**Relationships among School ServiceQualities, Innovation Management and Student Retention via School Image: The Case of Public Junior-High Schools in Taoyuan City, Taiwan**

**Hsiang-Hsi Liu**

Distinguished Professor of Graduate Institute of International Business, National Taipei University

hsiang@mail.ntpu.edu.tw

**Hsiao-Hui Cheng**

Master of Graduate Institute of International Business, National Taipei University

 Email: doreen92501058@hotmail.com