

DECEMBER 17, 2021

SHIH CHIEN UNIVERSITY

INTERNATIONAL CONFERENCE

OF BUSINESS AND MANAGEMENT

HOSTED BY MBA PROGRAM IN
INTERNATIONAL BUSINESS



Vice President for International Affairs

Tony Kuo, Ph.D.



Positions

- ▶ Vice President for International Affairs, Shih Chien University
- ▶ Dean, Office of International Affairs, Shih Chien University
- ▶ Associate Professor, English Taught Program (ETP) in International Business, Shih Chien University

Education

- ▶ Ph.D., Institute of American Studies, Tamkang University
- ▶ M.A., International Affairs and Public Administration, Indiana University of Pennsylvania
- ▶ B.A., Journalism and Communications, Point Park University, Pittsburg

Working Experiences

- ▶ Chief Director, Global Affairs Office, National Taipei University of Education
- ▶ Director, Learning and Instruction International Graduate Program, National Taipei University of Education
- ▶ Associate Professor, Southeast Regional Studies Graduate Program, National Taipei University of Education
- ▶ Dean, Office of International Affairs, Shih Chien University
- ▶ Dean, Preparatory Office for International College, Shih Chien University
- ▶ Chairman, English Taught Program (ETP) in International Business, Shih Chien University
- ▶ Advisor, Taiwan Study Center, George Washington University
- ▶ Visiting Scholar, University of Texas, Austin
- ▶ CEO, Zypher Foundation
- ▶ Visiting Scholar, Henry L. Stimson Center, Washington DC
- ▶ Chairman, Department of Applied Foreign Languages, Shih Chien University
- ▶ Director, Language Center, Shih Chien University
- ▶ Professor, Department of History, Fu Ren Catholic University
- ▶ Visiting Scholar, Sigur Center, George Washington University

Research Interests

- ▶ International Affairs
- ▶ International Current Issues
- ▶ International Conference and Exhibition Management
- ▶ Cross-Cultural Communications and Management
- ▶ Area Studies

1st Keynote Speaker

"The Post Pandemic Paradigm: Creativity, Cooperation and Character to Innovate, Invent and Inspire a bold new Future World in Business and Research"

Dr. Anoop Swarup



Biography :

MSc (1ST Position Gold Medal), MS (High Distinction), MBA (AGSE, Australia), MPhil

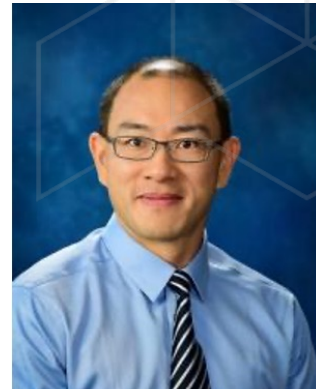
(Gold Medal), PhD (BU), PSC, FZSI, FAB, FWBI (Melbourne), FRSA (London) Founding Vice Chancellor, JLU India, Chairman Centre for Global Nonkilling, Hawaii, US

Professor Dr Anoop Swarup is a recipient of Hiroshima Peace Award, Japan, Presidential Award, India, Ambassador of Peace Award Australia, honorary doctorates, fellowships and medals, An ardent Gandhian he has over 40 years of distinguished professional experience in diverse roles as an educationist and life scientist, poet, writer and columnist, futurist and peace activist, social entrepreneur and civil servant, working in diverse roles as Executive Director NYKS, Ministry of HRD, Director and Director and Commissioner, Ministry of Finance, Member Indian Revenue Service, United Nations Representative with UNSC appointed by UN Secretary General Ban Ki Moon in 2007, Emeritus Professor in India and abroad and as a Vice Chancellor since 2008.

2nd Keynote Speaker

Academic Writing Excellence: An Interdisciplinary Approach

Dr. Wei-Chung Wang



Biography :

(Professor, Department of Accounting, Business, & Economics, Juniata College, PA)

Dr. Wang joined the Juniata College faculty as Assistant Professor of Economics in 2010. He earned his BA in Economics from Shih Hsin University in Taipei, Taiwan. He went on and earned his MA and Ph.D. in Economics from The University of California, Irvine. Prior to joining Juniata College, Dr. Wang worked for a Big Four accounting firm as a Transfer Pricing Economist. From 2007 to 2010, he helped multinational enterprises address their transfer pricing issues, including cross-border tangible and intangible goods transactions. He also provided advice to several economic consulting projects, assisting his clients to solve operational matters including data mining and analysis and forecast modeling. He was also a part of the engagement team that provided advice to companies with wage and working hour disputes that fall under the Fair Labor Standards Acts.

3rd Keynote Speaker

Big Data of Agriculture in Taiwan – the View an Applied Economist

Dr. Hung-Hao Chang



Biography :

(Professor, Dept. Agricultural Economics, National Taiwan University)

Hung-Hao Chang received his Ph.D. in Applied Economics and Management from Cornell University in 2006. In 2006, he joined Department of Agricultural Economics at National Taiwan University (NTU) as an assistant professor and had been promoted as a full professor in 2014. His research interest focuses on the evaluation of agricultural and public policy, farm household economics, food consumption and economic analysis of competition law with special interests on digital economy. He is currently a co-editor of Food Policy and an associated editor of Agricultural Economics. He was the managing editor of Agricultural and Resource Economics Review, and an associate editor of Applied Economics Perspectives and Policy. Between April 2015 and June 2018, he was on leave from NTU and served as a full-time commissioner of Taiwan Fair Trade Commission (TFTC). In TFTC, he was in charge of international affairs and promoting economic analysis in the agency and attended OECD, ICN, EATOP, and OECD-ICN chief economist workshop as a country representative. He also served as the organizer and program chair in TFTC's annual outreach programs in South Asian countries.

AGENDA

➔ 09:30-10:00 **Registration**

Moderator: Vice President for International Affairs: Tony Kuo, Ph.D.

➔ 10:00 - 10:10 **Opening**

➔ 10:10 - 10:50 **1st keynote Speech**
The Post Pandemic Paradigm: Creativity, Cooperation and
Character to Innovate, Invent and Inspire a bold new
Future World in Business and Research
Dr. Anoop Swarup

Moderator: Associate Professor, Marcel Reyes-Cortez

➔ 10:50 - 11:10 **Coffee Break**

➔ 11:10 - 11:50 **2nd keynote Speech**
Academic Writing Excellence: An Interdisciplinary Approach
Dr. Wei-Chung Wang

Moderator: Associate Professor, Nick Vasiljevic

➔ 11:50 - 13:00 **Lunch**

➔ 13:00 - 13:40 **3rd keynote Speech**
Big Data of Agriculture in Taiwan – the View an Applied Economist
Dr. Hung-Hao Chang

Moderator: Professor, Pei An (Steve) Liao

➔ 13:40 - 14:00 **Afternoon Tea**

➔ 14:00 - 15:30 **Concurrent session A**
Concurrent session B

➔ 15:30 - 15:40 **Closing**

14:00 - 15:30 CONCURRENT SESSION A (ROOM NB 203)

Session Chair:

Pamela, P. J. Tung
(Ming Chuan University, Taiwan)

- **Supply Chain Resilience in Practice: The case of COVID-19 and the Retail Industry**

Thomas Pichlmeier (*Fachhochschule Würzburg-Schweinfurt, University of Applied Sciences, Germany*) [online](#)

- **社群媒體自我呈現與閱聽者感受之研究**

林亭安, Ann Lin (*National Pingtung University, Taiwan*)

- **Analyzing the Effect of Sustainable Fast-Fashioned on Consumer Perception and Corporate Social Responsibility**

Meritxell Vila Araque (*Shih Chien University, Taiwan*)

- **Discussion on the Development of Taiwan's Innovation and Entrepreneurship Policy in the Past Ten Years**

Chia Wei Sun (*National Normal University, Taiwan*)

- **A Sustainability Strategy: MDP Foundation**

Andreas Kurniawan (*Shih Chien University, Taiwan*)

- **The Analysis of the Relationship Between the Tian-Mama Extension Policy in Taiwan and the Allocation of Farm Labor: A Case Study Using a Large Farm Household Survey**

Yi Ting Hsieh, & Hung Hao Chang (*National Taiwan University, Taiwan*).

- **The Relevance of Guanxi within Internationally Oriented Small and Medium sized Family Businesses in Germany**

Tiffany Zimmermann (*Shih Chien University, Taiwan*)

14:00 - 15:30

CONCURRENT SESSION B (ROOM NB 204)

Session Chair:

Cacelert W.H. Yang

(Fu Jen Catholic University, Taiwan)

- **How did European's Firms Faced the Covid19 Crisis and What Impact did it Have on Their Workplaces and International Transactions**

Capucine Rober (Université Paul Sabatier - Toulouse III, France) [online](#)

- **How Russian National Policy Limits Its Own Economy by Restricting Small and Medium-sized Businesses and How to Solve this Problem**

Kashirov Matvey (Shih Chien University, Taiwan) [online](#)

- **Supply Chain Disruption and Resilience Management about Companies: a Literature Review and Content Analysis**

Chiung Lin, Liu, & Ting-Ting Lu (National Taiwan Ocean University, Taiwan)

- **The Effects of Corruption and How it has Benefited China's Construction Industry**

Alby Lear (Shih Chien University, Taiwan)

- **Research on the Use of Gamification in the Employees Training of Enterprise**

Chi Ming Chung, Ching Fang Lin, Chih Lung Chou, & Yu Sheng Lin (Université Paris Dauphine, France)

- **How Checklist Design and Usage Effect on Aviation Safety: Challenges and Strategies**

Daniel Chen (Shih Chien University, Taiwan)

- **A Study of the Acceptance of Autonomous Container Trucks in Taiwan**

Jia Jun Guo (National Taiwan Ocean University)

Organizer Introduction

Shih Chien University



Introduction :

Shih Chien University, formerly known as Shih Chien College of Home Economics, was founded in 1958 by Mr. Tung-Min Shieh. The name “Shih Chien,” which in Chinese means “practice”, was originated from the belief of Wang Yangming, a great Chinese philosopher: “Knowledge is the beginning of practice. Doing is the completion of knowing” (1498). Shih Chien University kept this motto in mind while implementing and expanding its educational vision.

Over the years, the institution evolved from a junior college to a bachelor’s degree granting institution and was renamed Shih Chien College of Design and Management in 1991. In 1997, the institution was promoted to university status. Today, the University is made up of the College of Human Ecology, the College of Design and the College of Management.

The University has one campus in Taipei and another in Kaohsiung and is home to approximately 15,000 students and 700 faculty and staff.

Organizer Introduction

English Taught Program in International Business

MBA Program in International Business



Introduction :

English Taught Program in International Business of Shih Chien University is recognized as one of the most prestigious programs among Taiwan, it is constructed with both undergraduate and post graduate programs in International Business with excellent international standards.

As a member of ETP, you are able to engage in academic cooperation with the school's partner universities worldwide, which provides you the access to international opportunities and professional networks.

The program includes a variety of courses that are highly connected with your future career development and our students have the opportunities to become innovative, entrepreneurial, and independent through effective learning. ETP provides the essential learning environment for students to adapt the dynamic economic environment nowadays.

ORGANIZING COMMITTEE

CHAIRS

- ➡ **Dr. Cacerlert Wei Hao Yang**
Assistant Professor,
Fu Jen Catholic University, Taiwan
- ➡ **Dr. Pamela Pei Ju Tung**
Assistant Professor,
Ming Chung University, Taiwan

SECRETARIAT

- ➡ **Dr. Candy Hui Yun Chiu**
General Coordinator
Assistant Professor
Shih Chien University, Taiwan
- ➡ **Vicky Wei Chi Liang**
Senior Secretary
Shih Chien University, Taiwan
- ➡ **Daniel Chen**
Chief Coordinator
Shih Chien University, Taiwan
- ➡ **Jane Yu Chen Hsu**
Coordinator
Shih Chien University, Taiwan
- ➡ **Ryan Pao-Hsuan Cheng**
Coordinator
Shih Chien University, Taiwan

THANKS FOR YOUR PARTICIPATION

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