



2022 經濟、貿易與全球營運管理研討會
2022 Academic Conference on Economics, International Trade and Global Business Management
May 20th, 2022

Time	Contents	Place
08:30-09:00	Registration/ 報到 J407	4F Jihe Campus
09:00-10:30	<p style="text-align: center;">場次一：產業策略與國際貿易 Industrial Strategy & International Trade</p> <p>主持人：林士全教授(淡江大學經濟學系助理教授)</p> <p>作者：John Carlo Natalaray Caros and Tun-Chih Kou 論文名稱：The Project Success Factors in Construction Industry in the Philippines</p> <p>作者：Humberto Ramirez and Yi-Jie Wang 論文名稱：Optimal Trade Policy In The Presence of an Online Firm</p> <p>作者：Tran Tan Hai and Pei-Cyuan Shih 論文名稱：Impact of Covid-19 on Vietnam's Economy and Recovery Solution</p> <p>作者：Anyka Faith Albert 論文名稱：The Relationship of Foreign Direct Investment, Trade and Economic Growth: Case Study of the OECS Countries</p> <p>作者：Le Thuc Anh, Ha Bao Ngan, and Sze-Hsun Chang 論文名稱: A study on the satisfaction of foreign migrant workers using electric bicycles in Taiwan</p> <p>作者：Anisa Aisha Nah 論文名稱：CARICOM CSME Trade Liberalization Agreement Effective? An Impact Evaluation Assessment of The Treaty of Chaguaramas</p>	J316

Contact information: eitgbm@gmail.com

Conference Location: Ming Chuan University, Jihe Campus (No.130, Jihe Road, Shihlin District, Taipei, Taiwan)



2022 經濟、貿易與全球營運管理研討會
2022 Academic Conference on Economics, International Trade and Global Business Management
May 20th, 2022

Time	Contents	Place
08:30-09:00	Registration/ 報到 J407	4F Jihe Campus
09:00-10:30	<p style="text-align: center;">場次二：社群經營與電子商務 Social Network & E-business</p> <p>主持人：顧萱萱 特聘教授(東吳大學 國際經營與貿易學系)</p> <p>作者：張瑞晃、林宜霈 論文名稱：探討疫情流行下國內旅遊商品社群媒體參與 對消費者購買意願之影響</p> <p>作者：白牧羣、曾祥景(線上報告) 論文名稱：探討影響 Podcast 流行程度之關鍵因素</p> <p>作者：劉璟樺、張俊民 論文名稱：探討 YouTube 廣告對購買意願的影響：物質型與體驗型內容差異比較</p> <p>作者：李依璇、歐宏宣、白霈筠、陳筠臻、廖玉鳳、王寶英、李佩珊、林聖蒨(線上報告) 論文名稱：後疫情時代下台灣鍋物市場定位及客群分析初探 ——以高雄大學附近 Small 萱餐廳為例</p> <p>作者：黃靖涵、張俊民 論文名稱：探討數位轉型對顧客旅程及忠誠度之影響——以世代差異與 COVID-19 為干擾</p>	J313

Contact information: eitgbm@gmail.com

Conference Location: Ming Chuan University, Jihe Campus (No.130, Jihe Road, Shihlin District, Taipei, Taiwan)



2022 經濟、貿易與全球營運管理研討會
2022 Academic Conference on Economics, International Trade and Global Business Management
May 20th, 2022

Time	Contents	Place
08:30-09:00	Registration/ 報到 J407	4F Jihe Campus
09:00-10:30	<p>場次三：國際經營策略與組織管理 International Business Strategy & Organizational Management</p> <p>主持人：曹為忠教授(銘傳大學國際企業學系副教授)</p> <p>作者：王珮頤、陳律睿 論文名稱：「知識就是力量」：探討知識外溢與吸收能力對子公司知識創造之影響</p> <p>作者：呂曼苓、陳律睿 論文名稱：國際化程度與企業規模：文化智商與當地回應策略之要素影響性探究</p> <p>作者：陳柏勳、許文宗、陳香蘭 論文名稱：家族傳承事件與國際化程度之影響</p> <p>作者：楊智雅、許文宗、孫梅瑞 論文名稱：國際企業內部化程度與績效：國家風險、國家專屬優勢、及企業專屬優勢之調節效果</p>	309

Contact information: eitgbm@gmail.com

Conference Location: Ming Chuan University, Jihe Campus (No.130, Jihe Road, Shihlin District, Taipei, Taiwan)



2022 經濟、貿易與全球營運管理研討會

2022 Academic Conference on Economics, International Trade and Global Business Management

May 20th, 2022

Time	Contents	Place
08:30-09:00	Registration/ 報到 J407	4F Jihe Campus
	場次四：公司治理與社會責任 Corporate Governance & Social Responsibility	
09:00-10:30	主持人：張瑞冕教授(銘傳大學國際企業學系副教授) 作者：吳萍怡、胡秀華 論文名稱：企業永續人力資源管理之勞動力多樣化：以道瓊永續指標列表公司為例 作者：何祖平、蔡江河、鄭家宜(線上報告) 論文名稱：企業社會責任與顧客滿意度之關聯性 作者：蔣孟宏、胡秀華 論文名稱：國際企業在協助身心障礙者的永續機制 作者：黃築靖、王麗惠 論文名稱：企業社會責任與銀行財務績效- 董事會獨立性的調節影響	J403

Contact information: eitgbm@gmail.com

Conference Location: Ming Chuan University, Jihe Campus (No.130, Jihe Road, Shihlin District, Taipei, Taiwan)



2022 經濟、貿易與全球營運管理研討會
2022 Academic Conference on Economics, International Trade and Global Business Management
May 20th, 2022

Time	Contents	Place
08:30-09:00	Registration/ 報到 J407	4F Jihe Campus
09:00-10:30	<p style="text-align: center;">場次五：組織管理與企業經營 Organizational Management & Business Administration</p> <p>主持人：張榕榕教授(銘傳大學國際企業學系助理教授)</p> <p>作者：Naanlong Lucian Bala and Chang-Lung Hsieh 論文名稱：The Impact of Affective Commitment and Information Exchange on Work Performance and Creativity</p> <p>作者：Saowaluk Sripanyarat 論文名稱：Improving Customs Broker's Customer Satisfaction: Investigating from service quality on business firm in Thailand.</p> <p>作者：Tran Tu Anh and Shu Chin-Yi 論文名稱：The relationship between Imposter Phenomenon on Future Work Self</p> <p>作者：Ivor Andrew George Thompson and Tun-Chih Kou 論文名稱：The Impact of Internal Marketing, Organizational Culture, and Work Engagement on Job Satisfaction and Performance: Evidence from Taiwanese Companies</p> <p>作者：Agnes Jessica 論文名稱：The effect of ESG actions Towards Customer Attitude and Brand Value: moderating by Brand Type and Marketing Channel</p>	J317

Contact information: eitgbm@gmail.com

Conference Location: Ming Chuan University, Jihe Campus (No.130, Jihe Road, Shihlin District, Taipei, Taiwan)



2022 經濟、貿易與全球營運管理研討會

2022 Academic Conference on Economics, International Trade and Global Business Management

May 20th, 2022

Time	Contents	Place
08:30-11:00	Registration/ 報到 J407	4F Jihe Campus
10:50-12:20	<p>場次七：行銷管理與消費者研究 Marketing Management & Consumer Behaviour</p> <p>主持人：顧萱萱 特聘教授(東吳大學 國際經營與貿易學系)</p> <p>作者：林俐萱、江艾軒、周思妤 論文名稱：機器人擬人化程度對於購買意願之影響：以產品類型為調節效果</p> <p>作者：林立、寇敦智 論文名稱：台灣共享機車平台知覺價值和使用意願之研究</p> <p>作者：范氏金鳳、李建中 論文名稱：以參考群體、體驗式行銷、推薦特性、新產品/創意產品展示等影響消費者行為使用 O2O 與再購買意願關係之研究-以消費者決策為中介變數</p> <p>作者：吳惠真、寇敦智 論文名稱：影響學員再購課意願之因素-以大學推廣教育為例</p> <p>作者：周苡甄、蔡欣伶、江怡萱、鄒幸霓、盧秉聖、鄭玉賢、戚靜玟 論文名稱：宅經濟發展下網購廣告模式對消費者購買決策之影響</p>	J313

Contact information: eitgbm@gmail.com

Conference Location: Ming Chuan University, Jihe Campus (No.130, Jihe Road, Shihlin District, Taipei, Taiwan)



2022 經濟、貿易與全球營運管理研討會

2022 Academic Conference on Economics, International Trade and Global Business Management

May 20th, 2022

Time	Contents	Place
08:30-11:00	Registration/ 報到 J407	4F Jihe Campus
	場次八：數位轉型與企業績效 Digital Transformation & Business Performance	
10:50-12:20	<p>主持人：黃鎮平 (銘傳大學國際企業學系副教授)</p> <p>作者：Paula Andrea Díaz Santamaría 論文名稱：Innovations and Their Impact on Digital Transformation and Internationalization Process Evidence from Guatemala's SMEs</p> <p>作者：Nguyen Thi Thanh Mai and Chia-Hui Yen 論文名稱：The impact of digital transformation and service innovation on consumer intention towards Food Delivery service during COVID - 19 in Vietnam</p> <p>作者：Lucia Lai Yee Wong Jo 論文名稱：The Impact of Social Commerce Constructs, Social Support, Trust and Perceived Risk on Purchase Intension in Social Commerce: Evidence from Guatemalan</p> <p>作者：Quang Duy Nguyen and Chun-Ming Chang 論文名稱：The Impact Of Covid-19 On Customer's Shopping Behavior</p>	J316

Contact information: eitgbm@gmail.com

Conference Location: Ming Chuan University, Jihe Campus (No.130, Jihe Road, Shihlin District, Taipei, Taiwan)



2022 經濟、貿易與全球營運管理研討會

2022 Academic Conference on Economics, International Trade and Global Business Management

May 20th, 2022

Time	Contents	Place
08:30-11:00	Registration/ 報到 J407	4F Jihe Campus
	場次九：中小企業經營與消費者研究 SMEs Management & Consumer Behaviour	
10:50-12:20	主持人：廖子賢教授(國立台北教育大學教授) 作者：Sandra Verónica Gómez Navarro and Hsiu Li Chen 論文名稱：Does Sustainably Improve SMEs' Internationalization Process Success? Moderating by e-Marketing Strategy and International Business Network 作者：Tran The Anh 論文名稱：Gratifications for continued usage of food delivery service during COVID-19 pandemic: the moderating role of perceived threat 作者：Sizwe Joseph Nxumalo 論文名稱：Can Government Intervention and Human Capital Boost SMEs in Eswatini to International Competitiveness? SME's Competitive Attitude Towards Internationalization 作者：Nikolai Brent Pulido and Hsiu Li Chen 論文名稱：Exploring the Memetic Effect on Brand Engagement and Self-Concept: A Systematic Literature Review	J317

Contact information: eitgbm@gmail.com

Conference Location: Ming Chuan University, Jihe Campus (No.130, Jihe Road, Shihlin District, Taipei, Taiwan)



2022 經濟、貿易與全球營運管理研討會
2022 Academic Conference on Economics, International Trade and Global Business Management
May 20th, 2022

Time	Contents	Place
08:30-11:00	Registration/ 報到 J407	4F Jihe Campus
10:50-12:20	<p>場次十：財務績效與公司治理 Financial Performance & Corporate Governance</p> <p>主持人：葉彩蓮教授(銘傳大學國際企業學系教授)</p> <p>作者：于曦翔、王子湄 論文名稱：當沖降稅、股票波動與超額報酬的關聯性</p> <p>作者：陳妤宣、李芸綺 論文名稱：委託書徵求對董事會出席率與公司績效之影響</p> <p>作者：何思翰(線上報告) 論文名稱:董事會網絡中心性與舞弊可能性關聯之探討-以中國上市公司為例</p> <p>作者：游禎陽、王子湄 論文名稱：當沖交易與超額報酬共變之關聯性</p> <p>作者：齊治崑、盧陽正、李修全 論文名稱：ESG 評級指標中何者具有動能持續性與 ALPHA-臺灣資本市場掛牌公司之實證</p>	J403

Contact information: eitgbm@gmail.com

Conference Location: Ming Chuan University, Jihe Campus (No.130, Jihe Road, Shihlin District, Taipei, Taiwan)



2022 經濟、貿易與全球營運管理研討會
2022 Academic Conference on Economics, International Trade and Global Business Management
May 20th, 2022

Time	Contents	Place
08:30-11:00	Registration/ 報到 J407	4F Jihe Campus
10:50-12:20	<p style="text-align: center;">場次十一：ESG 與永續經營 ESG Development & Sustainability</p> <p>主持人：陳律睿教授(銘傳大學國際企業學系教授)</p> <p>作者：謝佳宏、盧陽正、李修全 論文名稱：ESG 分析結合 Smart Beta 策略</p> <p>作者：吳天宇、許培基、江淑貞(線上報告) 論文名稱：董事會中心性如何影響 ESG 績效？來自中國的證據</p> <p>作者：黃品蓁、羅淑玟、陳綉里 論文名稱：ESG 永續理念對企業動態能力、國際競爭力與品牌價值之影響</p> <p>作者：陳冠翰、梁啟源、鄭睿合、林文祥(線上報告) 論文名稱：第五代通訊技術(5G)發展對國內通訊業及服務業部門之耗能影響及政策建議</p> <p>作者：王綦鈺、邱麗卿 論文名稱：ESG、創新投入與企業績效之關聯</p>	J309

Contact information: eitgbm@gmail.com

Conference Location: Ming Chuan University, Jihe Campus (No.130, Jihe Road, Shihlin District, Taipei, Taiwan)



2022 經濟、貿易與全球營運管理研討會
2022 Academic Conference on Economics, International Trade and Global Business Management
May 20th, 2022

Time	Contents	Place
08:30-11:00	Registration/ 報到 J407	4F Jihe Campus
10:50-12:20	<p>場次十二 供應鏈管理與行銷研究 Supply Management & Marketing Research</p> <p>主持人：張俊民教授(銘傳大學國際企業學系教授)</p> <p>作者：嚴思懿、江艾軒 論文名稱：發展數位供應網絡之前因與其對企業績效與環境績效之影響</p> <p>作者：劉家燦、陳綉里 論文名稱：探討長鞭效應對PC產業全球供應鏈之影響：以新型冠狀病毒(COVID-19)疫情影響為例</p> <p>作者：解景雯、高翊淮、黎益丞、廖子賢(線上報告) 論文名稱：直播平台購買意圖之前因變數探討-以「刺激-有機-反應」為基礎</p> <p>作者：陳佩吟(線上報告) 論文名稱：敘事性廣告對品牌愛慕與品牌參與之影響：以思考模式與品牌利益為干擾</p> <p>作者：鄭耀庭、寇敦智 論文名稱：金融科技時代使用行動工具 App,對工作滿意度提升工作績效</p>	J417

Contact information: eitgbm@gmail.com

Conference Location: Ming Chuan University, Jihe Campus (No.130, Jihe Road, Shihlin District, Taipei, Taiwan)



2022 經濟、貿易與全球營運管理研討會
2022 Academic Conference on Economics, International Trade and Global Business Management
May 20th, 2022

Time	Contents	Place
08:30-11:00	Registration/ 報到	
10:50-12:20	<p style="text-align: center;">場次十三：國際貿易與產業發展與政策 International Trade & Industrial Development and Policy (本場次線上報告)</p> <p>主持人：胡秀華教授 (銘傳大學國際企業學系教授)</p> <p>作者：夏維澤、莊寶鵬 論文名稱：從各國政策法規面探討臺灣電動車產業之發展</p> <p>作者：王彥旻、林穎、黃聖堯、廖子賢 論文名稱：臺灣第三代半導體產業分析-以「結構-行為-績效」為基礎</p> <p>作者：唐涓婕、邱琦倫 論文名稱：供應鏈關係對貿易信貸影響之探討(Investigation the Impact of Supply Chain Relationships on Trade Credit)</p> <p>作者：蕭瓊芬、簡南山 論文名稱：集合式住宅公共設施影響房價漲幅之實證研究-以臺南市為例</p> <p>作者：李安悌、常敏珠 論文名稱：組織承諾對組織正義與離職意願之中介影響：以蒙古保險業為例</p>	線上報告

Contact information: eitgbm@gmail.com

Conference Location: Ming Chuan University, Jihe Campus (No.130, Jihe Road, Shihlin District, Taipei, Taiwan)

場次一：產業策略與國際貿易
Industrial Strategy & International Trade

主持人：林士全教授(淡江大學經濟學系助理教授)

作者：John Carlo Natalaray Caros and Tun-Chih Kou

論文名稱：The Project Success Factors in Construction Industry in the Philippines

作者：Humberto Ramirez and Yi-Jie Wang

論文名稱：Optimal Trade Policy In The Presence of an Online Firm

作者：Tran Tan Hai and Pei-Cyuan Shih

論文名稱：Impact of Covid-19 on Vietnam's Economy and Recovery Solution

作者：Anyka Faith Albert

論文名稱：The Relationship of Foreign Direct Investment, Trade and Economic Growth: Case Study of the OECS Countries

作者：Le Thuc Anh, Ha Bao Ngan, and Sze-Hsun Chang

論文名稱: A study on the satisfaction of foreign migrant workers using electric bicycles in Taiwan

作者：Anisa Aisha Nah

論文名稱：CARICOM CSME Trade Liberalization Agreement Effective? An Impact Evaluation Assessment of The Treaty of Chaguaramas

09:00-10:30

J316

The Project Success Factors in Construction Industry in the Philippines

John Carlo Natalaray Caros

Department of International Business,
Ming Chuan University

Tun-Chih Kou

Department of International Business,
Ming Chuan University

ABSTRACT

Successful project launches are in high demand – particularly in the construction industry. As such, it is critical to understand the factors that influence a project's success. The research is motivated by a desire to ascertain which elements or factors should be considered in order to ensure future project success; preferably in the Philippine construction industry. The purpose of this study is to determine which project success factors increase the likelihood of project success. Additionally, emphasize the critical nature of defining success factors and connecting them to success criteria using convenient models.

The focus of this thesis was on the impact of the following project success factors: monitor and control, ability to coordinate, communication, and organizational adaptability on project execution; and on how project execution affects project success in the Philippine construction industry. The research was conducted empirically using a questionnaire survey distributed digitally to 201 project management professionals in the Philippines. Following that, the data were analyzed using SPSS and AMOS.

The study's findings indicated a positive relationship between monitor and control, communication, and organizational adaptability, via the mediating variable of project execution. Additionally, there was a positive correlation between project execution and project success. However, one of the variables, ability to coordinate, was determined to be a non-significant factor in the process of achieving project success. Throughout the investigation, the implications of the discoveries are thoroughly discussed.

Keywords: Project Success Factors, Project Execution, Monitor and Control, Philippines

Optimal trade policy in the presence of an online firm

Humberto Ramirez

Department of International Business,
Ming Chuan University

Yi-Jie Wang

Department of International Business,
Ming Chuan University

ABSTRACT

This research used a theoretical approach and aimed to provide a better understanding of international trade to policymakers inside the government, companies involved in internationalization, and anyone interested in the topics of international trade and online firms. This research merges strategic trade policy and E-commerce, two relevant topics that have been on the global stage for the past years and have drawn much public attention due to global events such as covid-19 and the trade war between China and USA.

Using the Bertrand oligopoly competition model, we provided a basis for assessing real-world markets. Even though our analysis is based on some assumptions that can be interpreted as unrealistic, we believe that our result can be the starting point for a more detailed investigation with more close to reality conditions. In the basic model, two foreign firms compete as the only two companies in a third market in the form of FDI. They will set their brick-and-mortar stores on a linear market, one at the beginning of the market and the other at its end. The total length of the market will be the distance between the firms, and each point of this market represents a customer who needs to buy one product; since both companies sell the same product, the decisive purchasing factor will be the mill price plus the transportation cost.

With a two-stage game theory solved with a backward induction process, we can conclude that the optimal trade policy for the foreign firms will be a negative subsidy.

Our second set of conclusions arrived from adding to the previous model, and under the same assumptions, a third competitor, in the form of an online firm that comes and competes in country 3. With a two-stage game theory solved with a backward induction process, we can conclude that the optimal trade policy for the two foreign firms will still be a negative subsidy

Since we use the oligopoly Bertrand (Price) competition model, imposing a tax on the exporting companies is still the best trade policy for the two foreign firms. However, adding a local online firm into our basic model showed us that the local government will gain more by imposing a subsidy on their local online firm.

Keywords: Trade Policy, Online firm, Bertrand competition, Social welfare

Vietnam Economic Under Covid-19 Pandemic: Industries Growth and Vietnam GDP

Tran Tan Hai

Department of International Business,
Ming Chuan University

Pei-Cyuan Shih

Department of International Business,
Ming Chuan University

ABSTRACT

This study explores the impact of Covid-19 on Vietnam's economies, especially industries. The Covid 19 pandemic affects many aspects of the economy directly or indirectly, so it is essential to study the impact clearly. After the analysis, we can get the most general view possible to develop solutions for recovery during and after the pandemic.

Currently, many businesses are bankrupt; startups are also suffering, many people have lost their jobs. Therefore, studying this topic is an urgent action to overview the Vietnam's economy during the pandemic to timely judge its impacts.

The mission of this study is to understand the impact of the pandemic on developed economies in Vietnam. Research in the economy such as society, politics, and labor resources are affected? Some industries are positively or negatively affected by the pandemic.

Keywords: Pandemic effect, Vietnam GDP, Industries growth.

The relationship between Foreign Direct Investment, Trade Flow and Economic Growth: Case Study of the OECS Countries

Anyka Faith Albert

Department of International Business,
Ming Chuan University

ABSTRACT

The objective of this research is to empirically test the influence between Foreign Direct Investment, Trade Flow and Economic Growth of the Organization of Eastern Caribbean States (OECS). This research is strategized with various models or patterns. In this study Foreign Direct Investment is measured by annual direct investment which is employed as the dependent variable.

The development variables include: Trade (exports and imports), Labor (employment and unemployment) and Economic Growth which is measured by Gross Domestic Product. These are all employed as the independent variables for this research. To reach the goal of this research a panel of annual data for a 6-year period (2015-2019) was utilized for the economies of six OECS countries. The research executed was made through using empirical data. The data in this research was extracted from the Eastern Caribbean Central Bank and World Bank. Additionally, the methodology for this research comprises of an array of test this includes Correlation, Multiple Linear Regression and Hypothesis test to analyze the significance of the data. Furthermore, the test used accepted or rejected the proposed claims. This research is considered a casual research where quantitative method is used to perform the test and the data collected will be analyzed using the SPSS program.

This research will be beneficial for future researchers as it helps as a guide for further test, also it allows policymakers to be aware of the impact or significance of the variables selected. Throughout this study there are a few limitations that will be discussed during this investigation.

Finally, the study can be used as a pathway for other researchers who intend to use a different method regarding in the selection of data.

Keywords: Foreign Direct Investment, Trade Flow, Labor Rate and Gross Domestic Product.

CARICOM CSME Trade Liberalization Agreement Effective For Economic Growth? An Impact Evaluation Assessment Of The Treaty Of Chaguaramas

Anisa Aisha Nah

Department of International Business,
Ming Chuan University

ABSTRACT

The objective of this research is to conduct an empirical analysis of the relationship between Economic Growth and Regional trading in the CARICOM region. In this research Economic growth is measured by annual Gross Domestic Product (GDP) and annual Gross National Income (GNI) which is employed as the dependent variable. The economic index variables also applied in this study are unemployment rate, import, export, total regional trade value, population and classification. These are employed as the independent variables.

For this study, annual data over a 5 year period (2015- 2019) were used. The data was extracted from reports conducted by the OEC, world bank and imf. The methodology for this research entails Correlation and Linear Regression to test the significance between data sets and hypothesis testing to accept or reject proposed claims. The data collected was initially analyzed through SPSS program.

The study's findings indicated a positive relationship between Total Regional Trade value and GDP. The study also indicated a positive relationship between Regional Trade Flow and GNI.

Additionally, there was a positive relationship between imports and unemployment rate. However, exports had no impact on unemployment rate. Also, a country's categorization had no impact on total trade value. Throughout the investigation, the implications of the discoveries are thoroughly discussed.

Keywords: CARICOM, CSME, Gross Domestic Profit, Economic Growth and Gross National Income

場次二：社群經營與電子商務 Social Network & E-business		
09:00-10:30	<p>主持人：顧萱萱 特聘教授(東吳大學 國際經營與貿易學系)</p> <p>作者：張瑞晃、林宜霏 論文名稱：探討疫情流行下國內旅遊商品社群媒體參與 對消費者購買意願之影響</p> <p>作者：白牧羣、曾祥景(線上報告) 論文名稱：探討影響 Podcast 流行程度之關鍵因素</p> <p>作者：劉璟樺、張俊民 論文名稱：探討 YouTube 廣告對購買意願的影響：物質型與體驗型內容差異比較</p> <p>作者：李依璇、歐宏宣、白霏筠、陳筠臻、廖玉鳳、王寶英、李佩珊、林聖蒨(線上報告) 論文名稱：後疫情時代下台灣鍋物市場定位及客群分析初探 ——以高雄大學附近 Small 萱餐廳為例</p> <p>作者：黃靖涵、張俊民 論文名稱：探討數位轉型對顧客旅程及忠誠度之影響——以世代差異與 COVID-19 為干擾</p>	J313

探討疫情流行下國內旅遊商品社群媒體參與對消費者購買意願之影響

Discussing the Influence of the Social Media Participation in Domestic Tourism Commodities on Consumers' Purchase Intention under the Pandemic

張瑞晃 Jui-Huang Chang
銘傳大學國際企業學系副教授
Department of International Business,
Ming Chuan University

林宜霈 Yi-Pei Lin
銘傳大學國際企業學系研究生
Department of International Business,
Ming Chuan University

摘要

網路社群媒體在近年來蓬勃發展，各式各樣的社群平台亦如雨後春筍般迅速出現。因此本研究擬以旅遊平台為例，藉以探討消費者透過社群媒體參與及知覺價值的感受對旅遊相關產品購買意圖的影響。

本研究以使用過旅遊平台消費者為研究對象，進行隨機抽樣調查，並使用 SPSS 軟體進行階層迴歸分析。研究結果顯示：(1)消費者社群媒體參與對購買意圖有顯著正向的影響。(2)消費者社群媒體參與對知覺價值有顯著正向的影響。(3)消費者知覺價值對購買意圖有顯著正向的影響。(4)知覺價值在消費者社群媒體參與對購買意圖影響具有部分中介效果。

ABSTRACT

While online social media has flourished in recent years, multifarious social networking sites are springing up. Therefore, this study intends to take the travel platform as an example to explore the influence of consumers' participation and perceived value through social media on their purchase intention of domestic tourism commodities.

This study takes consumers who have used the travel platform as the research object, conducts a random sampling survey, and uses SPSS software for hierarchical regression analysis. The results show that: (1) Consumers' participation in social media has a significant positive impact on purchase intention. (2) Consumers' participation in social media has a significant positive impact on perceived value. (3) Consumers' perceived value has a significant positive impact on purchase intention. (4) Perceived value has a partial mediating effect on consumers' participation in social media that influences the purchase intention.

關鍵詞：社群媒體參與、知覺價值、購買意圖

Keywords : Social Media Participation, Perceived Value, Purchase Intention

探討影響 Podcast 流行程度之關鍵因素

Exploring key factors influencing podcast popularity

白牧羣 **Mu-Chun Pai**

天主教輔仁大學企業管理學系研究生
Department of Business Administration,
Fu Jen Catholic University

曾祥景 **Hsiang-Ching Tseng**

天主教輔仁大學企業管理學系副教授
Department of Business Administration,
Fu Jen Catholic University

摘要

本研究目的為探討影響 Podcast 流行程度之關鍵因素。根據廣泛文獻回顧，關鍵因素可分為 Podcast 頻道特性與社群媒體特性，前者包括節目類型、邀請特別來賓、廣告擺放位置，後者包括粉絲專頁之生動性與互動性。明確而言，檢驗 Podcast 頻道特性與社群媒體特性對 Podcast 流行程度之影響。

本研究採用內容分析法，透過 Apple Podcast 與 Fanpage Karma 做為資料收集工具，針對所收集的資料進行編碼並評估其編碼者間信度，並以迴歸分析驗證。研究結果顯示：(1)節目類型、邀請特別來賓、粉絲專頁之生動性與互動性對頻道的熱門程度有顯著正向影響；(2)頻道廣告擺放位置對頻道流行程度之影響不顯著。

ABSTRACT

The purpose of this study is to explore the key factors influencing podcast popularity. Based on extensive literature review, podcast channel characteristics and social media characteristics are identified as the key factors. The former includes program type, special guest invitation, and advertisement placement. The latter includes the vividness and interactivity of fan pages. Specifically, this study examines the influence of Podcast channel characteristics and social media characteristics on podcast popularity.

Apple Podcast and Fanpage Karma were used as data collection tools. The collected data were coded and assessed using inter-coder reliability, and regression analysis. The research results show that: (1) program types, special guest invitation, and the vividness and interactivity of fan pages positively influence podcast popularity; (2) advertisement placement has no effect on podcast popularity.

關鍵字：播客、Podcast 頻道特性、社群媒體特性、生動性、互動性

Keywords: Podcast, Podcast channel characteristic, Social media characteristic, Vividness, Interactivity

探討 YouTube 廣告對購買意願的影響：物質型與體驗型內容差異比較

Understanding the influence of YouTube advertisement on purchase intention: A comparison between experiential- and material-based content

劉璟樺 **Jing-Hua Liu**

銘傳大學國際企業學系研究生

Department of International Business,
Ming Chuan University

張俊民 **Chun-Ming Chang**

銘傳大學國際企業學系教授

Department of International Business,
Ming Chuan University

摘要

本研究目的在於探討物質型與體驗型廣告內容差異比較在 YouTube 廣告對於購買意願的影響。

本研究以實驗設計的方式設計兩份問卷，藉由網際網路對使用過 YouTube 觀看廣告的消費者來進行隨機抽樣問卷發放，並利用 SmartPLS 3 與 SPSS 26 來進行信效度分析與路徑分析。由實證結果發現：(1)資訊超載對關注反應之影響。(2)關注對興趣行為之影響。(3)興趣行為對資訊搜尋與購買意願之影響。(4)廣告訊息型態、廣告涉入程度使資訊超載對廣告效益之影響。

ABSTRACT

This model is to explore the difference between material and experience content and compare the impact of applying it to YouTube advertising on consumers' purchase intention.

In this study, two questionnaires were designed in the way of experimental design. Consumers who have used YouTube to watch advertisements were randomly sampled and distributed through the Internet, and smartpls 3 and SPSS 26 were used for reliability and validity analysis and path analysis. The empirical results show that: (1) the impact of information overload on attention response. (2) Focus on the impact on interest behavior. (3) The impact of interest behavior on information search and purchase intention. (4) The impact of information overload on advertising effectiveness due to the type of advertising information and the degree of advertising involvement.

關鍵詞：AIDAS 模式、廣告類型、喚醒、產品涉入、產品知識、產品態度、資訊搜尋、購買意願

Keywords: AIDAS, Advertising type, arousal, product involvement, product information, product attitude, information search, and product purchase

後疫情時代下台灣鍋物市場定位及客群分析初探

—以高雄大學附近 Small 萱餐廳為例

A Study on the Market Positioning and Customer Group Analysis of the Hotpots Market in Taiwan under the impact of COVID-19--A Case Study of the Small-Xuan Restaurant

歐宏宣 Hung-Hsuan Ou

白霽筠 Pei-Yun Bai

李依璇 Yi-Hsuan Lee

陳筠臻 Jun-Zhen Chen

廖玉鳳 Yu-Feng Liao

王寶英 Bao-Ying Wang

李佩珊 Pei-Shan Li

高雄大學亞太工商管理學系研究生

Department of Asia-Pacific Industrial

and Business Management,

National University of Kaohsiung

林聖蒨 Sheng-Cian Lin

高雄大學亞太工商管理學系助理教授

Department of Asia-Pacific Industrial

and Business Management,

National University of Kaohsiung

摘要

本研究目的在於探討後疫情下對台灣鍋物市場的影響，鍋物市場定位及客群有何改變，以及業者如何就後疫情變化所做的因應策略。

本研究針對火鍋業者進行市場研究分析，以高雄大學附近 Small 萱餐廳的客群為樣本，透過 STP、SWOT、消費者購買決策等理論，推測疫情下的市場定位及影響消費購買意願的因素，並訪問 Small 萱餐廳針對後疫情的因應策略。初探：(1) 哪些因素影響疫情下顧客的購買消費意願；(2) Small 萱餐廳在火鍋市場上的市場定位及其主要消費族群；(3) 在後疫情下 Small 萱餐廳如何維持顧客消費意願；(4) 提供 Small 萱餐廳打造與疫情共存的未來營運模式參考。

ABSTRACT

The purpose of this study is to investigate the impact that pandemic has on the hotpots industry in Taiwan, changes in the hotpots market position and customer base, as well as vendor's plan in response to possible changes in the future of the hot market in Taiwan.

Based on the theories of STP, SWOT, and consumer purchasing decision making, this study analyzes the market position, factors affecting consumers' purchase intention, and studies how hot pot restaurant Small-Xuan deals with the post-pandemic situation. The authors' preliminary study consists of: (1) What factors affect consumers' purchase intention; (2) Small-Xuan restaurant's position in the hot pot restaurant market; (3) How Small-Xuan restaurant maintains customers' intention to consume. (4) Provide a reference that hot pot restaurant Small-Xuan can co-exist with the pandemic.

關鍵字：火鍋餐飲、COVID-19、消費者購買決策、SWOT 分析

Keywords: Hotpots Restaurants, COVID-19, Consumer Purchasing Decision, SWOT Analysis

探討數位轉型對顧客旅程及忠誠度之影響—以世代差異與 COVID-19 為干擾

Exploring The Impact Of Digital Transformation On Customer Journey And Loyalty— Interrupted By Generational Differences And COVID-19

黃靖涵 Yi-Chieh Chen

銘傳大學國際企業學系研究生

Department of International Business,
Ming Chuan University

張俊民 Hsiu-Hua Hu

銘傳大學國際企業學系教授

Department of International Business,
Ming Chuan University

摘要

本研究的目的為了解在全球數位化轉型的改變下，對消費者的顧客旅程帶來的影響，以及對顧客滿意及忠誠度的影響，而特別將受訪者分成 X、Y、Z 世代，以及在 COVID-19 疫情下，對受訪者的顧客旅程會生甚麼不同的差異，對顧客旅程及忠誠度會有什麼影響。

本研究採用研究採取便利抽樣方法，實行線上問卷調查，線上問卷是利用 Google 電子表單線上系統設計的問題，分析則利用 SPSS 及 PLS 進行進行中介與干擾效果驗證，由實證結果發現:(1)數位轉型與顧客旅程數位化間具有顯著的正向影響關係；(2)顧客滿意與顧客忠誠具有顯著的正向影響關係；(3)世代差異對數位轉型與顧客旅程數位化具有顯著的部份中介效果；(4)COVID-19 恐懼對顧客滿意與顧客忠誠度具有顯著的部份中介效果。

ABSTRACT

The purpose of this study is to understand the changes in the global digital transformation, Impact on consumers' customer journey, and impact on customer satisfaction and loyalty, Divide respondents into Generation X, Y, Z, on the COVID-19 pandemic, What makes a different difference to the respondents' customer journey, What impact will it have on the customer journey and loyalty.

This study adopted the research convenience sampling method., Conduct online surveys, the online questionnaire is a questionnaire designed using the Google electronic form online system. In the analysis, SPSS and PLS were used to verify the effect of mediation and interference. Discovered by empirical results: (1) There is a significant positive relationship between digital transformation and the digitalization of customer journeys ; (2) There is a significant positive relationship between customer satisfaction and customer loyalty; (3) Generational differences have a significant partial mediating effect on digital transformation and customer journey digitization; (4) COVID-19 fear has a significant partial mediating effect on customer satisfaction and customer loyalty.

關鍵詞: 數位化轉型、顧客旅程、顧客滿意、顧客忠誠、COVID-19 恐懼

Keywords: Digital Transformation, customer journey, customer satisfaction, customer loyalty, COVID-19 fear

場次三：國際經營策略與組織管理
International Business Strategy & Organizational Management

主持人：曹為忠教授(銘傳大學國際企業學系副教授)

作者：王珮頤、陳律睿

論文名稱：「知識就是力量」：探討知識外溢與吸收能力對子公司知識創造之影響

作者：呂曼苓、陳律睿

論文名稱：國際化程度與企業規模：文化智商與當地回應策略之要素影響性探究

作者：陳柏勳、許文宗、陳香蘭

論文名稱：家族傳承事件與國際化程度之影響

作者：楊智雅、許文宗、孫梅瑞

論文名稱：國際企業內部化程度與績效：國家風險、國家專屬優勢、及企業專屬優勢之調節效果

09:00-10:30

309

「知識就是力量」：探討知識外溢與吸收能力對子公司知識創造之影響
"Knowledge is Power": Exploring the Impact of Knowledge Spillovers and
Absorptive Capacity on Subsidiaries Knowledge Creation

王珮頤 Pei-Yi Wang

銘傳大學國際企業學系研究生

Department of International Business,
Ming Chuan University

陳律睿 Lu-Jui Chen

銘傳大學國際企業學系教授

Department of International Business,
Ming Chuan University

摘要

本研究旨在探討子公司知識創造的方式。本研究以114家跨國企業在臺子公司的樣本為基礎，並提出環境競爭性、外部關係鑲嵌、知識外溢、吸收能力與知識創造，共同探討對子公司知識創造的重要性的影響。經過分析顯示，子公司環境越競爭對於外部關係鑲嵌有顯著的正向影響。若是加入知識外溢的策略進行分析，會發現有意識知識外溢對於環境競爭與外部關係鑲嵌產生正向的調節效果。此外，吸收能力具有中介效果，這說明子公司的吸收能力在外部關係與知識創造之間具有顯著的正向影響。整理而言，本研究主要貢獻在證明子公司外部與內部能力的重要性，更解釋子公司運用的策略對知識創造具有明顯的影響效果。

ABSTRACT

We aim to explore the ways of subsidiaries knowledge creation. Based on the sample of 114 subsidiaries of multinational enterprise in Taiwan, we propose that environmental competitiveness, external relationship embeddedness, knowledge spillovers, absorptive capacity and knowledge creation together to explore an importance of impact on subsidiaries knowledge creation. The analysis shows that the more competitive environment of the subsidiary has a significant positive impact on external relationship embeddedness. If the strategy of knowledge spillovers is included in the analysis, it is found that knowledge spillovers has a positive moderating effect on environmental competition and external relationship embeddedness. In addition, absorptive capacity has a mediating effect, which indicates that the absorptive capacity of subsidiaries has a significant positive effect between external relationships and knowledge creation. Overall, the main contribution of the study is to demonstrate the importance of external and internal capabilities of subsidiaries, and to explain the impact of the strategies employed by subsidiaries knowledge creation.

關鍵詞： 跨國企業、子公司知識創造、環境競爭、外部關係鑲嵌、知識外溢、吸收能力

Keywords: Multination Enterprise (MNE), Subsidiary Knowledge Creation, Environment Competitiveness, External Relationship Embeddedness, Knowledge Spillovers, Absorptive Capacity

國際化程度與企業規模：文化智商與當地回應策略之要素影響性探究

Internationalization Degree and Firm Size: A Probe into the Influence of Elements of Cultural Intelligence and Subsidiary Strategy

呂曼苓 **Man-Ling Lu**

銘傳大學國際企業學系碩士生

Ming Chuan University,

Department of International Business

陳律睿 **Lu-Jui Chen**

銘傳大學國際企業學系教授

Ming Chuan University,

Department of International Business

摘要

現今，在全球化的環境下，隨著環境變動以及經濟快速發展的趨勢，企業必須透過國際化找尋更大的市場，往海外市場發展，選擇何種策略進入是件很重要的決策，根據企業國際化程度的不同，會影響企業在海外經營所做的決策。文化智商是近年來逐漸受到重視的觀念，本研究加入文化智商當作調節變項，來探討文化智商對母公司國際化程度與子公司策略選擇的調節效果。本研究目標在於探討，母公司國際化程度對子公司策略選擇與文化智商調節之影響。我們重點研究了文化智商是否會強化或弱化母公司國際化程度，進而影響對子公司策略的選擇。

ABSTRACT

In today's globalized environment, along with environmental changes and the trend of rapid economic development, companies must seek larger markets through internationalization and develop overseas markets. It is a very important decision to choose which strategy to enter. Different degrees of internationalization will affect the decision-making of companies operating overseas. Cultural Intelligence is a concept that has gradually received attention in recent years. This study adds CQ as a moderating variable to explore the moderating effect of CQ on the internationalization degree of the parent company and the strategic choice of subsidiaries. The purpose of this study is to explore the influence of the parent company's internationalization degree on the subsidiary's strategic choice and CQ adjustment. We focus on whether CQ strengthens or weakens the internationalization of the parent company, which in turn affects the choice of subsidiary strategies.

關鍵詞:企業規模、當地回應策略、國際化程度、文化智商

Keywords: Firm Size, Local Response Strategy, Degree of Internationalization, Cultural Intelligence

家族傳承事件與國際化程度之影響

The influence of family inheritance events and the degree of internationalization

陳柏勳 Po-Hsun Chen
銘傳大學國際企業學系
研究生
Department of
International Business,
Ming Chuan University

許文宗 Wen-Tsung Hsu
銘傳大學國際企業學系
副教授
Department of
International Business,
Ming Chuan University

陳香蘭 Hsiang-Lan Chen
高雄科技大學財管系教授
Department of Finance
Kaohsiung University of
Science and Technology

摘要

在有限的國內市場下，進入國際市場是台灣家族企業成長必要途徑。而家族接班除了是家族傳承重要過程外，亦影響著家族企業策略轉變與國際創新之選擇。本文旨在探討家族傳承事件對企業國際創新之影響，並探討非家族經理人主導性及前任總經理留任董事會對於家族接班與國際創新之調節效果。本研究以台灣食品、紡織、塑膠、電器電纜及化學等多個產業之上市公司為分析對象，並以2015至2020年資料進行分析，總計有69家公司進行家族接班。實證結果顯示，家族接班對國際創新有負向影響，而非專業經理人主導性則與國際創新呈現正向關係；而前任總經理留任董事會則對家族接班與國際創新有負向的調節效果。

ABSTRACT

Under the limited domestic market, entering the international market is a necessary way for Taiwanese family businesses to grow. Family succession is not only an important process of family inheritance, but also affects the strategic transformation of family businesses and the choice of international innovation. The purpose of this paper is to explore the influence of family succession events on the international innovation of enterprises, and to explore the moderating effects of the dominance of non-family managers and the retention of the former general manager on the board of directors on family succession and international innovation. This research focuses on listed companies in Taiwan's food, textile, plastic, electrical cable and chemical industries as the analysis object, and analyzes the data from 2015 to 2020. A total of 69 companies have taken over the family. The empirical results show that family succession has a negative impact on international innovation, while the dominance of non-professional managers has a positive relationship with international innovation; while the former general manager staying on the board of directors has a negative adjustment to family succession and international innovation Effect.

關鍵詞： 家族企業、董事會、經理人主導性、國際創新

Keywords: Family business, board of directors, manager-led, international innovation

國際企業內部化程度與績效：國家風險、國家專屬優勢、及企業專屬優勢之調節效果

Internalization and Performance of Multinational Corporations: The Moderating Effect of Country Risk, Country-Specific Advantages, and Firm-Specific Advantages

楊智雅 Chih-Ya Yang

銘傳大學國際企業學系
研究生

Department of International
Business,
Ming Chuan University

許文宗 Wen-Tsung Hsu

銘傳大學國際企業學系
副教授

Department of
International Business,
Ming Chuan University

孫梅瑞 Mei-Jui Sun

銘傳大學國際企業學系
副教授

Department of
International Business,
Ming Chuan University

摘要

本研究旨在探討國際企業內部化程度與績效之間的關係，並分析國家風險、國家專屬優勢，以及企業專屬優勢，如何影響國際企業內部化程度與績效之間的關係。基於2015年至2020年臺灣資訊科技產業上市公司，共373間公司、2,047筆樣本資料，進行縱橫資料(Panel Data)探討各變數對企業績效的影響。本研究發現國際企業內部化程度與績效之間的關係，有很大程度會受到國家風險、國家專屬優勢，以及企業專屬優勢的影響。結果顯示，國家風險與企業專屬優勢皆會強化國際企業內部化程度與績效之間的關係，而國家專屬優勢則會弱化兩者之間的關係。研究結果對於國際企業內部化之管理意涵，以及臺灣資訊科技產業進行海外投資之議題，具有相當之意義。

ABSTRACT

This study aims to explore the relationship between internalization and performance of multinational corporations (MNCs), and focus on how country risk, country-specific advantages, and firm-specific advantages to moderate the relationship between internalization and performance of MNCs. Based on 2,047 observations of 373 Taiwanese MNCs from 2015 to 2020, this research finds that that both country risk and firm-specific advantages strengthen the relationship between internalization and performance of MNCs, while country-specific advantages weaken the relationship between internalization and performance. The results have considerable managerial implications of the internalization of MNCs and the issue of overseas investment in Taiwan's information technology industry.

關鍵詞：內部化理論、國家風險、國家專屬優勢、企業專屬優勢

Keywords: Internalization, Country risk, Country-specific advantages (CSA), Firm-specific advantages (FSA)

08:30-09:00	Registration/ 報到 J407	4F Jihe Campus
09:00-10:30	場次四：公司治理與社會責任 Corporate Governance & Social Responsibility	
	<p>主持人：張瑞冕教授(銘傳大學國際企業學系副教授)</p> <p>作者：吳萍怡、胡秀華 論文名稱：企業永續人力資源管理之勞動力多樣化：以道瓊永續指標列表公司為例</p> <p>作者：何祖平、蔡江河、鄭家宜 (線上報告) 論文名稱：企業社會責任與顧客滿意度之關聯性</p> <p>作者：蔣孟宏、胡秀華 論文名稱：國際企業在協助身心障礙者的永續機制</p> <p>作者：黃築靖、王麗惠 論文名稱：企業社會責任與銀行財務績效- 董事會獨立性的調節影響</p>	J403

企業永續人力資源管理之勞動力多樣化：以道瓊永續指標列表公司為例

Workforce Diversity in Corporate Sustainability Human Resource Management: Dow Jones Sustainability Index List as Examples

吳萍怡 **Ping-Yi Wu**

銘傳大學國際企業學系研究生

Department of International Business,
Ming Chuan University

胡秀華 **Hsiu-Hua Hu**

銘傳大學國際企業學系副教授

Department of International Business,
Ming Chuan University

摘要

本研究選取 DJSI Global Gold Class 公司作為研究樣本，通過內容分析中的概念分析，以 SDGs 目標歸類，並計算出大多數公司所關注的戰略或政策。整理出這幾家全球性公司如何管理其勞動力多樣性之後，可以讓其他公司從本研究中學習如何管理勞動力多樣性。

ABSTRACT

This research chooses DJSI Global Gold Class companies as research sample and goes through conceptual analysis in content analysis to categorize into SDGs targets. Calculating which strategies or policies the most companies focused on. After figuring out how these global companies manage their workforce diversity, also can let other companies that want to learn how to manage workforce diversity from this research.

關鍵字: 道瓊永續指數、道瓊永續全球黃金級企業、勞動力多樣化、ESG、聯合國永續發展目標。

Keywords: Dow Jones Sustainability Index, DJSI Global Gold Class Company, Workforce Diversity, ESG, Sustainable Development Goals.

企業社會責任與顧客滿意度之關聯性

Exploration on the Relationship between CSR and Customer Satisfaction

何祖平 Tzu-Ping Ho
銘傳大學國際企業學系
副教授

Department of International
Business,
Ming Chuan University

蔡江河 Chiang-Ho Tsai
銘傳大學國際企業學系
研究生

Department of International
Business,
Ming Chuan University

鄭家宜 Chia-Yi Cheng
銘傳大學風險管理與保險學
系副教授

Department of Risk
Management and Insurance,
Ming Chuan University

摘要

本研究以基層金融淡水一信為對象，探討企業社會責任是否會透過歐洲顧客滿意度指標(ECSI)中介變數之企業形象、顧客期望、服務品質影響顧客滿意度。本研究採用問卷調查法，資料收集自淡水一信顧客共回收425份問卷，扣除一致性作答的23份無效問卷後，有效問卷為402份問卷。研究結果發現：企業社會責任與企業形象、顧客期望、服務品質對顧客滿意度有顯著正向影響；企業形象、顧客期望、服務品質對於企業社會責任與顧客滿意度之間皆具有完全中介效果。根據研究結果，本研究提出具體上的管理意涵，亦提出研究限制與研究建議。

ABSTRACT

Using the Tamshui First Credit Bank as a case study, this paper investigates whether corporate social responsibility affects customer satisfaction through mediators of the European Customer Satisfaction Index such as corporate image, customer expectations, and service quality (ECSI). Corporate social responsibility and corporate image, customer expectations, and service quality all have a perfect mediation effect on corporate social responsibility and customer happiness, according to the research findings. This study presents particular managerial implications, as well as research constraints and research recommendations, based on the findings.

關鍵詞：企業社會責任(CSR)、顧客滿意度、歐洲顧客滿意指標(ECSI)

Keywords: Corporate Social Responsibility(CSR), Customer Satisfactory, ECSI

國際企業在協助身心障礙者的永續機制

Sustainability Mechanisms for International Enterprise in Assisting Handicapped Person

蔣孟宏 Meng-Hong Jiang

銘傳大學國際企業學系研究生

Department of International Business,
Ming Chuan University

胡秀華 Hsiu-Hua Hu

銘傳大學國際企業學系教授

Department of International Business,
Ming Chuan University

摘要

如今網路越來越發達，許多的身心障礙者逐見被看見，永續的意識也紛紛的烙印在我們的心中。許多國際企業紛紛在他們的公司機制之中推動了永續的概念，透過企業社會責任衍生的 ESG 其中涵蓋了永續發展目標，透過永續發展目標來達到公司的機制。

本研究透過內容分析法來了解到 2020 年最會賺錢的 50 大國際企業是用何種身心障礙機制來達到身心障礙永續目標來協助身心障礙者，最終選出不同產業身心障礙永續機制最多的國際企業，例如：服務業：中華航空；金融業：中信；製造業：明基友達；透過選出不同產業國際企業可以讓後續有興趣的研究者或相關產業的公司當作日後的參考依據。

最後本研究根據研究出的結果，給予後續的相關研究建議，以供後續有興趣研究者延伸此主題發展。

ABSTRACT

The Internet is becoming more and more developed. The needs of handicapped people and the consciousness of Sustainability have been seen by the public. Many international Enterprises have promoted the concept of sustainability in their corporate mechanism. ESG derived from corporate social responsibility covers the sustainable development goals. By following the sustainable development goals, it helps to achieve the company's mechanism.

This study uses content analysis to find out which mechanisms for handicapped people are used by the top 50 most profitable international enterprises in 2020. Aim to achieve the sustainable goals and assist handicapped people. At the end of the study, the international enterprises with the most sustainable mechanism for handicapped people in different industries are selected, For example: service industry: China Airlines; financial industry: CTBC BANK; manufacturing industry: BenQ AUO. By selecting international enterprises in different industries, interested researchers or companies in related industries can use this as a reference for future study.

Finally, the suggestions for follow-up research based on the results of this study provide interested researchers with the information to extend the development of this topic.

關鍵詞：國際企業、身心障礙者、ESG、永續目標、永續機制

Keywords: International Enterprise, Handicapped Person, ESG, Sustainable Development Goals, Sustainability Mechanisms

企業社會責任與銀行財務績效-董監持股的調節影響

Corporate Social Responsibility and Bank Financial Performance -The moderating effect of directors and supervisors' shareholdings

黃築靖 **Zhu-Zheng Huang**

銘傳大學財務金融學系研究生

Department of Finance ,
Ming Chuan University

王麗惠 **Li-Huei Wang**

銘傳大學財務金融學系專任副教授

Department of Finance,
Ming Chuan University

摘要

企業社會責任(以下簡稱 CSR)的議題逐漸被世界各地所關注，也是企業所要揭露的重要資訊。銀行業扮演重要的資金仲介角色，受其影響的關係人眾多。

因此，本研究以2015-2020年台灣上市櫃商業銀行為研究對象，探討企業社會責任與銀行財務績效之關聯性，同時並考量董監持股對兩者之間的調節影響。本研究之結果為：(1)企業社會責任與銀行的財務績效無明顯相關，(2)董監持股對企業社會責任與銀行財務績效之間的關聯性不存在顯著正向調節影響。

ABSTRACT

The issue of corporate social responsibility (hereinafter referred to as CSR) has gradually attracted attention from all over the world, and it is also an important information for companies to disclose. The banking industry plays an important role as a financial intermediary, and many people are affected by it.

Therefore, this study takes Taiwan listed over-the-counter commercial banks from 2015 to 2020 as the research object, explores the correlation between corporate social responsibility and bank financial performance, and considers the moderating effect of director and supervisor shareholding on the two. The results of this study are: (1) There is no significant correlation between corporate social responsibility and bank financial performance, (2) Director and supervisory shareholding has no significant positive moderating effect on the correlation between corporate social responsibility and bank financial performance.

關鍵詞：企業社會責任、董監持股、財務績效

Keywords: Corporate Social Responsibility, Shareholding by directors and supervisors, Financial Performance

08:30-09:00	Registration/ 報到 J407	4F Jihe Campus
09:00-10:30	場次五：組織管理與企業經營 Organizational Management & Business Administration	
	<p>主持人：張容榕教授(銘傳大學國際企業學系助理教授)</p> <p>作者：Naanlong Lucian Bala and Chang-Lung Hsieh 論文名稱：The Impact of Affective Commitment and Information Exchange on Work Performance and Creativity</p> <p>作者：Saowaluk Sripanyara 論文名稱：Improving Customs Broker's Customer Satisfaction: Investigating from service quality on business firm in Thailand.</p> <p>作者：Tran Tu Anh and Shu Chin-Yi 論文名稱：The relationship between Imposter Phenomenon on Future Work Self</p> <p>作者：Ivor Andrew George Thompson and Tun-Chih Kou 論文名稱：The Impact of Internal Marketing, Organizational Culture, and Work Engagement on Job Satisfaction and Performance: Evidence from Taiwanese Companies</p> <p>作者：Agnes Jessica 論文名稱：The effect of ESG actions Towards Customer Attitude and Brand Value: moderating by Brand Type and Marketing Channel</p>	J317

The Impact of Affective Commitment and Information Exchange on Work Performance and Creativity

Naanlong Lucian Bala
Department of International Business,
Ming Chuan University

Chang-Lung Hsieh
Department of International Business,
Ming Chuan University

ABSTRACT

For the fact that literature has demonstrated to some degree the organizational benefits that engaged workers can provide, several efforts have been undertaken to investigate how this engagement might be nurtured and strategies to prevent anything that could be damaging to it. This research looked into how organizational injustice, proactive personality, and open personality effect work engagement..

It was anticipated that (H1): Perceived Organizational Injustice has a negative impact on work engagement; (H2): Proactive Personality has a positive impact on work engagement; and (H3): Open Personality has a positive impact on work engagement. Following a review of the literature on these factors, I hypothesized the following: (H4): Open Personality Moderates the Relationship Between Perceived Organizational Injustice and Work Engagement; (H5): Proactive Personality Moderates the Relationship Between Perceived Organizational Injustice and Work EngagementA sample of close to six hundred participants was collected, all currently employed workers from the New Taipei, Taipei Metropolitan area. Their responses were compiled in individual surveys that were distributed in February 2019. Once the data was collected, it was analyzed using the statistical software SPSS 20.0, were it was applied, descriptive statistics, correlation analysis, validity and reliability test and multiple regression analysis. The results were then discussed and conclusions were given

Improving Customs Broker's Customer Satisfaction: Investigating from Service Quality on The Business Firms in Thailand

Saowaluk Sripanyarat
Department of International Business,
Ming Chuan University

ABSTRACT

The custom broker business environment is increasingly affected by the arrival of globalization. with the expansion of world markets and large corporations controlling large market shares, the company in Thailand base must develop themselves not only to give service but to be aim the unexpected need, they need to learn and improve their main service. In this way, any skill they adopt to provide added value to their products or services is very well received in the market. The main purpose of this study is to improving the customs broker's customer satisfaction by investigating from service quality on the business firms in Thailand and notice the brand relationship quality on the value company.

This study the according service quality, brand relationship quality and customer satisfaction have on the business firms in Thailand. This study focused specifically on importer and exporter in the companies in Thailand and developed interviews that were taken by eight companies doing activities two types by import and export and only import or only export. The data was then analyzed to determine if according service quality, brand relationship quality and scale of the business have a real impact on customer satisfaction.

The results of this research the four variables are service quality, brand relationship quality, customer satisfaction and scale of the business on improving customs broker's customer satisfaction: investigating from service quality on the business firms in Thailand was found as follows: all the companies have high signification.

Keywords: Service Quality, Brand Relationship Quality, Customer Satisfaction, Scale of Business Innovation.

The Relationship Between Imposter Phenomenon on Future Work Self

Tran Tu Anh

MBA Program of International
Business and Trade department,
Ming Chuan University

Shu Chin-Yi

International Master of Business
Administration department,
Ming Chuan University

ABSTRACT

Considering the impostor phenomenon (IP) as an important psychological construct that negatively affects the future career of each individual in the in the context of current social as it makes them feel self-doubt about their own abilities. This proposal aims to study the relationship between Imposter Phenomenon and Future Work Self. The proposal also explore the factors that can help reduce the level of this phenomenon in order to help individuals suffering from this phenomenon still have confidence in their abilities and future. According to that, Career Adaptability is considered to hold mediating role and Internal Locus of Control is considered as a moderator.

This study is conducted through a survey via both offline and online channel with the participants are those who achieve high education and do not have much experience on working. The survey consists of 67 questions that include specific measures for each variables and some related demographics questions.

Keywords: Imposter Phenomenon, Future Work Self, Career Adaptability, Locus of Control, high education, student

The Impact of Internal Marketing, Organizational Culture and Work Engagement on Job Satisfaction and Performance: Evidence from Taiwanese Companies

Ivor Andrew George Thompson

Department of International Business,
Ming Chuan University

Tun-Chih Kou

Department of International Business,
Ming Chuan University

ABSTRACT

This paper has the purpose of examining the factors impacting employees job performance. The research concentrates on the following factors: Internal Marketing, Organizational Culture, and Work Engagement to understand Job Performance.

For this study, anyone who works in a Taiwanese company was selected for use and a total of 202 respondents' data was collected and analyzed. The research study was made through an empirical investigation using an online questionnaire survey and all the questions were adapted to meet a 5-point Likert scale from 1 = strongly disagree to 5 = strongly agree. The data collected was initially analyzed through SPSS program. To understand job performance, a structural design was developed using the AMOS program. The software measured the impact of internal marketing, organizational culture and work engagement and how job satisfaction impacts job performance.

The results of this research indicated that (i) internal marketing has a positive impact on organizational culture, (ii) organizational culture has a positive impact on work engagement, (iii) internal marketing has a positive impact on job satisfaction, (iv) organizational culture has a positive impact on job satisfaction, (v) work engagement has a positive impact on job satisfaction, (vi) job satisfaction has a positive impact on job performance. Therefore, the findings of this investigation demonstrated a positive relationship for all the independent variables through the mediating variable of Job Satisfaction. This research is beneficial in helping management better understand employees needs and expectations of the organization, provide suitable placement and an environment where employees have the opportunity to learn and grow from their career. The implications of the research will be discussed throughout the investigation.

Keywords: Internal Marketing, Organizational Culture, Work Engagement, Job Satisfaction, Job Performance, Taiwan

The Effect of ESG Actions Toward Customer Attitude and Brand Value: Moderating by Brand Type and Marketing Channel

謝羨珠 **Agnes Jessica**

銘傳大學國際企業學系研究生

Department of International Business,

Ming Chuan University

ABSTRACT

Today's environment is characterized by ESG (Environment, Social and Governance), people and devices that continuously interact and exchange information. Since the interaction between consumers and companies has changed, it will also change how a brand delivers its value. Brand value was created from brand loyalty, brand awareness, perceived quality, brand association, and other proprietary brand assets.

The aim of this study is to examine whether consumer perceptions of environmental, social, and governance actions may impact consumer attitudes toward brand value and how the brand type and marketing channel mediate this relationship. An online survey will be conducted around Taipei, Taiwan with a diverse region of participants. The questionnaire will be distributed in English and after the data collection, valid data will be investigated through the SPSS program. This study uses an experimental design to test the hypotheses. It was designed as a 2 (ESG: with ESG/without ESG) x 3 (Brand: Luxury/normal/stigmatized) x 2 (Channel: social media influencer/official brand account).

Keywords: ESG, Brand Value, Brand Attitude, Brand Type, Digital Marketing Channel.

08:30-11:00	Registration/ 報到 J407		4F Jihe Campus
09:00-10:30	場次六：行銷管理與消費者研究 Marketing Management & Consumer Behaviour		
	<p>主持人：周思妤教授(銘傳大學國際企業學系助理教授)</p> <p>作者：方子銘、曾祥景 論文名稱：以捷思-系統模式探討論述品質與貼文者類型之廣告效果:以台灣清酒市場為例</p> <p>作者：黃姿毓、黃麗霞(線上報告) 論文名稱：鬆弛填充包裝對消費者整體評價之影響—以收送禮角色作為調節變數</p> <p>作者：彭政璋、林育則(線上報告) 論文名稱：促銷形式對消費者購買意願之影響-探討品牌形象之調節效果</p> <p>作者：劉謝麗娟、閔辰華、黃俊閔 論文名稱：個人與環境適配工作滿意和組織承諾關係之研究—以生活用品店員工為例</p> <p>作者：李雨涵、黃麗霞(線上報告) 論文名稱：誘餌式標題對讀者整體評價之影響—說服知識為調節變數</p>	J417	

以捷思-系統模式探討論述品質與貼文者類型之廣告效果:以台灣清酒市場為例

Discussing the advertising effect of discussing the argument quality and the type of poster with the heuristic-systematic model: a case study of Taiwan sake market.

方子銘 Tzu-Ming Fang

天主教輔仁大學企業管理學系管
理學碩士班研究生

Master of Business Administration,
Fu Jen Catholic University

曾祥景 Hsiang-Ching Tseng

天主教輔仁大學企業管理學系管
理學碩士班專任副教授

Master of Business Administration,
Fu Jen Catholic University

摘要

本研究欲檢驗社群媒體廣告貼文之論述品質與貼文者類型對廣告效果之影響，與產品知識之調節效果。本研究採用 2 (貼文者類型: 網紅/官方) × 2 (論述品質: 強/弱) 的受試者間實驗設計。設計出四種版本的 Facebook 圖文廣告貼文做為正式實驗的素材，以一虛構清酒品牌進行實驗以降低潛在偏誤，邀請專家、一般清酒商品消費者及大學生進行問卷前測，結果顯示操弄檢驗是成功的。針對一般清酒商品消費者及大學生進行正式實驗。研究結果指出強論述品質、與網紅貼文較具有廣告效果，產品知識與論述品質、產品知識與貼文者類型之間對廣告效果有交互作用。

ABSTRACT

The aim of this study is to examine the effects of the argument quality and the poster type on the advertisement effectiveness and the moderating role of product knowledge in the context of social media brand post. A 2 (poster type: influencer/official) × 2 (argument quality: strong/weak) between-subject experimental design was adopted. Four versions of Facebook advertisement picture posts were designed to introduce the products. A fictitious sake brand is used to avoid potential bias. A pretest was conducted in which experts in relevant fields, general sake consumers and college students were invited to participate and complete a questionnaire. The pre-test results indicated that the manipulation check is successful. The results of the formal experiment indicated that post with stronger argument quality has higher advertising effectiveness and compared to post from the official brand, post from an influencer has higher advertisement effectiveness. Furthermore, the interaction effects between product knowledge and argument quality and between product knowledge and poster type on advertisement effectiveness are significant.

關鍵字：日本清酒、捷思-系統二元思考模型、論述品質、貼文者類型、產品知識

KEYWORD：sake、heuristic-systematic dual-processing model、argument quality、poster type、product knowledge

鬆弛填充包裝對消費者整體評價之影響—以收送禮角色作為調節變數

The effects of slack filling packaging on overall consumer evaluations —the moderating effects of the role of receiving or giving gifts

黃麗霞 Li-Shia Huang

天主教輔仁大學企業管理學系副教授
Department of Business Administration,
Fu Jen Catholic University

黃姿毓 Zi-Yu Huang

天主教輔仁大學企業管理學系管理學研究生
Department of Business Administration,
Fu Jen Catholic University

摘要

本研究目的在於探討收送禮情境與包裝空間鬆弛填充程度對消費者整體評價之影響，以及在受到說服知識的中介效果下，對消費者整體評價的影響效果。

本研究使用實驗法進行，以茶包禮盒為實驗品，為 2(鬆弛填充程度高、低)X2(收禮或送禮)之受測者間實驗。根據研究結果得知，不論是收禮者還是送禮者，在收禮或送禮時，相較於鬆弛填充程度低的包裝，對鬆弛填充程度高的包裝會有較負面的評價。本研究亦證實說服知識在上述效果中，扮演著中介的角色。藉由本研究能夠提供廠商參考以改善自身產品包裝，有助於提升廠商在消費者心中之形象。

ABSTRACT

The aim of this study attempts to explore the influence of the gift-giving situations and the degree of slack filling of packaging on the overall evaluation of consumers, and also examine the effect on the overall evaluation of consumers under the mediation effect of persuasion knowledge.

This study used the experimental method, selecting tea bag gift boxes as experimental products. It was conducted by a 2 (slack filling degree: high vs. low) x 2 (gift receiving vs. gift giving) between-subjects experiment. The result of study indicate that both recipients and givers, when receiving or giving a gift, compared with the packaging with low slack filling degree, they have a more negative evaluation of a package with high degree of slack filling. This research can provide manufacturers' reference to improve their product packaging, and helps to enhance the image of manufacturers in the hearts of consumers.

關鍵詞：欺騙性包裝、鬆弛填充、說服知識、收送禮情境

Keywords: deceptive packaging, slack filling, persuasive knowledge, gift-giving situations

促銷形式對消費者購買意願之影響—探討品牌形象之調節效果

The Influence of Promotional Forms on Consumers' Purchase Intention: Moderating The Effect of Brand Image

彭政璋 **Cheng-Wei Peng**

天主教輔仁大學企業管理學系研究生
Department of Business Administration,
Fu Jen Catholic University

林育則 **Yu-Tse Lin**

天主教輔仁大學企業管理學系副教授
Department of Business Administration,
Fu Jen Catholic University

摘要

本研究目的為探討促銷形式如何影響消費者產生購買意願之行為，並分析在兩種品牌形象(功能性、象徵性)下，促銷形式對消費者之促銷活動吸引力、品牌吸引力、購買意願之影響，同時檢驗不同促銷形式、試用品領取方式在品牌形象差異下的影響效果。

本研究採用實驗法操弄廣告文宣之圖片呈現方式。研究結果顯示：(1)在促銷策略中，免費試用品的發放會使消費者對促銷活動吸引力、品牌吸引力及新產品購買意願顯著有正向影響；(2)調節變數之品牌形象顯著影響品牌促銷活動在組合、領取方式之差異；(3)試用品的領取方式之取得便利性對消費者針對新產品的促銷吸引力、品牌吸引力及購買意願顯著有正向影響。

ABSTRACT

The purpose of this study is to explore how the form of promotion affects the behavior of consumers to generate purchase intention, and further analyze the differences in the influence of promotional forms on consumers' promotional activities attractiveness, brand attractiveness, and purchase intention under the conditions of two brand images (functional and symbolic), and test the effect of different promotion forms, sample collection methods under brand image differences.

This research adopts the experimental method, by manipulating the way of image presentation in the advertisement, changing its slogan and the image of the free samples. The research results show that: (1) In the promotion strategy, the distribution of free trial items will have a significant positive impact on consumers' attractiveness of promotional activities, brand attractiveness and new product purchase intention; (2) The adjustment variable of brand image is significant affect the differences in the combination and collection methods of brand promotion activities; (3) Access convenience of the collection method of free samples has a significant positive impact on consumers' attractiveness of promotional activities, brand attractiveness and purchase intention for new products.

關鍵字：促銷、品牌形象、取得便利性、購買意願

Keywords: Promotion, Brand Image, Access Convenience, Purchase Intention

個人與環境適配、工作滿意及組織承諾關係之研究

—以生活用品店員工為例

劉謝麗娟 Li-Chuan Liu Hsieh
銘傳大學國際企業學系研究生
Department of International
Business,
Ming Chuan University

閔辰華 Chen-Hua Min
銘傳大學國際企業學系教授
Department of International
Business,
Ming Chuan University

黃俊閔 Chun-Hun Huang
銘傳大學資訊管理學系
Department of Information
Management
Ming Chuan University

摘要

生活用品是日常生活必需用到的物品，生活形態隨著世界潮流在改變，生活用品的製作也越來越新穎。消費習慣的改變，生活用品店的功能也增加了，生活用品店的員工由於工作的性質科技化，因此和組織的關係較緊密，和群體較有互動。藉著調整自己的心態，以及良好的專業知識，每天能夠以愉悅的心情上班。因此，本研究參考並引用(Chuang et al., 2016)所發展出的PPEFS量表，其包含四個構面，個人與組織適配、個人與群體適配、個人與工作適配以及個人與主管適配，以探討生活用品店的員工，其個人與環境適配、工作滿意以及組織承諾之間的關係。同時也驗證工作滿意在個人與環境適配，以及組織承諾關係間之中介角色。

本研究以生活用品店的員工為調查的對象，採用網路問卷做調查的方式，共回收有效問卷268份，以SPSS套裝軟體做統計分析。研究結果發現：個人與環境適配的四個構面，與工作滿意有顯著正相關；個人與環境適配的四個構面，與組織承諾有顯著正相關；工作滿意與組織承諾有顯著正相關。關於生活用品店員工之工作滿意是否介入個人與環境適配以及組織承諾之關係，研究結果發現：員工之工作滿意，在個人與環境適配和組織承諾的關係間，扮演著中介的角色。

關鍵詞：個人與環境適配、工作滿意、組織承諾、生活用品店員工

誘餌式標題對讀者整體評價之影響——說服知識為調節變數

The Effects of Clickbait Headline on Reader Evaluations - The Moderating Effects of Persuasion Knowledge

黃麗霞 Li-Shia Huang

天主教輔仁大學企業管理學系副教授
Department of Business Administration,
Fu Jen Catholic University

李雨涵 Yu-Han Lee*

天主教輔仁大學企業管理學系管理學研究生
Department of Business Administration,
Fu Jen Catholic University

摘要

本研究為 2（標題種類：傳統與誘餌）x2（說服知識：低與高）的受測者間實驗，目的在於探討讀者在單看新聞標題的情況下，標題種類與說服知識的交互作用是否會對讀者的整體評價造成影響，以及檢驗說服適當性之中介效果。本研究共計回收了 168 份有效樣本。結果顯示若讀者的說服知識程度低，不論看到哪種標題類型，對讀者的整體評價並無顯著差異；但若讀者具有高程度的說服知識時，對誘餌式標題持有較負面的評價。另外，本研究亦證實說服適當性具有中介效果。研究結果可填補過往相關文獻之缺口，提供媒體發布者參考，呼籲適度使用誘餌式標題。

ABSTRACT

This study is a 2 (headline type: traditional vs. clickbait) x2 (persuasive knowledge: low vs. high) between-subjects experiment. This study attempts to explore whether the interaction between headline type and persuasion knowledge will influence the overall evaluation of readers when readers only read news headlines, and also examine the mediation effect of persuasion appropriateness. The effective sample was 168 in this study. The results show that if readers have a low level of persuasive knowledge, no matter which headline type they see, there is no significant difference in the overall evaluation of readers; but if readers have a high level of persuasive knowledge, they have more negative evaluation of clickbait headlines. In addition, this research also confirms that persuasion appropriateness has a mediation effect. The results of this research can fill the gap in the relevant literature in the past, and provide reference for media publishers to call for the appropriate use of clickbait headlines.

關鍵詞：誘餌式標題、說服知識、線上新聞

Keywords: clickbait, persuasion knowledge, online news

08:30-11:00	Registration/ 報到 J407		4F Jihe Campus
10:50-12:20	場次七：行銷管理與消費者研究 Marketing Management & Consumer Behaviour		
	<p>主持人：顧萱萱 特聘教授(東吳大學 國際經營與貿易學系)</p> <p>作者：林俐萱、江艾軒、周思妤 論文名稱：機器人擬人化程度對於購買意願之影響：以產品類型為調節效果</p> <p>作者：林立、寇敦智 論文名稱：台灣共享機車平台知覺價值和使用意願之研究</p> <p>作者：范氏金鳳、李建中 論文名稱：以參考群體、體驗式行銷、推薦特性、新產品/創意產品展示等影響消費者行為使用 O2O 與再購買意願關係之研究-以消費者決策為中介變數</p> <p>作者：吳惠真、寇敦智 論文名稱：影響學員再購課意願之因素-以大學推廣教育為例</p> <p>作者：周苡甄、蔡欣伶、江怡萱、鄒幸寬、盧秉聖、鄭玉賢、戚靜玟 論文名稱：宅經濟發展下網購廣告模式對消費者購買決策之影響</p>	J313	

機器人擬人化程度對於購買意願之影響：以產品類型為調節效果

Impacts of Anthropomorphic Robots on Purchase Intentions: The Moderating Effect of Product Types

林俐萱 Li-Syuan Lin
銘傳大學國際企業學系
研究生
Department of
International Business,
Ming Chuan University

江艾軒 Ai-Hsuan Chiang
銘傳大學國際企業學系副
教授
Department of
International Business,
Ming Chuan University

周思妤 Szu-Yu Chou
銘傳大學國際企業學系助
理教授
Department of
International Business,
Ming Chuan University

摘要

機器人服務在未來將取代部分真人的服務。本研究所探討的範疇，藉由三種擬人化程度不同的機器人，販售不同商品，討論消費的購買意願。研究結果機器人擬人化程度會正向影響消費者購買意願，包包的奢侈品會正向調節消費者對機器人擬人化與購買意願之間的關係，便利品則是負向調節；水的奢侈品與便利品皆沒有調節效果。本研究貢獻為若販售奢侈品可用類人型機器人，便利品則使用一般機器人即可，若想延伸本研究，建議可再探討消費者的情緒、依附類型等因素是否會影響購買意願。

ABSTRACT

Robotic services will replace some human services in the future. The field discussed in this study is to discuss the purchase intention of consumers by using three kinds of robots with different degrees of anthropomorphism to sell different products. The research results show that the degree of robot anthropomorphism will positively affect consumers' purchase intention. The luxury of bags will positively regulate the relationship between consumers' robot anthropomorphism and purchase intention, while the convenience goods will be negatively adjusted; the luxury of water There is no adjustment effect with the convenience item. The contribution of this research is that humanoid robots can be used to sell luxury goods, and general robots can be used for convenience goods. If you want to extend this research, it is recommended to explore whether factors such as consumers' emotions and attachment types affect purchase intentions.

關鍵詞：擬人化機器人、購買意願、奢侈品、便利品

Keywords：Anthropomorphic Robots、Purchase Intention、Luxury Good、Convenience Products

台灣共享機車平台知覺價值和使用意願之研究

Perceived Value and Continuance Intention research in Taiwan Sharing Scooter Platforms

林立 Li Lin

銘傳大學國際企業學系研究生

Department of International Business,
Ming Chuan University

寇敦智 Tun-Chih Kou

銘傳大學國際企業學系教授

Department of International Business,
Ming Chuan University

摘要

近年來隨著科技進步，平台 App 和 GPS 技術提升，共享機車從 2016 年起至今已累積不少的使用者，除了有效提供便利的點到點服務外，也結合全球環保及節能的趨勢。

為了鞏固使用者使用，持續使用共享機車的意願也成為廠商注重的關鍵指標，本研究主要分成使用者的「認知性」和「口碑」來探討哪些因素會影響使用者的持續使用意願，經閱讀國內外文獻探討出各個變數，以「知覺價值」為中介變數，探討「知覺有用」、「知覺易用」、「知覺品質」、「口碑」、「網路口碑」和「持續使用意願」的關係。

ABSTRACT

With the progress of the times, science and technology are changing with each passing day, platform apps and GPS techniques has upgraded. Since 2016, sharing scooter accumulate lots of users in Taiwan. Aside from the convenient Peer to Peer services, sharing scooter combine the trends of global environmental protection and Saving resources.

To maintain the user keep using the same platform apps, Continuance intentions become a key factor that company would pay attention to. I focused my research in “conigitive” and “word of months” separately, to see which factors will affect users continuance intentions. I decided my variable after reviewing papers all over the world, and set mediating variable as “perceived value” to explore the relationship between “continuance intentions” and others independent variable likes “perceived usefullness”, “perceived ease of use”, ”perceived quality”, “world of month”, ”Electronic Word-of-Mouth“.

關鍵詞: 共享經濟、共享機車、持續使用意願

Keywords: sharing economy, sharing scooter, continuance intentions

以參考群體、體驗式行銷、推薦特性、新產品/創意產品展示等影響消費者行為使用 O2O 與再購買意願關係之研究-以消費者決策為中介變數

A study on the relationship between the use of O2O and repurchase intention to influence consumer behavior with reference groups, experiential marketing, recommended features, new product/creative product display, etc. - with consumer decision-making as a mediating variable

范氏金鳳 **Pham Thi Kim Phung**

真理大學企業管理學系研究生

Department of Business Administration,
Aletheia University

李建中 **Chien-Chung Lee**

真理大學企業管理學系助理教授

Department of Business Administration,
Aletheia University

摘要

O2O 的全名是 Online-to-Offline，簡單來說，就是一種透過網上行銷活動將人流帶到實體店消費的營銷模式。隨著科技的時代，加上受疫情影響，人們更加轉到網上消費，並依賴網上平台獲取資訊，以致不少大型零售商都從起初單一的實體店，漸漸轉為透過 O2O 營銷模式經營，以擴大自己的客源。

本研究以參考群體、體驗式行銷、推薦特性、品牌形象與新產品/創意產品展示為自變數再購買意願為應變數，消費者決策過程為中介變數，提供其在經營 O2O 上的營運參考的。研究結果顯示消費者決策具有完全中介效果。

ABSTRACT

The full name of O2O is Online-to-Offline. Simply put, it is a marketing model that brings people to brick-and-mortar stores through online marketing activities. With the age of technology and the impact of the epidemic, people are turning to online consumption more and relying on online platforms to obtain information. As a result, many large retailers have gradually shifted from single physical stores to operating through the O2O marketing model to expand their customer sources.

In this study, recommendation characteristics, new product/creative product display are used as the main independent variables, and then purchase intention is used as the dependent variable, and the consumer decision-making process is used as the mediating variable, provide their operational reference in O2O.

This research results show that consumer decision-making has a complete mediating effect.

關鍵詞：推薦特性、新產品/創意產品展示、消費者決策、再購買意願

Keywords: Recommended Features, New Product/Creative Product Display, Consumer Decision-Making Process, Repurchase Intention

吸引學員再度購買課程之因素-以大學推廣教育為例

The Factors of Attracting Students Repurchase Course --An Example of University Extension Education

吳惠真 Hui-Chen Wu

銘傳大學國際企業學系在職專班研究生

Department of International Business,
Ming Chuan University

寇敦智 Tun-Chih Kou

銘傳大學國際企業學系副教授

Department of International Business,
Ming Chuan University

摘要

近年大學推廣教育課程逐漸成為大專院校重要收入來源之一，本研究主要探討哪些因素會影響成人教育學習者對於大學推廣教育課程的滿意度，進而影響其再次購買的意願。藉由參考文獻歸納出各個變數、建立研究架構，以「滿意度」作為中介變數，探討「體驗行銷」、「品牌形象」、「知覺價值」，對成人教育學習者產生「再購買意願」的影響。藉由問卷發放進行調查，回收 202 份有效問卷，採用 SPSS 統計軟體與 AMOS 線性結構方程式驗證假設，獲得研究結果分析顯示，各個變數之間皆存在正向顯著關係，所有假設成立。意即對於大學推廣教育課程，學員會透過體驗行銷、知覺價值、品牌形象產生對課程的整體滿意度，進而影響學員再購課意願。

ABSTRACT

In recent years, the extension educational lessons become one of the main sources of income for universities and colleges. The purpose of the study was to assess what factors would affect the satisfaction of adult learners to extension educational lessons, and the will of repurchasing. By consulting reference induce variables and establishing framework. "Satisfaction" as intervening variable, and will be discuss in how "Experiential Marketing", "Brand Image" and "Perceived Value" have an impact on adult learner's "Repurchase Intention". By issuing questionnaires conduct study, and 202 valid ones were retrieved. Verifying and assuming via SPSS statistical software and AMOS linear structural equations to obtain the demonstration of analysis research result that inter-variable exists obvious positive relationship, and every assumption are established. In other words, students would experience marketing, perceived value and brand image have an impact on the satisfaction of whole lessons and the will of repurchasing.

關鍵詞：大學推廣教育、體驗行銷、知覺價值、品牌形象、滿意度、再購課意願

Keywords : University Extension Education、Experiential Marketing、Perceived Value、Brand Image、Satisfaction、Repurchase Intention

宅經濟發展下網購廣告模式對消費者購買決策之影響

The Effect of the Advertising Model of Online Shopping on Consumers' Purchasing Decisions Under The Development of Stay-at-Home Economy

周苡甄 Yi-Chen Chou

戚靜玟 Ching-Wen Chi

鄭玉賢 Yu-Hsien Cheng

鄒幸霓 Hsing-Ni Tsou

盧秉聖 Bing-Sheng Lu

江怡萱 Yi-Xuan Jiang

蔡欣伶 Hsin-Ling Tsai

銘傳大學國際企業學系學生

銘傳大學國際企業學系助理教授

Department of International Business,

Department of International Business,

Ming Chuan University

Ming Chuan University

摘要

宅經濟的興起使廠商改變過往的行銷方式，轉為藉由業配以吸引消費者的目光。本研究以業配作為探討的主軸，導入信號理論中的信號傳遞者、信號本身和信號接收者三大核心要素進行分析，探討宅經濟發展下，消費者使用網路購物時對產品業配內容之真實性與揭露位置、網紅或代言人之專業性與其過往名聲，以及消費者對於網紅或代言人之熟悉度等因素，是否影響其對業配廣告的態度並成為購買決策之依據。

本研究採用問卷調查法，針對曾於網路中閱聽過任何一篇業配文章或影片之消費者進行調查，研究結果發現，主要會影響消費者對業配廣告態度之因素為信號傳遞者之過往名聲及信號接收者對於網紅熟悉度兩個變數，並且年紀輕且收入較低之女性消費者較為重視此兩項要素，故廠商確實能透過與網紅或代言人合作來提升消費者對業配商品的購買意願。

ABSTRACT

The rise of stay-at-home economy has led companies to change their past marketing methods and turn to attract the attention of consumers through advertorial. This study takes the advertorial as the main issue, introduces the three core elements of "Signaler", "Signal", and "Receiver" in Signaling Theory for analysis, and explores whether the factor such as the authenticity and disclosure location of the advertorial contents, the professionalism of Internet celebrities or spokespersons and their past reputation, and consumers' familiarity with Internet celebrities or spokespersons when consumers use online shopping under the development of stay-at-home economy, effects consumers' attitude towards advertorial and become the basis for purchase decision.

This study used the questionnaire method to investigate consumer who had read advertorial, the empirical result show that the main factors that affect consumers' attitude toward advertorial are the past reputation of the Signaler and the familiarity of Receiver with the influencer, and the young and lower income female consumers pay more attention to these two elements. Therefore, companies can indeed cooperate with internet celebrities or spokespersons to enhance consumers' purchase intention to buy the advertorial goods.

關鍵詞：宅經濟、業配、購買決策

Keywords: stay-at-home economy, advertorial, purchase decision

08:30-11:00	Registration/ 報到 J407		4F Jihe Campus
10:50-12:20	場次八：數位轉型與企業績效 Digital Transformation & Business Performance		J316
	<p>主持人：黃鎮平 (銘傳大學國際企業學系副教授)</p> <p>作者：Paula Andrea Díaz Santamaría 論文名稱：Innovations and Their Impact on Digital Transformation and Internationalization Process Evidence from Guatemala's SMEs</p> <p>作者：Nguyen Thi Thanh Mai and Chia-Hui Yen 論文名稱：The impact of digital transformation and service innovation on consumer intention towards Food Delivery service during COVID - 19 in Vietnam</p> <p>作者：Lucia Lai Yee Wong Jo 論文名稱: The Impact of Social Commerce Constructs, Social Support, Trust and Perceived Risk on Purchase Intension in Social Commerce: Evidence from Guatemalan</p> <p>作者：Quang Duy Nguyen and Chun-Ming Chang 論文名稱：The Impact Of Covid-19 On Customer's Shopping Behavior</p>		

Innovations and Their Impacts on Digital Transformation and Internationalization Process Evidence from Guatemala's SMEs

Paula Díaz

Department of International Business,
Ming Chuan University

ABSTRACT

This study aims to explore the direct impact of the digital products and services innovation and digital process innovation on the internationalization process of SMEs in the context of the digital economy and frugal environment. This study also examines the mediating role of digital business model innovation, digital transformation, and business industries.

The study was based on the quantitative research design and data were collected from 250 employees of Small and Medium Enterprises in Guatemala. Correlation and structural equation modeling approaches were applied for the analysis and testing of the hypotheses. The findings in the study presented a positive relationship between digital products and services innovation, digital process, and business model innovation towards digital transformation in the objective of internationalization process of SMEs. Moreover, companies from different industries are involved in the advantages that technology can bring to their businesses.

With the results obtained we can understand the internationalization process, including past and actual activities to measure the real performance of SMEs in Guatemala. This study can be replicated in different countries where the digital transformation is starting to look towards the internationalization process, or it has already been implemented. The insight of the results can help to understand better the current and future decision-making of SMEs in developing countries.

Keywords: Internationalization Process, Digital Transformation, Digital Economy, Business Industries, SMEs, Developing Economies.

The impact of digital transformation and service innovation on consumer intention towards Food Delivery services during COVID-19 in Vietnam

Nguyen Thi Thanh Mai
Department of International Business,
Ming Chuan University

Chia-Hui Yen
Department of International Business,
Ming Chuan University

ABSTRACT

The spending boom of the young generation born and raised in the age of technology shift creates great changes and forces service providers to quickly adapt to survive and develop their empires. This is also a huge opportunity and has spawned many unicorn star-ups in delivery services. With the advent and rapid development of online food ordering and delivery applications, more and more restaurants and users of electronic devices have become parts of applications such as: Grab Food and Delivery Now. Moreover, COVID-19 is like a lever to accelerate their growth and become an essential part of urban life.

Therefore, this study was carried out to show the links between COVID-19, the factors affecting the consumption propensity of customers and their impact on the intention to order food on the applications. The hypotheses were based on the factors of the UTAUT2 model (Unified theory of acceptance and use of technology 2), considered to add in the factor of "The fear of COVID - 19" and excluding some other items. Database contained 186 responses was collected in Vietnam via an online survey in Facebook during three weeks and hypotheses were illustrated through SPSS. The findings showed that consumers' intention was affected by their using habit, their expectancy, the influence of important people around them, their enjoyable feelings when using mobile applications or receiving appreciated services.

Keywords: COVID-19, attitude, consumer behavior

The Impact of Social Commerce Constructs, Social Support, Trust and Perceived Risk on Purchase Intension in Social Commerce: Evidence from Guatemalan Consumers

Lucia Lai Yee Wong Jo
Department of International Business,
Ming Chuan University

ABSTRACT

The purpose of this paper is to investigate the influence of social commerce constructs, perceived risk, social support and trust on social commerce intentions among Guatemala social network users.

This study employed an electronic questionnaire to collect the data. A total of 330 surveys were answered, with 319 being valid. Aside from the demographic questions, all questions were adapted to meet a 5-point Likert scale from 1 = strongly disagree to 5 = strongly agree. The data was analyzed through SPSS to determine the reliability and validity of the data. And to test the suggested hypotheses, a structural design was developed using LISREL program.

The results of this research indicated that (1) social commerce constructs have significantly positive impact on social support (2) social commerce constructs have significantly positive impact on trust in social commerce (3) social support has significantly positive impact on trust on social commerce (4) trust on social commerce has significantly positive impact on social commerce intention (5) perceived risk does not have significant effect on trust on social commerce and (6) perceived risk does not have significant effect on social commerce intention.

The importance of this study is because social networks are becoming powerful tools that could benefit both consumers and online suppliers and vendors, therefore it is essential to understand how the dynamics of electronic commerce can be carried out in through these platforms, specially for a developing country such as Guatemala.

Keywords: Social networks, Social commerce constructs, Social support, Trust, Perceived risk, Social commerce intention, Guatemalan consumers.

The Impact of Covid-19 on Customer's Shopping Behavior in The E-Commerce Market

Nguyen Quang Duy
Department of International Business,
Ming Chuan University

Chun-Ming Chang
Department of International Business,
Ming Chuan University

ABSTRACT

In the context of the current Covid-19 epidemic, e-commerce plays an important role in economic development and ensuring the safety of people's lives. Since the outbreak of the Covid-19 pandemic, the e-commerce industry has benefited a lot, especially with the increased shopping demand during the epidemic season. Therefore, this study was conducted to survey how customers' shopping behavior changed before and after the Covid-19 pandemic. Data will be collected from the survey, which will be used by SmartPLS to analyze and process data of 250 survey samples. The results show how customers' shopping behavior has changed as they have to start living with the Covid-19 pandemic. The results of this research paper will directly contribute to companies in the field of E-Commerce.

Keywords: Electronic Commerce, Shopping Online, Customer Behavior, Covid-19

08:30-11:00	Registration/ 報到 J407		4F Jihe Campus
10:50-12:20	場次九：中小企業經營與消費者研究 SMEs Management & Consumer Behaviour		J317
	<p>主持人：廖子賢教授(國立台北教育大學教授)</p> <p>作者：Sandra Verónica Gómez Navarro and Hsiu Li Chen 論文名稱：Does Sustainably Improve SMEs' Internationalization Process Success? Moderating by e-Marketing Strategy and International Business Network</p> <p>作者：Tran The Anh 論文名稱：Gratifications for continued usage of food delivery service during COVID-19 pandemic: the moderating role of perceived threat</p> <p>作者：Sizwe Joseph Nxumalo 論文名稱：Can Government Intervention and Human Capital Boost SMEs in Eswatini to International Competitiveness? SME's Competitive Attitude Towards Internationalization</p> <p>作者：Nikolai Brent Pulido and Hsiu Li Chen 論文名稱：Exploring the Memetic Effect on Brand Engagement and Self-Concept: A Systematic Literature Review</p>		

Does Sustainability Improve SMEs International Process Success? Moderating by e-Marketing Strategy and International Business Network

Sandra Verónica Gómez Navarro
Department of International Business,
Ming Chuan University

Hsiu-Li Chen
Department of International Business,
Ming Chuan University

ABSTRACT

Sustainability incorporation into firms' model has been always a term looked upon as a concept applied to larger companies. Little is known about small and medium size firms applying the concept to their daily operations and as a core value to the firm. The purpose of this paper is to examine the link of sustainability practices and the internationalization process success of Paraguayan exporter SMEs. To investigate the sustainability influence in them, the research will be focusing in Sustainability-Oriented Innovations, such us process, organizational and product innovations to understand the relation to the success of the companies in the international market.

Also, the study intents to analyze the moderating effects of E-Marketing strategies adopted by the SMEs as well as the International Networking impact in the relationship. A total of eight exporter SMEs from different industries agreed to the interview, which allowed the researcher to noticed emerged patterns and dictate conclusions.

The results revealed that that there is a strong positive relationship between sustainability-oriented innovations and the international process success of Paraguayan exporter SMEs. Especially organizational and product innovations. Second, e-marketing strategies are shown to be useful for the firm, but it did not support a strong moderating effect between sustainability and the internationalization process relationship. Third, international business networking did present a moderate role between sustainability and international process success, but it was not significant enough.

A direct relationship to internationalization success has to be yet proven. Covid-19 pandemic presented surprising impact results on Paraguayan exporter SMEs, as its effects were mostly positive in terms of exports orders and social sustainability.

Keywords: sustainability-oriented innovations, internationalization, process innovations, organizational innovations, product innovations, Paraguayan SMEs, e-Marketing, Networking.

Gratifications for Continued Usage of Food Delivery Service During COVID-19 Pandemic: The Moderating Role of Perceived Threat

Tran The Anh

Department of International Business,
Ming Chuan University

Chun-Ming Chang

Department of International Business,
Ming Chuan University

ABSTRACT

In recent years, online food delivery service (OFD) has attracted the attention of scholars and researchers. However, research papers are still limited, and the different motives behind the use of different OFD remain unresolved. Therefore, this study will help contribute to the repository of research documents to help future researchers have a database for reference. This research paper will be based on Uses and Gratification theory (UGT) to learn about four Gratifications factors (Process Gratifications, Content Gratifications, Technology Gratifications, and Social Gratifications). In addition, the Covid-19 pandemic is currently the biggest concern of humanity that has affected people's lives and behavior, and especially OFD is also one of the factors most affected by Covid- 19.

This study used online surveys on social networking platforms with 201 participants. The study applied UGT and found that two factors, Content Gratifications, and Technology Gratifications, positively influence the food delivery service used. Additionally, after we used a PLS analysis to compare the study model between two sub-variables of health fear levels during the Covid-19 pandemic, the results show that the path coefficient from all four Gratifications variables to Continued Usage of Food Delivery Service of the model with High Threat of Health is significantly stronger than that of the model with Low Threat of Health.

Key words: Gratifications, Continued Usage of Food Delivery Service, COVID-19, Perceived Threat, Online Food Delivery

Can Government Intervention and Human Capital Boost SMEs in ESwatini into International Competitiveness? A Study on SME's in ESwatini

Sizwe Joseph Nxumalo

Department of International Business

Ming Chuan University

ABSTRACT

The main purpose of the study is to identify internal and external factors affecting SMEs in Eswatini, and to find out ways in which the government could support them to be more effective. Several challenges hinder the growth of SMEs in the country. Previous studies have highlighted the challenges facing SMEs in many dimensions but are still unable to close the reality gap that surrounds them. It is quite disturbing that most small and medium enterprises struggle to survive, and even those who survive are struggling to grow. This indicates the need for a better understanding of how to improve performance and look at the underlying factors that affect their development and performance. This research was conducted to find out the challenges faced by SMEs in Mbabane and Manzini regions of Eswatini, and a sample of 8 people running SMEs and two government officials were selected. Qualitative approach was used to collect data as this study aimed to better understand the challenges faced by SMEs from the participants perspective. A semi-structured interview was conducted through Zoom, WhatsApp, and telephone as the researcher was unable to travel due to the COVID-19 pandemic. Findings of the study indicate that lack of financial resources, crime & corruption, marketing, and government rules & regulations were found to be the major challenges faced by SMEs. Other Challenges were inadequate technical knowledge, the COVID-19 pandemic, and lack of information and technology.

The findings also indicate that SMEs are not receiving enough support from the government and other development agencies. The study will benefit development agencies, government, and policymakers by identifying the challenges faced by SMEs in Eswatini. It is also recommended that the government should play a leading role in creating an environment for the development of successful SMEs.

Keyword: SMEs, Internal factors, External factors, Challenges, Constraints, Barriers.

Exploring the Memetic Effect on Brand Engagement and Self-Concept: A Systematic Literature Review

Nikolai Brent Pulido

Department of International Business
Ming Chuan University

Hsiu Li Chen

Department of International Business
Ming Chuan University

ABSTRACT

About a decade and a half ago, the world was introduced with Memes. Over the years, the Meme has evolved, and its effects have taken unprecedented direction. This research aims to investigate said unprecedented effect with a focus on the effect it has on Brands, Marketing Strategies, Brand Engagement, Brand Attitudes, Self-Concept, and thereby encapsulated by what we now know as digitalization. This research is a systematic literature review, whereby 72 different articles were read, summarized, augmented relevantly, and applied.

The findings of this research provided new insights into the value of memes, and suggested usages of memes for brands to reap most of its benefits from it. There are two main usages of the memes, (1) using memes as a marketing strategy, and (2) using memes as a marketing tool. This study suggests that memes as a marketing tool provides most benefits and is highly effective to steering marketing campaigns in the right direction. The value of this research lies with brands seeking new ways to market and guide their brands in an ever-changing world of social media.

Keywords: Memes, Memetic Effect, Brand Engagement, Brand Attitudes, Self-concept, Digitalization, COVID-19 Memes

08:30-11:00	Registration/ 報到 J407		4F Jihe Campus
10:50-12:20	場次十：財務績效與公司治理 Financial Performance & Corporate Governance		J403
	<p>主持人：葉彩蓮教授(銘傳大學國際企業學系教授)</p> <p>作者：于曦翔、王子湄 論文名稱：當沖降稅、股票波動與超額報酬的關聯性</p> <p>作者：陳妤宣、李芸綺 論文名稱：委託書徵求對董事會出席率與公司績效之影響</p> <p>作者：何思翰(線上報告) 論文名稱:董事會網絡中心性與舞弊可能性關聯之探討-以中國上市公司為例</p> <p>作者：游禎陽、王子湄 論文名稱：當沖交易與超額報酬共變之關聯性</p> <p>作者：齊治歲、盧陽正、李修全 論文名稱：ESG 評級指標中何者具有動能持續性與 ALPHA-臺灣資本市場掛牌公司之實證</p>		

當沖降稅、股票波動與超額報酬的關聯性

Relationship in Stock Volatility, Excess Return Comovement when Reducing Securities Transaction Tax on Day Trading

于曦翔 **Xi-Xiang Yu**

銘傳大學財務金融學系研究生

Department of Finance,

Ming Chuan University

王子湄 **Zi-Mei Wang**

銘傳大學財務金融學系副教授

Department of Finance,

Ming Chuan University

摘要

本文以台灣股市為研究對象，探討實施現股當沖降稅是否改變個股間的超額報酬共變以及個股波動幅度。本研究結果發現，高當沖個股有較明顯的超額報酬共變，亦即高當沖股票彼此報酬連動而且無法被基本面因素或傳統風險因子所解釋，雖然當沖降稅會顯著增加當沖比率，但不影響高當沖股票的超額報酬共變程度。另外，當沖降稅會顯著降低高當沖股票的波動程度。

ABSTRACT

This study takes the Taiwan stock market as the research object, and explores whether the implementation of the stock transaction tax reduction will change the excess return comovement and the volatility of stocks. The results found that stocks with high day trading ratio have obvious excess return comovement. That is, the return comovement of stocks with high day trading ratio are linked to each other and cannot be explained by fundamental factors or traditional risk factor. Although tax reduction will significantly increase day trading ratios, but does not affect the degree of excess return comovement for stocks with high day trading. In addition, lowering the day trading transaction tax would significantly reduce the volatility of stocks with high day trading ratios.

關鍵詞：當沖降稅、棲息地交易、超額報酬共變、股票波動度

Keywords: Reducing Security Transaction Tax, Habitat Investing, Excess Return Comovement, and Stock Volatility

委託書徵求對董事會出席率與公司績效表現之影響

The Impact of Proxy Solicitations on Attendance of Board Meetings and Firm Performance

陳好宣 Yu-Shiuan Chen

銘傳大學財務金融學系研究生

Department of Finance,

Ming Chuan University

李芸綺 Yun-Chi Lee

銘傳大學財務金融學系助理教授

Department of Finance,

Ming Chuan University

摘要

股東會為公司治理中之重要環節，乃股東民意之展現。當股東不克親自出席時，委託書可作為股權行使之代表，方便股東行使表決權落實股東行動主義，為一重要外部監理機制。

本論文以手動收集徵求委託書之數據，研究了 2011 年 1 月至 2020 年 12 月期間所有臺灣上市公司（排除金融業）是否透過徵求委託書的方式進行董事會改選，並探討透過徵求委託書的方式選舉出來的公司董事會是否因與公司管理階層有友好關係，而積極出席董事會會議；抑或是不積極履行其職責出席董事會會議。即委託書徵求是否影響公司董事會出席率，進而影響公司績效表現。本研究發現，透過徵求委託書的方式選舉出來的公司董事會因為與公司管理階層有友好關係，因而不積極出席董事會會議，對董事會出席率具有負向的影響。然而一旦董事積極出席董事會，在公司績效表現上有透過徵求委託書之改選董事會則是與沒有透過徵求委託書之改選董事會一致，董事會議出席率對公司績效同樣具有正向影響。

Abstract

The shareholders' meeting is an influential section of corporate governance and is an expression of shareholders' opinions. When shareholders cannot attend the meeting in person, the proxy form can be used as a proxy for the exercise of shareholders' rights and facilitate the exercise of shareholders' voting rights to fulfill shareholder activism, thereby serving as a significant external monitoring mechanism.

This thesis manually collected data on proxy solicitation to investigate whether all listed companies in Taiwan (financial industry excluded) conducted board re-election through proxy solicitation from January 2011 to December 2020, and to explore whether the boards of directors elected through proxy solicitation attended board meetings actively based on their friendly relationship with internal management, or if they were lax in their attitudes and did not actively perform their duties in attending board meetings. Namely, whether the proxy solicitation influences the attendance of the company's board of directors, thereby affecting the company performance. This research indicated that directors elected through proxy solicitation would not actively attend board meetings because of their friendly relationship with the company's management, which has a negative effect on board attendance. However, once the directors attended the board meetings actively, the performance of the re-elected board of directors through the solicitation of proxies was consistent with that of the re-elected board of directors without the solicitation of proxies, and the attendance rate of the board of directors' meeting had a positive influence on the performance of the company as well.

關鍵詞：徵求委託書、董事會議出席率、公司績效

Keywords: Proxy solicitation, attendance rate of board meeting, company performance

董事會網絡中心性與舞弊可能性關聯之探討 以中國上市公司為例

The Relation between Board Network Centrality and the Possibility of Fraud- Cases from Listed Firms in China

何思翰 Sze Hon-Ho

輔仁大學企業管理學系管理學系
碩士班研究生

Fu Jen Catholic University Master
of Business
Administration, Department of
Management

許培基 Pei-gi Shu

輔仁大學企業管理學系管理
學系教授

Fu Jen Catholic University
Master of Business
Administration, Department
of Management

邱琦倫 Chyi-Lun Chiou

輔仁大學企業管理學系管
理學系副教授

Fu Jen Catholic University
Master of Business
Administration, Department
of Management

摘要

中國的商業生態環境自改革開放以來，一直存在着很多不同的違規、舞弊事件，企業透過資訊洩露及財報篡改來達到獲取利益的目的。

本研究目的是以中國企業環境作為研究背景，研究目標是探討董事會中心性網絡的連通性對於公司舞弊是否相關。

綜合上述提及，董事會中心性為本研究的自變數，公司舞弊為應變數，並加上公司治理品質作為調節變數進行探討。

本研究以 2011 年至 2021 年 CSMAR 中國財經資料庫中的中國上市公司為樣本，並以董事會中心性為基礎，探討董事會中心性是否與舞弊呈正相關，以及進一步探討公司的治理品質是否會影響公司發生舞弊的可能性。

ABSTRACT

Since the reform and opening up of China's business ecological environment, there have been many different violations and fraud incidents. Enterprises achieve the purpose of obtaining benefits through information leakage and financial report tampering.

The purpose of this study is to use the Chinese corporate environment as the research background, and the research goal is to explore whether the connectivity of the board centrality network is relevant to corporate fraud.

In summary, the centrality of the board of directors is the independent variable of this study, corporate fraud is the dependent variable, and the quality of corporate governance is added as the moderating variable.

This study uses a sample of Chinese listed companies in the CSMAR China Financial Database from 2011 to 2021, and based on the centrality of the board of directors, to explore whether the centrality of the board of directors is positively related to fraud, and to further explore whether the quality of corporate governance affects companies. the possibility of fraud.

關鍵字：董事會網絡中心性、公司治理、公司舞弊

Keywords: board network centrality, corporate governance, corporate fraud

當沖交易與超額報酬共變之關聯性

The Study of Day Trading and Excess Comovement in Stock Returns

游禎陽 **Chen-Yang Yu**

銘傳大學財務金融學系研究生

Department of Finance,

Ming Chuan University

王子湄 **Zi-Mei Wang**

銘傳大學財務金融學系副教授

Department of Finance,

Ming Chuan University

摘要

本文利用 Barberis, Shleifer and Wurgler (2005)的棲息地投資模型 (Habitat Investing Model)，檢測台灣股市當沖交易是否造成超額報酬共變 (Excess Return Comovement)。實證結果支持散戶當沖交易具有棲息地投資的特質，他們大多偏好流動性高、波動大的股票，彼此交易活動具有相關性，造成高當沖股票之間報酬連動性更強，與其他股票報酬連動較弱，同時此連動無關基本面因素或是傳統風險因子，此即超額報酬共變。此外本文也探討市場情緒及 Covid-19疫情爆發帶來的影響，實證結果支持當市場情緒高漲或在 Covid-19疫情爆發期間，由於市場投機氛圍高漲，造成高當沖股票之間的超額報酬共變更明顯。

ABSTRACT

This study uses the Habitat Investing Model of Barberis, Shleifer and Wurgler (2005) to test whether the Taiwan stock market day trading causes Excess Return Comovement. The empirical results support that retail investors' day trading has the characteristics of habitat investment. Most of them prefer stocks with high liquidity and high volatility, and their trading activities are correlated with each other, result in returns of stocks with high day trading comove more with each other but less with others. At the same time, the comovement cannot be explained by fundamentals or traditional risk factors, which is call excess return comovement. In addition, this study also explores the impact of market sentiment and the Covid-19 outbreak. The empirical results support that when market sentiment is high or during the Covid-19 outbreak, due to high market speculation atmosphere, the excess return comovement will be stronger among high day trading stocks.

關鍵詞：當沖交易、棲息地投資、超額報酬共變、市場情緒、Covid-19

Keywords: day trading, excess return comovement, market sentiment, Covid-19

ESG 評級指標中何者具有動能持續性與 ALPHA-臺灣資本市場掛牌公司之實證

What Kind of ESG Rating Index have Momentum Persistent and ALPHA - Empirical Evidence in Taiwan Capital Market

齊治歲 **Zhi-Wei Qi**
銘傳大學財務金融學系
研究生
Department of Finance,
Ming Chuan University

盧陽正 **Yang-Cheng Lu**
銘傳大學財務金融學系
專任教授
Department of Finance,
Ming Chuan University

李修全 **Hsiu-Chuan Lee**
銘傳大學財務金融學系
專任教授
Department of Finance,
Ming Chuan University

摘要

因應環境因素越來越受到政府與市場投資人重視，故本研究目的在探討何種 ESG 指標用於建構動能策略中具有顯著的超額報酬。本研究使用 2010 年至 2021 年的資料，在 ESG 評級上使用 Refinitive、Bloomberg 及資料庫，而其餘資料來源為台灣經濟新報。分別透過 ESG 各項指標評分與股價報酬率作為 ESG 指標與價格二維排序動能策略投資組合的條件，並透過贏家減輸家的方式去檢測投資組合動能策略是否存在動能持續性及超額報酬。實證結果發現：從報酬率大小與顯著性高低來看，ESG 的二維排序動能策略中，除了 Bloomberg 短形成期的動能策略表現並未優於市場價格動能，但多數在此動能策略的表現相較於市場價格動能具有較高的超額報酬。

ABSTRACT

In response to environmental factors being increasingly valued by the government and market investors, the purpose of this study is to explore which ESG indicators have significant excess returns in the construction of Momentum strategies. This research uses data from 2010 to 2021, using Refinitive, Bloomberg and databases for ESG ratings, while the remaining data sources are from Taiwan Economic Journal. The ESG index scores and stock returns are used as the conditions for the Momentum strategy portfolio of two-dimensional ranking. Also, using the way of subtracting loser portfolios from winner portfolios to test whether there are momentum persistent and excess returns or not in ESG Momentum Strategies. The result shows that from the perspective of return rate and significance except the performance of Bloomberg's short-formation Momentum strategy is not better than market price Momentum in ESG's two-dimensional ranking Momentum strategies. However, most of the Momentum strategies has a higher excess return compared to the market price momentum.

關鍵詞: ESG、動能策略、動能持續性、超額報酬

Keywords: ESG、Momentum Strategies、Momentum Persistent、Excess returns

08:30-11:00	Registration/ 報到 J407		4F Jihe Campus
10:50-12:20	場次十一：ESG 與永續經營 ESG Development & Sustainability		J309
	<p>主持人：陳律睿 教授(銘傳大學國際企業學系教授)</p> <p>作者：謝佳宏、盧陽正、李修全</p> <p>論文名稱：ESG 分析結合 Smart Beta 策略</p> <p>作者：吳天宇、許培基、江淑貞(線上報告)</p> <p>論文名稱：董事會中心性如何影響 ESG 績效？來自中國的證據</p> <p>作者：黃品蓁、陳綉里、羅淑玫</p> <p>論文名稱：ESG 永續理念對企業動態能力、國際競爭力與品牌價值之影響</p> <p>作者：陳冠翰、梁啟源、鄭睿合、林文祥(線上報告)</p> <p>論文名稱：第五代通訊技術(5G)發展對國內通訊業及服務業部門之耗能影響及政策建議</p> <p>作者：王蓁鈺、邱麗卿</p> <p>論文名稱：ESG、創新投入與企業績效之關聯</p>		

ESG 分析結合 Smart Beta 策略

ESG analysis into Smart Beta strategy

謝佳宏 Chia-Hung Hsieh

銘傳大學財務金融學系
研究生

Department of Finance,
Ming Chuan University

盧陽正 Yang-Cheng Lu

銘傳大學財務金融學系
專任教授

Department of Finance,
Ming Chuan University

李修全 Hsiu-Chuan Lee

銘傳大學財務金融學系
專任教授

Department of Finance,
Ming Chuan University

摘要

自2006年聯合國成立負責任投資原則組織(PRI)以來，簽署 PRI 的全球投資相關機構已從16家增加至2300家，其管理的資產規模超過86兆美元。此外，富時羅素(FTSE Russell)也在2020年的報告指出全球有58%的投資者想將可持續性投資結合 Smart Beta 的策略，且相較於去年有所上升；然而，ESG 是否為定價因子目前仍尚未有明確的結果，因此本研究使用2008至2020年 Refinitive、Bloomberg ESG 資料庫，並參考 Luboš Pástor, Robert F. Stambaugh and Lucian A. Taylor(2021)的研究方法使用 Fama MacBeth 二階段迴歸來檢測 ESG 是否為定價因子，接著使用 ESG 因子建立 Smart Beta 策略形成投資組合。實證結果發現 ESG 為定價因子，並進一步使用 Fama MacBeth 二階段迴歸估出的 Beta 形成 ESG Smart Beta 策略。

ABSTRACT

Since the United Nations established the Principles for Responsible Investment (PRI) in 2006, the number of global investment-related institutions that have signed the PRI has increased from 16 to 2,300, with assets under management exceeding US\$86 trillion. In addition, FTSE Russell also reported in 2020 that 58% of global investors want to combine sustainable investing with Smart Beta strategies, which has increased compared to last year; however, whether ESG is pricing factor there is still no clear result, so this study uses the Refinitive and Bloomberg ESG databases from 2008 to 2020, and refers to Luboš Pástor, Robert F. Stambaugh and Lucian A. Taylor (2021) to use Fama MacBeth two-stage regression to test whether ESG is a pricing factor, and then use ESG factors to build a Smart Beta strategy to form a portfolio. The empirical results found that ESG is a pricing factor, and further used the Beta estimated by Fama MacBeth's two-stage regression to form an ESG Smart Beta strategy.

關鍵詞: ESG、負責任投資、Smart Beta、定價因子

Keywords: ESG、Responsible Investment、Smart Beta、pricing factor

董事會中心性如何影響企業的 ESG 績效？—來自中國的證據

How Does Boardroom Centrality Affect Firm's ESG Performance?

Evidence from China

吳天宇 **Tian-Yu Wu**

輔仁大學企業管理學系碩士
研究生

Department of Business
Administration,
Fu Jen Catholic University

許培基 **Pe-Gi Shu**

輔仁大學企業管理學系專任學
術特聘教授

Department of Business
Administration,
Fu Jen Catholic University

江淑貞 **Sue-Jane Chiang**

輔仁大學企業管理學系專任
教授

Department of Business
Administration,
Fu Jen Catholic University

摘要

本研究借鑒社會網絡理論的框架，以中國大陸2010年至2020年在上海證券交易所、深圳證券交易所上市的公司為樣本，以董事會中心性為基礎，檢驗公司的董事會中心性對其 ESG 績效的影響。中心性的概念可以通過點度中心性、仲介中心性、接近中心性和特徵向量中心性來衡量，ESG 績效也可以通過 ESG 總分、股東、員工、利益相關者、環境和企業社會責任等子類別的得分來衡量。

研究結果發現，董事會中心性與 ESG 績效呈正相關關係。當使用各種替代性檢驗時，中心性和 ESG 的正向關係仍然是穩健的。此外，獨董比例與 ESG 績效呈負相關，調節效果較差。相比之下，機構持股、最大股東持股、兩權分離度和國有企業正向調節了中心性和 ESG 的關係，這意味著股東的激勵（機構持股及最大股東持股的代理），終極控制人的兩權分離度和政府政策（國有企業的代理）對於調節董事會中心性和 ESG 績效的正向關係有重要影響。

ABSTRACT

Drawing on the framework of social network theory, we takes companies listed on the Shanghai Stock Exchange and Shenzhen Stock Exchange from 2010 to 2020 as samples, and examines the impact of a firm's boardroom centrality on its ESG performance. The concept of centrality can be measured by degree centrality, betweenness centrality, closeness centrality, and eigenvector centrality, and ESG performance can also be measured by sub-components such as ESG score, shareholders, the scores in the subcategories of shareholders, employees, stakeholders, environment, and CSR.

In general, we find supporting evidence that a firm's centrality measures are positively correlated with its ESG performance. This positive centrality-ESG relation is robust when using a wide array of alternative centrality and ESG measures. Moreover, we find that the proportion of independent directors is negatively correlated with ESG performance, and the moderating effect is poor. In contrast, institutional ownership, the largest owner's ownership, the wedge between controlling owner's control rights from cash flow rights, and state-owned nature positively moderate the centrality-ESG relation. This implies that shareholder's incentives (the surrogates of institutional ownership and the largest shareholder's ownership), Wedge and government policies (the surrogate of SOE) do matter to moderate the positive centrality-ESG relation.

關鍵詞：董事社會網絡、ESG、中國

Keywords: Boardroom Centrality, ESG, China

ESG 永續理念對企業動態能力、國際競爭力與品牌價值之影響

The Impacts of ESG Development on Dynamic Capabilities, International Competitiveness and Brand Values

黃品蓁 Pin-Chen Huang
銘傳大學國際企業學系
Department of
International Business
Ming Chuan University

陳綉里 Hsiu-Li Chen
銘傳大學國際企業學系
Department of
International Business
Ming Chuan University

羅淑玟 Shu-Wen Lo
銘傳大學國際企業學系
Department of
International Business,
Ming Chuan University

摘要

近年來因COVID-19大流行促使企業重新思考和審視他們的成功願景與長期目標與營運方針，企業營運之優先順序及考量已從以往的利益導向逐漸轉變為從環境、社會和公司治理(ESG)的永續發展三大永續績效指標，並要求供應鏈上下游需落實永續發展之產業鏈相關規範，以彰顯企業對全球永續發展的企圖心及願景，鞏固其品牌價值。隨著利益相關者希望企業在應對社會和經濟挑戰中發揮更廣泛的影響力，企業亦必須積極尋求響應、恢復和增強其對不斷變化的環境的企業動態競爭能力及國際競爭力。

本研究將以企業規模(中小型企業、大型企業)及產業類別(二、三、四級產業)作為干擾變數，探討各項構面之間的關係及影響，並採取半結構式訪談法，並經由設計訪談題目與問卷取得研究資料，將其進行歸納、分析、整理，得出本研究之結論與建議。

ABSTRACT

In recent years, due to the COVID-19 pandemic, companies have been prompted to review their long-term vision for their operating policies. The priority of business operations has gradually changed from the previous profit orientation to the three sustainable performance indicators of environmental, social and corporate governance (ESG) sustainable development, and requires the supply chain to implement the relevant norms of the industrial chain for sustainable development, so as to demonstrate the company's ambition and vision for global sustainable development and consolidate its brand value. As stakeholders expect companies to play a wider role in addressing social and economic challenges, companies must also actively seek to respond to, restore and enhance their dynamic capabilities and international competitiveness in a changing environment.

This study will use the size of enterprises (small and medium-sized enterprises, large enterprises) and industry categories (second, third, and fourth-tier industries) as interference variables to explore the relationship and impact of various dimensions, and adopt semi-structured interviews. Through the design of interview questions to obtain research data, summarize, analyze and organize them, and draw conclusions and suggestions for this research.

關鍵詞: 品牌價值、ESG、企業動態能力、國際競爭力、COVID-19

Keywords: brand value, ESG, dynamic capabilities, international competitive ability, COVID-19

第五代通訊技術(5G)發展對國內通訊業及服務業部門之耗能影響及政策建議

The Impact of 5G Development on Energy Consumption in the Communication Industry and Service Sectors and Policy Suggestions

梁啟源 **Chi-Yuan Liang**

財團法人中華經濟研究院諮詢委員

Chung-Hua Institution for
Economic Research

陳冠翰 **Guan-Han Chen**

財團法人中華經濟研究院專案管理師

Chung-Hua Institution for
Economic Research

鄭睿合 **Ruei-He Jheng**

財團法人中華經濟研究院分析師

Chung-Hua Institution for
Economic Research

林文祥 **Wen-Hsiang Lin**

財團法人台灣綠色生產力基金會副執行長

Taiwan Green Productivity Foundation

摘要

近年來我國正積極推動5G之基礎建設及相關應用。5G具高頻寬、大連結、高可靠性及低延遲等特性，可望創造各種增值創新應用，但也可能對用電量有顯著影響。本文透過文獻分析法、用戶訪談，並搭配德菲法問卷調查，瞭解國內5G建置期程與服務業優先應用，並進一步研析對能源需求之影響。

研究結果顯示，預計全台5G基地台用電量將自民國109年的2.41-3.01億度/年成長至124年的15.9-19.05億度/年，新世代影音串流與雲端遊戲可能是我國5G發展之服務業優先應用，可能導致基地台及機房用能增加，建議政府可採取設備效率改善、使用替代能源、訂定能效標準等措施節約能源。

ABSTRACT

Taiwan have been promoting the infrastructure and related applications of 5G in recent years. 5G has the characteristics of high bandwidth, large connection, high reliability, and low latency. It is expected to have various value-added innovative applications but it also has a significant impact on the electricity consumption. This paper uses literature analysis, user interviews, and a questionnaire survey with the Delphi method to analyze the 5G construction process and the priority application of the service industry. Then further analyze the impact on energy demand.

The results show that the electricity consumption of 5G base stations in Taiwan is expected to grow from 241-301 million kWh/year in 2020 to 1.59-1.905 billion kWh/year in 2035. The next-generation video streaming and cloud gaming may be the priority applications in service industries. The base stations and data centers may be the focus of energy saving. The government should take some energy-saving measures such as improving equipment efficiency, using alternative energy sources, and setting energy efficiency standards.

關鍵詞: 5G、能源需求、節能策略

Keywords: 5G, energy demand, energy saving

環境、社會、公司治理（ESG）與研發投入對企業價值的影響研究

Research on the impact of ESG and R&D investment on corporate value.

王蓁鋌 **Zhen-Ni Wang**
銘傳大學財務金融學系 研究生
Department of Finance,
Ming Chuan University

邱麗卿 **Li-Qing Qiu**
銘傳大學財務金融學系 副教授
Department of Finance,
Ming Chuan University

摘要

本研究目的在於分別探討環境、社會、公司治理（ESG）指標與研發投入對於企業價值的影響，進而分析二者對於企業價值之協同影響效果。並運用 SPSS 統計套裝軟體，以 2015 年至 2019 年中國大陸滬深 300 指數成分股為研究物件，採用商道融綠 ESG 評分進行研究分析。

實證結果發現：（1）研發投入與企業價值之間具有顯著的正向影響關係，表示當研發投入越多時，企業價值將會提升；（2）ESG 指標與企業價值之間無明顯相關性（3）當 ESG 評分較高的企業同時投入較多研發費用時，會降低企業價值。

ABSTRACT

The aim of this study attempts to explore the impact of environmental, social, corporate governance (ESG) indicators and R&D investment on corporate value, and then analyze the synergistic effect of the two on corporate value. Using SPSS statistical software package, this article takes the constituent stocks of Chinese Mainland's CSI 300 index from 2015 to 2019 as the research object, and uses the ESG score of SynTao Green Finance to conduct research and analysis.

The empirical results show that: (1) R&D investment is positively related to the corporate value, which means that the more R&D investment, the enterprise value will increase. (2) There is no significant correlation between ESG index and corporate value. (3) When companies with high ESG score invest more R&D expenses at the same time, the corporate value will be reduced.

關鍵字：環境、社會與公司治理、研發投入、企業價值

Key words: Environmental, Social and Corporate Governance (ESG), Corporate value, R&D investment

08:30-11:00	Registration/ 報到 J407		4F Jihe Campus
10:50-12:20	場次十二 供應鏈管理與行銷研究 Supply Management & Marketing Research		
	<p>主持人：張俊民教授(銘傳大學國際企業學系教授)</p> <p>作者：嚴思懿、江艾軒</p> <p>論文名稱：發展數位供應網絡之前因與其對企業績效與環境績效之影響</p> <p>作者：劉家燦、陳綉里</p> <p>論文名稱：探討長鞭效應對 PC 產業全球供應鏈之影響：以新型冠狀病毒(COVID-19)疫情影響為例</p> <p>作者：解景雯、高翊准、黎益丞、廖子賢(線上報告)</p> <p>論文名稱：直播平台購買意圖之前因變數探討-以「刺激-有機-反應」為基礎</p> <p>作者：陳佩吟(線上報告)</p> <p>論文名稱：敘事性廣告對品牌愛慕與品牌參與之影響：以思考模式與品牌利益為干擾</p> <p>作者：鄭耀庭、寇敦智</p> <p>論文名稱：金融科技時代使用行動工具 App,對工作滿意度提升工作績效</p>	J417	

探討建立數位供應網路之前因與其對企業績效與環境績效之影響

The antecedents of digital supply networks and their impact on economic and environmental performance

嚴思懿 Si-Yi Yan

銘傳大學國際企業學系研究生

Department of International Business

Ming Chuan University

江艾軒 Ai-Hsuan Ciang

銘傳大學國際企業學系副教授

Department of International

Ming Chuan University

摘要

隨著工業化 4.0 的興起，製造企業紛紛追尋數位化轉型，發展數位化供應鏈。但是之前的文獻對於數位供應鏈的前因討論較少，因此本研究想探討什麼因素可以讓企業開始發展數位供應鏈，以及當數位供應鏈發展之後對企業績效的影響。研究結果顯示組織適應性，顧客依賴性和市場敏感性可以促進數位供應網絡的發展。數位供應網絡可以促進企業經濟績效的發展，但是對於用水量和碳排放量沒有影響。

ABSTRACT

With the rise of Industrialization 4.0, manufacturing companies have been pursuing digital transformation and developing digital supply chains. However, there is little discussion on the antecedents of digital supply chain in the literature. Therefore, this study aims to investigate what factors can make companies start to develop digital supply chain and the impact on the performance of companies when digital supply chain is developed. The results show that organizational adaptability, customer dependency and market sensitivity can facilitate the development of digital supply networks. The digital supply network can promote the economic performance of enterprises, but has no impact on water consumption and carbon emissions.

關鍵詞：智慧製造科技、生產彈性、組織適應性、顧客依賴性、市場敏感性、文字探勘、數位供應網絡、經濟績效，環境績效

Keywords: Smart Manufacturing Technology, Production Flexibility, Organizational Adaptability, Customer Dependency, Market Sensitivity, Text Exploration, Digital Supply Network, Economic Performance, Environmental Performance

探討長鞭效應對 PC 產業全球供應鏈之影響：以新型冠狀病毒（COVID-19）疫情影響為例

The Impact of the Bullwhip Effect on Global Supply Chain of PC Industry: Take Coronavirus (COVID-19) Epidemic Influence as an Example

劉家燦 Chia-Tsan Liu

銘傳大學國際企業學系

Department of International Business,
Ming Chuan University

陳綉里 Hsiu-Li Chen

銘傳大學國際企業學系

Department of International Business,
Ming Chuan University

摘要

新型冠狀病毒（COVID-19）的大流行是 2020 年最大的黑天鵝，在 2020 年重創全球的供應鏈。2020 年初疫情擴散，中國各地開始封城防止疫情，不論是零售或製造業都因而停擺。因新冠肺炎疫情持續的擴散，全世界皆開始陸續發生嚴重疫情，歐美地區也開始以封城手段因應疫情，全球的需求與供給端以及供應鏈因此發生極大變化。

本研究主要係在探討 COVID-19 疫情下，長鞭效應對 PC 產業全球供應鏈的影響，故以針對 PC 產業的上游（零組件供應商）與下游（ODM）來作為研究對象，並以半結構式訪問法進行，而隨後將依循訪談結果作以分析來了解其內容如下：(1)長鞭效應對下游影響較小，對上游影響較大。(2)長鞭效應會隨著時間的增加而遞減。(3)供應鏈在本國的影響較小，跨國供應鏈的影響較大。

ABSTRACT

The new coronavirus (COVID-19) pandemic is the biggest black swan in 2020, which will severely damage the global supply chain. At the beginning of 2020, the epidemic spread, and cities across China began to lock down cities to prevent the epidemic. Whether it was retail or manufacturing, it was shut down. Due to the continuous spread of the new crown pneumonia epidemic, severe epidemics have begun to occur all over the world, and the European and American regions have also begun to respond to the epidemic by closing cities. As a result, global demand, supply and supply chains have undergone incredible changes.

This research is mainly to explore the impact of the bullwhip effect on the global supply chain of the PC industry under the COVID-19 epidemic. Therefore, the upstream (component suppliers) and downstream (ODM) of the PC industry are used as the research object, and half The structured interview method is carried out, and the following will be analyzed based on the interview results to understand its contents as follows: (1) The impact for bullwhip effect on the downstream is more than the upstream. (2) The bullwhip effect will decrease with time. (3) The influence of the supply chain in the home country is relatively small than the transnational supply chain.

關鍵詞：長鞭效應、新冠肺炎、COVID-19、供應鏈

Key words: Bullwhip Effect, Coronavirus, COVID-19, Supply Chain

直播平台購買意圖之前因變數探討-以「刺激-有機-反應」為基礎

高翊淮
國立臺北教育大學
社會與區域發展學系學士生

黎益丞
國立臺北教育大學
社會與區域發展學系學士生

解景雯
國立臺北教育大學
社會與區域發展學系學士生

廖子賢
國立臺北教育大學
社會與區域發展學系副教授

摘要

網路直播是指在網路平台播出即時影像，供觀眾觀看或購物。隨著近年直播市場日益競爭，熱度不斷增加，因此瞭解消費者在直播平台中之購買意圖影響變數，即為是很重要的議題。本研究旨以「刺激-有機-反應」模式為基礎，將「直播主特質」(即：吸引力、相似性、專業知識)、「直播內容」(即：資訊品質)和「媒體特性」(即：對直播主的擬社會互動、對其他觀眾的擬社會互動、生動性、商品臨場感)對應於「刺激」；「知覺價值」(即：實用價值、享樂價值)對應於「有機」；「購買意圖」對應於「反應」，以建構假說模型。本研究採便利性抽樣，針對台灣地區「直播平台」之消費者進行問卷調查，並回收 230 份有效樣本。研究結果實證，「直播主特質」、「直播內容」和「媒體特性」多顯著正向影響「知覺價值」，並進一步正向影響「購買意圖」。

關鍵詞：直播主特質、直播內容、媒體特性、知覺價值、直播平台購買意圖

敘事性廣告對品牌愛慕與品牌參與之影響:以思考模式與品牌利益為干擾

The Impact of Narrative Advertising on Brand Love and Brand Engagement: Moderating by Style of Thinking and Brand Benefits

陳佩吟 Pei-Yin Chen

銘傳大學國際企業學系在職專班研究生

Department of International Business,

Ming Chuan University

摘要

綜觀行銷市場，近年來越來越多的廣告商重視敘事性廣告的力量，運用敘事性廣告向消費者傳遞訊息的方式比例也逐年增加，敘事性廣告的拍攝手法都呈現生活周遭小人物的經歷，觀眾在觀看廣告時很容易將自己的角色帶入情境，跟故事中的內容與人物連結，發展出情感認同，進一步對品牌產生正面回應，提高對品牌的喜好程度，對廣告主而言，敘事性廣告則有利於企業品牌形象的提升。據此，本研究以無印良品、星巴克以及APPLE為實驗廣告，針對受試者在觀看完廣告時，對品牌愛慕以及品牌參與的影響。

本研究以廣告影片實驗設計問卷，針對二種敘事性廣告類型(典型、非典型)，二種消費者思考模式(整體性、分析性)、三種品牌利益(功能性、體驗性、象徵性)，組合成12組情境，以都會區大學生、研究生為主，碩士在職專班為輔為問卷樣本，運用統計分析軟體SPSS 21.0之版本以及多因子變異數分析(MANOVA, Multivariate Analysis of Variance)作為本研究之分析工具，進行各變項之統計分析。

研究結果顯示不同的思考模式在品牌愛慕以及品牌參與上有顯著差異，其中又以政體性思考模式的消費者對品牌愛慕以及品牌參與的影響最為明顯；不同的品牌利益對品牌參與有顯著影響，並且在敘事性廣告與品牌參與間具有調節效果。本研究希望提供廣告行銷從業人員在設計廣告內容或類型時，可以將消費者接收廣告後對品牌或商品的反應納入考量，也建議從業人員針對商品所帶給消費者的品牌利益構思廣告敘事內容與走向，將廣告效益放大。

ABSTRACT

While examining the latest marketing, advertisers value the impacts of narrative ads more than ever. And the proportion of conveying messages to consumers through narrative advertising has increased every year. Narrative ads present normal lives and experiences to audiences by telling story. Therefore, the audiences completely immerse themselves into stories while watching commercials, and then building the connection with story, developing emotional identity. Furthermore, audiences respond to the brand with positive review, and increase brand preference. For advertisers, narrative ads are useful to enhance the brand image. On this ground, this paper took Muji, Starbucks, and APPLE as experimental ads. And examining the impacts on brand admiration and brand engagement after subjects watched the commercials.

This study shows analysis on each variable through MANOVY (Multivariate Analysis of Variance) by statistical software SPSS21.0. The questionnaires in this survey are designed by experimental ads. And the scenarios presented by 2 narrative ads types (typical and atypical) \times 2 consumer styles of thinking (holistic and analytical) \times 3 brand benefits (functional, experiential and symbolic) matrix. Major participants are college students and graduate students of metropolitan universities. However, the students of in-service master's program are minor subjects.

The result shows that there are significant differences between two styles of thinking on brand admiration and brand engagement, and the consumers with holistic thinking mode impacted most. Moreover, the different brand interests have significant impact on brand engagement. Furthermore, this research finds out the brand interests have moderation effects between narrative ads and brand engagement. This paper provides an advice that marketing planners should take consumer reactions to ads into account while designing the contents or genres of ads. And also proposes marketing planners design narrative ads story based on the brand benefits brought to consumers by products, so that the benefits could be extended.

關鍵詞：敘事性廣告、思考模式、品牌愛慕、品牌利益、品牌參與。

Key words: Narrative Advertisement, Styles of Thinking, Brand Love, Brand Benefits, Brand Engagement.

金融科技時代使用行動工具 APP 對工作績效影響之探討—以保險從業人員為例

Effects of Mobile App Tools on the Work Performance in Fintech Era -Take Insurance Practitioners as an Example

鄭耀庭 **Yao-Ting Cheng**

銘傳大學國際企業學系在職專班研究生

Department of International Business,
Ming Chuan University

寇敦智 **Tun-Chih Kou**

銘傳大學國際企業學系副教授

Department of International Business,
Ming Chuan University

摘要

金融科技時代來臨，本研究主要討論哪些因素會影響保險從業人員對於使用行動工具 APP，進而影響工作績效。藉由文獻探討歸納出各個變數，以「工作滿意度」為中介變數，探討「主要規範」、「知識分享行為」、「知覺有用性」、「知覺易用性」，對於保險從業人員使用行動工具 APP 影響「工作績效」之因素。透過網路發送問卷，進行樣本收集，並採用 AMOS 線性結構方程式驗證假設，經由分析得出結果。研究結果顯示，所有假設皆成立，變數之間也都呈現正向顯著之關係。

ABSTRACT

With the advent of the financial era, This study mainly discusses which factors that influence insurance agents to use the mobile APP tools, and thus affect work performance. Summarize various variables through literature research, taking "work satisfaction" as an intermediary variable to explore the factors that "main norm", "knowledge sharing behavior", "perceived usefulness", "perceived ease of use" affect the "work performance" by insurance agents use mobile APP tools. A total of 205 valid questionnaires were recovered by sending through the Internet for sample collection, using AMOS Linear Structural Equations to validate assumptions and generate analytical results. The results of the study show that all the assumptions are true, and there is a positive and significant relationship between the variables.

關鍵詞：工作滿意度、主要規範、知識分享行為、知覺有用性、知覺易用性、工作績效、行動工具 APP

Keywords : Work satisfaction, Main norm, Knowledge sharing behavior, Perceived usefulness, Perceived ease of use, work performance, Mobile APP tools

08:30-11:00	Registration/ 報到	
10:50-12:20	場次十三：國際貿易與產業發展與政策 International Trade & Industrial Development and Policy (本場次線上報告)	
	<p>主持人：胡秀華教授 (銘傳大學國際企業學系教授)</p> <p>作者：夏維澤、莊寶鵬 論文名稱：從各國政策法規面探討臺灣電動車產業之發展</p> <p>作者：王彥旻、林穎、黃聖堯、廖子賢 論文名稱：臺灣第三代半導體產業分析-以「結構-行為-績效」為基礎</p> <p>作者：唐涓婕、邱琦倫 論文名稱：供應鏈關係對貿易信貸影響之探討(Investigation the Impact of Supply Chain Relationships on Trade Credit)</p> <p>作者：蕭瓊芬、簡南山 論文名稱：集合式住宅公共設施影響房價漲幅之實證研究-以臺南市為例</p> <p>作者：李安悌、常敏珠 論文名稱：組織承諾對組織正義與離職意願之中介影響：以蒙古保險業為例</p>	線上報告

從各國政策法規面探討臺灣電動車產業之發展

Discuss the development of Taiwan's electric vehicle industry from the perspective of policies and regulations of various countries

夏維澤 Wei-Tse Hsia

高雄大學亞太工商管理學系研究生

莊寶鵬 Pao-Tiao Chuang

高雄大學亞太工商管理學系教授

摘要

環保意識抬升以來，聯合國陸續通過了 MDGs、SDGs 和巴黎氣候協定，許多國家也都制定了自己的相關政策。在這種背景下，最貼近民眾日常生活之一的政策便是禁止銷售用油汽車，與他國相比，地峽人口稠的臺灣是相對適合電動汽車的發展，然而目前進展卻遠遠落後於其他國家，密度統計至 2021 年仍不到 1% (0.16%)，這篇研究便是要從世界各國政府政策觀點探討臺灣如何能從上至下去優化這一點，最後提出自己的觀點，盼能對政府及車商有所幫助。

Abstract

Since the rise of environmental awareness, the United Nations has successively adopted the MDGs, SDGs and the Paris Climate Agreement, and many countries have formulated their own relevant policies. In this context, one of the policies closest to people's daily lives is to ban the sale of gasoline cars, compared with other countries, the isthmus densely populated Taiwan is relatively suitable for the development of electric vehicles, but the current progress is far behind other countries, density statistics by 2021 is still less than 1% (0.16%), this study is from the perspective of the world's governments to explore how Taiwan can optimize this from top to bottom, and finally put forward their own views, hoping to help the government and car dealers.

關鍵詞：電動車, 政府政策, 文獻分析法, 產業發展

Keywords: electric vehicles, government policies, literature analysis methods, industrial development

臺灣第三代半導體產業分析-以「結構-行為-績效」為基礎

王彥旻
國立臺北教育大學
社會與區域發展學系學士生

林穎
國立臺北教育大學
社會與區域發展學系學士生

黃聖堯
國立臺北教育大學
社會與區域發展學系學士生

廖子賢
國立臺北教育大學
社會與區域發展學系副教授

摘要

本研究以臺灣第三代半導體產業為分析對象，並以「結構-行為-績效」模型(Structure-Conduct-Performance, SCP)作為研究架構，輔以相關產業分析工具，逐一針對臺灣第三代半導體的產業結構、廠商行為、市場績效進行分析。研究結果，除了瞭解當前第三代半導體產業在各國的發展概況以及臺灣在全球產業中所處角色及地位以外，亦分析該產業的各種關鍵影響因素為何，也導出目前所面臨之困境與難題，而廠商分別又提出何種因應策略，最後本研究將根據研究結果歸納出臺灣第三代半導體產業的策略管理意涵，並針對產業提出相關建議與方針，以供參考。

關鍵詞: 產業分析、第三代半導體、產業結構、廠商行為、市場績效

供應鏈關係對貿易信貸影響之探討

Investigating the Impact of Supply Chain Relationships on Trade Credit

唐洵婕 **Wei-Chieh Tang**

輔仁大學企業管理學系管理學研究生

College of Management,
Fu Jen Catholic University

邱琦倫 **Chi-Lun Chiu**

輔仁大學企業管理學系副教授

College of Management,
Fu Jen Catholic University

摘要

本研究的目的為探討企業在供應鏈環境下的貿易信貸，並以此為背景探究銀行貸款與貿易融資之間的關聯性。依據文獻融資動機與交易動機觀點，本文推論供應鏈關係有助於貿易信貸的應用，雖然貿易信貸的融資成本高，然公司可在該政策之下維繫合作關係並順利取得資金，因此我們進一步推論高系統性風險可以強化供應鏈關係與貿易信貸之正向連結。另一方面，以融資的角度分析貿易信用可以補強公司無法取得銀行資金的窘境，因此推論銀行借款與貿易信貸存在替代關係。當公司可以自產業鏈取得金援，將可以減輕目標公司對於銀行資金的倚賴，另一方面若公司因為高風險致使其面對更不利的融資條件，將會提高公司採行貿易融資的誘因，因此我們推論上述替代關係對於擁有供應鏈支援以及高系統性風險的公司將更為明顯。2014年12月至2020年12月半導體、LED照明產業與太陽能產業之公司為樣本驗證上述假說推論。研究發現供應鏈關係可以增加貿易信貸，進一步發現高系統性風險會增加供應鏈關係與貿易信貸之間的正向關聯。再者，我們發現銀行貸款與貿易信貸之間存在替代效果，而系統性風險能強化兩者之間的替代效果，但供應鏈關係卻不會強化兩者之間的替代性。

ABSTRACT

This study examines the trade credit policy for companies involved in the supply chain framework and furthermore conducts the association between bank loan and trade credit. Referring the financing motive and transaction motive in the literature, we propose that supply chain relation is beneficial to the application of trade credit. While the use of trade credit is costly, it allows a company to build a sustainable relationship and ease access of funds. Accordingly, we propose that the positive association between trade credit and supply chain relationship is more pronounced more firms with high systematic risk. Furthermore, we address there is a substitution effect between trade credit and bank loan concerning the financing function offered by firms within the production process. A company may reduce the reliance on bank loan when other source fund is available; however, it may count on bank loans when its costs of capital is high. Therefore, we propose that the aforementioned substitution effect is more pronounced for firms with supply chain relationship and firms with high systematic risk. We conduct companies from three sectors covering 2014–2020 to examine the hypotheses. The research finding confirms that there is positive relation between supply chain relation and trade credit and furthermore, this positive relation is accentuated by high systematic risk. In addition, there is a substitution effect between trade credit and bank loans. While this substitution effect is more apparent for firms with high systematic risk, such effect does not vary with supply chain relation.

關鍵詞：供應鏈關係、貿易信貸、銀行貸款

Keywords: Supply Chain Relation, Trade Credit, Bank Loan.

集合式住宅公共設施影響房價漲幅之實證研究-以臺南市為例

The Impacts of Congregate Housing Communal Facilities Quality on the Price Amplitude in Tainan City

蕭瓊芬 **Chiung-Fen Hsiao**

南臺科技大學企業管理系研究生

Department of Business Administration,
Southern Taiwan University of Science and
Technology

簡南山 **Nan-Shan Jian**

南臺科技大學助理教授

Department of Business Administration,
Southern Taiwan University of Science
and Technology

摘要

集合式住宅是現代都市生活中非常普遍的居住方式，高品質的集合式住宅公共設施不僅可提升住戶的生活品質，對於房產的保值也存在影響。

本研究係針對大台南市自不動產交易實價登錄開放查詢以來至2021年03月01日相關具有公共設施且為11樓層以上之不動產買賣價格資料，就公共設施十一大面向建立等級制之問卷，並實地查看，作為房屋價格漲幅模型之參數，進行線性迴歸分析之實證研究。

本研究發現公共設施對集合式住宅的房價漲幅係具有正向影響力，透過研究模型了解物業管理對集合式住宅房價漲幅影響程度，未來可供住戶及建商應重視何種公共設施方能使集合式住宅造成逆折舊效果。

Abstract

Collective housing is a very common way of living in modern urban life. High-quality public facilities of collective housing can not only improve the quality of life of residents, but also have an impact on the preservation of real estate.

This research is based on the information on the purchase and sale prices of real estate with public facilities and above 11 floors since the opening of the real estate transaction registration inquiry in Greater Tainan City to March 1, 2021. , and check it on the spot, as a parameter of the housing price increase model, conduct an empirical study of linear regression analysis.

This study finds that public facilities have a positive impact on the housing price increase of complex housing. Through the research model, we can understand the impact of property management on the housing price increase of complex housing. In the future, what kind of public facilities should households and builders pay attention to to make the housing price increase? Aggregate dwellings create an inverse depreciation effect.

關鍵詞：公共設施、集合式住宅、房價漲幅

Keywords: public facilities, congregate housing, housing price amplitude

組織承諾對組織正義與離職意願之中介影響：以蒙古保險業為例

The Mediating Effect of Organizational Commitment on the Relation Between Organizational Justice and Employee Turnover Intention: A Case of Insurance Industry in Mongolia

常敏珠 Chaminchuluun Nyamzundui

國立勤益科技大學企業管理系研究生

Department of Management of Business
Administration,

National Chin-Yi University of Technology

李安悌 An-ti Lee

國立勤益科技大學企業管理系副教授

Department of Management of Business
Administration,

National Chin-Yi University of Technology

摘要

本研究目的在於探討組織正義、組織承諾對員工離職意願的影響。本研究針對以蒙古保險從業人員進行便利抽樣調查，蒐集 153 份有效樣本，以迴歸分析進行中介效果驗證。研究結果顯示：(1)分配正義與人際正義對組織承諾具有顯著的正向影響關係；(2) 程序正義與訊息正義對組織承諾沒有顯著的影響關係；(3)分配正義與人際正義透過組織承諾對離職意願有顯著的中介效果。

ABSTRACT

The main purpose of this research is to examine the relationships among four dimensions of organizational justice (distributive, procedural, interpersonal and informational justice), turnover intention, and mediating role of organizational commitment in this relationship. To investigate the relation, data for this study is collected from employees of Mongol Daatgal LLC through questionnaire. The survey was conducted with the link of Google Forms to the employees and collected total of 153 respondents. Regression, reliability, factor and correlation analysis were used as the technique to test the relations using SPSS. The results of the study show that distributive and interpersonal justice have a positive impact on organizational commitment, while procedural and informational justice have no influence on organizational commitment. Furthermore, both organizational justice and organizational commitment have a negative impact on turnover intention. Lastly, the findings also present that the relations between distributive justice and turnover intention, and interpersonal justice and turnover intention are mediated by organizational commitment.

關鍵詞：組織正義、組織承諾、離職意願

Keywords: Organizational justice, Organizational commitment, Turnover intention,