

2021(第九屆)創新實務與個案研討會

摘要論文集

Proceedings

2021(9th) Conference on Innovation Practices and Case Studies



臺北城市科技大學



商管學院

主辦單位：臺北城市科技大學商管學院
資訊管理系、企業管理系、行銷與流通管理系、
應用外語系、數位多媒體設計系、會議展覽服務業學位學程

College of Business and Management
Taipei City University of Science and Technology

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(December 3, 2021)

序 言

實務學習及創新能力的培養已是大學教育的主流，為持續提升師生在此領域的專業職能及素養，以達成「培育誠信、創新、務實、致用的卓越商管專業人才」及「型塑創新研究風氣」的院教育目標，臺北城市科技大學商管學院除精心規劃學院各系教學主軸特色外，亦辦理各項學術交流活動，自 2011 年迄今已邁入第九屆的「創新實務與個案研討會」即是其中一項很重要的交流學習活動。本次研討會的主題以商管領域實務創新與個案研究為主軸，研討內容分成八個創新領域，包含：商品創新、服務創新、技術創新、組織創新、經營模式創新、創業、及其他創新議題，皆是目前商管領域很重要的實務創新面向。

本次研討會經公開徵稿後收到近 35 篇論文投稿，經委外審查後共計接受 26 篇論文將收錄於本會出版之研討會論文集，其中挑選具研討質量篇章之 11 篇於研討會進行口頭發表，與現場與會先進進行深度研討及交流。為提升論文集質量，研討會後將請作者參考相關研討意見進行修正，再編輯出版論文集。本次研討會之所以能夠順利舉辦，有賴許多校內、外人士共襄盛舉。在論文方面，感謝諸多論文作者辛勤研究，並將研究成果整理成精彩的論文，大家才能分享及學習到如此豐富的研究創見與成果。在籌備事務方面，商管學院各系系主任均全力協力，不但推動徵稿事務，也在論文摘要審查與議事分工上積極投入。此外，也特別感謝外審委員快速嚴謹地完成全文審查，方使本次研討會得以如期舉行。

本研討會論文集的審查與印製雖已戮力執行力求完善，倘有疏漏之處，尚祈各界專家不吝指正。最後，期待本研討會及論文集能激發各位參與來賓在未來研究上的共鳴與靈感，甚或促進彼此間的合作，達到型塑創新研究風氣及成效的目標。最後，再次謝謝所有直接或間接協助本研討會的同仁及各界友人，並祝，所有與會人士都能滿載而歸，研討會圓滿成功！

臺北城市科技大學 商管學院

院長 黃韻瑾 博士

2021.12.3

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「2021(第九屆)創新實務與個案研討會」議程
2021(9th) Conference on Innovation Practices and Case Studies
2021年12月3日(星期五)09:00-15:40

時間	議程
08:40~09:10	報到
	開幕式
09:20~09:25	臺北城市科技大學商管學院 院長 翁順裕博士
	論文研討
地點	財經大樓二樓 國際會議廳
09:30~10:20 (50分鐘) (演講50分鐘)	主持人：翁順裕 博士 城市大學行銷與流通管理系教授兼商管學院院長研究發展處研發長 演講人：賴奎魁 博士 朝陽科技大學副校長 專題演講：
10:20~10:40 (20分鐘)	中場休息 財經大樓二樓 中庭
論文發表 第一場	主持人：謝錦淇 博士 臺北城市科技大學企業管理系副教授
10:40~11:50 (70分鐘)	1. 徐子翔-宗教性文化商品創新設計方法探討。 2. 連紫伶-全球在地化策略-以可口可樂台灣城市瓶系列行銷內容為例。 3. 陳映羽-電子商務創新經營模式之研究探討-以A公司平台為例。 4. 顏榮琴-運用3D懷舊治療降低長期照護機構的老人住民憂鬱狀態之成效。 5. 劉芊華-國民小學對音樂學習的興趣提升-以五年級桌遊設計創作「第四國度」為例。 6. 姚振黎-穿越~創新教育家的跨科際素養發微。
11:55~12:10 (15分鐘)	綜合座談 主持人：翁順裕(商管學院院長)
12:10~13:30 (80分鐘)	午餐時間
論文發表 第二場	主持人：曾智仁 博士 臺北城市科技大學資訊管理系副教授
13:40~14:50 (70分鐘)	1. 李鏖鋒-創新互動多媒體技術之創作研究。 2. 陳洪吉-太陽能應用於感光自動調整型百葉窗之創新設計。 3. 陳慧瑩-日語教育中導入全國性競賽參與之實踐與意義-以日語簡報比賽為例。 4. 藤原真也-疫情下台日國際線上交流之考察-以臺北城市科技大學應用外語系為例。 5. 平田光-提升線上交流學習的嘗試方案-探討線上英語課程「學生老師」的效果。
15:00~15:30	海報論文展示與綜合討論
15:40-	賦歸

宗教性文化商品創新設計方法探討

Exploring Innovative Design Methods for Religious Cultural Goods

徐子翔¹、蘇文清²

摘要

宗教文化一直以來跟臺灣人民密不可分，信仰自由也造就了許多香火鼎盛的廟宇以及傳統信仰中神明與人民互動的佳話。本研究結合符號學之父索緒爾提出的“能指”和“所指”來將虎爺意象做一個型態上的分類，結合價值機會分析法(VOA)來瞭解現有傳統香火袋的優缺點，實地訪查新港奉天宮後，將奉天宮開基虎爺之元素、特色轉化成商品，設計出區別於傳統香火袋功能的全新皮革香火袋，並以此創新設計方法來打造更貼合市場需求的創新宗教性文化商品。希望藉由虎爺的文化表徵來設計出符合信徒期待的全新文創商品，讓消費者在使用商品滿足信仰需求的同時，也能更了解虎爺文化的多面意涵。此創新設計方法能幫助設計者在進行宗教類文化商品設計時能將蒐集到的資料進行全面的市場分析，將在地文化元素明確地導入設計流程，讓設計者能更有效率、有原則的進行宗教文化商品設計。

關鍵詞：宗教性、文化商品、創新設計

Abstract

Religious culture has always been inseparable from the people of Taiwan, and the freedom of faith has led to many temples with strong incense and good stories of interaction between the gods and the people in traditional beliefs. This study combines the "energetic" and "referential" concepts proposed by the father of symbolism, Thorso, to categorize the imagery of the tiger priests in terms of type, and the value opportunity analysis (VOA) to understand the strengths and weaknesses of the existing traditional incense bags. After visiting Fengtian Temple, we transformed the elements and characteristics of the founding father of Fengtian Temple into products and designed a new leather incense bag that is different from the traditional incense bag.

We hope to design new cultural and creative products that meet the expectations of believers by using the cultural symbols of Tiger Master, so that consumers can use the products to satisfy their faith needs while understanding the multi-faceted meaning of Tiger Master's culture. This innovative design method helps designers to conduct a comprehensive market analysis of the data collected when designing religious cultural goods, and to clearly integrate local cultural elements into the design process so that designers can more effectively. This allows designers to design religious cultural goods in an efficient and principled manner.

Keywords: Religiousness, cultural goods, innovative design

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全球在地化策略-以可口可樂台灣城市瓶系列行銷內容為例

Strategy of Globalization-Taking Coca-Cola Taiwan City Bottle Series Marketing Strategies as an Example

連紫伶¹

摘要

「全球化」口號不絕於耳，潛藏在全球化觀念之下的西方文化價值與思維於 90 年代開始向全球各地以跨國企業的形式蔓延。隨著國家疆界的消失，跨國企業的影響力與日俱增，引發全球勞動、商品，甚至是文化的一致化。尾隨全球化概念興起的是強調異質與多元的「在地化」，目的在於維持本土的文化獨特性。兩概念互相碰撞之下，「全球在地化」(Glocalization)就此誕生。

跨國企業在全球在地化的新思潮下，紛紛展開一連串的在地化策略。本研究選定可口可樂台灣城市瓶系列作為研究對象，欲研究該品牌身為一個極具代表性的跨國企業，如何在台灣執行在地化策略，其中被取用的元素又是哪些？

而研究發現，可口可樂在地化策略中，商品力求在地文化特色的同時卻也不失其商品獨有的原貌，運用台灣獨有特色結合可口可樂經典包裝，像是品牌 Logo 與配色，創造出專屬台灣的城市瓶系列卻也能一眼認出是可口可樂。此外元素的挑選也反映了特有的台灣文化，去引起消費者共鳴。

關鍵詞：全球在地化、行銷策略、跨國企業在地行銷

Abstract

The slogan "Globalization" is endless. The Western cultural values and thinking hidden under the concept of globalization began to spread to all parts of the world in the form of multinational companies in the 1990s. With the disappearance of national borders, the influence of multinational corporations has increased day by day, triggering the unification of global labor, commodities, and even culture. Following the rise of the concept of globalization, the emphasis on heterogeneity and diversity "localization" is aimed at maintaining the uniqueness of local culture. Under the collision of the two concepts, "Glocalization" was born.

Under the new trend of globalization, multinational companies have launched a series of localization strategies. This research selects the Coca-Cola Taiwan city bottle series as the research object. It wants to study how the brand, as a highly representative multinational company, implements its localization strategy in Taiwan, and what elements are used?

The research found that in the globalization strategy of Coca-Cola, the product strives for local cultural characteristics while not losing its unique original appearance. It uses Taiwan's unique characteristics combined with Coca-Cola's classic packaging, such as brand logo and color matching, to create exclusive products. Taiwan's city bottle series can also be recognized as Coca-Cola at a glance. In addition, the selection of elements also reflects the unique Taiwanese culture, to resonate with consumers.

Keywords: Glocalization, Marketing strategy, Globalization, Coca-Cola

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電子商務創新經營模式之研究探討-以 A 公司平台為例

A Study on the Innovative Business Model of E-commerce- A Case Study of Company A's Platform

陳映羽¹、廖舒婷²、林珮萱³、沈珮琤⁴、卓晏瑄⁵、簡嘉汝⁶、歐軒豪⁷

摘要

針對「電子商務的市場逐漸趨向成熟及飽和」的現象，透過一項新的模式是否有助於增加成長動能，我們將透過此份專題報告進行研究。

我們以 BRAVO IDEAS 創意點子平台「A 公司」做為研究對象（個案公司以下簡稱 A 公司）。本研究認為，以直播作為媒介並提供電商平台銷售商品時，該如何帶給消費者對於商品的安心及信任，亦或是消費者在購物時使用何種方式能夠最快速的下單，這些都是電商經營時不可或缺的元素。

本研究發現 A 公司利用自家研究的「抓住顧客 76 秒觀看時間」即「隨看即買」的專利技術，進而創造出一種新的商業模式，並且在這份報告中分析 A 公司的營運模式與其他品牌的相異之處。

關鍵詞：直播、電子商務平台、品牌

Abstract

In view of “The E-commerce market gradually becomes mature and saturated” this situation; thus, are looking for new business models to drive the market momentum.

The purpose of this research is to probe into this issue by looking into the research object, BRAVO IDEAS. (Here in after referred to as Company A). This study believes that there are two factors to boost traffic during live streaming, one is to build trust with customers and the other is to enable customers to place orders easily.

This study discovers that Company A utilizes its patent technology to rivet customer's attention for 76 secs, creating a new business model. We will analyze its business model and its difference among other brands.

Keywords: Live streaming, E-commerce platform, Brand

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運用 3D 懷舊治療降低長期照護機構的老人住民 憂鬱狀態之成效

The Effect of the 3D Reminiscence Therapy on Depression of elderly Residents in Long-term Care Institutions

顏榮琴¹，林美玲²，

J.C.Yen¹, Mei-Ling Lin^{2*}

摘要

根據國家發展委員會人口推估系統我國已於 1993 年成為高齡化社會，推估將於 2026 年邁入超高齡社會。由於醫藥科學進步，人類壽命延長，家庭結構與功能亦因社會環境改變，少子化與雙薪家庭，老人因慢性病失能而乏人照顧，入住長期照護機構的老人比例與日俱增(內政部, 2018)。林怡君、余豎文、張宏哲(2004)發現機構老人憂鬱的盛行率為 39.2% 較社區的 29.5% 為高，顯示機構老人憂鬱是值得重視的問題。本研究目的探討 3D 懷舊治療介入機構老人降低憂鬱狀態之成效，採兩組前、後測之類實驗性設計，探討機構的老人憂鬱以 3D 懷舊進行團體懷舊治療介入措施前後，改善之成效。

Abstract

According to the population estimation and inquiry system of the National Development Commission, our country has become an aging society in 1993 and transformed into an aged society in 2018. It is estimated that it will enter a super-aged society in 2026. Due to the advancement of medical science, the extension of human life expectancy, and the transformation of family structures and functions brought by the changes in the social environment, which had led to declining birthrates and double-income families. Hence, the elderly are deprived of care on account of the disability from chronic illnesses. Therefore, the proportion of elderly people staying in long-term care institutions is increasing day by day. Lin, Yu, and Zhang (2004) found that the prevalence rate of depression for the elderly in institutions was 39.2%, which was higher than that of 29.5% in the community, indicating that depression of the elderly in institutions is a problem worthy of attention. The purpose of this study is to investigate the effectiveness of 3D nostalgia treatment interventions for the elderly in reducing depression. The study adopts two experimental designs such as pre-test and post-test to explore the effectiveness of 3D nostalgia for elderly residents in long-term care institutions before and after the interventions for group nostalgia treatment.

關鍵詞：3D、懷舊、長期照護機構的老人住民、憂鬱(3D、Nostalgia、Long-term care institutions、Depression)

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國民小學對音樂學習的興趣提升 -以五年級桌遊設計創作「第四國度」為例 Elementary school's enhancement on musical learning interest - A case of the Fourth-State Table Game designed and innovated by students at the fifth grade

劉芊華¹

摘要

隨著桌遊的普及，遊戲式學習時常伴隨著桌遊，現今桌遊也越來越普及，透過桌遊，可拉近人與人之間的距離，甚至更加認識身邊的同儕，學習尊重自己的想法並接納其他人的意見。

本研究設計出一款策略性桌遊，採用問卷調查法及訪談法，並針對國小五年級生圍施測對象，了解試玩者們的想法與建議，蒐集遊玩後的回饋，進而分析本桌遊的優缺點。而如何讓音樂課程有趣，並能引起學童的學習興趣，增加其學習動機，提升學習成效，為本研究的目的。

透過本研究，設計出一款人數限制自由，且不乏趣味性，並能多次遊玩的策略性桌遊，透過此桌遊，可以提升學生在音樂領域的學習成效及興趣，並增加同儕間的合作溝通及邏輯思考，也期望此桌遊能夠普及於小學教育中。

關鍵字：策略桌遊、音樂教育、文獻分析法、問卷調查法、訪談法

Abstract

With the popularity of table game, the game-based learning is often accompanied to become increasingly popular. A great many enterprises specialized in table game appear, through table game, to close gap between humans; people may further recognize their colleagues, learn how to respect their own thoughts, and accept others' opinions. Therefore, I have designed a set of table game for children able to learn the music knowledge easily while they are playing game.

The strategical table game designed in this study is, adopting both of questionnaire and interview methods and taking the students at the fifth grade of elementary school as the subject, to find out the trail players' idea and suggestion, collect their reciprocations (after playing game), and further to analyze merit and demerit of this game. The purpose of this study is to turn the music course into an interesting process, attract students' learning interest, and enhance their learning effect and motivation.

In this study, we expect to design an interesting and multiple-playing strategy table game (which is freedom to limit the number of people), through which, the game can effectively enhance students' learning effect and interest in music domain, increase colleagues' cooperation, communication, and logical thinking, and become popular in the education of elementary schools.

Keywords: Strategical Table Game / Music Education / Document Analysis / Questionnaire Method (survey techniques) / Interview Method

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穿越～ 創新教育家的跨科際素養發微

姚振黎¹

摘要

當前臺灣高教，歷經 27 年來之教改，大學幾已成為每位公民的基本學歷。在滿足社會的受教權益與需求之後，社會開始追問：究竟大學的「學歷」應該代表、對應哪些「學力」？尤其當臺灣欲進入世界體系時，臺灣的高等教育不僅需回應在地性的問題，更須與國際競爭力緊密相連。

本文揭櫫「大學教師跨科際」之理念與實踐。不僅符合〈108 課綱〉、「十二年國教」要求教師專業發展、開設多元選課、跨越科目疆界、強調素養導向、……，林林總總、蠶出並作的話術及專有名詞，使得桴鼓相應；且針對核心素養、適性揚才、跨域增能、培育博才，教師能未雨綢繆、開脈切方之因應及裝備。

寫作方法(methodology) 以教育理念為經、實踐成效為緯；經定緯成。對於跨域創新素養之案例，予以夾敘夾議，融合教育社會學、認知心理學，徵諸實例，確切可行、得享教學成效，以臻核心素養、向上提升的與時俱進。全篇包括：壹、緒論：鎖定目標 精準解決問題，貳、取精用弘：實現博才(Versatilist)的教育目標，參、開物成務：跨科際(transdisciplinarity)之設計教學(design teaching)，肆、厚積薄發：育成臺灣師生競爭力，結語：拒絕平庸——從「清靜孤寂」到「華麗跨域」的跨科際素養裝備

未來教師在勢不可擋的全球化下，創新必具「跨域界」素養。本諸「博雅教育」與「創新實踐」之跨科際結合，蘄成就博學、審問、慎思、明辨、篤行之教師素養，落實：好玩，是學習與創新的真諦。

關鍵詞：跨科際 (transdisciplinarity)、閱讀力、跨域增能、博觀約取

Abstract

It is very significant how to achieve creative development, individualized instruction, and building the base of faculty's innovative teaching material and methods of pedagogy.

This study provided an educational perspective to comprehensive transdisciplinary approaches so that reveal faculty multiple promotion of core competencies. By virtue of cross-domain ability, offer the equipment of instructional design. Education is not the filling of a bucket; but the lighting of a fire. Four directions for improving instructional design are concluded as follows:

1. "Turn inward and examine yourself when you encounter difficulties in life."; (反求諸己)
2. cross fields, adding ability: educational goal of versatilist.
3. flipped classroom of instruction design: well-grounded, to equip competitiveness;
4. To refuse mediocre – from tranquility to solitude, to achieve the gorgeous cross-domain faculty.

Nowadays, a teacher in college should study extensively, inquire prudently, think carefully, differentiate clearly, and practice earnestly after all. (博觀而約取，厚積而薄發。)

Key words: Versatilist (博才), instructional design (教學設計), comprehensive and interdisciplinary approaches (科際整合取向), competitiveness (競爭力), core competencies (核心素養)

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創新互動多媒體技術之創作研究

Innovative brainwave control game development

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摘 要

一種創新的人機介面，其主要的原理為藉由腦波控制電腦的輸入，經由人類腦波的數據資料判別將使用者的想法付諸實現的控制程序，這種方式稱之為腦波控制介面(Brainwave control interface, BCI)。本文從一款 2D 腦波介面控制遊戲的開發以說明如何使用腦電圖(EEG)感測器與 2D 開發遊戲引擎創建腦機介面控制遊戲的整個過程。遊戲的使用者必須要藉由專注力強化其戰鬥力推倒對手到界限之外以獲得勝利。遊戲的主要架構，建立於腦波控制介面與電腦鍵盤間的訊號通訊協定，在遊戲的使用過程中還必須要避免雜訊的發生所造成的誤判，而這樣的技術可以進而推廣到其他的電腦介面工具，例如滑鼠，觸控面板等，進而創造出創新的虛擬人機控制介面。

關鍵詞：創新、腦波、遊戲、腦機介面

Abstract

This research is an innovative human-machine interface, whose main principle is to control the input of the computer by brainwave, and to put the user's idea into a control program by discriminating the data of human brainwave, this method is called brainwave control interface (BCI). This paper illustrates the development of a 2D brainwave control game to illustrate the whole process of creating a BCI game using EEG sensors and a 2D development game engine. Users of the game must focus on strengthening their combat power to push their opponents beyond the boundaries to win. The main structure of the game is built on the signal communication protocol between the brainwave control interface and the computer keyboard, which must also avoid the misjudgment caused by the occurrence of noise during the use of the game, and such technology can be further extended to other computer interface tools, such as mice, touch panels, etc., to create an innovative virtual human-machine control interface.

Keywords: Innovation, Brainwave, Game, Brain-Computer Interface

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太陽能應用於感光自動調整型百葉窗之創新設計

The Innovative Design of Solar Energy Applied to Development of Photosensitive Auto-Adjusting Shutters

陳洪吉¹、林嫻宜²

摘要

近年來綠能產業一直是世界各國推動的產業。我國政府也多方面推動綠色能源的發展，經濟部近年鼓勵綠能補助計畫，其中有以太陽能光電設備整合建築的建材作為獎勵補助，主要目的為了鼓勵大家使用綠色能源，減少環境汙染。

本創新設計可用於家戶窗子的百葉窗作為創意發想，將百葉窗的葉片材質更換為太陽能板，並結合感光元件，讓百葉窗能依光線強弱改變葉片角度，同時具備遮光、蓄電效果，並結合運用物聯網技術，便以手機遠端控制葉片角度。

本創新設計有三大特色：

1. 百葉窗的葉片更換成太陽能板，能將光能轉為電能，並將其儲存。
2. 可利用感光元件控制百葉窗葉片角度。
3. 可利用手機遠端控制百葉窗葉片角度。

本創新設計主要目的為善用綠色能源，一扇標準(180cm*180cm)的窗子約1坪，每小時約產生0.5KW的太陽能發電，每日就能產生約2KW的太陽能發電，以平均每月每戶就能省下300度的電，整年全台約能省下810億元的電費。將太陽能百葉窗應用在辦公大樓、學校等場地，提高企業、學校的綠能的觀念，進而推廣至鄰里社區，逐漸拓展綠能建築的普及性，達到綠能環保城市/國家的目標。

關鍵詞：創新設計、太陽能、綠能、百葉窗、物聯網

Abstract

In recent years, the green energy industry has been an industry promoted by countries all over the world. The Ministry of Economic Affairs has encouraged green energy subsidy programs, which include building materials integrated with solar photovoltaic equipment as incentives and subsidies. The main purpose is to encourage everyone to use green energy and reduce environmental pollution.

This innovative design can be used as a creative idea for the blinds of home windows. The material of the blinds is replaced by solar panels, combined with photosensitive elements, so that the blinds can change the angle of the blades according to the intensity of the light, and have the effects of shading and electricity storage, and combined use The Internet of Things (IoT) technology uses a mobile phone to remotely control the Solar Energy blade angle.

This innovative design has three characteristics:

1. Replace the blades of the shutters with solar panels, which can convert light energy into electricity and store it.
2. The angle of the shutter's blades can be controlled by the photosensitive element.
3. The angle of the shutter's blades can be controlled remotely by a mobile phone.

The main purpose of this innovative design is to make good use of green energy, a standard (180cm*180cm) window is about 1 ping. It can generate about 0.5KW of solar power per hour, and about 2KW of solar power per day, so that an average of 300 kWh of electricity can be saved per household per month. Taiwan can save about 81 billion yuan in electricity bills throughout the year. Apply solar blinds in office buildings, schools and other places. Improve the concept of green energy in enterprises and schools, and then promoted to neighboring communities. Gradually expand the universality of green energy buildings. Reach the goal of green energy and environmental protection city/country.

Keywords: Innovative Design, Solar Energy, Green Energy, Shutters, Internet of Things

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日語教育中導入全國性競賽參與之實踐與意義

—以日語簡報比賽為例—

The Practice and Meaning of Implementing National

Competition for Japanese Education

-Taking the Japanese Presentation Contest as An Example-

陳慧瑩¹

摘 要

2021 年第八屆全國日語簡報比賽即將進入決賽。本次在指導學生參加初賽過程中發現，簡報的製作與發表，與日語學習有著重要的關聯性。事實上簡報是一種具有組織架構性的意見表達。簡報的製作需要「讀、寫」兩項技能；簡報的發表包含「說、寫」兩項技能；簡報完畢後的詢問交談則需要「聽、說」能力。換言之，透過簡報的訓練，即可強化語言學習的四種基本技能，檢視四技能的學習狀況。功能性如此強大的簡報，應列為技職院校語言科系的必修課程，讓語言學習成果更具實用性。

關鍵字：簡報、日語教育、全國性競賽

Abstrac

The 8th National Japanese Presentation Contest in 2021 is about to enter the finals. In the process of guiding students to participate in the preliminary contest, it was found that the production and presentation of presentations has significant relevance to Japanese learning. In fact, presentation is an expression of opinions with an organized structure. The production of a presentation requires two skills, i.e., "reading and writing"; the presentation of a presentation takes the skills of speaking and writing; and the inquiries after the presentation requires the ability of "listening and speaking". In other words, through the training of the presentation, the four basic skills of language learning can be strengthened and the learning status of these four skills can be reviewed. Hence, presentation with such powerful functions should be included as a compulsory course for the language department of technical and vocational colleges to ensure the language learning results be more practical.

Keywords: Presentation, Japanese Education, National Competition

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疫情下台日國際線上交流之考察
-以臺北城市科技大學應用外語系為例-

Investigation of international online exchanges
on the day of the epidemic-Take the Department of Applied
Foreign Languages, Taipei City University of Science and
Technology as an example-

コロナ下における
台日国際オンライン交流の一考察
-台北城市科技大学応用外国語学科を中心に-

藤原真也¹

摘要

2019 年年底發現新冠病毒後，2020 年起即在全世界造成大流行。其後，人們的交通往來皆受到限制，實體的國際交流也無法繼續進行。日本人因害怕感染而推動居家上班或線上上課，在此情況下，許多大學亦轉而舉辦各種國際線上的交流活動，筆者任職的臺北城市科技大學也在這樣的狀況下展開了線上的國際交流。線上交流的優缺點為何？筆者試圖從此一面向進行考察。

透過考察之後發現，線上交流的優點為「減少經濟負擔及節省時間」、「能有更詳細的反饋(Feedback)」及「增加臨場感」等 3 點；缺點為「不習慣操作軟體」、「非言語溝通的困難」、「網路訊號不穩定」、「個人不受重視」及「參加意願低落」等 5 點。

關鍵字：新冠病毒, 國際線上交流

Abstract

The new coronavirus was confirmed at the end of 2019, and it became a pandemic all over the world after 2020. People's traffic was restricted, making face-to-face international exchange impossible. While telework and online classes are being promoted in Japan, which is concerned about infectious, many international online exchanges are being held at universities. Under these circumstances, many international online exchanges were held at Taipei City University of Science and Technology, where the author works, and the advantages and disadvantages of these exchanges will be considered.

As a result, the advantages are "reduction of financial burden and time saving", "more detailed feedback", "amplification of presence", and the disadvantages are "unfamiliarity with application operation", "difficulty in nonverbal communication", and "line". We were able to confirm five points: instability, "individuals who are not emphasized," and "decreased willingness to participate."

Key word : Coronavirus (COVID-19), International online exchange

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提升線上交流學習的嘗試方案 -探討線上英語課程「學生老師」的效果- A tentative plan for promoting learning opportunities in online exchange-the effect of student teacher on online English lessons-

平田ひかる¹

摘要

自2020年新冠病毒蔓延以來，可以輕鬆連接世界的線上交流已成為教場領域的主流。日語教育領域亦同，各處都致力於透過連結日本和國外的方式，來理解彼此的文化和價值觀。然而，光進行線上交流的話，只讓參與的學生覺得「有趣」就結束了，我認為很難達到教育場所所應提供的「學習」程度。本文將報告並建議：嘗試將正在學日語的學生，與上課後輔導的日本小學生用線上方式連結，讓台灣學生用日文來教日本小學生英文和中文。透過嘗試當「學生老師」，讓過去當「學習者」的台灣學生使用自己學過的語言，在互動的意義上，不僅表達自己的意見，同時透過語言教學經驗的累積，實際感受向對方傳達意見與教學的困難，同時提升學習的慾望。

關鍵字：日語教育、線上交流、學生老師、學習

Abstract

Since the spread of COVID-19 in 2020, the use of online exchange to connect with other countries have become mainstream in the educational field. Efforts are being carried to connect Japan and overseas even in Japanese education by getting to know the culture and values of each other. However students who have so far participated in online exchange leave with only the impression that it was "fun". It is difficult for them to reach the point of "learning" that should be attained through their education. This online exchange will connect Taiwanese students who are educated in Japanese, by teaching English and Chinese to Japanese elementary school students who are learning online for the first time. By acting as a student teacher, Taiwanese students who have been studying Japanese until now will not only convey their opinions through interaction, but also teach the language using the language they have learned. The student teacher may encounter difficulties in their teaching, but this will help them relate to the students' experience and in effect promote further learning.

Keywords: Japanese education, Online exchange, Student teacher, Learning

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運用人工智慧於台股個股投資策略之研究

The Application of Artificial intelligence to Investment

Strategies of Taiwan Stocks

趙延丁¹、李凱立²、吳政儒³、丁子倫⁴、徐仲⁵、曹哲瑋⁶、許子銜

摘要

本研究即是利用人工智慧方法，結合 RSI 與 MACD 指標，以發展最佳投資規則，並據此分別處理買進、賣出之推論；為符合市場交易之多變性與對投資環境之適應性，將透過多元回歸分析模型以期能增進投資績效。本研究以台北股市三家公司之 2015 至現在的股市交易資料進行測試，藉由實證結果來驗證模型對股價趨勢與股價預測的實際成效，進而協助投資人對股票投資的決策。

關鍵詞：多元回歸分析、RSI、MACD

Abstract

This study, as a result, proposes an approach of artificial intelligence by integrating RSI and MACD to achieve the optimization of trading rules. Since the trading rules vary with time, it cannot be always fit to use. Therefore, to meet the changes in the trading market and the adaptability to the investment environment, Multiple regression analysis model is applied to be effectively determined to raise the profitability. This study uses empirical results to verify the actual effectiveness of the model on stock price trends and share price predictions based on the stock market trading data of three companies in the Taipei stock market from 2015 to the present, and then assists investors in making stock investment decisions.

Keywords: Harbour Bureaus, Innovation Management, Innovation Index

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尋漫主題餐廳創業計畫書

Business Plan of the Anime Theme Restaurant

唐思佳¹、鄭羽晴²、潘俊穎³、房柏翔⁴、陳弘鎧⁵

摘要

現代人喜歡拍照打卡分享，選擇餐廳時餐點除了美味也注重賣相，好拍的裝潢場景也成為吸引消費者的特色；網美餐廳和主題餐廳成為近年來消費者喜愛的拍照打卡熱點。同時，動漫也蔚為風潮，熱愛動漫和角色扮演的年輕人愈來愈多，之前的鬼滅之刃便印證了動漫的話題性和流行性。本創業團隊擬創立平價的動漫主題餐廳，提供年輕消費者以動漫為主題設計的餐點和拍照區，期望為熱愛動漫的同好提供聚餐和交流的最佳場域。

本創業計畫擬先介紹產品、服務及營運模式，再藉由市場與競爭分析，其中包括 SWOT 分析，針對目標市場擬定涵蓋產品、價格、通路和推廣的 4P 行銷策略，並以三年的預估損益表作為依據，彙整創業計畫的結論與效益，並為潛在風險做好準備。

關鍵詞：創業計畫、營運模式、SWOT 分析。

Abstract

Modern people love to take photos and then share with friends via check-in on social networks. They choose restaurants not only for taste of food, but also for appearance of food. Great interior decorating and ambiance of restaurants are important features to attract consumers. Therefore, many internet-celebrity restaurants and theme restaurants have become popular check-in locations. In the meanwhile, comic and animation are now all the rage as more and more young people have deep affection for animation and cosplay. The topicality and popularity of animation have been proved by "Demon Slayer". Thus, our team plans to startup an affordable theme restaurant. This theme restaurant offers meals and the photo zone designed on roles and scenes of animation and hopefully will become the best place for animation lovers to dine and share ideas together.

This business plan will introduce its products, services and business model. Then, 4Ps marketing strategies (product, price, place and promotion) for the target market will be developed based upon analysis of markets and competitors, including SWOT analysis method. The three-year income statement will also be estimated. Finally, conclusions, effects, and potential risks of this business plan will be discussed.

Key Words: Business Plan, Business Model, SWOT Analysis

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小型餐飲創業之行銷策略研究-以咖啡館為例

The research on the entrepreneurial marketing strategy of small restaurant industry - Taking coffee shop as an example

黃素玫¹、魏孟師²

摘要

受到新冠病毒肆虐，消費者對外食餐飲的需求日漸減少，使得餐飲業的經營模式與行銷策略更顯重要。蓬勃的創業現象可以降低失業率，帶動國家更蓬勃發展躍進，並促進經濟成長。但多數創業家在初期必須經過一段艱辛的歷程，要有好的創業績效就必須做好創業企劃。

小型餐飲創業並非困難之事，但仍有相當多細節需要考慮，滿足消費者需求與建立顧客忠誠度都是業者必須注意的工作。新創業者容易抱持過於樂觀的態度或充滿過高的期待，導致考量不夠全面。透過開店的營運企劃研究，將初期須包辦的商圈調查、掌握消費者偏好、客服服務、產品品質控制等等做好準備，則更容易維持良好的顧客關係。

本文是以小型咖啡館做為創業企劃的行銷策略研究，同時對餐飲市場的消費者做質性分析，並提出產品、價格、通路與推廣的行銷策略，給予新創咖啡館有正面的建議。

關鍵詞：創業策略、營運企劃、行銷策略、商業模式

Abstract

The needs of eating out is decreasing during the pandemic, which cause the importance of marketing strategy of restaurant industry more important. The positive phenomenon of entrepreneurship can decrease the unemployment rate, improve national development, and increase economic development. Many entrepreneurs were suffering during the beginning of starting the business. Good entrepreneurial planning could cause good entrepreneurial performance.

Entrepreneurship of small restaurant industry is not difficult, but still many details need to be considered, such as to meet consumers' needs or to built up consumers' loyalty. Many entrepreneurs have excessively hopeful attitude or excessively high expectance, which lead to biased consideration. The research of operating planning of starting a business, including business circle analysis, consumer preference survey, customer service, and product quality controlling, can make it easier of maintaining good customer relationship.

Our research is to study the entrepreneurial marketing strategy of small restaurant industry, to analysis the consumer in catering Market via qualitative research, to give the marketing strategy of product, price, place and promotion. Finally, we give the entrepreneurial coffee shop positive suggestions.

Keyword: entrepreneurial strategy、operational planning、marketing strategy、business model

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跨國企業員工的專業英文詞彙學習能力之研究

Research on Multinational Enterprise's Employee Learning Abilities in Professional English Vocabulary

鄒偉基¹謝承志²

摘要

行政院已執行多年之新南向政策，在 2021 年 3 月建議加強推動公共工程、觀光、跨境電商等三大新南向具潛力領域。台灣缺乏全球化人才，企業主除鼓勵員工自主進修外亦需制定培訓語言人才計畫方為上策。本研究遴選一已營運逾 54 年之上市建設公司，並於 2010 年購買新加坡之某電力公司，進而晉升為跨國型企業，培植英語人才乃勢在必行。

在全球新冠疫情尚未趨緩之際，本研究一反傳統教學~以文法切入之英語學習，取而代之以線上或線下在螢幕上進行活潑多元之專業英文詞彙能力練習與測驗；進而提升員工英語能力，甚至取得此美國語言機構~全球學習與測評發展中心核發之國際英檢認證。

我們有信心將此有效之語言輔導方案推薦給企業主，相信假以時日，在未來以元宇宙方式互動的時代裡，卓越的英語溝通能力定可讓台灣專業菁英們在國際舞台上展翅高飛。

關鍵詞：行政院、新南向政策、跨境電商、新冠疫情、專業英文字詞彙能力測驗、全球學習與測評發展中心、元宇宙

Abstract

The Executive Yuan has implemented the New Southward Policy for many years. In March 2021, it proposed to strengthen the promotion of public works, tourism and cross-border e-commerce are the three new areas with potential southward. Nowadays, our country is facing limited global elites in all aspects, besides encouraging employees to improve their English abilities, business owners should come up with unique English language training programs.

This study selected a listed construction company that has been operated for more than 54 years and acquired a power company in Singapore in 2010, thus has become a multinational enterprise. It is imperative to cultivate English-speaking professionals at the earliest convenience.

Currently, the global Covid-19 epidemic has not yet slowed down; therefore, we have deviated from the traditional English grammar-based language teaching technique and replaced it with a lively and diverse professional English vocabulary study and test method through online and offline on-screen practices. Thereby improving employees' English proficiency easily, and even obtaining the international English ability certification named Professional Vocabulary Quotient Credential (PVQC) issued by this American language institution ~ Global Learning and Evaluation Development Center (GLAD).

We are confident to recommend this effective language tutoring program to business owners, and believe that in the future era of meta-universal interaction, excellent English communication skills will surely enable Taiwanese professional elites to spread your wings high on the international stage.

Keywords: Executive Yuan, the New Southbound Policy, cross-border e-commerce, Covid-19 epidemic, Professional Vocabulary Quotient Credential (PVQC), Global Learning and Assessment Development (GLAD) Center, meta-universal interaction

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創意環保吸管行銷策略之研究

A Study on Marketing Strategy of Creative Reusable Straws

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摘要

2015年海洋生物學家在哥斯大黎加公布一隻海龜鼻腔內插著一支15公分的塑膠吸管影片後，嚴重的海洋塑膠垃圾問題正式浮上檯面，讓各國正視減塑及關切海洋生態的迫切性。塑膠吸管因為便宜、好用，所以才被大量使用，統計全球每天使用超過10億支，台灣每天使用則超過800萬支。為減少一次用塑膠吸管之使用，環保署於2019年公告「一次用塑膠吸管限制使用對象及實施方式」，規定自同年7月起政府部門、學校、百貨公司業及購物中心、連鎖速食店等4類對象，內食餐飲不得提供一次用塑膠吸管，環保吸管的市場前景與商機也因此應運而生。本文以創意環保吸管進行新產品的行銷策略之研究，同時對環保吸管進行市場分析、競爭分析、消費行為調查，並針對產品定價、通路、與推廣策略提出建言。

關鍵詞：環保吸管、SWOP分析、STP分析、行銷策略

Abstract

Single-use plastics have polluted beautiful oceans, the pictures showing the sea turtle with plastic straw stuck up its nose has aroused the public awareness of environmental protection. Therefore, many countries have started to ban them. The passed bill requires all establishments that serve food or drink have to stop offering plastic straws. The ban on plastic straws has been effective starting from July 1st, 2019. Bringing your own reusable container and reusable straw is good for the environment and something that everyone should do. The research is to analyze the marketing strategy of innovative reusable straw. We analyze the industry and target market of reusable straw by qualitative and quantitative analysis, and 4Ps marketing strategies will be developed based on market analysis and comparative analysis. Finally, conclusions and suggestions of the innovative reusable straw will be provided.

Keywords: Reusable Straw, SWOT Analysis, STP Analysis, Marketing Strategy

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口袋列印機-產品創新案例研究

Pocket printer: a case study of product innovation

李秀瑩¹、陳亭園²、林沛潏³、蔡佳圻⁴、陳苔喻⁵

摘要

印表機在日常生活中文件列印扮演很重要的角色。從古至今，印表機列印的技術和列印的品質不斷進步，但是攜帶方便性卻仍有限。本論文介紹 2016 年以來發明的口袋列印機-喵喵機，其功能也因從方便性提升具有教育功能的產品，為產品創新的一項成功的例子。

關鍵詞：口袋列印機、產品創新

Abstract

Printers play an important role in document printing in our daily life. The printing technology and printing quality of the printer has improved a lot nowadays, however, its convenience is still limited. This paper introduces the pocket printer-meow machine, which has been invented since 2016, and its function of education is improved in addition to convenience. It is a successful example of product innovation.

Keywords: Pocket printer, product innovation

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台灣汽車租賃產業創新經營模式之研究— 和運租車為例

An analysis of the innovative business strategy for Taiwan Vehicle Lease -A study of Hotai Leasing Corporation

張靜梅¹、簡伯羽²、林采儀³、洪世伍⁴

摘要

近年共享經濟日漸盛行，不一定要購車的觀念已經深入生活之中，民眾漸漸已經習慣透過訂閱方式來滿足需求，擁有商品的「使用權」而非「擁有權」，不論是Ubike或是影音娛樂的KKbox及Netflix等服務，幾乎都脫離不了訂閱經濟影響。然而，汽機車租賃業比起買車要負擔高額養車費用，還要承受折舊損失，更多人選擇以租代購。本研究以個案研究方式，透過深入個別訪談，網路行銷、創新經營與服務創新之分析運用，藉由本個案之研究，試圖找出該公司創新經營方式之優點與缺點，俾以提供汽機車租賃業者經營策略之創新與提升競爭力之建議。

關鍵詞： 汽車租賃、創新經營、網路行銷、產業環境、競爭分析

Abstract

In recent years, the sharing economy has become more and more popular, and the notion of not having to buy car has been deeply rooted in life. People have gradually become accustomed to meeting their needs through subscription, and have the "right to use" rather than the "right to own" goods, whether it is Ubike or audiovisual entertainment. Services such as KKbox and Netflix are almost inseparable from the impact of the subscription economy. However, the automobile and locomotive leasing industry has to bear the high cost of car maintenance and depreciation losses than buying a car, and more people choose to rent as a purchasing agent.

This research uses a case study method, through in-depth individual interviews, analysis and application of Internet marketing, innovative operation and service innovation. Through this case study, it tries to find out the advantages and disadvantages of the company's innovative business methods, in order to provide rental cars and motorcycles. Proposals for the innovation of the industry's business strategy and the enhancement of competitiveness.

Key words : Vehicle Lease 、internet marketing 、business innovation strategy 、SWOT analysis 、marketing strategies

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應用 DEMATEL 探討系統傢俱公司評選關鍵因素

Applying DEMATEL to Analyze the Key Factors of System Furniture Company Selection

楊世豪¹

摘要

系統傢俱因具備客製化、工期短、易裝卸、高環保等特性，成為近年來居家裝修的主要發展趨勢，也因此加強了臺灣系統傢俱公司的快速發展與高度競爭。過去研究雖有針對系統家具公司評選進行研究，但未有探討評選關鍵因素之間之因果關係。本文研究目的旨在探討消費者選擇系統家具公司之關鍵影響因素為何，以及因素間之相互影相關係。研究方法採用決策實驗室分析法(Decision Making Trial and Evaluation. Laboratory, DEMATEL)，研究結果發現，消費者選擇系統傢俱公司關鍵因素之關聯性中，總影響程度最重應的因素，前三項分別為「C11口碑與知名度」、「C32施工品質與完工驗收」、「C21溝通與專業能力」。主要影響因素為「C21溝通與專業能力」，主要被影響因素為「C11口碑與知名度」。研究結果可供系統傢俱公司研擬提升競爭優勢策略之參考。

關鍵詞：系統傢俱、關鍵因素、決策實驗室分析法

Abstract

System furniture has become the main development trend of home decoration in recent years due to its customized, short construction period, easy loading and unloading, and high environmental protection. Therefore, it has strengthened the rapid development and high competition of Taiwan System Furniture Company. Although previous studies have focused on the selection of system furniture companies, they have not explored the causal relationship between the key factors in the selection. The purpose of this article is to explore the key influencing factors for consumers to choose a systematic furniture company, and the relationship between the factors. The research method adopts Decision Making Trial and Evaluation. Laboratory (DEMATEL). The research results found that among the key factors of consumer choice of system furniture company, the overall influence is the most important factor. The first three are respectively It is "Word of mouth and reputation", "Construction quality and completion acceptance", "Communication and professional ability". The main influencing factor is "communication and professional ability", and the main influencing factor is "word of mouth and popularity". The research results can be used as a reference for system furniture companies to develop strategies to enhance their competitive advantages.

Keywords: System furniture, Key Factors, DEMATEL

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創新即時監控物流模式探討

Real-Time Monitoring and Controlling Innovation Logistics Mode Study

吳庭儀¹、謝侑珊²、周晏榆³、李孟鎰⁴、方橋姦⁵、黃道心⁶

摘 要

本創新為一種可以即時監測並調整溫溼度之物流裝置及服務模式的創新探討，其為一種具有環保節能、成本低廉且兼具物流履歷即時呈現給生產者與消費者的安全信賴物流裝置與服務模式。本創新具有三項特徵：首先為遠端即時監控物流狀況之 APP：可以與手機、平板、電腦等產品搭配使用，可以即時傳送物流箱的儲存品質。其次為廉價、方便的溫控物流裝置：可以低廉成本達成保冷、保溫，並依據疫情需要，可以選擇性增加取貨前的殺菌程序：消費者收到宅配貨品，打開箱體前，箱體感測人體而發出紫外光或臭氧，對貨品外包裝進行消毒殺菌，以降低物流過程病毒傳播的風險。新設計多方交流的客服式物流中心：提供物流人員設備維護及耗材支援，並兼具物流監控數據管理，可以服務製造生產之銷售端，並提供生產者、物流業者、消費者所需的物流資訊。

關鍵詞：創新、即時監控、物流履歷

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智慧化自助商店之專利地圖探討

Study Patent Map of Intelligent Self-Service Store

吳心柔¹、江美霖²、方橋嫻³、黃天頤⁴、林汶諭⁵、劉嘉欣⁶、黃道心⁷

摘 要

無人化倉儲物流及無人販售商店逐漸成熟，舉凡物品上架、銷售、取貨、物流等過程皆可運用，可以讓商店販售或物流速度增快並且降低人力成本，也可以方便消費者於任何時間獲得服務，廠商可藉此提高利潤。無人化特質已經成為廠商及消費市場共同認定的趨勢，本研究針對無人商店重要科技，經由世界各重要智慧財產權機構專利資料庫之資料檢索、料分析及整理，製作專利地圖，並與本國進出口統計資料及論文等非專利相關資料結合，探討市場行銷之主要產品與其所運用之科技，由過去科技與現在科技之連結及轉變關係，尋找產品未來發展方向之商機。期望本研究之專利地圖與非專利資料分析成果，能協助業者改善現有產品，進而預測無人商店科技的未來走向，協助企業制定研發方向，適當而有效的投入研發經費，增加產品銷售之競爭力；以期能持續改善現有產品，拓展智慧化行銷與流通之商機，使本土企業能在此一重要世界趨勢搶占先機。

關鍵詞：智慧化自助商店、專利地圖

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世界咖啡館會議法及問題導向學習法

應用於實務專題課程

Using skills of World Café and methods of Problem based

Learning(PBL) in Practicing Project class

陳俊榮¹、程建文²

摘 要

引導學生如何思考企劃(主題選取，資料收集，整理歸納，目標顧客需求，企劃規劃，執行，檢核目標，修正，討論與建議)，最後可以完成實務專題，是企業對於學生畢業就業能力要求。本系從 2010 年(2007 年的課程規劃)開始針對四年級學生實施實務專題課程，但本系學生對於實務專題企劃無概念，也無想法；實務專題執行完畢組別較少，大部份只執行到滿意度調查。經 107 至 109 三學年的應用問題導向學習法(PBL)與 World Café 討論法於實務專題課程，學生都可順利完成實務專題結案報告簡報與文書檔。證明實務專題課程應用問題導向學習法(PBL)與 World Café 討論法是有效果的。

關鍵詞：世界咖啡館、問題導向、實務專題

Abstract

Using skills of World Café and methods of Problem based Learning(PBL) in Practicing Project, students discussed the process of their favorite project, analyzed the researches they collected and designed how to finish their project. At last all students could finish their project according their designed process and target. World Café and PBL just were the tools to inspired the students to think about, analyze, and execute the plan of their project. Study found students could learn the skill of plan and finish the projects in three years from 2018 to 2020.

Keywords: World Café, Problem based Learning, Practicing Project

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在台日本人對台灣製品牌烘焙堅果口味接受程 度之市調研究與分析

A Study of the Market Research and Analysis on the Acceptance of Taiwan Baked Nuts toward Japanese expats in Taiwan

程建文¹

摘要

市場導向的行銷觀念自 1950 年代開始發展，各學者陸續對其定義有所補充，現今以：顧客導向、競爭者導向、跨功能協調，此三種行為為其大要。

本研究乃針對特定族群(在台日本人)，調查其對該公司之烘焙堅果產品口味的接受程度，故將以顧客導向的角度，探討該企業為滿足顧客對口味的需求，而直接以該產品進行顧客的消費偏好、消費者能力以及消費行為的調查分析。目的是讓該企業可以根據調查結果，分析其產品需要調整之處，進而增加顧客對其產品價值的認同，延續企業經營深度與廣度。同時也可作為企業重新開發產品，以及創新營銷方法，達到動態適應或貼近顧客需求。避免企業一味發展自己推測的產能或口味，而脫離甚至背離顧客實際需求，化被動臆測為主動研究與分析。

關鍵詞：顧客導向、消費偏好、消費者行為

Abstract

The concept of market-oriented marketing began to develop in the 1950s, and scholars have successively supplemented its definition. They are three behaviors, that are customer-oriented, competitor-oriented, and cross-functional coordination.

This study is aimed at a specific ethnic group (Japanese expats in Taiwan) and investigates its acceptance of Taiwan baked nuts. Therefore, from a customer-oriented perspective, the company will directly use the product to conduct investigations and analyses of customers' consumption preferences, consumer capabilities, and consumption behaviors in order to meet the needs of consumers' favorite flavors. The purpose is to allow the company to analyze the need to adjust its products based on the survey results, thereby increasing customers' recognition of the value of its products, and continuing the depth and breadth of the company's operations.

At the same time, it can also be used to re-develop products and innovate marketing to achieve a dynamic more close to customer needs. This way, enterprises could avoid blindly developing their own speculated flavors which often depart from the actual needs of customers, and turn passive guesswork into active research and analysis.

Keywords: customer-oriented, consumer preference, consumer behavior

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臺北老城英語導覽初探以萬華為例

The Explorative Walking Tour of Taipei Old Town in Wanhua Area

葉美華¹

摘要

台灣在國際定位當中，一項都是全期人文匯聚之觀光重鎮。台灣的旅遊景點觀光規劃以及執行向來是學界以及觀光產業界所重視。然而，隨著各觀光景點古蹟文化與自然生態旅遊特色等英日文導覽需求量增加，英文導覽教材與實際案例卻未被產學界充分檢視與分析。本研究因應旅行社對國內英日文觀光導覽寄予觀光效能提升的需求結合學生專題行動研究，為台北地區-特別是老城萬華區之英語觀光導覽遊程提出分析與建議。

關鍵字：行走式導覽、行動研究、遊程設計

Abstract

Taiwan has always been a hotpot for tourism area for human resources and tourists spots for many years. The tourists planning and execution for tourist spots in Taiwan has always been the emphasis for the industry as well as the school facilities. However, with the increasing demand for ancient scenic spots and ecotourism, there are more and more foreigners interested in visiting the old towns to explore the slower and quaint pace of the cities. Therefore, there has been a high demand of English tour-guiding information needed for the foreign tourists. This research hopes to focus on the old town Taipei (Wanhua area specially) to boost the tourist need and give analysis and suggestions for the sightseeing industry for the certain area.

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探討疫情時代下教育環境的改變及因應之道

Discuss the Changes in the Education Environment in the Epidemic Era and Correspondence

駱佳鈴¹

摘要

新冠肺炎的出現造成了人類有史以來最嚴重的學習中斷，據統計至少有 200 個國家以上超過 2 千萬名學生、教職員及學習機構受到影響，學校機構以及相對應的學習機構例如補習班、安親班、才藝學習等等相對應的教育體系與空間也被迫關閉，疫情影響改變了整個世界的運作也導致學生無法到學校上課，因為疫情所產生的種種防護措施讓人與人之間的互動也產生了劇烈的改變，口罩、社交距離、隔離、封城、居家辦公、遠距教學的種種措施也徹底的改變了我們的生活，所有的休閒、工作、教育、交通嘎然停止，隨著疫苗的接種普及，大家也慢慢的找到與疫情共存的方式。

教育界也是受影響最深的一個產業，學生如何從以往聚集在教室內學習轉而個別在家裡透過網路、電腦、視訊會議來獲取知識，老師也必須改變以往面對面的授課方式，與學生的互動、教材設計、上課方式、成績評量等等都必須有別以往的實施。

本研究就是探討在疫情的影響下，教育學習的方式被影響的程度與如何因應疫情來進行授課教學活動。原本在課堂上怕影響學生專注度的手機、平板跟電腦現在成為學生再加上線學習的基本工具，市面上有眾多的視訊會議軟體例如 Zoom、Skype、Microsoft Team、Google Meet 等等軟體成為老師授課的良伴，藉由軟硬體以及數據通訊網路的協助，讓學生可以在家接受教育，不至於因為疫情封鎖的狀況導致學習中斷。

本研究介紹市面上較受歡迎的視訊會議應用跟如何應用視訊會議軟體來進行線上教學，以及線上教學所需注意的事項，來面對後疫情時代的教育環境，將是本研究的主要目的，以作為教師在疫情時代下線上教學和學生學習的主要參考依據。

關鍵字：新冠肺炎、線上課程。

Abstract

The changing of Education delivery in New Post-Pandemic Era. The COVID-19 pandemic is the largest disruption of education in our history affecting over 2 million students, faculty, and education systems in more than 200 countries. After being lockdown, all face-to-face social activities have been forbidden, therefore, the entire education system is evaluating all possible alternative to delivery education.

Face to face lecture is most common education delivery method in education system history. However, all face-to-face activities has been suspended due to COVID-19 pandemic and schools have been lockdowned to make sure all students stay at home for healthy regulations. During lockdown period, people is looking for alterative and make sure students could enjoy same knowledge learning as before.

Fortunately, internet has been part of our daily life and well implement in all social activities. All international meeting has adapted video conference system in their routine operations to reduce traveling expense. Suddenly, all mobile device including cell phone, pad, and computer become essential devices for education to help students continue learning at home.

With variety on-line video conferencing platform such as Zoom, Skype, Teams, Google Meet, and others, students could enjoy education and receiving lecture from teachers without traveling back and forth between home and school. This research will introduce the popular video conferencing tools and how to utilize these tools in lecturing.

Keywords: COVID-19, Internet Learning, On-line Video Conferencing Platform

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CEO 電子商務盃專題競賽-以舒油頭為例

CEO E-Commerce Contest-Taking Slowly Yo as an example

王敏姿¹、楊雅婷²、吳品蓁³、張博雅⁴

摘要

手搖飲料可以說是台灣最具代表性的飲食文化之一，近年來手搖杯也從隨手買、隨手喝的消暑飲料，變成了浮誇系、吸睛好拍的打卡新歡，隨著手搖飲及咖啡店營業據點的擴增、飲品口味推陳出新，加上近年來行動裝置的普及，提升訂購及付款的便利性，以及外送電子商務業者進入市場，帶動飲料店蓬勃發展，營業額自 94 年以來逐年攀升，飲料店營業額連續 14 年正成長，讓台灣的手搖杯市場競爭越來越激烈，也一定要夠有特色，才能不斷引領話題。新冠肺炎疫情影響了各行各業，但為了防堵擴散，大家都盡量避免前往鬧區逛街購物，連帶讓實體門市零售業進入「銷售寒冬」，人潮與業績驟降。為防範疫情，消費者選擇在家網購，外送或外帶，實體人潮轉變線上流量，帶動電商逆勢成長。電子商務崛起，相關方面人才的培養，業界存在相當大的需求，產官學界也運用了相關競賽來引進成功經驗業師、平台、業者、學校來從做中學實務養成，快速學以致用及交流，期許共創三贏及機會。藉由專題學生參加 CEO 電子商務盃專題競賽給本組成員一個實作機會，在此活動過程中，除了學習對 CEO 電商平台操作，開始從尋找及拜訪廠商-舒油頭手搖飲連鎖店及網路上查詢及參考一些相關廠商及產品在電商平台操作的手法及體驗實體店面，從了解廠商及商品、拍攝商品及美工處理、產品上架、優化選單內容及拍攝網美行銷廣告影片等等，經過與組員們討論與團隊合作，才讓我們順利的完成了這次的活動，最後得到創意網站獎項第三名，收穫良多。

關鍵詞：電子商務、舒油頭、網美、手搖飲連鎖、專題競賽

Abstract

Tea shop/tea house is one of the most representative food cultures in Taiwan. In recent years, handshake tea have also changed from a refreshing beverage to a favorite, flamboyant, eye-catching clock in. With the expansion of tea house and coffee shops, the introduction of new beverage flavors, the popularization of mobile devices in recent years, the convenience of ordering and payment, and the entry of e-commerce delivery companies into the market, the tea shops have flourished and opened up. The sales have been increasing since 1994, and growing for 14 consecutive years. Competition in Taiwan's tea house market is getting fiercer. Must be distinctive enough to continue to lead the topic. The covid-19 epidemic has affected all walks of life. In order to prevent the spread of virus, everyone tried to avoid shopping in downtown areas. The retail industry in physical stores entered a "sales winter", and the crowd and performance plummeted. In order to prevent the epidemic, consumers choose to shop online at home, deliver or take away, driving the growth of e-commerce companies against the trend.

With the rise of e-commerce, there is considerable demand in the industry in related fields. The industry, government, and academia have also used relevant competitions to introduce successful experienced teachers, platforms, industry players, and schools to learn from the practice of learning by doing, and quickly apply what they have learned and communicate. Hope to create wins-wins and opportunities together. Participating in the CEO e-commerce contest, students earned a practical opportunity. In this activity, in addition to learning to operate the CEO e-commerce platform, they also had to find and visit manufacturers - Slowly Yo teahouse. Search related information on the e-commerce platform and experience physical store. From understanding manufacturers and products, products photo art processing, product launching, optimizing menu content, and making marketing advertising videos, etc. After discussing and working with the team, we finally completed this activity, and won the third place in the creative website award, which is a lot of rewards.

Keywords: E-commerce、Slowly YO Tea House、Influencer、Tea House Chain、E-commerce Contest

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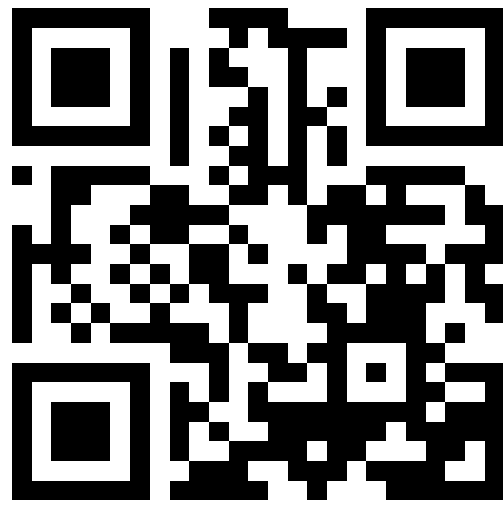


A series of ten horizontal dashed lines for writing, corresponding to the ten flower icons on the left.





A series of ten horizontal dashed lines for writing, each preceded by a small orange flower icon on the left side. In the bottom right corner, there is a blue teapot with white polka dots and a red heart, with blue steam coming out of its spout.



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