., Wang, C.H., & Kevin, B. (2024). Emotion and behavioral intention of online watching experiences in the context of health-related risks: A behavioral

- and EEG study. Abstract has been accepted to present in the Asian Association for Sport Management (AASM) 2024 Conference, August 23-24, 2024, Jeju Island, Republic of Korea.
2. Lo, Y.Y., & Ma, S.C. (2024). Development of environmental sustainability sports event scale. Abstract has been accepted to present in the Asian Association for Sport Management (AASM) 2024 Conference, August 23-24, 2024, Jeju Island, Republic of Korea. (優秀論文)
  3. Wei, I.H., Ma, S.C., & Liu, K.Y. (2024). A bibliometric analysis of artificial turf in sports. Abstract has been accepted to present in the Asian Association for Sport Management (AASM) 2024 Conference, August 23-24, 2024, Jeju Island, Republic of Korea.
  4. Syu, Y.H., & Ma, S.C. (2024). Can digital nudge elements foster green purchasing among generation Z? Abstract has been accepted to present in the Asian Association for Sport Management (AASM) 2024 Conference, August 23-24, 2024, Jeju Island, Republic of Korea.
  5. Tseng, C.W., Ma, S.C., & Ma, S.M. (2024). Race, scouting report and performance effects on top prospects baseball card price. Abstract has been accepted to present in the Asian Association for Sport Management (AASM) 2024 Conference, August 23-24, 2024, Jeju Island, Republic of Korea.
  6. Wang, H.H., & Ma, S.C. (2024). Exploring the developmental trends of intentions and behaviors in international sports management journals through bibliometrics. Abstract has been accepted to present in the Asian Association for Sport Management (AASM) 2024 Conference, August 23-24, 2024, Jeju Island, Republic of Korea.
  7. Ma, S.C., Kevin, B., & Ma, S.M. (2023). Adaptive behavior in response to COVID-19: A comparison of highly and lowly identified fans. Abstract has been accepted to present in the Asian Association for Sport Management (AASM) 2023 Conference, August 19-20, 2023, Sarawak, Malaysia. (MOST 111-2410-H-006-019-MY2) (TASSM & AASM 優秀論文)
  8. Ting, M.Y., Ma, S.C., & Wang, C.H. (2023). Effects of esports on neurocognition of older adults with mild cognitive impairment. Abstract has been accepted to present in the Asian Association for Sport Management (AASM) 2023 Conference, August 19-20, 2023, Sarawak, Malaysia. (TASSM & AASM 優秀論文) (國科會、高教深耕計畫補助發表)
  9. Syu, Y.H., Sato, S., Chen, S.F., & Ma, S.C. (2023). Bibliometric review of research on technology in sport management. Abstract has been accepted to present in the Asian Association for Sport Management (AASM) 2023 Conference, August 19-20, 2023, Sarawak, Malaysia. (國科會補助發表)
  10. Lo, Y.Y., Ma, S.C., & Matsuoka, H. (2023). Bibliometric studies in sport carbon footprint. Abstract has been accepted to present in the Asian Association for Sport Management (AASM) 2023 Conference, August 19-20, 2023, Sarawak, Malaysia. (TASSM & AASM 優秀論文) (國科會補助發表)
  11. Hung, Y., Ma, S.C., & Tsai, C.L. (2023). Using eye-tracking to examine esports sponsors' advertising effects. Abstract has been accepted to present in the 2023 International Conference of Sport, Leisure and Hospitality Management, May 20-21, 2023, Taipei, Taiwan.
  12. Kaplanidou, K., & Ma, S.C. (2023). Running club membership and its influence on social capital and quality of life among runners. Abstract has been accepted to

- present in the 4th WASM conference, March 5-8, 2023, Doha, Qatar. (Accepted for oral presentation) (MOST 107-2410-H-006-099-MY2)
13. Jang, W.W., Chou, S.Y., Ma, S.C., Byon, K.K., & Chang, C.H. (2022, October). Comparison of PC and Mobile Platforms in Esports Players Behavioral Intention: Flow and Clutch Experiences. 19th Annual Sport Marketing Association. Charlotte, North Carolina.
  14. Su, C.Y., & Ma, S.C. (2021). 探討 2020 年疫情下 PTT 棒球版的文字內容-以機器學習建構預測模型。科技部 110 年度運動科學與人文社會融合學術研討會，5 月 7-8，台南，台灣。(優秀論文獎)
  15. 周思芸、馬上鈞(2021)。手機版遊戲是電競運動新支柱嗎？以心流與 clutch 探討玩家的行為，台灣體育運動管理學會學術研討會，桃園，台灣。
  16. Ma, S.C.\*, & Kaplanidou, K. (2019). Building social capital by participating in running events: A comparison of Taiwan and the USA, abstract has been accepted to present in the European Association for Sport Management conference (EASM), September 3-6, 2019, Sevilla, Spain.
  17. Huang, T. N.\*, & Ma, S.C. (2019). Esport spectator motives and consumption: Gamed genres and live-streaming types matter, abstract has been accepted to present in the European Association for Sport Management conference (EASM), September 3-6, 2019, Sevilla, Spain. (MOST-108-2922-I-006-194)
  18. Kaplanidou, K. \*, Chatziefstathiou, D., Ma, S.C., & Cho, I. (2019). The role of resident sport involvement in the evaluation of Youth Olympic Games impacts, resident QoL and event support, abstract has been accepted to present in the North America Association for Sport Management, May 29 - June 1, 2019, New Orleans, USA.
  19. Ma, S.C.\*, & Kaplanidou, K. (2018). The Relationships between the CSR, Social Identities, Brand Equity, and Consumer Loyalty of Sport Consumers: A Study from Cross-national Perspectives, abstract has been accepted to present in the European Association for Sport Management conference (EASM), September 5-8, 2018, Malm, Sweden.
  20. Chen, W.C.\*, Ma, S.C., & Ma, S.M. (2018). Social Media Analytics for Chinese Professional Baseball League Fans: The Effect of Media Characteristics on Fans Engagement, abstract has been accepted to present in the European Association for Sport Management conference (EASM), September 5-8, 2018, Malmö, Sweden. (科技部補助文號:107PGFA0900691)
  21. Shu, J. J., Ma, S.C.\*, & Kaplanidou, K. (2016). Psychometric Evaluation of the Team Identification Scale in Spectator Sport Events and its Cross-Cultural Validity, abstract has been accepted to present in the Sport Management Association of Australia & New Zealand conference (SMAANZ), September 23-25, 2016, Auckland, New Zealand.
  22. Ma, S.C. \*, & Kaplanidou, K. (2016). Effect of Event Service Quality on the Quality of Life and Behavioral Intentions of Recreational Runners: A Comparison of Running Events in Taiwan and Greece, abstract has been accepted to present in the European Association for Sport Management conference (EASM), September 7-10, 2016, Warsaw, Poland.
  23. Hua, Y. T., Ma, S.C.\*, & Hsu, J. J. (2015). Testing a structural model of constraints negotiation in spectator sport, abstract has been accepted to present in

- the European Association for Sport Management conference (EASM), September 9-12, 2015, Dublin, Ireland.
24. Ma, S.C.\*, & Ma, S.M. (2015). Testing a structural model of constraints negotiation in spectator sport: The moderating effect of satisfaction with marketing strategies, abstract has been accepted to present in the European Association for Sport Management conference (EASM), September 9-12, 2015, Dublin, Ireland.
  25. Hsu, J.J., Ma, S.C\*., & Lee, C.C. (2015). Perception of legacy outcomes for host residents' quality of life: Understanding support for major sports events in Taiwan, abstract has been accepted to present in the European Association for Sport Management conference (EASM), September 9-12, 2015, Dublin, Ireland.
  26. Lee, C.C., & Ma, S.C.\* (2015). Leveraging legacies from major sporting events: the case of the Tour de Taiwan, abstract has been accepted to present in the European Association for Sport Management conference (EASM), Dublin, Ireland.
  27. Shu, C.Y., & Ma, S.C. (2014). Testing a structural model of constraints negotiation in spectator sport. The 10th Asian for Sport Management Conference, Kaohsiung Taiwan. (Best conference paper).
  28. Ma, S.C. (2014). Using construal level theory to examine the importance of major events' legacy outcomes. Asean Conference for Physical Education & Sports Science (ACPESS), Singapore.
  29. Chen, K.T., & Ma, S.C. (2014). Analysis of identification, athlete and titled sponsor congruity, and consumer behavioral intentions in the CPBL. Asean Conference for Physical Education & Sports Science (ACPESS), Singapore.
  30. Ma, S.M., & Ma, S.C. (2013). The relationships among psychological well-being, recreational sports constraints, and negotiation strategies for patients with Type II diabetes. The 21st Conference of the European Association for Sport Management (EASM).
  31. Ma, S.C., Ma, S.M., Shu, C.Y., & Chen, K.T. (2013). The importance of major sporting event legacies for host cities residents' quality of life: an example of the Tour de Taiwan. The 21st Conference of the European Association for Sport Management (EASM), Istanbul, Turkey.
  32. 廖翊辰、馬上鈞(2012)。台灣國際大型運動賽會永續指標之研究。2012 身體活動與健康促進研討會暨觀光休閒論壇·屏東·台灣。(最佳論文獎)
  33. Ma, S.M., & Ma, S.C. (2012). A structural model of psychological wellbeing and constraints negotiation in recreational sports participation with type II diabetes patients. Rimini 2012 World Leisure Congress, Rimini, Italy.
  34. Ma, S.C., Ma, S.M., & Liao, Y.C.(2012). Host Residents' Reactions to the Staging of the Tour de Taiwan 2012: Comparisons of Pre- and Post-event. The 20th Conference of the European Association for Sport Management (EASM), September 18-21, 2012, Aalborg, Denmark.
  35. Liao, Y.C., Ma, S.C., & Ma, S.M. (2012). A Study of Sustainable Indicators for Sports Mega-Events in Taiwan. The 20th Conference of the European Association for Sport Management (EASM), Aalborg, Denmark.
  36. 馬上閔、陳聖峰、馬上鈞、吳佳燁(2011)。正向情緒與休閒處置策略關係之研究。2011 餐旅、休閒與觀光教育發展及趨勢國際學術研討會·屏東·台灣。

37. 馬上閔、陳聖峰、馬上鈞、吳佳燁(2011)。休閒處置策略量表驗證性因素分析：以競爭模式策略觀點。2011 餐旅、休閒與觀光教育發展及趨勢國際學術研討會，屏東，台灣。
38. Ma, S.C., Rotherham, I. D., & Hsu, L.C. (2011). Host residents' reactions on the staging of the 2009 world games: a cluster analysis. 7th Asian Association for Sport Management Conference, Ulan Bator, Mongolia. (國科會補助，100-2914-I-366-004-A1).
39. Ma, S.M., & Ma, S.C. (2011). Does gender matter in the leisure negotiation process? 7th Asian Association for Sport Management Conference, Ulan Bator, Mongolia.
40. Ma, S.C. & Lo, C.Y. (2011). The application of sustainability concept to the planning of a sports mega-event: an example of the Tour de Taiwan. 7th International Sport Science Conference, Hochiminh, Vietnam.
41. S.M., Ma, Chang, Chang, C.H., & Ma, S.C. (2011). Match winning performance indicators in grand slam tennis matches: ATP data from 1991-2008. 7th International Sport Science Conference, Hochiminh, Vietnam. (國科會補助，NSC99-2410-H-020-014-A1).
42. Ma, S.M., Hsu, L.C., & Ma, S.C. (2011). Relations Between Recreational Sports Participation and Behavioral and Perceived Correlates Among Taiwanese College Students: A Transtheoretical Model Perspective. 7th International Sport Science Conference, Hochiminh, Vietnam.
43. 馬上鈞、羅志勇(2011)。台灣衝浪運動發展阻礙因素之研究。2011 年休閒暨運動產業管理學術研討會，屏東，台灣。
44. Ma, S.C., Chang, C.H., & Hsu, L.C. (2010). Host residents' perceptions of the impacts of the World Games 2009 on Kaohsiung: comparisons of pre- and post-games. 6th Asian Association for Sport Management Conference, Kuala Lumpur, Malaysia.
45. Ma, S.M., Ma, S.C., & Wei, C. (2010). A conceptual model of recreational sport behavior with multiethnic basketball participants. 6th Asian Association for Sport Management Conference, Kuala Lumpur, Malaysia.
46. Ma, S.M., Ma, S.C., & Tan, Y. (2010). Testing a structural model of psychological well-being, leisure negotiation, and leisure time physical activity. 6th Asian Association for Sport Management Conference, Kuala Lumpur, Malaysia.
47. Ma, S.M., Chen, S. F., & Ma, S.C. (2010). A study of the relationship between positive psychology and leisure negotiation. 11th World Leisure Congress ChunCheon 2010, ChunCheon, Korea.
48. Liu, T. H., Ma, S.M., & Ma, S. C. (2010). An Investigation of the After-Use of the Main Stadium for 2009 World Games in Kaohsiung. 11th World Leisure Congress ChunCheon 2010, ChunCheon, Korea.
49. Liu, C.H, Ma, S.M., & Ma, S.C. (2010). A Study of the Matches in Grand Slam Men's Singles from 1991 to 2008. 11th World Leisure Congress ChunCheon 2010, ChunCheon, Korea.
50. Ma, S.M., Tan, Y, & Ma, S.C. (2010). How did the World Games increase the visibility of Kaohsiung? 11th World Leisure Congress ChunCheon 2010, ChunCheon, Korea. (國科會補助，99-2914-I-020-003-A1).

51. 馬上閔、馬上鈞(2010)。不同種族對遊憩運動行為的影響:以美國大學校園運動中心為例。2010 運動科學學術研討會。高雄，台灣。
52. 陳聖峰、林秀玲、馬上鈞、馬上閔(2010)。災後重建社區再造-以三地門部落為例。2010 運動科學學術研討會。高雄，台灣。
53. 馬上閔、馬上鈞、陳聖峰(2010)。休閒處置量表之考驗-以台灣大學生為例。2010 臺東大學動作行為研究與應用國際學術研討會。台東，台灣。
54. 陳聖峰、馬上閔、馬上鈞(2010)。不同熱身程度及伸展型態對衝刺跑之影響。2010 臺東大學動作行為研究與應用國際學術研討會。台東，台灣。
55. 馬上閔、馬上鈞、陳聖峰(2010)。Examining Relationships Between Passive and Active Leisure Time Physical Activity among US College Students。2010 年身體活動與健康促進暨第 13 屆全國大專院校登山運動學術研討會。屏東，台灣。(Best paper of the conference)
56. 羅志勇、馬上鈞、馬上閔(2010)。網球多球訓練介入心理訓練之探討。2010 年身體活動與健康促進暨第 13 屆全國大專院校登山運動學術研討會。屏東，台灣。(Best paper of the conference)
57. 羅志勇、馬上鈞、馬上閔(2010)。探討網球底線正手拍上旋球技術教學之研究。2010 International Conference : Trends PE, Sports, Health and Leisure。嘉義，台灣。
58. Ma, S.M., Ma, S.C.,& Liu, C.C.(2009).The role of psychological well-being in leisure participation. Paper accepted by International Sociological Association.國際社會學協會休閒研究委員會中期會議暨 2009 中國休閒與社會進步學術年會。北京，中國。
59. 馬上鈞、馬上閔(2009)。大型運動賽會與永續發展--以 2009 高雄世運會為例。國立屏東教育大學 2009 健康促進暨休閒遊憩國際學術研討會。屏東，台灣。(Best paper of the conference)
60. Liu, T.H., Ma, S.C., & Li, Y.J.(2009). A study of the determinants of successful operation of the Refurnish-Operate-Transfer swimming pool. Abstract accepted by 2009 Asian Association for Sport Management Conference, Taipei.
61. Liu, T.H., Ma, S.C., & Lin, C.Y.(2009). A study of consumer satisfaction and loyalty with a case of Built-Operate-Transfer sport facility. Abstract accepted by 2009 Asian Association for Sport Management Conference, Taipei, Taiwan.
62. Ma, S.M., Tan, Y, & Ma, S.C. (2009). The Relationship between Media Use and Psychological Well-Being of College Student in Taiwan. Paper accepted by Media and Healthy Development in adolescence conference, Hong Kong. (國科會補助 · 98-2914-I-020-001-A1)

63. Ma, S.M., & Ma, S.C. (2009). The impact of psychological well-being on leisure participation. 2009 休閒暨運動產業管理國際學術研討。屏東·台灣。
64. Ma, S. C., Ma, S. M., Rotherham, I. D., Egan, D. J., & Liu, T. H.(2008).Residents' attitudes towards the impacts of the 2009 World Games: the case of Kaohsiung City as a host city. Proceedings of the 2nd International Tourism Studies Association Bi-Annual Conference, Shanghai, China.
65. Ma, S. C., Liu, T. H., Rotherham, I. D., Egan, D. J., & Ma, S. M. (2008). A conceptual framework for monitoring planning stage of a sports mega-event. Proceedings of the 2nd International Tourism Studies Association Bi-Annual Conference, Shanghai, China. (Best paper of the conference)
66. Ma, S. M., & Ma, S. C. (2008). A review of the relationship between psychological well-being and leisure participation. Proceedings of the 16th Annual Leisure Research Symposium, Ontario, Canada.
67. Ma, S. C., & Ma, S. M. (2008). A logistic regression model of the attitude of host residents towards a sports mega-event. Proceedings of the 16th Annual Leisure Research Symposium, Ontario, Canada.

### 專書

1. Ma, S.C.\*, Zhang, J.J., Chang, J.H., Ma, S.M., & Chen, W.C. (2022). Analyzing sport fan Facebook pages: Influence of post characteristics and brand attributes on fan engagement. In Byon, K.K., Yim, B. H., and J.J. Zhang (Eds.), Marketing analysis in sport business: Global perspectives, London, UK: Routledge.
2. Ma, S.C., Rotherham, I.D., & Ma, S.M. (2014). Winning matches in tennis grand slam men's singles: A logistic model. SAGE Research Methods Case (ISBN: 9781446273050). SAGE Publications, Ltd. NSC 99-2410-H-020-014-A1.
3. 劉田修、馬上閔、馬上鈞、譚躍、林秉毅 (譯)(2010·7月)。ACSM 體適能設施標準規範。台北:華杏。
4. 網球教練手冊(編譯)(2003)。中華民國網球協會出版刊物。

### 研究成果訪問

1. 台南市政府 (2023)。活力滿點的城市新風貌。悠活台南·47(春季號)·6-7。 [https://w3fs.tainan.gov.tw/001/Upload/12/ebook/ebook\\_656890/index.html](https://w3fs.tainan.gov.tw/001/Upload/12/ebook/ebook_656890/index.html)
2. 張翔維 (2023年4月13日)。啊公啊嬤打電玩! 電競遊戲延緩老化。中嘉新聞網。 <https://news.homeplus.net.tw/single/32542>

### 研究計畫

- 2024/06/01~2025/05/31 淨零生活、運動轉型 計畫 2/4(國科會) (共同計畫主持人)(II)。( \$12,000,000)
- 2023/09/01~2024/05/31 淨零生活、運動轉型 計畫 1/4(國科會) (共同計畫主持人)(I)。( \$12,000,000)
- 2024/06/01~2025/05/31 具多元感知、辨識與顯示之智能運動館結合場域、教學、實驗與實踐之運動科技人才培育計畫 3/4(教育部體

- 育署) (共同計畫主持人)。( \$7,500,000)
- 2023/06/01~2024/05/31 具多元感知、辨識與顯示之智能運動館結合場域、教學、實驗與實踐之運動科技人才培育計畫 2/4(教育部體育署) (共同計畫主持人)。( \$7,500,000)
- 2022/08/01~2024/07/31 疫情時代的球迷適應行為和情緒感染:混合方法及跨國研究觀點(111-2410-H-006-019-MY2) (計畫主持人)。( \$1,831,000)
- 2022/05/01~2023/04/30 具多元感知、辨識與顯示之智能運動館結合場域、教學、實驗與實踐之運動科技人才培育計畫 1/4 (教育部體育署) (共同計畫主持人)。( \$7,500,000)
- 2021/04/01~2021/05/31 運動科技與人文社會融合學術研討會計畫 (MOST 110-2420-H-006-002 -) (共同計畫主持人)。( \$875,000)
- 2020/08/01~2022/07/31 運動賽會之運動參與資產:橫向研究、行為改變與跨國研究之觀點(109-2628-H-006-002-MY2) (優秀年輕學者研究計畫)。( \$2,679,000)
- 2018/08/01~2020/01/31 體適能對台灣社會活力與社會創新力的影響(107-2420-H-006-013-MY2) (計畫主持人)。( \$2,239,000)
- 2018/08/01~2020/07/31 路跑比賽及社團參與之社會資本探討:台灣與美國之比較 (107-2410-H-006 -099 -MY2) (計畫主持人)。( \$1,623,500)
- 2017/08/01~2018/10/31 企業社會責任、社會認同、品牌權益與消費者忠誠度關係之研究: 跨國研究與縱貫性之觀點(106-2410-H-006-084) (計畫主持人)。( \$839,500)
- 2016/08/01~2017/07/31 職業運動賽會核心與週邊服務品質、知覺價值、球隊認同感與行為意圖關係之研究:中華職棒與美國職業棒球大聯盟之比較(105-2410-H-006 -049) (計畫主持人)。( \$762,000)
- 2015/08/01~2016/07/31 賽會服務品質與滿意度對休閒型路跑者的生活品質與行為意圖之影響:台灣、美國與希臘路跑活動之比較(104-2410-H-006-078)。( \$762,000)
- 2014/08/01~2015/07/31 觀賞性運動阻礙處置模式之研究:行銷策略滿意度之調節效果(103-2410-H-006-099) (計畫主持人)。( \$578,000)
- 2013/08/01~2014/07/31 以解釋水平理論探討大型賽會資產成果的重要性(102-2410-H-006 -116) (優秀年輕學者研究計畫)。( \$584,000)
- 2011/08/01~2012/07/31 永續發展概念於大型運動賽會規劃之應用--以自由車環

2011/07~2011/07 台賽為例 (計畫主持人)。( \$283,000)  
The 7th Asian Association for Sport Management  
Conference。( \$40,000)

#### 其他計畫：

2016/03~2016/06 「2016 台南古都國際馬拉松活動評估」計畫主持人  
2012/01~2012/07 「高雄市運動園區規劃評估」共同計畫主持人  
2010/12~2011/01 「2011 網球表演賽志工訓練之研究」計畫主持人  
2010/11~2010/12 「九十九年體育志工招訓與運用」共同計畫主持人  
2010/05~2010/08 「高雄市第 30 屆體育季系列活動-「世運一週年回顧-高  
雄市體育發展論壇」 共同計畫主持人  
2010/05~2010/07 「99 年高雄端午龍舟暨國際城市龍舟邀請賽活動效益評  
估」 共同計畫主持人  
2010/03~2010/04 「屏東棒球場」照明技術諮詢 共同計畫主持人

#### **學生指導**

##### 一、已畢業—碩士班：

1. 102 級；廖翊辰；臺灣國際大型運動賽會永續指標之研究
2. 103 級；陳冠廷；觀賞者認同感、知名運動員與球隊經營者契合性及行為意圖之研究
3. 103 級；舒仲瑜；觀賞性運動休閒阻礙處置策略模型之研究
4. 104 級；李佳倩；大型運動賽會資產效益之研究:以自由車環台賽為例
5. 104 級；洪舜陞；建構大型運動賽會之品質成本指標-以全國大專院校運動會為例
6. 105 級；蔡中嵐(共指)；旅遊套裝商品之女性符號再現：以雄獅與五福旅遊網站之女性專區日韓套裝行程為例
7. 105 級；許筑鈞；中文版球隊認同量表翻譯與驗證：台灣與美國跨國恆等性比較
8. 105 級；花岳彤；電子競技觀眾之動機對於消費行為影響之研究：即時戰略類遊戲與卡牌類遊戲之間的比較
9. 106 級；張瑜琪；企業社會責任和贊助對購買意圖的影響：品牌聯想的仲介角色
10. 106 級；林民育；運動隊伍相關因素、品牌聯想對購買意圖的影響:以衛星球迷為例
11. 106 級；林志根(共指)；襲產旅遊平衡發展在歷史文化與雙元組織管理

的思維與實踐：台灣阿里山賓館案例分析

12. 107 級；田曼君；屬性、態度與行為意圖關係之探討-以環境意識和旅客國籍為調節變項
13. 107 級；徐子勛；業餘網球選手參與徑路型態之探討：以台灣網球參與為例
14. 108 級；陳琬蓁；中華職棒粉絲團之社群媒體分析：探討媒體特質對粉絲參與行為之影響
15. 108 級；黃宗南；電競運動觀賞動機與消費行為：遊戲類型與直播類型的影響
16. 109 級；顏芝琳；運動賽會之運動參與資產：跨理論模式之應用
17. 110 級；蘇靖雅；PTT 棒球版之文字探勘：以 2020 年 COVID-19 為主題
18. 110 級；周思芸；手機版遊戲是電競運動新支柱嗎？以心流與 clutch 探討玩家的行為意圖
19. 111 級；洪 禕；以眼動分析電競贊助廣告類型的效果
20. 111 級；胡子航；八段錦教師學習動機與運動知識之經驗
21. 112 級；丁敏媛；電子競技遊戲介入對 MCI 高齡者腦神經認知之影響
22. 113 級；許宇涵；數位輕推元素可以打動 Z 世代綠色運動消費嗎？
23. 114 級；曾俊歲；種族、球員表現、新秀排名如何影響消費者偏好—以小聯盟員球員卡交易為例
24. 114 級；王璿惠；以眼動分析觀賞網球公開賽之注意力分布：不同拍攝鏡位對贊助廣告效益之影響
25. 114 級；魏以恆；人工草皮足球場的使用體驗與維護之研究—以大專盃足球甲一級為例

## 二、已畢業—碩士在職專班：

1. 107 級；呂珮綺；社會資本與個人健康之關係以科技業從業人員不同休閒活動社群之探討
2. 108 級；方頌婷；園藝治療對工作壓力與身心福祉效益之探討：以成大醫院工作人員為例
3. 108 級；陳婉柔；運動參與、社會資本及生活品質關係之探討：以運動俱樂部參與者為例
4. 111 級；盧寶芬；探討學生時期參與運動代表隊及運動性社團與畢業後規律運動習慣之關係

5. 111 級；周湘芸；探討行走功能恢復程度與健保花費支出對住院天數的影響：腦中風急性後期照護計畫病人為例
6. 109 級；蔡佩祖；2023 年國軍體能鑑測新式項目之探討
7. 112 級；莊珮琪；運動賽事碳足跡之研究
8. 113 級；洪立彥；退役後職棒選手生涯發展之研究
9. 113 級；張 妍；以計畫行為理論探討跑者親環境行為之研究
10. 114 級；徐靖雯；運動組織永續發展評估指標之建構--以社團法人為例

### 三、在學中：

1. 112 級；花○祐(碩專)
2. 113 級；羅○瑜
3. 113 級；王○淇(碩專·共指)
4. 114 級；陳○羲(碩專)
5. 114 級；林○宇(碩專)
6. 115 級；黃○慈
7. 115 級；徐○語
8. 115 級；簡○亦
9. 115 級；紀○隴(碩專)
10. 115 級；張○晨(碩專)
11. 115 級；許○嫻(碩專)
12. 115 級；廖○興(碩專)
13. 116 級；吳○訢
14. 116 級；陳○安
15. 116 級；洪○碩(碩專)
16. 116 級；張○誠(碩專)
17. 117 級；張○卉(碩專)