

航 運 季 刊

創新版 第二十七卷 第二期

中華民國一〇七年六月三十日



目 錄

-
- 海上運送貨物重量通知規定之探究 1
于惠蓉、馬莫桂
The Study on Notification Rules of the Cargo Weight in the Carriage of Goods by Sea
Hui-Lung Yu、Mo-Guei Ma
-
- 綠色港口行銷組合因素之探討 21
曾柏興、徐敦玲
Investigating Mix Elements of Green Port Marketing
Po-Hsing Tseng、Dun-Ling Xu
-
- 亞太地區主要機場在中轉航線之競爭力分析 47
盧華安、余坤東、許書耕、賴威伸、符玉梅
A Competitive Analysis of Asia Pacific Airports in Transit Routes
Hua-An Lu、Kung-Don Ye、Shu-Keng Hsu、Wei-Shen Lai、Yumay Fu
-
- 國際物流中心整合跨境電商管理之關鍵成功因素探討 73
楊清喬、呂介豪、張智姮
Identifying Key Success Factors for International Logistics Center Operators Entry
into the Cross-Border e-Commerce Business
Ching-Chiao Yang、Chieh-Hao Lu、Chih-Heng Chang
-
- 2002 年雅典公約修正議定書對我國海商法修正旅客運送之啟示 99
于惠蓉、張志清、鄭若英
Protocol of 2002 to the Athens Convention and Its Implication for the Revision of
Taiwan's Maritime Law Relating to Carriage of Passengers by Sea
Hui-Lung Yu、Chih-Ching Chang、Jo-ying Cheng