論文著述：

(A) 期刊論文

13. “Determinants of Consumer Shopping Productivity” (with Chuck Ingene, U Washington), 7th Recent Advances in Retailing & Services Science Conference, (July 2000)
14. “Lifestyle and Demographic Influence on Grocery Shopping Behavior in Shanghai,” (with Chuck Ingene, U Washington). 8th Recent Advances in Retailing & Services Science Conference (June 2001)
15. “Proﬁling Online Shoppers: an Analysis of their information seeking patterns and buying behavior,” with Kau Ah Keng (National University of Singapore), and Sanjoy Ghosh (University of Wisconsin – Milwaukee), Journal of Consumer Marketing (2003), Vol. 20. 139-154
22. “Determinants of Consumer Shopping Productivity” (with Chuck Ingene, U Washington), 7th Recent Advances in Retailing & Services Science Conference, (July 2000)
23. "Lifestyle and Demographic Influence on Grocery Shopping Behavior in Shanghai,” (with Chuck Ingene, U Washington). 8th Recent Advances in Retailing & Services Science Conference (June 2001)
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29. “Channel Evolution and Institutional Change in China,” with Sun Li on Sun Yat-sen Management Review(1999), Management Studies Research Center, National Sun Yat-sen University.
31. “Determinants of Consumer Shopping Productivity” (with Chuck Ingene, U Washington), 7th Recent Advances in Retailing & Services Science Conference, (July 2000)
32. “Lifestyle and Demographic Influence on Grocery Shopping Behavior in Shanghai,” (with Chuck Ingene, U Washington). 8th Recent Advances in Retailing & Services Science Conference (June 2001)
33. “Proﬁling Online Shoppers: an Analysis of their information seeking patterns and buying behavior,” with Kau Ah Keng (National University of Singapore), and Sanjoy Ghosh (University of Wisconsin – Milwaukee), Journal of Consumer Marketing (2003), Vol. 20. 139-154
(B) 研討會論文

6. “The Impact of Trust on Web Purchase Intention,” with Mei-Fang Chen and Kau Ah Keng, 2004 (June) the Third International Conference on Information and Management Sciences, Dunhuang, China
10. “Lifestyle and Demographic Influence on Grocery Shopping Behavior in Shanghai,” (with Chuck Ingene, U Washington), 8. Recent Advances in Retailing & Services Science Conference (June 2001)

(C) 專書及專書論文

2. 一对一营销, 客户关系管理的核心战略, 中国经济出版社, One-to-One Marketing: the Core Competency of Customer Relationship Management (2002), with Sun Li (CFO, Syno Capital Inc.).
6. "Retailing in Shanghai, Hong Kong, and Taiwan: Comparison and Cooperation Opportunities," (1998) with Professor Stella So, Conference Proceedings, Hong Kong: Department of Marketing, Chinese University of Hong Kong.
7. 企業診斷與經營分析-行銷戰略篇 (唐瓔璋 ; 國立空中大學); 民國 99 年
8. 快速流動消費品商品促銷之成效因素研究 (唐瓔璋、鍾宛霖、張順全 ; 中華管理評論國際學報); 民國 96 年
9. 品牌對零售商價格促銷策略節節效果之研究 (唐瓔璋、吳敏華、彭宜君 ; 中華管理評論國際學報); 民國 98 年
10. 消費性資訊商品通路商如何選擇通路激勵策略? - 以「MP3播放機」銷售實證研究為例 (唐瓔璋、張順全、楊敏芬 ; 計量管理期刊); 民國 97 年
11. 運用策略族群預測市場結構變革－以中國家用空調產業為例 (唐瓔璋、王裕仁、劉智美、張庚淼 ; 西安交通大學學報); 民國 96 年
12. 財資資戰略與營運績效關係之研究－以台灣企業為？ (唐瓔璋、劉智美、黃寶慧 ; 管理學報); 民國 96 年
（D）技術報告及其他等
1. 教育部顧問室晶片系統及管理學程教材發展計畫『系統晶片(SOC)行銷管理』(2004-2005)
2. 行政院國家科學委員會補助專題研究計畫成果報告「人頭馬消費者分析」NSC 92-2416-H-009-003

（E）得獎榮譽
1. Best Research Paper Award (頒獎單位: Sixth Annual Southwestern Doctoral Symposium on Doctoral Research in Marketing ; 獲獎年: 民國 76 年; 獎項性質: 國際性)
2. Best Paper Award (頒獎單位: American Marketing Association ; 獲獎年: 民國 85 年; 獎項性質: 國際性)
3. Best Paper Award (頒獎單位: International Business Research Conference ; 獲獎年: 民國 97 年; 獎項性質: 國際性)
4. Best Paper Award (頒獎單位: International Conference on Information and Management Sciences ; 獲獎年: 民國 97 年; 獎項性質: 國際性)
5. 最佳年度論文獎 (頒獎單位: 管理學報, 中華民國管理科學學會 ; 獲獎年: 民國 89 年; 獎項性質: 全國性)
7. Who's Who in American Education (頒獎單位: Reed Elsevier Inc. ; 獲獎年: 民國 86 年; 獎項性質: 國際性)
8. Who's Who in America (頒獎單位: Reed Elsevier Inc. ; 獲獎年: 民國 86 年; 獎項性質: 國際性)
9. Who's Who in the World (頒獎單位: Reed Elsevier Inc. ; 獲獎年: 民國 85 年; 獎項性質: 國際性)
10. Who’s Who of the Asian Pacific Rim (頒獎單位: Barrons; 獲獎年: 民國 88 年; 獎項性質: 國際性)
12. Best Teacher Award (頒獎單位: HKTDC (Hong Kong Trade Development Council) and APIB (The Asia Pacific Institute of business); 獲獎年: 民國 87 年; 獎項性質: 海峽兩岸)