

2022 管理與服務創新國際學術研討會論文集

ICMSI

Proceedings of the International Conference on Management and Service Innovation

6th May 2022,
Hsinchu, Taiwan



指導單位：教育部技職司

主辦單位：明新科技大學服務產業學院、管理學院

承辦單位：明新科技大學服務產業學院

協辦單位：Adamson University, Philippines

Universitas Brawijaya, Indonesia

Southwest Minnesota State University, USA

Universiti Tunku Abdul Rahman, Malaysia

主辦單位：明新學校財團法人明新科技大學 服務產業學院、管理學院

承辦單位：明新學校財團法人明新科技大學 服務產業學院

協辦單位：

Adamson University, Philippines
Universitas Brawijaya, Indonesia
Southwest Minnesota State University, USA
Universiti Tunku Abdul Rahman, Malaysia

Organizer：

Minghsin University of Science and Technology

Co-organizers：

Adamson University, Philippines
Universitas Brawijaya, Indonesia
Southwest Minnesota State University, USA
Universiti Tunku Abdul Rahman, Malaysia

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校長致詞

所有熱情投稿參加「2022 管理與服務創新國際學術研討會」之產官學研界專家學者與同學們大家好！謹代表明新科技大學全體師生，誠摯感謝各位積極分享精采而豐盛的研究成果，為現代管理與服務創新投入全新的思考與視野。

本次國際學術研討會由本校與四所國際知名大學共同主辦，議題的涵蓋層面豐富而深遠，我們非常榮幸精選出學術論文來進行發表，這些研究成果立論精闢且具有獨到見解；期望藉由本次研討會的舉辦，加強台灣與國際產官學研各界的合作互動與學術交流，為管理與服務領域的實務應用創造更多經世致用的創新價值與未來的國際競爭力。

深信優良學術研究經驗與成果的分享與交流，是提升學術研究水準的有效方法，也是培育未來頂尖人才的基礎，更能積蓄學術界的豐沛發展能量。感謝承辦單位的辛勞付出，本人誠摯祝福每一位投稿的作者與參加研討會的貴賓都能得到滿滿的收穫。祝福各位健康、快樂，本國際學術研討會能永續辦理！

明新學校財團法人明新科技大學
校長



敬上

2022年5月6日

President's Welcome Speech

As the president of Minghsin University of Science and Technology and on behalf of the faculty, staff, and students at Minghsin, I would like to sincerely welcome all the industry experts, scholars and students, and attendees from government, academia and research circles who have participated in the "2022 International Conference on Management and Service Innovation" today.

This international conference is co-hosted by four internationally renowned universities. The topics covered are rich and profound. We are very honored to select the academic papers with incisive and original insights. It is hoped that through the holding of this meaningful event, academic collaborations and exchanges between Taiwan and the world in various sectors will be strengthened, so as to create more innovative value and enhance future international competitiveness for the management and service fields.

I personally believe that the sharing and exchange of excellent academic research experience and results is an effective way to improve the level of academic research. It can also be considered the basis for cultivating top talents for the future and the reservoir for accumulating abundant energy in academia. My appreciation goes to the organizers of the conference for their hard work, and I sincerely wish you all a fruitful and joyful experience at the conference. Lastly, I wish you all good health and happiness, and this international event a long-lasting one of its kind.



President,
Minghsin University of Science and Technology
May 6th, 2022

大會籌備致詞

明新科技大學服務產業學院及管理學院所主辦的「2022 管理與服務創新國際學術研討會」，訂於 2022 年 5 月 6 日(星期五)假本校舉行。本研討會在歷年既有的基礎下，今年與菲律賓 Adamson University、印尼 Universitas Brawijaya、美國 Southwest Minnesota State University 與馬來西亞 Universiti Tunku Abdul Rahman 聯合舉辦，為國內外產、官、學界之專家與學者，提供一個學術交流平台。

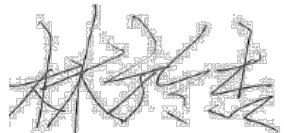
此次研討會徵稿收到來自國外投稿論文 150 多篇，感謝各界先進踴躍參與投稿；然囿於篇幅，只能從中收錄部份於會議中進行發表，大會也爭取到將擇優推薦於「明新學報」或「台灣雙福三創管理評論國際期刊」刊登機會。

籌備工作小組自 2021 年 10 月即積極籌畫，期盼透過此國際研討會交流，提升個人、學校、學界、乃至國家之整體競爭力，敬請不吝指教。

秘書長



服務產業學院院長



管理學院院長

執行長



服務產業學院副院長

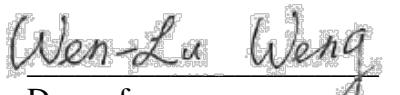
Committees' Welcome Speech

The "2022 International Conference on Management and Service Innovation", sponsored by College of Management and College of Service Industry of Minghsin University of Science and Technology, is held on Friday, May 6, 2022. It is jointly organized this year with Adamson University in the Philippines, Universitas Brawijaya in Indonesia, Southwest Minnesota State University in the United States, and University Tunku Abdul Rahman in Malaysia to offer an academic exchange platform for experts and scholars in management and service-related fields.

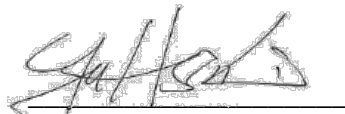
This year, more than 150 research papers from Taiwan and abroad were submitted. We'd like to thank all the authors for your active participation in submissions. However, due to limited capacity, only part of the papers can be accepted for publication at the conference. A few of them will then be selected as the Most Outstanding Papers that will be recommended by the committee for publication on Minghsin Journal or Journal of Creativities, Innovations, and Entrepreneurship.

Ever since October, 2021, the committee has started working on all the activities included at the conference. Through this international academic event, we look forward to improving the overall competitiveness for individuals, academic institutions, and even the country. We sincerely appreciate your active participation which has provided more diversified and richer academic exchanges. If there is any suggestion, please feel free to let us know.

Secretary General




Dean of
College of Service Industries



Dean of
College of Management

Chief Executive Officer



Associate Dean of
College of Service Industries

2022 管理與服務創新國際學術研討會議程
2022/05/06 (星期五)

時間	主題
09:20-09:40	報到
09:40-09:50	明新科技大學成長影片欣賞
09:50-10:00	開幕致詞 明新科技大學校長 劉國偉教授
10:00-11:00	<p style="text-align: center;">Keynote 講題 1</p> 主持人：明新科技大學管理學院院長 林於杏教授 演講者：亞洲大學財金系 陳安斌 講座教授 主 題：由寒武紀大爆發淺談近年科技創新的大開展 A Brief Discussion on the Great Development of Technology Innovation from the Cambrian Explosion
11:00-12:00	<p style="text-align: center;">Keynote 講題 2</p> 主持人：明新科技大學管理服務產業院長 翁文爐教授 演講者：台灣休閒農業發展協會 游文宏秘書長 主 題：創新農業價值-休閒農場 Innovation Agriculture's Value- Leisure Farm
12:00-13:30	午餐時間

時間	主題	
13:30-16:20	口頭發表 I (最佳論文獎)	
	主持人: 明新科技大學服務產業學院 服務產業管理研究所所長 游豐吉副教授	
	發表順序： (1) Shih-Yen Lin, Huang-Si Bin, Ze-Wen Lin, Shao-De Liu, Yang-Ning Jie. <i>Study on the Development of Local Plum-related Products at Sinyi, Nantou County.</i> (2) Chia-Lee Fan. <i>An Evaluation of the Service Quality of Hot Spring Hotel by Applying Importance-Performance Analysis.</i> (3) Chi Lo, Zih-Jhen Peng, Chia-Chun Tsai, Wei-Chen Chiang, Yung-Chieh Chuang. <i>A Study on the Relationship between Purchase Motivation, Customer Satisfaction and Repurchase Intention of Healthy Meal Box.</i> (4) Hung-Ju Chien, David Tann. <i>Study of the Self-Affirmation Group Activities in Improving Self-Esteem of the Elderly.</i> (5) Chang, Yu-Hsing, Lin, Hsiu-Chin, Yu, Yu-Chi. <i>The Influent of Parents' Involvement toward Young Children's Emotional Ability.</i> (6) Chih-Ming Hsu, Cheng-Hua Tsai, Jia-Yun Huang, Yu-Han Lin, Xiao-Yi Li, Xin-Yu Luo, Xin An. <i>Influencing Factors of Students' Selecting Courses and Their Learning Effectiveness.</i> (7) Chuan-Yu Kung, Shun-Mu Wang, Kuo-Fang Hsu, Hsiu-Ling Huang. <i>Delayed Treatment and Related Factors in Disabled Patients with Colorectal Cancer.</i> (8) Yang, Cheng-Hsueh, Chan, Hsin-Yi. <i>The Impact of Corporate Social Responsibility Practices on Customer Perception and Value Co-Creation: A Case Study of Banking Industry in Taiwan.</i>	報告: 12 分鐘 提問: 3 分鐘

時間	主題	
13:30-16:20	口頭發表 II (最佳論文獎)	
	主持人: 明新科技大學管理學院 副院長兼管理研究所所長 邱筱琪副教授	
	發表順序： (1) Shu-Ling Wu, Li-Dong Chang, Man-Ho Li. <i>The impact of customization and value creation on perceptual quality.</i> (2) Chih-Chang Chiang. <i>The Impact of Brand Image on Purchase Intention: The Mediators to Explore.</i> (3) Alice Li, Jeng-Yiiang Li, Audrey Li, Ivonne Liu. <i>An Analysis of Pre-Pandemic COVID-19 Twitter – English Tweets.</i> (4) Te-Chin Tseng, Jyh-Jian Sheu, Ko-Tsung Chu. <i>Using Decision Tree Data Mining to Analyze the Influence of Individual Internal Factors and External Reference Groups on the Consumption Behavior of Online Game Players.</i> (5) Chia-Hsin Wu, Ai-Yu Tsou. <i>Research on Reliability Prediction and Reliability Test Take fiber optic module as an example.</i> (6) Cheng-Yu Lai , Chia-Cheng Hu. <i>Teatime on Employee Job Performance and Turnover Intention.</i> (7) Yi-Shian Lee. <i>The Planning, Monitoring/Evaluation of Research Infrastructure and Insights for S&T Management.</i>	報告:12 分鐘 提問: 3 分鐘

時間	主題	
13:30-16:20	口頭發表 III	
	主持人: 明新科技大學服務產業學院 副院長 邵雲龍副教授	
	發表順序： (1) Youn- Jan Lin. Design and conduct ‘Systematic Innovation of Business and Management Course’ of the Institute of Management to stimulate students' creative potential. (2) Yang, Cheng-Hsueh , Chan, Hsin-Yi . The Impact of Corporate Social Responsibility Practices on Customer Perception and Value Co-Creation: A Case Study of Banking Industry in Taiwan. (3) Chia-Hsin Wu , Ai-Yu Tsou. Research on Reliability Prediction and Reliability Test Take fiber optic module as an example. (4) Lin, Shufen, Wei, Zhenyi,Zeng, Wenting,He, Xinru Li, Yiqian. Correlation Analysis of Corporate Governance with Company Scale and Operating Performance - The Corporate Governance 100 Index as an Example. (5) Zhang Shujian , Zhu Chunhong ,Cai Huan ,Shao Zixuan. The Impact of Jiuzhaigou Earthquake on Tourism Industry: Based on Event Analysis Study Methodology. (6) Lukai Liu,Min Hua. Analysis of the motivation and synergies of Tianqi Lithium's cross-border M&A with SQM. (7) Endrex P. Nemenzo, Hung-Ming Lin. Senses and Sensibilities: An Exploratory Study on the Relationship Between Multiple Sensory Perceptions and Customer Commitments. (8) Kun-I Chiu,Pin-Ying Chen. Develop an AI facial comfort monitoring device to improve the quality of baby care.	報告:12 分鐘 提問: 3 分鐘

**2022 International Conference on Management and Service
Innovation
Schedule 2022/05/06 (Friday)**

Time	Topics
09:20-09:40	Registration
09:40-09:50	Video about Minghsin University
09:50-10:00	Opening Speech Prof. Kuo-Wei Liu President of Minghsin University of Science and Technology
10:00-11:00	Keynote Speech I Moderator: Prof. Yu-Hsin Lin Dean, College of Management, Minghsin University of Science and Technology Speaker: Prof. An-Pin Chen Chair Professor, Department of Finance, Asia University Topic: A Brief Discussion on the Great Development of Technology Innovation from the Cambrian Explosion
11:00-12:00	Keynote Speech II Moderator: Prof. Wen-Lu Weng Dean, College of Service Industries, Minghsin University of Science and Technology Speaker: CEO. Wen-Horng Yu Taiwan Leisure Farms Development Association Topic: Innovation Agriculture's Value- Leisure Farm

Time	Topics	
13:30-16:20	Oral Presentations I (Best Paper Award Published)	
	<p>Moderator: Associate Prof. Feng-Chi Yu Director, Department of Senior Service Industry Management Graduate Program of Service Industry Management, Minghsin University of Science and Technology</p>	
	<ol style="list-style-type: none"> (1) Shih-Yen Lin, Huang-Si Bin, Ze-Wen Lin, Shao-De Liu, Yang-Ning Jie. <i>Study on the Development of Local Plum-related Products at Sinyi, Nantou County.</i> (2) Chia-Lee Fan. <i>An Evaluation of the Service Quality of Hot Spring Hotel by Applying Importance-Performance Analysis.</i> (3) Chi Lo, Zih-Jhen Peng, Chia-Chun Tsai, Wei-Chen Chiang, Yung-Chieh Chuang. <i>A Study on the Relationship between Purchase Motivation, Customer Satisfaction and Repurchase Intention of Healthy Meal Box.</i> (4) Hung-Ju Chien, David Tann. <i>Study of the Self-Affirmation Group Activities in Improving Self-Esteem of the Elderly.</i> (5) Chang, Yu-Hsing, Lin, Hsiu-Chin, Yu, Yu-Chi. <i>The Influent of Parents' Involvement toward Young Children's Emotional Ability.</i> (6) Chih-Ming Hsu, Cheng-Hua Tsai, Jia-Yun Huang, Yu-Han Lin, Xiao-Yi Li, Xin-Yu Luo, Xin An. <i>Influencing Factors of Students' Selecting Courses and Their Learning Effectiveness.</i> (7) Chuan-Yu Kung, Shun-Mu Wang, Kuo-Fang Hsu, Hsiu-Ling Huang. <i>Delayed Treatment and Related Factors in Disabled Patients with Colorectal Cancer.</i> (8) Yang, Cheng-Hsueh, Chan, Hsin-Yi. <i>The Impact of Corporate Social Responsibility Practices on Customer Perception and Value Co-Creation: A Case Study of Banking Industry in Taiwan.</i> 	<p>Presentation: 12 minutes</p> <p>Q&A: 3 minutes</p>

Time	Topics	
13:30-16:20	Oral Presentations II (Best Paper Award Published)	
	Moderator: Associate Prof. Hsiao-Chi Chiu Associate Dean, College of Management, Minghsin University of Science and Technology	
	<p>(1) Shu-Ling Wu, Li-Dong Chang, Man-Ho Li. The impact of customization and value creation on perceptual quality.</p> <p>(2) Chih-Chang Chiang. The Impact of Brand Image on Purchase Intention: The Mediators to Explore.</p> <p>(3) Alice Li, Jeng-Yiiang Li, Audrey Li, Ivonne Liu. An Analysis of Pre-Pandemic COVID-19 Twitter – English Tweets.</p> <p>(4) Te-Chin Tseng, Jyh-Jian Sheu, Ko-Tsung Chu. Using Decision Tree Data Mining to Analyze the Influence of Individual Internal Factors and External Reference Groups on the Consumption Behavior of Online Game Players.</p> <p>(5) Chia-Hsin Wu, Ai-Yu Tsou. Research on Reliability Prediction and Reliability Test Take fiber optic module as an example.</p> <p>(6) Cheng-Yu Lai , Chia-Cheng Hu. Teatime on Employee Job Performance and Turnover Intention.</p> <p>(7) Yi-Shian Lee. The Planning, Monitoring/Evaluation of Research Infrastructure and Insights for S&T Management.</p>	<p>Presentation: 12 minutes</p> <p>Q&A: 3 minutes</p>

Time	Topics	
13:30-16:20	Oral Presentations III	
	<p>Moderator: Associate Prof. Yun-Long Shao Associate Dean, College of Service Industries, Minghsin University of Science and Technology</p>	
	<p>(1) Youn- Jan Lin. Design and conduct ‘Systematic Innovation of Business and Management Course’ of the Institute of Management to stimulate students' creative potential.</p> <p>(2) Yang, Cheng-Hsueh , Chan, Hsin-Yi . The Impact of Corporate Social Responsibility Practices on Customer Perception and Value Co-Creation: A Case Study of Banking Industry in Taiwan.</p> <p>(3) Chia-Hsin Wu , Ai-Yu Tsou. Research on Reliability Prediction and Reliability Test Take fiber optic module as an example.</p> <p>(4) Lin, Shufen, Wei, Zhenyi,Zeng, Wenting,He, Xinru Li, Yiqian. Correlation Analysis of Corporate Governance with Company Scale and Operating Performance - The Corporate Governance 100 Index as an Example.</p> <p>(5) Zhang Shujian , Zhu Chunhong ,Cai Huan ,Shao Zixuan. The Impact of Jiuzhaigou Earthquake on Tourism Industry: Based on Event Analysis Study Methodology.</p> <p>(6) Lukai Liu,Min Hua. Analysis of the motivation and synergies of Tianqi Lithium's cross-border M&A with SQM.</p> <p>(7) Endrex P. Nemenzo, Hung-Ming Lin. Senses and Sensibilities: An Exploratory Study on the Relationship Between Multiple Sensory Perceptions and Customer Commitments.</p> <p>(8) Kun-I Chiu,Pin-Ying Chen. Develop an AI facial comfort monitoring device to improve the quality of baby care.</p>	<p>Presentation: 12 minutes</p> <p>Q&A: 3 minutes</p>

Presentation Session List

Session A1: 行銷管理 (Marketing Management)	
Author	Paper title
Zi-Jie Wang, Hsiu-Yuan Wang, Yu-Wen Lan, Yu-Tung Tu, Yan-Wei Fang, He-Sheng Yang, Chun-Ting Lin	An Investigation about Custom-ers' Trust on Repurchase Intention by Live-streaming
Yi-Ting, Melissa, Hsu	Investigation and Research on Integrated Customer Satisfaction of Service Quality - Taking the Hsinchu Restaurant of TKK Fried Chicken as An Example
Yi-Ting, Melissa, Hsu	The Influence of Experience Activities on Consumer Satisfaction and Loyalty-Taking the Flying Cow Pasture as an Example
Loo Pui Yan, Hung-Tai Tsou	The Effects of Gamification in E-wallets on continuance usage intention in Malaysia: The perspective from Technology Continuance Theory
Kuo-Chang Ting	Using Technology Acceptance Model to Explore Customer Intention, Satisfaction and Loyalty of GOGORO Electric Scooter
Endrex P. Nemenzo, Hung-Ming Lin	Senses and Sensibilities: An Exploratory Study on the Relationship Between Multiple Sensory Perceptions and Customer Commitments
Dwan-Fang Sheu, Chung-Ming Chang, Chia-Hsin Chiang	Drunk' Coffee Business Plan
Ming-Chwen Yang	Discussion on the corporate brand
Hsi- Chu, Ai-Hsuan Chen	Advertising vocabulary that attracts click-through in the online shopping environment
Mukti Trio Putra, Ardian, Hung Tai Tsou	Gamification Influence on Customer Engagement and Brand Loyalty in Shopee Indonesia Users
Tsung-Yi Shen, Hsiao-Hsuan Chang	Using Behavior and Attributes Importance of shared electric scooters
Shuyeu Lin	Enhancing Evaluability to make the Content of the Character Really Matter in Judgement
Yau-Yuh Tsay, Peixin Wang, Zining Chiu, Tingru Ye, Siyi Li, Jiayou Shieh, Hongyu Chang	A Study on Purchase Intention of Taiwanese Consumers toward Electric Scooters Using Theory of Innovation Diffusion
Shu-Ling Wu , Li-Dong Chang , Man-Ho Li	The impact of customization and value creation on perceptual quality
Chih-Chang Chiang	The Impact of Brand Image on Purchase Intention: The Mediators to Explore
Hung-Tsan Wang , Szu-Hao Huang , An-Pin Chen , Chiou-Hung Lin	Research on Japanese Cuisine Towards International Innovative Marketing and Operation Strategy – Taking Taiwan's Gyosen Enterprise as an Example

Mou lipang, Wen Jiawei	Cultural relics, architecture, paper - the shaping of cultural marketing in the Forbidden City after 1949
Yau-Yuh Tsay , Weixian Hsu, Jianliang Gu	Exploring College Students' Brand Cognition and Consumption Preference in the Post-Epidemic Era

Session A2: 資訊管理 (Information Management)

Author	Paper title
Yue-Jer Lin	A Study into Privacy Safety in an Online Environment
Y-ChuangChen	Using Flipped Classroom-like Teaching Methods to Improve Students' Learning Motivation and Effectiveness in Data Structure Courses
Su-Hsien Huang,Wan-Ju Chu,Hui-Chi Peng,Hui-Chien Chuang,Jeng-Yiiang Li	APP Rating and Comment Analysis in Google Play Store
Ming-Fong Tsai,Wei-Hsiang Hung	Intelligent Employee Management Cloud Platform with Temperature Tracking and Facial Recognition Technologies in Edge Computing
Pio-Go Hsieh, Yen-Liang Yeh	Discussion on the Current Situation of Property Management Information System and Self-Management
Ting-Yu Chuang, Chuan-Feng Chiu, I-Hua Peng, Yung-Sheng Huang, Xian-Yi Wu,Tzu-Hsin Chen	The Design and Implementation of Mountaineering Tracking and Position SystemBased on StepwiseDetection Mechanism
Jia-Jane Shua,Hsiang-Chi Chan	Using Text Mining to Explore the Postpartum Care Centers' Competitive Advantage through Online Reviews
Yi-Yu Chen, Shin-Hang Ma, You-Chan Lin, Ji-Xian Lin, Yang-Mao Fan	A Study of Internet of Things on Campus Property Management
Jeng-Yiiang Li, Yung-Ping Tai, Wei-Liang Hsu, Hsu-Hsien Huang	Imported RUP Methodology to Develop Cleaner 2.0 Customized Placement and Optimization of Safety Carrier System
Alice Li, Jeng-Yiiang Li , Audrey Li, Ivonne Liu	An Analysis of Pre-Pandemic COVID-19 Twitter – English Tweets
Jan Sen-Ren	Visible Watermarking Based on Mathematic Morphology
Ai-Chih Su, Kuang-Tai Liu	The Satisfaction of On-Line Instructional Evaluation Amid Covid-19 of Primary Teachers by KANO Two-Dimensional Quality Model—Take Hsin-Chu as an example
Chien-Chih Chen	The differences in learning outcomes between flipped classroom and distance learning implemented in enterprise resource planning systems

Session A3: 財務管理 (Financial Management)

Author	Paper title
Chiang, Shumei, Lin, Shufen, Luo, Shao-ting	Are ESG Funds Performing Better? Gimmick or Extra Points?
Yaw-Shun Yu, Sih-Ying Yu, Fa-Chi Chen	The Applied Experiment of 5G Block Chain In Taiwanese Communication Industry
Tsung-Jui, Chiang-Lin 、Jengnan Tzeng 、Yen-Lung Tsai 、Yong-Shiuan Lee 、Yung-Hung Wang	Predicting the directions of the stock prices in Taiwan using the random forest algorithm - An example of Taiwan Top 50 ETF
Chih-Ping Fan, Hung-Lei Chuo, Lii-Tarn Chen	An Empirical Study of Estimating VaR for TAIEX Futures using a GARCH Model
Te-Chin Tseng, Jyh-Jian Sheu, Ko-Tsung Chu	Using Decision Tree Data Mining to Analyze the Influence of Individual Internal Factors and External Reference Groups on the Consumption Behavior of Online Game Players
vincent Y. Chen, Chih-Wei Hu, Cheng-Nan Tsai	An Empirical Study on Jessie Livermore's Stock Selection Strategy - Taking Taiwan Stocks as an Example
Yi-Ting Zhang, Hung-Chun Liu	On the intraday momentum in Chinese stock markets
Zhao, Jun-Jie 、Lin, Shih-Chieh	The Effect of Independent Directors' Political Connection on the Value Relevance of Financial Statements
Zhang Shujian , Zhu Chunhong , Cai Huan , Shao Zixuan	The Impact of Jiuzhaigou Earthquake on Tourism Industry: Based on Event Analysis Study Methodology
Hsiu-Huei Lin, Lii-tarn Chen, Ming-Huang Lee	The Relation of Private Information and the Returns of Initial Public Offerings -- An Empirical Study in the Taiwan OTC Market
Lukai Liu, Min Hua	Analysis of the motivation and synergies of Tianqi Lithium's cross-border M&A with SQM
Lin, Shufen, Wei, Zhenyi, Zeng, Wenting, He, Xinru Li, Yiqian	Correlation Analysis of Corporate Governance with Company Scale and Operating Performance - The Corporate Governance 100 Index as an Example
Shu-Ying Lin , Yu-Chuan Jiang	Reexamine the Arbitrage between Stock Market and Future Market

Session A4: 生產與品質管理 (Production Management and Quality Management)	
Author	Paper title
Bor-Yuh Leu, Hsu-Jui Wang	Investigation of Product Carbon Footprint of Medical Face Masks
Woei-Horng Jeng	Innovation and Evaluation of The Business Models of Cloud Manufacturing
Li-MinLin,Bor-Yuh ,LeuTe-Sheng Li	Investigation of the Key Factors in Implementing Synchronous Distance Learning under the COVID-19 Epidemic
Chia-Hsin Wu , Ai-Yu Tsou	Research on Reliability Prediction and Reliability Test Take fiber optic module as an example
Yu Hsin, Lin, Van Nam, LE	the Implementation of Total Productive Management

Session A5: 人力資源管理 (Human Resources Management)	
Author	Paper title
Lin, Li-Hsueh, Yeh, Shu-Ling	The Impact of Health-promoting Lifestyle on Work Stress: A Case Study of Teachers in Elementary Schools in Zhubei City, Hsinchu County
Cheng-Yu Lai, Chia-Cheng Hu	The Moderating Effect of Office Teatime on Employee Job Performance and Turnover Intention
Pio-Go Hsieh , Hui-Chen Li	Establishment of Professional Competency Indexes for Furnishing Planners of High-End Residences
Tai Chih-Yuan , Hung Guang-Chu,Chou Li-Liang	Research on the impact of external evaluation and organizational culture on organizational performance and inheritance- take the Ford brand of J company as an example
Hwa-Ming Nieh, Xi-En Jiang,Zean-Chi Tsai	A Study on the Military 10.5 Ton Transport Truck Drivers' Professional Competency
Pao-Ling Jen,Li-Chih Wang, Chun-Chih Chen	Establish and Evaluate the Effectiveness of the Performance Bonus Appraisal System for Nursing Staff in a Mainland Public Hospital
Albert Y. J. Huang ,Sunny C. Y. Pan	The Labor Supply and Development Strategy about the Aerospace and Defense Industry of Taiwan
Sheng-Hsien, Wu, Yan-Ping Huang	Mutual Influence Relation Turnover Intention, Leadership Style, and Interpersonal Relationship
Wen-Chi Chen	The study of work performance impacted by computer self-efficacy: To check the mediating effect of e-Learning ability

Shih-Yi Yang, Chung-Jen Chien	The Two Sides of One Coin: The Humble Dilemma of Narcissistic Leaders
I-Chne Chiang, Yen-Ru Lai, Ting-Ting Chang	The Impact of Compensation Fairness on Willingness of Volunteer Soldiers' and Sergeants' Retention in the Army Unit: The Mediating Effect of Job Involvement
HuaYun Li	Analysis of the Influence of Employee Benefits on Career Choice and Employment Behavior

Session A6: 創新與研發管理 (Innovation and R&D Management)

Author	Paper title
Yi-Shian Lee	The Planning, Monitoring/Evaluation of Research Infrastructure and Insights for S&T Management
Youn- Jan Lin	Design and conduct 'Systematic Innovation of Business and Management Course' of the Institute of Management to stimulate students' creative potential
Ko-Chieh Chou, Wei-Hsin Hisiang	How to achieve firms' fast innovation reaction through dynamic capabilities during COVID-19
Lin, Li-Hsueh,Wu, Peng-Shan,Huang, Yu-Qi,Liu, Yu-Chia, Chang, Yung-Chun ,Chen, Zi-Yuan	Innovative Design of LED Lights
Chia-Han Chang, Feng-Chi Yu, Shu-Chen Wei	Development of an Innovative Business Model by Multi-Lane Drive-through Designing

Session B1: 休閒管理 (Leisure Management)

Author	Paper title
Vincent Y. Chen, Chih-Wei Hu,Cheng-Nan Tsai	AI- Visual Detection for Green Sea Turtle Eco-tourism
Yi-Hsiang Lee,Peng -Yueh Yun	The study on Physical and Mental Health of the Aged
Shih-Yen Lin,Huang-Si Bin,Ze-Wen Lin,Shao-De Liu ,Yang-Ning Jie	Study on the Development of Local Plum-related Products at Sinyi, Nantou County
Kai-Kun Huang, Feng-Chi Yu, Fan-Wei Meng	Study of Bodyweight Resistance training on Physical Fitness for Elementary School Students
Chou Yu Wen, Liu Hsin Lung	A Study on Service Quality Attention, Satisfaction and Loyalty of Festival Activities for local people-Taking the Light Sculpture Exhibition of 2021 Hsinchu Art Festival as an Example

Chia-Lee Fan, Yung-Chieh Chen	A Study of the Relationships among Service quality, Satisfaction and Word-of-Mouth: A case Study of the Hsinchu Harbor
Shu-Jong Liao	A Preliminary Discussion on the Cognition of Company's Leisure Support in High-tech Firms' Employees

Session B2: 餐旅管理 (Hotel Management and Culinary Creativity)	
Author	Paper title
Chia-Lee Fan	An Evaluation of the Service Quality of Hot Spring Hotel by Applying Importance-Performance Analysis
Chi Lo, Zih-Jhen Peng, Chia-Chun Tsai, Wei-Chen Chiang, Yung-Chieh Chuang	A Study on the Relationship between Purchase Motivation, Customer Satisfaction and Repurchase Intention of Healthy Meal Box
Fan-Yuwei	Influencing Factors in Barista's Job Satisfaction
Kuang-Te Chang, Tsui-Hung Juan Shih, Shen-Chang Wang, Li-Kai Liao, Yi-Syuan Lai	Development of noodles with Guava from Xizhou Town in Changhua
Chun-Fang Chiang, Qun-Zhen Chen, Jin-Sheng Ong, Thi-Ha Tran, Ting-Yi Lee, Yih-Jin Koh	A Study on Consumers' Perceived of Exotic Restaurant Attributes Based on Online Reviews-Taking Malaysian Exotic Restaurants in Taipei as an Example
Hui Chin Ling, Wei Jie Hoo, Soon Kiat Jong, Jann Lam Chong, Chun Seng, Chiang, Yahui Shih	Consumers' Intention to Purchase Pandan Kaya Paste Products
Shih-Yen Lin, Yu-Teng Chen, Ning-Chien Yang, Shao-De Liu, Ze-Wen Lin	Study on Ecotourism Tour Planning Based on Sustainable Development- Practices of University Social Responsibility(USR)
Yi-Yuan Liou, Feng-Chi Yu, Choung-An Yuan	The Construction of the Core Competence of Chefs
Jing-Shan Tsou, Kang-Bo Wang	The Study on Purchasing of Take-out Dishes for Chinese New Year's Eve
Ren Hway Wan, Kai Zhu Zhong, Bo Wen Chou, Kai Jie Huang, Yu Chin Chiu	Mobile Hotel – An Innovative Design for Railway Travel
Bor-Min Tsai, Ying-Chieh Weng, Hsiao-Ching Sun, Yi-Fang He, Xuan-Wei Liang	A Study on the Trend of Healthy Dietary Practice
Do Thi Huyen, Liu Hsin Lung	A study on customer consumption behavior, purchasing factors, satisfaction and loyalty of Vietnamese snack bars-Taking Taozhumiao area as an example
Li-Chan Chen, Shou-Yu Xi	Environmentally friendly hotel cognition and accommodation preference
Yang, I-Hao, Li-Kai Liao, Shen-Chang Wang, Yi-Syuan Lai	Development of Vinegar with Guava from Xizhou Town in Changhua

Wang Shenchang, Zhou Tingyu, Zhuang Hongqi, Yan Junzhe, Xue Yuchen, Xu Lingxiu	In early January, the research and development of low-calorie, fat-reducing, and burden-free healthy lunch boxes in Linsen store
Shu-Hwa Hsiao, Po-Chun Chan	The Exploration of Activity for Public Welfare-Wowprime Corporation as Case Study
Li-Chan Chen , Zhi-Yi Chen, Huang Lin , Luo, Hui-Ting , Guo,Zhi-Yu, Ganbayar Battogtokh	Coping with Covid-19 : Strategies of Hospitality Industry

Session B3: 樂齡服務 (Senior Citizen Service)

Author	Paper title
Chuan-Yu Kung, Shun-Mu Wang, Kuo-Fang Hsu, Hsiu-Ling Huang	Delayed Treatment and Related Factors in Disabled Patients with Colorectal Cancer
Ming-Fong Tsai, Shi-Yong Cheng	Using Human Skeleton Detection Technology for Motion Behavior Recognition
Min-Sheng Ku, Yi-Ting Chen, Jia Cehi Li, Zhang Long, Wan-Yin Chung	Autonomy Ethics-Taking the Doctor-patient Relationship as a Category
Hung-Ju Chien & David Tann	Study of the Self-Affirmation Group Activities in Improving Self-Esteem of the Elderly
Min-Sheng Ku	Examining the principle of innocence in biomedical ethics from Mill's "On Liberty"—Taking palliative care as an example
Yi-Huang Shih , Wen-Chien Lan , Mei-Hwa Wu, Feng-Chi Yu, Wen-Wei Chiang, Chieh-Ping Juan	Care for the Life of Older Adults ~ The Needs for Developing Age-friendly Hospitals in Taiwan

Session B4: 幼兒保育 (Early Childhood Education and Care)

Author	Paper title
Wei- Chen Chang	A Conflict Resolution Tool for Preschool: The Evaporating Cloud
MingYu-Hsu	Steiner's Twelve Senses Theory and Young Children's Learning
Chien-Hui HSU, Chih-Hsuan Chu, Mei-Yun Lee, Yu-Ting Chan, Hsuan-Chi Liu	Preschool parents' perceptions of gender equality and participation in gender-equality parent-child activities
Yi-Huang Shih , Meng-Chin Hsu, Chen-Ya Juan, Marek Tesar	In search for the philosophy of early childhood education in Taiwan: A local reflection
Shao Yun-Long, Chen En-Long	Design and Implement of Interactive Picture Book for Oral Expression
Wen-Wei Chiang, Yi-Huang Shih, Yi-Yi Liu	A Study on the Satisfaction of Students' Off-campus Internship in the Department of Early Childhood Education and Care of the University of Science and Technology
Yi-Huang Shih, Chieh-Ping Juan , Wen-Wei Chiang, Yu-Hsing Chang, Yi -Yi Liu	Research on the implementation of bilingual education in rural preschools

Chang, Yu-Hsing, Lin, Hsiu-Chin, Yu, Yu-Chi	The Influent of Parents' Involvement toward Young Children's Emotional Ability
Kun-I Chiu, Pin-Ying Chen	Develop an AI facial comfort monitoring device to improve the quality of baby care
Zheng, Zi-Yi, Zheng Zi-Ting, Zhang, Jia-Rong, Ding, Lin-Fang, Yu, Yu-Chi	A Study on Preschool Teachers Facing Children with Special Need
Po, Hsin-I	A Study of the Teaching Process of Applying Narrative Inquiry in Professional Ethics for ECE educator Course

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(Other Issues Related to Management and Service Innovation)**

Author	Paper title
Chih-Ming Hsu, Jia-Xuan Chen, Tian-Yi Liu, Li-Ling Chi, Xiang-Ting Huang, Wan-Ting Zhang	Discussion on Regret Behavior after online Shopping Clothing
Chih-Ming Hsu, Cheng-Hua Tsai, Jia-Yun Huang, Yu-Han Lin, Xiao-Yi Li, Xin-Yu Luo, Xin An	Influencing Factors of Students' Selecting Courses and Their Learning Effectiveness
Chia-Hui Chang ¹ , Tu shih ming Yu , Tsung-Ju Yang	Action research of a pre school teacher in children's playing time with building blocks
Pio-Go Hsieh, Ching-Hsiang Lee	A Study of Performance Factors for Medical Institutions to Evaluate Clean Service Company
Shu-Huei Li	Viewing the Contents of the Cultural Heritage Preservation Act from the View of the Preservation of Historic Sites
Chia-Hui Chang, Yii-Fen Kao, Yu-Ju Hsu	Discussion on the Development of Medicine Supply Chain and Cold Chain Logistics
Yun-Chin, Chen	The Prediction Analysis and Management Strategies of Shaved Ice, Fresh Fruit Juice, Hot and Cold Beverage Shops in Taipei and New Taipei City
Chen, Lu-Jui, Ho, Tzu-Ping, Liu, Feng-Hsu	Leave or Stay? Reviewing Subsidiary Divestment from a Hysteresis and Performance Perspective
Shu-Huei Li	Seeing the Beliefs of Hakka People from the Sanshan King Temple
Wei, Wen-Pin	Modeling Cultural Impressions and Operational Performances: A Research of Hsinchu District of Taiwan Romantic Route 3
Yang, Cheng-Hsueh , Chan, Hsin-Yi	The Impact of Corporate Social Responsibility Practices on Customer Perception and Value Co-Creation: A Case Study of Banking Industry in Taiwan

Hwa-Ming Nieh, Hui Chien Hung ,Yi Fang Wu	The Construction of Service Quality Inspection Indicators for Elementary School Short-term Tuition Class
Hwa-Ming Nieh,Hsuan Jung Lo ,Jhen-Siou Liou	A Study on the Work Pressure and Job Satisfaction of Field Firefighters - Taking the Fire Bureau of Hsinchu County Government as an Example
Wei-Lun Chou and YANG,CHAN JER	Quantity investigation of combining fmea with triz applications to increase quantity of semiconductor equipment
Wang, An-Chi and Yang, Chan-Jer	The Case Study of the Measurement of University Administrative Service Quality With the Application of PZB & Kano Methods
Hui-Ya Wang	Computer Assisted English Learning Research Project
Pei-Chi Huang , Yangyang Liang ,Sheng-Hung Chang	Research on the Countermeasures for the Retention of Foreign Workers in the Manufacturing Industry
Yung Chi Chen , Hsieh Yun Shan, Zhuang Luo Ting, Zhuang Ya Zhu , Zhan Yong Qi, Zhang Shu Juan	A study of Perception and Behavior on Environmental Protection in Taiwan
Mei-Jung Fan , Yangyang Liang , Sheng-Hung Chang	A Study on the Success Factors of New Immigrants' Entrepreneurship in Taiwan
Wei-En Chang	On the Neoliberalism of International Relations Theory
Zhi Yu Lan Tai, Liu Hsin Lung	A study on the perception, perceived risk and purchase intention of medical insurance among new residents from Vietnam
Lin, Ping Chang	A study on the service quality of hot spring hotel industry on tourists' satisfaction and willingness to revisit
Chien Chen,Chen , Shan ShanCheng	The Evaluation of the Speedy Customs Clearance Policy for Fishing Vessels
Bo-Wei Chih, Hung-Ming Lin	Analysis for the Effect of the Encouragement Measures of the Higher Education Sprout Project on the Economic and Cultural Disadvantages of the Students
Tsung-Ju Yang, Nguyen Hong Dung	Learning motivations, Learning Satisfaction and Learning Effectiveness: A Case Study of Vietnamese students in Taiwan
Susan Hui-Yun Yang	Using the MADOP Model for Promoting Bilingual EMI Projects
Peng, Yu-Ting, Tu, Yu-Te , Lin , Youn-Jan	Apply Management TRIZ to Improve the Distance education in Elementary Schools
Chen, Hung-Min, Tu, Yu-Te , Lin , Youn-Jan	Application of Management TRIZ to Improve the Indoor Simple Feng Shui Tutorial

Hou, Kang-Pen	A Whole New World of Childhood Crosstalk School:Case Study Focus on Muning Cultural Creative Institution
Mi-His Tsai, Ming-Lung Chiang	Exploring Bow and Arrow Making in Aboriginal "Traditional Physical Fitness" Course through Action Research- Take Mingsin University of Science and Technology Aboriginal Special Class as an Example

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Keynote Speech I

由寒武紀大爆發淺談近年科技創新的大開展
A Brief Discussion on the Great Development of Technology Innovation
from the Cambrian Explosion

亞洲大學財金系 陳安斌 講座教授
Chair Professor, An-Pin Chen
Department of Finance, Asia University

最高榮譽： 榮獲 2020 年中華民國科技管理學會院士

學術專長：

金融投資決策與分析
金融投資策略分析與決策
智慧型管理決策系統
金融創新研究
金融操作實驗教學
決策模擬與分析
人工智慧
金融科技

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美國南加州大學 工業系統工程 博士
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國立交通大學 高階主管碩士班 EMBA 執行長
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國立交通大學 資訊管理研究所 所長
國立交通大學 資訊管理與財務金融學系 系主任
國立交通大學 資訊管理與財務金融學系 教授
國立交通大學 資訊管理與財務金融學系 榮譽教授
國立交通大學 金融投資決策教學研究中心 執行長
金融科技創新產學聯盟計畫主持人
寶來金融集團最資深暨總顧問

Keynote Speech II

創新農業價值-休閒農場
Innovation Agriculture's Value-Leisure Farm

台灣休閒農業發展協會 游文宏 秘書長
CEO. Wen-Horng Yu
Taiwan Leisure Farms Development Association

學歷：

宜蘭農工(食品)、嘉義農專(食品)
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經歷：

台灣休閒農業發展協會秘書長(2000 年迄今)
特色農業旅遊場域認證總召集人(2019 迄今)
宜蘭縣休閒農業發展協會總幹事 5 年
觀光局導遊職前訓練講師 8 年
勞動部職業訓練講師 5 年
高雄餐旅大學、蘭陽技術學院、聖母護專、台北護理健康大學、
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著作：

心動農場(2015)、農村廚房尋味之旅(2020)、農林漁牧漫漫游(2020)。

論文摘要集

Abstract

An Investigation about Customers' Trust on Repurchase Intention by Live-streaming

Zi-Jie Wang¹, Hsiu-Yuan Wang¹, Yu-Wen Lan^{1,*}, Yu-Tung Tu¹, Yan-Wei Fang¹,
He-Sheng Yang¹, Chun-Ting Lin¹

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Abstract

The Internet has become one of an import part of human's life. Shopping income has greatly increased via world wide web. Excluding from electronic commerce, social commerce has emerged for several years. People can watch short advertising videos and then buy things through live-streaming. This study tries to understand customers' intention to repurchase by joining a live-steaming program. A survey was conducted by collecting online questionnaires. 152 valid data were gathered by this study. The results display that the majority respondents show trust to Internet streamer and have positive intention to repurchase things through live-streaming.

Keywords: live-streaming shopping, customers' trust, intention to repurchase



Investigation and Research on Integrated Customer Satisfaction of Service Quality - Taking the Hsinchu Restaurant of TKK Fried Chicken as An Example

Yi-Ting, Melissa, Hsu^{1*}

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Technology

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Abstract

In this study, a sample survey was conducted on consumers dining in the Ding Gua Gua Fast Food Restaurant in Hsinchu, a total of 204 questionnaires were issued, with 184 valid samples, and through excel 2016 and SPSS17.0 statistical software to calculate, the data analysis carried out, and the results of the study showed. First, consumers have the highest satisfaction with "service efficiency" and the lowest satisfaction with "service closeness". Second, "store physical environment", "service staff professionalism" and "consumer convenience" also have a positive relationship with overall satisfaction. Third, it is recommended that operators take advantage of the increased spacious and comfortable dining environment, the holding of staff education and training courses and the provision of diversified products, drive-thru, delivery services and large marketing promotions to enhance the overall satisfaction of consumers.

Keywords : *service quality, integrated customer satisfaction, Ding Gua Gua Fast Food in Hsinchu.*

The Influence of Experience Activities on Consumer Satisfaction and Loyalty-Taking the Flying Cow Pasture as an Example

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Technology

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Abstract

The main purpose of this study is to understand the impact of tourist experiential activities at Flying Cow Ranch on consumer satisfaction and loyalty. The naturalism of qualitative research is applied in the research method. The research showed that, firstly, in terms of experiential activities, tourists can further understand the ranch after participating in the experience activities, and can also stimulate their own different creativity and interests, and they are most satisfied and enthusiastic about the grassland square and animal ecological area after the experience. Second, in terms of consumer satisfaction, the Flying Cow Ranch's experience activities and activity facilities are well received by tourists, and the ranch's guides are highly praised by tourists. The signs are also very clear, allowing tourists to go to the right place, and the overall environment in the ranch is also well recognized and satisfied by tourists. Tourists also believe that the ranch's services and facilities have room for continuous improvement. Third, in terms of loyalty, tourists believe that their willingness to participate in experience activities, as well as whether the ranch's facilities are complete, will influence their willingness to return the following time, and they all express a willingness to purchase their peripheral products after participating in the experience.

Keywords : *Flying Cow Ranch, Experience Activities, Consumer Satisfaction, Consumer Loyalty, Naturalism.*

The Effects of Gamification in E-wallets on continuance usage intention in Malaysia: The perspective from Technology Continuance Theory

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Abstract

In the light of the COVID-19 pandemic and government support, the adoption rate on E-Wallet has been greatly improved and has now become a new norm in Malaysia. Features range across bill payments, offline and online purchases, up to car rental services, health screening booking, and food ordering services. Recent findings have shown that some respondents have suggested the diversification of features from E-wallet mobile applications, which include more government involvement, gamification elements, insurance offerings, and multi-currency options. To align with the users' demand, many E-wallet providers have infused gamification elements into E-wallet UI to engage customer adoption and stay active usage in recent years. There is limited research on gamification in some other contexts such as financial services (eg. E-Wallet apps). Next, Technology Continuous Theory (TCT) would add value in research towards the study of continuous usage intentions, instead of applying Technology Acceptance Model (TAM) which is has broadly applied in the relevant literature research. Hence, this study investigates the effects of gamified E-wallet app in the user behavior process, in turn, impact on continuance usage intentions. Further, Structural equation modeling (SEM) is used for collected survey questionnaires obtained from E-wallet mobile users in Malaysia. In this case, perceived enjoyment, acquisitiveness (giving incentives), and affective feedback would act as predictors for gamification. This study will provide insights and benefits to the financial service industry including E-wallet providers in strengthening customer retention by enhancing gamification elements.

Keywords: *Gamification, E-wallet, TCT model*

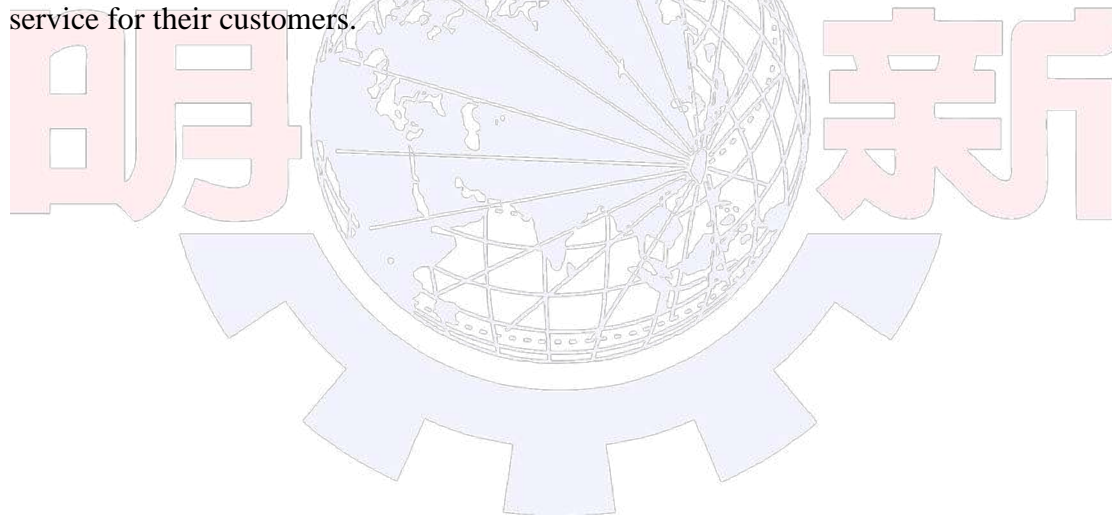
Using Technology Acceptance Model to Explore Customer Intention, Satisfaction and Loyalty of GOGORO Electric Scooter

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Abstract

As our living environments go terrible, climate change has become a very critical issue. How to save our earth environment has become an very impressive topic to solve. In Taiwan, the electric scooter, Gogoro could stop the pollution on the earth owing to the burning oil from scooter as the environment protection issue importance goes higher and higher. On the other, we all also want to reduce the consumption of crude oil, so the promotion of electric scooter is destined to be very important especially in Taiwan. In this study, by using the Technology Accept Model (TAM), we try to understand and discuss the intention of consumer so of Gogoro so that we can understand the satisfaction and loyalty of the consumer of Gogoro scooter. In this study, it focus on providing a good suggestion for the Gogoro scooter company to provide for better service for their customers.



Senses and Sensibilities: An Exploratory Study on the Relationship Between Multiple Sensory Perceptions and Customer Commitments

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Abstract

The exploration of the interplay of the customer's experience of their senses and their commitment can be a key to gaining customers who are committed to a brand or product. In recent times, there is still a paucity of information that links the relationship between customers' senses and their commitment, holistically. The study intends to apply the English version of the Sensory Perception Item (SPI) set for the senses construct (visual, acoustic, haptic, olfactory, and gustatory sense) and its relationship to customer commitments (affective, continuance, and normative) as a parameter for success in marketing research. The target participants of the study will be 150-200 people from the Philippines who have visited a Starbucks coffee shop and consumed by drinking or eating any of the food/drinks on their menu at least once a year. An online questionnaire using Google Forms will be prepared for distribution to prospective participants to remember and evaluate their experience using the sensory perception item set (SPI) and the customer commitment scale. In order to provide a method and guidance in exploring the relationship between the senses and customer commitment, descriptive analysis, and Partial Least Square-Structural Equation Modeling (PLS-SEM) will be the method used in this research.

Keywords: *sensory perception, senses, customer commitment, affective commitment, normative commitment, continuance commitment, PLS-SEM*

Drunk`Coffee Business Plan

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Abstract

Entrepreneurship is an important activity that drives economic development (Schumpeter, 1934), and it is also the development of enterprise innovation. Based on this, “Drunk Coffee” wants to combine the literary and relaxing style of coffee with the bar to bring people a feeling of freedom and create an economic activity. Cafe, Drunk Coffee combines all kinds of coffee and alcohol, with light food and deserts to create a restaurant that allows consumers to drink coffee in the store to relax or talk about business, and they can also enjoy themselves with friends enjoy all kinds of bartending, beer, etc. and also want to try to create a coffee shop with a unique style through entrepreneurial operation Planning. The concept of Drunk Coffee is to provide customers with high-quality products and services with professional knowledge, create a comfortable retro space, and allow customers to enjoy a leisurely time. In the early days of business, we increased our exposure and popularity, and we also advocated a membership system, which not only keeps up with new era, but also retains loyal customers. Finally, through the data obtained from the questionnaire, we find out: (1) how to plan and market products in the store (2) the target customer group is set as office workers and college student’s first choice.

Key words: *enterprise innovation, high-quality products and services, retro space*

Discussion on the corporate brand

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Abstract

This research uses the model of literature analysis to expand consumer groups by marketing portfolios, such as corporate brand. It allows enterprises to communicate and cooperate with each other, improve the popularity and performance of both parties, attract fans of different brands, and stimulate the cooperation of enterprises. Therefore, the interactive mode of corporate brand is an interesting topic worth exploring.. This article mainly discusses corporate brand, which is defined as two or more brands conducting cross-industry cooperation, combining the advantages of both parties to launch co-branded products to attract consumer groups in different fields. The marketing models can be divided into four categories: brands and celebrities, brands and IP licensing, brands and brands, brands and nonprofits. According to Heider's balance theory, this study proposes that the positive and negative effects of corporate brand are that the original brand and the co-branded brand have high accessories, and the co-branded brand can match the characteristics of the product, and the co-branded effect is the most significant. Finally, discuss the case of Uniqlo as an example to analyze of corporate brand, and describe the marketing methods of corporate brand. It's an interesting topic worth exploring.

Keywords: *corporate brand, marketing portfolio, balance theory.*

Advertising vocabulary that attracts click-through in the online shopping environment

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Abstract

This study is to explore which words in online advertisements are the key words that attract consumers to click, and why consumers click (or not click) on key words in online advertisements. The results show that: (1) the key appeals of common advertising keywords in the online shopping environment include "tailor-made", "personal values", "scarcity", "customer service", "product quality or functions", "money-saving", "suggestion", "social proof", "added value" and "brand"; (2) the most attractive advertising words in the online shopping environment are "warranty", "free shipping", "spot goods", "unconditional return", "real photo of the product" and "cost-effective"; (3) consumers may have different feelings or reactions to different terms with the same meaning in advertisements. "framing" is likely to be an important method worth adopting; (4) in addition to cost-effectiveness, consumers are very concerned about the transaction security, therefore, words that resort to "unconditional returns", "real photo of the product", and "warranty" are important to reduce consumers' worry and attract consumers to click.

Keywords: *Online shopping environment, attracting clicks, advertising vocabulary*

Gamification Influence on Customer Engagement and Brand Loyalty in Shopee Indonesia Users

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Abstract

Gamification is a new marketing strategy that aims to increase customer engagement and loyalty. Despite the fact that gamification is widely used in Indonesia, more evidence from various perspectives is still needed for academic research on the topic. This study has two objectives. First, this research looks at how gamification elements influence customer engagement. Second, this research looks into how gamification element interactions affect customer engagement and brand loyalty.

Keyword: Gamification, Customer Engagement, Brand Loyalty



Using Behavior and Attributes Importance of shared electric scooters

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Abstract

With the rise of environmental protection awareness, the issues of reducing pollution, energy saving and carbon reduction have gradually draw attention of consumer. Electric scooters and the newly emerging shared electric scooter rental market have gradually become popular. The survey results show that the respondents' top 3 high ranking attributes of shared electric scooters are "vehicle equipped with sufficient power", "easy finding of battery swap stations ", and "battery swap facilities can provide sufficient and safe batteries". The study also found that gender have a slightly significant impact on the importance of the attributes of shared electric scooters, with women paying more attention to attached services than men. Respondents living in Taoyuan City and Hsinchu County have significant differences in usage behavior. Respondents in Hsinchu County have higher average usage time per usage than Taoyuan City. However, the frequency of usage is higher in Taoyuan City than in Hsinchu County.

Keywords : *Electric scooters, sharing economy, leasing, business*

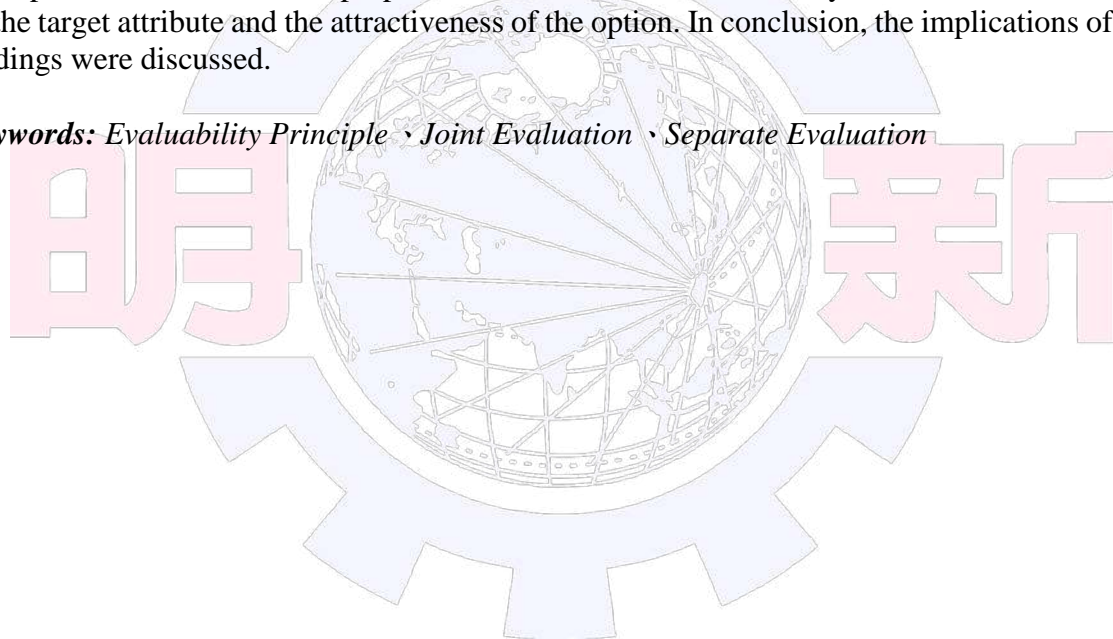
Enhancing Evaluability to make the Content of the Character Really Matter in Judgement

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Abstract

Traditional multi-attribute evaluation model assume that more weight should be assigned to more important attribute, whereas less weight be assigned to less important attribute. However, Hsee's study [5] suggested that the attribute weights often reflected more of the "Evaluability" than the "relative importance" of the targeted attribute. The main goal of this study is to investigate how to enhance the evaluability of the "important but hard-to-evaluate attribute." Results of Experiment 1 show that joint evaluation mode is effective in enhancing the evaluability of the target attribute and the willingness to buy the option. The results are consistent with the findings in the literature. The results of Experiment 2 and 3 suggest that in the separate evaluation mode, proper advertisements could effectively enhance the evaluability of the target attribute and the attractiveness of the option. In conclusion, the implications of the findings were discussed.

Keywords: *Evaluability Principle · Joint Evaluation · Separate Evaluation*



A Study on Purchase Intention of Taiwanese Consumers toward Electric Scooters Using Theory of Innovation Diffusion

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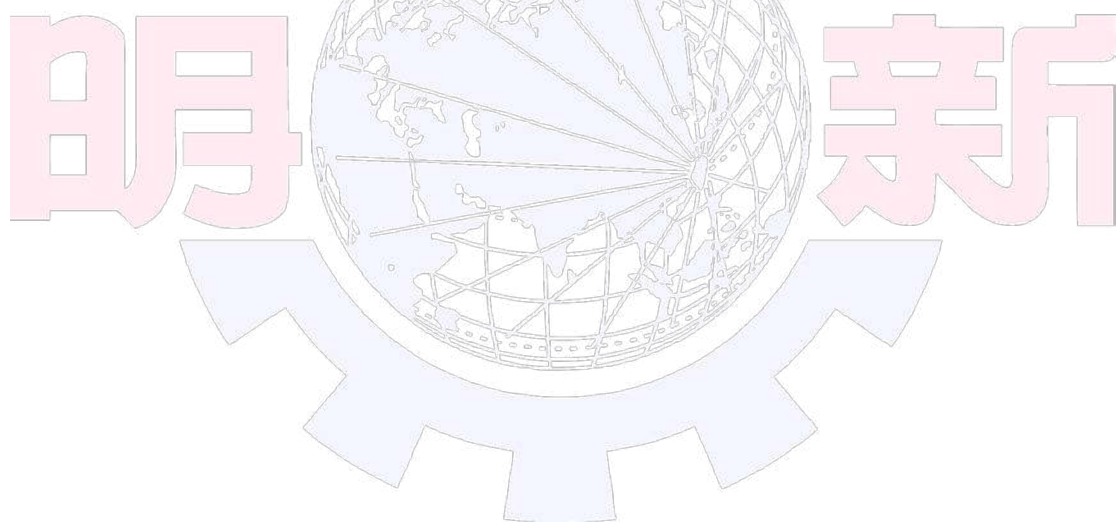
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Abstract

This study is aimed to analyze purchase intention of Taiwanese consumers toward electric scooters using innovation diffusion theory. The results of the study showed that the respondents' awareness of the "innovation elements" in the innovation diffusion model: relative benefit (advantage), compatibility, complexity, testability, and observability ranged from 50 to 70%. Nearly 70% of the respondents agreed that "monthly battery rental fee" and "maintenance fee" will affect their willingness to buy electric scooters. The statistical results of the T test showed that the awareness of female respondents was significantly higher than males in the relative benefits, testability, and observability of electric scooters.

Keywords: *Electric scooters, purchase intention, innovation diffusion theory*



The impact of customization and value creation on perceptual quality

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Abstract

With the technology advancement and the trend of consumer empowerment, customization services have become popular with consumers, and suppliers' product development strategies can be implemented. Thus, through the customer's participation in customization services, the industry can target customers' specific needs through customization services to produce products that meet the diverse preferences of customers. This research aims to investigate the relationship between customization services and customer value co-creation, and further examines the relationship between customization services and customer perceived quality, customer satisfaction, and customer loyalty. Research has found that customized services can directly or indirectly increase customer product perception through value co-creation, and customer product perception helps increase customer satisfaction and customer loyalty. The results of this research provide theoretical and management implications as a reference basis for future customization service researchers and practitioners.

Keywords: *Customization, Value Co-creation, Perceptual Quality, Customer Satisfaction, Customer Loyalty*

The Impact of Brand Image on Purchase Intention: The Mediators to Explore

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Abstract

The main purpose of this study is to explore the relationship between brand image and purchase intention. There are mediated factors between brand image and purchase intention, but the existing researches seldom used multiple mediated models to explore. This study based on the attachment theory by Hayes PROCESS used the bootstrapping method, the mediated effect of brand image and purchase intention was tested. This research adopts online questionnaire to investigate. The research subjects are the citizens who have been living in Hsinchu. A total 302 valid responses were collected from January to June in 2021. The results of this research reveal that brand image significantly positively affected purchase intention. The brand image affected purchase intention through brand attachment and endorser attachment, which has a partial mediating effect. The mediated effects were in order like endorser attachment, and brand attachment.

Keywords: *Brand Image · Purchase Intention · Mediator*

Research on Japanese Cuisine Towards International Innovative Marketing and Operation Strategy – Taking Taiwan’s Gyosen Enterprise as an Example

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Abstract

Japanese restaurants in Taiwan are in a booming stage. At the same time, the eating habits of today's society are gradually becoming plain. Many catering industries are slowly transforming, and they are moving towards healthy, exquisite, affordable and customized special catering. This research will explore how Gyosen company plans an effective marketing strategy for this type of target customer group through case studies and successfully manages the company's brand. In addition, the company's current operating profile is classified into problem discussions through SWOT analysis, and expert interviews are sought to obtain recommendations to analyze which Gyosen company can formulate in the next operation strategy to enable Gyosen company lay a place in the Japanese cuisine world and hit the international stage.

Keywords : *Japanese cuisine, business strategy, expert interviews, case studies, SWOT analysis, brand image.*

Cultural relics, architecture, paper - the shaping of cultural marketing in the Forbidden City after 1949

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Abstract

In 1949, the Kuomintang government retreated to Taiwan, and a large number of military relatives from various provinces, as well as the cultural relics of the Forbidden City, all entered Taiwan together. Under the framework of the East-West Cold War, the military confrontation in the Taiwan Strait is serious, and both Taipei and Beijing are doing their best to show and compete for the role of sovereignty over "China". So far, the treasures of the Forbidden City with the significance of Chinese history have also become an important weight for the Taipei authorities to carry out cultural marketing and political discourse. From the perspective of history, combined with the perspective of marketing, this article will explore the history of contemporary Taiwan through three perspectives: the architecture and space construction of the Forbidden City, the publicity and display of cultural relics in the Forbidden City, and the remarketing of texts on paper. Since the beginning of the society, the government's external and internal marketing has created, and the cultural diversity of the Forbidden City.

Keywords: *special exhibition of national treasures, space creation, publicity of the Forbidden City, Chinese legal system*

Exploring College Students' Brand Cognition and Consumption Preference in the Post-Epidemic Era

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Abstract

This study is aimed to explore the brand perception and consumption preferences of college students in Taiwan in the post-epidemic era. The results showed that 60-70% of the interviewed college students agreed that "The brand providing "delivery to home" sales services makes a better impression to consumers" ; "The brand with good consumption experience in the past is considered the most trustworthy due to limited brand communication in the post-epidemic era"; "They go for zero-contact or low-contact shopping behavior"; "In order to reduce the risk of infection, they accept various new types of low-contact purchase or consumption patterns". The T-test results showed that in the post-epidemic era the degrees of agreement by women on " they have a good impression of brands that can provide delivery-to-home sales services", " they are willing to pay more to choose products with a good brand image", " they also shop through social media platforms in addition to traditional e-commerce platforms", were all significantly higher than men. The result of variance analysis showed that the degree of agreement by students with an average monthly expenditure of NTD 6,001-8,000 and NTD 8,001-10,000 on "the epidemic makes their purchasing behavior tend to be closer to big brands", was significantly higher than that of students with less than NTD 6,000.

Keywords: *Post-epidemic Era, college students, brand perception, consumer preference*

A Study into Privacy Safety in an Online Environment

Yue-Jer Lin

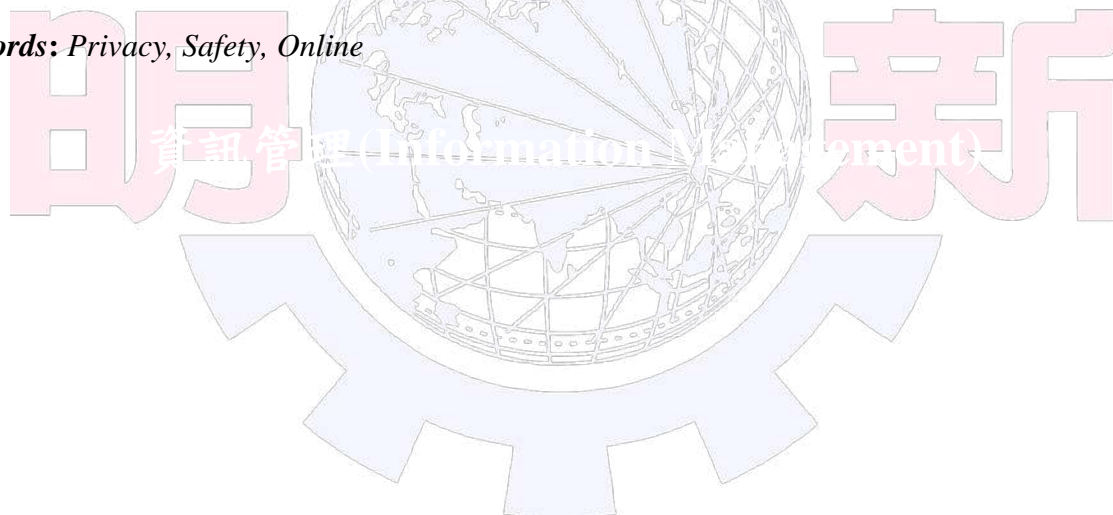
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Abstract

This research study is to examine the privacy safety and distinguish the connection of between trust seals and privacy strategy in an online environment. This paper applied four criteria of notice, access, choice and security that were identified by the FTC as Fair Information Practice to assess 158 websites for the quality of privacy. Examines indicated that over 30% of the sites used a trust seal, and that *HiTrust/VeriSign* was the most common trust seal used by businesses, particularly in the industry of travels, and bookstores. The preferred trust seal varied by industry, with sports sites preferring *Verified by VISA*, real estate sites focus on *SOSA*, and travel sites preferring *TWCA*. However, *BBB Online* was never displayed and *TRUSTe* was displayed very hardly. The main findings showed that there were no relationships between the use of trust seals and the notice criterion. Alternatively, there were very strong relationships between the use of trust seals and the access and choice criteria for all businesses and overall.

Keywords: *Privacy, Safety, Online*



Using Flipped Classroom-like Teaching Methods to Improve Students' Learning Motivation and Effectiveness in Data Structure Courses

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Abstract

This teaching practice research program uses the important basic course "Data Structure" of the Department of Information Management as the teaching curriculum. It is an action research using "Flipped Classroom-like" in the Data Structure course. The curriculum focuses on student learning, and enhances students' learning motivation and effectiveness in the Data Structure course. At the beginning of each teaching unit, we start with a creative small-unit teaching example, make it simple, and allow students to learn the key points and know the applications of the unit in a relaxed atmosphere. This will arouse students' initial learning motivation and interest. Then, lead the students to discuss the content of the unit in groups, and construct new creative small-unit teaching materials/tools to build confidence in learning. Finally, let the student groups publish their works. During the publication process, we also let students conduct peer assessment. This allows students to learn how to give advice while also learning to accept suggestions from peers, in order to effectively improve the motivation and effectiveness of students' learning.

Keywords : *Learning Motivation, Flipped Classroom, Data Structure, Action Research.*

APP Rating and Comment Analysis in Google Play Store

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Abstract

In the rapid revolution of artificial intelligent, Natural Language Processing (NLP) with deep learning can obtain sustainable accuracy for large amount information processing in a short period of time. Therefore, this study takes Google play APP store as an example to analyze the relationship of grade rating and APP text comment with deep learning model. This research takes the top 100 game APP on Google play store and analyzes the first 200 rating and comment with deep lerning, to obtain their inference model. The result shows that this model can be used to detect malicious negative reviews and fake reviews, and find cases where ratings and reviews were misplaced.

Keywords : *natural language processing, rating analysis, google play, rating prediction*



Intelligent Employee Management Cloud Platform with Temperature Tracking and Facial Recognition Technologies in Edge Computing

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Abstract

The use of non-contact sensing applications can reduce the risk of disease transmission. This paper proposes a specific temperature sensing and face recognition model based on a cloud platform for smart employee management using edge computing devices. The proposed system of edge computing devices integrates real-time face recognition technology to identify employees and uses temperature sensing modules to measure the body temperature of each employee. The system automatically uploads information on employee identification and body temperature to the employee management cloud platform. Our method implements an edge computing device using an NVIDIA Jetson Nano embedded system, which is equipped with a network camera and an infrared temperature sensor module. The system instantly captures faces within a specific distance to carry out action recognition, and records employee information when identification is successful. The value recorded by the temperature sensor is also uploaded with the above information to the employee management cloud platform. The edge computing device provides real-time warning notifications on temperature abnormalities, and the employee management platform provides a visual display interface via the cloud for managers to view.

Keywords : *Contactless perception application, edge computing, employee management cloud platform.*

Discussion on the Current Situation of Property Management Information System and Self-Management

Pio-Go Hsieh¹, Yen-Liang Yeh^{1*}

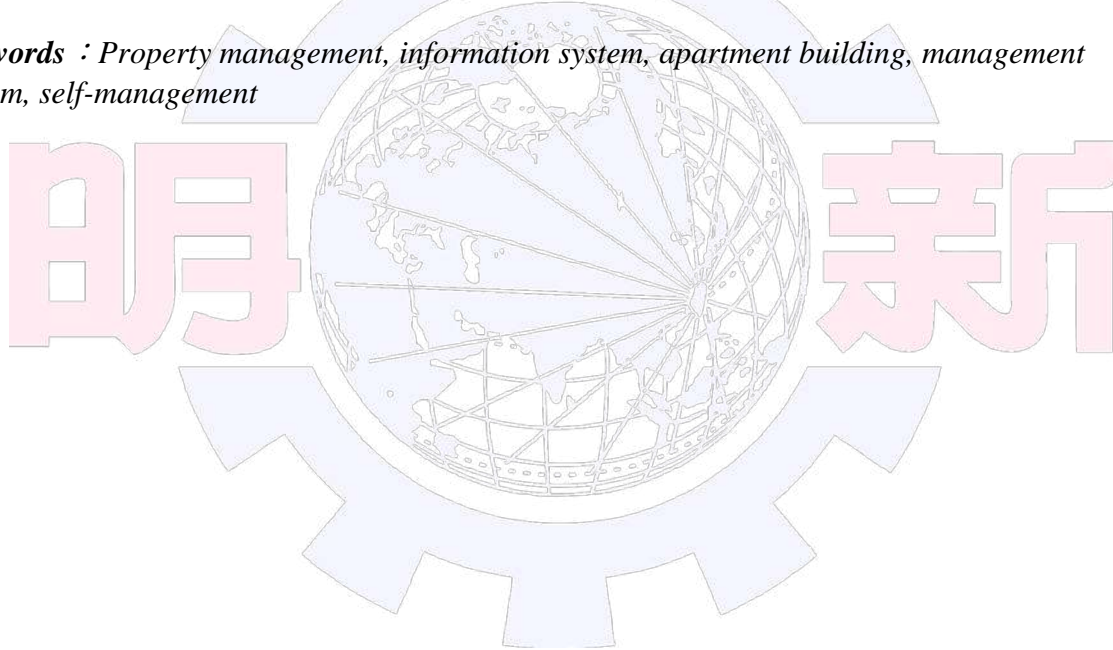
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Abstract

In line with the research theme, in addition to discussing the literature on property management, apartment buildings, and property management systems, the community management and maintenance modes are distinguished, and the basic elements of property self-management are analyzed, and then the limiting factors of property self-management are explained. Finally, it discusses the prototype of the development of property self-management, and also analyzes and explains the property management system developed by the academic circles and property management companies in my country..

Keywords : *Property management, information system, apartment building, management system, self-management*



The Design and Implementation of Mountaineering Tracking and Position System Based on Stepwise Detection Mechanism

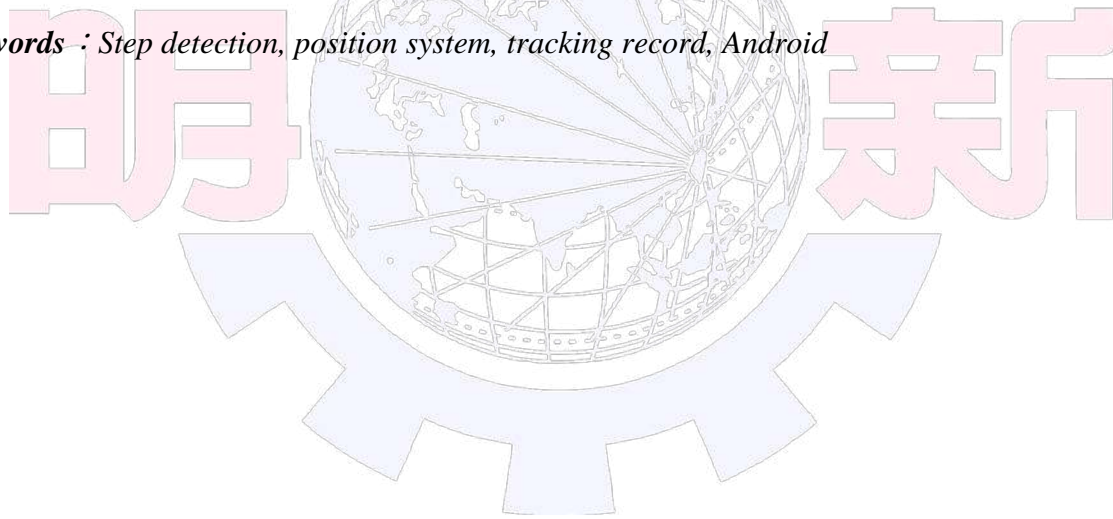
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Abstract

Mobile phone is a popular device for humans' daily life. The applications include basic phone capability, calculator, camera, maps, search engine, email system etc. These applications make humans to have better convenient life. In recent years, humans like to have hiking activity. However, many accident events like loss of association from mountaineer resulting mountaineer missing rescuing. So, in this paper, we design a position tracking system to help to rescue mountaineer. In our paper, we propose a stepwise detection mechanism based on human walking activity. By using our proposed system, we avoid the offset along the physical path by using GPS system. The result has better precision to rescue mountaineer.

Keywords : Step detection, position system, tracking record, Android



Using Text Mining to Explore the Postpartum Care Centers' Competitive Advantage through Online Reviews

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Abstract

This research uses web crawler analysis technology combined with text mining to analyze the frequency of word segmentation trends in discussion forums, and explores important purchasing decision factors for postpartum mothers choosing a postpartum care center. In this study, the postpartum period under the topic of pregnancy in the discussion forum of the Babyhome website was used as the extraction area, and Python tools were used to collect data. The extraction time range was from January 3, 2006 to December 29, 2021, and a total of 2163 Article. This study verifies that web crawlers and text mining can be applied to messages posted in online discussion forums. The results of the study show that users often compare meals at different postpartum care centers. Cost-related word clouds show that “tour”, “compare to”, “deal”, “room” are the most frequently appearing keywords. These findings suggest that customers emphasize centers with good value and reasonable pricing, and tour rooms at facilities that appear to deliver high quality card at affordable cost.

Keywords : *Web Crawler, Text Mining, Virtual Community, Information Sharing, Postpartum Care Center*

A Study of Internet of Things on Campus Property Management

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Abstract

With the rapid progress of science and technology, make all kinds of products showing a diverse style and deprecation fast phenomena. Thus making many large organizations for increasingly complex changes in property management, it required a lot of labor costs, to achieve the comprehensive control. The study for this issue, proposed an integrated IOT (Internet of Things) solution architecture and campus property management services, allowing users or administrators have encountered quickly master list and details of the property held (as kept by location, in the past trace, transfer records, etc.), and can through the website or APP, immediately informed of information about the property. According to the study program, we implement the development of a campus property management system, the Internet of Things and RFID technology into the system, thereby providing monitoring and management of campus property. Through which the user can monitor the campus property trace function immediately grasp the movement path of campus property, avoid campus properties can't be found at campus, thereby significantly reducing manual search time, effectively reducing the cost of campus property management. The system also used News Feed Algorithm to proximity of campus property for analysis, so that users can more easily and quickly check the status of campus properties, and at the time of transfer to be done on campus property, can through the A-Star Algorithm of calculation established the shortest path from the source location to a destination.

Keywords : *IoT, Campus Properties Management, RFID*

Imported RUP Methodology to Develop Cleaner 2.0 Customized Placement and Optimization of Safety Carrier System

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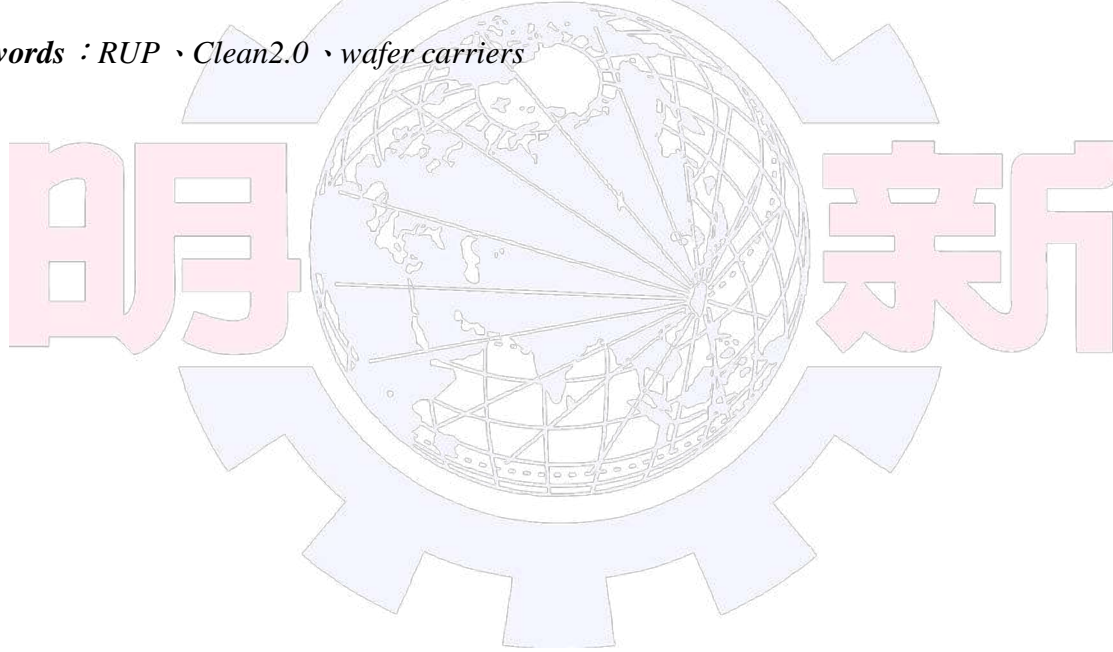
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Abstract

The purpose of this research is to build a Cleaner 2.0 system to track and evaluate the operational performance of wafer carriers, strengthen the logic of placement condition judgment, make it meet the needs of production line personnel, and allow managers to flexibly adjust parameters to ensure future systems. In different environments, it can still work normally. The research adopts the Rational Unified Process (RUP) and takes the user's point of view as the starting point of developing the system, so that the functions of the subsequent system can meet the actual needs of the user. The results of the study found that Cleaner 2.0 can greatly improve the staff burden on the production line and increase the overall fab safety carrier inventory.

Keywords : *RUP* 、 *Clean2.0* 、 *wafer carriers*



An Analysis of Pre-Pandemic COVID-19 Twitter – English Tweets

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¹School of Information, The University of British Columbia, Canada

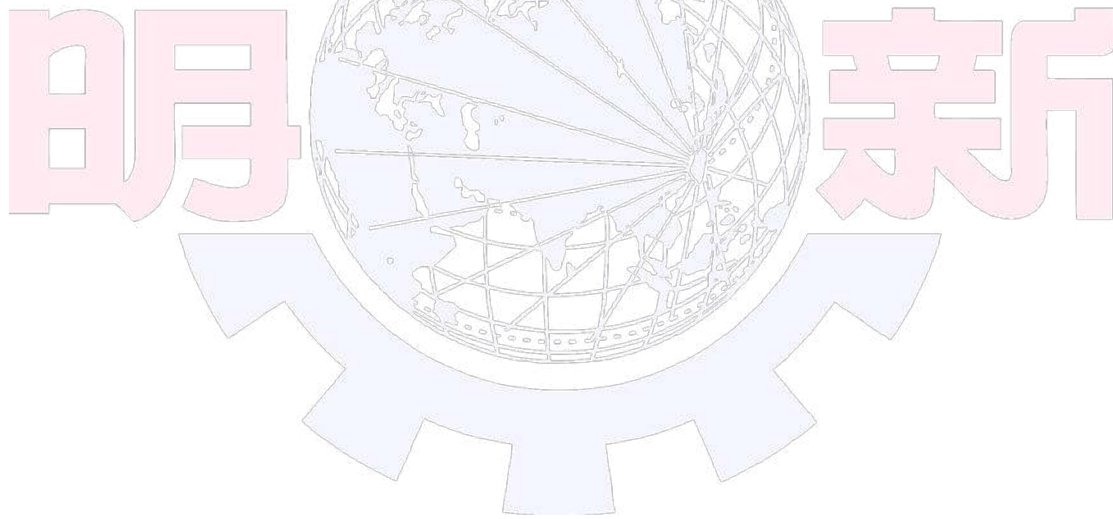
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Abstract

The purpose of this study was to investigate the attitudes of people on Twitter in the initial month of the COVID-19 outbreak through sentiment analysis. The sentiment analysis focused on only the English tweets and not the retweets. This study conducted a quantitative approach that involved conducting descriptive and sentiment analysis. We found that superlative adjectives (e.g., best) were identified as positive attitude or as negative connotations with irony. This finding offers insights into the limitations of TextBlob, a python library, to analyze sentiment analysis. Moreover, the library performed better in the lowest polarity text compared to the highest polarity text. This study provide insight into how people react to changes in the pandemic for policy makers and government officials in making guidelines and legislations.

Keywords: COVID-19, pandemic, sentiment analysis, English tweets, data visualizations



Visible Watermarking Based on Mathematic Morphology

Jan Sen-Ren^{1*}

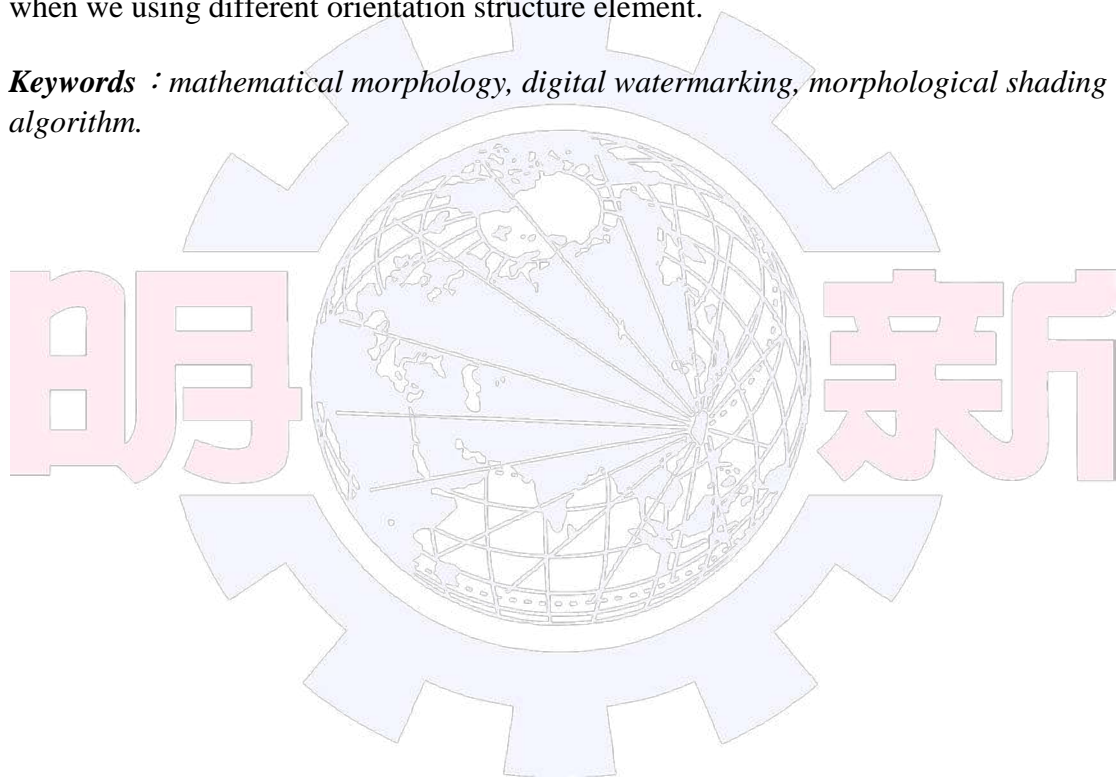
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Abstract

Today, intellectual property protection has been an important issue. There are many methods proposed to solve the problem. One of them is digital watermarking. In this article, a novel method has been proposed that based on mathematical morphology. The experimental results show that the proposed method can produce a clearly watermarked image. And it can produce similarly stego image with different shadow when we using different orientation structure element.

Keywords : *mathematical morphology, digital watermarking, morphological shading algorithm.*



The Satisfaction of On-Line Instructional Evaluation Amid Covid-19 of Primary Teachers by KANO Two-Dimensional Quality Model—Take Hsin-Chu as an example

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Abstract

Since the outbreak of Covid-19, various countries, including Taiwan, have suspended classes while maintaining a non-stop learning environment through online teaching. Although schools in Taiwan have reopened now, different variants of the coronavirus are still prevalent, and another outbreak could explode at any time. Therefore, teachers need to be well-prepared for a resumption of distance teaching. This study analyzed the use of various online instructional evaluation methods by teachers using Kano's two-dimensional quality model. Through the questionnaire survey, this study aims to find out the online instructional evaluation methods preferred by the teachers in order to offer suggestions for relevant government agencies and help them identify which of the online evaluation methods deserve the most research and development.

Keywords : *Distance learning, Google form, Plickers*

The differences in learning outcomes between flipped classroom and distance learning implemented in enterprise resource planning systems

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Abstract

Enterprise Resource Planning (ERP) system is the core of modern enterprise operation. Universities around the world generally offer ERP courses to meet the talent needs of enterprises. However, the content of the ERP system involves the whole company's business process and various information systems, and the difficulty of ERP teaching is relatively difficult. How to improve the learning outcomes of ERP courses has always been concerned. Many studies have pointed out that flipped teaching has more learning outcomes than traditional teaching, and many courses in universities have successively adopted flipped teaching methods with good results. However, since the outbreak of COVID-19, universities have had to adopt distance teaching in response to the global pandemic and changes in the teaching environment. The learning outcomes of distance learning have been supported by past research, but only for some courses. In addition, current research is still lacking to explore the differences in learning outcomes between flipped teaching and distance teaching. The purpose of this study was to explore the differences in learning outcomes between flipped teaching and distance teaching. This research adopts the quasi-experimental method, and a total of 51 students fully participate in the research based on the compulsory first-year course "Introduction to Enterprise Resource Planning" of the University's second-level technical training department. In this study, a control group of different teaching units was used for cross-examination validation through an experimental design. The results of the study found that flipped classrooms had better learning outcomes than distance teaching. The research results can provide a literature reference between flipped teaching and distance teaching. In terms of teaching practice, it reminds us that the interactivity in physical classrooms is still difficult to be replaced by distance teaching.

Keywords : *flipped classrooms, distance learning, learning outcomes, enterprise resource planning systems, enterprise systems*

Are ESG Funds Performing Better? Gimmick or Extra Points?

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Abstract

The data in this research is obtained from the trading data and tracking index data of ESG funds and Taiwan 50ETF index fund of the Taiwan Stock Exchange and Taiwan Index Company, and the daily average rate of return and tracking error during the sampling period are calculated to compare if the performance of ESG funds is better. The empirical results show that although the cumulative return calculation period of Taiwan 50ETF index fund and Fubon TWSE Corporate Governance 100 ETF fund is the same, the cumulative return rate of Taiwan 50ETF index fund is higher. Therefore, as far as these two funds are concerned, the investors should choose traditional Taiwan 50ETF index fund to invest. In addition, the results from tracking error show that the Yuanta 50 ETF fund has the smallest tracking error. It can be seen that the return rate of passive funds that can track the market is relatively close to the changes of the market index. In general, if you use fool investment techniques, although the tracking error and investment risk of Yuanta FTSE4Good TIP Taiwan ESG ETF Fund is larger than that of Yuanta 50ETF fund, it has an impressive cumulative rate of return. For the long-term investors, it is a good target.

Key words: *Environment, Social and Governance; ESG funds; Taiwan 50 fund; Tracking error*

The Applied Experiment of 5G Block Chain In Taiwanese Communication Industry

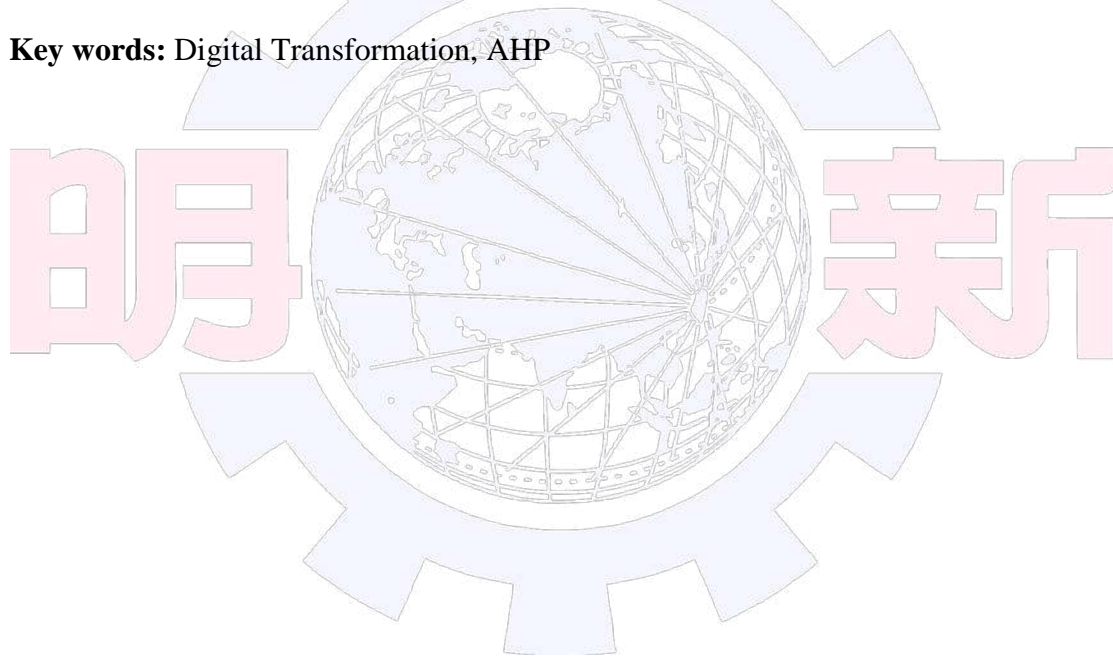
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Abstract

Nowadays Digital transformation and its applied is going through the structural diversified mode. Especially, it widely use into the large scale chaos and epidemic which bring so strong impact and influence to people. Furthermore base on this new technic innovation bring one spot to control all networking working for customers. Thus a lots enterprisers also established the digital transformation networking to service their customers. This study is taking AHP model to find out the facts is, and using Super decision program to analyze the overall data.

Key words: Digital Transformation, AHP



Predicting the directions of the stock prices in Taiwan using the random forest algorithm - An example of Taiwan Top 50 ETF

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Abstract

Taiwan Top 50 ETF is one of the most important stock indexes in Taiwan stock market, which reflects the overall level of Taiwan economy. Yuanta Taiwan 50 ETF is a product provided for investors to trade. This study aims to predict if the closing price of Yuanta Taiwan 50 ETF at the next trading day rises or falls. The features considered in this study include the opening prices, the closing prices, intraday highs and lows along with the lagged variables for these 4 variables lagged by 1 day to 5 days. The empirical study shows that our proposed method predicts the direction of the closing price at the next trading day with accuracy higher than 50%, which is the prediction accuracy resulting from the expectation of a fair game. The empirical results also show that the most important variable for predicting the direction of the stock closing price is the 1-day lagged closing prices, i.e. the difference of the closing prices. This study builds the foundation for further study of modeling stock prices.

Keyword : Taiwan Top 50 ETF, feature selection, artificial intelligence, machine learning, random forest

An Empirical Study of Estimating VaR for TAIEX Futures using a GARCH Model

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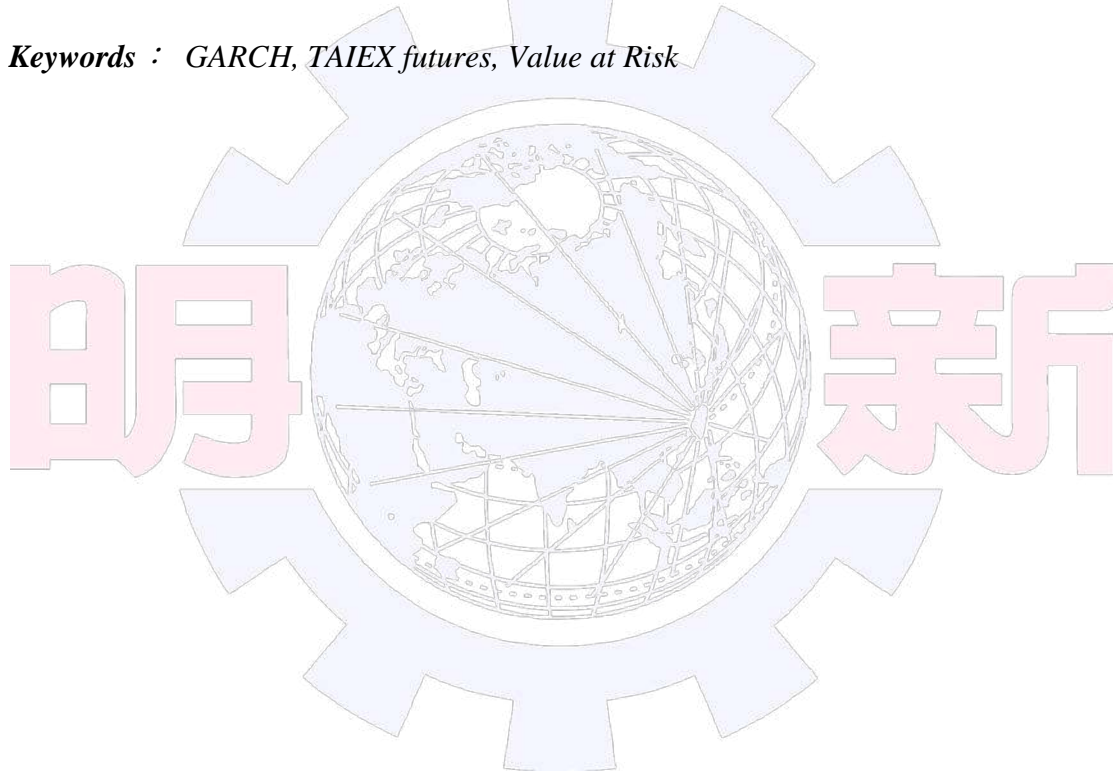
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Abstract

The TAIEX Futures is a major investment and a leading index in Taiwan. Therefore it is important issue for institutional investor to calculate market risk of TAIEX Futures hence Basel II be published. The empirical results of this paper prove that VaR of TAIEX Futures can be calculated correctly by GARCH model.

Keywords : GARCH, TAIEX futures, Value at Risk



Using Decision Tree Data Mining to Analyze the Influence of Individual Internal Factors and External Reference Groups on the Consumption Behavior of Online Game Players

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Abstract

Today, the scale of the global game industry has exceeded 100 billion US dollars, making it one of the largest entertainment industries. In-game consumption behaviors are usually used to purchase virtual goods (such as purchasing additional game resources, props, and characters). The spending behavior of online game players needs to have enough motivation to induce; these motivations drive players to continue to join online games and spend in the game. This study aims at the motivation of online game players to spend money, and analyzes the key factors that affect game players' spending from two different perspectives: internal and external. And use the decision tree algorithm to calculate the correlation rules between these internal and external factors and spending behavior. Through the research and analysis of this study, it can provide online game operators with different experiences to understand players' preferences when designing games, so as to win the greatest customer satisfaction, and also improve the growth of game content.

Keywords : *decision tree, data mining, online game, game addiction*

An Empirical Study on Jessie Livermore's Stock Selection Strategy - Taking Taiwan Stocks as an Example

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Abstract

In recent years, more and more young people have invested in the stock market, but the motivation of buying and selling stocks has gradually changed from investment to speculation due to the sharp rise of the stock market. Many stock market players are eager to get rich overnight by speculation. When it comes to speculation, we can't help but mention Jesse Livermore, a well-known stock market player in the history of American stocks. Whether we can still earn more in the stock market according to his operating logic after a hundred years, which has become a topic worthy of study. In this paper, Jesse Livermore's stock selection method is adopted, and the third and fourth quarters of 2021 are taken as empirical intervals. According to the price and volume performance of the market, an empirical analysis is made by Jessie Livermore's key operation to verify whether this stock selection strategy can beat the market performance.

Keywords : *Jessie Livermore, Taiwan stocks, speculation, stock selection strategy, price-volume relationship*

On the intraday momentum in Chinese stock markets

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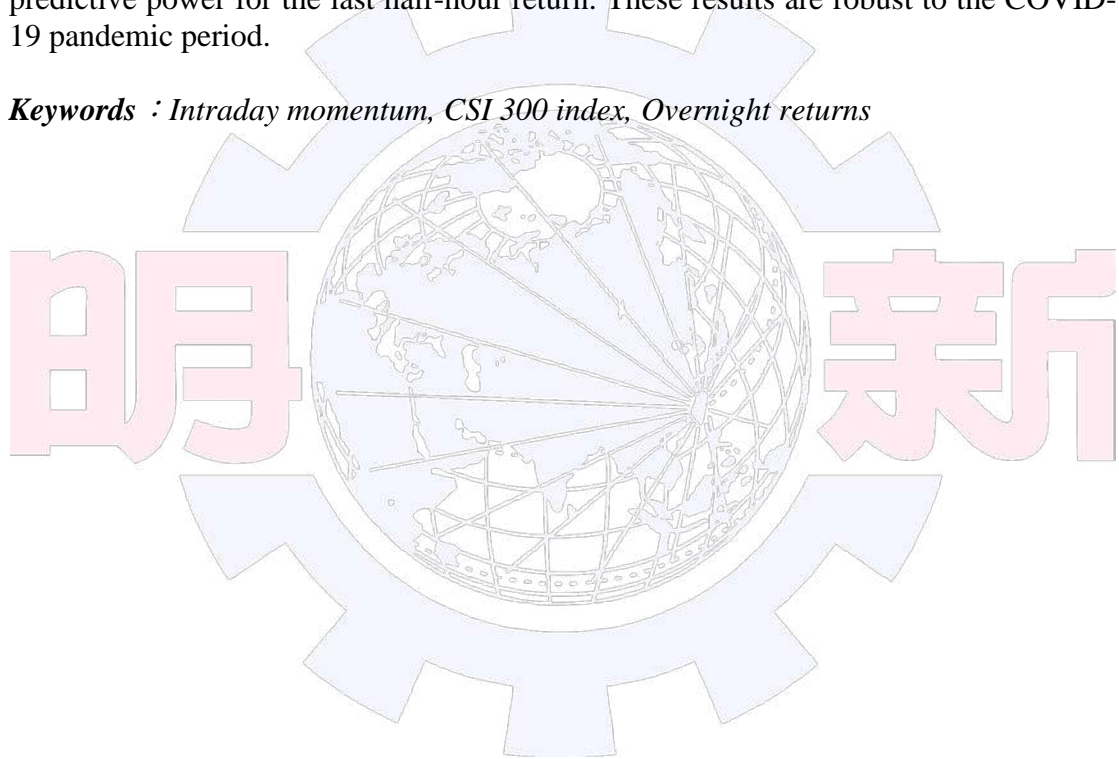
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Abstract

This study aims to investigate whether there exists intraday momentum in Chinese stock market. Using intraday data of Shanghai Shenzhen CSI 300 index (CSI 300) from June 2015 to December 2021, our results show significant evidence of intraday momentum pattern in Chinese stock market. Namely, the first half-hour intraday return as measured from the market open predicts the last half-hour return. We further find that the last half-hour return is positively predicted by the return during the rest of the day (from the open to the last 30 minutes). Moreover, the overnight return has predictive power for the last half-hour return. These results are robust to the COVID-19 pandemic period.

Keywords : *Intraday momentum, CSI 300 index, Overnight returns*



The Effect of Independent Directors' Political Connection on the Value Relevance of Financial Statements

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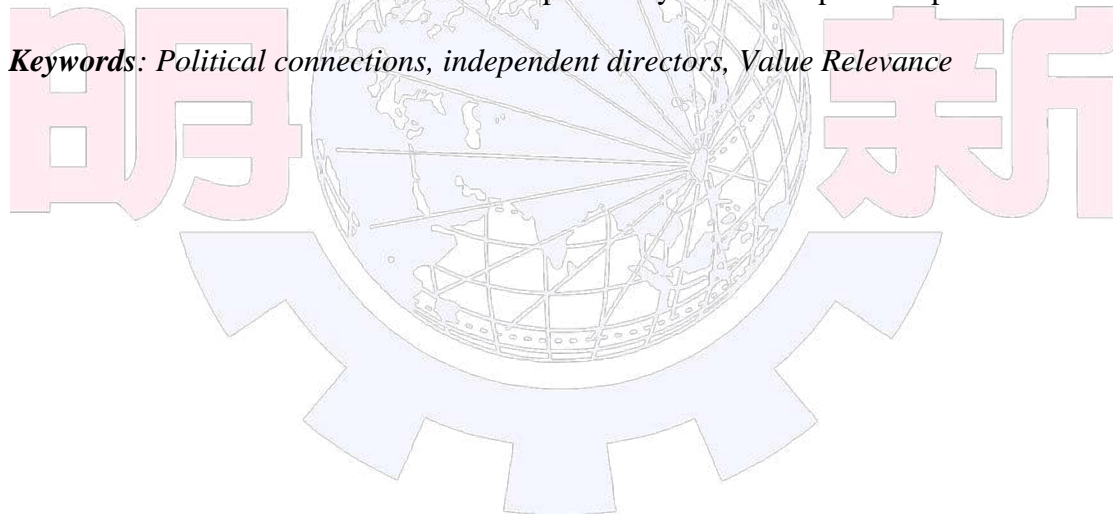
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Abstract

This study focuses on the impact of political affiliation of independent directors on the value relevance of financial statements. This study hypothesizes that because political affiliation affects the quality of earnings, investors give different weight to earnings and book value in stock valuation, which in turn affects the value relevance between these two. The scope of this study is based on the mandatory establishment of independent directors by the Financial Supervisory Commission of Taiwan until 2017, therefore, the period from 2017 to 2020 is selected as the study object. The empirical model follows Ohlson's (1995) stock price valuation model, in which financial information affects the stock price reaction in the market. The empirical results show that the relevance of financial reporting value is significantly reduced when independent directors are politically connected, and a significant impact on earnings can be observed even in the case of more politically connected public representatives

Keywords: Political connections, independent directors, Value Relevance



The Impact of Jiuzhaigou Earthquake on Tourism Industry: Based on Event Analysis Study Methodology

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Abstract

Earthquakes and other major emergencies affect the steady development of the economy to a certain extent. This paper attempted to measure the loss of local tourism industry caused by major emergencies through the abnormal fluctuation of stock prices, and find out the mechanism and degree of influence of major emergencies in China's stock market. This paper used data of listed companies in China's stock market to explore the impact of the "Jiuzhaigou earthquake" on the tourism industry. Using the use of event analysis study, it was found that the event had a negative effect on the stocks of tourism companies in general and its influence was significant, which had a reference significance for the risk management of the tourism industry and the investor's decision.

Keywords : *major emergencies; tourism industry; event analysis study methodology.*



The Relation of Private Information and the Returns of Initial Public Offerings -- An Empirical Study in the Taiwan OTC Market

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Abstract

In this paper, we use a new empirical model, Informed Regression Model (IRM) to estimate the probability of trades generated by privately informed traders in the IPO market of Taiwan OTC. We follow the literatures on the IPO subjects, using Explicit-Variable Regression Model (EVRM), to find out the factors affecting the initial returns of the IPO securities. Applying the Non-nested Model testing method, we compare the IRM with the EVRM and find several empirical results as follows: (1) Evidence shows that the IPO market of Taiwan OTC existing initial returns. (2) The factors affecting the initial returns of the IPO securities are the drawing percentage and the number of shareholders before IPO. (3) The empirical results show that the factor of the informed traders has a significantly negative impact on the initial return of IPOs. (4) The result of the Non-nested model testing shows that the IRM is superior to EVRM.

Keywords : *information asymmetry, IPO Initial Return, private information, non-nested model*

Analysis of the motivation and synergies of Tianqi Lithium's cross-border M&A with SQM

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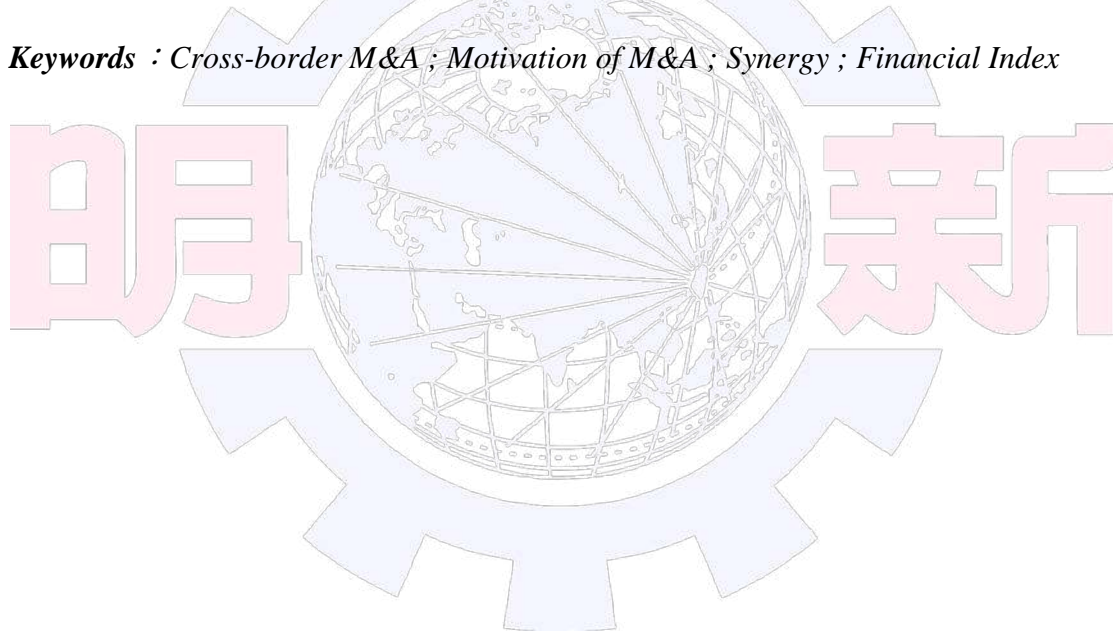
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Abstract

This paper examines the synergistic effects of cross-border M&A of listed companies in China by taking the case of Tianqi Lithium's cross-border acquisition of SQM. From a financial perspective, this paper adopts a financial index analysis method to analyze the impact of cross-border M&A on long-term synergies through the company's M&A motives and four major capabilities. It was found that Tianqi Lithium's profitability, development, debt servicing and operating capacity all experienced different degrees of decline after the M&A. In addition, it was found that this cross-border M&A activity had a negative synergy effect due to the significant upfront M&A costs and the later impairment of the target company.

Keywords : *Cross-border M&A ; Motivation of M&A ; Synergy ; Financial Index*



Correlation Analysis of Corporate Governance with Company Scale and Operating Performance - The Corporate Governance 100 Index as an Example

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Abstract

Corporate governance refers to a mechanism for guiding and managing an enterprise, so as to implement the responsibilities of business operators, protect the legitimate rights and interests of shareholders and take into account the interests of other stakeholders. Good corporate governance should help the board of directors and management to achieve operational goals in the best interests of the company and all shareholders, and assist in the management and operation of the enterprise. The main purpose is to strengthen the company's operating performance and safeguard the rights and interests of shareholders. If the company is not managed well, there may be serious financial crises such as financial fraud and poor performance. If each company implements a sound corporate governance system, it can not only ensure internal The normal operation of the company strengthens the competitiveness of the company; externally, it can also gain the trust of shareholders and other stakeholders, attract more domestic and foreign capital investment, and obtain greater benefits for the company. To be a high-performance enterprise is an investment target that investors will pay attention to; to be an enterprise that contributes to the sustainable development of society is the trend pursued by today's society. Therefore, this research uses the companies selected as constituent stocks from the 2018 corporate governance evaluation to 2021 Q3 by using the "Taiwan Corporate Governance 100 Index" as the research object, and discusses the use of relevant corporate governance indicators such as the aspect of "strengthening the structure and operation of the board of directors" as research variables. (shareholding ratio of directors and supervisors, size of directors and supervisors, shareholding ratio of major shareholders, seats of independent directors, chairman concurrently serving as general manager) and company size and company operating performance (earnings per share, return on assets, return on shareholders' equity, Tobin's Q , debt ratio).

Key words: *corporate governance, company size, operating performance, Taiwan Corporate Governance 100 Index*

Reexamine the Arbitrage between Stock Market and Future Market

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Abstract

Arbitrage trading has always been a topic of interest to investors. Recently, due to the active trading of Taiwan's financial market and the opening of intraday fractional share trading, whether this arbitrage profit still exists is discussed in this paper. We establish four trading models, and examine the arbitrage and the number of transactions of proposed models. It is found that the Bollinger channel and the logistic model can improve the arbitrage profit. That is, when more information and the logistic model are used to find trading signals, the prediction accuracy and the average transaction profit can indeed be improved.

Keywords: *Arbitrage, Logistic Model, Future Markets*



Investigation of Product Carbon Footprint of Medical Face Masks

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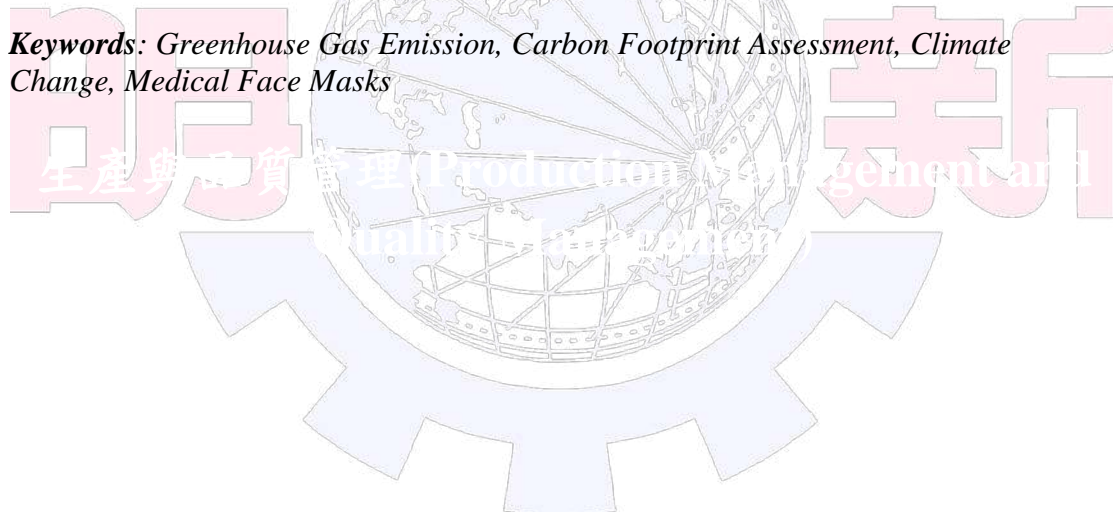
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Abstract

In the research, the international standards published by ISO (i.e., 14067) and the carbon footprint (CFP) calculation guides for products and services published by EPA were used to find out the needed principles and procedures for assessing the carbon footprint of medical face masks. The CFP of medical face masks was obtained based on the above methodology. Then the scenario analysis was conducted to seek the potentials of CFP performance improvement. A real medical face mask factory located in Yangmei District, Taoyuan City was examined as a case study and a standard adult medical face mask was used as the target product to assess the CFP. The system boundary included five stages, that is, raw material acquisition, manufacturing, distribution, use, and end of life. The functional unit is “a medical face mask” with the weight (excluding packaging) of 0.0044 kg. The results of the study illustrate that the CFP of medical face masks was 15.71 g CO₂e per functional unit. That is, the greenhouse gas emission of medical face masks was 15.71 g CO₂e per functional unit.

Keywords: *Greenhouse Gas Emission, Carbon Footprint Assessment, Climate Change, Medical Face Masks*



Innovation and Evaluation of The Business Models of Cloud Manufacturing

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Abstract

Taiwan's manufacturing industry has unique features in customizing specialization, collaborate manufacturers, and strongly linked companies. These features could be leveraged for innovation and transformation. Cloud manufacturing, internet of things, big data and smart manufacturing have been introduced in manufacturing applications. This study aims to innovate and evaluate the business models of cloud manufacturing. Two business model, cloud outsourcing and cloud matching, are proposed. The former provides one-stop outsourcing services; the later matches each order provider and possible service providers for manufacturing. The research method comprises five major steps: 1. Collect relevant information- via understanding international trends and current industrial development to rethink the new direction of business; 2. Build business model prototypes- from the direction to originate business models; 3. Adjust business model- via relevant tools, such as SWOT analysis, blue ocean strategy, destructive innovation and others, to find out the most promising business model; 4. Simulate and evaluate the model- through simulation to evaluate the overall business performance, and modify the model; 5. Implement the new innovated model- after executives' permission to start the new business model project. The evaluation of the business model uses the relevant dynamic model simulate the business operation of the business. Hopefully, the cloud manufacturing business models accelerate the integration of Taiwan's manufacturers for better competitiveness.

Keywords: *Cloud Manufacturing, Cloud OXM, Cloud Matching, Business Model Innovation, System Dynamics*

Investigation of the Key Factors in Implementing Synchronous Distance Learning under the COVID-19 Epidemic

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Abstract

This study uses the analytic hierarchy process (AHP) to establish a synchronous distance learning evaluation model, and takes junior and senior high school teachers and students' parents as the research objects. The purpose of the study is to understand the key factors for the implementation of synchronous distance learning in junior and senior high school by the analytic hierarchy process (AHP). The evaluation results of the overall expert questionnaire show that the most important dimension of the second tier is "teacher side", followed by "hardware and network connection", "student side", "video platform", and "parents' role". As for the evaluation factors of the third tier, the top three most important evaluation factors are, in order, "speed and stability of network connection on the teacher's side", "students' concentration and comprehension in class", "speed and stability of network connection on the students' side", "teacher's customized course design", "students' participation in class", and "teacher's pre-class preparation".

Keywords: COVID-19 Epidemic, Synchronous Distance Learning, Key Factors, Analytic Hierarchy Process

Research on Reliability Prediction and Reliability Test Take fiber optic module as an example

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Abstract

In this study, an accelerated aging test for reliability of an optical fiber module produced by a certain listed technology was carried out. It is expected to conduct empirical testing and verification from environmental stress (such as high and low temperature cycles, high and low humidity operation, cold and heat cross impact... etc.), use appropriate environmental stress to understand the relationship between accelerated life, and use appropriate environmental stress for acceleration life span test. Based on this estimate, the average time to failure (MTBF) of its optical fiber modules is understood, and then a substantial verification is used to confirm whether the average life of the optical fiber modules meets customer needs. This thesis takes the optical fiber module manufactured by the case company as the research object. First, use the part counting method in the US Military Regulation Manual (MIL-HDBK-217F) to estimate the life of the required parts in the optical fiber module, and then use the empirical method to estimate the parts. The mean time to failure (MTBF) provided by the supplier serves as evidence. The fiber module finally uses high and low temperature cycling and high temperature aging as the accelerated life test. The experimental conditions are high temperature aging of +85°C and humidity 75%RH as the accelerated life test to observe whether the fiber module has failure characteristics and identify the fiber mode. Whether the group life meets the requirements. To sum up, this paper uses reliability estimation and reliability empirical identification methods. During this process, the life span of the fiber optic module can be learned and can be used as a template during product design and product production to ensure the stability of the fiber optic module. This method can also be used in other products in the future, which will help the commercialization of the product to a certain extent.

Keywords : *optical fiber module* 、 *accelerated life test* 、 *mean time to failure* 、 *empirical reliability prediction*.

A Case Study on critical factors for the Implementation of Total Productive Management

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Abstract

In recent years, Taiwan's small and medium enterprises want to deploy Total productive management (TPM) activities to improve operation efficiency. Regards to the application, which factors are important to enterprises are very noticeable. This research focuses on the deployment of TPM project in a Taiwanese auto-part manufacturer then tries to find out the critical factors to achieve success in the project. From those factors, An Analytic hierarchy Process (AHP) model which based on it to rank the factors is created to provide background awareness of critical factors in TPM application for enterprises in future. The results indicate that the most important factors for TPM implementation includes: monitoring the performance of TPM project, setting a clear target of being a profitable company, supporting and participating from executive level, employee involvement, external consultants' participation etc. To get better performance, enterprises should specially pay attention to and control the above critical factors during their implementation of TPM project.

Keywords : Key factors, Total productive management (TPM), Analytic hierarchy Process (AHP)

The Impact of Health-promoting Lifestyle on Work Stress: A Case Study of Teachers in Elementary Schools in Zhubei City, Hsinchu County

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ABSTRACT

The main purpose of this research is to understand the impact of the "health-promoting lifestyle" of teachers in elementary schools in Zhubei City, Hsinchu County on "work stress". First, discuss the difference between the "health-promoting lifestyle" and "work stress" of elementary school teachers in Zhubei City, Hsinchu County with different background variables, and whether the "health-promoting lifestyle" will affect "work stress"? The questionnaire is used as a research tool, using a stratified method, random sampling survey, sampling 20% as the standard, a total of 215 questionnaires were sent out, and there were 213 valid questionnaires. This study uses SPSS 19 version and Amos 22.0 statistical software for data analysis. The results of the research show: 1. There is no difference in the "health-promoting lifestyle" in the background variables of elementary school teachers in Zhubei City, Hsinchu County. 2. Elementary school teachers of "different positions" in Zhubei City, Hsinchu County have different perceptions of "administrative support", "professional knowledge" and "adaptation to change" of "work pressure"; elementary school teachers of "different marital status" There are differences in the perception of "work pressure" and "change and adaptation". 3. "Health-promoting lifestyle" has a significant impact on "work pressure". 4. The "nutrition" component of "health-promoting lifestyle" has an impact on "work pressure".

Keywords: *Elementary school teachers, health-promoting, lifestyle, work pressure, Structural Equation Modeling*

The Moderating Effect of Office Teatime on Employee Job Performance and Turnover Intention

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Abstract

Recently, the concept of office teatime has gradually formed an office culture as the convenience of life increases. There are also more and more companies considering employee benefits, including the provision of space for employee communication and refreshments into consideration. However, these investments are costs for companies, and whether they can bring real benefits is an issue that has not been much discussed and concluded in either academic or practice. Based on previous HRM-related research, this study examines office teatime as a moderator variable in order to find more empirical evidences to elucidate its effects. A total of 381 valid questionnaires were collected through an online questionnaire and analyzed using Partial Least Square (PLS) method. Analytical results show that, office teatime had a significant moderating effect on employees' perception of team cohesion on job performance and turnover intention. Based on the research results, both academic and practical implications are discussed. The results of this study not only provide more empirical evidences to have better understand the effects of office afternoon tea in academic, but also serve as a reference for companies to invest related funds in practice.

Keywords: *Job performance, job pressure, office teatime, team cohesiveness, turnover intention*

Establishment of Professional Competency Indexes for Furnishing Planners of High-End Residences

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Abstract

Everyone chases the higher living quality than before when economy is stably increasing. Someone who live in luxury residential area request the diversity and different styles in living environment. It is very important that the furnishing planners are supposed to have related skills. According to the literature, we discuss that the top people who live in high-end residence demand planners of furniture and decoration what professional skills they have. We create the questionnaire which is related to initial professional competency index and revise the contents by experts' experiences. We invited planners to fill out the questionnaire and statistical analysis accordingly. We confirmed the importance and consistency of professional Competency index and therefore we create a professional competency scale what furnishing planners are equipped with professional competencies. Accordingly, it is efficient to provide performance evaluation, educational training and talented person development.

Keywords: *High-end Residence, furnishing planner, satisfaction, the professional competency scale*

Research on the impact of external evaluation and organizational culture on organizational performance and inheritance - take the Ford brand of J company as an example

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Abstract

In the three years since China joined the WTO in 2001, it has grown at an annual rate of 45 per cent to 22 per cent after the 2008 financial market, to 20 per cent at the end of the Shanghai World Expo in 2010, and at an annual growth rate of 4 per cent until 2012. This study is based on the annual data related to the entry of the Ford brand of J Company into Taizhou, on the basis of China's accession to WTO, how to re-face the new market structure and the reorganization of organizational culture to meet the existing efficiency requirements. The purpose of this study is to further explore how to optimize the external customers and CEM from the external evaluation of J.D Power to understand the impact of internal customers on organizational effectiveness and organizational fossilization. As company J also experienced a sharp decline in employment at the same time, the high turnover rate of new workers and the proportion of veteran workers remained high. The daily increase in the turnover rate also leads to several problems that lead to the loss of external customers. How to find common goals other than non-effective ones in a relatively poor environment, and create a common vision and common understanding; under the historical burden of too many health care factors, the identification of stress factors is particularly important, and future success is no longer simply a matter of past experience. Personnel training is the cornerstone of the inheritance of corporate culture, especially the professional experience of Chinese managers cannot be shared, so it will be very important for employees and enterprises to create higher value and efficiency.

Keywords : J.D Power, CEM, Hygiene factors, Motivator factors

A Study on the Military 10.5 Ton Transport Truck Drivers' Professional Competency

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Abstract

This research aims to construct the military 10.5 ton transport truck drivers' professional competency. In order to achieve the purpose of the research, first analyze the training content of the 10.5 ton transport truck driving of the army, and the literature on safe driving and defensive driving of the vehicle, and combine the researcher's driving experience in the army, hence to draft the drivers' professional competency. Next, draft is amended and supplemented with reference to the expert interview opinions, and "Military 10.5 Ton Transport Truck Drivers' Professional Competency Construction Experts Questionnaire" was designed accordingly. Then, 12 military vehicle management experts (management expert group) and 12 senior 10.5 ton transport truck drivers (senior driver group) were invited to score for the importance level of various professional competency items in the expert questionnaire. There were 24 valid questionnaires collected and Statistics methods such as frequency count, average, Kolmogorov-Smirnov One Sample Test and the Kendall's Coefficient of Concordance were used for data analysis, to construct the "Military 10.5 Ton Transport Truck Drivers' Professional Competency" and its inter-rater reliability of overall professional competencies of the two groups of experts. The drivers' professional competency constructed in this research was divided into six levels: "Traffic Laws Knowledge", "Driving Knowledge", "Driving Skills", "Vehicle Examination Skills", "Vehicle Care Skills" and "Vehicle Breakdown and Accident Handling", with 29 professional competencies in total

Keywords : *military 10.5 ton transport truck, drive, professional competency*

Establish and Evaluate the Effectiveness of the Performance Bonus Appraisal System for Nursing Staff in a Mainland Public Hospital

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Abstract

Background: In recent years, hospitals have been required by policy to reform performance-based wages. The performance bonus distribution of nursing staff in Hospital Y is not related to the urgent, heavy, difficult, miscellaneous and particular work tasks. It is a meaningful topic to establish a Performance Bonus Appraisal System (PBAS) for nursing staff adapted to local conditions and recognized. **Purpose:** To establish a PBAS for nursing staff in mainland public Hospital Y and to evaluate the effectiveness. **Methods:** Based on the PBAS experience of Taiwan's public hospitals and literature review, a PBAS for nursing staff in Hospital Y was established according to local conditions; a structured questionnaire was designed, which was tested and modified by experts for content validity, and distributed to all staff after the reliability test of experts. Effectiveness evaluation is based on the results of the pre-test and post-test. **Results:** The valid questionnaire rate was 88.8% in the pre-test and 80.2% in the post-test. The Strategy Dimension has a significant improvement ($p < .05$); the Process Dimension has a significant improvement ($p < .01$); the Communication Dimension has a significant improvement ($p < .01$); the Decision-making Dimension has no significant improvement (p -value .705). The overall performance of supervisors was higher than non-supervisors; The satisfaction/ recognition degree at the service year level is the highest in 3-10 years; the satisfaction/recognition degree of the nursing unit is administrative unit > internal medicine unit > special unit > surgery unit.

Keywords : *Mainland public hospital, nursing staff, performance bonus, performance appraisal*

The Labor Supply and Development Strategy about the Aerospace and Defense Industry of Taiwan

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Abstract

The Aerospace and Defense (A&D) industry is strategic for national development due to its industrial interdependence and cooperation across multiple sectors. This study is intended to investigate the labor supply, industry cognition, and employment intention of the domestic A&D industry by using the enrollment forecasting and questionnaire survey for the universities and colleges in Taiwan. The results have shown that the students' relevant industry cognition will affect their employment intention. Accordingly, this study provides the estimates of the labor supply and the relevant suggestions on future talent cultivation and development strategy for the A&D industry of Taiwan.

Keywords : *aerospace and defense (A&D) industry, labor supply, enrollment forecasting, industry cognition, employment intention.*



Mutual Influence Relation Turnover Intention, Leadership Style, and Interpersonal Relationship

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Abstract

With the development of the society in the age of technology, some changes have taken place in the interaction between leaders and the led, because people admire freedom and mastery, and the situation of unpaid leave is accompanied by the possibility of talents wanting to leave. In addition, in different companies the way job relations are managed different, but the same enterprise is the result of the same management style, and it has a very close relationship with the leader, or whether the leader's interpersonal relationship will affect the leader. Therefore, the purpose of this research is to provide companies with personnel training, education and training, or corporate human resources departments, as a reference for human resources strategies. The purpose of this research is as follows:

1. Explore the theories of leadership style, interpersonal relationship, and turnover tendency.
2. Explore the relationship between turnover intention and leadership style.
3. Explore the relevance of turnover intention and interpersonal relationship.

Discuss the differences in the interpersonal relationship and turnover intention of leadership styles with different background variables. This research regards questionnaire as the main research approach, retrieve 211 questionnaires altogether, and we use statistical analysis through SPSS software.

Keywords : *Turnover Intention, Interpersonal relationship, leadership style*

The study of work performance impacted by computer self-efficacy: To check the mediating effect of e-Learning ability

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Abstract

Due to the threat of the COVID-19 epidemic in the past two years, Taiwanese companies had to start the work from home strategy to reduce the risk of employees being infected with the epidemic. The purpose of this research is to explore how employees can increase their ability of computer self-efficacy through digital learning and improve their performance in the current working style. This study uses the questionnaire survey method to target the current employees of the enterprise, and invites enterprise workers who use online assignments to complete the online questionnaire by the convenience sampling method, and 88 valid questionnaires are recovered. Questionnaire items were compiled through literature research, selected relevant research questionnaires, and completed procedures such as expert validity, questionnaire pre-test and reliability and validity test, questionnaire revision and formal testing. Using hierarchical regression analysis, computer self-efficacy has predictive power for digital learning ability; digital learning ability has predictive power for job performance, and computer self-efficacy has predictive power for job performance. As for the test of the mediating effect, the calculated value of the Sobel formula is 3.12 (>1.96), and the test results support the mediating effect of digital learning ability.

Keywords: *Computer-self efficacy, e-learning ability, work performance, mediating effect.*

The Two Sides of One Coin: The Humble Dilemma of Narcissistic Leaders

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Abstract

In Chinese society, modesty is an important virtue, and even an important key to success. Therefore, leader who acts modestly is usually considered a good leader, and the satisfaction of followers will be higher. However, for leaders with narcissistic tendencies, is it necessary to suppress their narcissistic tendencies and express humility to meet social expectations; or to be loyal to themselves and sincerely show their appearance? And what kind of impact does the humble behavior of narcissistic leaders have on subsequent satisfaction? These issues have not been explored in detail in previous studies. Therefore, this study attempts to explore the relationship between leader narcissistic personality, expressed humility, self-liking, and supervisor liking, and to add public performing as a moderating variable. In this study, the questionnaire survey method was adopted to conduct in the two stages. and a total of 238 valid dual questionnaires were recovered. The results of the study showed that the leader narcissistic personality was negatively correlated with expressed humility; expressed humility was positively correlated with supervisor liking but negatively associated with self-liking. The influence of others regulates the relationship between leader narcissistic personality and expressed humility. When public performing is high leader narcissistic personality is positively correlated with expressed humility; conversely, when public performing is low, leader narcissistic personality is negatively correlated with expressed humility. Based on the above, this study clarifies leader narcissistic personality and expressed humility, and understands their applicable contexts, and discusses theoretical contributions and future research directions.

Keywords : leader narcissistic personality, expressed humility, self-liking, supervisor liking, public performing

The Impact of Compensation Fairness on Willingness of Volunteer Soldiers' and Sergeants' Retention in the Army Unit: The Mediating Effect of Job Involvement

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Abstract

The army's sole duty is to ensure the survival and development of our country, and manpower is crucial to the overall capability of national defense. In the face of manpower shortage and recruitment transformation, the troop's composition determines its ability to defend the realm. The main objective of the research is to discuss the impact of compensation fairness and job involvement on willingness of military personnel's retention, intending to seek information from volunteers of a certain army unit. Targeting northern army volunteers, the research adopted questionnaire survey to inquire the correlation between compensation fairness, job involvement and willingness of military personnel's retention. We released and collected 300 questionnaires (with a recovery rate of 100%), deducted 4 invalid ones, and eventually adopted 296 of them for analysis. The results of the research are listed below: Compensation fairness has positive impact on willingness of military personnel's retention; Compensation fairness has positive impact on job involvement; Compensation fairness has positive impact on willingness of military personnel's retention via job involvement as mediating effect. The results of the research will be provided to army units as reference. We will promote policies in order to encourage volunteers to re-enlist and improve the army's organizational effectiveness.

Keywords : *Compensation Fairness, Job Involvement, Willingness of Military Personnel's Retention, Military, Volunteer*

Analysis of the Influence of Employee Benefits on Career Choice and Employment Behavior

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Abstracts

The most important criterion in the choice of employment for employees is to provide benefits. Employee benefits may be one of the factors that affect career choices, and its impact may result in different employment behaviors. Thus, this study aims to explore the impact of employee welfare, career choice and employment behavior, and employment behavior is divided into employment behavior-attitude, employment behavior-subjective norm, and employment behavior-perceived behavior control. There were 70 questionnaires to be distributed, total 45 valid questionnaires returned. The data were analyzed by the statistical method of regression analysis. The research findings show that employee welfare is positively related to career choice, employment behavior-attitude, employment behavior-subjective norm, and employment behavior-perceived behavioral control; career choice has a positive correlation with employment behavior-attitude and employment behavior-perceived behavioral control; employment behavior-attitude has no correlation with employment behavior-subjective norm and employment behavior-perceived behavior control; employment behavior-subjective norm has a positive correlation with employment behavior-perceived behavior control. The regression analysis concluded that employee welfare can predict career choice only.

Keywords: *Employee Benefits, Career Choice, Employment Behavior.*

The Planning, Monitoring/Evaluation of Research Infrastructure and Insights for S&T Management

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Abstract

The research infrastructure (RI) will produce impact for national science/technology (S&T) competitiveness. When a nation did not invest sufficient RI, it would be hard to attract talent and reduced S&T level. At present, all countries were continued to invest RI for enhancing national R&D competitiveness. Although Taiwan's funding agency/public sector spared no effort to invest RI, it still had no relevant studies for the roadmap, performance evaluation mechanism, return on investment/value for money of RI. This study surveyed the current situation of Taiwan's RI and collected documents about the planning, monitoring/evaluation of RI in order to enhance the S&T management effectively of funding agency in Taiwan.

Keywords : *Research infrastructure, Performance plan, Return on investment, Value for money*



Design and conduct ‘Systematic Innovation of Business and Management Course’ of the Institute of Management to stimulate students' creative potential

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Abstract

The researchers observed that the students of the in-service master's program need to work during the day and are not in good spirits at the night, and they will be late in traffic jams after getting off work, and it is difficult to innovate in the innovative method courses. Therefore, the researchers asked students to look for creative ideas by observing the problems in their own work, and then generate solutions to the problems through the TRIZ innovation method of business and management. Then, researchers will organize presentation competitions and encourage them to participate in competitions, so that students' problem-solving solutions can be displayed in the competitions. Through the operation of activities, interest is aroused, and the effect of students' class is significantly improved.

Keywords : *Innovative Method Courses, Master's in-service classes, competition for show Innovative results, Systematic Innovation of Business and Management*

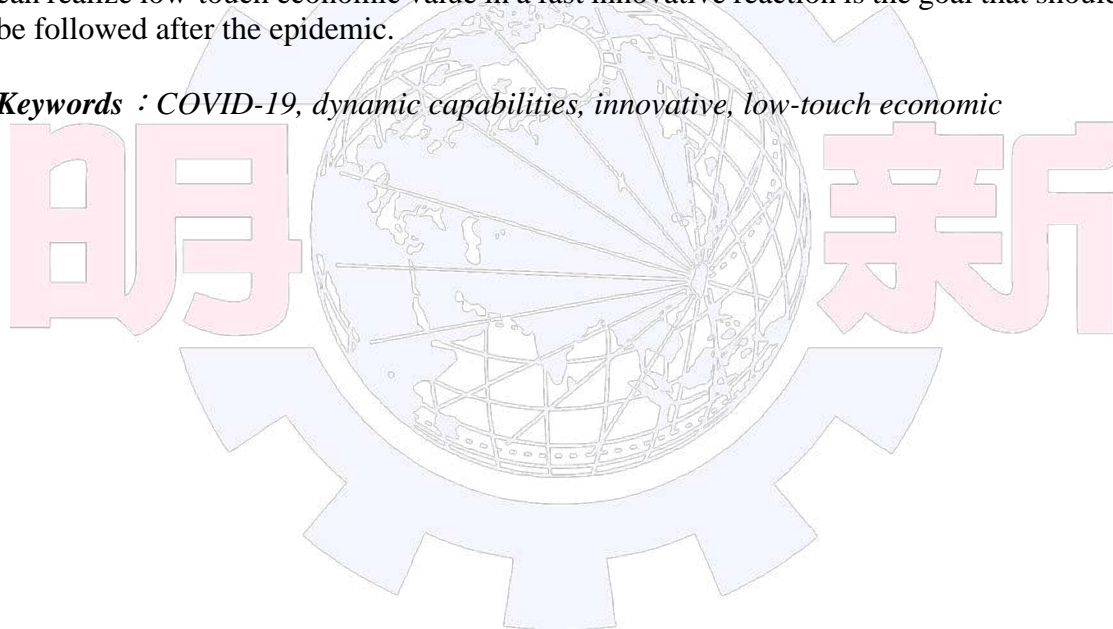
How to achieve firms' fast innovation reaction through dynamic capabilities during COVID-19

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Abstract

Since the end of 2019, the COVID-19 pandemic has continued to spread internationally, causing economic shocks and losses to various industries around the world. This research was written to clearly identify and define the key elements in which the rapid innovation response developed in the dynamic capability of the firm is established by overcoming it. It is only the foundation that enterprise organizations have relevant dynamic capabilities. Therefore, how to integrate and apply them so that they can realize low-touch economic value in a fast innovative reaction is the goal that should be followed after the epidemic.

Keywords : *COVID-19, dynamic capabilities, innovative, low-touch economic*



Innovative Design of LED Lights

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Abstract

After confirming that LED is the theme of this research, we refer to a large number of literatures and understand related papers and field visits. Learn about the LED manufacturing process on the spot, fully understand the LED and combine the elements of the LED to design the LOGO. Learn from the professionals in the factory, choose the LEDs and other materials you need, and learn from the professionals to make the finished product. Issue and return questionnaires, integrate and analyze, understand consumers' awareness, usage, preferences and purchasing standards of LED-related products, and get the reasons why many consumers buy related products. The conclusions of this research are: 1. Create an innovative umbrella with LED lights, 2. The innovative umbrella brings unprecedented convenience to people, 3. Through questionnaires, we can understand consumers' preferences and provide design directions, 4. From The LOGO design is constantly changing, making a LOGO that matches our theme to interpret the finished product. 5. What we gained from this research is not only the production of finished products, but also the ability to express, collect information, solve problems, teamwork, and most importantly is to learn different knowledge.

Keywords: *LED umbrella, Creative lamps, Innovative design, Design aesthetics*

Development of an Innovative Business Model by Multi-Lane Drive-through Designing

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Abstract

The COVID-19 epidemic has created huge challenges for restaurant operations. In response to business opportunities in the epidemic era, the performance of cloud kitchens and drive-thru stores has increased significantly. This study proposes an innovative service model that combines food pickup lanes and cloud kitchens to build a multi-lane dining commercial field. In the research, through the use of information and communication technology, the cross-lane transportation system, the online meal APP, and the meal delivery system are included. As far as consumers are concerned, they can quickly obtain products from different drive-thru lane. As far as meal delivery staff are concerned, through the optimized delivery lanes and scheduling, they can get a better parking environment and food pickup speed, which is both safe and fast experience.

Keywords: *Cloud kitchen, Drive-thru, Innovative Business Model*

AI- Visual Detection for Green Sea Turtle Eco-tourism

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Abstract

We designed an AI driving visual system for the sustainable purpose of green sea turtle at Island Xiao Liu Qiu. Due to Covid-19 pandemic effect, many cities at the world were locked down, and cause reducing the chance to harassment to wildlife. Once it is unlocked, people tend to swarm forward the wild for seeking comfort of mother Nature. Xiao Liu Qiu is famous for green sea turtle population and its ecological tourism. However, tourists swarm into this small island once it was unlocked, and it cause many green turtle harassment cases, which are against Wildlife Protection Act. For solving the conflict of conservation issues and promoting tourism, we design a machine visual system to let all the people use to identify and monitor green sea turtle population. To train YOLOv4 neural network model we collected about 600 green sea turtle images from underwater, seashore and the air at Island. As a result, the mean average accuracy is about 85%. This model was then deployed and to serve for testers at our server. Tourists may use this machine visual at cloud by their mobile equipment during watching the green sea turtle, which may increase both identification interest at web and monitoring the possible harassing behavior at sea coast, to enhance the sustainability of sea turtle eco-tourism in the future.

Keywords: *eco-tourism, green sea turtle, AI-driving machine visual, YOLOv4 neural network model.*

The study on Physical and Mental Health of the Aged

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Abstract

By the advanced medical care, the average life expectancy of human beings has increased which causes the late life after retirement getting longer. It is common phenomenon that the whole world become the aging society. The three aspects of physical, mental, and spiritual health of elderly are inseparable, intertwined, and relative trinity. From tangible physiology to intangible psychology, it is internalized to become spiritual detachment. The physical, mental, and spiritual health can be compared to the extension from the point, line to surface or the influence from less to deep. The positive process can be contributed to the richness of elderly in the late life. For instance, the appropriate involvements like sports and various entertainments in the physical way or the learning, interpersonal interaction and dedication, and care (existence value and self-realization) in the invisible way are beneficial for elderly. The purpose is to explore the status of elderly on physical and mental health. The survey was used as this research tool, and the SPSS software was for analysis after completing survey.

Study on the Development of Local Plum-related Products at Sinyi, Nantou County

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Abstract

In recent years, rural culture and ecology attracts the tourism and leisure development. It is significant in expanding the local industries and rural agricultural economic activities. According to the statistics of tourists published by Nantou County Government, tourists visited Nantou has increased to 26,954,000, it has created enormous commercial benefits for local townships. According the annual report by the Council of Agriculture, the plum planting acreage in Nantou County was the second in Taiwan, but the output was the highest. Due to the increasing plum production and tourists, the researcher tried to analyze how the plum industry affects tourism applying questionnaires, Mind Map and Analytic Hierarchy Process (AHP). It is expected to further discover the value of the plum-related products in Sinyi township of Nantou and contribute to local industry development. Base on the results of questionnaires, we categorized 6 significant indices applying mind map method. Then, apply the AHP to measure the weight of the indicators to obtain the priority of product development, and then judge the priority of product development by the total score method.

Keywords: *New Product Development, Local Industry, Mind Map, Analytic Hierarchy Process(AHP), Tour Planning*

Study of Bodyweight Resistance training on Physical Fitness for Elementary School Students

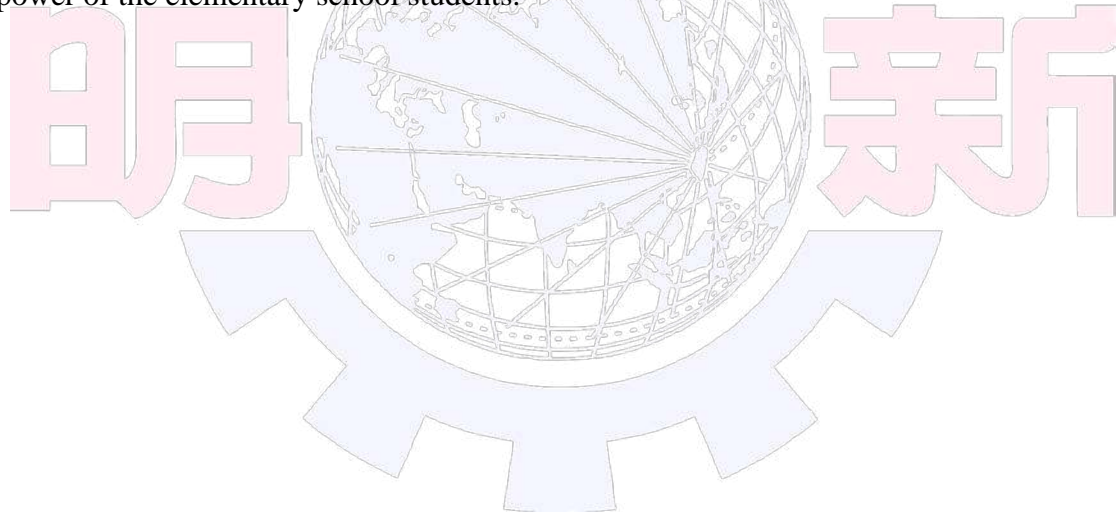
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Abstract

The purpose of this study was to analyze the effects of 8 weeks bodyweight training on physical fitness for elementary school students. The study subjects are the fifth-grade students of elementary school, the 52 students were divided into the experimental group and control group randomly. The experimental group received 3 sets bodyweight training twice a week for 8 weeks, and the control group maintained routine activities. This study analyzes pre-test and post-test data by SPSS 18.0. The results of the tests are as follows, after 8 weeks bodyweight training, the students of the experimental group improve significantly in their body mass index, muscle endurance, cardiorespiratory endurance, and power. ($p < .05$) However, the training is unable to improve the flexibility. ($p > .05$) Based on the research results, it shows that 8 weeks bodyweight training has positive effects on the body mass index, muscle endurance, cardiorespiratory endurance, and power of the elementary school students.



A Study on Service Quality Attention, Satisfaction and Loyalty of Festival Activities for local people-Taking the Light Sculpture Exhibition of 2021 Hsinchu Art Festival as an Example

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Abstract

Relevant research results pointed out that tourist attractions can hold relevant special activities to increase the attractiveness of sightseeing places, lengthen people's stay time, increase the rate of revisiting, and increase their willingness to visit and spend more. Therefore, through the integration of culture and art and local characteristics, it is presented in the form of holding large-scale cultural and art festivals, which can often attract a large number of people, drive local economic development, create considerable tourism income, and create many local employment opportunities. Therefore, distinctive and well-planned festivals can be an excellent way to drive local economic prosperity and enhance culture. Therefore, this research will take the 2021 Hsinchu City Art Festival Light Sculpture Performance as the research topic, and take the local people participating in the Visit Art Festival as the research object, and focus on the service quality, satisfaction and loyalty of the Light Sculpture Exhibition at the Visit Art Festival. It is hoped to have a deeper understanding of the characteristics of cultural tourism festivals in Hsinchu City. Therefore, this study explores variables such as the local people's attention to service quality, satisfaction, IPA and loyalty to the festival activities. It is hoped that through the study of the relationship between these variables, we can understand the local participating people's attitude towards visiting art. Views on the festival light sculpture show and the value of the event, and then put forward relevant suggestions for the reference of Hsinchu city government units in planning festival activities in the future.

Keywords: *festivals, service quality, attention, satisfaction, IPA, loyalty*

A Study of the Relationships among Service quality, Satisfaction and Word-of-Mouth: A case Study of the Hsinchu Harbor

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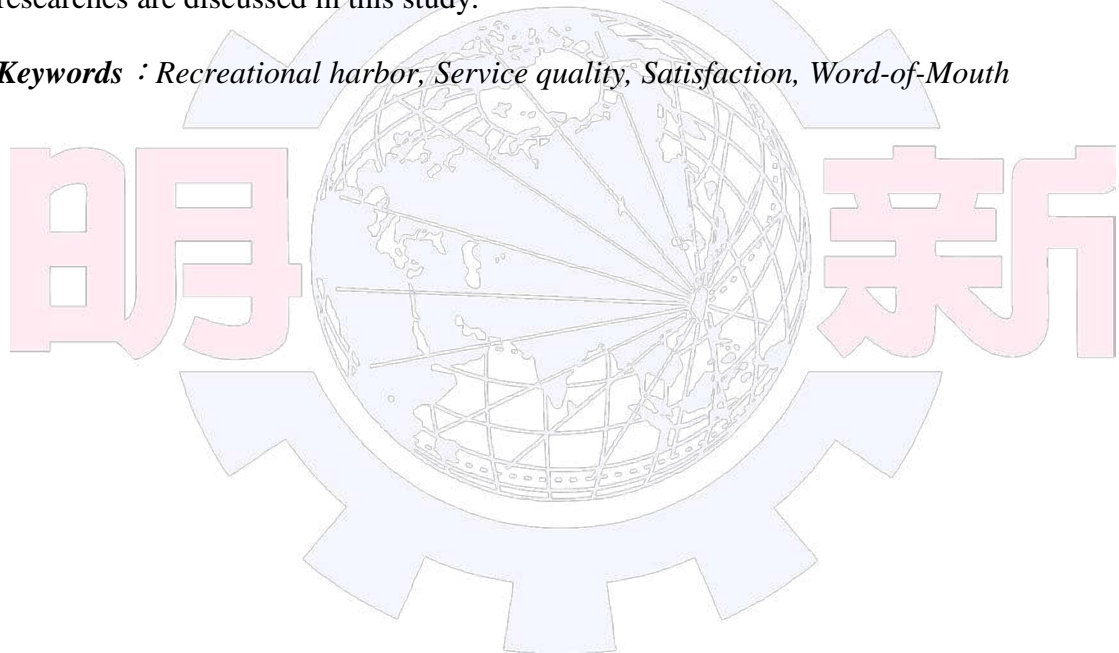
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Abstract

The purpose of this study was to realize the situation of Service quality, Satisfaction, Word-of-Mouth of the tourists of the Hsinchu Harbor, a Recreational harbor in Taiwan, for a sample of 510 respondents. Data obtained were analyzed through descriptive statistics, and one-way ANOVA and regression analysis. The major findings were summarized as follows: tourists' sociodemographic characteristics will make their service quality different. The results also show that the service quality measures of recreational harbor have a positive and significant influence on tourists' satisfaction and Word-of-Mouth. Based on the results, some practical implications and directions for future researches are discussed in this study.

Keywords : *Recreational harbor, Service quality, Satisfaction, Word-of-Mouth*



A Preliminary Discussion on the Cognition of Company's Leisure Support in High-tech Firms' Employees

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Abstract

The employees of high-tech firms have been usually in a high-pressure workplace. How to introduce leisure support in the workplace, pay attention to the physical and mental needs of employees, and inject vitality and happiness are strategies for high-tech industry to stabilize personnel and enhance competitiveness. The Minghsin University of Science and Technology is located in an important corridor of Taiwan's high-tech industry. It is important to participate such development for raising the university's social responsibility and propose proper leisure strategies to support the high-tech development. This study takes a semiconductor firm near the school as a preliminary case to analyze the physical and mental state, leisure preference and leisure support expectation of the interviewed employees by questionnaire survey. The results found that employees have a high leisure demand for the balance of body and mind. Leisure preferences are mainly attributed to daily recreation and entertainment, outdoor activities and video and audio activities in home. Furthermore, the company's leisure support is expected to be prioritized as "incentive travel or incentive vacation and other subsidies", "course-oriented" and "flexibility of leisure in work"; the preliminary discussion provide suggestions for leisure support in the high-tech firm and is as a reference for follow-up studies.

Keywords : *high-tech firm, leisure support, leisure participation*

In early January, the research and development of low-calorie, fat-reducing, and burden-free healthy lunch boxes in Linsen store

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Abstract

This research is in response to the aging of the elderly in the family, the degeneration of neurological function, resulting in poor eating habits, and severe anorexia may occur; in addition, relatives and friends around them are exercising, and sometimes invite us to To help them deal with high-protein dishes, we decided to explore how to make a low-calorie healthy meal box that everyone loves. Understand the four elements, what is a low-calorie and fat-reducing healthy lunch box, understand the modern catering trend through the development of low-fat healthy lunch box in early January. Literature review, field interviews, R&D practice, and questionnaire surveys are used to complete this topic. Through literature discussions and interviews with stores, I learned how low-calorie and fat-reducing healthy lunch boxes control calories. Healthy lunch boxes can supplement the energy needed by the body and reduce the burden on the body. Using the technologies we have learned, we have developed and implemented three healthy lunch boxes. , each product has its nutritional value, and the results of the questionnaire show everyone's feelings and suggestions after tasting it. Consumers' awareness of health and wellness, along with consumers' attention to their own diet. A trend of natural and healthy diets that take into account health preservation has emerged around the world, emphasizing the prototype of food intake, and creating healthy meals into a modern diet trend. Through SWOT analysis, the strengths, weaknesses, opportunities and threats of the restaurant in early January were analyzed. I happen to encounter a society that pursues health preservation and is harmed by the epidemic. Because eaters have become the mainstream, healthy meals have great advantages. We use ingredients with high nutritional value, and try to control the original shape of the food, control the absorption of calories, and let the eaters eat. Eat healthy and eat delicious

Keywords: 1. Low-calorie and fat-reducing healthy lunch box 2. R&D and implementation 3. Current catering trend

An Evaluation of the Service Quality of Hot Spring Hotel by Applying Importance-Performance Analysis

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Abstract

The purpose of this study was to explore the current status of customers' sociodemographic characteristics and, through the application of the importance-performance analysis (IPA) to differentiate their evaluation and expectations of the service quality as experiences in Hot Spring Hotel. 22 measuring items were adapted from the SERVQUAL scale. Convenient sampling was used and a total of 360 valid questionnaires were acquired through face to face survey in Hoya Spa Hotel, Ruisui Township, Hualien County. Results show that the majority of respondents were married with children, female, well educated, aged 41-50, with average monthly income between 30,001–40,000 yuan. IPA analysis were discussed to identify “Keep UP The Good Work”, “Concentrate Here”, “Low Priority”, “Possible Overkill”. Based on the findings, recommendations and implications were provided for hot spring hotel managers to improve service quality and add competitive advantage.

Keywords : *Hot springs Spa Hotel, Service quality Importance-performance analysis*

A Study on the Relationship between Purchase Motivation, Customer Satisfaction and Repurchase Intention of Healthy Meal Box

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Abstract

Modern people's diet is more and more healthy, but they have no time to cook for themselves. Therefore, "healthy meal boxes" that emphasize low-calorie, low-fat, balanced nutrition and fresh dishes are popular. Through a questionnaire survey, this study takes consumers of healthy meal boxes as the survey object to explore the consumers' consumption behavior and the purchasing motives of healthy meal boxes, and to explore the relationship between purchasing motives, customer satisfaction and repurchase intention. The relationship between them is to provide a reference for the future operation and marketing of healthy meal boxes for government agencies and business operators. Factors affecting purchasing motivation includes "recommendation, internet and promotion", "curiosity and popularity", and "health and fitness". Factors affecting customer satisfaction are "quality and taste", and "appearance and convenience". Factors that affect repurchase intention include "recommendation and repurchase" and "word of mouth and priority consideration". Based on the analysis of variance, the following results were obtained. Personal average monthly income has significant effects on "health and fitness". Age has significant effects on "appearance and convenience". Occupation has significant effects on "brand recognition". Occupation has significant effects on "quality and taste". Personal average monthly income has significant effects on "quality and taste" and "appearance and convenience". However, personal attribute variables have no significant effects on the two dimensions of repurchase intention. Finally, using structural equation model analysis, it is found that purchase motivation has a significant positive effect on customer satisfaction, and customer satisfaction has a significant positive effect on repurchase intention. However, purchase motivation has no direct positive effect on repurchase intention.

Keywords: *Healthy Meal Box, Purchase Motivation, Customer Satisfaction, Repurchase Intention, Structural Equation Model*

Influencing Factors in Barista's Job Satisfaction

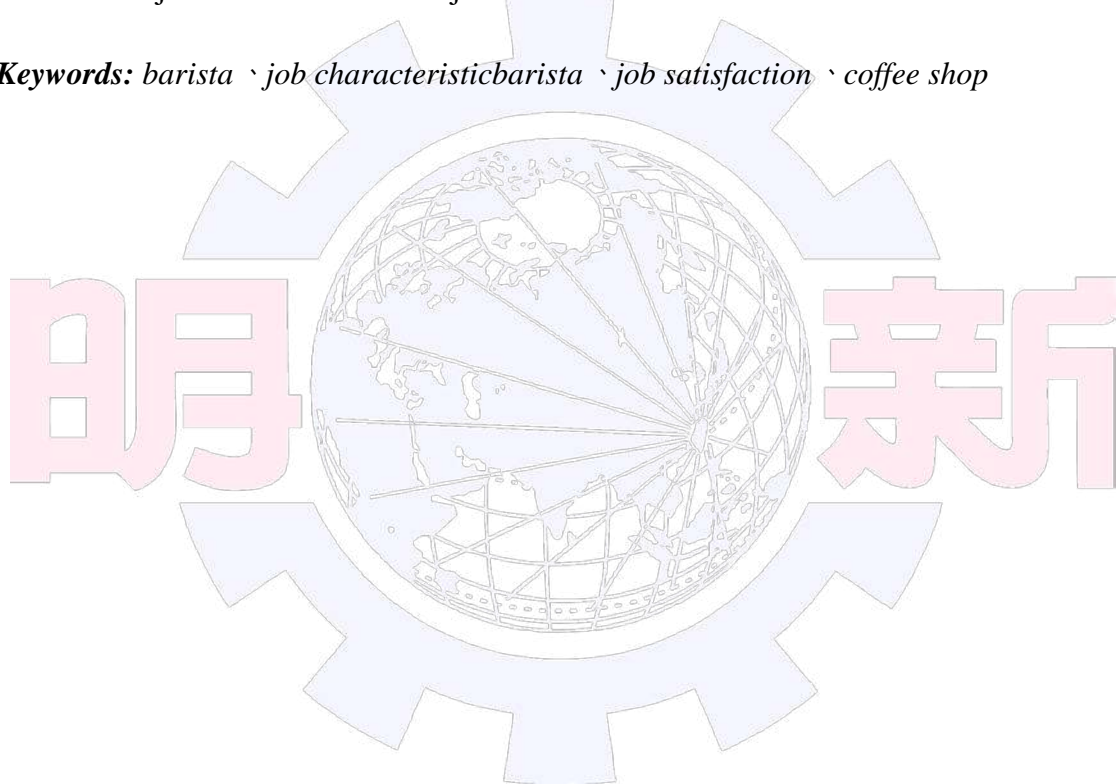
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Abstract

Coffee are the second largest traded commodity in the world, second only to oil in trading volume. In 2020, Taiwan's coffee bean import volume was 50,042 metric tons, an increase of 4,554 metric tons compared with 2019. The coffee market is growing year by year, and barista have become the most important part of the coffee shop. One of the important figures, there are few studies in Taiwan to explore the relationship between the job characteristics of barista and job satisfaction. This study explores the influence between the job characteristics and job satisfaction of baristas.

Keywords: *barista* 、 *job characteristic* *barista* 、 *job satisfaction* 、 *coffee shop*



Development of noodles with Guava from Xizhou Town in Changhua

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Abstract

Guava is rich in vitamins and minerals, low in calories and high in fiber. Also with a solid texture and a feeling of satiety. The comparison between guava and staple food of the same weight shows that guava is lower in calories and sugar than staple food, and many consumers currently prefer low-calorie sugar-reduced rice or noodles as meal replacements. The aim of this study was to develop a variety of agricultural products processed with guava from Xizhou town in Changhua. To promote the sales of agricultural products and help local farmers solve the problem of unsalable. The development of guava healthy high-fiber noodles has tried a variety of noodles with different formulas and proportions. It was found that the color of the noodles was beautiful and the natural color of guava was maintained. It was necessary to use guava to peel off the dark green skin and pulp and boil them into golden pulp to make the noodles. As for the research on adding the deliciousness of guava to noodles, many tests have shown that the best results are obtained in soft and mature guava, noodles made with flour are delicious and delicious, and the sweetness of guava left in the throat. The taste is also very special. It is expected that the above-mentioned guava healthy high-fiber noodles can bring different agricultural and special processed products and health benefits to consumers.

Keywords: *Guava, High-Fiber Products, Noodle Production*

A Study on Consumers' Perceived of Exotic Restaurant Attributes Based on Online Reviews-Taking Malaysian Exotic Restaurants in Taipei as an Example

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Abstract

Taiwanese consumers have a high degree of acceptance of exotic restaurants, and the purpose of this study is to explore consumers' perceptions of the attributes of exotic restaurants, and to take Taiwanese Malaysian restaurants as an example. Consumers will refer to the reviews on the Internet before choosing a restaurant. This research adopts content analysis to collect restaurant attribute keywords, selects Malaysian restaurants in Taipei City, including Mr. Chi, Mamak stall, Paparich Jin Papa as the research targets, and selects Google restaurants, 1000 reviews were selected. The research results indicate that the top five exotic restaurant attribute keywords that consumers value are food quality, service quality, restaurant atmosphere, value and authenticity. Consumers attach great importance to the authenticity of foreign restaurants and the experience of liking foreign dishes. Therefore, this study suggests that these three Malaysian restaurants can pay more attention to online reviews, actively promote the positive reviews of online reviews, and provide authentic Malaysian dishes and dining experience. The findings provide academic and practical implications.

Keywords: *Exotic Restaurants, Restaurant Attributes, Authenticity, Online Reviews*

Consumers' Intention to Purchase Pandan Kaya Paste Products

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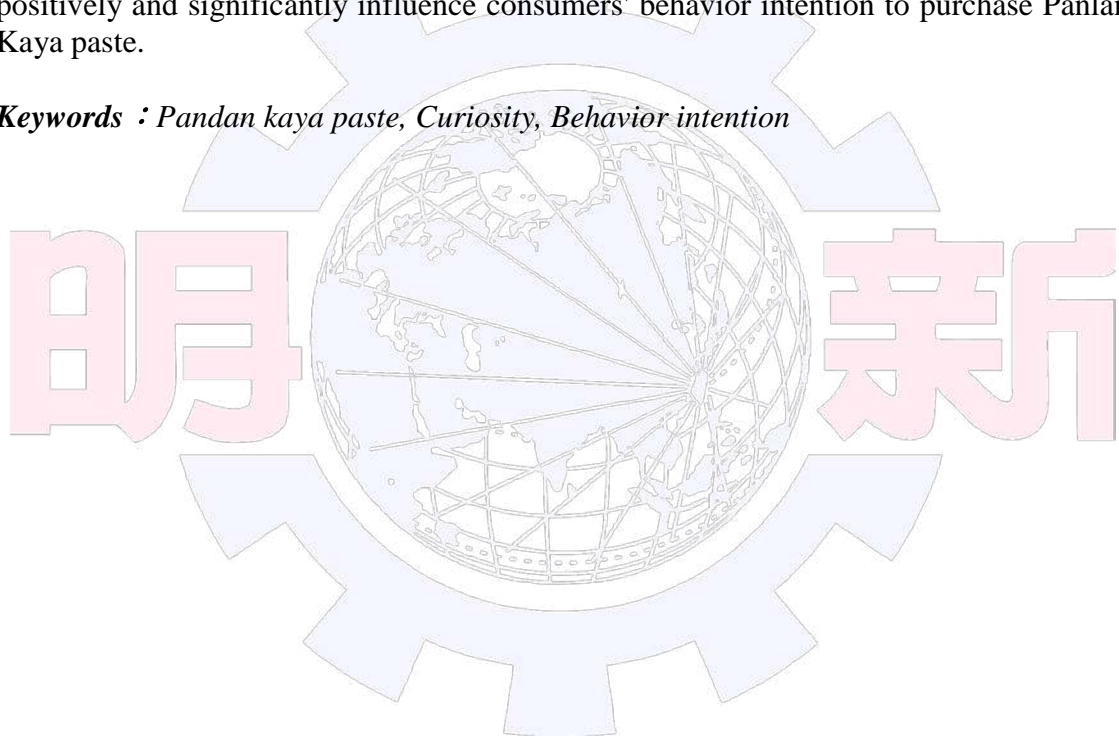
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Abstract

Pandan kaya paste is an indispensable national spread in Singapore and Malaysia. Since Taiwanese are not familiar with Panlan kaya paste and it is not common in the market, this study focuses on understanding Taiwanese consumers' purchase intention and its influencing factors toward Panlan kaya paste. In this study, consumers were asked to fill in a tasting questionnaire at a stall in the campus of Chung Hah University. The study results showed that both the taste/flavor and the curiosity of Panlan Kaya paste will positively and significantly influence consumers' behavior intention to purchase Panlan Kaya paste.

Keywords : *Pandan kaya paste, Curiosity, Behavior intention*



Study on Ecotourism Tour Planning Based on Sustainable Development– Practices of University Social Responsibility(USR)

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Abstract

Globalization accelerates the interactions and conflicts among countries and has caused worldwide impacts on politics, economy, society, culture, and safety. The development of the environment, economy, and community in a region has gradually become out of balance. With the problems of brain drain, crippled constrictions, worsened agriculture, the government has devoted to regions' cultural features and offers the programme, Regional Revitalization in order to improve the balance between sections. The Chénggōng community locates in remote Puli township, Nantou county, whose construction falls behind. Due to its location, there is difficulty for the community applying for funds from the government. However, on account of the University Social Responsibility (USR) programme, Chénggōng community designs their ecotourism and tour planning based on sustainable development. They entice tourists into the local culture, boost regional industry's business, enhance environmental protection, and fill the gap between urban-rural development. This research takes Chénggōng community in Puli township, Nantou county as a sample for tour planning. According to New Product Development (NPD), there are five stages in the process including Opportunity Identification and Selection, Concept Generation, Concept / Project Evaluation, Development, and Launch or Commercialization. This research takes Analytic Hierarchy Process (AHP) to evaluate Chénggōng community's ecotourism and sustainable development of their tour planning, and in the research finding the importance items includes sustainable environment 47.92%, experienced economy 33.31%, and society's culture 18.77%. In addition, there are ten indicators, and the most important one is ecological conservation, which accounts for 21.99%. According to Segmenting, Targeting, Positioning (STP) theory, this research takes discovering and teaching adolescents as the target group, and develops the tour planning for ecotourism and sustainable tourism with three constructs and ten indicators to corresponding spots and activities.

Keywords: Sustainable Development, Ecotourism, Tour Planning, Analytic Hierarchy Process, University Social Responsibility

The Construction of the Core Competence of Chefs

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Abstract

In last decade, Taiwan's hospitality industry has transformed from the early day of focusing on economical value and variety in choices, to the current trend of looking for fine and exclusive experience . People's demand on hospitality has also changed accordingly - from fulfilling basic survival need to emphasizing on quality and uniqueness. As a consequence, the traditional way of managing business and fostering executive talents are facing challenges due to this industry transformation. Hence, what can be called as the qualifications of an executive chef? What kind of specialized knowledge and core characteristics an executive chef must possess in order to fulfill market's demand and expectation? This is something being imperatively pursued by hospitality industry recently. This research has utilized three methods which include conducting survey among executive chefs and relevant expertise in hospitality industry, the general perception on professionalism, and studying the content of professional ability examination by Minister of Labour Development. The information obtained was then cross-referenced to provide a better guideline for employing executive chefs.

The Study on Purchasing of Take-out Dishes for Chinese New Year's Eve

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Abstract

The dishes specially served on Chinese New Year's Eve are often regarded as a combination of wonderful food and family gathering. With the changes in today's society and family structure, many consumers have also changed the tradition of making New Year's dishes on their own. However, how consumers purchase New Year's Eve dishes, and what factors affect their purchasing decisions are some of the marketing issues sought after by the suppliers. Therefore, in order to understand the purchasing decisions and considerations of consumers in purchasing dishes served on Chinese New Year's Eve, this study examines consumers in Hsinchu area, and a survey was conducted by distributing both on-line and face-to-face questionnaires. According to the results of the survey, more than 30% of the respondents can be classified as limited decision-making purchase behaviors. It can be concluded that most consumers in Hsinchu area tend to pursue new and convenient choices to prepare for the dishes for Chinese New Year's Eve in a more convenient yet tradition-preserving way.

Keywords : *take-out Chinese New Year Eve's dishes, dining out, purchasing decision, Hsinchu area*

Mobile Hotel – An Innovative Design for Railway Travel

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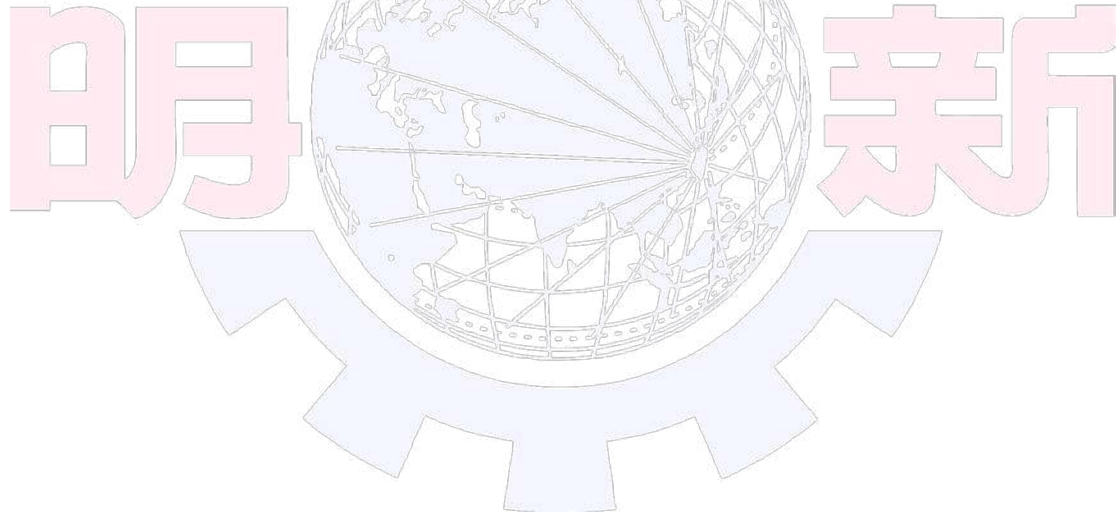
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Abstract

No matter whether it is for transportation or tourism, traveling by train is popular among travelers for being environmentally friendly and affordable. As Taiwan is a relatively small island which can be circumnavigated within a day, this study takes reference from overseas sleeper train tours and plans to allow travelers to both enjoy travelling by train and experience an alternative type of accommodation different from a hotel by converting the train into a mobile hotel, offering both transportation and accommodations. Travelers can travel freely during the day, return to the train for accommodation at night, and then head to the next city the following day to complete the circumnavigation tour. It is hoped that this plan can provide travelers who love travelling by train with an innovative travel option.

Key words: Mobile Hotel, Taiwan Railway, sleeper train tours , circumnavigation



A Study on the Trend of Healthy Dietary Practice

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Abstract

Today with the increasing awareness of environmental protection inside and out of the bodies, many people begin turning to "healthy diets" to enhance their metabolic detoxification and to better protect the earth. People pay close attention to the sources of food they consume for the sake of their own and their families' health. They are more concerned about food ingredients and show preference to organic and local foods. However, those who are aware of this healthy trend and further putting it into practice are mostly the elderly. That's why we want to propagate the idea especially among the youth. Studies find that as Taiwan has officially become an aged society, more and more people put a high premium on health issues. Healthy diets are now a common practice among the aged. It is necessary then to let young people realize the importance of healthy diets in advance. Our study suggests changing the diet of younger generations by adopting low-oil and low-salt cooking methods and choosing local ingredients to reduce the carbon footprint.

The results of the study show that there is a positive relationship between healthy dining behavior and people's cognition of healthy diets as well as their environmental protection awareness. It is thus very likely that we can lead young people to healthy diets through education.

Keywords: *healthy diets · local ingredients*

A study on customer consumption behavior, purchasing factors, satisfaction and loyalty of Vietnamese snack bars-Taking Taozhumiao area as an example

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Abstract

The cultures and delicacies of various countries can be seen everywhere in Taiwan, and Vietnamese cuisine is also one of them. Many of them mean that Vietnamese cuisine is very popular among many people. As living standards improve, consumer expectations increase. The purpose of this study is to explore how to achieve a win-win situation for the business operators to make money and the requirements of customers. This study mainly uses questionnaires and expert interviews as research methods and statistical analysis tools. After analyzing the results, it is concluded that the operator's business strategy should be able to compare with customer satisfaction and customer loyalty. Such a business strategy will be successful and a good business strategy is the main factor that enables consumers to continue to repurchase.

Key words: *Vietnamese snack bar, consumption behavior, purchasing factors, customer satisfaction, loyalty*

Environmentally friendly hotel cognition and accommodation preference

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Abstract

With the rise of environmental awareness, the environmental protection bureaus of various counties and cities have actively promoted the promotion and guidance of environmentally friendly hotels to encourage more hotel operators to apply for becoming environmentally friendly hotels. Green hotels apply the concepts of safety, health and environmental protection, adhere to green management, advocate green consumption, protect ecology and use resources rationally. This research focuses on green hotels and takes consumers as the research object to understand consumers' cognition and attitude towards green hotels, and put forward suggestions for industry reference. Due to the pandemic of Covid-19, the research members could not reach guests in the hotel. Hence, a convenient sampling was adapted and is was conducted via mail questionnaires. 177 were distributed, 163 valid questionnaires were recovered, and the recovery rate accounted for 92.1%. The five-point Likert scale was used to give one to five points respectively. The top three items consumers most agree with in green hotels are "complying with environmental regulations", "should not purchase excessively packaged products", and "water-saving equipment should be installed in guest rooms"; They agree with the hotel's hardware facilities, such as energy-saving and green planting arrangements, but have a low degree of agreement with environmental protection measures. According to the above, although consumers have a basic understanding of environmentally friendly hotels, their actual accommodation preferences and the concept of environmental protection have not yet become the dominant factor in accommodation preferences.

Keywords : *Green Hotels, Accommodation Preferences*

Development of Vinegar with Guava from Xizhou Town in Changhua

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Abstract

Healthy vinegar drink has also become a new favorite for health-preserving people, which helps to adjust physical fitness or assist health. Vinegar can be divided into brewed vinegar, synthetic vinegar and processed vinegar according to different manufacturing methods. Considering the convenience and stability of the production of vinegar, as well as the need to retain the guava flavor and smoothness, the immersion method of processed vinegar was used for development. In this study, we tried a variety of recipes and explored the use of guava with high or low maturity according to the brewing method. Add sugar or brown rock sugar, mix with vinegar, rice vinegar, aged vinegar or shaoxing vinegar, seal the glass jar and store it in a cool place To observe the changes in the brewing process. The results show that the guava brewed vinegar with high maturity has a relatively rich and mellow flavor. The sugar added to the red rock sugar is more sweet and moist, and the vinegar with different bases has the best effect, and the vinegar flavor will not be too heavy. The taste of guava, and the flavor of live bacteria brewed products is relatively natural and refreshing, it is very smooth to drink, with an aromatic sour taste, and does not irritate the throat. While the brewing time is from February to March, the aroma of the guava is better. After four months, the flavor of the guava is relatively overripe and the aroma is lighter. The final product can bring different choices to consumers, and can also promote the applicability of guava processed products.

Keywords: *Development of Agricultural Products, Guava, Vinegar*

The Exploration of Activity for Public Welfare- Wowprime Corporation as Case Study

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Abstract

Wowprime Corporation was established in 1993 and has built a food and beverage empire with 30 brands now. In order to endeavor its Corporate Social Responsibility (CSR). Under the policy of Wowprime “one brand one public welfare activity”, each brand has an opportunity to do its own public welfare activity; for example, Tasty’s blood donation yearly, Tokyia’s books donation, a cooperation of Gigu with CCF, and so on. Ex-President Dai indicates that the company doing the public welfare activity is for giving the public a consistent image. Therefore, he demands each brand to do a public welfare activity that wants to do and does its best. Accumulating over a long period of time, its contribution will show to the society. He also advocates that a company doing the charity is a good circulation; for example, Tasty’s blood donation has become the bright brand image to consumers. The employees of Tasty also feel that they are proud of the blood donation. It does help to cohere the centripetal force of the company. When customers identify specific brands, they will continue to buy. When employees have company identification, they will continue to work. These will form a positive power. Therefore, this study focuses on understanding the social contribution and social influence of Wowprime Corporation. Also to explore its feedback to the society by using public welfare activity. Using the data of literatures reviews, news, and reports to realize public welfare activities of Wowprime to reach the purpose of this study. This study found that Wowprime using public welfare activities, word-of-mouth, and promotion to enhance its reputation, good impression, and to maintain his good image. At the same time, it coordinates the software and hardware facilities mutually that creates a distinguishing feature for each brand successfully. The creativity of each brand lets the people can recognize its brand at first glance and attracts the eyes of the consumers. The activity for public welfare might be a turning point to Wowprime because it has enough cost of capital, reputation, and personal connection. It really makes Womprime so distinctive. Wowprime Corporation is good at using the public welfare activity. It not only enhances its image to consumers, but also brings a good circulations of the society. As the leader of the food and beverage industry, Wowprime Corporation promotes public welfare activity to help disadvantaged minorities. It gives feedback to the society and contributes its efforts to develop its social influence that really show Wowprime’s social responsibility.

Keywords : *Activity for Public Welfare, Corporate Social Responsibility, Wowprime Corporation*

Coping with Covid-19 : Strategies of Hospitality Industry

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Abstract

Covid-19 has been impacting the world since 2018. There is no exception for Taiwan. According to the data of Tourism Bureau of our government, covid-19 affected the numbers of tourists, tourism revenue, occupation rate of accommodation and so on. Tough dramatic impacts of covid-19, some organizations vanished; some institutes perform better than before since they adopted unique strategies. For instance, the emerging i-cloud kitchen, alliance cooperation, global safety and hygiene certificates.

Keywords : Covid-19 virus, hospitality industry, impacts, hotel industry



Delayed Treatment and Related Factors in Disabled Patients with Colorectal Cancer

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Abstract

According to the causes of death statistics in 2020, cancer has been the leading cause of death in Taiwan for 39 consecutive years. Among them, colorectal cancer (CRC) accounted for 14.27% of all incidences of cancer, and 12.81% of cancer-related causes of death. Due to the fact that individuals with disabilities usually have decreased access to cancer screening, the aim of this study is to investigate in CRC patients with physical and mental disabilities in Taiwan. Through the retrospective cohort study, collected by merging of those registered as CRC in the Taiwan Cancer Registry Form provided by “Health and Welfare Data Science Center”, with those in the database of people with disabilities from the Ministry of the Interior, as well as with National Health Insurance Research Database (NHIRD), were analyzed. Descriptive statistics was carried out to analyze the distribution of each variable of CRC patients with disabilities. Finally, inferential statistical analysis via Cox proportional hazard model was performed to investigate the risk of delayed treatment, and related factors in CRC patients with disabilities. A worsening physical condition was correlated with delayed treatment in CRC patients with disabilities, and the rate of delayed treatment was especially high in the subjects with other major illness, as compared to those without other catastrophic illness. Patients enrolled in the current study did not admit to medical center and public hospitals, the fact of higher rate of delayed treatment may be due to the patients’ unwillingness to aggressive treatment, and chose conservative management instead in small- or medium-sized hospitals. Results of this study can be taken as reference for setting preventive measures and treatment in CRC patients, and develop health care policies for disabilities patients by the government and healthcare facilities at all levels.

Keywords : *Colorectal Cancer, Disabilities patients, National Health Insurance Research Database, Delayed Treatment*

Using Human Skeleton Detection Technology for Motion Behavior Recognition

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Abstract

Most people in modern society are affected by factors such as work pressure, the weather and their environment, meaning that the time and frequency of exercise may be affected and hence the benefits of exercise cannot be obtained. Thanks to the rapid development of artificial intelligence recognition technology, related technologies have been gradually implemented and used in real-life applications. This paper presents a motion recognition application for a smart handheld device based on human skeleton detection technology, which uses real-time human skeleton analysis to determine the correct posture for movement, and provides users with a virtual health coach to promote exercise in the home environment.

Keywords : *Human skeleton detection, motion recognition, smart handheld device applications.*

Research on the Concept of Autonomy Ethics-Taking the Doctor-patient Relationship as a Category

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Abstract

From the medical ethics thinking of the traditional doctor-patient relationship model, the patriarchal doctor-based medical model is more used, which makes the patient become the object of medical behavior. The modern society's respect for the medical human rights movement has gradually awakened and paid attention to the concept of patient autonomy in medical ethics. The issue of the patient's autonomy in the doctor-patient relationship is the core issue of biomedical ethics. Although the ethical dilemmas raised by various experts are analyzed and discussed, the solution is to solve the problems and provide the doctor-patient relationship. What Kant is talking about is a moral subject, who can make rational choices and can take responsibility. Therefore, individuals should be given enough space and freedom to make choices. Mill believed that if the most universal and greatest utility can be truly achieved only by restricting the freedom of some people, then this freedom does not necessarily have moral validity and should be restricted. Beauchamp, James F. Childress. According to Beauchamp, autonomous behavior refers to behavior that is not under the control of others. The principle of respecting autonomy in the doctor-patient relationship will be able to further specify ethical rules such as informed consent, confidentiality, and respect for privacy in the field of healthcare.

Keywords: *respect for autonomy; patriarchy; doctor-patient relationship; informed consent*

Study of the Self-Affirmation Group Activities in Improving Self-Esteem of the Elderly

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Abstract

Currently, there is a general phenomenon of insufficient self-esteem and self-confidence among the older adults in Taiwanese society, which leads to their emotional unstable, and some older adults even tend to be depressed. The aim of this study is to use self-affirmation group activities in improving the self-esteem of the older adults, help them regain their self-confidence, and make them feel that they can do many things and solve their spiritual problems. There are six self-affirmation group activities was carried out between 3rd of December 2020 and 6th of May 2021. The research results indicated that the positive self-esteem indicators of the activity participants all increased, and the negative self-esteem indicators of the participants all showed a downward trend. Therefore, the self-affirmation group activity in this study can indeed improve the self-esteem of the older adults. In addition, in terms of gender, male activity participants expressed very strong agreement with the positive self-esteem indicator 'I feel that I have many advantages', while female activity participants expressed only weak agreement. It was observed that there is a significant difference in self-esteem between male and female activity participants.

Keywords : *Older Adults, Self-Esteem, Self-Affirmation Group Activities*

Examining the principle of innocence in biomedical ethics from Mill's "On Liberty"—Taking palliative care as an example

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Abstract

The purpose of biomedical ethics is to relieve the conflict between medical technology and human needs. What it emphasizes is a search for right and wrong, good and evil. The promotion of medical ethics can make the performance of medicine more in line with human nature. This article uses Mill's "On Freedom" The author examines the principle of no harm in biomedical ethics, and takes palliative care as an example to interpret the field intervention. Based on this, it is close to the theory to carry out the practicality of the philosophical approach. The author concludes that Mill's theory does not harm the terminally ill patients. Principle introduction.

Keywords: *Do no harm principle, freedom, biomedical ethics, John Stuart Mill*

Care for the Life of Older Adults ~ The Needs for Developing Age-friendly Hospitals in Taiwan

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Abstract

Aging is an inevitable process in individual life cycle. With the aging process, the elderly face challenges from multiple factors such as physical and mental health, degradation of physiological functions, changes in family and social roles after retirement, reduced self-identity, and changes in family life patterns. Therefore, under the trend of rapid aging of the population structure in Taiwan, it is important to create a friendly health care environment for the elderly, provide considerate medical care services, and show 'love' and non-impedimental life care. Based on this, this article analyzes the importance of developing age-friendly hospitals in Taiwan, and awakens people's awareness that Taiwan's development of age-friendly hospitals has its needs. In this way, it can provide age-friendly medical care services and show care for the lives of elderly.

Keywords: *life care, the elderly, age-friendly hospital*

A Conflict Resolution Tool for Preschool: The Evaporating Cloud

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Abstract

The preschool is composed of people, and the objects of its services are also people. For a certain purpose, these preschool educators gathered to form a preschool organization. Among the limited resources, for members of the organization to effectively complete their work tasks, inevitably, differences in goals, emotions, interests, needs, thoughts, practices, and expectations will cause incompatibility and confrontation—emotions or behaviors, which are called conflict behaviors. The different nature and degree of conflict will affect the work input and job satisfaction of preschool educators. They will have an impact on the quality of education and care. Therefore, this research aims to help preschool educators clarify their goals at work and increase mutual understanding to reduce misunderstandings. It is expected to effectively reduce unnecessary conflicts and increase the work input of preschool educators and job satisfaction.

This research adopts the document analysis method by collecting journals, research reports, dissertations, and books related to preschool conflict and conflict management to conduct analysis and research, hoping to understand the cause of the problem and use the Evaporating Cloud as a framework explores possible solutions.

This study finds that because members inside and outside the preschool organization tend to agree on the core goals they expect, conflicts are mostly caused by subjective differences in the inner needs and external demands needed to achieve them. Therefore, through the Evaporating Cloud, the two sides can reach a consensus in seeking common ground in differences, eliminating subjective differences in assumptions, resolving conflicts, and enhancing mutual understanding.

Keyword: *Evaporating Cloud, preschool conflict, conflict management*

Steiner's Twelve Senses Theory and Young Children's Learning

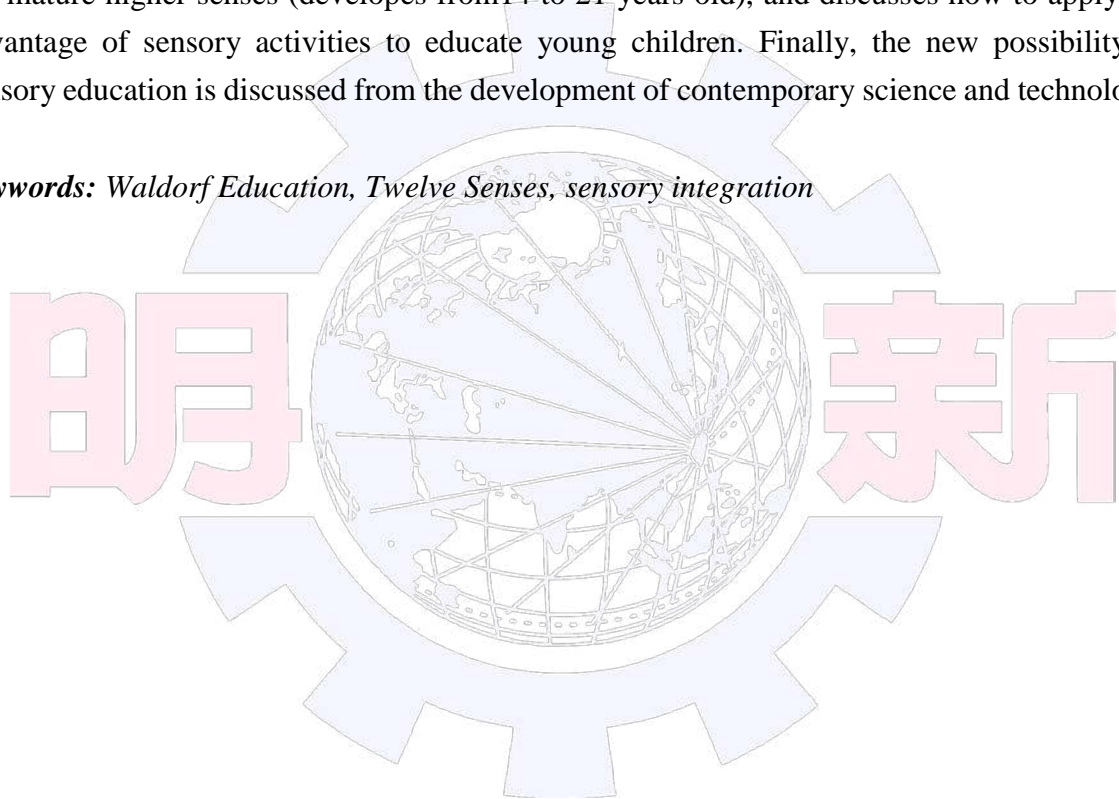
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Abstract

Through the analysis of the unique theory of sense in Waldorf education, this paper explains the correspondence between the lower senses (develops from 0 to 7 years old) and the mature higher senses (develops from 14 to 21 years old), and discusses how to apply the advantage of sensory activities to educate young children. Finally, the new possibility of sensory education is discussed from the development of contemporary science and technology.

Keywords: Waldorf Education, Twelve Senses, sensory integration



Preschool parents' perceptions of gender equality and participation in gender-equality parent-child activities

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Abstract

There are still many gender stereotypes and traditional concepts in today's society, and there are obvious stereotypes about the industries, interests, personalities, behaviors and dresses suitable for men and women. Nowadays, the issue of gender equality is still drawing the attention of the public. It deeply affects individual development and social justice. In the light of this, the establishment of the concept of gender equality needs to start from childhood, especially parents must have the correct concept of gender equality. However, the research in Taiwan is limited. Therefore, this study provides gender equality dramas and related extension activities to explore kindergarten parents' perceptions of the concept of gender equality and participation in activities. We could collect data based on questionnaires, collection of study lists, and auxiliary use. The research was carried out by the parents and children of three public kindergartens in Xinfeng. The results of the study found that parents were highly receptive to gender equality-related activities and had a positive response. They also felt that the activities had a positive effect on children. Finally, on the basis of the research findings, it also proposes suggestions for parents and kindergartens.

Keywords : *Gender Equality, Kindergarten, Parents*

In search for the philosophy of early childhood education in Taiwan: A local reflection

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Abstract

This article expounds that Taiwan's local philosophy of early childhood education is based on Confucius's teaching of benevolence (仁). This concept is embodied in the *Early Childhood Education and Care Curriculum Framework*, which is a set of guidelines that is currently applied in the preschool curriculum in Taiwan. It is hoped that such a discussion can identify the philosophy of early childhood education in Taiwan from a local reflection.

Keywords: *benevolence (仁), local philosophy of early childhood education, young child*

Design and Implement of Interactive Picture Book for Oral Expression

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Abstract

It is integrated wordless picture books and interactive electronic sensor into the creation of interactive picture book for oral expression. According to the story plot use suitable sensor, and applying the control device "Arduino" into the creation. The interactive mode of this creation is interacting with the entity doll and story feedback. It's different from general electronic interactive picture books which interact by keyboard or computer mouse. Preliminary results showed that applying the electronic sensor in interactive picture book could access to user's experience and intuitive interaction. It would also access to children's intuitive operation and inspire children's reading interest. Because electronic sensors aided could inspire more curiosity and interest. On the other hand, children feel the rich visual images and multimedia scenarios can make experience different with reading and listening than the traditional picture books. In addition, we can find that in the observation of basic ability indicators in the language field of 5-year-old children, after using the interactive picture books, most children have a change in the item of "speaking", which relatively represents an improvement in their oral expression skills. The teachers and caregivers have a positive attitude towards the use of the interactive picture books, and have also put forward a lot of improvement plans for teaching materials, so that the preschool teaching operation experience can be integrated into the teaching materials, which can be more enlightening and inspiring to their teaching.

Keywords : *Interactive picture books, Arduino and Sensor*

A Study on the Satisfaction of Students' Off-campus Internship in the Department of Early Childhood Education and Care of the University of Science and Technology

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Abstract

Internship courses are a necessary way for students of the Department of Early Childhood Education and Care to acquire practical knowledge. This study aims to reveal the current situation and improvement plans of off-campus internship courses for students of the Department of Early Childhood Education and Care of the University of Science and Technology. By reviewing the off-campus internship courses of the Department of Early Childhood Education and Care and related literature, this study took students from the Department of Early Childhood Education and Care of a private university of science and technology in the north as the research object, adopted a questionnaire survey method and conducted a convenient sampling method, and successfully recovered 92 samples. Using descriptive statistical analysis and other analytical methods, a comprehensive analysis was made on the general situation of off-campus internship courses, the difficulties encountered in teaching practice, curriculum setting, teaching situation, internship course satisfaction, and internship results. The results of the study found that: 1. The off-campus internships for the students of the Department of Early Childhood Education and Care are all compulsory courses, and most of the credits are nine credits. Most of them took the internship courses in the last semester. 2. The problems encountered by the students of the Department of Early Childhood in the practice are mainly the economic burden and teaching preparation problems. 3. Most of the students in the Department of Early Childhood Education and Care have high overall satisfaction with the practice school and believe that the curriculum is appropriate and reasonable.

Keywords: *Department of Early Childhood Education and Care, off-campus internships, education and care courses, satisfaction*

Research on the implementation of bilingual education in rural preschools

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Abstract

This article wants to analyze the problem of implementing bilingual education in rural preschools, as a reference for the implementation of bilingual education in rural preschools in the future. These problems are: (1) uneven distribution of educational resources in rural preschools; (2) high teacher turnover; (3) decreased willingness of teachers to implement bilingual teaching; (4) low basic English ability of teachers to implement bilingual teaching; (5) Do parents of remote children pay attention to (6) parents have a certain degree of misunderstanding about the nationality of English teachers; (7) the situation of English teaching for young children in Taiwan is quite chaotic, and both Chinese and foreign nationalities.

Keywords: *bilingual education, preschool, rural preschool*

The Influent of Parents' Involvement toward Young Children's Emotional Ability

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The purposes of this study were to investigate the effect of parental involvement on children's emotional competence; to examine the fit of the structural equation modeling between parental involvement and children's emotional competence; and to analyze the parental involvement and the development in children's emotional competence. The secondary data research method was used in this study through "Taiwan Early Childhood Development Survey Data" (KIT) which providing by Survey Research Data Archive, SRDA of Academia Sinica. 2031 young children including 1029 boys and 1002 girls and their parents were as research participants from the data of the 48-month-old group which was released in 2021 (D00187). The result indicated that the internal structure was stable of "parental involvement" and "children's emotional competence", and overall model fit well through the model of "The Impact of Parental Involvement on Children's Emotional Competence" constructed by this study. "Parental involvement" was as the positive and direct impact effect toward "children's emotional competence". Parents in Taiwan tended to show a medium-to-high level of parental involvement toward their 4-year-old children's development, and the involvement of mothers was higher than the involvement of fathers. The results of this study showed that the highest score of children's emotional competence was emotional expression, followed by emotional awareness, emotional understanding, emotional regulation. Finally, according to the results of this study, the suggestions were proposed for further research.

Keyword : *Parental involvement, Emotional competence, Survey Research Data Archive(SRDA)*

Develop an AI facial comfort monitoring device to improve the quality of baby care

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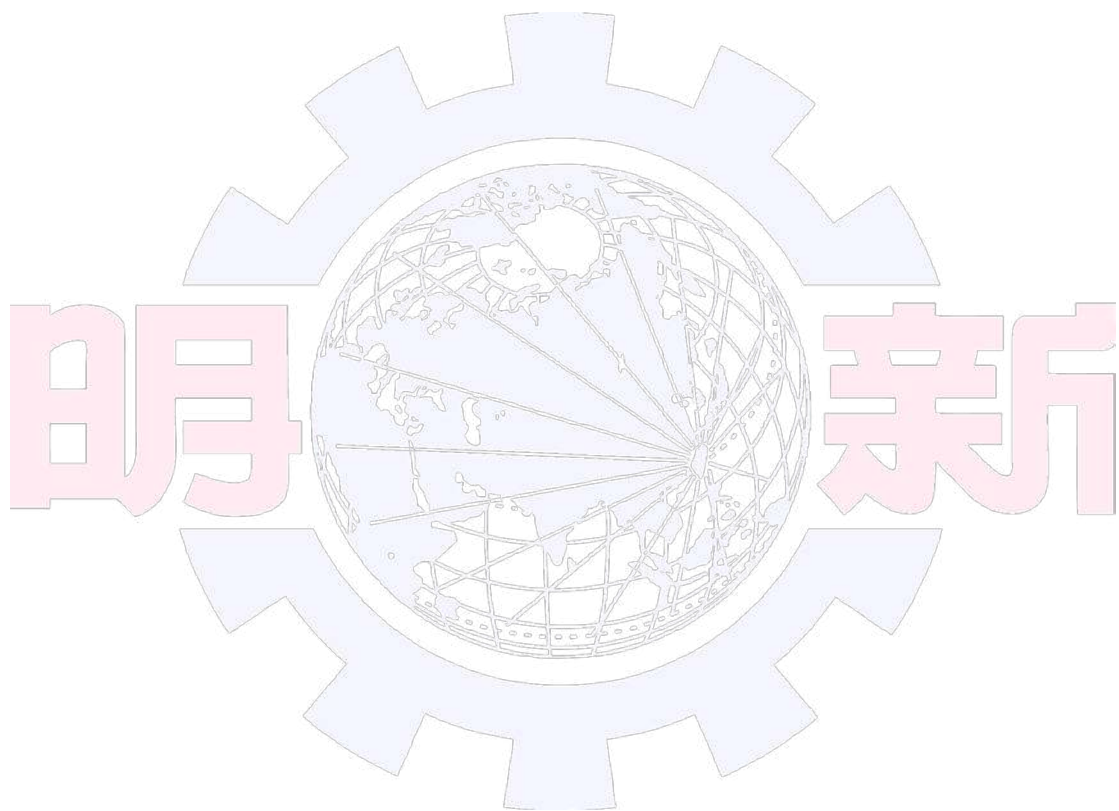
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Abstract

Baby care is an important job that requires patience and great responsibility. However, there are many factors including physical and psychological aspects in the nursery environment that will affect the quality of care and will also cause careless mistakes. Since human care will inevitably have remissness, it is necessary to develop devices that can continue to assist care. According to the nursing profession for evaluating the pain of young children, we know that "Pain Rating Scale" is a well-established evaluation method, because the presence of pain represents physical discomfort, and most of the evaluation methods of pain-rating-scale are evaluated by the subjects themselves. Only FLACC is assessed by the examiner. We summarize the facial scores of various pain-rating-scales, most of them focusing on the "eyebrows" and "mouth" and extract the simple pain scoring method of Wong-Baker rating scale and the way that FLACC can be assessed by others as key bases for machine learning and judgment. The study uses the OpenCV developed by Intel to capture the baby's real-time video expression frames one by one, and simultaneously calculate comfort scores. The continuous variable judgment method, that is, the moving distances of the eyebrows and lips are calculated separately, and the calculated distance data are summed up and converted into 100 grades and setting 65 points and above are regarded as uncomfortable status. If reaching uncomfortable threshold, device will trigger warning sound to notify caregivers. After a series of laboratory simulation tests, we moved on field tests. There were three babies in the nanny home and the baby care center, a 4-month old boy and two girls (7 months old and 6 months old) respectively. In nanny's home, during the 30-minute continuous detection, when the first baby girl slept, the device showed a comfortable sign and did not trigger an alarm. But, when the first baby girl woke up, the alarm triggered because she wanted to look for nanny when she woke up. A displeased expression appeared on the baby's face. When the nanny approached and teased, the baby girl was comforted and stabilized, and the alarm disappeared. The second baby girl had been sleeping, and the device had no warning response as well. The third subject is a baby boy with seborrheic dermatitis. He had been restless when sleeping, his facial expressions changed rapidly, and his head swayed from time to time, and the device kept making a warning sound intermittently. This study found that the "Infant Comfort Detection Device" can cooperate with nanny's home care and baby care center, providing routine and auxiliary baby care work. When

the baby feels uncomfortable or the face is covered, the device can instantly trigger a warning sound to remind the caregiver.

Keywords : *Pain rating scale, comfort detection, OpenCV, continuing variable method, category variable method.*



A Study on Preschool Teachers Facing Children with Special Needs

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Abstract

The purpose of this study was to explore the changes, coping strategies, and experience of preschool teachers when there were suspected children with special needs and children with special needs in the class. Therefore, based on the above research purposes, the research questions raised are as follows: (1) To explore the adjustment of curriculum activity planning when preschool teachers have suspected children with special needs and children with special needs in the class? (2) What is the interactive experience of preschool teachers with suspected children with special needs and children with special needs? (3) What are the coping strategies of preschool teachers when there are suspected children with special needs and children with special needs in the class? The semi-structured interviews were used for data collection in this study. A total of 9 preschool teachers were invited to participate in this study by purposive sampling. The interview questions were revised according to the suggestions of two preschool teachers as participants after the experimental study. The results indicated that the preschool teachers would adjust the curriculum mapping due to the abilities of children with special needs, moreover, may arrange curriculum activities by homogeneous or heterogeneous groups. The preschool teachers expressed that they would be more worried and bothered when facing children with special needs while they were novice teachers. In the first year or when they are relatively inexperienced, some teachers express that they will be more worried and troubled when facing children with special needs. In addition, the preschool teachers mentioned that the gain of patience, professionalism, and inspiration during the process of interacting with special needs children. The coping strategies of preschool teachers were including empower, co-teaching, special education assistants, and the understanding of children with special by children in the classes.

keywords : *preschool teachers, children with special needs*

A Study of the Teaching Process of Applying Narrative Inquiry in Professional Ethics for ECE educator Course

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Abstract

Narrative inquiry is one of the methods of cultivating teachers. This study attempts to use the narrative inquiry method to enable students to thoroughly explore the life experiences in professional ethics course. The researcher looks forward to guiding teachers to start a journey of self-exploration. During the inquiry process, the researchers will understand the students' inquiry process through self-writing. Through narrative, students can practice listening, expressing, asking questions and organizing experiences, thinking about or clarifying their inner thoughts, and seeing different stories, which can be more deeply thought-provoking their own feelings, emotions, beliefs, values, etc. Those can also connect to core value of professional ethics and trigger changes in follow-up actions. This study is mainly to explore the following issues: 1. How to apply the narrative inquiry learning model to the professional ethics course? 2. What is the learning effectiveness of applying narrative inquiry in the professional ethics course? In addition to co-teaching with teachers specializing in narrative and inquiry, this research creates an atmosphere of peer interaction and cooperative learning in the classroom, and guides the whole class to communicate in the classroom. Improve students' narrative thinking ability. Follow the four curriculum goals (retrospecting the life course of self-education and kindergarten practice experience, linking with the core value of education care professional ethics; familiar with the connotation of education care professional ethics; analyzing the professional ethics dilemma of education care site, learning to analyze the reasons and developing Appropriately solve practical problems; enhance awareness of ethical issues in the workplace, professional judgment, reflection, and ability to deal with it), researcher design a series of courses. From the feedback of students, it can be seen that the design of diversified curriculum activities incorporating narrative inquiry can improve students' learning effectiveness. Through conversations and exchanges, the researcher understands the students' mental process of learning in this course more deeply, and which will be helpful to improve and deepen the future courses.

Keywords: *Narrative Inquiry, Professional Ethics in Early Child Care Profession, Teaching Process*

Discussion on Regret Behavior after online Shopping Clothing

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Abstract

Due to the convenience brought by the development of today's social internet, people can buy the products they want on the internet without having to spend time to buy them in physical stores. However, why do you want to buy this product, and even have regrets? This research adopts the questionnaire survey method to understand the post-purchase regret of the college students after online shopping for clothes. The research object aims to study the students of the School of Management of Minghsin University of Science and Technology. After statistical analysis, this study found that when people with higher impulse buying traits are more likely to have impulse buying behaviors, they are more likely to be influenced by external factors to buy unnecessary products. In addition, consumers will have an impulse purchase desire for products that they do not need to buy because of the promotions launched by the merchants. At the same time, when the elasticity of price expectations is higher, consumers are more susceptible to the impact of price fluctuations and purchase commodities in advance. However, consumers do not necessarily need to buy this commodity, which leads to irrational consumption and hoarding behavior. Finally, when consumers feel more impulsive to buy, they are more likely to have impulse buying behaviors, and then they are more likely to feel regret.

Keywords : *Online shopping, Regret after purchase, Impulse to buy*

Influencing Factors of Students' Selecting Courses and Their Learning Effectiveness

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Abstract

The current university study atmosphere is free, and the course selection is completely dominated by the students themselves. Students are assertive about your own opinions and ideas. Whether students select courses for what they will use in the future when they select courses? Or do students select courses with their peers? Or do students regret for selecting this course until they find out at the end of the semester that what they have learned in this course is not what they want? This study uses a questionnaire survey method, and the questionnaires are based on the students of the day-time department of the College of Management, Minghsin University of Science and Technology. A total of 300 copies were distributed and 252 copies were returned. This study uses descriptive statistics and chi-square statistics for analysis, and the results show that: (1) career planning has a significant positive impact on course selection willingness, learning effectiveness, and post-course selection experience; (2) for senior grades, peers' influence has a more significant impact on the satisfaction degree of their courses, and the willingness to select courses has more influence on the satisfaction regarding the courses.

Keywords : *Learning effectiveness, Willingness to Select Courses, Experience after Selecting Courses*

Action research of a pre school teacher in children's playing time with building blocks

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Abstract

This study uses the action research method to explore the changes in children's building block construction behavior, the process of teachers' planning teaching strategies in building blocks, and the changes in construction behavior after the implementation of the strategies. This study uses observations, interviews, anecdotes, pedagogical reflections, and early childhood works as research materials. The research targets are 14 pupils in a preschool which is attached to a primary school in Taoyuan City. The ages of the pupils are from 3 to 6. The researchers study 14 pupils through a cycle of curriculum planning, implementation, and revision. Triangulation methodology is used to interview the teachers of these 14 pupils to confirm the accuracy of the observation. At the end, the researcher provided suggestions for preschool teachers in teaching emotional activities and for the future study. The study shows the results as below. First, the forms of preschool curriculum and teaching quality assessment can help teachers improve the situations in the building block area. Second, from the perspective of cognitive development, children who have entered the stage of intentional operation or mature stage of achieving the game goal still like to have exploration in building blocks. Third, the types and sizes of the building blocks affect the social types of young children's playing behaviors. Fourth, via group sharing and discussion, it attracts more children to the building blocks area. At the end, the researcher provides suggestions for preschool teachers in teaching emotional activities and for the future study.

Keywords : *Block Building Stage, Learning Area , Action Research*

A Study of Performance Factors for Medical Institutions to Evaluate Clean Service Company

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Abstract

Outsourcing to reduce cost is a common sense in business, including medical institutions. According to previous studies, more than 90% of medical institutions outsource clean service for reducing cost and providing better service quality. But how to evaluate the quality of services, how to make “win-win” between medical institutions and cleaning service companies? This study try to adopt the method of modified Delphi method, PZB and outsourcing evaluating factors to construct the content of questionnaire. Examining the outcome of survey, tangibles (physical facilities, equipment, and appearance of personnel) and assurance (knowledge and courtesy of employees and their ability to inspire trust and confidence) are the important factors to evaluate clean service company.

Keyword: *Clean service, outsourcing, medical institution, performance evaluation*

Viewing the Contents of the Cultural Heritage Preservation Act from the View of the Preservation of Historic Sites

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Abstract

With changes in lifestyles and social patterns, modern people's awareness of the preservation of historical sites has gradually risen, so the demand for historical sites visits continues to increase. It has been 40 years since the Cultural Heritage Preservation Act was enacted in 1982. During this period, the law has undergone continuous revisions. Despite the revisions, there are still some historical sites that have not been taken seriously by the people, and even maliciously destroyed and demolished. It is a simple question of whether the preservation technology is appropriate. It also involves some issues related to culture and society, and also includes the economic aspect. The economy is the fuse that triggers the people and the government. This article will use the preservation of historical sites. content of capital law.

Keywords: *Cultural Assets Preservation Act, Monuments, Provisional Monuments*

Discussion on the Development of Medicine Supply Chain and Cold Chain Logistics

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Abstract

In 2020, due to the outbreak of the COVID-19 pandemic, each country provides essential medical and assistant supplies for each other in order to strengthen and prevent the spread of coronavirus in the world. The medical supply chain has become a vital issue on pandemic prevention; for example, vaccines and drugs must totally rely on the global cold chain warehousing and logistics delivery systems. This brings a huge business opportunity to the cold chain logistics services and related industries. Additionally, developing a new and complete cold supply chain service model for medical devices and drugs to satisfy customer wants and needs is a “must” in this era. Hence, this study is analyzing the development of related industries in the post-pandemic era for airports, airlines, warehousing, and domestic logistics.

Keywords: *Medical Supply Chain, Cold Chain, Import and Export of Medicines, Logistics Industry*

The Prediction Analysis and Management Strategies of Shaved Ice, Fresh Fruit Juice, Hot and Cold Beverage Shops in Taipei and New Taipei City

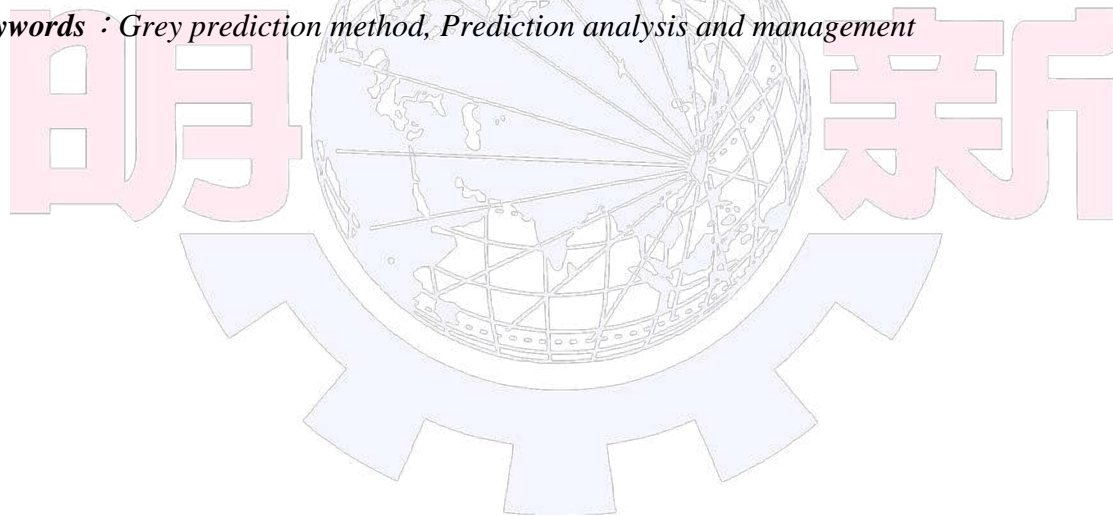
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Abstract

In recent years, many people like to enjoy the shaved ice, fresh fruit juice and hand-shaken beverage in leisure time. Therefore, it might be a business opportunity to setup a shaved ice, fresh fruit juice or beverage shop in the metropolitan area. This study has focused on the prediction analysis and management strategies of shaved ice, fresh fruit juice, hot and cold beverage shops in Taipei and New Taipei city. The results of this study may provide some useful information for managers and planners to understand the business environment of shaved ice, fresh fruit juice and relevant beverage shops in Taipei and New Taipei city.

Keywords : *Grey prediction method, Prediction analysis and management*



Leave or Stay? Reviewing Subsidiary Divestment from a Hysteresis and Performance Perspective

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Abstract

The purpose of this study is to examine the reasons for divestment of subsidiaries from international firms. Using the hysteresis perspective as the theoretical basis, the headquarters' resource capacity, environmental turbulence, and subsidiary performance with the integration-response (I-R) argument as the intervening variable, the study examines the factors that influence a subsidiary's decision to exit. From the results, it was found that the headquarters' resource capacity and environmental volatility had a significant impact on subsidiary performance, and subsidiary performance also had a significant impact on the willingness of the subsidiary to exit. In terms of moderating variables, both global integration strategy and local response strategy were found to positively strengthen the relationship between headquarters resource capacity, environmental volatility, and performance. In summary, this study provides practical suggestions and theoretical insights for international business managers in the practice of transnational operations.

Keywords: *headquarters-subsidiary relationship, performance, divestment, hysteresis perspective*

Seeing the Beliefs of Hakka People from the Sanshan King Temple

Shu-Huei Li^{1*}

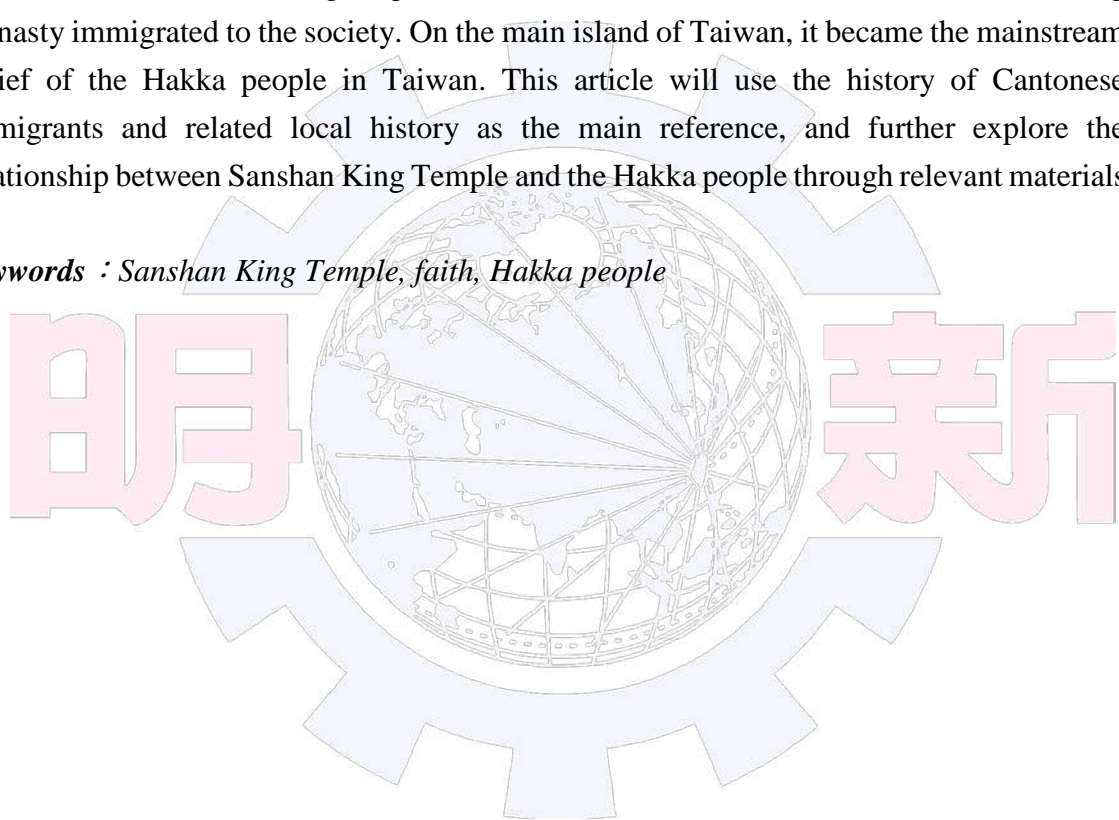
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Abstract

Among the Hakka beliefs, the Sanshan King and the Yimin belief are the two beliefs that best represent the Hakka people in Taiwan. The origin of the Sanshan King belief is located in Chaozhou, Guangdong, China. It was introduced to Taiwan when the Qing Dynasty immigrated to the society. On the main island of Taiwan, it became the mainstream belief of the Hakka people in Taiwan. This article will use the history of Cantonese immigrants and related local history as the main reference, and further explore the relationship between Sanshan King Temple and the Hakka people through relevant materials.

Keywords : Sanshan King Temple, faith, Hakka people



Modeling Cultural Impressions and Operational Performances: A Research of Hsinchu District of Taiwan Romantic Route 3

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Abstract

The Project of Taiwan Romantic Route 3 is a Hakka Village Cultural and Economic Development Plan launched by the Hakka Committee of the Executive Yuan in 2017. The plan referring to the business model of German Romance Avenue is designed to build a Hakka innovative economic circle infused with creative Hakka culture in northern Taiwan. Located in the Hakka towns of Taoyuan, Hsinchu, Miaoli, Taichung along the Taiwan Route 3, combined with the Hakka local industrial economy and cultural landscape preservation policy, the project envisions "a national-level Hakka Romantic Avenue on the Taiwan Route 3". Based on the relevant theoretical analysis and regional observations and in-depth interviews, this paper analyzes various operational performances after the implementation of the high budget for 5 years to explore whether these Hakka towns are romantic yet.

Keywords : *Cultural Impression, Performance Management, Taiwan Romantic Route 3*

The Impact of Corporate Social Responsibility Practices on Customer Perception and Value Co-Creation: A Case Study of Banking Industry in Taiwan

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Abstract

The practice of corporate social responsibility(CSR) can affect customers' perception of CSR, and then generate value co-creation behavior. This research uses valid questionnaires from 30 bank executives and 262 customers. The analysis results show that: (1) CSR practices have no impact on customer value co-creation; (2) CSR practices have a positive effect on customers' perception of CSR (3) Customer perception of CSR have a positive impact on customer value co-creation; (4) Customer perception of intermediary CSR practice and customer value co-creation.

Keywords : *Corporate Social Responsibility Practice , Customer Perception, Customer Value Co-creation, Cross-Level Analysis.*

The Construction of Service Quality Inspection Indicators for Elementary School Short-term Tuition Class

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Abstract

This research aims to construct the service quality inspection indicators for elementary school short-term tuition class. First with the “SERVQUAL” scale established in 1988 by Parasuraman et al as framework, integrating relevant literature and researcher’s short-term tuition work experience in elementary schools, the “Service Quality Inspection Indicators for Elementary School Short-term Tuition Class Draft” is created. Next, 5 elementary school short-term tutoring experts were interviewed to amend the draft contents, and “Experts questionnaire for the Construction of Service Quality Inspection Indicators for Elementary School Short-term Tuition Class” was designed accordingly. Then by taking a purposive sampling method, 15 tutoring experts (referred as Tutoring Expert Group) and 26 students’ parents (referred as Parent Group) were invited to score the importance of each service quality inspection indicator in the questionnaire. 41 valid questionnaires were collected and Statistics methods such as frequency count, average and Kolmogorov-Smirnov One Sample Test were used for data analysis. The “Service Quality Inspection Indicators for Elementary School Short-term Tuition Class” was then constructed correspondingly, using the Kendall harmony coefficient to test the inter-rater reliability of the two groups of experts on the overall service quality inspection indicators. The “Service Quality Inspection Indicators for Elementary School Short-term Tuition Class” constructed in this research was divided into five levels: “Tangibility”, “Reliability”, “Responsiveness”, “Assurance” and “Empathy”, having 25 service quality inspection indicators in total, including 8 indicators rated as very important by the two groups of experts.

Keywords : elementary school short-term tuition class, service quality, inspection indicator

A Study on the Work Pressure and Job Satisfaction of Field Firefighters - Taking the Fire Bureau of Hsinchu County Government as an Example

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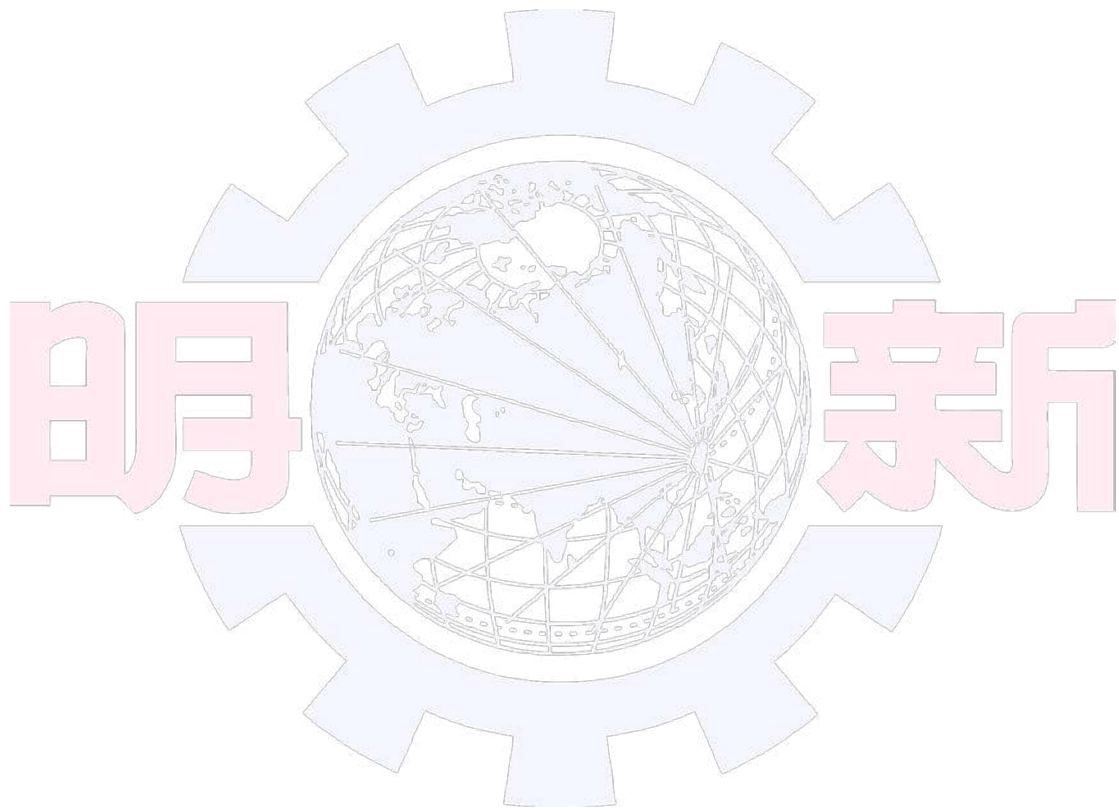
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Abstract

This study aims to explore the current status, differences and related circumstances of the work pressure and job satisfaction of field firefighters in the Fire Bureau of Hsinchu County Government. To reach the aim of the research and facilitate sampling in a convenient way, we conducted a self-made questionnaire survey on the 316 field firefighters in the Fire Bureau of Hsinchu County Government. 161 valid questionnaires were collected and Statistics methods such as narrative statistics, t-tests, and single factor statistical methods such as variance analysis and Pearson product-difference correlation were used to analyze the data. Research findings obtained are as follows: (1) The current work pressure of field firefighters is at upper middle level; significant difference is observed in the work pressure of field firefighters with different age, marital status, rank, length of service and personal occupational experience in disaster; age groups “above 45” and “between 36 to 45” are higher than the “below 25” group, “married” group is higher than the “unmarried” group, services “above 11 years” is higher than the “less than 3 years (inclusive)” group and the “between 4 to 6 years” group, “supervisors” group is higher than the “firefighters” group, “experienced” group is higher the “inexperienced” group for occupational experience in disaster; no significant difference is observed in the work pressure of field firefighters with different gender, highest education qualifications and appointment qualifications. (2) The current job satisfaction of field firefighters is considered close to the level of acceptable satisfaction; significant difference is observed in the job satisfaction of field firefighters with different ranks, having the “supervisors” group higher than the “firefighters” group; no significant difference is observed in the job satisfaction of field firefighters with different gender, age, marital status, highest education qualifications, appointment

qualifications, length of service and personal occupational experience in disaster. (3) The work pressure and job satisfaction of field firefighters have significantly reached a low negative correlation. Finally, research findings and experiences summed up this research made recommendations for the fire authority.

Keywords : *work pressure, job satisfaction, field firefighter*



Quantity investigation of combining fmea with triz applications to increase quantity of semiconductor equipment

Wei-Lun-Chou

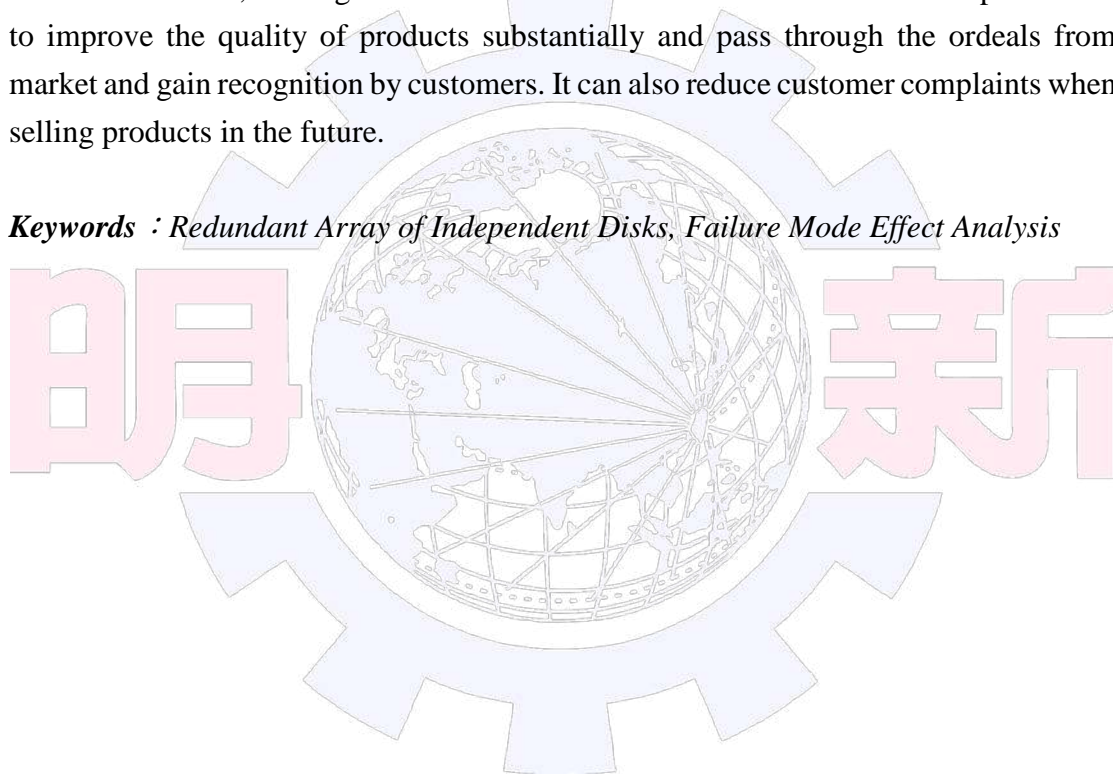
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Abstract

Semiconductor is the proudest industry of Taiwan, nowadays people say that the world is dependent on Taiwan for semiconductors. The research was analyzed by FMEA with TRIZ, then figure out the most effective recommendations of improvement to improve the quality of products substantially and pass through the ordeals from market and gain recognition by customers. It can also reduce customer complaints when selling products in the future.

Keywords : *Redundant Array of Independent Disks, Failure Mode Effect Analysis*



The Case Study of the Measurement of University Administrative Service Quality With the Application of PZB & Kano Methods

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Abstract

In this study, the students of the case university are regarded as the service objects (customers), based on the definition of PZB service quality model, the SERVQUAL scale and Kano two-dimensional quality model are applied as the structure of the questionnaire designed in the research processes. The conclusions also were drawing on four various perspectives, such as upgrade of the university's modern facilities and professional equipment, enhance more multiple channels of communication and consultation to all the students in the campus, provide more user-friendly school information inquiry system on the website, and strengthen the mechanism for further studies and employment consultation services. The results of this study also can be applied as a reference to further improve the administrative service processes.

Keywords : *Administrative service quality, PZB service quality model, Kano two-dimensional quality model*

Computer Assisted English Learning Research Project

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Abstract

This study aims to explore undergraduates' perception of their mobile English learning (focusing mainly on multimedia annotations) and understand their acceptance level via Technology Acceptance Model. Variables of the Technology Acceptance Model in this study involve perceived usefulness, perceived ease of use, perceived learning effectiveness, systematic characteristics, and continuance intention. One-group posttest-only design was used in this study. The participants were 36 sophomores (20 males and 16 females) majoring in English at a University of Technology in central Taiwan. Significant research findings include: 1. The participants generally agreed on the five variables of the Technology Acceptance Model. The significant difference was not found in the five variables by gender. Statistically significant differences were reported in the five variables concerning the students' actual usage. 4. The five variables were significantly and positively correlated, especially continuance intention versus perceived learning effectiveness. Finally, conclusions are drawn, and suggestions are made regarding the implications of these findings for EFL teachers.

Keywords: *Computer-Assisted Language Learning (CALL), Design Based Research (DBR)*

Research on the Countermeasures for the Retention of Foreign Workers in the Manufacturing Industry

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Abstract

In recent years, Taiwanese companies are facing a growing problem of lack of basic labor. The government has officially introduced foreign laborers since 1978. The number of foreign laborers accounts for about 1/33 of Taiwan's population. Among them, the number of Vietnamese manufacturing foreign workers has increased by nearly five years. The annual proportion is the highest, and it has become a labor force that cannot be ignored in the manufacturing industry in Taiwan; however, the manufacturing industry is currently facing problems such as unstable employment of foreign workers, high turnover rate, and difficulties in life management.... In addition to how to meet the needs of the industry itself, how to manage foreign workers well, take into account the physical and mental health of foreign workers, and make them play a high degree of productivity, has become the biggest issue in the management of foreign workers today. This research takes manufacturing employers and Vietnamese workers as the research objects, uses in-depth interviews to gain an in-depth understanding of the conflicts between labor and employers, introduces the Theory-of-Constraints' Thinking-Processes, and finds out the core problems encountered by foreign workers in work and life. Propose a plan to resolve the opposition among the members of the organization, so that employers can maintain stable human resources, improve the work performance of foreign workers, retain their will, and achieve a win-win goal for both parties.

Keywords : *Theory of Constraints , Thinking Processes, Foreign Labor, Retention*

A study of Perception and Behavior on Environmental Protection in Taiwan

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Abstract

In recent years, with the rapid development of the world, human beings for their own benefit and convenience of abuse, so nature began to fight back at us. This study collected 376 questionnaires and effective recovery rate of 100% from March 23 to April 4, 2021. The results of the study show that: 1. Many environmental protection knowledge still needs to be strengthened, 85% of the public misunderstand that the main source of oxygen in the atmosphere is forest. 2. The public's awareness of carbon footprint needs to be strengthened. 3. The people overestimate their environmental protection knowledge and environmental protection behavior. 4. The elderly people need to guide the concept of kitchen waste recycling. 5. Women are more willing to bring their own environmental protection products. 6. The implementation of a one-day meatless day and environmental protection public welfare activities is more difficult to reach. 7. Up to 70% of the people are worried about the earth's ecological and environmental sustainability problems. Based on this study, the following recommendations are made: 1. Strengthen the advocacy of the concept of carbon footprint. 2. Integrate more environmental protection issues into school textbooks and lay a correct concept. 3. Hotels should increase the discount to customers who do not use disposable amenities. 4. Continue to do good activities and habits, and work together to contribute to the earth.

Keywords: *Environmental knowledge, environmental behavior, carbon footprint*

A Study on the Success Factors of New Immigrants' Entrepreneurship in Taiwan

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Abstract

According to statistics from the Immigration and Entry Administration of the Ministry of the Interior, the total number of new Immigrants in Taiwan is as high as 520,000, of which 66.79% are from mainland China, followed by 18% of Vietnamese. For a long time, whether it is the government or academic researchers, most of the focus has been on the basic life aspects of "marriage and life adaptation, parenting education" of foreign spouses and new residents; recently, with the social structure and government policies in Taiwan, The changes in the population have shifted the focus of attention to "the utilization of labor force of new residents" to explore, and found that in the process of employment, new residents often have obvious "stereotype" factors such as language, culture, education level and so on. Employment discrimination and employment barriers", and formed a special phenomenon of high employment motivation but low labor force utilization. However, most of these studies on "labor utilization" start from the role of new Immigrants as "employers", and less focus on the role of "entrepreneurs". Therefore, this research shifts the research focus to the perspective of "entrepreneurs" to understand the difficulties and challenges that affect new Immigrants in their entrepreneurial journey, and then serve as a reference for understanding new residents. This research takes Vietnamese, Indonesian, and Thai new Immigrant entrepreneurs as the research objects, and explores relevant issues related to new Immigrant entrepreneurship through case studies and qualitative research methods based on the Thinking Processes developed by the Theory of Constraints.

Key words: *Theory of Constraints, Thinking Processes, New Immigrants, Entrepreneurship.*

On the Neoliberalism of International Relations Theory

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Abstract

As the global epidemic continues to spread, foreign academics and public opinion have launched discussions on neoliberalism, and many scholars believe that neoliberalism has come to an end. However, the development history of neoliberalism and its diverse connotations and elements have already shown that its current state of development is not ending, but producing wonderful changes. Altered neoliberalism is not "self-transcendence", but rather "historical reversion" to some extent. In the foreseeable future, not only will neoliberalism not come to an end, but it will develop towards polarization and conservatism, constantly releasing multiple opposing emotions. At the international level, contemporary neoliberalism is finding its own way many features of the first stage of personal development, manifested in increased government power, strengthen the power of the government, improve the capacity of the government, in order to safeguard the interests of the country interests, especially the interests of big capital, do not hesitate to provoke various conflicts and competitions, such as Trade wars, tech wars, etc. In particular, the United States uses "long-arm jurisdiction", etc.

The essence of legal action to defend the free market is Continuous use of government power and legal intervention to maintain their own interests.

Looking further, to understand the current neoliberalism, we should also look at it from the perspective of Periodic operation starts to summarize. Throughout the week of capitalism In the cyclical operation, neoliberalism also has its own cyclical operation. Work constantly evolving in conjunction with conservatism and progressivism itself.

Keywords : *Epidemic, Neoliberalism, polarization, conservatization.*

A study on the perception, perceived risk and purchase intention of medical insurance among new residents from Vietnam

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Abstract

New resident consumers in Vietnam have doubts about medical insurance cognition, functional risks, and insurance willingness to be determined, and many factors form the psychological uncertainty of the public. The insurance application behavior of new residents in Vietnam is an important research area of insurance marketing, but there is still a lack of research on cognitive risk at home and abroad. This study aimed at the new residents of northern Vietnam who were willing to purchase insurance, and used questionnaires to understand the differences in medical cognition, values and lifestyles, and insurance purchase behaviors among different age groups. The main purpose of this study is to explore the awareness of new Vietnamese residents about medical products and risk factors, and hope to provide the government with insurance education and medical insurance system to help insurance companies design medical insurance policies and formulate medical insurance A reference for marketing strategies to increase the willingness of new Vietnamese residents to purchase medical insurance.

Keywords: *new residents form Vietnamese, medical insurance perception, perception risk, purchase intention.*

A study on the service quality of hot spring hotel industry on tourists' satisfaction and willingness to revisit

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Abstract

In recent years, hot springs have become more and more popular, and many hot springs, hot spring hotels, hot spring clubs, etc. can be seen both at home and abroad. In addition, because Taiwan is located at the junction of the Eurasian plate and the Philippine plate, and is in the Pacific Rim seismic zone, geothermal heat spreads throughout the entire island of Taiwan, forming the phenomenon that there are hot spring resources throughout Taiwan. Except for Yunlin County, Changhua County, and Penghu County, every Almost all counties and cities have traces of hot springs. This time, aiming at the hot spring hotels in Tai'an Township, Miaoli as the survey object, through the method of questionnaire survey, literature analysis and in-depth interviews, the research on the service quality of the hot spring hotel industry on tourists' satisfaction and willingness to revisit was compiled, and a QR CODE questionnaire was also produced. Provide hoteliers to fill in for guests, expecting to learn from the questionnaires about the guests' satisfaction with the hotelier, service quality, and willingness to revisit, so as to analyze the factors for the success of the hotel industry, and conduct on-the-spot visits to understand the thoughts of the industry. point of view, combining the above two points, the research results can be obtained more clearly.

Keywords : *hot spring , hotel industry , service quality , satisfaction , willingness to revisit*

The Evaluation of the Speedy Customs Clearance Policy for Fishing Vessels

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Abstract

In response to the government's request to provide more convenient services to the citizens, the Marine Patrol Department has implemented the Speedy Customs Clearance Policy for Fishing Vessels since 2012. However, the outbreak of African Swine Fever and COVID 19 epidemics has influenced the implementation of Speedy Customs Clearance Policy for Fishing Vessels. Moreover, the researcher found that the focuses of these studies were merely on exploring fishermen's satisfaction with the quality of the Marine Patrol Administration's policy services. Therefore, this research is based on the effectiveness, efficiency, adequacy and appropriateness of the policy implementation evaluation. 6 indicators such as, fairness, and responsiveness, explore the problems encountered by the executives in the process of policy implementation, and propose discussions based on the relevant results. 32 questionnaires were issued to the security inspectors and 3 interviewees were selected from the security check station, shore patrol team, and patrol area. The results of the study found that: in the efficiency part, compared with the comprehensive inspection period, it does save manpower and time costs; in the efficiency part, the raft classification has been completed before execution, so the execution is more efficient; in the adequacy part, it is generally considered that the communication skills of the staff need to be strengthened; the appropriateness part, the appropriateness of the fixed inspection terminal facilities of the fishing port depends on the local county government; the fairness part, all levels have coordinated communication channels, but the fairness of some systems needs to be adjusted; the responsive part, Ships entering the port do not need to be fully inspected and reduced to extend the inspection time.

Key words: Marine Patrol, Hualien area, speedy customs clearance, African swine fever, COVID-19

Analysis for the Effect of the Encouragement Measures of the Higher Education Sprout Project on the Economic and Cultural Disadvantages of the Students

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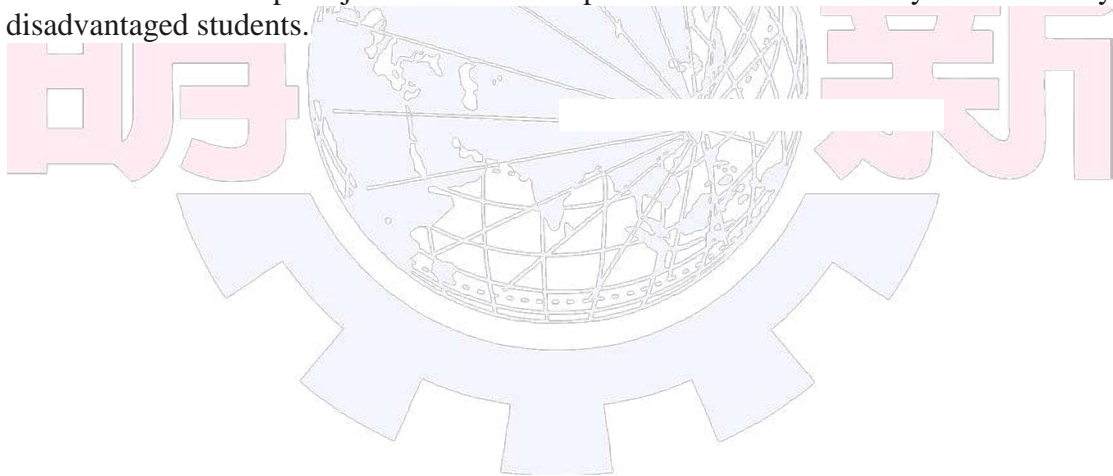
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Abstract

In view of inequality in education and other inequalities are often the causal relationship, which has an impact on the institutional management. Recently, the Ministry of Education not only expands the Student Aid Project to help more students with economic and cultural disadvantages to keep school attendance, but also expects that universities and colleges will focus on the overall learning process care for students through implementing the Higher Education Sprout Project. This study aims to investigate that the influence of the Endeavor Scholarship Project under the Higher Education Sprout Project on drop-out for disadvantage students who engage the project by using implementation data of Higher Education Sprout Project during the 106-109 academic year. The result shows that applying for the Student Aid Project and the Endeavor Scholarship Project reduce the dropout risk for economically and culturally disadvantaged students.



Learning motivations, Learning Satisfaction and Learning Effectiveness: A Case Study of Vietnamese students in Taiwan

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Abstract

With the changes of globalization, the phenomenon of population emigration, and the rapid trend of declining birthrate and population aging in Taiwan, it has seriously affected the domestic campus enrollment difficulties, especially colleges and universities. In order to attract overseas students, the Taiwan government and the Ministry of Education have been actively promoting the recruitment of international students to study in Taiwan in recent years, offering many scholarships and preferential programs to international students to solve the crisis of difficulty in recruiting domestic colleges and universities. This research mainly explores Vietnamese students who are studying in Taiwan's universities and colleges, to understand their motivation to study in Taiwan, how they feel in the process of studying in Taiwan's universities and colleges, and what their learning effects are. In particular, international students who come to study in Taiwan will encounter cultural and language differences and how to overcome difficulties and successfully complete their studies in Taiwan. Therefore, this research will try to explore the relationship between Learning motivation, learning satisfaction and learning effect of Vietnamese international students. After the discussion, we can further explore how higher education universities and colleges can effectively teach and manage foreign students. This research mainly uses quantification, and supplements qualitative research. Through questionnaire survey and interview content, the results are analyzed and discussed, and considerable conclusions and suggestions are drawn.

Keywords : *Learning Motivation, Learning Satisfaction, Learning Effectiveness*

Using the MADOP Model for Promoting Bilingual EMI Projects

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Abstract

Owing to the diminishing enrollment in higher education in Taiwan, most universities in Taiwan are interested in recruiting foreign students in their programs. This situation will impact EFL education, as well. In accordance with the Ministry of Education's promotion of bilingual education in Taiwan, EFL teachers are recommended to emphasize the importance of English as a lingua franca and to heighten learners' global awareness. The management of intercultural projects and designs for multilingual projects with translingual activities should receive urgent attention. An intercultural faculty could be responsible for organizing intercultural projects. In order to cultivate students' global awareness, teachers may focus on global issues in class, such as consequences of the COVID-19 pandemic, human rights, and gender equality. Conducting EMI (English as a Medium of Instruction) programs, teachers may require their students to work on translingual activities involving foreign students on campus. Moreover, many foreign students who are studying Chinese and English can be encouraged to join in Chinese and English speech contests or festival activities with Taiwan students. In this study, it was found that the MADOP Model was quite effective for both Taiwanese and Filipino students. Although the projected 2030 goal for bilingualism in Taiwan will not be reached for several years, EFL teachers especially are responsible to work together for the bright future of a bilingual education environment.

Keywords: *higher education, intercultural projects, global awareness, bilingual education environment, MADOP Model*

Apply Management TRIZ to Improve the Distance education in Elementary Schools

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Abstract

This study used document analysis method, we take the distance teaching of elementary school as the research theme, and we found that "students cannot concentrate for long time" was the most needed to be improved. In view of the above problem, we applied management TRIZ methods to provide 4 suggestions for future improvement to elementary schools.

Keywords : *Distance Education, Elementary School, Management TRIZ, Improve Project*

Application of Management TRIZ to Improve the Indoor Simple Feng Shui Tutorial

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Abstract

This study is an action research, and the subject of the research is Simple Feng Shui tutorial, we try to combine Feng Shui teacher's teaching experience and management TRIZ methods to help students who are deficient in recitation ability. In conclusion, we provide 4 suggestions, it include providing vernacular annotations, replacing ancient texts with modern vocabulary, educating students about the importance of reciting ancient texts. In the future, we hope to provide more Feng Shui teachers as a reference.

Keywords : *Teacher, Feng Shui , Management TRIZ, Improve project*

A Whole New World of Childhood Crosstalk School:Case Study Focus on Muning Cultural Creative Institution

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Abstract

Muning Cultural Creativity Institution located in Bade, it is whole new performing troupe enrollment in Taoyuan City. The founder Lee Mu-Yang was member in Taipeiquytuan, his excellent represent is quyi new star in Taiwan. Since 2018, Lee with his wife built this institution, they carry on educational spirit and support from Taipeiquytuan, work hard to cultivating local young children about speech act in Taoyuan. Until now, Muning combine tea House mix up theatre image presenting Teaching achievements, not only take nice root basement, but open branches for Taipeiquytuan. According to this research is following a case study, linking to depth interview in the field, waving Muning from institutional founding, educational ideal, performing presentation, and future outlook, comb through the progress inherit Taipeiquytuan than going to be itself (Muning),

Keywords: *Muning Cultural Creativity institution, Muning quyi workshop, children quyi, talk show, Taipeiquytuan*

Exploring Bow and Arrow Making in Aboriginal "Traditional Physical Fitness" Course through Action Research- Take Minghsin University of Science and Technology Aboriginal Special Class as an Example

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Abstract

This study uses the action research method to show from the data of the tested students that the majority of the tested students are students from the Department of Child Care; in the tested gender ratio, the proportion of female students is the highest; the distribution of the tested students' ethnic groups, with the largest number of Atayal people. The students who were tested expressed their satisfaction with the production of "Traditional Bow and Arrow", one of the aboriginal "Traditional Physical Fitness" courses, and the course satisfaction level all reached an average of 4.5 or lower. In the "Traditional Physical Fitness" course, the average number of four questions in the intelligent learning conformity of "enhancing learning interest", "practicing traditional skills", "promoting ethnic integration in archery competitions", and "traditional archery showing self-ethnic culture". comparison is more obvious. The gender of the tested students is tested in the satisfaction test of the "Traditional Physical Fitness" course, which is mainly reflected in the three items of "site arrangement", "adequate materials and equipment", and "class time control" reaching a significant level ($\alpha < .05$). However, in the intelligent learning compliance of the "Traditional Physical Fitness" course, the gender of the students did not reach a significant difference ($\alpha < .05$) after the t-test analysis.

Keywords: Action research, aboriginal, traditional physical fitness, bow and arrow

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