

**THE SIXTEENTH ANNUAL
GRADUATION PROJECT**

**BRIDGE TO
ENLIGHTENMENT**



Evaluation Sessions

Time : 2022/11/19 08:45

Opening Ceremony : Wenyuan 211

Location : Wenyuan B1

Annual Conference

Time : 2022/12/03 13:00

Location : Zhishan Hall

Cardinal Shan International Conference Hall 13F



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The SIXTEENTH Annual Graduation Project Evaluation Sessions Schedule

2022/11/19

Time	Agenda	Location
8:45-9:00	Registration	Wenyuan 211
9:00-9:20	Opening Remarks	Wenyuan 211
9:20-9:40	Group Photo	Zhishan Hall
9:40-11:30	Morning Sessions	Wenyuan
11:30-13:00	Lunch Time	---
13:00-15:00	Afternoon Sessions	Wenyuan

INTRODUCTION OF REVIEWERS/ADVISORS

Dr. Philipp Fluri 傅庸

- Visiting Professor, Dept. of International Affairs
- Ph.D. Philosophy, University of Fribourg
- Ph.D. History, University of Bern

Dr. Ren-Her Hsieh 謝仁和

- Associate Professor, Dept. of International Affairs
- Ph.D. in Institute of China and Asia-Pacific Studies, National Sun Yat-sen University

Dr. Daniel Lin 林建宏

- Associate Professor, Dept. of International Affairs
- Ph.D. in Public and International Affairs, University of Pittsburgh

Dr. Margarita Sheu 許淮之

- Associate Professor, Dept. of International Affairs
- Ph. D in Business Management, National Sun Yat-sen University

Dr. YuJane Chen 陳玉珍

- Associate Professor, Dept. of International Affairs
- Ph.D. in Politics and International Studies, University of Hull, UK

Dr. Mark Lai 賴文儀

- Associate Professor and Chairperson, Dept. of International Affairs
- Ph.D. in Political Science, State University of New York at Albany

INTRODUCTION OF REVIEWERS/ADVISORS

Dr. Yu-Hsuan Lee 李宇軒

- Assistant Professor, Dept. of International Affairs
- Ph.D. in Media and Cultural Studies, Nottingham Trent University

Dr. Shao-Tzu Wu 吳紹慈

- Assistant Professor, Dept. of International Affairs
- Ph.D. in Business Administration, National Chengchi University

Dr. Yuan-Ming Chiao 焦源鳴

- Assistant Professor, Dept. of International Affairs
- Ph.D. in Political Science, University of Kassel

Dr. Anthika Manowong 陳正娟

- Assistant Professor, Dept. of Southeast Asian Studies
- Ph.D. in Institute of China and Asia-Pacific Studies, National Sun Yat-sen University

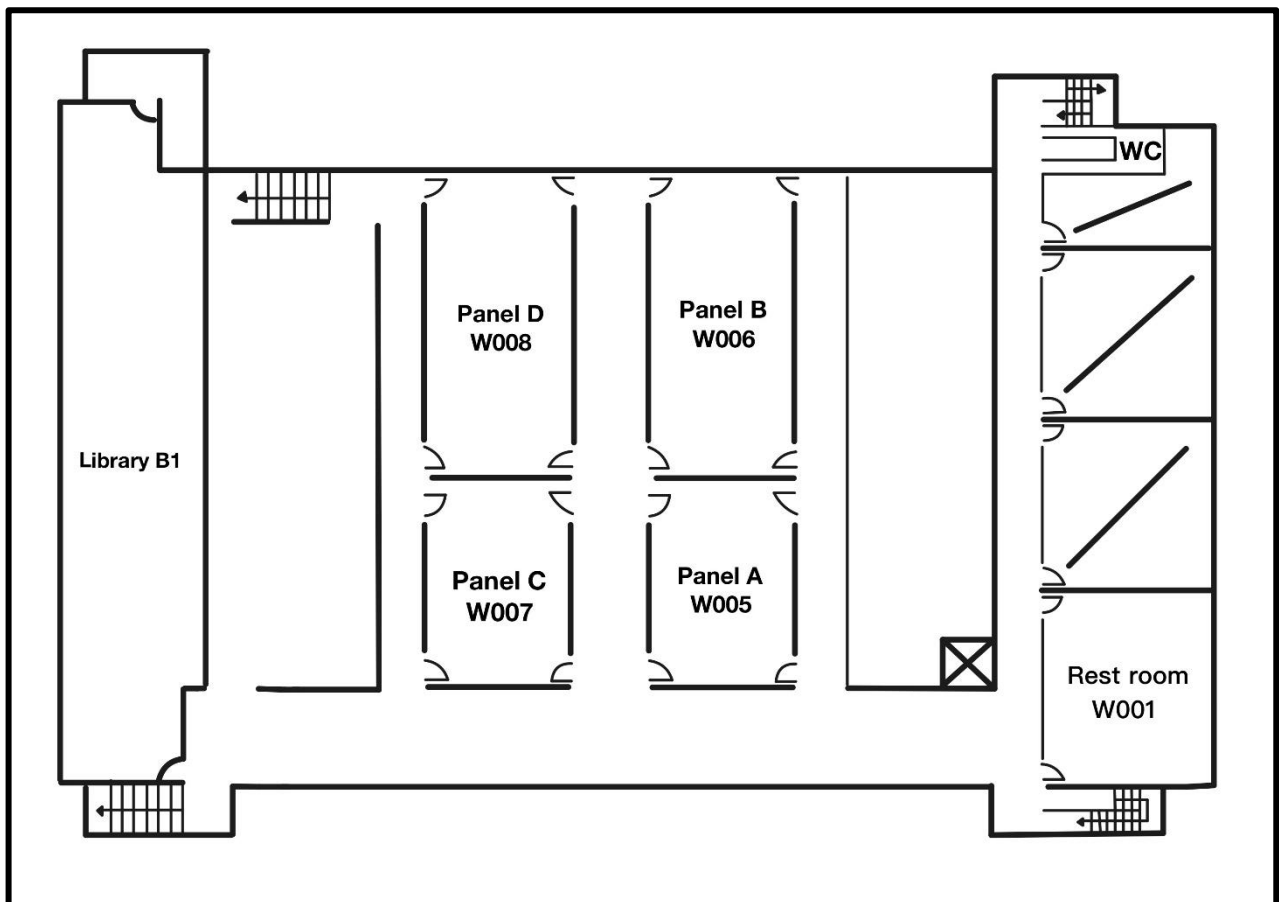
Dr. Yufita Ng 魏愛妮

- Assistant Professor, Dept. of Southeast Asian Studies
- Ph.D. in Institute of China and Asia-Pacific Studies, National Sun Yat-sen University

THE RULES OF PROCEDURE

1. Each presentation will be 8-10 minutes in length.
2. Please wear formal attire for the conference.
3. No noisy and any other inappropriate behavior is allowed during the sessions of the conference.
4. Food and Beverage are not allowed in the conference room.
5. Please turn off your mobile phone or switch to silent mode during each session of the conference.
6. Please take out the trash before you leave the conference.

VENUE DETAILS



Morning Session A (W005)

Global Market and Management 全球市場與管理

Reviewers: 許淮之 Margarita Sheu & 吳紹慈 Shao-Tzu Wu

Time	Presenter	Topic
09:40~09:50	Tzu-Yi Wang 王咨懿	<u>Multinational Corporations Pursuing Sustainable Development: A Case Study of The Walt Disney Company</u> 跨國企業追求永續發展：迪士尼公司個案研究
09:52~10:02	I-Shan Liu 劉薏珊	<u>Public Attitudes Toward the Promotion of Sustainable Consumption</u> 公眾對促進可持續消費的態度
10:04~10:14	Seon-Hee Park 朴善熙	<u>Taiwanese College Students' Change of Consumer Behaviors During the Pandemic</u> 疫情之下台灣大學生消費行為模式變化之探討
10:16~10:26	Zih-Hsuan Yen 顏子璇	<u>The O2O Model of Consumer Behavior: A Survey Study of PX Mart and Carrefour</u> O2O 模式下的消費者行為：以全聯和家樂福為例的調查研究
10:28~10:38	Hai Nhi Nguyen 阮海兒	<u>Confronting the Competition in the Labor Market: An Interview Study about Vietnamese Workers versus Questionnaire Responses from Taiwanese Workers in Taiwan</u> 面對勞動力市場的競爭：在台灣的越南工人訪談與台灣工人問卷調查的研究
10:40~10:50	Shih-Ting Chen 陳詩婷	<u>In the Post-Epidemic Era, the Development Direction of Shipping Industry: The Case Study of Evergreen Marine Corporation</u> 後疫情時代，海運業發展方向：以長榮海運作為案例分析
10:50~11:00	Break time	
11:00~11:10	Freshman & Sophomore Q&A	
11:10~11:30	Reviewer Q&A	
11:30~13:00	Lunch Break	

Multinational Corporations Pursuing Sustainable Development: A Case Study of The Walt Disney Company

The concept of sustainable development has grown in popularity recently, it was a slogan before, and now it has become part of the law. Nowadays, there are more restrictions or regulations for sustainable development, which cannot be ignored. There are two fundamental indicators for sustainable development: environmental and social. The Walt Disney Company was the subject of the study. The paper determines what multinational corporations take actions when doing sustainable development. This research used content analysis by collecting data from The Walt Disney Company's official website. The result showed that The Walt Disney Company put effort into sustainable development and took action. The company established an environmental policy, supported the program, and donated money to those who needed it. This research can provide some help to those who also want to do sustainable development in the entertainment industry.

Keywords: Disney, sustainable development, social progress, environmental protection

跨國企業追求永續發展：迪士尼公司個案研究

永續發展的概念最近越來越流行, 以前是口號, 現在已經成為法律的一部分。如今, 永續發展的限製或規定越來越多, 這就是為什麼國際公司不能忽視它們的原因。 永續發展有兩個基本指標: 環境和社會。華特迪士尼公司是這項研究的主題。本文研究跨國公司在進行永續發展時所採取的行動。這項研究通過從華特迪士尼公司的官方網站收集數據來使用內容分析。 結果表明, 華特迪士尼公司致力於永續發展並採取了行動。 該公司製定了一項環境政策, 支持該計劃, 並向需要它的人捐款。這項研究可以為那些也想在娛樂行業做可持續發展的人提供一些幫助。

關鍵字: 迪士尼、永續發展、社會進步、環境保護

Public Attitudes Toward the Promotion of Sustainable Consumption

According to the UN Sustainable Development Goal No. 12:, "Sustainable Consumption" leads people to further think about how to coexist with the future of generations The "Sustainable consumption" is the solution to the ecological catastrophe and crisis caused by the traditional economic model. With this inspiration, this research aimed to explore the public's views on sustainable consumption and attitudes towards various indicators and to analyze the conditions for implementation and the factors that affect people's behavior. Another purpose was to find out the public's awareness and acceptance of sustainable consumption, including the public's willingness to increase green consumption, the public's views on reducing resource waste, and whether the public accepts changes in consumption patterns. A questionnaire was adopted to collect the data in this research. This research has collected 261 questionnaires through the internet. The results revealed that almost all respondents have practiced environmental protection behaviors in their daily lives, and they also have a high willingness to support sustainable consumption. However, the sustainable products or services on the market are not diverse enough, and most people are generally unable to complete "sustainable consumption" under the consideration of "affordability". Nowadays, although the ecological crisis does not cause direct human casualties, the changes in the environment have also already drawn countries around paying attention on the issue of sustainability. It hoped that through the government's promotion of green business opportunities in the industry and the formulation of sustainable plans, the public will be guided to implement green consumption more and to work together for sustainable action in the world.

Keywords: SDGs, sustainable consumption, public awareness, public attitude

公眾對促進可持續消費的態度

根據聯合國永續發展目標第 12 項：「永續消費」引領人們進一步思考如何與子孫後代共存……

「永續消費」是解決傳統經濟模式造成生態浩劫和危機的解方。以此為靈感，本研究旨在探討公眾對永續消費的看法及對各項指標的態度，分析實施條件和影響人們行為的因素。另一目的是為了解公眾對永續消費的認知和接受程度，包括公眾對於增加綠色消費的意願、對於減少資源浪費的看法，以及公眾是否接受消費模式的改變。本研究採問卷調查方式通過網路蒐集 261 份問卷，結果顯示幾乎所有的受訪者在日常生活中都有實行環保行為，且對於永續消費也都有很高的支持意願。然而，市面上的永續產品或服務還不夠多元，絕大多數人常在「可負擔能力」的考量下無法貫徹「永續消費」。現今，儘管生態危機並不會帶給人類直接性的傷亡，但環境變遷議題已經引起各國對永續議題的關注。期望透過政府推動產業的綠色商機及永續計畫的訂立，引導公眾落實綠色消費，共同為世界的永續行動持續努力。

Taiwanese College Students' Change of Consumer Behaviors During the Pandemic

Due to the pandemic, the lockdown and stay home orders were quickly implemented around the world. Meanwhile, people had to adjust their daily life patterns and change their shopping and spending habits in order to cope with the new normal. The purpose of this study was to explore Taiwanese college students' change of consumer behavior during the pandemic. A total of 428 valid data were collected, and one-way ANOVA and t-test were used to analyze. The findings showed that most of the college students were able to balance their income and expenditures during the pandemic, due to the decrease of their spending on the unnecessary goods. Female college students have bought more items online than the male college students during the pandemic, such as cosmetics, clothing, and other accessories. Moreover, regardless to social classes and genders, convenience, price and discount were the main factors for college students to purchase online. In conclusion, the price is always the first consideration for college students when buying. This study provided useful information for retailers and marketers to implement appropriate strategies targeted on college students.

Keywords : College students, Change of consumer behaviors, Pandemic Era

疫情之下台灣大學生消費行為模式變化之探討

在疫情大流行期間造成的社交距離管制導致人們的消費行為出現了重大的改變。消費者改變了自己的消費行為模式以應對世界的新常態，而這樣的行為模式改變更加速了消費者擁抱數位、健康、永續等趨勢。本研究目的是探討台灣大學生在疫情期間的消費行為模式之變化。在此研究中，共收集 428 份有效問卷做分析。分析方式如下：利用 ANOVA 去分析來自不同社會階層家庭的大學生和疫情之下消費行為改變是否有所異同，而獨立樣本 t 檢定則用來分析不同性別的大學生在疫情之下消費行為模式的不同改變。研究結果顯示，大多數的大學生的經濟狀況在疫情之下並無太大的影響，其中的主要原因是他們減少了不必要的支出並更多的關注在基本需求上。然而不同性別的大學生在疫情期間的消費模式有所異同，根據數據指出女性大學生在疫情之下較男性在網路購物上花費更多在不同的商品上，主要差異為美妝用品、衣著及其他配件。另外，大學生在考慮網路購物上購買商品的因素和不同變項並無太大差異，大部分的大學生關注的購買因素為網購所帶來的便利性、以及商品的價格和折扣。總體來說，來自不同社會階層或是性別，價格是大學生決定購買的優先考量。

關鍵字：大學生、消費行為模式的改變、疫情

The O2O Model of Consumer Behavior: A Survey Study of PX Mart and Carrefour

Nowadays, internet shopping has become a general form of shopping model. Still, the physical store also needs to find survival strategies in the market. Both internet-shop and physical-shop can be supporter for each other. They cannot survive without each other. As a result, the O2O model become popular market model. This research aims to explore how people adopt the idea of the O2O model. Meanwhile, to what extent, the O2O model has become a type of mainstream shopping behavior. By applying quantitative research method, the research carefully designed a questionnaire to collect 514 questionnaires for the purpose of collecting customers' attitude on using the O2O model. It also took the PX Mart and Carrefour as cases to explore their respective O2O model and effectiveness.

The research finally has concluded two major findings. Firstly, the most consumers will focus on the price aspect when having the shopping. Especially when shopping in offline store. Secondly, the consumer is more satisfied about the supply of the PX Mart's shopping model and O2O model than that of the Carrefour. Therefore, the O2O model shopping way is worthwhile to conduct further research. The O2O marketing model is also a very good marketing strategy that integrates online shops and physical shops together to work collectively for not only survival of the retails industry but also a better turnover of the business.

Keywords: O2O model, Shopping behavior, PX Mart, Carrefour

020 模式下的消費者行為：以全聯和家樂福為例的調查研究

如今，網絡購物已成為一種普遍的購物模式。儘管如此，實體商店也需要在市場中生存。網路商店和實體商店可以互相扶持，他們沒有彼此就無法生存，如此，020 模式成為流行的市場模式。本研究旨在探討人們如何接受 020 模式的理念。同時，020 模式在大多程度上已經成為一種主流的購物行為。本研究採用定量研究方法，精心設計問卷，收集 514 份問卷，收集客戶對 020 模式的使用態度。並以全聯和家樂福為例，探索各自的 020 模式和成效。

該研究最終得出了兩個主要結果。首先，大多數消費者在購物時會關注價格方面，尤其是在實體商店購物時。其次，消費者對全聯的購物模式和 020 模式比家樂福更滿意。因此，020 模式的購物方式值得進一步研究。020 營銷模式也是一種很好的營銷策略，將網路商店和實體商店結合起來，共同合作，不僅是為了零售業的生存，也為了更好的營業額。

Confronting the Competition in the Labor Market: An Interview Study about Vietnamese Workers versus Questionnaire Responses from Taiwanese Workers in Taiwan

Due to the Taiwanese government's Immigration Worker Policy, the entry of foreign workers these years caused specific competition for both local and alien laborers in Taiwan. With an aged population, low birth rate, and more high-educated people, Taiwan is facing serious labor shortages in many sectors. While many Taiwanese citizens are not willing to serve in manual or blue-collar jobs. To fill these vacancies, the Taiwanese government has been implementing policies for attracting expats to work. As a result, Taiwan has become a destination for workers from different nations to pursue and develop their careers. However, the existence of these alien workers led to competition with the local ones. In the study, I aim to investigate the competition between Taiwanese and foreign workers; as well as to identify the outlook toward the Taiwan labor market. To attain the study purposes, I approached Taiwanese workers and Vietnamese workers (as a representative of foreign workers) who had been employed in Taiwan. Here, I used two methodologies to collect data as interviews with Vietnamese workers and questionnaire responses for Taiwanese workers. From the study participants' reflections, experiences, thoughts, and feelings about working in Taiwan, I conducted a comparison in the concept and thinking of Taiwanese and Vietnamese laborers in specific, or local and foreign workers in general. In my study, the findings include difficulties of Vietnamese employees at work in Taiwan; the differences and similarities in the evaluation of the labor market from Taiwanese and Vietnamese workers; and the aspects of competition that both workers had to confront. Thus, the study could help both local and foreign workers, here as the Vietnamese, to figure out the solutions to the problems and harsh competition in the market. Besides, from the reflections on the Taiwan labor market of participants, some suggestions were made for the Taiwanese government and policymakers to improve their labor market as sustainable, potential, and positively competitive compared to the global market.

面對勞動力市場的競爭：在台灣的越南工人訪談與台灣工人問卷調查的研究

因為台灣的移民法規，目前移工之進入引來本土勞工以及移工的競爭。隨著老年化、低生育率、以及高學歷人口增長，台灣在各部門都面對缺工問題。大部分台灣人不願意從事辛苦以及藍領階級工作。為解決缺工問題，台灣政府試圖吸引移工，由此，台灣成為許多移工發展自己經濟生活的地點。但是，移工與本地勞工的競爭仍然存在。本研究室理解這個競爭，以及整體勞動市場，我訪問了本地以及越南勞工，也使用問卷研究方式。本研究發現，移工在本地工作有許多困難處，例如工作表現的不公平評斷以及彼此相處的問題。由此，本研究可以幫助勞工群眾如何解決問題，而且，也建議台灣政府如何去解決移工之處境以及福利問題，讓整體台灣經濟更有全球化競爭力。

In the Post-Epidemic Era, the Development Direction of Shipping Industry: The Case Study of Evergreen Marine Corporation

During the COVID-19, the shipping industry also have been affected more. Take Evergreen as my case study, changes in the supply chain have led to the crisis of port congestion or lack of containers. However, Evergreen still has made a lot of profit from it, not only because the global consumption pattern has changed, and the increase in shipping freight has also accelerated the profits of Evergreen.

This research discusses in post-epidemic, the contingency approach for shipping has become more important, so how shipping company strengthens stakeholder strategies then use these strategies to maintain sustainability. The research methods use case study and content analysis to find the strategies in company and stakeholder in this research.

Based on the theory, Stakeholder theory, I want to find out the relationship between the shipping industry and stakeholders will affect the development of shipping, I find the shipping industry and stakeholders are interdependent. This research seeks to be able to respond smoothly to emergencies in the shipping industry in the future.

後疫情時代，海運業發展方向：以長榮海運作為案例分析

在 COVID-19 期間，航運業也受到了更大的影響。以長榮為例，供應鏈的變化導致了港口堵塞或集運箱短缺的危機。不過長榮還是從中獲利不少，不僅是因為全球消費模式發生了變化，航運運價的增加也加速了長榮的盈利。

本研究討論了在疫情後，航運的應急方法變得更加重要，因此航運公司如何加強利益相關者戰略，然後利用這些戰略來保持可持續性。在本研究中的研究方法使用案例研究和內容分析來尋找公司和利益相關者的策略。

基於利益相關者理論，我想找出航運業和利益相關者之間的關係將會影響航運的發展，我發現航運業和利益相關者是相互依賴的。這項研究旨在航運業未來能夠順利應對緊急情況。

Afternoon Session A (W005)

Global Market and Management 全球市場與管理

Reviewers: 許淮之 Margarita Sheu & 吳紹慈 Shao-Tzu Wu

Time	Presenter	Topic
13:00~13:10	Si-Rong Wang 王思蓉	The Development of Media Industry During the Epidemic Period 後疫情時代的自媒體產業發展
13:12~13:22	Yuh-Shyang Lin 林鈺翔	Corporate Human Resources Strategy Before and After Covid-19 2020-2022 比較公司人力資源策略在疫情前後的變化 2020-2022
13:24~13:34	You-Hsuan Tu 杜宥萱	A Survey Study of Public Attitude Toward Low-Carbon Economy in Taiwan 台灣民眾對低碳經濟之態度研究
13:36~13:46	Yi-Ci Sue 蘇翊慈	A Study on Consumers' Perception of Using PlusPay: Application of Technology Acceptance Model 研究消費者使用全盈支付的感知：應用科技接受模型
13:48~13:58	Hsiang-Jung Hsieh 謝享蓉	A Study on Food Waste and Surplus Food App: College Students' Intention of Using FamilyMart's Cherish Food 食物浪費與剩食應用程式之研究： 探討大學生對全家友善地圖的使用意向
14:00~14:10	Jin-Lin Chang 張進霖	Why Do People Smoke Cigarettes Against the society's Condemnation: A Study Explore the Teenagers Attitudes of Smokers Towards Society Before and After the COVID-19? 為什麼人們吸煙反對社會的譴責：一項研究探討了青少年吸煙者在 COVID-19 前後對社會的態度？
14:12-14:22	Wei-Ni Sung 宋維妮	Work 2020~2022- Taiwan's Workers Under COVID A Study of Workers' Satisfaction and the Situation on Taiwan's Labor Market 疫情下的勞工：勞工滿意度及台灣勞動市場現況之研究
14:22~14:30	Break time	
14:30~14:40	Freshman & Sophomore Q&A	
14:40~15:00	Reviewer Q&A	

Corporate Human Resources Strategy Before and After Covid-19 2020-2022

Human resource played a significant role in operating a company. Human resource covers many parts, from employee recruitment, formulation of the company's manpower plan, salary, welfare, training, labor relations management, and finally retirement. The main question of this research is that has the company's human resource changed before and after the 2020- Covid 19 pandemic? Is the evolution of human resource management inevitable? If it were not for the impact of the pandemic, would human resource management change? Or the pandemic has led to the acceleration of changes in human resource management faster than before? This paper reviewed the texts and compared the human resource management before and after the Covid 19 pandemic, and used qualitative in-depth interviews as the research methods.

The findings are, first, the evolution of human resources is inevitable, in order to cope with the wave of globalization, many human resources content has changed significantly. Second, pandemic is a catalyst for changes in human resources management and it accelerated the whole process. Third, the pandemic can be seen as a watershed moment, during which human resource management has developed many new policies to cope with the changes in the general environment.

In sum, this research suggested that all kinds of business strategy must adapt to the changing world, it is the key for the survival of corporates.

比較公司人力資源策略在疫情前後的變化 2020-2022

人力資源管理，在經營公司中有著舉足輕重的地位，同時人力資源管理也涵蓋了很多層面，上從員工聘用；到制定公司人力需求計畫，薪資福利、培訓養成、再到勞資管理關係、最後員工退休撫卹，這些都是人資管理的工作範疇。本篇文章主要探討的問題是，疫情前後公司的人力資源管理有何變化嗎？人力資源管理的演變是必然嗎？假如沒有疫情的影響人力資源管理會有變化嗎？又或者是疫情的催化導致人力資源管理的變化加速，最後是疫情的發生讓人力資源管理有何新的配套措施，讓公司繼續營運下去。本文回顧文本，比較 2000-2022 前後的人力資源管理文本，以及使用質化深度訪的方式來做為本文章的研究方法。

經過深度訪談以及文本探討以後，筆者發展出以下三個觀點，第一是人資管理的演變是必然的，為了因應企業全球化的浪潮，許多人資管理的內容都有了明顯的變動。第二疫情是人資管理改變的催化劑，是可以確定的疫情前人資管理就有許多改變，疫情加速了整個進程。最後是疫情可視為一個分水嶺，在疫情期間人力資源管理發展出許多新政策，來因應大環境的改變。

A Survey Study of Public Attitude Toward Low-Carbon Economy in Taiwan

Low carbon economy means that an economic system produces a lower carbon footprint to reduce the greenhouse effect. The utmost goal of low carbon economy is to pursue zero carbon emission. As the climate change getting worse than before, we should not ignore the issue of reducing carbon emission anymore. How to reduce carbon have become a serious issue that all of the countries in the world need to face and think of the solution. Likewise, Taiwan, as one of the members of global community, should also concern the issue and endeavor to promote reducing carbon step by step. Nevertheless, the government in Taiwan does not have much clear goal to improve the issue for Taiwan. In addition to the government's efforts, the public effort to resolve the carbon issue is also not clear. Although Taiwan is a small country, it is still part of the global village. Every small change can accumulate help to the earth gradually.

This research used quantitative research method to process data collection and analysis. Questionnaire is the major way to collect firsthand information. The research has collected 300 questionnaires aiming to explore Taiwanese people's point of view regarding the issue of promotion low carbon economy in Taiwan. It applied SPSS to conduct data analysis. Within the research, it has demonstrated the response of the public attitude on the low carbon issue from government's perspective, corporations' perspective, as well as the populace's perspective.

台灣民眾對低碳經濟之態度研究

低碳經濟是指經濟體系產生較低的碳足跡，從而減少溫室效應。目的是追求零碳排放。隨著氣候變化越來越嚴重，我們不應再忽視減少碳排放的問題。如何減少碳排放已成為世界各國都需要面對、思考解決方案的嚴峻問題。同樣，台灣作為國際社會的一員，也應該關注這個問題，努力推動減碳。然而，台灣政府並沒有太多明確的目標來改善台灣的問題。除了政府之外，大眾對於如何減少碳排放也沒有很明確的方向。台灣雖然是一個小國，但它仍然是地球村的一部分。即使是微小的變化也可以累積起來幫助這個世界。

本研究採用量化的研究方法進行數據收集和分析。在設定研究問題後，發問卷以收集數據資料，旨在探討台灣民眾對台灣推廣低碳經濟的看法。該研究著重於政府、企業和民眾對低碳問題的公眾態度的反應。研究顯示了台灣民眾對低碳經濟的態度。

關鍵字:溫室效應、低碳經濟、能源轉型、淨零排放

A Study on Consumers' Perception of Using PlusPay: Application of Technology Acceptance Model

With the vigorous development of technology, the electronic payment market is highly competitive. FamilyMart is the first convenience store to launch an electronic payment app called PlusPay. Consumers can store money, pay bills, transfer money, and so on through mobile devices to improve the convenience of consumption. This study explores consumers' intention to use electronic payment services based on technology acceptance mode and the additional factors like cooperate image and risk. Using the questionnaire survey method, a total of 214 valid questionnaires were collected. The result of this thesis showed that: (1) Perceived usefulness and perceived ease of use have significant positive effects on attitude toward use; (2) Attitude toward use and cooperate image have significant positive effects on behavior intention to use; (3) Risk has a significant negative effect on behavior intention to use. From the empirical results of this study, it can be seen that if the FamilyMart want increase customers' attitude to use PlusPay, they need publicize PlusPay is usefulness and ease to use. It also needs enhance FamilyMart's cooperate image, and reduces risk of using PlusPay to make people have more intention to use PlusPay.

Keywords: electronic payment, FamilyMart, PlusPay, Techmology Acceptance Model

研究消費者使用全盈支付的感知：應用科技接受模型

隨著科技的蓬勃發展，電子支付市場競爭激烈。全家是第一家推出名為全盈支付的電子支付應用的便利店。消費者可以透過手機程式進行存錢、支付賬單、轉賬等操作，提高消費便利性。本研究依科技接受模式為背景和企業形象和風險等附加因素探討了消費者使用全盈支付的意願。採用問卷調查法，共回收有效問卷 214 份。本論文的研究結果表明：(1) 感知有用性和感知易用性對使用態度有顯著的正向影響；(2) 使用態度和企業形像對行為使用意向有顯著正向影響；(3) 風險對行為使用意向有顯著的負向影響。從本研究的實證結果來看，可以知道，全家若想增加顧客使用全盈支付的態度，就需要宣傳全盈支付的使用性和易用性。還需要提升全家的企業形象，降低使用全盈支付的風險，讓人們有更多要想要使用全盈支付的意願。

關鍵字：電子支付、全家、全盈支付、科技接受模式

A Study on Food Waste and Surplus Food App: College Students' Intention of Using FamilyMart's Cherish Food

As the population increases, so does the food problem. In addition to accelerating the pace of increasing food production, it is also necessary to reduce food waste and loss. Considering that college students are the main customer group of convenience stores, and many convenience stores encounter the problem of large amounts of ready- to-eat food being thrown away. This study examined the extent of college students' knowledge about food waste and surplus food using an in-depth interview research method to detail why the food waste problem has not been effectively reduced. The results of this study could help FamilyMart understand how to increase the exposure of Cherish Food, make the app available to more college students, and raise awareness of food waste and surplus food.

The study found that college students were aware of the food waste problem, but the most they could do was control their shopping desires by not buying too many ingredients, not ordering too many meals, and avoiding arbitrary food waste. There was still room for improvement in addressing surplus food with shared refrigerators, food banks, and surplus food restaurants that college students were aware of, and they hardly touched this part in their daily lives. In addition, college students had positive thoughts on the app of Cherish Food as a more relevant way of life, and suggested improvements to it, suggesting how the usage amount of Cherish Food could be increased.

食物浪費與剩食應用程式之研究：探討大學生對全家友善地圖的使用意向

隨著全球人口的增加，糧食問題也日益嚴重。面對食物浪費的問題，除了加快糧食生產的腳步外，還需要減少食物浪費和損失。考量大學生處於便利商店的主要客群範圍，而許多便利商店都會遭遇大量即期食品被丟棄的問題，本研究採用深度訪談研究方法，探討大學生對於食物浪費與剩食的了解程度，提出食物浪費問題沒有得到有效減少的原因。這項研究的結果可以幫助全家便利商店如何增加友善食光的曝光率，讓更多大學生可以使用這個應用軟體，並提高他們對食物浪費與剩食的認識。

研究發現，大學生雖然意識到食物浪費問題，但他們最多只能控制自己的購物慾望，不購買過多的食材、不點過量的餐點，避免任意浪費食物。在解決剩食方面，大學生所熟悉的共享冰箱、食物銀行和剩食餐廳等方法仍有改進的空間，而且他們在日常生活中幾乎沒有接觸過這部分。此外，大學生對於友善食光這個功能有正面的想法，認為這個應用軟體是一種更貼近生活的方式，並對其提出改善的建議，像是如何增加使用量等等。

Work 2020~2022- Taiwan's Workers Under COVID

A Study of Workers' Satisfaction and the Situation on Taiwan's Labor Market

In recent years, Taiwan's economy grew quickly, but most blue collars still receive minimum wages, which has led to many workers being dubbed "cheap labor". However, even if the government adjusts the minimum wage, commodity prices still increased year after year. As everyone knows, Taiwan is a conservative society, most of the older generation believe that a manual worker is a representative of lower-level labor, and that it is common and acceptable for them to be paid a low salary; only the person with a high degree of education can be qualified for the job of a manager. As a result, labor disputes caused by such treatment are often reported in the news. In addition, due to the outbreak of COVID-19 in the past two years, the global economy has been hit hard and this development has also seriously affected the labor market. Some industries profit from a saturation of the labor market; the company can choose to reduce wages, make employees take unpaid leave, or lay off part of workers; Other industries are in the dilemma of labor shortages. It seems there is an unequal workforce in different industries.

This study aims to explore the job conditions Taiwanese workers value, the treatment of they receive at their current job, the comparison of the treatment pursued by various industries, and how the labor market operates under the influence of the epidemic. Therefore, the researcher designed a questionnaire to investigate how workers think about the working treatment, and whether they are satisfied with their current job or not. 203 pieces of valid samples were collected for analysis, this study adapted to use SPSS for data analysis. This study also selected ten Taiwanese workers for in-depth interviews. The interview mainly aimed at the issue of how COVID-19 affected the industry and workers. These ten workers are from different industries, including the service industry, manufacturing industry, insurance industry, and the securities industry. Each interviewee has their ideas and answers about the impact on the content of their job. From the result, we can see that the worker in the different job positions has distinct opinions on job conditions. Moreover, COVID-19 has had a tremendous impact on part of industries and wreaked different levels of damage in each industry. When bringing various industries into comparison, the result shows that the service industry has been affected the most.

Keywords: Labor, Treatment, COVID-19, Labor market

疫情下的勞工：勞工滿意度及台灣勞動市場現況之研究

近年來，台灣經濟成長快速，基層勞工仍然只能領到基本薪資，導致許多勞動者被冠上「廉價勞工」的稱號。就算政府調動基本薪資，物價的水平也會隨之增長，導致收入與生活支出相抵。而對於台灣這個保守的國家，多數老一輩的人認為「勞力」是底層勞工的代表，薪水少是正常不過的事情；學歷高才能勝任管理者的工作。也因此新聞上經常報導著因待遇引起的勞資糾紛。再加上這兩年因疫情爆發，全球經濟受到重創也嚴重波及到勞動市場，有些產業因市場飽和不需要過多的人力只能減少員工的薪資、讓員工放無薪假，更嚴重的則會選擇裁員；有些產業則處於缺工的窘境，導致不同的產業有著不平等的勞動力。

本研究的目的是在於探討台灣勞工重視的求職條件、現階段之工作待遇、各行業間所追求待遇之比較及疫情影響下的勞動市場如何運作。因此設計了一份問卷，調查了勞工對於工作待遇的想法，共收集了兩百零三份之有效樣本並使用 SPSS 進行數據分析。此份研究也選擇十名台灣籍勞動者進行訪談，訪談內容主要研究 COVID-19 如何對產業及勞動者造成影響，這十名勞動者分別來自不同的產業：服務業、製造業、保險業及證券業。對於工作上受到的影響，每位受訪者都有著自己的想法及答案。研究結果顯示，不同職位的工作者在看待工作條件時有顯著的差異。在疫情的衝擊下，每個行業所受到的影響也有所不同，在相互比較下，服務業所受到的影響最為嚴重。

關鍵字：勞工、待遇、新冠肺炎、勞動市場

Morning Session B (W006)

Regional Study and Global Reach 地區研究與全球關懷

Reviewers: 陳正娟 Anthika Manowong & 魏愛妮 Yufita Ng

Time	Presenter	Topic
09:40~09:50	Liang-Ruei Wang 王良睿	Media Reactions Towards Russian Invasion of Ukraine: A Comparative Content Analysis of News between CNN and Russia Today 媒體對俄羅斯入侵烏克蘭的反應:比較 CNN 和俄羅斯今日新聞的內容分析
09:52~10:02	Yi-Lin Tsai 蔡依玲	Discussion on the beauty of work under different cultures of Taiwan and Korea 臺美韓不同文化下工作價值觀之探討
10:04~10:26	Yu Han 韓瑀 Shiang-Yu Juang 莊翔羽	Interview Research on the City Councilor Election in Taichung 8th District 2022: Candidate Background, Financial Fundraising, Campaign Promises, Strategical Mobilization, and Political Parties 2022 年台中市第 8 選區市議員選舉的訪談研究：分析候選人背景、政治獻金、競選承諾、動員策略、政黨政治
10:28~10:38	Hsin-Yu Hsu 許心語	The Impact of News Media Towards Migrant Workers in Taiwan 新聞媒體對在台移工的影響
10:40~10:50	Il-Chun Lin 林怡均	The Effects of Cultural Appropriation: A Case Study of Taiwan's Urban Indigenous People 文化挪用的影響：以台灣都市原住民為例
10:50~11:00	Break time	
11:00~11:10	Freshman & Sophomore Q&A	
11:10~11:30	Reviewer Q&A	
11:30~13:00	Lunch Break	

Media Reactions Towards Russian Invasion of Ukraine: A Comparative Content Analysis of News between CNN and Russia Today

How do Russian media and Western media's coverage on Russian invasion of Ukraine in 2022 represent the media bias of the modern news? And how do we choose to find out the objective information? This study used content analysis to answer the questions. By comparing CNN and Russia Today, we can know basic concepts about how news media works also people can distinguish what's right and erroneous information. This research project will help us to clarify how the different media cover the news base on different political stances. This research provides Western countries and Russia's example, once considered as mainstream media and the other conceived as a soft-power tool to improve Russia's image abroad, to counter the anti-Russian bias the Kremlin saw in the Western media. It is important for news media to keep neutral, but it is impossible for them to step outside politics and their patriotism, so what we can do is figure out their political stance and be clever enough to identify information on our own. In this research I will show how I analyze their articles and combine the media's words with their political stance and then use these results to assume their attitudes, this method can provide readers an efficient way when read different kinds of international news.

媒體對俄羅斯入侵烏克蘭的反應：比較 CNN 和俄羅斯今日新聞的內容分析

俄羅斯媒體和西方媒體對 2022 年俄羅斯入侵烏克蘭的報導如何代表現代新聞的媒體偏見？而我們如何選擇找出客觀信息呢？以上是本篇論文的主要研究問題。本論文使用內容分析，通過比較 CNN 和 Russia Today，以了解新聞媒體如何運作並且讀者可以區分正確和錯誤的信息。不同媒體根據不同的政治立場報導新聞，但是讀者需要真相，這項研究提供了西方國家和俄羅斯的例子，新聞媒體保持中立固然重要，但他們不可能走出政治和愛國主義之外，所以我們能做的就是澄清政治立場，並識別信息。這項研究將展示如何分析文章，並將媒體的言論與他們的政治立場結合起來，然後用這些結果來假設他們的態度，這種方法可以為讀者提供一種有效的方式來閱讀不同類型的國際新聞。

Interview Research on the City Councilor Election in Taichung 8th District 2022: Candidate Background, Financial Fundraising, Campaign Promises, Strategic Mobilization, and Political Parties

A good election is the most important indicator of a good democracy. Taiwan is a mature democracy and striving to improve its politics year by year. This research aimed to study Taiwan democracy by observing the local election, city councilor, in Beitun district, Taichung, 2022. (台中市北屯選區)

The research questions are, 1, does background of the candidates influence their chances of winning, especially the financial background? 2, How do candidates operate their fundraising resources? 3, Do campaign promises matter in the election? 4, How do candidates mobilize the voters and consolidate their base? 5, Do political parties help their candidates and how?

By in-depth interview research, and talking with most of the candidates of 2022 city councilor election in Beitun, Taichung, this research suggested that background of a candidate matters significantly, old generation cared about track record and young generation stressed campaign promises, politician must be above the city mayor level to gain corporate and political party's help in fundraising, mobilization of the voters was based in the region differences, political party affiliation is only a title of ideology and there is no significant relation between the party and the candidates. In sum, this research provided readers a clear picture of what happen right in 2022 about the city councilor election in Taiwan. Democracy is a process of evolution, citizens must engage to make a better democracy.

2022 年台中市第 8 選區市議員選舉的訪談研究：分析候選人背景、政治獻金、競選承諾、動員策略、政黨政治

一個好的選舉是一個好的民主最重要的指標，同時，一個良好的選舉制度也能夠完善民主社會。台灣是一個成熟的民主國家，每年都在努力改善其政治。

本研究旨在通過觀察 2022 年台中市北屯區地方選舉、訪談市議員候選人來研究台灣民主。本研究的研究問題為，1、候選人的背景是否會影響他們獲勝的機會，尤其是候選人背後的經濟支柱。2、候選人如何取得其政治獻金並運用自己的籌款資源？3、競選承諾在選舉之中重要嗎？4、候選人如何動員選民，鞏固選民基礎？5、政黨是否幫助他們的候選人以及如何幫助他們的候選人？通過深入的訪談研究，與台中市北屯區 2022 年市議員選舉的大部分候選人交談之後，本研究表明候選人的背景很重要，連任多屆的老議員關心他自身的政治績效，而年輕一代的候選人則強調競選承諾。候選人需要盡可能的籌款並期望能企業和政黨的金錢援助。選民的動員是基於地區差異，不同地區有不同的動員方式。政黨歸屬只是意識形態的一種展現，政黨與候選人之間並沒有顯著關係。

最後，這項研究為讀者提供了關於 2022 年台中市北屯區市議員的選舉過程提供第一手資訊以及最清晰的分析。本文章建議，參與以及加入競選與投票，是建立更加完善民主社會的唯一方法。

The Impact of News Media Towards Migrant Workers in Taiwan

With the trend of economic globalization, migrant workers are move transnationally to work in paid employment in a wide-range of sectors. In recent years, Singapore, Malaysia, South Korea, and Taiwan had become new workplaces for migrant workers. The entry of migrant workers brings more productivity and cultural diversity, however, they also face security issues, employer discrimination and agency problems, and other negative issues. When these issues arise, the news media typically report them in a negative perspective. Therefore, as a medium of communication, news media has deeply influenced the stereotypes and attitudes of Taiwanese people toward them.

Based on previous studies, the power of media is not only on audiences, but also includes the social, cultural, political, or economic structures of society. This paper analyzes how news media shape the racial stereotype toward migrant workers and how the image of migrant workers created by news media affects Taiwanese attitudes toward foreign migrants. The research adopted the survey and content analysis to find the impact of news media on Taiwanese. The content analysis analyzed Taiwanese news reports about migrant workers from 2015 to 2022.

Through this paper, the impact of news media on migrant workers and the Taiwanese public was analyzed. To attract attention and alter people's perceptions, some reports utilize sensationalist or startling headlines. These results show the importance of media literacy in addressing the discriminatory treatment of migrant workers and allow people to learn about them from alternative perspectives.

新聞媒體對在台移工的影響

在經濟全球化的趨勢下, 移工在國際間流動, 從事各種有薪工作。在新加坡、馬來西亞、韓國和台灣已經成為移工的新工作場所。移工的引進帶來了更多的生產力和文化多樣性。然而, 他們也面臨治安問題、雇主和仲介費以及其他負面議題。當這些問題出現時, 新聞媒體通常會對其進行負面報導。新聞作為一種傳播媒介, 深深影響了台灣人對移工的印象及看法。

根據以往的研究, 媒體的力量不僅在閱聽者身上, 其中的影響還包含了社會、文化、政治或經濟結構。這個研究想探討的是新聞媒體如何塑造對移工的刻板印象, 以及新聞媒體塑造的移工形象如何影響台灣人的態度。研究採用了問卷和內容分析法來尋找新聞媒體對台灣人的影響。內容分析法會收集 2015 年至 2022 年有關移工的新聞報導進行分析。

透過這個研究, 我們分析了新聞媒體對移工和台灣大眾的影響。為了吸引人們的注意, 改變人民的看法, 一些報導使用誇大或令人震驚的標題。這些結果顯示了媒體識讀在解決移工的歧視性待遇方面的重要性, 並讓人們從其他角度了解他們。

The Effects of Cultural Appropriation: A Case Study of Taiwan's Urban Indigenous People

Do we appropriate the cultural symbolic elements from other ethnic cultures? Do we know the effects of cultural appropriation? This paper focuses on what Taiwan's urban indigenous group experience in terms of the effects of cultural appropriation. In the context of commerce and politics, cultural appropriation occurs to mark how people gather and interact by using different cultural symbols, signs and characteristics. However, people may not notice when they are doing appropriation. With In-depth interview and media analysis, I designed the research to explore some indigenous people who share experiences of cultural appropriation. I have found that urban indigenous are now trying to preserve their culture while trying to compromise with reality. Thus, the impact of cultural appropriation depends on the motivation and mindset of the user. In conclusion, when culture is used in a proper and correct way, it can be beneficial to both parties. Before using culture, make sure that respect and equality are achieved to avoid harmful appropriation.

Keywords: cultural appropriation, indigenous people

文化挪用的影響：以台灣都市原住民為例

我們是否挪用其他文化的象徵性的元素?我們知道文化挪用會帶來什麼樣的影響嗎?本研究主要探討文化挪用對台灣都市原住民帶來的影響。隨著訊息的迅速傳播,文化挪用也更加頻繁的發生在我們的生活當中。當來自不同文化的人聚集和互動時,很自然地會有文化的融合。因此,人們很有可能不會注意到自己正在錯誤的挪用他人文化。

本研究透過深度採訪和媒體分析來探索台灣原住民。受訪者們分享自己出生的背景、文化認同感、對文化挪用的感受和經驗。而媒體分析提供了文化挪用的例子以及原住民文化經常被視為一種工具的現象。研究結果顯示,都市原住民在努力保護他們文化的同時又向現實妥協的現象。此外,也發現文化挪用的影響取決於使用者的動機和心態。

總結來說,當文化以適當和正確的方式使用時,雙方都能獲利。所以,在使用他人文化之前,請確保實現尊重和平等,以避免有害的挪用。

Afternoon Session B (W006)

Regional Study and Global Reach 地區研究與全球關懷

Reviewers: 陳正娟 Anthika Manowong & 魏愛妮 Yufita Ng

Time	Presenter	Topic
13:00~13:10	Fransiska Chrishardiyanti 曾惠平	Public Perception Towards the Infodemic During the Covid-19 Pandemic in Indonesia: A Survey Study of Java and Bali Residents 印尼新冠病毒肺炎大流行期間公眾對資訊流行病的看法：爪哇島和巴厘島居民的調查研究
13:12~13:22	Shu-Yin Yang 楊淑茵	Cultural Discrimination? An Interview Study of Taiwanese Families with Southeast Asian Female Migrant Workers 歧視照顧者?台灣家事服務雇主對外籍看護的訪談分析
13:24~13:34	Kezia Pitasari Yugo 吳喜雅	Culture in Classroom: Hierarchical Influence on Interpersonal Relationships in Wenzao Ursuline University of Languages 教室文化：文藻外語大學中科層體制對於人際關係的影響
13:36~13:46	Yu-Ting Tsai 蔡宇庭	"It is hard not to choose a side" - ASEAN's Third Way and the reasons for the limited success of the Code of Conduct for the South China Sea. 「很難不選邊站」- 東協第三種方式及《南海行為準則》尚未成功之因素
13:48~13:58	Xiang-Lin Zhao 趙湘琳	Preliminary Study on Selected Paintings And Comparison of the Paintings of the Representative Painters of the Renaissance and Postmodernism 文藝復興與後現代代表畫家之繪畫初之比較
14:00~14:10	Ling-Yi Wang 王齡儀	The Rise of Cultural Economy on Netflix: A Study of A Successful Story of Squid Game Netflix 文化經濟的崛起：《魷魚遊戲》成功故事的研究
14:12~14:22	Pei-Yu Chung 鐘珮予	Perspectives Comparison in US Media Toward E-CNY: A Content Analysis 美國新聞媒體對數位人民幣之觀點比較研究－以內容分析法為途徑
14:22~14:30	Break time	
14:30~14:40	Freshman & Sophomore Q&A	
14:40~15:00	Reviewer Q&A	

Public Perception Towards the Infodemic During the Covid-19 Pandemic in Indonesia: A Survey Study of Java and Bali Residents

The existence of COVID-19 since the end of 2019 was the major crisis that influenced people's life. Worldwide grieved the loss of countless lives as the economic crisis impacted numerous countries, forcing state officials to collaborate with each other in order to stabilize the global economy. The limitation of personal interaction in the aftermath of new regulations required society to rely on online media to exchange updated information related to COVID-19 or not. Unfortunately, some media sources are not reliable. This situation leads to the presence of misinformation, disinformation, or even too much information connected to COVID-19, later known as an infodemic. Society is formed from different social backgrounds which have different perspectives and insights. In such a situation, people have various ways of consuming, perceiving, and dealing with the infodemic circulated around them. A survey study used in this research is analyzing and describing the factor that might affect people's perception towards the infodemic. The collected data were analyzed using SPSS Data Statistics, a T-test and a one-way ANOVA test were applied to compare the means of data. There are some detailed aspects showing that social backgrounds formed society's perception toward the infodemic during the COVID-19 outbreak, especially for those Indonesian who are living in Java and Bali throughout this particular period. The main factor came from the society itself and the COVID-19 cases growth in local region.

Keywords: Indonesia, infodemic, COVID-19, social background, disinformation, perception.

印尼新冠病毒肺炎大流行期間公眾對資訊流行病的看法：爪哇島和巴厘島居民的調查

研究

自 2019 年底以來新冠肺炎的存在是影響人們生活的重大危機。由於經濟危機影響了許多國家，全世界都為無數人的生命損失感到悲痛，也迫使各國官員相互合作以穩定全球經濟。防疫法規出台後，個人互動受到限制要求，社會大眾依賴網路媒體來交換與新冠肺炎相關的最新消息。不幸的是，一些媒體來源並不可靠，這導致與新冠病毒肺炎相關的錯誤信息、虛假信息甚至過多信息的出現，通稱為訊息流行病。社會是由不同的社會背景形成的，有著不同的視角和見解。在這種情況下、人們有多種方式來消費、感知和應對圍繞他們傳播的訊息流行病。本研究使用的問卷調查去分析和描述可能影響人們對疫情資訊的看法。研究者使用 SPSS 對收集的數據進行分析，應用 T 檢定和 ANOVA 檢驗來比較數據的平均值。研究結果顯示在新冠病毒肺炎大爆發期間，不同社會背景對訊息流行病的看法並沒有太多顯著效果，尤其是對於在此特定時期居住在爪哇和巴厘島的印尼人而言。主要影響因素來自不同地區社會本身和當地新冠病毒肺炎大病例的增長。

關鍵詞：印尼，信息流行病、新冠病毒肺炎(COVID-19)、社會背景、虛假信息、感知。

Cultural Discrimination? An Interview Study of Families with Southeast Female Migrant Workers at Home

This article mainly explores the theme of cultural discrimination toward Asian migrant workers in Taiwan. Since 1980, the government in Taiwan has introduced migrant workers who can facilitate economy. In addition to providing labor for various industries and working in 3D (dirty, dangerous, difficult) industries, there are also many female migrant workers who are working as Nursing Assistant, caring for the elderly and the lost. However, migrant workers not only contribute labor to Taiwanese society, but also bring about the integration of multiculturalism via intercultural marriage and study. Given that Taiwan needs migrant workers to support labor, Taiwanese hosts' intercultural contacts with them become my focus. Therefore, the research is necessary for us to see how Taiwanese hosts accept and treat those foreign caregivers at home.

The research is designed through In-depth interview with Taiwanese hosts who have hired domestic workers. I analyze the factors of any discriminative deed and attitude in relation to migrant workers in Taiwan. I also want to know how hosts treat migrant workers. Through this research, I hope that people can pay more attention to migrant workers and give them more support and respect.

歧視照顧者?台灣家事服務雇主對外籍看護的訪談分析

本文主要通過對家中有亞裔女工的台灣人的採訪，探討台灣亞裔移民工的文化歧視問題。本研究分析將找出台灣人可能歧視外籍移工的因素以及台灣人如何對待移工。

1980 年開始，外籍移工逐漸成為台灣勞動力的重要組成部分。除了為各行各業提供勞動力、從事 3D 行業外，還有很多女性外籍工從事護理助理、照顧老人和走失者的工作。外籍移工不僅為台灣社會貢獻了勞動力，也帶來了多元文化的融合。例如，部分外籍移工在台灣定居，組建家庭。因外籍移工不斷增加，台灣人與他們的接觸將在所難免。因此，有必要研究台灣人對移工的接納度。

關鍵詞：外籍移工，種族歧視，跨文化交際，文化適應

Culture in Classroom: Hierarchical Influence on Interpersonal Relationships in Wenzao Ursuline University of Languages

As globalized education has become a phenomenon, Taiwan also has begun to strive to provide a more internationalized education. With comprehensive English-taught classes, Wenzao's Department of International Affairs has attracted numerous international students from various parts of the world. The growing percentage of multicultural classes and students corresponds with the study purpose of discovering factors that influence the hierarchical structures in a multicultural classroom. Furthermore, the data will demonstrate the effect of classroom hierarchy on members' interpersonal relationships, by interviewing students from the Department of International Affairs at Wenzao University about their experiences and perspectives on interpersonal relationships and power structures in a multicultural classroom. Findings showed that the power dynamic in classroom context is shaped heavily by members' previous knowledge and experiences in engaging in a multicultural classroom. Likewise, the interpersonal relationship among classroom members is not solely determined by hierarchy, but also by stereotypes, language proficiency, and supporting ideas. These findings can facilitate future innovative methods, especially as new generations grow up in a culture of globalization and sophisticated technology, becoming more culturally sensitive and conscious of their surroundings' position as individuals. Educational practices must therefore be able to stay one step ahead to educate optimally in the future.

Keywords: Power Dynamics, Multicultural Classroom, Interpersonal Relationship, Stereotypes, Previous Knowledge

教室文化：文藻外語大學中科層體制對於人際關係的影響

隨著全球化教育成為一種現象，台灣也開始努力提供更國際化的教育。文藻外語大學國際事務系以全英文授課，吸引了眾多來自世界各地的留學生。多元文化之班級和學生比例的增長，符合了研究科層結構如何影響多元文化教室之目標。透過訪談文藻國際事務系的學生，產出的資料彰顯了人際關係以及多元文化教室之權力關係的關聯性。本研究發現，在教室中的權力互動，深深的受到學生對於之前參與多元文化教室之知識與經驗之影響。同樣的，教室成員的人際關係，不只被科層體制，也被刻板印象、語言能力、以及相關想法所影響。以上發現可以促進開發未來新穎教育方法，尤其是新世代成長於全球化以及複雜科技的年代，他們對於多元文化更加敏銳而且善於感知自己的個人地位。教育的實施應該要能領先時代，以便在未來進行適當的教育。

關鍵詞：權力動力學、多元文化課堂、人際關係、刻板印象、先前知識

"It is hard not to choose a side" - ASEAN's Third Way and the reasons for the limited success of the Code of Conduct for the South China Sea.

ASEAN, the regional organization, is facing the problem of tensions between China and the U.S. If ASEAN has no mutual consciousness to see themselves as one identity and act as one organization, ASEAN members will no longer have equal status in the region. It would be difficult for ASEAN to cope if it were to be dominated by great powers, so they looked for a "third way," which was based on regional consensus and cooperation, aspects of a foreign policy approach to international affairs they called the ASEAN Way, also referred to as the Third Way. Southeast Asian leaders have expressed a desire to avoid taking sides in tensions between China and the United States over the 2010s. It's true that a "third way" holds a lot of appeal, but it has not been very effective as a tool of diplomacy, especially when those powers use their leverage over individual ASEAN countries to undermine consensus-building.

This research used qualitative methodology for analyzing events and data, the South China Sea Dispute, focusing on the time between 2002 to 2022 to know what binds ASEAN countries together, how ASEAN countries have collaborated since the Declaration on the Conduct of Parties in the South China Sea, and what conditions may impact the development of ASEAN's third way.

In conclusion, signing the Code of Conduct with China has not been successful. ASEAN member states have no unanimous attitude towards South China Sea disputes. ASEAN member countries must face up to the influence of external powers individually.

「很難不選邊站」－東協第三種方式及《南海行為準則》尚未成功之因素

東南亞國家協會（The Association of Southeast Asian Nations, ASEAN）簡稱「東協」，是正面臨美、中關係壓力的區域組織。假使東協無法視他們自身為一體和一個區域組織，東協的會員國將很難應對由大國主導的局面。於是他們尋求一種建立在區域共識及合作的另一個方法，在國際在外交政策上稱之為「東協模式 ASEAN Way」，也稱作「第三種方式 Third Way」。早在 2010 年代，東南亞國家的領導人就迫切地表達不希望在美、中的緊張下選邊站，於是，第三種方式無疑成了最好的解藥。然而，Third Way 作為一種外交工具並不有效，尤其是當這些大國家利用他們自己對東協各國家的影響力瓦解共識時。

此研究採用質化方法分析「南海紛爭」的事件及數據，特別關注於 2002 至 2022 年之間，以了解什麼原因將東協集結在一起、東協如何自簽訂《南海各方行為宣言》後合作、什麼樣的因素影響東協第三種方式的發展。

研究總結，與中國簽署的《南海行為準則》並沒有成功。東協成員國對南海紛爭並沒有一致的態度，在未來成員國必須各自正視外部強權的影響。

Preliminary Study on Selected Paintings And Comparison of the Paintings of the Representative Painters of the Renaissance and Postmodernism

This research focuses on Leonardo Da Vinci, the representative artist who appeared in the heyday of the Renaissance, and Andy Warhol, the most famous Pop artist of postmodernism, and compares their representative artworks.

The comparative research method was used in this study. Sources of data are provided by researchers' reference and comparison through previous research theories, Internet articles, relevant publications and archived documents of scholars.

During the research, we found that the painting style established by the Renaissance influenced the subsequent pop art. It broke the existing tradition and ushered in new ideas in thinking, but what remained unchanged was the people-oriented central idea of the Renaissance, and again in postmodernism...

文藝復興與後現代代表畫家之繪畫初探及比較

本研究針對文藝復興代表畫家達文西，後現代普普藝術家安迪·沃霍爾代表畫作比較。研究方法採用的是比較研究法。資料來源是透過前人的研究理論、網路文章、學者的相關出版物和歸檔文件，提供研究者參考和比較。研究中我們發現，文藝復興所建立的繪畫風格影響了 600 年後，當代出現的普普藝術，它打破了既有的傳統，迎來的是思維上的新觀念，但不變的是文藝復興以人為本的中心思想，在後現代藝術再次出現。由此得知，人類對於藝術精神的追求，跨越時空，永恆的存在於文明之中。

The Rise of Cultural Economy on Netflix: A Study of A Successful Story of Squid Game Netflix

I want to focus on the most popular episodes on Netflix, which shows the rise of global cultural economy. That is related to over-the-top media services (OTT) that has gradually become a trendy way of life for modern people. The use of OTT is convenient, particularly due to the impact of COVID-19, with increasing subscribers. Netflix has been one of the most popular streaming platforms, serving more than 190 regions and countries. It is a “Content Provider” but also a “Content Production” for its own platform. The original series “Squid game” became the Most Viewed Original Series on Netflix. Whether it is in the news, social media, or walking on the street, has been the frequent mention of “Squid game”. The purpose of this study is mainly to explore the role of Netflix in the success of the “Squid Game” with a study on the factors of the success of “Squid game”. This study explores thoughts and ideas about this series through in-depth interviews with Netflix subscribers who have watched “Squid Game”. Besides, I also do my research through secondary sources of directors and actors represented in mass media.

Keywords: Netflix, Squid Game, Cultural Economy

文化經濟的崛起：《魷魚遊戲》成功故事的研究

我想關注在 Netflix 上最受歡迎的影集，這部影集展示了全球文化經濟的崛起。這個文化經濟現象，與串流媒體影音服務逐漸成為現代人流行的生活方式有關。消費者享用便利的串流媒體服務，尤其受到 COVID-19 的影響，訂閱者逐漸增加。Netflix 已成為最受歡迎的串流媒體平台之一，它服務於 190 多個地區和國家。它既是「內容提供者」，又是自身平台的「內容生產者」。《魷魚遊戲》已成為 Netflix 上觀看次數最多的原創影集。無論是新聞、社交媒體上，還是走在大街上，都經常提及《魷魚遊戲》。本研究的目的主要是透過對《魷魚遊戲》成功因素的研究，探討 Netflix 在《魷魚遊戲》成功中的角色。本研究透過對觀看過《魷魚遊戲》的幾位 Netflix 訂閱戶進行深度訪談，探討關於該影集的想法。此外，我還通過大眾媒體中導演和演員的二手資料進行研究。

Perspectives Comparison in US Media Toward E-CNY: A Content Analysis

This research investigates the historical development and comments from foreign media of E-CNY issued by People's Bank of China through a content analysis method. The materials are from the mainstream media in the United States and are categorized as “left media” and “right media” according to the research by Tim Groseclose. Next, the content of these materials would be further classified as “positive” and “negative” through the coding systems introduced in this research. According to the results, the right mainstream media tend to establish negative comments by the statements that E-CNY would threaten the USD’s status, reflecting the concerns among the right and businesspeople in the US. On the other hand, though these kinds of negative comments could also be observed in the left mainstream media, the overall opinion is relatively neutral, indicating that the left in the US encourages innovation in China and is willing to communicate with China.

美國新聞媒體對數位人民幣之觀點比較研究－以內容分析法為途徑

本文欲以內容分析法 (content analysis) 探究中國人民銀行發行之數字人民幣 (E-CNY) 於中國發展之歷史脈絡、發展、與外媒對其之評價。分析素材取自美國主流媒體，根據 Tim Groseclose 之分類劃分為左派與右派媒體，並根據報導內容分類為正面或負面的編碼系統 (coding systems)。研究發現，右派主流媒體對於數字人民幣之觀感偏向負面，而以數字人民幣威脅美元地位作為論述主流，反映美國右派及商界的主要憂慮；另一方面，左派主流媒體雖仍對數字人民幣有負面觀感，但整體評價較為中立，反映出美國左派較鼓勵中國創新和與之交流之立場。

Morning Session C (W007)

Social Science & Cultural Study 社會科學與文化研究

Reviewers: 李宇軒 Yu-Hsuan Lee & 焦源鳴 Yuan-Ming Chiao

Time	Presenter	Topic
09:40~09:50	Yu-Ting Sung 宋鈺婷	The Voting Behavioral of the 2020 Presidential Election in Taiwan: The Perceptive of the Spiral of Silence under the Cross Pressure 2020年台灣總統大選投票行為研究：交叉壓力下的沉默螺旋觀點
09:52~10:02	Khessed Yoder 游凱樂	Exploring the Reasons Causing the General Flaws of English Education in Taiwan: An Interview Study of English Educators in Kaohsiung 台灣英語教育普遍缺陷的成因探析——高雄英語教育工作者訪談研究
10:04~10:14	Yu-Ting Lin 林子婷	College Students' Perceptions on Fake News: A Comparative Survey Study of Students from Wenzao and NKUST 大學生對於假新聞的看法：文藻與高科大大學生的比較研究調查
10:16~10:26	Manuel Preda Herrera	A Growing Cybersecurity Threat in Taiwan and the EU: A Content Analysis and Policy Assessment Towards Multi-Level Cooperation 台灣和歐盟日益增長的網絡安全威脅：多層次合作的內容分析和政策評估
10:28~10:38	Wei-Lun Huang 黃偉倫	Transitional Justice, Political Parties Approach, and People's Perceptions: A Case Study of Taiwan 轉型正義，政黨方向與人民看法—以台灣為例
10:40~10:50	Chia-Yun Tsai 蔡佳芸	Building up a Functional Family Interaction Network: A Comparative Interview Study of Families with and without Family Travel 建立多功能家庭互動網絡：有和沒有家庭旅遊的家庭比較訪談研究
10:50~11:00	Break time	
11:00~11:10	Freshman & Sophomore Q&A	
11:10~11:30	Reviewer Q&A	
11:30~13:00	Lunch Break	

The Voting Behavior of 2020 Taiwan Presidential Election: The Perceptive of Spiral of Silence Under Cross-Pressure

This research focused on the phenomenon of voting in the 2020 Taiwan presidential election and investigated whether the spiral of silence influenced voting behavior. The spiral of silence assumes that people don't speak their opinions because they fear of isolation; furthermore, the Chinese feel the power of the spiral of silence on the internet due to their traditional "face" culture, and worry about opposition caused by public opinion. Therefore, the study compared "fear of isolation" and "maintaining of harmony" and put on the cross-pressure theory to analyze.

This research used the quantitative research approach of the survey, collected voting behavior in Taiwan via Google Forms, and analyzed Taiwanese voting behaviors toward the original election in a retrospective manner. The phenomena of the spiral of silence were discovered through a questionnaire study in particular groups, with substantial disparities between males and females. Male was more impacted by the spiral of silence than female; in terms of age, voters aged 20 to 29 were less susceptible to the influence of the spiral of silence; at the regional level, the spiral of silence had a considerable impact on the southern Taiwan area. Furthermore, there were no significant differences in cross-pressure in terms of genders or regions; nevertheless, voters aged 20 to 29 agreed more influence from cross-pressure than other age groups.

2020 年台灣總統大選投票行為研究：交叉壓力下的沉默螺旋觀點

本研究聚集在 2020 台灣總統大選時期的投票現象，探討選民的投票行為是否受網路中沉默螺旋現象所困擾。沉默螺旋假設人們是因為害怕造成自己的言論被孤立，而不敢提出與大眾輿論向左的發言；而且在華人因「面子」文化更能感受到網路沉默螺旋現象，及害怕輿論所造成的對立。所以本研究將害怕孤立以及保持和諧兩者作對比，再加入投票行為中的交叉壓力理論加以分析。

本研究採用問卷量化研究方法，利用 Google 表單收集全台投票行為，以回顧的方式分析全台人民對於當初選舉時的行為。問卷分析顯示，沉默螺旋現象存在於特定族群，且男女之間有顯著差異，男性較女性更加感受到沉默螺旋的影響；年紀方面，20 歲到 29 歲較不易受到沉默螺旋影響；在地區層面，南部地區顯著受到沉默螺旋影響。此外，性別與地區在交叉壓力方面都沒有呈現出顯著的差異，然而在年齡上，20 歲到 29 歲的投票者，相對其他年齡層更受到顯著的交叉壓力。

Exploring the Reasons Causing the General Flaws of English Education in Taiwan: An Interview Study of English Educators in Kaohsiung

In Taiwan, there is a known weakness in the English ability of the general population, despite the extensive English education students receive starting in elementary school. Taiwan additionally has established the 2030 goal to become a Mandarin-English bilingual nation. To reach this goal, the weaknesses of the current English education system needs to be evaluated extensively. Three main issues with the current education system were related to the lack of qualified teachers, weaknesses in teaching methodology, and poor learning environments. The purpose of this study was to explore the reasons behind these main problems of fundamental English education in Taiwan, which was achieved through an interview study of twelve different English teachers of the elementary ages. The results of this study revealed that while the educational system is evolving, various explanations for these issues include problems caused by the proliferation of the cram schools industry, education practices focusing on test performance, and overwork in students. Overall, this study provided a better understanding of the shortcomings of the current English education system and provides information that can be used in further research to make improvements in the Taiwanese English education system.

College Students' Perceptions on Fake News: A Comparative Survey Study of Students from Wenzao and NKUST

In recent years, fake news had become a popular social issue, although it was only words, it could cause very serious social problems. College students, who could be the future pillars of our country, often received online information blindly without knowing the truth due to the echo chamber effect. To understand the perceptions of college students on fake news, students from Wenzao and NKUST, two schools in different fields of study, were the subjects of this study. According to the results, there was no huge difference in the types of fake news that college students in different fields were exposed to, and more college students were more willing to trust information from traditional media than from emerging media. However, due to the advancement of technology, most people still received information from emerging media, and it was necessary to enhance information literacy education for college students to determine the truthfulness of information on their own. This study provided a better understanding of college students' perceptions, the dangers of fake news, and the importance of education on media.

大學生對假新聞的看法:文藻與高科大大學生的比較研究調查

近年來，假新聞已經成為一個流行的社會議題，雖然它只是文字，但它可能會造成非常嚴重的社會問題。作為可能是我國未來棟樑之才的大學生，由於同溫層效應，他們往往盲目地接受網絡資訊而不了解真相。為了了解大學生對假新聞的看法，本研究以文藻和高科大兩所不同專業領域的學生作為研究對象。根據結果顯示，不同領域的大學生所接觸到的假新聞類型並無太大差異，與新興媒體相比，許多大學生更願意相信來自傳統媒體所報導的資訊。然而，由於科技的進步，大多數人還是從新興媒體上接收資訊，為了讓他們自己判斷信息的真實性，有必要加強大學生的信息素養教育。這項研究讓我們更好地了解了大學生的看法、假新聞的危險性以及媒體教育的重要性。

關鍵詞:假新聞、文藻、高科大、教育、傳統媒體、新興媒體

A Growing Cybersecurity Threat in Taiwan and the EU: A Content Analysis and Policy Assessment Towards Multi-Level Cooperation

In the wake of the COVID-19 pandemic, cybercrime and cyberattacks increased by nearly 600% worldwide. Both the public and private sectors in the European Union and Taiwan have been hacked and put under threat. As the nation becomes more connected and technological, attackers seek to exploit its vulnerabilities. A growing number of Taiwanese institutions and businesses are being targeted. A parallel case can also be pointed out from European Union governments and enterprises. Despite this, the majority of organizations remain at the beginning stages of their development, coordination, and response to cyber security threats. In order for Taiwanese and European economies to operate effectively, cyberspace has to be open, safe, and aligned with deep cooperation, a task that this study addresses and identifies areas for improvement. In this study, I explore possible synergies between the European Union and Taiwan in cybersecurity as well as how to coordinate actions when it comes to Advanced Persistent Threats (APTs) and other digital dimensions, identifying vulnerabilities, challenges, and most importantly, finding feasible solutions. Furthermore, it provides recommendations for overcoming challenges they face in leveraging public-private partnerships and implementing experience-based cybersecurity practices by focusing on fields of potential collaboration and weakness that overlap.

Keywords: Cybersecurity, Cyber Space, Policy-making, Synergy, Private Sector, Public Sector, Cyberdefense, ENISA, MODA

台灣和歐盟日益增長的網絡安全威脅：多層次合作的內容分析和政策評估

在 COVID-19 大流行之後，全球網絡犯罪和網絡攻擊增加了近 600%。歐盟和台灣的公共和私營部門都遭到黑客攻擊並受到威脅。隨著各國國變得更加互聯，攻擊者試圖利用其漏洞，並使越來越多的台灣機構和企業成為目標，歐盟政府和企業走過的經驗，可以提供台灣作為參考。面對網路攻擊，大多數台灣的組織仍處於發展、協調和應對網絡安全威脅的初始階段。為了讓台灣和歐洲經濟體有效運作，網絡空間必須是開放、安全的，並與深度合作、保持一致，這是本研究試圖討論的領域。在這項研究中，探討了歐盟和台灣在網絡安全方面的協同作用，以及在 APT 和其他數字維度方面如何協調行動，識別漏洞和挑戰，最重要的是找到可行的解決方案。此外，它通過關注潛在的合作領域和重疊的弱點，為克服他們在利用公私伙伴關係和實施基於經驗的網絡安全實踐方面的挑戰提供了建議。

關鍵詞：網絡安全、網絡空間、政策制定、協同作用、私營部門、公共部門、網絡防禦、ENISA、MODA

Transitional Justice, Political Parties Approach, and People's Perceptions: A Case Study of Taiwan

Taiwan transitioned from autocracy to democracy. since then, this island began work on transitional justice to preserve the achievement of democratization. Both KMT and DPP are working on transitional justice with different approaches to implementing institutional reforms to strengthen the rule of law, deepen democracy, and protect human rights. Nonetheless, people feel sensitive and unfamiliar with this issue, due to different party identification and collective memory. Therefore, it left a scar on different generations, the society needs more dialogue and seeks reconciliation.

Since the majority of citizens don't really understand or are familiar with what transitional justice is, the author created a questionnaire survey that divided up the various ways it is applied, in order to gauge public opinion. This, along with party identification and collective memory, aims to offer a fresh perspective on transitional justice research. Government and political parties' official websites are used to find out the attitude whether similar to the peoples' or not.

The finding shows some ways of transitional justice gain people's support, such as truth-seeking and promoting social reconciliation. some ways did not, like the removal of Chiang Kai-shek Memorial Hall. Taiwanese attitudes show that our country needs truth and seeks social reconciliation rather than other political parties' ideological confrontations.

Keywords: Taiwan, political parties, transitional justice, party identification, voting behavior, social reconciliation

轉型正義，政黨方向與人民看法—以台灣為例

臺灣經歷了專制時期而逐漸走向民主化，從那時起，政府一直致力於轉型正義以維護民主化的成就。國民黨和民進黨都致力於各項轉型正義，兩黨以不同的方式實施體制改革，目的是加強法治、深化民主和保護人權。然而，在民間由於不同的政黨認同和集體記憶，人們對這個問題感到敏感和陌生。因此，它給不同的世代留下了傷痕，因此社會需要更多的對話來尋求和解。

由於大多數公民並不真正了解或熟悉什麼是轉型正義，因此作者設計了一個網路問卷調查，將轉型正義應用的各種方式進行了劃分，以衡量公眾輿論。且比較了政黨認同和集體記憶，旨在為轉型正義研究提供新的視角。過程當中也將利用政府的官方網站和政黨人士的社群網站來了解其發文的論述與人民的態度是否相似。

調查結果表明，轉型正義的一些方式獲得了人們的支持，例如尋求真相和促進社會和解的部分。有些方法沒有，比如拆除中正紀念堂。臺灣人民的態度表明，我國需要真相亦須尋求社會和解，而不是帶入政黨之間的意識形態對抗。

Building up a Functional Family Interaction Network: A Comparative Interview Study of Families with and without Family Travel

Family is the first group of contacts for all humans. It has many important functions, such as family education, family environments, and so on. Appropriate family leisure activities could be a bridge of communication. The best choice to truly enjoy a family interaction network was to have a family travel. My study was to explore how family travels could help families build up functional family interactive network. In-depth interviews were the research methods of this study. The parent-child relationship was not necessarily bad without family travel, and the parent-child relationship was not necessarily good with family travel because of their family environments, family education, and so on. No matter what happened, parents and children should communicate in a respectful, open, honest, direct, and kind manner. Physical and mental relaxation, stress relief, fostering parent-child relationship, and opportunities to interact with others were the main motivations for family travel. This study could give the research data to future parents and let them know the importance of family interactive network and family activities.

Keywords: parent-child relationship, family communication, family activities

建立多功能家庭互動網絡：有和沒有家庭旅遊的家庭比較訪談研究

家庭是所有人第一個接觸到的群體。它具有許多重要的功能，例如家庭教育、家庭環境等等。適當的家庭休閒活動可以成為溝通的橋樑。真正享受家庭互動網絡的最佳選擇是家庭旅遊。我的研究是探索家庭旅遊如何幫助家庭建立多功能的家庭互動網絡。深度訪談是本研究的研究方法。因為家庭環境、家庭教育等原因，親子關係沒有家庭旅遊不一定不好，有家庭旅遊也不一定好。無論發生什麼事，父母和孩子都應該以尊重、開放、誠實、直接和友善的方式進行溝通。身心放鬆、紓解壓力、培養親子關係以及他人互動的機會是家庭旅遊的主要動機。本研究可以將研究數據提供給未來的父母，讓他們了解家庭互動網絡和家庭活動的重要性。

關鍵字：親子關係、家庭溝通、家庭活動

Afternoon Session C (W007)

Social Science & Cultural Study 社會科學與文化研究

Reviewers: 李宇軒 Yu-Hsuan Lee & 焦源鳴 Yuan-Ming Chiao

Time	Presenter	Topic
13:00~13:10	Nathalia Pacifico Rafagnin	<u>Bolsonaro's 'Anti-Communist' Government Relation with China - What was in it for Taiwan?</u> 博爾索納羅與中國的“反共”政府關係——這對台灣有什麼影響？
13:12~13:22	I-Chun Cho 卓宜駿	<u>Wenzao students' intention to exchange study during the COVID-19 pandemic era</u> 文藻學生在 COVID-19 疫情時期對於出國交換的意願
13:24~13:34	Yu-Hsuan Wang 王禹宣	<u>A study on Taiwanese students changing perceptions of transitional justice prior to and after reading an article on Germany transitional justice</u> 以臺灣媒體報導的德國轉型正義為例分析臺灣學生的觀點
13:36~13:46	Yi-Hsin Hu 胡以心	<u>Taiwan College Students' Perceptions of the Debates on Transitional Justice: Opinions from Students in the Department of History</u> 台灣大學生對於台灣轉型正義爭議的看法：歷史系大學生的看法
13:48~13:58	Chi-Hsin Chou 周季欣	<u>Living in a Three-Generation Taiwanese Family. Long-Term Challenges and Life-Changes Faced by Taiwanese Daughters in Law. An Interview Study.</u> 生活在三代同堂家庭。台灣媳婦面臨的長期挑戰和生活變化。訪談研究
14:00~14:10	Angelina Rafaela 吳恩吉	<u>The Resistance To The Sexual Violence Eradication Bill In Indonesia 2012- 2022</u> 對於消除性暴力法案的阻力：印尼 2012-2022
14:12~14:22	Yu-Wen Lin 林子文	<u>Four Wave Feminism, Social Media, and Z Generation</u> 第四代女性主義、社群媒體和 Z 世代
14:22~14:30	Break time	
14:30~14:40	Freshman & Sophomore Q&A	
14:40~15:00	Reviewer Q&A	

Bolsonaro's 'Anti-Communist' Government Relation with China - What was in it for Taiwan?

The relations between Brazil and China have been in a delicate situation ever since Jair Bolsonaro got elected. He was the first president of Brazil elected using a speech hurting the amiability of the country's most important economic partner. Inspired by the former president of US, Donald Trump, and desiring his approval as equal, Bolsonaro and his family dissolved years of diplomacy tradition of Brazil and its recent pursuit of political protagonists internationally. This paper seeks to explore how this new dynamic affected both countries' relations, and if Jair Bolsonaro's demonstrations of friendliness to Taiwan during his election were sustained once elected.

To be able to do so, this research will be using the qualitative method, utilizing narrative analysis as the tool to reach the results. The data analyzed come from interviews, official government statements, and articles from journals and newspapers. The hypothesis for this research is that Jair Bolsonaro will not be able to effectively change the political direction of Brazil's stand on China due to the economic support China holds on the country's financial balance. The results found by this researcher during the analysis that the ideological stand of Jair Bolsonaro cannot be harmonized with Brazil's sectors, interest groups, and the country's economic necessities. However, during his term, he was able to facilitate visa entries to Taiwan.

Keywords: Bolsonaro. Brazil. China. Taiwan. Anti-communism. BRICS. Brazil's Foreign

Policies. Brazil's Trade Policies. Brazil-China Policy. Trumpism. COSBAN. BRI. CCP. NDB.

博爾索納羅與中國的“反共”政府關係——這對台灣有什麼影響？

自博爾索納羅當選以來，巴西和中國的關係一直處於微妙的境地。他是巴西第一位使用損害該國最重要經濟夥伴和藹可親的演講當選的總統。受到美國前總統唐納德特朗普的啟發，並希望得到他的平等認可，博爾索納羅和他的家人瓦解了巴西多年的外交傳統以及它最近在國際上對政治主角的追求。本文試圖探討這種新動態如何影響兩國關係，以及博爾索納羅在當選期間表現出的對台灣友好的表現在當選後是否能持續下去。

為了能夠做到這一點，本研究將使用定性方法，利用敘事分析作為達到結果的工具。分析的數據來自採訪、官方政府聲明以及期刊和報紙的文章。這項研究的假設是，由於中國對該國財政平衡的經濟支持，Jair Bolsonaro 將無法有效改變巴西對中國立場的政治方向。該研究人員在分析過程中發現，Jair Bolsonaro 的意識形態立場無法與巴西的部門、利益集團和該國的經濟需求相協調。然而，在他的任期內，他能夠為台灣的簽證入境提供便利。

關鍵詞：博爾索納羅。巴西。中國。台灣。反共。金磚國家。巴西的外國政策。巴西的貿易政策。

巴西-中國政策。特朗普主義。科斯班。一帶一路。中共。新開發銀行。

Wenzao students' intention to exchange study during the COVID-19 pandemic era

During the serious COVID-19 epidemic situation, globalized society was destroyed by a horror chain reaction due to the economic crisis and transportation chaos. The fussy pandemic prevention principles became limitation for people who used to freely enjoy traveling around the world and having nature communication with others. The education system started to coordinate with the governmental policy, and the face-to-face teaching was prohibited, and online course became significant to the new general education method along with the improving mobile device during the epidemic era.

The motivation began with my curiosity of students' intention to exchange study in Wenzao university during the epidemic situation. When the serious pandemic environment became a barrier of exchange study participation, will students stand firmly and show their value in an ideal higher education purpose, especially for the Wenzao students. When it came to the students' intention, there were still several important factors and issues like quarantine issue, mental damage and risk of being infected, those must be considered in a certain condition. The research took a big part of tapping into parents' economic situation during the pandemic and its relationship with the students' intention. Finding the students' intention result after the COVID-19 pandemic outbreak is the core research goal.

This research has analysis result by using SPSS T-Test and ANOVA analyze method. It first finds a regular trend of Wenzao students on initial intention. The main findings are showed only 16.4 % of students lost their intention to have exchange study after the COVID-19 pandemic outbreak. Wenzao students had strong intention to participate the exchange study even if they need to face difficult challenge cause by the pandemic when they visit different countries. Second, parents' economic situation could also generally affect students' intention. No matter how students tried to conquer during this epidemic situation in order to fulfill their abroad study, through the investigation, any aids on every aspect could help them to participate more successfully.

Keywords: Wenzao university, exchange study, COVID-19, pandemic, students' intention, economic pressure.

文藻學生在 COVID-19 疫情期間對於出國交換的意願

在嚴重的 COVID-19 疫情期間，這個全球化的社會因疫情所造成的經濟危機和交通混亂所影響。繁瑣的防疫原則成為了人們自由享受環遊世界和與他人進行自然交流的限制。隨之而來的教育體制變革開始遵循著政府政策，疫情時期隨著科技設備的改進，面授和在線課程的轉變對新一代的教育方式具有重要的意義。

我的動機始於我對於文藻學生在疫情期間出國交換的意願感到好奇。當嚴峻的疫情環境成為交流學習的障礙時，尤其是對文藻學生而言，他們是否會堅守自己在獲取高等教育目的的渴望以及達到自身的價值。說到學生的意願，還有一些重要的因素和問題，比如隔離問題、精神受損和被感染的風險，這些都是必須在一定條件下考慮的。然而，我的研究很大一部分是了解疫情期間父母的經濟狀況及其與學生參與意願的關係，還有在 COVID-19 疫情爆發後學生的意願是否改變是研究的核心目標。

採用 SPSS T-Test 和 ANOVA 分析方法對數據進行分析後，不難發現文藻學生的初始意願。然而，數據顯示只有 16.4% 的學生在 COVID-19 疫情爆發後失去了進行交換的打算。文藻同學在訪問不同國家時，即使面臨疫情帶來的艱鉅挑戰，也有強烈的意願參與交換。經分析，家長的經濟狀況也普遍會影響學生的意向。不管學生們在這次疫情中得克服什麼難題以完成出國留學，但通過考察，各方面的任何幫助都可以有效的幫助他們更成功地參與。

A study on Taiwanese students changing perceptions of transitional justice prior to and after reading an article on Germany transitional justice

Germany has been a model for the world in promoting transitional justice, and many countries follow Germany's example when promoting transitional justice. Taiwan has been working with Germany since 2016 to promote transitional justice and signed a formal cooperation contract with Germany in 2019, hoping to work together to promote transitional justice. The media in Taiwan also started to report articles about Germany and Taiwan's transitional justice. The author wonder if students' thought about transitional justice and their views on transitional justice related measures (accomplice systems, tracing authoritarian crimes, and education) would change after reading the media article on Germany transitional justice. I collected 281 questionnaires and interviewed 15 students, and I mainly used Paired-Samples t-test, ANOVA, and Descriptive Statistics to analyze my data. My main findings are that after reading the article, students 1) would change their original thought about transitional justice, 2) would have different opinions about the implementation of transitional justice related measures in Taiwan, and 3) would want to learn more about transitional justice issues. The government can make more use of the media when implementing activities related to transitional justice because the analysis of the data shows that students could have more ideas about the issue of transitional justice and would be more willing to participate in related activities after reading the article.

Keywords: Germany transitional justice, Taiwan transitional justice, Taiwanese media, student's perception, media literacy

以臺灣媒體報導的德國轉型正義為例分析臺灣學生的觀點

德國在推動轉型正義上一直是世界的典範，許多國家在推動轉型正義時都會參考德國。台灣從 2016 年就開始跟德國一起合作推動轉型正義並且在 2019 年時跟台灣正式簽訂合作合約，希望共同推動轉型正義。台灣的媒體也開始報導德國以及台灣轉型正義相關文章。這讓我想知道學生在讀完文章後是否會改變他們對轉型正義的想法以及對於轉型正義相關措施(共犯體系、追究威權時期犯罪行為以及教育)的看法是否會因為閱讀完文章後有所改變。我收集了 281 份問卷和訪談 15 位學生，我主要使用 Paired-Samples t-test, ANOVA 以及 Descriptive Statistics. 我的主要發現是學生在讀完文章後 1. 會改變他們對轉型正義原本的想法 2. 對於在台灣實施轉型正義相關措施有不同的看法 3. 學生會想進一步了解轉型正義議題。政府在推行轉型正義相關活動時可以多加利用媒體，因為從資料分析中可以發現學生在讀完文章後對轉型正義議題會有更多想法並且會更願意參與相關活動。

Taiwan College Students' Perceptions of the Debates on Transitional Justice: Opinions from Students in the Department of History

The Ill-gotten Party Assets Settlement Committee was established in 2016. Its goal was to retrieve the money, buildings, and lands that were taken away by parties with inappropriate means. It was a prominent step in Taiwan's history of Transitional Justice, and from this point, people started focusing on the topic as the policy has been executed. College students, as the future backbone, thoughts do influence the perspectives of society, in the other words, a policy's success or failure is highly related to their support when it comes to long-term development. The purpose of this study was to understand students' perceptions of debates on Transitional Justice. In this study, the researcher used questionnaires to get general thoughts about government policy. According to the result, the growing-up environment would affect an individual's perception since the received information shapes a person's mind, even the characteristics as well as parents' tendency to political parties. Also, a person's political inclination has an obvious influence on the issues of removing symbols of the authoritarian period. The study provided a better understanding of how college students majoring in History think, and the most possible reasons that shaped their thoughts, to improve the current situation in Taiwan.

Keywords: transitional justice, college student, white terror period

台灣大學生對於台灣轉型正義爭議的看法：歷史系大學生的看法

於 2016 年，以清查過去政黨以不正當手段奪取之資產為目標的不當黨產委員會正式成立。這被視為台灣轉型正義歷史上的一大跨越，從這一政策的頒發及執行中，大眾也開始關注這個話題。而大學生作為未來的中堅力量，他們的想法對整個社會的觀點有著一定的影響力，換句話說，這個族群的支持對於一項需要長期發展的政策有著近乎於成敗的關鍵。因此，本研究的目的是了解學生對於目前台灣轉型正義爭議的看法。在這項研究中，研究者使用問卷調查來獲得大學生對於現行政策的普遍想法。並且根據結果，在成長過程接受到的訊息都會成為塑造每個人現在思想的源頭，從個性、觀點到政治傾向都在影響範圍內。此外，在這個與政治相關性極高的議題—權威象徵的移除，個人的政治傾向也出現了明顯的影響。這項研究提供了一個更清楚的檢視—即歷史系的大學生是如何思考這個議題，以及探討塑造其思想的因素，藉此改善台灣的現狀，以達到最有效的政策制定。

Living in a Three-Generation Taiwanese Family. Long-Term Challenges and Life-Changes Faced by Taiwanese Daughters in Law. An Interview Study.

One marriage, three families. Married life often starts with "family needs" which proves how difficult it is to maintain family relationships. Taiwanese women often play the roles of mothers, daughters-in-law, and wives at home. They have multiple identities, and they move around in these roles, taking care of children and life.

This paper is to study the problems encountered and the changes in the life of Taiwanese daughter-in-law in the life of three generations.

So, the interview part, choosing 19 Taiwanese daughters-in-law who have lived in three-generation families for more than ten years or even twenty years. Because they have rich experience in three-generation families. Therefore, this research designed in three parts with a total of 24 questions to conduct interviews research, which is the background of each daughter-in-law, the problems and influences faced by three generations in the same family, and the changes in life after marriage. The first part of the background of the daughter-in-law is mainly to study the three generations living in the same house for a few years, the current work, and the source of income. The second part of the problems and influences faced by the three generations of the same house are mainly to study the feelings and experiences of their lives at the beginning. Quarrel, advantages, and disadvantages of three generations living in the same house, and problems between mother-in-law and daughter-in-law, the third part of life changes after marriage, mainly studies the current view of life and the interaction with husband and family.

In conclusion, from their answers, the researcher will explain what it looks like in a three-generation family and hypothesize how to face family problems in the future.

Keywords: Taiwanese three-generation family, daughter-in law, marriage

生活在三代同堂家庭。台灣媳婦面臨的長期挑戰和生活變化。訪談研究

一個婚姻，三個家庭。婚後生活往往都要以「家庭需求」做為出發點，這驗證了要維持家庭關係是多麼不容易的事。台灣女性在家中時常扮演媽媽、媳婦、老婆的角色，擁有多重身分的她們，在這些角色中奔波轉換，兼顧孩子和生活，容易因為忙碌而迷失自我。

這篇論文是在研究台灣媳婦在三代同堂的生活中，遇到的問題及生活上的改變，不管是相處融洽還是面臨了難題，她們生活在不屬於自己的原生家庭，想必有很多地方不一樣。所以最終選擇了 19 位在三代同堂家庭中生活超過十年，甚至二十年的台灣媳婦，因為她們擁有三代同堂的豐富經驗。因此，就設計出了三個部分共二十四題的題目來做訪談研究，分別是各個媳婦的背景、在三代同堂中所面臨的問題及影響、結婚後，生活的變化。第一部分媳婦的背景主要是研究生活在三代同堂幾年、現在的工作和經濟來源，第二部分三代同堂中所面臨的問題及影響主要是研究一開始三代同堂的感受、遇到的爭吵、三代同堂的優缺點以及婆媳之間的問題，第三部分結婚後生活的改變主要研究對現在的生活看法、與夫家人的互動等。

在最後的部分，研究者將解釋三代同堂家庭的真實樣貌並假設在未來該如何面對家庭問題等。

The Resistance to The Sexual Violence Eradication Bill In Indonesia 2012- 2022

The study of sexual violence and its principle has been widely discussed. However, this study tends to focus more on different viewpoints regarding the Sexual Violence Eradication bill and examines why it took so long to be ratified. According to the current legal framework in Indonesia, protecting people from sexual violence solely includes the conviction of the perpetrators; no prevention efforts, handling, and the victim's recovery. Thus, the victim's rights were not fulfilled by existing law, whereas the Sexual Violence Eradication bill specifies more detailed provisions of sexual violence. However, the bill has its pros and cons, which come from a controversy between two contradictory opinions in understanding it. The pros tend to use a gender perspective and rely their support on the academic text of the bill. This gender perspective places significant attention on the experience of victims, especially women. The opposing party, meanwhile, tends to use a religious perspective, arguing that because the bill takes a gender perspective from the secular West, it invalidates Islamic traditions. Therefore, this research aims to explore the struggle to pass the bill. By conducting a qualitative content analysis, the researcher analyzed transcripts of press conferences, debates, academic papers, fact sheets, and key points, also meeting results from news sources and the parliament's official websites related to the Sexual Violence Eradication bill. The findings of this research indicate that cultural, economic, and political factors are the main reasons the Sexual Violence Eradication bill was delayed for almost 10 years.

Keywords: sexual violence, Sexual Violence Eradication bill, Indonesia

對於消除性暴力法案的阻力：印尼 2012-2022

過往，性暴力的理論與研究被廣泛的討論，這篇論文專注在各種針對印尼的根除性暴力法案之見解，並且探究，為何這個法案花了漫長的時間才能獲得通過。以目前印尼的法律來說，對抗性暴力只有懲罰條款，並無防範性暴力、處理以及幫助性暴力受害者的恢復。因此，受害者的權利必須被保障，這需要根除性暴力法案的幫忙才能完整化。然而，這個法案在印尼有支持者也有反對者，支持者以性別觀點為出發點，注重女性受害者的遭遇，獲得廣泛學術界的認同。而反對者採取宗教觀念以及反對西方思想的立場，認為法案與傳統伊斯蘭教義或有抵觸。本篇論文討論這其中的辯論以及立法過程，以質化研究為主軸，分析新聞報導、研討會論文、學術辯論與作品、立法機關文件，最後結論為，根除暴力法案的延遲通過十年之久，是來自於文化、經濟以及政治因素。透過理解這項法案的延遲，我們可以更深入的理解印尼社會各種面向。

關鍵字：性暴力、根除性暴力法案、印尼

Four -Wave Feminism, Social Media, and Z Generation

After years of movements' struggles, challenging and surviving in an unequal society that stigmatizing woman as minorities with limited resources and rights, women's rights are still considered inconsequential by majority. Since 19th century, feminists had pursuing representation and equality in every dimension, in present, Fourth-Wave feminists transferred their platform from offline to online, specifically social media. As part of the Z generation community, I have observed years of inequality within this society, especially females who had experiences more sexual discriminations.

This research investigated how Z generation's perspective toward Fourth-Wave feminism and social media within 21st century to understand how those two figures circulated in our society. This research was conducted by both qualitative and quantitative method, and the latter was concentrated on comparative analysis which was analyzed the differences of perception Four-Wave feminism between Taiwan and western countries, specifically females and transgender from Taiwan and western countries.

The finding showed that there were differences between Taiwan and western countries, but there were also not. The governmental and educational system are different, such as law, protection regulation for women, but individual experiences are the most significant element to shape personal personality and gender identity. Z generation's perception toward Four-wave feminism were positive and neutral, and it is evident to notice that people are more aware of women's right and gender identity.

Keywords: Fourth-Wave feminism, intersectionality, women's right, transgender, social media, Z generation, #MeToo movement, Taiwan, western countries

第四代女性主義、社群媒體、Z世代

在一個不平等的社會中，婦女被視為資源和權力有限的少數群體。經過多年的社會運動、挑戰、生存，大多數人仍然認為婦女的權利無關緊要。從十九世紀以來，女性主義者一直在追求各方面的平等和代表權，在現代第四代女性主義者將其舞台從線下轉到線上，特別是在運用社群媒體上。作為Z世代的一員，我觀察到這個社會多年來的不平等，尤其女性在社會上經歷過更多性別歧視。

本研究通過調查Z世代在二十一世紀對第四代女性主義和社群媒體的看法，了解這兩個面向如何在我們的社會中流通。本研究以質化和量化方法進行，後者集中於比較分析，分析台灣和西方國家的女性和跨性別對於第四代女性主義的想法。

研究結果顯示台灣和西方國家有一些顯著性差異，但也有差異是不是顯著性的。政府和教育體系之間的確有不同，像是法規、女性保護條例。但個人經歷是塑造個人性格和性別認同的最重要因素。Z世代對於第四代女性主義的看法是正面和中立的，可以明顯看出人們對女性權利和性別認同有更多的認識。

關鍵字：第四代女性主義、交叉性、女性權利、跨性別、社群媒體、Z世代、#MeToo運動、台灣、西方國家

Morning Session D (W008)

Public Policy & Business Strategy 公共政策與商業策略

Reviewers: 謝仁和 Ren-Her Hsieh & 林建宏 Daniel Lin

Time	Presenter	Topic
09:40~09:50	Chia-Yi Tsao 曹嘉倚	The Worsening Racism Against Asians Under the Covid-19 Pandemic: A Case of 2021 Atlanta Spa Shootings 在新冠疫情之下針對亞洲人的種族歧視日益嚴重： 2021 年亞特蘭大溫泉槍擊案事件
09:52~10:14	Ya-Lin Chen 陳雅琳 Yu-Zhen Kuo 郭于甄	Pizza Hut's Brand Advantage and Expansion Strategy 必勝客的品牌優勢及展店策略
10:16~10:26	Pei-Xin Chen 陳佩欣	The Effect of Family Leadership on the Growth of Family Business Groups 家族領導對家族企業集團成長的影響
10:28~10:38	Hung-Yi Wu 吳虹儀	Image Transition of "Military Officers, Civil Servants and Teachers": A Study of Public Opinion on Pension System Reform 軍公教的形象轉變：年金制度改革的輿論研究
10:40~10:50	Sergei Belousov 謝蓋爾	Differences Between Domestic and Foreign English Teachers' Evaluations of the "2030 Bilingual Nation" Policy 本土及外籍英文教師針對「2030 雙語國家」政策的觀點之比較
10:50~11:00	Break time	
11:00~11:10	Freshman & Sophomore Q&A	
11:10~11:30	Reviewer Q&A	
11:30~13:00	Lunch Break	

The Worsening Racism Against Asians Under the Covid-19 Pandemic: A Case of 2021 Atlanta Spa Shootings

The study issue is discussed about Asian discrimination under the epidemic, and why this case of Atlanta spa shootings influences many Asians willing to speak up for themselves. Because of specific stereotype and diversity in this community, people always think they tend to ignore those actions when facing racism. But In fact, hate crimes against Asian Americans are not a new criminal phenomenon, the earliest hate discrimination dates to the late 19th century. So, the case of Atlanta spa shootings was a turning point that raise the identity of Asians. More contents need to be found out and explained through the content analysis.

This research exhibits three potential factors were identified to the research question. The first finding is people pursue equitable policy and public safety, the second is impact of Asian Americans' history and past discriminatory incidents hold them together, and the third is the Asian Americans consciousness make solidarity of Asians.

This study is expected to make people think and face the issues relating to Asian discrimination and raise the awareness of existing anti-Asia problem.

Key words: Asian solidarity, Asian Activism, Racism, Atlanta Spa Shootings

在新冠疫情之下針對亞洲人的種族歧視日益嚴重：2021 年亞特蘭大溫泉槍擊案事件

研究議題討論了疫情下針對亞裔的歧視，以及為什麼亞特蘭大溫泉槍擊案這起事件影響了許多願意為自己發聲的亞裔族群。由於亞裔族群的特定刻板印象和多樣性，人們總是認為他們在面對種族主義時往往會默不吭聲、選擇沉默。但事實上，針對亞裔的仇恨犯罪並不是一種新的犯罪現象，最早的仇恨歧視要追溯到 19 世紀末的歷史。因此，亞特蘭大溫泉槍擊案是提升亞洲人身份的一個轉折點。更多的內容需要通過內容分析來發現和解釋。

這個研究展示了研究問題的三個潛在因素。第一個發現是人們為了追求公平的政策和公共安全，第二個是亞裔美國人的歷史和過去的歧視事件的影響將他們聯繫在一起，第三個是亞裔美國人的意識使亞裔團結起來。

本研究希望人們能夠思考和了解與亞洲歧視有關的問題，提高對現有反亞裔問題的認識。

關鍵詞：亞洲團結、亞洲激進主義、種族主義、亞特蘭大溫泉槍擊案

Pizza Hut's Brand Advantage and Expansion Strategy

Our research topic is the impact of customer satisfaction on consumer's purchase intention, Pizza Hut's brand strengths, and store expansion strategy. First of all, I would like to thank Pizza Hut for entrusting us with a research project of industry-university cooperation. Our research directions have three major points. The first one is to understand the factors that influence consumers' purchase intention when choosing a pizza brand. The second one is that through the first study, we can understand what factors affect consumers' purchase intention, and analyze what is Pizza Hut's brand strengths when it competes with other brands of the same type. The last one is the expansion strategy of Pizza Hut. Constantly expanding new stores is one of a company's growth strategies. Therefore, our last research result is to help Pizza Hut find a suitable location for opening a new store in Tainan, and to analyze the impact of the development of the new store on the existing store.

For the first and second research questions, we did several research methods. The first is to collect relevant literature on the Internet that affects consumers' purchase intention. The second one is to interview the director of Pizza Hut. Through the interview, we can get some information about the conditions that Pizza Hut needs to open a store. The third one is that one of our research students went to a Pizza Hut in Tainan to do a 320-hour field investigation. With the postgraduates visiting the store in person, we can better understand the real situation of customers when they go to Pizza Hut. The last one is the questionnaire survey. We collected a total of 127 valid questionnaires. Through the analysis results of the questionnaire, we can analyze the customer satisfaction of Pizza Hut, which will help us to do research on the factors that affect the purchase intention. In response to the third research question, first, we found some secondary information on the Internet, such as the population structure of Tainan, and searched for some houses with reasonable square meters and reasonable rents on the rental housing website in Tainan, and then relying on

Pizza Hut's Brand Advantage and Expansion Strategy

this information, We will find a suitable location for expanding new store in Tainan. In addition, we will also calculate whether the new store will affect the revenue of the original store.

In response to the first question, our findings found that there are six main factors that affect consumers' purchase intention. They are brand impression, service quality, price, store atmosphere, product diversification, and the location of the restaurant. If companies can satisfy consumers on these six factors, it will help brands grow. In response to the second question, our research results found that Pizza Hut's brand image and product diversity are significantly higher than other pizza industries. Therefore, brand impression and product diversity are Pizza Hut's brand strengths. Pizza Hut can strengthen its competitiveness in this direction. Last, for the third question, we have done several layers of research and analysis. Generally, when expanding new stores, researchers base their selection criteria on the revenue the new location can bring to the company. However, our research also considers whether the new location's revenue comes from dividing the revenue of the original store as one of the bases for consideration. After analyzing, we found that the North District of Tainan has a large population, but only has one Pizza Hut, so it is a suitable location for expanding new stores. And through the calculation results, we can know that the new store won't divided up the revenue of the original North District Pizza Hut. The detailed calculation process can refer to the content of this essay. In conclusion, we hope our research can provide Pizza Hut theoretical and practical contribution.

Key words: growth strategy, brand advantage, customer satisfaction, purchase intention, expansion strategy

必勝客的品牌優勢及展店策略

我們的研究主題是顧客滿意度對消費者的影響、必勝客的品牌優勢以及展店策略。首先，很感謝必勝客願意委託我們進行產學合作研究案。我們的研究方向有三個大重點。第一個是了解消費者在選擇披薩品牌時，會以甚麼標準作為選擇的考量。第二個重點是藉由第一個研究，我們可以了解甚麼因素會影響消費者的購買意願，並且藉此分析出必勝客和其他同類型品牌競爭時，必勝客的品牌優勢是甚麼。最後一個是，必勝客的拓展策略。不斷拓展新的店是一間公司的成長策略之一。因此，我們的最後一個研究重點是希望能幫必勝客在台南找到適合開新店的地點，並且研究新店的開發對於原有店家的影響。

針對第一個和第二個研究問題，我們做了幾個研究方法。第一個是在網路上蒐集影響消費者購買意願的相關文獻資料。第二個是訪談必勝客的主管，藉由訪談內容我們可以得到一些關於必勝客開一間店所需具備的條件。第三個是我們的其中一位研究生實際到台南的一間必勝客做 320 小時的田野調查，藉由研究生親自到門市調查，我們能更了解顧客到必勝客消費時的真實情況，以及必勝客門市的內部狀況。最後一個是問卷調查，我們總共蒐集了 127 份的有效問卷。藉由問卷的分析結果，我們可以分析出必勝客的顧客滿意度，這將有助於我們做影響購買意願的因素之研究。針對第三個研究問題，首先，我們上網找了一些次級資料，像是台南的人口結構，以及在台南的租屋網站上面搜尋一些坪數及租金都合理的房子，接著，靠著這些資料，我們將在台南找到適合拓展新店的地點。除此之外，我們也會另外計算出新店是否會影響到原有店家的營收狀況。

針對第一個問題，我們的研究結果發現有六個主要的因素會影響消費者的購買意願。分別是，品牌印象、服務品質、價格、店內的消費氣氛、餐點多樣性以及餐廳的位置。如果公司能在這六個因素上讓消費者感到滿意，這將有助於品牌的成長。針對第二個問題，我們的研究結果發現，必勝客的品牌形象和產品的多樣性明顯高於其他的披薩產業，因此，品牌印象及產品多樣性是必勝客的

必勝客的品牌優勢及展店策略

品牌優勢。必勝客可以朝這個方向強化自己的競爭力。最後，針對第三個問題，我們做了好幾層的研究分析。一般來說，拓展新店時，研究員會依據新地點可替公司帶來的營收做為選擇的標準。然而，我們的研究還會將新地點的營收是否來自於瓜分掉原有店家的營收做為考量的依據之一。在經過分析之後，我們發現台南的北區人口數多，但卻只有一家必勝客，因此是適合拓展新店面的地點。並且經由計算結果，我們可以得知這個新地址的店面不會搶奪原本北區必勝客的營收。詳細的計算過程可以參考本研究的內容。最後，我們希望藉由我們的研究結果能替必勝客帶來理論上與實務上的貢獻。

The Effect of Family Leadership on the Growth of Family Business Groups

According to the analysis report put forward by the Taiwan Institute of Directors at the 2017 annual meeting, based on the total number of 1,624 listed and OTC companies in Taiwan in 2016, the analysis shows that family-owned businesses accounted for 63% of the total market value in Taiwan and 70% of the total number of entrepreneurs. Therefore, family business is a very common phenomenon in Taiwan. The organizational structure of general management is that the chairman, general manager, middle manager and first-line supervisors. All of them are professional managers. However, the organizational structure of the family group is a combination of two structures. The top-level senior managers are all family members, and then the lower-level are professional managers. Therefore, it combines the organizational structure of a family-style leadership and a team of professional managers. The organizational structure of the family group, some people think this kind of organizational structure is good, some people think this kind of organizational structure is not good. That's why this organizational structure good? Because the family members have good resources, political and business relationships, they can turn personal connections into group connections, which can help the development of the entire group. Another school of thought believes that the organizational structure of the family group has limitations in terms of technology, management and finance, which hinders the development of the group.

The author identified family-owned group companies from the top 100 large groups in Taiwan, and collected data for three consecutive years, with a total of 105 data collections. The author tested the hypothesis through regression analysis. The results revealed, first, the researcher found, the higher degree of diversification and internationalization of the group, the better performance of the company. Second, the higher degree of government-business relationship, the more conducive to development of the group's diversification. Finally, the author hopes this research will be helpful in theory and practice.

Key Words: family business, government-business relationship, diversification, internationalization

家族領導對家族企業集團成長的影響

依據台灣董事學會在 2017 年年會提出分析報告，以 2016 年台灣上市及上櫃總家數計 1,624 家分析表示，家族企業在台灣整體總市值占了 63%，在總企業家數占了 70%。因此，家族企業在台灣是個很普遍的現象。一般管理學的組織架構是，董事長、總經理、各部門主管、一線主管，這些都是專業經理人。可是家族集團的組織結構是結合了兩個結構，最上層的高層管理人員全部都是家族成員，接著下層才是專業經理人，所以它結合了家族式領導加上專業經理人團隊的組織結構。那家族集團的組織結構，有些人認為這樣的組織結構是好的，有些人認為這樣的組織結構是不好的。那為甚麼這樣的組織結構是好的？因為這個家族成員們有好的資源、政商關係，他可以將個人的連結，變成是集團的連結，藉此可以幫助整個集團的發展。另一派說法認為，家族集團的組織結構在技術、管理跟財務方面會有限制，所以阻礙了集團發展。

作者從前一百名大型集團中，找出台灣的家族集團企業，並且收集了連續三年的資料，總共收集了 105 筆數據。作者透過回歸分析來檢示假說。研究者發現第一：集團的多角化以及國際化程度越高，對公司績效越好，第二：政商關係程度越高，有助於集團多角化的發展。最後，研究者希望此篇研究對於理論以及實務上有所幫助。

關鍵字：家族集團、政商關係、多角化、國際化

Image Transition of “Military Officers, Civil Servants and Teachers”: A Study of Public Opinion on Pension System Reform

In Taiwan, pension system reform has been a controversial issue. In this research, I want to focus on public opinion on the reform, which has been manifested when the Tsai Ing-wen government started to rule the country.

As a particular group of military officers, civil servants and teachers were not satisfied with the reform, there were marches to protest against the government's new pension policy. The pension reform has also changed the public's image of military officers, civil servants and teachers from a positive image of “stable job” and “law-abiding” to a negative image of “rice bugs” and “dragging down the state's finances.” Therefore, this research hopes to explore how such a change in the image of the group through narrative analysis and in-depth interviews. It is hoped that the public's misunderstanding of the group can be reduced, so as to create a friendly social environment.

Keywords: Image 、 Military officers, civil servants and teachers 、 Pension Reform

軍公教的形象轉變—年金制度改革的輿論研究

在台灣，年金制度改革一直是一個有爭議的議題。我想將此研究的重點放在改革的輿論上，這些輿論在蔡英文政府開始統治國家時就已經呈現出來。

由於部分軍公教對改革不滿意，有人以遊行來抗議政府的新年金政策。年金改革也將公眾對軍公教的形象從“工作穩定”、“奉公守法”的正面形象轉變為“米蟲”、“拖累國家財政”的負面形象。因此，本研究希望通過敘事分析和深度訪談的方式，以探討軍公教這個團體的形象是如何發生變化的。

透過這篇論文，希望能減少大眾對軍公教這個團體的誤解，以營造出友善的社會環境。

Differences Between Domestic and Foreign English Teachers' Evaluations of the “2030 Bilingual Nation” Policy

In 2018, the Taiwanese government announced its commitment to gradually turn Taiwan into a Chinese-English bilingual nation by year 2030. Since its introduction, the "Bilingual 2030" policy has had some degree of influence on the way English is being perceived and taught in Taiwan: expansion of bilingual education programs in schools and universities, increase in numbers of English teachers trained and employed, bilingualisation of public services, etc. The policy's broad scope and its crossdepartmental nature have already been discussed by several scholars, and various challenges were uncovered. The purpose of this qualitative study is to explore domestic English language teachers' (ELTs) opinions of the policy and contrast them with opinions of foreign English language educators residing in Kaohsiung. The data was gathered through analysis of semi-structured interviews with ELTs using the ROAD-MAPPING framework of bilingual education efficacy evaluation. Teachers' responses were then analyzed and contrasted alongside three main areas: awareness of the policy's stages and goals, effectiveness of the program so far, and long-term viability of the project. The paper outlines key differences between the two groups' evaluations of "Bilingual 2030", highlights gaps in understanding the policy's core goals, and discusses possible solutions aimed at improving the project's transparency and increasing the teachers' Involvement in the process of turning Taiwan into a truly bilingual nation.

Keywords: Bilingual education, ROAD-MAPPING framework, English language teaching, 2030 Bilingual nation, Taiwan

本土及外籍英語教師針對「2030 雙語國家」政策的觀點之比較

2018 年，台灣政府宣布將逐步推動中英語雙語國家政策，並預計台灣在 2030 年蛻變成雙語國家。自推出以來，「2030 雙語國家」政策對英語的教學方式產生了一定程度的影響，比方說推廣學校和大學的雙語教育計劃、增加培訓和僱用的英語教師人數、公共服務的雙語化等。該政策的廣大範圍和跨部門性質已被多位學者分析研究，並被評斷為富有挑戰性。該質性研究的目的是探討居住在高雄本土英語教師對該政策的看法，並將其與外籍英語教師的意見進行對比。數據是通過使用雙語教育效果評估的 ROAD-MAPPING 框架跟英語教師的半結構化訪談進行分析及收集的。透過分析教師的反應並與下列三個主要領域進行對比：對政策目標的認識程度、迄今為止政策的有效性以及政策的長期可行性。本文概述了本土與外籍英文教師針對「2030 雙語國家」的評估之間的主要差異，特別針對對政策核心目標的理解差距，並討論如何提高政策內容的透明度和提升教師對於此政策的參與度。

關鍵字：雙語教育，ROAD-MAPPING 框架，英語教學，2030 雙語國家，台灣

Afternoon Session D (W008)

Public Policy & Business Strategy 公共政策與商業策略

Reviewers: 謝仁和 Ren-Her Hsieh & 林建宏 Daniel Lin

Time	Presenter	Topic
13:00~13:10	Chi-Yu Huang 黃啟育	<u>Attitudes Towards Chinese Threats among conscriptible Men in Taiwan</u> 台灣役男對於中國大陸威脅的態度
13:12~13:22	Chen-Yu Lin 林晨鈺	<u>Born global- how a small and inexperience company successfully internationalize?</u> 天生國際化企業-一個小又沒有經驗的公司如何成功國際化?
13:24~13:58	Jhao-Sian Wu 吳昭嫻 Kai-Wei Chao 趙愷微 Yun-Zhen Hu 胡勻甄	<u>Successful advertising and promotion strategies — Taking OTG Select Shop as An Example</u> 成功的廣告和促銷策略-以 OTG Select Shop 為例
14:00~14:10	Taira Anju 平良安珠	<u>A New China Threats Era? Weighing Strategic Position of Okinawa in 2022: A Content Analysis of Honshu Newspaper</u> 新中國威脅時代? 權衡沖繩 2022 年的戰略地位: 本州報紙的內容分析
14:12~14:22	Chin-Chun Wu 吳謹均	<u>The Effects of the COVID-19 Pandemic on Taiwan's Social Enterprises and Their Countermeasures</u> 新冠肺炎疫情對臺灣社會企業的影響及其對策
14:22~14:30	Break time	
14:30~14:40	Freshman & Sophomore Q&A	
14:40~15:00	Reviewer Q&A	

Attitudes Towards Chinese Threats among conscriptible Men in Taiwan

In this research work, I explored the attitudes and the concerns of the people under conscription policy towards the future military situation which means the prolonging policy-extension of the military service from original four months to a year. What the attitudes and concerns do the conscriptible men in Taiwan have at the present time considering the China's threat? Since 1949, Taiwan had embodied our own two conscription policies -enlist policy and general conscription policy. The original period of conscription policy was up to three years and in turn the military section revised it into four months. In recent years, the China's military intervention has been seriously that Taiwan cannot turn a blind eye to it anymore. Serving the military in Taiwan is a mandatory responsibility as a Taiwanese citizen; however, the imminent invasion urges the authorities concerned to launch a new issue-prolonging the conscription period to a year. In this case, I conducted survey and focus group for individuals who need to serve the military. The survey question expected to find out the concern about China's threat and the support or opposition of the prolonging policy. Also, the other aspects of the survey conduction included different issues of the military related to the China's threat. On the other hand, focus group conduction is an interesting idea to explore the real reaction and emotion of the conscriptible men. After these two conductions, I made the data analysis and shared the findings in accordance with the data analysis.

The major goal of my research was to probe the attitudes of people under the conscription requirement in Taiwan, which is highly related to the China's threat. This research can deliver the awareness of Taiwanese towards the China's threat.

Key word: military , conscriptable men, conscription policy , military intervention , mandatory responsibility, invasion, prolonging

台灣役男對於中國大陸威脅的態度

在這項研究工作中，我將探討徵兵政策下人們對未來軍事形勢的態度和擔憂。考慮到中國的威脅，台灣的應徵人員目前的態度和擔憂是什麼？1949年以來，台灣體現了我們自己的兩種徵兵政策——徵兵政策和一般徵兵政策。原來徵兵政策的期限長達一年，而軍部又在四個月內對其進行了修改。近年來，中國的軍事干預非常激烈，台灣不能再視而不見了。在台服兵役是台灣公民的義務，但迫在眉睫的入侵促使有關當局推出一個新問題——將徵兵期限延長至一年。在這種情況下，我將為需要為軍隊服務的個人進行和設計調查。在這項研究工作中，我將利用定量方法和焦點小組來了解受訪者的態度。

關鍵詞：軍隊、應徵人員、徵兵政策、軍事干預、強制責任、入侵、延長

Born global- how a small and inexperience company successfully internationalize?

In normal case, a company needs lots of resources such as social network, fund, and sponsor to establish oversea company, but “born global”, this special kind of company, subvert totally of what the normal case would be. Born global is a special kind of company which establish only within five years and has oversea company. The special methods and strategies they use are the critical reason. Some companies have rich sponsors who fund them the money they need for expand to overseas, some use different channel strategies base on different countries and cultures such as choosing prime locations, online stores, cooperation with airline companies, hotels, and coffee shops. Another cooperates with other companies to share resources and their own specialties. The method I use is qualitative research, by collecting data from udndata, CommonWealth magazine, and website from google scholar, comparing articles from different databases. My aim is to investigate deeper into the key elements of a born global’s success and figure out the expanding overseas process of born global. My conclusion is that there are different reasons of how a company can successfully establish an oversea company, and I found out that most of the company founders already have related experience before with their works, and they were also from top universities such as NTHU, NCTU, Stanford University, and University of California, Berkeley, which means they also own top university’s social networks and academic resources. Participating in international competitions and exhibitions is also the critical reason for expanding overseas company since a company can build important social networks, finding sponsorship, partnership, and more clients.

Keywords: Born global, oversea company, channel strategy, method, strategy

天生國際化企業-一個小又沒有經驗的公司如何成功國際化?

在正常情況下，一家公司需要大量的資源，如社交網絡、資金、贊助商來建立海外公司，但“天生國際化企業”這種特殊的公司，完全顛覆了正常情況。天生國際化企業是一種特殊的公司，成立僅五年，並有海外公司。他們使用的特殊方法和策略是關鍵原因。一些公司擁有豐富的贊助商，為他們提供拓展海外所需的資金，一些公司根據不同的國家和文化使用不同的渠道策略，如選擇黃金地段、網上商店、與航空公司、酒店和咖啡店的合作。另一個與其他公司合作，共享資源和自己的專長。我使用的方法是定性研究，通過聯合知識庫、天下雜誌和 GOOGLE 學者的網站收集數據，比較來自不同數據庫的文章。我的目標是更深入地研究天生國際化企業成功的關鍵要素，並找出這種公司不斷擴大的海外進程。我的結論是，一個公司成功創辦海外公司的原因是多種多樣的，我發現大部分公司創始人在工作之前已經有相關經驗，而且他們也來自於 NTHU、NCTU、史丹佛大學和加州大學伯克利分校，這意味著他們還擁有頂尖大學的社交網絡和學術資源。參加國際比賽和展覽也是擴大海外公司的關鍵原因，因為公司可以建立重要的社交網絡，尋找贊助商、合作夥伴和更多的客戶。

關鍵詞:天生國際化企業、海外公司、銷售通路、方法、策略

Successful advertising and promotion strategies——Taking OTG Select Shop as An

Example

Advertising and promotion models will determine the choice of a purchasing agent for consumers. According to the ideas and buying behavior patterns of different customer groups, we will understand which advertisements and promotions in the purchasing agents are the most beneficial to help purchasing merchants. Therefore, we decided to cooperate with OTG select shop. The store conducts a joint research and analysis of the university-industry cooperation case to discuss the most effective way to improve the company's marketing.

The purpose of this study is two directions : one is how the company's advertising promotion affects consumers' purchase intention. Another is to analyze the impact of promotional activities on customers.

This study hopes to provide an in-depth analysis of "Successful advertising and promotion strategies": technically, this study uses the "strategy analysis" technique to analyze and explore the main factors of successful advertising and promotion strategies; at the same time, it leads to consumer preferences. And purchase intention, through analysis and content analysis, the author can find out a most suitable business strategy, and provide better marketing suggestions for the company to improve.

This research takes marketing strategy as a research case, and conducts research on the general consumer by way of questionnaires. There are 237 valid questionnaires to verify this. The results show that the advertising effects of celebrity endorsement, product function and humor are different among the constructs. The three constructs all have a positive influence on consumers' purchase intention. The effect of celebrity endorsement advertisements and humorous advertisements in advertising strategies has a partial mediating effect on consumers' purchase influence relationship.

Successful advertising and promotion strategies——Taking OTG Select Shop as An

Example

The results of the study show : (1) The factors that consumers consider when choosing a purchasing agent ; (2) The influence of advertising on customers ; (3) How the promotion strategies attracts customers. From the survey results of this research, it is found that moderate advertising effects and promotion strategies can effectively improve consumers' preferences and have a good impact on purchasing agents. This finding can be used for reference.

Keywords: Consumer purchase intention, consumer brand preference, promotion strategy, advertising strategy, pricing strategy, service quality, price consideration

成功的廣告和促銷策略-以 OTG Select Shop 為例

近年來，網路代購產業的日益增加，由於疫情的趨勢發展逐漸趨緩，代購產業也漸漸恢復運作，人們也漸漸回到以往的消費生活，依靠著網路社群軟體平台的便利性，人們開始漸漸改變消費習慣，越來越多人開始使用網路購物，這也造就了微創業，代購業的日益壯大，代購業者如何找到自身價值，拓展客源是成就一家代購店的關鍵問題，目的是滿足消費者需求和引起他們的購買意願。過去研究只探討促銷、廣告及定價會影響消費者購買意願及偏好，但並未研究出實際能夠吸引消費者購買的促銷、廣告及定價策略是什麼。因此筆者試圖找出針對不同客戶族群各自所適合的促銷、廣告及定價策略並成功吸引他們的購買意願及偏好。

筆者透過線上問卷調查從代購行業的角度了解消費者選擇代購業者的考慮因素有哪些，包括消費者的代購使用狀況、選擇商品的評估行為或對於廣告及價格的敏感度。透過訪談方面，可以深入了解消費者的想法，為什麼他們會被不同的廣告或不同的促銷工具所吸引，從而改變他們的購買意願。

在本文中，這項研究為從事採購代理工作或剛開始創業的人們提供了建議。本研究假設採用 SPSS 回歸分析的方式。結果表明：(1) 服務質量正向影響消費者的購買意願 (2) 價格考慮正向影響消費者的購買 (3) 確實會改變觀看廣告後的品牌偏好程度。根據 SPSS 分析結果發現對於中高所得族群，滿千送百或滿千送贈品的促銷非常有吸引力。而面對低所得的族群，滿千免運之促銷活動是一個很吸引低所得消費族群購買的誘因。

關鍵字：消費者購買意願、消費者品牌偏好、促銷策略、廣告策略、定價策略、服務質量、價格考慮

A New China Threats Era? Weighing Strategic Position of Okinawa in 2022: A Content Analysis of Honshu Newspaper

2022 marks the 50th anniversary of Okinawa's reversion to Japan. The new challenge for the Kishida administration will be how to balance the geopolitical importance of Okinawa as China threats increase, and Okinawans wish to break away from the "base island". The relocation of the Futenma base, which is opposed by more than half of the Okinawan people, is being pushed through. The government stating that bulding it on Okinawa "the only option". The deployment of the Self-Defense Forces to the Nansei Islands is proceeding rapidly. The Okinawa government has criticized Tokyo for building missile bases without explanation because of China's threat. Why is there such a difference between the Japanese government saying that it is strengthening its defense capabilities for the sake of security, and Okinawa saying that it is increasing the burden on Okinawa? The Japanese government, cannot reduce the burden on Okinawa despite the opposition of Okinawans, in other words, the Japanese government has reasons for not being able to reduce the burden on Okinawa. In this study, the researcher aims to explore the factors of how Okinawa is such an important place for Japan and the US military bases by reviewing discoused used in the *Nikkei Newspaper* which is said to be the most neutral press in Honshu newspapers. The result of the data analysis shows the complex factors of how Okinawa became such a strategic point for the US military and Japan.

新中國威脅時代？權衡沖繩 2022 年的戰略地位：本州報紙的內容分析

今年是沖繩回歸日本 50 週年。岸田政府面臨的新挑戰將是如何平衡沖繩的地緣政治重要性，因為中國威脅增加，沖繩人希望脫離“基地島”。遭到半數以上沖繩民眾反對的普天間基地搬遷建設正在推進，沖繩被稱為“唯一的選擇”，自衛隊向南西群島的部署也在迅速推進。沖繩政府曾批評政府因中國的威脅而在沒有解釋的情況下建造導彈基地。為什麼日本政府說要加強防衛能力是為了安全，而沖繩說要增加沖繩負擔呢？儘管有沖繩人的反對，日本政府也無法減輕沖繩的負擔，也就是說，日本政府不能減輕沖繩的負擔是有理由的。在這篇研究論文中，研究人員旨在通過回顧被認為是本州報紙中最中立的新聞日經新聞，探索沖繩為何如此重要的日本和美國軍事基地的因素。數據分析的結果顯示了沖繩如何成為美軍和日本的戰略要地的複雜因素。

The Effects of the COVID-19 Pandemic on Taiwan's Social Enterprises and Their Countermeasures

The COVID-19 pandemic has swept the world, and all countries worldwide have been greatly affected in terms of economy. Likewise, many enterprises, especially those social enterprises, no matter they are in Taiwan or other countries whose business have been greatly affected by the epidemic. How to continue economic growth or stop losses under the impact of the epidemic is a difficult problem that enterprises need to face and solve now.

The purpose of this research aimed to explore how social enterprises can set up business strategies to improve the already very difficult economic environment and society under the impact of COVID-19 pandemics, meanwhile to maintain sustainable survival. This study had explored the difficulties and solutions that social enterprises in Taiwan have faced under the pressure of COVID-19 epidemic. And afterward, the research analyzed the way how Taiwan's social enterprises applied to maintain their own business growth and cope with the difficulties that the epidemic has brought.

新冠肺炎疫情對臺灣社會企業的影響及其對策

新冠肺炎疫情席捲了世界，全世界所有國家的經濟都受到了嚴重影響。同樣，許多企業，尤其是那些社會企業，無論是在臺灣本地或其他受到疫情嚴重影響的國家之企業皆面臨疫情之下所帶來的挑戰。如何在疫情影響下繼續使經濟增長或停止損失是企業現在需要面對和解決的難題。

本研究的目的是在於探索社會企業如何制定商業策略，在新冠肺炎疫情的影響下改善本已非常困難的經濟環境和社會，並且也能夠同時保持持續性的生存。這項研究探討了臺灣社會企業在新冠肺炎疫情壓力下面臨的困難和解決方案。之後，該研究分析了臺灣社會企業如何應用策略來維持自己的業務增長，並應對疫情所帶來的困難。

這項研究採訪了不同業務領域的四家社會企業。本研究應用質量研究方法，仔細分析了訪談資料，發現大多數企業都受到了疫情的影響。透過採取各種措施解決困難，一些企業最終可以維持業務運營。收入和成本是企業最關注的兩個重要問題，所採訪的公司採取了不同的策略來應對疫情帶來的困難。他們的一些措施對其他企業來說可能是可行的。畢竟，與不同型別的企業合作是提高其他消費者關注度的一種方式。

STAFF LIST

總召/副總召

張芳嘉 Fang-Chia Chang / 王柏雯 Po-Wen Wang

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10:00-12:00
Q406

POLITICS

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Master's Degree Program of International Affairs

國際事務系碩士班

教育部高等教育深耕計畫補助

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- Visiting Professor, Dept. of International Affairs
- Ph.D. Philosophy, University of Fribourg
- Ph.D. History, University of Bern

Dr. Mark Wenyi Lai 賴文儀

- Associate Professor and Chairperson, Dept. of International Affairs
- Ph.D. in Political Science, State University of New York at Albany

Graduate Student Presentation (Z406)

Reviewers: Philipp Fluri 傅庸 & Mark Wenyi Lai 賴文儀

Time	Presenter	Topic
10:00-10:10	Mark Wenyi Lai 賴文儀	Current and Past of Chinese Political Succession: Looking Forward the 20th Chinese Communist Party National Congress 中國高層政治接班之今昔：遠望二十大
10:10-10:20	Glenn Maxwell 馬歌武	Chinese Debt Trapping in Africa, Media Perspectives of the Belt and Road Initiative and its Political Intentions. 中國在非洲的債務陷阱，一帶一路倡議的媒體視角及其政治意圖。
10:20-10:30	Joanne Du 杜宛錚	The cost and benefits of New Southbound Policy. 新南向政策之成效
10:30-10:40	Yuki Liu 劉宥儀	Development experience of major global carbon markets and what Taiwan's policy on the future development of carbon markets 全球主要碳市場的發展經驗以及台灣對碳市場未來發展有何政策
10:40-10:50	Alicia Hsu 許寶淑	Taiwan's blue sea on international medical tourism market: compare to Singapore and Thailand with their market feature and dissimilarity. 台灣國際旅遊醫療藍海:與新加坡及泰國市場特色及相異點比較
10:50-11:00	Celia Tsai 蔡淑芬	Music Therapy for Elders in Taiwan: A comparative study of Taiwan and Japan 比較研究台灣與日本高齡族群的音樂治療
11:00-11:10	Rita Lee 李喬如	The US dollar is the common currency of the global trade market nowadays: Analysis of the exchange rate affects Taiwan's trade company and how to avoid the loss and still have profits. 美元是當今全球貿易市場的主要交易貨幣：分析匯率影響台灣貿易公司，如何避免虧損，仍然有利潤。

Graduate Student Presentation (Z406)

Reviewers: Philipp Fluri 傅庸 & Mark Wenyi Lai 賴文儀

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11:20-11:30	Karen Garcia 高凯兰	The global development of how the Trujillismo era influenced the Dominican Republic in tourism 特魯西略時期- 多米尼加共和國在旅遊業方面之發展
11:30-11:40	Kylie Lin 林憶歆	Analysis the semiconductor industry development in Taiwan and South Korea 台灣與南韓半導體產業結構發展分析
11:40-12:00		Reviewer Q&A

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