

Ming Chuan University

International Business Department

MBA Program

1. Binding Order and submission

Thesis should be bound in the order as below:

- (1). Front Cover
- (2). Spin
- (3). Verification letter from the Oral Examination Committee
- (4). Letter of authority of thesis in E-file
- (5). Acknowledgments
- (6). Abstract
- (7). Table of Contents
- (8). List of Figures
- (9). List of Tables
- (10). Thesis body
- (11). References
- (12). Appendixes
- (13). Explanation of Symbols (if necessary)

2. Regulations of Thesis Format

(1) Text size and paper requirement:

- a. The thesis should be printed on A4 paper (210mm * 297mm). (Appendix A)
- b. Margins: Every page of your thesis must have the following margins: Top: 2.5cm, Left: 3cm, Right: 2cm, Bottom: 2.5cm. (Appendix A)
- c. Font: The thesis body should be in English; written from left to right and row by row. Foreign resources quoted should be noted in original language by parentheses.
- d. Pagination: (1) Use Roman numerals (I, II, III, IV, V, VI...) to number the pages from Table of Contents to Explanation of Symbols. (2) Use Arabic numerals (1, 2, 3...) to number the rest of the pages. (3) Leave 1cm for page number at the center in the bottom.
- e. Front cover: Include school name, the title of the thesis, full name of the department or graduate program, student's name, advisor's name and the date of graduation. For students applying for graduation in July, August,

- please print Year **, June on the front cover. (Appendix B)
- f. Hardbound cover: Please bind your thesis on the left hand side. The front hardbound cover should include all the contents of the front cover.
 - g. Thesis approval sheet has to be signed by your adviser and the director of the research institute after the oral exam.
 - h. Verification letter from the Oral Examination Committee should typewrite (not in handwriting) including your name, department name, thesis topic and the date of oral exam. Binding it in your thesis after being signed by the oral examiners, your adviser and the Chairmen of the department.
- (2) Upload the e-file to <http://ethesys.lib.mcu.edu.tw/ETD-db/>. After uploading, the “Letter of authority of thesis in E-file” will appear. Print 3 copies of it.
 - (3) Acknowledgments: see Appendix C.
 - (4) Abstract: It should include purposes, sources, methods and results of the research should be noted in one page about 500 words. (Appendix D)
 - (5) Table of Contents: Arrange it according to the “Binding Order” mentioned.
 - (6) List of Figures and Tables: Number all the figures in sequential order.
 - (7) Thesis body:
 - a. Chapter and section Number: Use “CHAPTER ONE, CHAPTER TWO.....” to number chapters and use “1.1, 1.1.1, (1), ④ etc” for sections depending on their order. For example,

CHAPTER THREE

RESEARCH METHOD

(All Capital, Size 18, Boldface, Center)

3.1 XXXXXX XXXXX XXXXX (size 16, boldface, Left)

3.1.1 XXXXXX XXXXX XXXXX (size 14, boldface, Left)

3.1.1.1 XXXXXX XXXXX XXXXX (size 14, boldface, Left)

a. Chapter Titles and Section Order:

①Chapter number and name should be at the top and center of the page.

Section and paragraph numbers should be at the left side of the page.

b. Line Spacing: Set “1.5 lines” between lines. Use single space under the name of the chapter.

c. Alignment: Justified.

d. Word Spacing: Standard.

e. Between paragraphs: 2 lines

f. Font type: Type of “Times New Roman”, and Chapter content size 12. Reference size 12.

Line Space: 1.5 lines, between paragraphs Space: 2 lines.

g. Mathematical Expressions: Number each formula with parenthesis according to their order in the thesis. For example:

$$\partial C / \partial (RPP) = H - \left[\sum_{D=RPP/S}^{\infty} f(D) \right] bA/Q \quad (35)$$

$$\partial C / \partial Q = H/2 - \sigma S A/Q - \left[\sum_{D=RPP/S}^{\infty} (SD - RPP) f(D) \right] bA/Q^2 \quad (36)$$

when (35) and (36)=0, we obtain the best condition result:

b. Footnotes:

①Use footnotes to make incidental comments, amplification, or acknowledgements.

②Number the footnotes in order and put the numbers on the upper right corner of the related words or sentences. Number the footnotes consecutively within the same chapter and start over in new ones.

③Mark the footnotes with their assigned numbers on the bottom of the page. Use a

line to separate the main text and footnotes. You can use the bottom of the next page if the space is not enough. A sample is as follows:

For other problems, which are apparently even more difficult,

NP - complete²

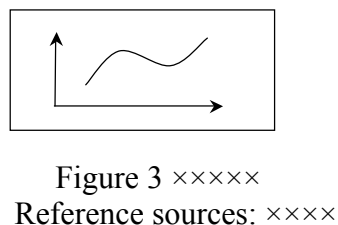
²The authors are grateful to M. L. Fisher and B. J. Lageweg for their useful comments.

c. Figures and Tables Arrangement:

①Table number and name should be above the tables; figure number and name under the figures. Reference sources and comments should all be put under the tables and figures, align left.

Table 1 ×××××

Reference sources: ××××



②Texts inside tables or figures should be typed, not written.

- (8) Referencing: All references should be listed individually on a new page after the main text. English references should order in front of the Chinese references and sorting by letters of the alphabet. Chinese references should be sorted by numbers.
- (9) Appendixes and Questionnaires: Copious data, materials, figures, tables and so forth can be put in a new page as Appendixes.
- (10) Instruction of Notification (Explanation of Symbols): List and explain all mathematical notations or any other particular notations used in the thesis in one page. It is not necessary to number the notations. (Appendix E)
- (11) Number of Copies:
- ①To department office: Depending on the regulations of each department.
 - ②To MCU Library: Depending on the regulations of library.

3. In-text Citations

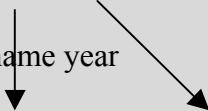
(1) Write **short direct quotations** (between 3 and 40 words) with **one author**.

- a. Copy the words exactly from the original source.
- b. Include the **last name and year**.

Example:

- a. Tayeb (1996) states that in all societies the majority of people want to do well.

Author's last name year



- b. In all societies the majority of people want to do well (Tayeb, 1996).

(2) Write **short direct quotations** with **two authors**.

You can use **and** to connect the two author's last name.

****Please DO NOT use Symbol "&" in whole thesis.**

Example:

- a. Bean and Papadkis (1998) say that over popular support for the welfare state remained strong between 1985 and 1990.
- b. Over popular support for the welfare state remained strong between 1985 and 1990 (Bean and Papadkis, 1998).

(3) Write **short direct quotations** with **more than three authors**.

List the last named author followed by et al. which means 'and others'.

Example:

- a. Wasserstein et al. (2003) wrote that management performs the functions of planning, organizing, leading and controlling in the process approach.
- b. In the process approach management performs the functions of planning, organizing, leading and controlling (Wasserstein et al., 2003).
- c. Burke (1997), Daugherty et al. (2008), Griffith and Chen (2004) stated that....
- d. This problem has been discussed before (Burke, 1997; Daugherty et al., 2008; Griffith and Chen, 2004)

4. The Reference List

- Sort references by the first author's last name; multiple papers by the same author should be listed in chronological order.
- Names in your reference list **must be the same as** names in the in-text citations.
- Excepts for articles, conjunctions and prepositions, the first character of each word of the title should be capitalized. The first character of a title or subtitle should be also capitalized (including articles and prepositions).

a. Book and Book Chapter

1. Aaker, D. A., (1991). *Managing Brand Equity*, New York: The Free Press.

2. Australian Bureau of Statistics., (1991). *Estimated Resident Population by Age and Sex in Statistical Local Areas, New South Wales*, (No. 3209.1). Canberra, Australian Capital Territory: Author.
 3. Bjork, R. A., (1989). Retrieval Inhibition as An Adaptive Mechanism in Human Memory. In H. L. Roediger III & F. I. M. Craik (Eds.), *Varieties of Memory & Consciousness*: 309-330. NJ: Lawrence Erlbaum Assoc Inc.
 4. Davis, S. M., and Dunn, M., (2002). *Building the Brand-driven Business: Operationalize Your Brand to Drive Profitable Growth*, New York: The Free Press.
 5. Engel, J. F., Blockwell, R. D., and Miniard, P. W., (1990). *Consumer Behavior* (14th ed.), Orlando: Dryden Press.
- b. **Journal Article**
1. Auckerman, M. and Kieffer, S. C., in press. Race Differences in Face-ism, *Journal of Personality and Social Psychology*.
 2. Holbrook, M. B. and Schindler, R. M., (1989). Some Exploratory Findings on the Development of Musical Tastes, *Journal of Consumer Research*, 16(3), 19-24.
- c. **Conference Proceeding Paper**
1. Cook, S. A., (1971). The Complexity of Theorem Proving Procedures, *Proceedings of the Third Annual ACM Symposium on Theory of Computing*, 151-158.
 2. Lichstein, K. L., Johnson, R. S., Womack, T. D., Dean, J. E., and Childers, C. K., (1990). Relaxation Therapy for Poly-pharmacy Use in Elderly Insomniacs and Noninsomniacs, In T. L. Rosenthal (Chair), *Reducing Medication in Geriatric Populations*, Symposium Conducted at the Meeting of the First International Congress of Behavioral Medicine, Uppsala, Sweden.
- d. **Doctor or Master Thesis**
1. Chen, Y. K., (1976). *A Network Approach to the Capacitated Lot-Siz Problem*, Unpublished manuscript, The Wharton School, University of Pennsylvania, Philadelphia, 1-10.
 2. Hungerford, N. L., (1986). *Factors Perceived by Teachers and Administrators as Simulative and Supportive of Professional Growth*, Unpublished doctoral dissertation, State University of Michigan, East Lansing, Michigan.
- e. **Working Paper Manuscript**
1. National Institute of Mental Health, (1990). *Clinical Training in Serious Mental Illness* (DHHS Publication No. ADM 901679). Washington, DC: U.S. Government Printing

Office.

2. Simpson, B. H., (1975). *Improving the Measurement of Chassis Dynamometer Fuel Economy*. Society of Automotive Engineers Technical Paper Series 750002.

f. Newsletter Article

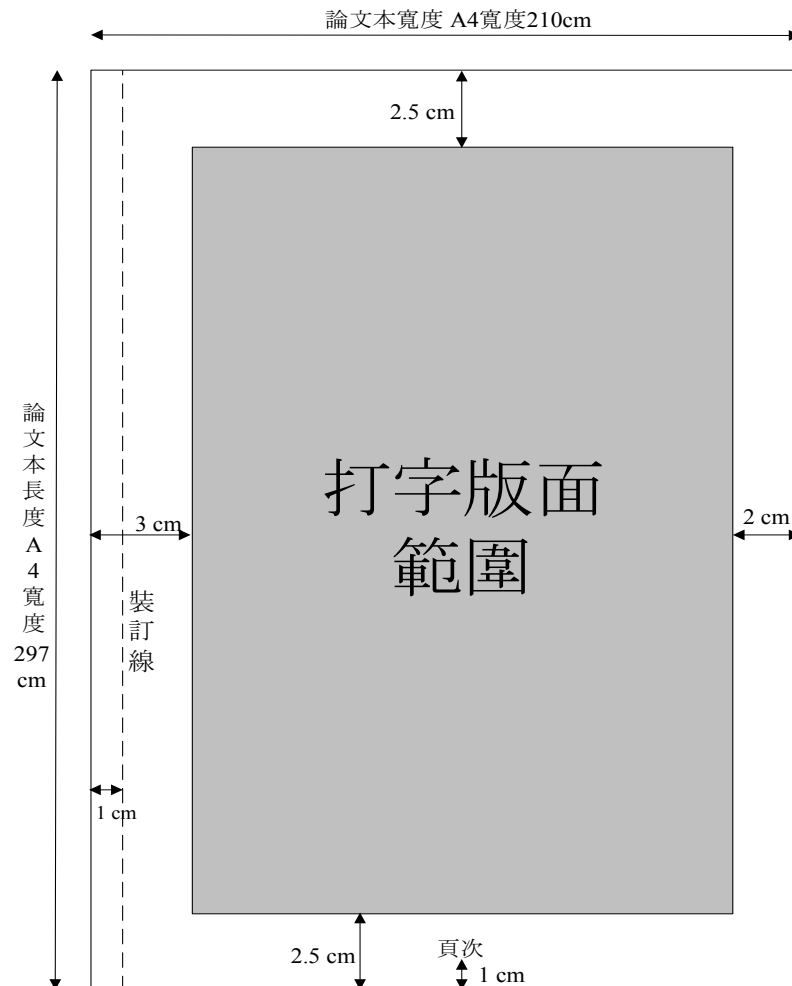
1. Clayton, N., (2012). Online Store Creator Tictail Raises \$1.6Million, *The Wall Street Journal (italic)*, A6.

g. Electronic Sources

1. Emmons, G., (2005). Turning On the Tap: Is Water the Next Oil? HBS Working Knowledge, <http://hbswk.hbs.edu/item.jhtml?id=5049&ett=globalization>.

Appendix A

Text size and Typing Range



銘 傳 大 學

Ming Chuan University

Department of International Business

**Impact of Human Resource Management Practices
on FPT Corporation's Performance**

Thesis Advisor: Chang-Lung Hsieh, Ph. D.

A Thesis Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of International Business

By Le Thi Van Anh

June, 2020

Appendix C

ACKNOWLEDGEMENTS

I wish to acknowledge the help of several individuals because without their assistance, guidance, and understanding this research would not have been possible. Firstly, I am very grateful to my advisor Dr. Hsieh Chang Lung. His patience, time, and commitment, in addition to his constant encouragement, effort, constructive comments, support, and individualized attention were a major source of inspiration. I learned many of the best parts of research from him. Thank you for trusting in me. The other members of my committee were also great assets. Thanks to Mr. Bui Quang Ngoc, Mr. Tran Trong Hung from FPT for their precious comments and helps to collect data for this thesis.

I wish to give my sincerest and deepest gratitude to my family, my younger sister, my honey and all of my sweet friends for their encouragement, and great support. I love you all my dears.

To all my classmates especially to Jenny, Thu, Neeraj, Bere, Lananh, and my relatives, I appreciate your contribution, encouragement, and support.

I would also like to thank those who agreed to participate in this study. The generous contribution of their time and experience made this study a reality.

May 2020

Le Thi Van Anh

Appendix D

The Impact of Motives, Selection of Partners, And Interaction Between Members on The Affinity Card Strategic Alliances

Student : I-Chuan Chen

Advisor : Dr. Shiuh-Nan Hwang

ABSTRACT

Due to the rapid development of the domestic credit card market, many banks look forward to create more values and market segmentation by making strategic alliances and issuing affinity cards with enterprises that occupy great market shares. Nevertheless, only a few affinity cards create more profit, most of them are not successfully promoted. The selection of partners, and interaction between members on the performance of affinity card strategic alliances. The summary of salient findings are following:

The motives that make issuing banks look forward to cooperate with non-profit and business organizations are “increasing card holders & their uses,” “effectiveness of market segmentation,” “amity services & credit,” and “good image.”

The selection of partners of issuing banks is based on their motives. Banks that focused on “increasing card holders & their uses” and “the effectiveness of market segmentation” would emphasize “the marketing competence;” on the other hand, banks that focused on “good image” would emphasize “brand assets.”

The interaction between issuing banks and enterprises would impel the performance. The more the interaction, the more the performance they can create.

Keywords : Strategic Alliance, Market Structure, Alliance Performance

Appendix E

Instruction of Notification (Explanation of Symbols)

SIM: stress induced martensite

$\sigma^{\text{P-M}}$: critical stress to induce SIM

γ : surface tension force

$\Delta\mu$: chemical potential gradient

Ω : atomic volume

T.D.: theoretical density