2020 Social Responsibility Report of the College of Management

National Sun Yat-sen University



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1. About this CSR Report

- 1.1 Foreword by the Dean
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About this CSR Report | 1.1Foreword by the Dean

Dean San-Yih Hwang

As of 2018, the College of Management at National Sun Yat-sen University (hereinafter referred to as "the College") releases Social Responsibility Reports on an annual basis. 2020 marks our third year of social responsibility reporting. The College espouses sustainability and social responsibility as one of its key missions. We therefore place supreme emphasis and constantly deliberate innovative actions. Over the past years, the College has adopted a considerable number of innovative measures including the following:

- (1) Listing of "Ethics and Social Responsibility" as a required course for all academic programs. In addition to ethics courses offered by departments and institutes in accordance with their specialized fields, the College has designed an online course on general ethics.
- (2) Promotion of action learning through collaboration with industry circles in student projects (more than ten courses involve such collaboration projects)
- (3) Assistance to numerous companies in the planning and implementation of CSR through a synthesis of USR and CSR.
- (4) Launch of the EMBA APP, which has resulted in paper savings of over 600,000 sheets.
- (5) Adoption and implementation of 3-4 UN Sustainable Development Goals (SDG) by each department/institute through concrete action.



These actions bear testimony to our unwavering commitment to sustainability and social responsibility as well as our strong emphasis and concern for our stakeholders including our students, faculty members, administrative staff, and alumni as well as communities and enterprises. This report provides a summary of our efforts and achievements in the field of social responsibility. It aims to give the public a better understanding of the College of Management and invites its readers to provide corrections and suggestions and thereby enable the College to make a positive contribution to a better Taiwanese society.

Dean

About this CSR Report 1.2 Message from the Chief Editor

Professor San-Pui Lam (Chief Editor)

2020 marks the first year of official adoption of the UN Sustainable Development Goals (hereinafter referred to as "SDGs") by the College. The United Nations began to promote these goals in 2016. These 17 goals aim to improve the social and economic well-being of all humans and realize environmental and ecological sustainability before 2030. In response to this UN advocacy campaign, each department, institute, and academic program of the College adopted and made a firm commitment to implementing 3-4 SDGs in 2020 with a view to fulfilling the College's social responsibility. The present report dedicates 17 pages to highlight these SDG implementation results.

A majority of people interpret SDG4, which is one of the 17 SDGs, as an appeal to "ensure inclusive and equitable quality education and promote lifelong learning opportunities for all." However, this goal also encompasses aspects specified in Subgoal 4.7, such as education for environmental sustainability encompassing sustainable development and sustainable lifestyles. With a view to implementing SDG 4.7, the College offered 4-6 sustainability education courses in each academic year from 2016 to 2019 (for more details please refer to Section 6.2 of this report). We will continue to reinforce our educational efforts in this area.

Other key measures are summarized in Section 2.6 of this report. Relevant systems and annual routine tasks in the field of social responsibility are introduced in detail in the previous two reports. We therefore only provide a simplified description in this report to save paper and facilitate reading. Readers who wish to learn more details should browse the online CSR section.



I'd like to conclude by inviting our readers to offer suggestions and advice, because there must still be room for improvement in our report and social responsibility actions. We wish our readers could cast away the dark clouds of the epidemic and have good luck and success in the Year of the Ox.

Chief Editor

San Ru Zam

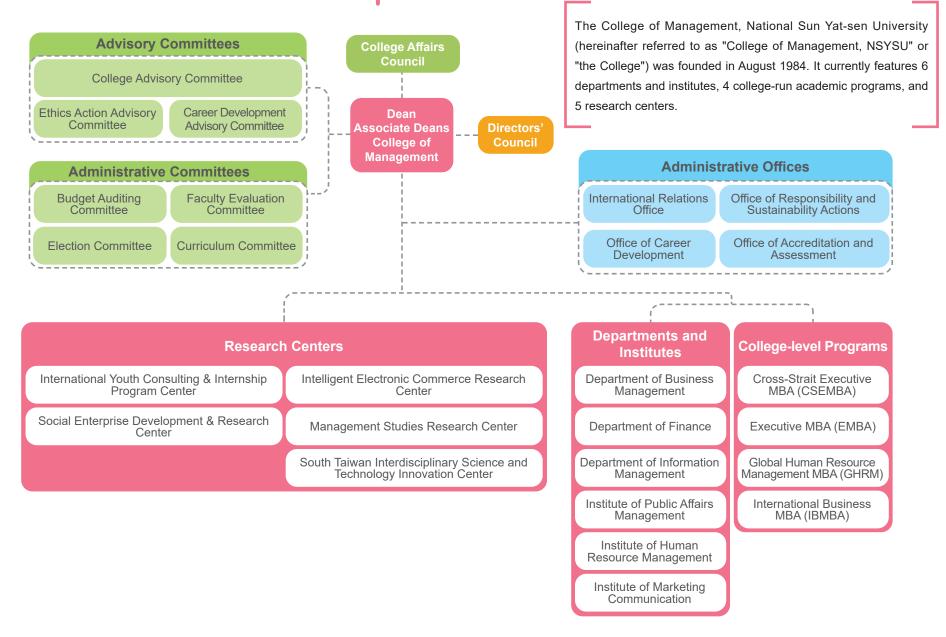
2. Overview of the College of Management

- 2.1 Organizational Structure
- 2.2 Internationalization
- 2.3 Student Career Planning
- 2.4 CSR for External Stakeholder
- 2.5 Vision
- 2.6 Major New Measures

Overview of the College of Management

2.1 Organizational Structure

2



Overview of the College of Management | 2.2 Internationalization-International Accreditations and Rankings

With a view to gaining a firm foothold on the international stage, the College provides high-quality, business management-related educational contents, boosts the international competitiveness and mobility of its students, and fosters outstanding research. The College is also actively committed to the acquisition of international accreditations and participation in international evaluations to increase its international visibility and consolidate its international academic status.

International accreditations:

- AACSB:In 2005, the College became the first management college of a national university in Taiwan to be honored by the Association to Advance Collegiate Schools of Business (AACSB International) with its accreditation. The College was reaccredited by AACSB International in 2010, 2015, and 2020. This international accreditation facilitates our international academic exchanges and increases international students' interest to study at the College. This accreditation therefore clearly signals the commitment of the College to constant improvement in the field of teaching quality and research in sync with international standards.
- EQUIS: The College started compiling reports required for the European Quality Improvement System (EQUIS) accreditation in 2018 and passed the first-stage qualification review in November 2019. In 2020, the College actively prepared for the on-site inspection in May 2021. EQUIS emphasizes the following three aspects: (a) Internationalization, (b) Ethics, responsibility, and sustainability, and (c) Connections with Practice. If the College successfully passes the accreditation in 2021, its accomplishments in these three areas will be further corroborated.
- International rankings:In 2020, the International Business Management Administration (IBMBA) program offered by the College achieved a rank of 85th when it participated for the first time in Financial Times' Global Masters in Management (MiM) rankings. The College's EMBA program has been included

in the Global EMBA rankings of the Financial Times since 2007 and has been selected as one of the top 100 programs over a period of 11 years.

The College has made a long-term commitment to cooperation and exchange with business schools worldwide to enable students to pursue their studies in an internationalized environment. By December 2020, a total of 81 internationally renowned business schools and colleges had signed partner school or doubledegree program agreements or MOUs on cooperation and exchanges with the College. These schools span 29 countries in the Americas, Europe, Asia, and Oceania. In the Academic Year 2019-2020, the College had a total of 154 incoming and 104 outgoing exchange students. Twenty-seven foreign students enrolled in double-degree programs offered by the College, while 38 students enrolled in the College went abroad to earn a double degree. In addition, the College offered 89 courses delivered in English in the Academic Year 2019-2020. These courses provide NSYSU students with more opportunities for internationalized management education, and thereby broaden their international outlook and enable them to gain diversified cultural experiences.



Distribution of partner schools of the College of Management, NSYSU (Updated in December 2020)

Overview of the College of Management | 2.3 Student Career Planning

The College is actively committed to imbuing students with workplace ethics and career planning concepts and providing them with a better understanding of global industry development with the ultimate goal of training talent in line with industry needs. To fulfill this goal, the Office of Career Development (OCD) was established in 2020 to assisting students in gaining a better understanding of industry trends and career development. The College currently organizes internship sharing sessions, workshops on job interview strategies and resume writing, and English communication courses. It also enlists executives of renowned enterprises to deliver career preparation courses and lectures and share workplace-related advice. In addition, the College offers career planning advice and "resume health checks" for interviews in cooperation with NSYSU alumni. The alumni provide valuable advice to our current students with their rich experience in social practices (every participating alumnus is available for 2-3 hours of online counseling per semester). These career consultants help students gain before graduation a clear understanding of their own career interests and goals. They also strive to improve students' resume writing and interview skills and reinforce workplace ethics concepts to gear students up for the demands of society.

As a result of the COVID-19 epidemic, students who wished to apply for overseas exchange programs or were looking for internship opportunities were forced to give up their original plans. The OCD therefore decided to organize an English Corner to give students an opportunity to learn more about current trends and conditions in foreign countries and practice their English skills without going abroad. Foreign students, faculty members, and alumni of the university were invited to share valuable information on the economy, job market, culture,



and history of their home countries. The Office also offers resume and business letter writing courses to broaden the international outlook of NSYSU students and help them prepare for their future endeavors in a global market environment. Lecture offerings in the Academic Year 2020-2021 include "Lifting the Veil of Culture to Decipher the Mystery of the African Continent," "Fascinating Africa: International Students of the College of Management Introduce the Culture of their Home Countries," and "Foreign Alumni Analyze the Dos and Don'ts of English Resumes."

As of 2020, the College cooperates with Jiu Zhen Nan Taiwan Pastry, Laser Tek Taiwan and Taiwan Hopax Chemicals. in the provision of CSR courses and counseling to intensify regional links, fulfill the social responsibility of the College, provide local employees with professional expertise in the field of CSR, and thereby facilitate the promotion of CSR-related concepts in enterprises. The College also assists enterprises in locating resource-deficient organizations in their vicinity and offers matching services to enable them to provide such units with muchneeded manpower and material resources and thereby fulfill their social responsibility. Cooperation initiatives with local enterprises encompass the following items: CSR-related courses (e.g., internal CSR training or sitting in College of Management courses by enterprise employees), counseling and administering and analyzing CSR survey to facilitate the promotion of social responsibility.





Overview of the College of Management | 2.5 Vision

Since its inception in 1984, the College has embraced the vision of becoming a leading college in Asia in the fields of research, education, innovation, and social engagement. We are therefore fully dedicated to cultivating top management talent with a global outlook and promoting sustainable development and fulfillment of social responsibility by academic circles, enterprises, and stakeholders.

The College has made an unwavering commitment to creating an internationalized learning environment through various initiatives such as the recruitment of foreign instructors, hiring of new faculty members who possess English teaching qualifications, provision of diversified and specialized English courses, and signing of partner school agreements to enhance the English skills and broaden the international outlook of students. In addition, we offer big data analysis courses and have a Commercial Big Data Platform in place to train interdisciplinary big data analysts. These measures meet the emerging demands in the fields of enterprise digitization and big data analysis.

The College not only strives to cultivate professional management talent but also espouses a spirit of reciprocating to the society. This involves concern for public issues, fulfillment of social responsibility, joint promotion of community and industry development in cooperation with local residents and enterprises in all areas of Taiwan, and motivation of students to make optimal use of their professional skills and expertise for the benefit of society. To achieve these goals, we are actively committed to promoting and implementing education,

research, and activities associated with Corporate Social Responsibility (CSR) and Sustainable Development Goals (SDGs). We strive to become a benchmark college in the field of advocacy of USR (University Social Responsibility) and CSR linkage through our continued emphasis on learning by doing.



- As of 2020, all departments, institutes, and academic programs of the College are actively engaged in planning and concrete actions with regard to the SDGs adopted in December 2019 with the goal of incorporating them into their education, research, and activities.
- As of September 2020 (Academic Year 2020-2021), the College offers a onecredit, online "Ethics and Social Responsibility" course, which is listed as mandatory by several departments and institutes. The remaining departments and institutes have chosen to design their own ethics courses worth two or three credits in accordance with their specialized fields or require students to select existing ethics courses.
- The College has signed Industry-Academia Collaboration MOUs with CSRone and PricewaterhouseCoopers Sustainability Services with the goal of cultivating students well-versed in CSR concepts through a synthesis of USR and CSR. This cooperation will enable students to wield their social influence after joining an enterprise.
- As of February 2020(2nd semester of the Academic Year 2019-2020), each department and institute is required to offer one "action learning course" per academic year to hone the practical skills of students through a synthesis of theory and practice and thereby strengthen abilities in internationalization, industry links, or fulfillment of CSR.



3. Governance & Ethics

- 3.1 Governance Policy
- 3.2 Committee Structure and Operations
- 3.3 Grievance Mechanism
- 3.4 Code of Ethics

Governance and Ethics | 3.1 Governance Policy



The Dean and department/institute chairs are selected according to the NSYSU Guidelines Governing Selection, Reappointment and Dismissal of Academic Administrators. Functional units must be established in accordance with the operational needs of the College. Development strategies of departments, institutes, and colleges are ratified by committees and councils at the department and college level in a rigorous process. Even more rigorous procedures are in place governing faculty rights and obligations, curriculum design, and additions/adjustments of academic programs offered by departments/institutes to ensure adequate discussion of such issues. Nevertheless, departments/institutes and the College have a high level of autonomy in strategic development.

Governance and Ethics 3.2 Committee Structure and Operations

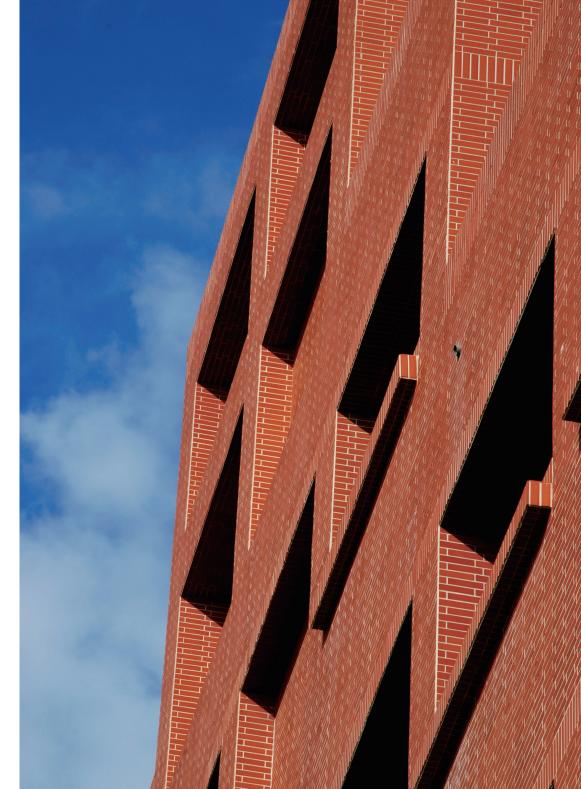
Two college affairs councils, four administrative committees, and two advisory committees have been established pursuant to the regulations set forth in the organizational charter of the College of Management. Meetings are convened on a regular basis for the adoption of resolutions and the promotion of college affairs. Committee functions include the adoption of resolutions on major college affairs, the deliberation of development directions, the appointment of faculty members, curriculum review, and budget execution and auditing. For more details on the operations and functions of each committee and council, please refer to the official webpage of the College and the online appendix of this annual report.



Governance | 3.3 Grievance Mechanism

Our university has formulated guidelines, established committees, and defined appropriate procedures in accordance with labor laws (e.g., Gender Equality Act) to create a friendly and safe learning and work environment and safeguard the rights and interests of students, faculty and staff members. Faculty members may file grievances with the Faculty Grievance Committee if they believe that the University has impaired their rights or interests. All faculty and staff members and adjunct assistants of the College may file grievances with the Office of Personnel Services. Students may also voice their opinions to their mentors, the department/institute offices and the department/ institute chairs, or to the NSYSU Student Grievance Committee. Where faculty members, employees, or students are victims of sexual harassment, they may file a grievance with the Sexual Harassment Prevention and Grievance Committee via the dedicated hotline or by submitting a filled-out investigation request form to the NSYSU Gender Equity Education Committee for follow-up investigations and handling.





Governance and Ethics | 3.4 Code of Ethics

Incorporation of Ethics into Required and Elective Courses of Each Program

As of the Academic Year 2020-2021 freshmen of all departments, institutes, and academic programs (Bachelor's, Full-time Master's/Part-time Master's, PhD) are required to complete at least one credit of ethics and social responsibility related courses prior to graduation. The main goal is to raise the awareness and enhance the analytical skills of students in the field of ethical and social responsibility related issues. Relevant contents include ethical theories and principles, business ethics and social responsibility, workplace ethics, academic (or research) ethics. In addition to courses offered by the College, several departments and institutes have organized their own ethics courses in accordance with their specialized fields. Noteworthy examples include the "Ethics and Leadership" course of the Department of Business Management, the "Information Literacy and Ethics" course of the Institute of Marketing Communication, and the "Ethics and Conflict" course of the Institute of Public Affairs Management.

Graduation Prerequisites for Graduate Students - Research Ethics Education Program and Thesis Originality Check System

To prevent thesis plagiarism, the College requires all graduate students to upload their thesis to the Turnitin Internet-based plagiarism detection service to identify the proportion of non-original text in the thesis and thereby determine whether or not plagiarism exists prior to sitting for their oral exam and handing in their thesis. Within the most recent three academic years, the average and median values of thesis similarity ranged between 11% and 12% (see the table below). This indicates that thesis plagiarism is not a conspicuous phenomenon in the College.

Turnitin Thesis Check						
Academic Year	Number of Students	Average Percentage of Similarity With Previous Work				
2019-2020	503	10.5%				
2018-2019	490	12.0%				
2017-2018	416	11.3%				

Ethics Action Advisory Committee

To enhance ethics, responsibility, and sustainability (ERS) in its education and services, the College had established an Ethics Action Advisory Committee. This committee has 3 to 5 members, including both on- and off-campus experts. Off-campus experts include public figures who are considered just and fair in the fields of labor rights and interests, consumer rights and interests, environmental protection, and social care. The director of the Office of Responsibility and Sustainability Actions (ORSA) convenes a committee meeting at least once per academic year. The meeting discusses the College's ERS planning and ERS implementation results and service promotion and execution in the College's departments, institutes, and academic programs in each semester. The committee also provides detailed advice and recommendations.

The 4th meeting of this committee was convened in March 2020. The committee members pointed out that the whole world is currently paying close attention to SDG13 – Climate Action. They therefore recommended that the College should consider adopting climate change related policies and planning initiatives to fulfill its social responsibility. In view of the rising emphasis on diversity around the globe, the committee members also recommended that the College relies on education to make students aware of the fact that gender inequality still exists at workplaces and in society and that the creation of gender-equal and friendly workplaces/social environments requires our joint efforts. In view of the farreaching impact of the pandemic, the committee members further suggested that the College takes COVID-19 related management issues and ethical controversies into consideration. In response to these recommendations, Sun Yat-sen Management Review, which is the academic journal published by the College, called for papers focusing the impact of COVID-19 on organizations and workplaces.

4. Stakeholder Care, Development, & Communication

- 4.1 Internal Stakeholders
- 4.1.1 Students
 - Composition and Distribution
 - Grants and Scholarships
 - Mentor System
 - Practical Learning and International Exchanges
- 4.1.2 Faculty and Staff Members
 - Structure and Composition
 - University Benefits and Resources
 - College Benefits and Resources
- 4.2 Communication with Stakeholders

Stakeholder Care, Development, and Communication | 4.1 Internal Stakeholders

As of the first semester of the Academic Year 2020-2021, the College has 2,621 students (212 of them are foreign students, overseas Chinese students, and students from Mainland China), 91 faculty members, and 63 staff members. In the following sections, we will describe the care and development (training) systems and communication channels we have in place for these internal stakeholders.

4.1.1 Students

The composition and distribution of the student body in the College of Management, scholarships and grants provided by the College, and the mentorship system which aims to show concern for students are discussed in detail below:

Composition and Distribution

The student body of the College of Management is composed of local students, overseas Chinese students from Hong Kong and Macao, students from Mainland China, and foreign students from all over the world. The table below shows the number of enrolled students in the first semester of the Academic Year 2019-2020 (The total numbers of foreign students, overseas Chinese students, and students from Mainland China are shown in parentheses):

	Undergraduate	MBA	Part-time MBA	PhD
Department of Business Management	379(37)	195(2)		96(13)
Department of Information Management	206(22)	123(4)	97	23(4)
Department of Finance	207(13)	87(3)	70	23(5)
Institute of Public Affairs Management		45	91	18
Institute of Human Resource Management		80(8)	75	46(6)
Institute of Marketing Communication		79(15)	67	
MBA in Health Care Management		38		
MBA in Industrial Technology -Graduate Program in Finance Innovation		29		
MBA Program in International Business (IBMBA)		132(52)		
Global Human Resource Management MBA Program (GHRM)		53(28)		
Part-time Online MBA Program in Electronic Commerce and Business Analytics			69	
Part-time MBA in Asia Pacific Human Resource Management			56	
EMBA (incl. CSEMBA)			237	
Total	792(72)	861(112)	762	206(28)

Grants and Scholarships

Grants and Scholarships offered by the College of Management

The table below shows the number of recipients of scholarships and grants awarded by the College and its departments and institutes to students from financially challenged backgrounds, students who show a dedicated learning attitude or outstanding academic performance, or students who wish to engage in international academic exchanges in the four most recent academic years:

Scholarship	2016-2017	2017-2018	2018-2019	2019-2020
College of Management Scholarship for Elite Doctoral Students	28	40	40	36
Yuanta Foundation Scholarship for Outstanding Talent from Financially Challenged Backgrounds	2	5	3	3
Academic Heritage & Dream Realization International Exchange Scholarship	2	5	6	26
Sun Yat-sen Management Education Foundation Scholarship	10	10	10	10
College of Management Academic Heritage Grant	10	23	34	39
Yuyu Chin Lu Education Foundation Scholarship	10	10	10	10
Mr. Jin-Fu Zhong Memorial Scholarship		4	4	4
Chinese Management Association – Kaohsiung Branch Management Studies Scholarship	2	2	2	2
Total	64	99	109	130

Grants and Scholarships offered by Departments/Institutes/Programs

Department/ Institute	Scholarship Name	2016-2017	2017-2018	2018-2019	2019-2020
Department of Business Management	Mr. Jun-Cheng Wu Memorial Scholarship	10	10	10	5
Department of Business Management	Grant Guidelines for Students Participating in Academic Exchanges at Overseas Universities			18	2
Department of Information Management	Faculty Appreciation Scholarship	2	3	2	3
Department of Information Management	Grants and Scholarships for Students from Mainland China			1	0
Department of Information Management	Mr. Xuan-Tang Liang Memorial Scholarship			2	2
Department of Finance	Scholarship Guidelines for Outstanding Graduate Students from Mainland China		3	6	0
Department of Finance	"Zi-Cheng and Duo-Mei" grants and scholarships	1	1	3	0
Department of Finance	Incentive Guidelines to Encourage Students to Participate in Finance Competitions	17	12	0	15
Institute of Human Resource Management	Grant and Scholarship Guidelines for Graduate Students	28	22	26	38
IBMBA	National Sun Yat-sen University Scholarships for Foreign Students	0	14	10	2
GHRM	National Sun Yat-sen University Scholarships for Foreign Students	0	17	7	2
	Total	58	82	85	48

The low number of applications for certain scholarships in the Academic Year 2019/2020 can be explained by the outbreak of the COVID-19 pandemic in the second semester of the Academic Year 2019-2020 (February to June, 2020), which prevented students from traveling abroad for academic exchanges. The number of applicants for overseas study scholarships therefore dropped significantly. Another reason lies in the fact that some students applied simultaneously for scholarships awarded by the College, its departments or institutes and scholarships of a higher value granted by the University or external organizations and successfully met the required criteria for both scholarship types. However, certain scholarships stipulate that applicants are not permitted to receive other scholarships simultaneously. They therefore chose to forego the scholarship offered by the College, its departments or institutes. Generally speaking, our grants and scholarships aim to enable students to focus on their academic studies or engage in academic exploration and research in a worry-free manner. Over 600 students have benefited from grants and scholarships awarded by the College over the most recent four academic years.

Mentor System

A mentorship system is in place for every class of undergraduate and graduate freshmen in each department/institute. These mentors pay attention to the physical and mental status and learning conditions of their students. They also provide timely advice, support, and guidance in the fields of life choices, academic studies, and career options. Mentors appointed for each class utilize casual student-faculty gatherings to gain a clear understanding of each student in a timely manner. If students are unable to attend such gatherings, they can make appointments with mentors for one-on-one counseling. The goal is to provide students who face difficulties in their life choices or academic studies with much needed support and advice.

Action Learning and International Exchanges

In addition to their project courses, the College and its departments and institutes have added numerous Action Learning courses in the Academic Year 2019-2020. Students are not only provided with management theories and expertise but also get a chance to gain a first-hand understanding of problems facing enterprises and identify adequate solutions through intensive meetings and discussions in the context of cooperation agreements with such enterprises. The goal of practice-oriented learning is to enable students to accumulate practical experiences and thereby bring them in sync with workplace needs. In addition to Action Learning courses, the College also strives to provide students with more internship opportunities through active cooperation with alumni-founded companies or enterprises alumni serve in to give students an in-depth understanding of corporate operation modes and an early glimpse of workplace reality. For instance, the Institute of Human Resource Management has included internships as a graduation requirement. Students must complete company internships and research projects during summer vacations prior to graduation. The Institute of Public Affairs Management, on the other hand, emphasizes local care through active engagement in society and communities and therefore requires its students to complete internships in rural or urban communities as a graduation requirement.

To succeed in their careers, students not only need practical skills but also an international outlook. The College is therefore actively committed to concluding partner school agreements or signing MOUs on educational cooperation with business schools worldwide to offer students more choices for overseas studies. Students are eligible to apply

for dual-degree programs or exchange programs lasting one semester or one academic year. Some partner schools offer short-term overseas study programs lasting 7 to 14 days. These programs enable students to expand their horizons, acquire business management expertise, and engage in interactions and exchanges with people all over the world. The College's network of 75 partner schools spans the Americas, Europe, Asia, and Oceania. Dual-degree program agreements have been signed with 12 of these schools.

	Academic Year 2017-2018	Academic Year 2018-2019	Academic Year 2019-2020
Exchange students			
Incoming exchange students	189	172	159
Outgoing exchange students	127	151	111
Dual-degree students			
Incoming dual-degree students	13	12	9
Outgoing dual-degree students	15	25	21

Members |

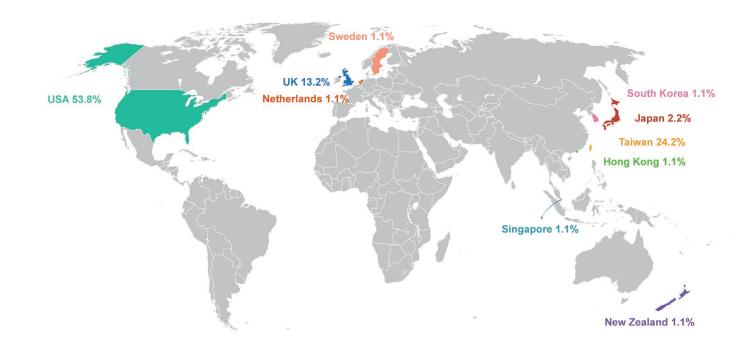
Structure and Composition

Faculty Structure :

As of the first semester of the Academic Year 2020-2021, the 91-member faculty of the College is comprised of 85 tenured (39 professors, 21 associate professors, 25 assistant professors) and 6 contract faculty members. All faculty members are PhD degree holders (75.8% have overseas degrees). The 9 foreign instructors who have teaching positions at the College, hail from the UK, the Netherlands, South Korea, France, Singapore, Hong Kong, Malaysia, and Sweden.

Countries where faculty members earned their PhD degrees

Country	USA	Taiwan	UK	Japan	Hong Kong	New Zealand	Netherlands	Singapore	Sweden	South Korea	Total
Number	49	22	12	2	1	1	1	1	1	1	91
Percentage	53.8%	24.2%	13.2%	2.2%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	100%

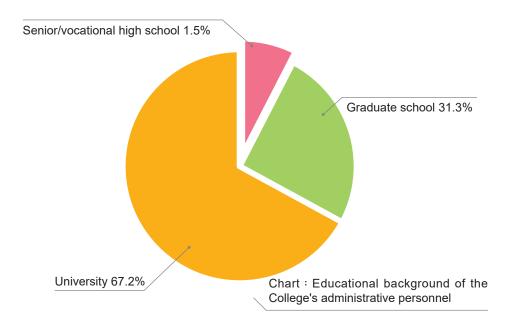


Administrative Team:

The administrative staff consists of 67 administrative and research assistants employed by the departments/institutes/programs/research centers of the College.

Years of service	0-5 years	5-10 years	10-15 years
Number	30	15	6
Percentage	44.8%	22.4%	9.0%
15-20 years	20-25 years	Over 25 years	Total
5	8	3	67
7.5%	11.9%	4.5%	100.0%

^{*} The high number of administrative staff members with less than five years of service is due to that most research assistants are hired for specific research projects carried out by faculty members. Because many projects last for 1 to 3 years, the majority of research assistants have relatively short service durations.



University Benefits and Resources

National Sun Yat-sen University offers various physical and mental activities and subsidies including annual health checks, sports competitions, exercise courses, afternoon tea activities, and competency workshops to care for its employees. For more details, please refer to the College of Management CSR Report Attachments on the official webpage of this College.

College Benefits and Resources

In addition to the benefits provided by the University, the College has adopted welfare measures for its employees encompassing their daily lives, grants and subsidies, and further study. In the life dimension, the College organizes activities to build friendships between faculty members. For instance, a Dinner Gathering for Interactions between Newly Inducted Faculty Members and Mentors was organized in 2020 to familiarize newly inducted instructors with College of Management initiatives and policies in the fields of education, research, and academic life through the sharing of experiences by senior faculty members. As for grants and subsidies, the College has adopted relevant policies to encourage faculty members to engage in research and form research teams. In regard to further study, the Management Studies Research Center and all departments and institutes of the College organize lectures, workshops, and seminars in different academic fields to encourage exchanges and sharing of experiences. Noteworthy examples include a statistical analysis workshop, a workshop on commercial applications of big data and AI, and formulation of MOST (Ministry of Science and Technology) programs. All departments and institutes of the College also organize lectures in accordance with their specialized fields.

Stakeholder Care, Development, and Communication | 4.2 Communication with Stakeholders

The table below shows communication channels and frequency of interactions between the College and internal and external stakeholders (students, faculty members, staff members, alumni, and parents) of the College:

Stakeholders	Communication Method	Communication Frequency
	Mentoring sessions	Periodically
Students	Department/institute email	Whenever necessary
	College e-Newsletter	Quarterly
	Department/Institute Affairs Councils	1-2 times/month
Faculty members	Directors' Councils	1-2 times/month
	Department/institute email	Whenever necessary
Staff members	Labor-Management Conferences	Periodically
Stall members	Workshops	1-2 times/Academic Year
	Alumni reunions	Periodically
Alumni	College e-Newsletter	Twice/month
Alumini	Department/institute email	Whenever necessary
	Alumni Association email	Whenever necessary
Parents	Mentor system	Whenever necessary
Falellis	NSYSU Parent-Teacher Conference for freshmen	1-2 times/Academic Year
Enterprises and interpolin units	Internship Presentations	1-2 times/Academic Year
Enterprises and internship utilis	nterprises and internship units Department/institute mailboxes	

5. Efforts in the Implementation of SDGs

- 5.1 Office of Responsibility and Sustainability Actions (ORSA)
- 5.2 Efforts of the College and its Departments in the Implementation of SDGs
- 5.3 Ethics Education Experiences

Efforts in the Implementation of SDGs | 5.1 Office of Responsibility and Sustainability Actions (ORSA)

Professor San-Pui Lam from the Institute of Public Affairs Management currently serves as the director of the Office of Responsibility and Sustainability Actions (ORSA), which was established in April 2019. This office compiles and releases three CSR e-Newsletters per year in cooperation with the departments and institutes of the College. It also issues College Social Responsibility Reports on an annual basis. ORSA has already published Chinese and English versions of the 2018 and 2019 NSYSU College of Management CSR Reports, as well as the quarterly e-Newsletters from 2018 to 2020. As of 2019, CSR achievements of each department and institute, as well as water, electricity, and paper consumption conditions for each quarter are reported. There is no doubt that the COVID-19 pandemic poses an immense challenge for the whole world due to its severe impacts on the economy, education, healthcare, and sustainability. The e-Newsletters issued in 2020 therefore feature reports, in addition to CSR-related columns, on the impact of COVID-19 on USR and enterprises. They also cover SDG achievements of academic institutions abroad and SDG rankings of other countries for the reference of our readers. For more detailed information, please refer to the College of Management e-Newsletters.





Efforts in the Implementation of SDGs | 5.2 Efforts of the College and its Departments in the Implementation of SDGs

All departments and institutes of the College reached the following consensus in 2019: In addition to a firm commitment to implementing SDG4 (Quality Education) and SDG17 (Partnerships for the Goals), all departments, institutes, and academic programs must adopt 1-2 SDGs and engage in target planning and adoption of relevant measures with regard to the adopted goals. The table below shows the SDGs adopted by each department/institute in 2020.

SDGs Selected by Departments/Institutes/Programs

Department/Institute	Ad	Adopted Goal (I)		l Goal (II)
Department of Business Management	Goal 8	Decent Work and Economic Growth	Goal 12	Responsible Consumption and Production
Department of Information Management	Goal 9	Industry, Innovation, and Infrastructure		
Department of Finance	Goal 1	No Poverty		
Institute of Public Affairs Management	Goal 11	Sustainable Cities and Communities		
Institute of Human Resource Management	Goal 8	Decent Work and Economic Growth		
Institute of Marketing Communication	Goal 8	Decent Work and Economic Growth		
IBMBA	Goal 8	Decent Work and Economic Growth		
GHRM	Goal 16	Peace, Justice, and Strong Institutions		
EMBA	Goal 1	No Poverty	Goal 8	Decent Work and Economic Growth

Note: In addition to the goals listed in the table, all institutes/departments/programs have adopted two joint goals (Goal 4 - Quality Education and Goal 17 -Partnerships for the Goals)

SDG Achievements by Academic Units Reported in the 2020 College e-Newsletters

	Goal 1	Goal 3	Goal 4	Goal 8	Goal 9	Goal 10	Goal 11	Goal 16	Goal 17
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College of Management – Faculty Consensus Camp: Empowerment of Educators to Create the CSR Talent of Tomorrow									V
College of Management- Respect for Religious Pluralism: The College of Management Creates a Prayer Room for Muslims						V		V	
Department of Information Management –Combination of Drones with Cloud Technology to Vitalize the Yongan Fishery Industry					v				
Institute of Human Resource Management – Organization of Numerous Free Workshops Open to Non-university Members (Faculty and Students) to Enhance the Overall Quality of Education			V	V					
Institute of Human Resource Management – Active Participation by Alumni in Career Development Activities and Assistance in the Creation of More Employment Opportunities				V					
Institute of Public Affairs Management – Practice of Social Innovation Off Campus – Co-Learning with Urban/Rural Communities	V	V		V			V		V
Department of Finance and Social Enterprise Development & Research Center – Lecture and Workshop on Sustainability, Innovation, and Corporate Social Responsibility									V
GHRM – Overseas Mobile Healthcare Services Project		V							V
EMBA- Kaohsiung Sunshine Social Care Association	V								V
Department of Business Management – Innovative Course Offerings to Build Ethical Enterprises of the Future			V						
Institute of Marketing Communication – Promotion of Practice- Oriented Learning Outside the Classroom				V					

Featured Reports of SDG Achievements by Academic Units of the College

College of Management – Everyone can implement SDGs because they are broader than what you think

The UN released the document titled "Transforming our world: the 2030 Agenda for Sustainable Development" in 2015. This document lays out 17 sustainable development goals (SDGs) and 169 targets in the dimensions of economy, society, and environment, appealing to countries all over the world to join hands in solving problems and realizing sustainability.

On September 2, 2020, the College invited Professor San-Pui Lam from the Institute of Public Affairs Management who concurrently serves as the director of the Office of Responsibility and Sustainability Actions (ORSA) to share his insights in a lecture titled "SDGs Are Broader Than What You Think." Director Lam pointed out that SDGs have wider connotations than the brief descriptions provided on the downloadable icons. For instance, educational units may believe that they fulfill SDG 4 – Quality Education if they provide high-quality courses for their students. However, this goal, in essence, encompasses the dimensions of "No Student Left Behind," fair and high-quality education, and lifelong learning. It aims to provide all groups in society with fair and affordable education regardless of economic status, gender, and age and does not simply refer to the provision of educational opportunities.

Director Lam also stated that SDGs are not merely national-level goals as generally believed. He emphasized that every enterprise, community, and individual can make a contribution to practicing sustainability and that it is not difficult to find suitable ways to implement such practices. Even SDG 14 – Life Below Water and SDG 15 – Life on Land, which appear unrelated to the specialized fields of study of the College, are not the sole domain of the College of Science, College of Engineering, and College of Marine Sciences. For instance, Sands China Limited announced in 2019 that its affiliated restaurants have permanently removed shark fin from their menus, which is a perfect example of the implementation of SDG 14 by a company which is not engaged in the field of marine or ecological sciences. By the same token, we can also make a contribution to implementing this SDG by refraining from ordering shark fin dishes during gatherings even though we are not biology or ecology experts.



College of Management - Faculty Consensus Camp: Empowerment of Educators to Create the CSR-skilled Personnel of Tomorrow

The College and the Institute of Public Affairs Management jointly organized a CSR Faculty Consensus Camp titled "Trends and Practices – How Can Universities Cultivate Skilled Personnel in the field of CSR?" from July 5 to 6, 2020 in response to the rising emphasis on social responsibility and sustainability issues in the field of business management education worldwide. The College enlisted Ms. Yi-Hua Li, the Executive Director and Mr. Tzu-Hao Chen, Manager of PricewaterhouseCoopers Sustainability Services, and Mr. Tino Chen, Director of CSRone as the main instructors for this CSR empowerment course. They shared their insights on various issues such as the current state of corporate sustainability in Taiwan and abroad, CSR investments and performance, and the job market for CSR-skilled personnel to provide the faculty of the College with CSR competence and facilitate the harnessing of this expertise for the cultivation of students well-versed in CSR. The College has also signed Industry-Academia Collaboration MOUs with the aforementioned two businesses in anticipation of further cooperation.

Against the backdrop of dramatic changes in the area of global climate and resources over successive years, strategic thinking in the business world has gradually evolved from a sole focus on profitability to a rising emphasis on sustainability concepts. "Social responsibility" has turned into an issue of major concern to enterprises, universities, and society. Director Chen therefore shared future trends in the field of CSR with the participants of this empowerment course. The wide-ranging dimensions of corporate social responsibility in the fields of environment, economy, and society encompass such key issues as energy, environmental protection, human rights, and education. The identification of such material issues is a primary task of enterprises. Director

Chen pointed out that the process of major issue analysis can be divided into the following stages: identification of sustainability issues, assessment of impact levels, discussion of analysis results, ongoing supervision, visualization, and communication. Enterprises can determine issues of global concern by observing international trends and events (e.g., SDGs, World Economic Forum), while industry benchmarks (e.g., Taiwan Corporate Sustainability Awards, Dow Jones Sustainability Index) can serve as a reference for approaches adopted by competitors. Strategies in the field of CSR achievements should be devised based on inventories of core corporate management issues on the foundation of stakeholder engagement.

Director Chen also highlighted personality traits that enterprises look for in CSR-skilled personnel such as passion, accountability, a sense of mission, excellent communication skills, strategic perspective, creativity, and vision. He firmly believes that a clear understanding of CSR concepts gives employees a competitive edge in any department of an enterprise.



Dean San-Yih Hwang stated in conclusion that interdisciplinary knowledge and competence is a basic requirement for CSR-skilled personnel. He pointed out that students can hone their competitiveness by selecting the "Corporate Sustainability and Regional Revitalization" co-learning courses (two integrated courses and three micro-programs). Faculty members, on the other hand, rely on interdisciplinary cooperation in the execution of USR plans. In future, the College will actively foster cooperation between students and faculty members of the college and CSR-related enterprises. It is planned to provide on-site guidance for enterprises in the implementation of CSR.

College of Management - Respect for Religious Pluralism: Creation of a Prayer Room for Muslims

In response to the rising frequency of interactions with international students, the University commissioned its Office of International Affairs to initiate the planning of campus prayer rooms in 2017 with the goal of creating an internationally friendly campus environment. The College fully approves of this policy which is in conformity with Target 10.2 of SDG 10 (empower and promote the social, economic and political inclusion of all, irrespective of race, religion, or other status). It therefore converted Room 0053 of the College into a prayer room in November, 2020. This is the fourth prayer room on campus.

Dean San-Yih Hwang points out that the College will turn this space into a place suitable for Muslim worship. The goal is to show respect for religious pluralism and multiculturalism and display a friendly attitude toward foreign academic institutions and students from different countries and cultures. Wiyata, a doctoral student enrolled at the College, expresses his delight at this new prayer room which allows Muslims to pray five times a day in a more focused manner. He has also invited his friends Hasan Albinsaid, Ahmad Sirojuddin, and Irmawan, who are students and staff members of the College of Engineering, to visit the room. The achievements of the university in creating a friendly atmosphere on campus are widely lauded.



▲ Unveiling of the College of Management prayer room

Department of Information Management – Combination of Drones with Cloud Technology to Vitalize the Yongan Fishery Industry

Researched, written, and edited by: Xiao-Qing Liang (TA), Kun-Xiang Chen (Student), Jia-Hong Chen (Student), Si-Han Chen (Student), Cheng-Xin Wang (Student), Jin-Wei Liu (Student), and Pei-Yu Liu (Student)

Aquaculture is the mainstay of Yongan District's economic activities in Kaohsiung. Local aquaculture businesses breed a wide range of species and used to have a significant export volume in the past. However, considerable growth and progress of aquaculture technologies in Chinese coastal areas in recent years coupled with the widening manpower gap caused by the aging population of fish farmers in Taiwan and the unwillingness of young people to return to their hometowns have resulted in a significant decline of the industry. Associate Professor Pin-Yang Liu of the NSYSU Department of Information Management therefore led a

research team of six undergraduate students (Kun-Xiang Chen, Jia-Hong Chen, Si-Han Chen, Cheng-Xin Wang, Jin-Wei Liu, and Pei-Yu Liu) to gain a better understanding of the problems fish farmers actually face in their daily work. The team conducted field surveys in the context of project courses and attempted to help the fish farmers overcome their difficulties by relying on their expertise in the field of information technology.

Upon gaining an in-depth understanding of the context and development of the fishery industry in the district, students and faculty members of the department identified the following key issues: low level of automation of fish ponds, difficulties in the acquisition and integration of resources, exodus of fish farmers, rising average age of producers, and a resulting severe lack of manpower. With regard to the daily morning and evening patrols of the fish ponds, one of the interviewed fish farmers stated resignedly that "the goal is not simply to ensure that no suspicious persons and/or unusual things are around. We also have to monitor the water quality and water level of the ponds and ensure that the waterwheel is functioning properly and that there are no foreign objects in the ponds and enough feed is available..." The fact that 20-30 pounds of feed have to be transported to each pond on a daily basis poses significant challenges in terms of timing, physical strength, and efficiency.

After a series of discussions and inductive analyses, the team successfully developed a system encompassing nighttime security surveillance, a spectrometer to detect water quality, automatic path planning, and cloud monitoring within one year by combining drones with cloud monitoring, infrared systems, and IoT technologies and devices. These functions have been incorporated into an APP to provide the fish farmers with a firm grasp of fish pond conditions anytime and anywhere and thereby ease their burden. Associate Professor Pin-Yang Liu points out that the APP allows the fish farmers to move the drone to the

ponds along the pre-planned paths via remote control to capture images of the ponds through image recognition technology and thereby monitor water quality and confirm waterwheel operations. Regular drone patrols coupled with an infrared system effectively prevent ill-minded individuals from committing acts of vandalism such as cutting of electric wires or poisoning of fish. This surveillance system replaces human-based monitoring and reduces the danger of night patrols conducted by the fish farmers. In the context of this project, the research team of the Department of Information Management developed an Information Sharing Platform by relying on their expertise in the field of information technology on the basis of information they collected on the National Fishermen's Association, the fish farmers, and suppliers. The goal is to ensure a free flow of information, real-time acquisition of the latest data, and ushering in of an "i-Era" in the field of aquaculture and thereby vitalizing the fishery industry in Taiwan.



Institute of Human Resource Management – Organization of Numerous Free Workshops Open to Non-university Members (Faculty and Students) to Enhance the Overall Quality of Education

1. How can I Become a Good Educator? - Teaching workshop for doctoral students and newly inducted faculty members

Doctoral education in Taiwan tends to place disproportionate emphasis on academic training in the fields of theory and research methods. Local doctoral students and emerging scholars who wish to pursue a career as an academic educator receive very little teaching training. They therefore have a hard time preparing for their classes and tend to experience frustration in the classroom when serving as instructors of part-time/EMBA/all-English programs in the initial stages of their teaching careers.

In view of this lack of teaching training, the Institute of Human Resource Management organized a special workshop for doctoral students and newly inducted faculty members titled "How can I Become a Good Educator?" Over 70 newly inducted faculty members and doctoral students (incl. non-university members) participated in this event. The Institute enlisted four outstanding instructors who are holders of doctoral degrees awarded by local universities and have excellent teaching and research credentials in the discipline of business management. Dr. Hero Lin from the Department of Business Administration, National Sun Yat-sen University (academic specialty: strategic management); Dr. Yu-Ching Chiao from the Department of Business Management, National Chung Hsing University (academic specialty: international business); Dr. Sheng-Tsung Hou from the Graduate Institute of Public Affairs and Social Innovation, Feng Chia University (academic specialty: technology management); and Dr. Iverson Chi from the Institute of Human Resource Management, National Sun Yat-sen

University (academic specialty: organizational human resource management) shared their teaching experiences and insights in this workshop to help turn promising doctoral students/newly inducted faculty members into excellent educators in a rapid manner.



▲ How Can I Become a Good Educator? - Teaching workshop for doctoral students and newly inducted faculty members

2.How to Write a Good Thesis? – Educational workshop for graduate students and thesis supervisors

The NSYSU Institute of Human Resource Management decided to organize a special workshop titled "How to Write a Good Thesis?" in cooperation with the Taiwan Academy of Management and the NSYSU College of Management to facilitate the search for a good thesis topic by business management majors, assist them in the composition of a high-quality thesis and successful passing of their oral examination, and support thesis supervisors in the provision of guidance for Master's candidates with a simultaneous emphasis on thesis quality. However, due to the widening impact of the COVID-19 pandemic, the Kaohsiung City Education Bureau ordered that all universities suspend large-scale events with 50 or more participants starting from March 2020. The NSYSU Institute of Human Resource Management therefore decided to conduct the workshop via live streaming due to the positive response of educators and students all over Taiwan. After around 300 interested individuals had been invited to join a Facebook group, a College of Management classroom was converted into a live streaming studio on March 13. The workshop contents were then broadcast live to all viewers via live streaming on YouTube. The workshop featured an impressive lineup of instructors. Keynote speakers including Associate Professor Yi-Ching Chen from the Department of Technology Application and Human Resource Development, National Taiwan Normal University, a frequent winner of organization and human resource management Master's thesis competitions; Associate Professor Tun-Chun Huang from the Graduate Institute of Human Resource Management, National Changhua University of Education; and Professor Iverson Chi from the Institute of Human Resource Management, National Sun Yat-sen University shared their insights and views on how to fulfill the role of thesis supervisor and provide effective guidance in the composition of Master's theses.

Associate Professor Yi-Ching Chen from the Department of Technology Application and Human Resource Development, National Taiwan Normal

University, shared her experiences of the mutual benefits of teaching for instructors and students. She provided an in-depth analysis of encountered difficulties and adopted coping methods in the thesis composition process from the perspective of students and identified guidance method adjustments by thesis supervisors on the basis of first-hand experiences with students from her perspective as thesis advisor. This approach enabled participants to view the roles of Master's candidates and thesis supervisors from different angles. In the second session, Associate Professor Tun-Chun Huang from the Graduate Institute of Human Resource Management, National Changhua University of Education, provided a detailed analysis and valuable advice on how to write a good thesis. Professor Huang began his speech with the following thought-



▲ How to Write a Good Thesis? – Educational workshop for graduate students and thesis supervisors

provoking question: "Why should I write a good thesis?" He then went on to provide numerous suggestions related to the academic careers of graduate students ranging from the interpretation of the research literature to the definition of research topics. He also exhorted them to adopt a positive mindset and offered many tips and tricks on how to gain a firm grasp of the essentials of thesis composition. These tips and pointers are extremely useful for graduate students who lack direction and focus in this process. In the third session, the speech delivered by Professor Iverson Chi from the Institute of Human Resource Management, National Sun Yat-sen University, represented the grand finale of the event. Professor Chi shared exclusive insights from his perspective as thesis supervisor on how to initiate a dialog on the selection, training, and retention of students which encompasses the bidirectional selection process, the provision of training and support systems for thesis composition, and recommendations for doctoral programs to retain academic talent. Over the course of his teaching career, he has trained numerous students who achieved outstanding results and stood out from their competitors in thesis competitions, earning the praise and recognition of many professors. His speech represented a brilliant ending to this event.

Institute of Human Resource Management – Active Participation by Alumni in Career Development Activities and Assistance in the Creation of More Employment Opportunities

With a view to boosting employment and creating more job opportunities for university and non-university members, part-time MBA program students and alumni of the institute actively participate in numerous career development activities organized by large-scale institutions or business schools. They share their experiences and insights with university and non-university members to facilitate their job search and help them pave the way to a successful career start. For instance, Ms. Ji-Ting Ye, who is enrolled in a part-time program offered by this Institute participated in an activity titled "Rites of Passage for Graduates: Free

Resume Health Checks by 104 Job Bank & 100 Enterprises to provide free "resume health checks" for fresh graduates or job seekers who face difficulties in the career transition process on the basis of her experience as a HR specialist in the hi-tech industry. She also provided face-to-face guidance in resume writing and reminded job seekers of key points for job interviews.

In addition, a large number of NSYSU alumni return to their alma mater to share their career experiences with students of this Institute or University. They also participate in workshops on



▲ Free Resume Health Checks by 104 Job Bank & 100 Enterprises



Workshop on interview strategies/resume writing

interview strategies/resume writing to help a rising number of graduates who need assistance in their job search to land their dream job. The following alumni have enthusiastically participated in relevant events: Mr. Ming-Qing Cai, Senior Vice President of Human Resources at Citibank (Taiwan) and distinguished alumnus of this College and Ms. Jian-Ling Han, CHRO at 3M, as well as Ms. Pei-Jun Liao, Mr. Tian-Hao Huang, Mr. Zheng-Huang Lai, and Ms. Jia-Nian Lin, who all serve in multinationals.

Institute of Public Affairs Management – Practice of Social Innovation Off Campus – Co-Learning with Urban/Rural Communities

Written and edited by: Assistant Professor Cheng-Hsun Hsieh

The Institute of Public Affairs Management offers a course titled "Experiential Learning from Field Project in Public Affairs Management," which is centered around the concept of "Youth Participation in Community Action" to enable students to gain practical experiences and bridge the gap between theory and practice. In the course of this project, students learn how to communicate with local communities. They engage in co-learning and discussion of local issues with communities and devise adequate and feasible actions plans characterized by a high level of innovation on this foundation. Course participants are divided into two groups for internships carried out in two different areas (Luzhongmiao Community, an urban community in Cianjhen District, Kaohsiung and Nansheng Community, a rural community in Cishan District, Kaohsiung). The community engagement actions that the two groups engage in differ significantly. This course aims to build a sense of identity and co-prosperity in local communities with social



Organization of a meeting to hold a vote on the design drawings – the team and community residents select the LOGO that most represents the community imagery.



▲ Grand opening of TIME COFFEE and presentation of achievements of the coffee group – Group photo of the team, industry instructors, and baristas of the community coffee bar



The student team presented its concepts for the September market event in the first market opening meeting with community functionaries.



Presentation of achievements of the market event which was jointly organized with the time bank – Group photo of students and faculty of the Institute of Public Affairs Management



Online marketing workshop – This advanced skills course provides community members with an in-depth understanding of marketing concepts.



This challenge activity introduced the community fan page to local residents to enhance online marketing effectiveness.

design concepts as the starting point and "community" and "humans" as the main targets.

In the context of the USR program adopted by the Institute of Public Affairs Management, the first "Community Time Bank"in Kaohsiung was opened in the Luzhongmiao Community last year. The Institute and the community engaged in discussions on the design of time coupons (time currency) for local residents. After deliberations between the student team, Assistant Professor Chin-Chang Tsai, who serves as the supervisor for this curriculum section, the association chairman, and core functionaries, a conclusion was reached that the

community lacks marketing and promotion channels and incentives to motivate the public to use the time bank/currency. It was therefore decided to optimize existing operating processes, reinforce marketing efforts, and provide assistance in the establishment of a coffee bar to boost the circulation of time coupons by tapping community resources with the ultimate goal of creating more possibilities for the development of community time banks.

The student team of the Institute of Public Affairs Management therefore collected representative imagery associated with local culture, scenery, and history through the organization of community empowerment workshops. Professional designers have been enlisted to engage in discussions and carry out design tasks in cooperation with community residents and students. The student team and the community jointly established a coffee bar named "Time Coffee." A distinctive logo was designed for associated items such as aprons, uniforms, mugs, and wooden menus. With a view to boosting the circulation of time coupons, the student team organized a time market in September 2020 on occasion of the Mid-Autumn Festival in coordination with the community time bank promotion task force. The Time Coffee cart was displayed for the first time during this event to capture the attention of numerous community residents and thereby boost purchases. This "Youth Participation in Community Action" project also involved



Students and community members jointly created a base for a figure.



An industry instructor taught a student how to secure a wooden installation.

the creation of a Facebook fan page for the community to reinforce marketing and promotion, create more publicity for TIME COFFEE, and thereby increase the diversity, variety, and vibrancy of the market. In addition, community residents were encouraged to show concern and engage in chats with isolated seniors. This way, the community can issue time coupons and expand channels for the acquisition of time coupons, which is also beneficial for underprivileged groups in the community.



Students and community members painted the Lychee Mascot.



Students and community members cut wood boards.



Students and community members painted the Formosan Zacco model.



Group photo of guests, students, and community members on occasion of the presentation of achievements.





Innovative social design actions implemented this year by students and faculty of the Institute of Public Affairs Management in cooperation with local communities represent a valuable contribution to protecting the cultural heritage of Nansheng Community. They have also resulted in the creation of a safe, inclusive, and highly usable green space for the public. These achievements are in conformity with the spirit of SDG 11 – Sustainable Cities and Communities. These two community actions involve the physical presence of students in communities, assistance in the infusion of external resources

into urban and remote rural communities, and cross-departmental cooperation, which is in conformity with the spirit of SDG 17 – Partnerships for the Goals.

The Institute of Public Affairs Management will strive to strengthen links between the institute and external resources (including governments, enterprises, NPOs, and NGOs) based on co-learning concepts in the future. The institute is also firmly committed to bridging the gap between theory and practice and establishing the modes and models required for learning with the ultimate goal of creating winwin-win outcomes for the university, students and faculty of its departments and institutes, and local communities.

Department of Finance and Social Enterprise Development & Research Center – Lecture and Workshop on Sustainability, Innovation, and Corporate Social Responsibility

Written and edited by: Associate Professor Yih Jeng and Executive Secretary Li-Chiung Luo

A lecture and workshop on Sustainability, Innovation, and Corporate Social Responsibility was held on August 25, 2020. This event was jointly organized by the NSYSU Social Enterprise Development & Research Center, the Alumni Association, and the Distinguished Alumni Union. The NSYSU Social Engagement Center served as the co-organizer. The morning session was centered around a keynote lecture on future trends in CSR, while a workshop format was adopted for the sharing of strategic CSR experiences and innovation in the afternoon session.

Ms. Cheryl Lin, Vice President of PricewaterhouseCoopers Sustainability Services, was invited to share the latest trends in the field of CSR in the morning session. She revealed that enterprises have shifted their focus from the maximization of EPS (Earnings Per Share) to the pursuit of ESG (Environmental, Social, and Corporate Governance). She also stated that factors such as the impact of the pandemic, government supervision in the field of ESG, changing attitudes toward CSR, the incorporation of ESG into investment decisions of capital markets, and a rising awareness of sustainability among consumers have turned the promotion of CSR into an indispensable task for enterprises. After this lecture, Mr. Tino Chen, Director of CSRone, shared with the workshop participants how to identify future trends through an analysis of CSR reports issued by enterprises. Director Chen pointed













out that an analysis of major issues reveals the true voices of stakeholders, helps prevent risks, opens up business opportunities, and results in optimized management and decision-making, transparent disclosure, and effective communication.

In the afternoon session, Associate Professor Yih Cheng, Director of the Social Enterprise Development & Research Center, guided the participants through an innovation workshop activity. The event featured a cross-industry, interdisciplinary brainstorming session by representatives of different industries and companies, which served the purpose of spawning innovative ideas in the field of CSR. Two industry professionals were invited to share examples of strategic CSR. Ms. Shao-Yi Huang, Secretary of Going International Group, shared experiences related to her company's participation in the "Hand-in-Hand" program which was organized by the NSYSU Social Enterprise Development & Research Center last year. She also conducted hands-on CSR activities and encouraged experience feedback. Ms. Yi-Jing Yang, who is in charge of the compilation of CSR reports for the Kaohsiung plant of ASE Group, described contents of the Sustainability Reports of said company and shared her experiences compiling such reports over many years. She also provided a detailed explanation of the initial concepts and the process of ongoing implementation of strategic CSR initiatives such as "Sustainable Cities and Communities" and "Deep-rooted Education" by her company.

Over 50 representatives of approximately 30 enterprises attended this event in person, which bears witness to the importance enterprises attach to CSR development and planning. Fulfillment of corporate social responsibility is conducive to enhancement of the corporate image, winning of customer trust, and extension of corporate influence from customers to suppliers, communities, society, and the environment. We are deeply convinced that all corporate representatives who attended this event have gained the ability to further enhance the capabilities of their enterprises to implement CSR and thereby foster sustainability and social inclusion through the insights provided in the keynote lecture, the shared experiences and examples, and the exchange of opinions in the context of the event.

GHRM – Overseas Mobile Healthcare Services Project

Shared by Yu-Yu Chuang, graduate student enrolled in the Global Human Resource Management MBA (GHRM) program

As a result of his parents' work assignments, Yu-Yu Chuang, a graduate student enrolled in the Global Human Resource Management MBA (GHRM) program, has served as an international volunteer in Nepal and Myanmar since his university years. Healthcare is a basic human right. A healthy life which is considered the norm in Taiwan is an unattainable dream for many people. With a view to realizing "Health for All," the UN Sustainable Development Program advocates "Leaving no one behind." This goal is not solely the responsibility of the public sector but rather requires the joint efforts of all humans.

The original intention of the Overseas Mobile Healthcare Services Project is to make an all-out effort to provide healthcare to every individual. Yu-Yu is deeply committed to joining hands with the international community to realize the sustainable development program by applying his newly acquired management skills to the service project in its entirety. The ultimate goal is to maximize the impact of talent in the whole process from the recruitment of partners to the integration of manpower and thereby make up for the lack of human resources. Following a well-organized assessment of actual needs, three small villages in







Mabini, Philippines were selected as priority sites for the provision of healthcare services in cooperation with her Korean partners. In view of the rising number of patients seeking medical treatment and the overloading of existing capacities, the team was forced to limit the number of patient registrations, but the lines of waiting patients continued to grow. Interestingly, these long lines inspired a rising number of people to get involved in the project. Initially, retired local doctors joined the ranks of healthcare providers, local youth offered to serve as translators and interpreters, and local police officers assisted in the maintenance of public order. Later on, even a team of dentists touring the mountain areas gave up their vacations to offer their help. Many people may believe that the sustainable development program does not concern them, but this activity clearly demonstrates that everyone can make a contribution to promoting public health and wellbeing.

EMBA – Kaohsiung Sunshine Social Care Association

All students enrolled in the EMBA programs of this College are social elites from all walks of life. Many of them are business owners or top executives. In addition to the pursuit of maximization of profits against the backdrop of globalization impacts and ubiquitous governance issues, enterprises must place strong

emphasis on the legitimate rights and interests of their stakeholders such as employees, consumers, suppliers, communities, and the environment. The fulfillment of social responsibility and the implementation of sustainable development strategies therefore represent key tasks facing companies.

In 2014, freshmen of Class 17 of the EMBA program decided to found the Kaohsiung Sunshine Social Care Association based on the concept of giving back to society in a spirit of gratitude. Hung-Hsi Chang, the student representative of Class 17, served as the founding chairman. The association strives to improve the lives of underprivileged children and farmers and enhance the quality of senior care by relying on the professional management expertise of enterprises and by raising social resources.

Although this association was launched by students enrolled in EMBA-17, it is promoted through the NSYSU EMBA platform to motivate students of other classes, departments, and institutes who have a interest in social



welfare work to participate or join. In addition to general-purpose donations, the association relies on existing corporate resources of alumni. For instance, Wenhsiung Optics, an NSYSU alumni enterprise, donates glasses to elementary and junior high school students in remote areas in coordination with activities organized by the association and engages in the charity sale of agricultural products of underprivileged farmers in cooperation with Chunghwa Post. Alumni have also donated machinery and equipment required for training programs held by Family Youth Café in Chaozhou, Pingtung.

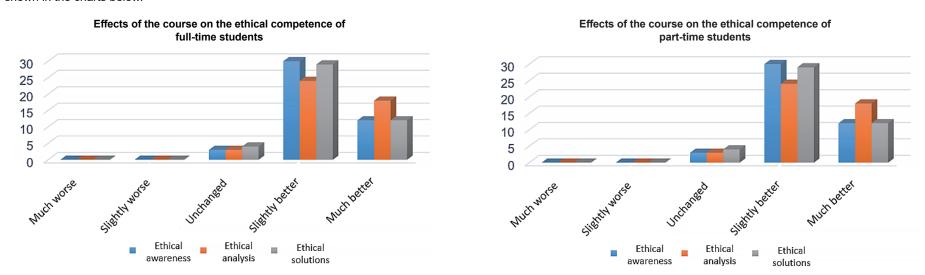
Kaohsiung Sunshine Social Care Association serves as a platform for the integration of alumni resources and capabilities for the purpose of providing much needed assistance for underprivileged groups in society. It also generates positive effects on the CSR image of alumni enterprises and community links. Humans are at the core of sustainable development and the UN SDGs. Alumni and current students of the NSYSU EMBA program have therefore formed the Kaohsiung Sunshine Social Care Association to foster economic growth, social development, and environmental protection, and thereby assist those in need through the joint efforts of all members.

Department of Business Management – Innovative Course Offerings to Build Ethical Enterprises of the Future

Whenever a scandal involving an enterprise is uncovered, calls emerge for the reinforcement of corporate ethics education at schools and universities to prevent the recurrence of such incidents. However, even though schools have offered corporate ethics courses, such corporate scandals keep repeating themselves. On top of that, a large number of students view corporate ethics courses in which someone preaches ethics as the right way to run a business as a waste of time. In the face of these difficulties, how can corporate ethics courses be utilized to improve ethical conduct of students in the future?

The distinction between right and wrong is meaningful in ethics theory, but moral principles represent co-constructed standards in society, and it is extremely difficult to judge actions as absolutely right or wrong in practice. In addition, a large number of unethical actions result from pressure by organizations that the involved parties belong to or the involved parties are not aware of the fact that their own conduct has ethical connotations, which in turn leads to corporate misconduct. Traditional ethics teaching approaches that aim to proselytize students are therefore no longer applicable.

Based on these observations, Assistant Professor Jack Chih-Yuan Wang developed an experience-oriented ethics course design with the aid of subsidies granted by the Ministry of Education in the context of the Teaching Practice Research Program. He successfully raised the ethical awareness and enhanced the ethical discrimination ability of course participants by utilizing instructional cases and videos coupled with relevant concepts and design of various activities in a course setting. Relevant achievements are shown in the charts below.



An analysis conducted by Assistant Professor Wang after the course reveals that the ethical awareness and ability of course participants to analyze ethical issues had increased by 31% and 52%, respectively. In view of the fact that misconduct by employees is mostly caused by a lack of awareness of the ethical connotations of their own behavior, this experience-based course design which raises the ethical awareness and improves the analytical ability of students in the field of ethics helps reduce the probability of misconduct by enterprises in which these future mid-level executives will serve.

Institute of Marketing Communication – Promotion of Practice-Oriented Learning Outside the Classroom

Written by Chang-Cheng Tu

In the past, marketing analysis was mostly expounded by instructors in a classroom setting. This teaching approach did indeed provide students with a clear understanding of marketing communication theories, but it meant a one-sided transmission of knowledge from the instructor to students. There was very little opportunity for students to relate their newly acquired knowledge to their real lives and a gap between theory and practice emerged imperceptibly. This semester, Assistant Professor An-Shou Cheng therefore offered a course titled "Marketing Communication Strategies," which not only provided students with an in-depth understanding of professional theories but also involved a project outside the classroom which was organized in cooperation with the Department of Agriculture, Pingtung County Government and consisted of on-site visits to and interviews with small farmers to gain a better understanding of their needs.





This year, the College of Management specifically encouraged its instructors to offer practice-oriented learning courses. Assistant Professor An-Shou Cheng utilized incentives and subsidies granted for this course to provide funds to each group and thereby enable students to assume the role of advertising agents and analyze the market environment and target demographic for the products or brand of their selected farmers. They also explored the needs of these farmers and



the problems they face. An integrated marketing communication plan was devised based on the results of these analyses. The project was executed by using available resources and granted funds. A report on the achievements of the project was issued at the end of the semester, where each group presented their creative proposals and implementation results.

Assistant Professor An-Shou Cheng invited alumni of the Institute of Marketing Communication during the semester to give his students a better understanding of marketing strategies for agricultural products. Mr. Teng-Hu Su, who currently serves as President of Weisheng Consulting company discussed product positioning and the current state of the agricultural market based on down-to-earth marketing concepts and his practical experience. He also commented on the proposals of the course participants. Professor Cheng also invited Mr. Cheng-Xue Li, Executive Director of KR Marketing, who provided step-by-step explanations and instructions starting from the registration of accounts to familiarize the students with the use of social media display ads, the creation of marketing posts, and keyword tools.

Owing to the shortage of land coupled with a high population density, the production costs of the Taiwanese agricultural sector are comparatively high, which explains why it is no match for China or the US in price

competitiveness. This has forced Taiwanese farmers to adopt a strategy of rising elaboration, creating self-owned brands, and thereby increasing their overall output value. This clearly indicates the presence of a niche market for agricultural marketing. However, owing to the lack of systematic management and support by professional marketers, agricultural marketing models in Taiwan lag behind in innovation.

Agricultural products rely on their natural environment, which explains why there are significant differences in production. Quality control and marketing activities must therefore be tailored to different channels. Because Taiwanese farmers generally lack the concept of "strict selection and grading," products of different quality are often mixed and sold together. The 2nd Linluo Production & Marketing Team, for example, is committed to assisting farmers in the grading of their products based on appearance and quality and helping them adopt distinctive pricing for products of different grades. The team also proposed a ready-to-eat packet with eggplants based on a market survey to help farmers

sell off-grade eggplants and convert them into revenue instead of discarding them.

In addition, a large number of farmers are not familiar with marketing concepts and tools and are therefore unable to promote their high-quality products in this age of rapid information dissemination. For instance, Mr. Zhong-Jun Wang, a local farmer who was contacted by the Shigang Farm team has already created a Facebook fan page, Instagram page, and Shopee account for his self-owned brand "Bee Moment," but there is no linkage between these platforms and the marketing posts fail to strike a chord with customers. There is only one sales entry on his Shopee page. Based on a brand optimization approach, the students assisted the owner in editing the text and images on his Facebook fan page and Instagram page. They also linked his Shopee account to existing sales platforms. After receiving guidance from the students over the whole semester, the owner gained a clear understanding of how to compose a professional marketing post, which has resulted in a significantly increased sales on online platforms.

Through intensive cooperation over the whole semester, the students assisted local farmers in the optimal use of marketing tools and instilled into them basic marketing concepts. The farmers lauded the meticulous design of this practice-oriented course and highly appreciated the students' learning spirit and their marketing communication plans. Some farmers expressed a desire for long-term collaboration. They look forward to the effects of a long-term marketing plan.

A good marketing communication strategy must be founded on a solid theoretical basis and requires a high familiarity with marketing tools such as the Facebook display ad functions and the Google keyword tool, etc. Even more importantly, marketers must keep a finger on the pulse of society and gain a firm grasp of the

trends of public discourse. In execution, multifaceted observations and market sensitivity are the crucial for successful marketing and promotion campaigns. The Marketing Communication Strategies course of the Institute of Marketing Communication combines both theory and practice. This course transcends traditional course design by enabling students to integrate professional academic analysis with learning by doing. It gives them an opportunity to apply their knowledge to help people in need.



Efforts in the Implementation of SDGs | 5.3 Ethics Education Experiences

Prior to attending the "Information Literacy and Ethics" course, Mr. Zi-Xun Huang, a graduate student enrolled in the Institute of Marketing Communication, had learned from several philosophy books that ethics is related to philosophy. However, he only knew the names of several philosophers and hadn't studied these books carefully. After attending this ethics course, he has developed a very different understanding of ethics. He describes his experiences in this course as follows:

Before attending this ethics course, I always thought that ethics is a method for harmonious or friendly relationships between humans. Although I knew that ethics involves numerous dimensions, I lacked a full understanding of how ethics works. Before this course, I associated the term ethics with the contents of our civics textbooks in junior and senior high schools that I only vaguely remembered. Simply put, I thought that it meant to be a good person.

During this course, Assistant Professor An-Shou Cheng recommended several books such as The Foundation of Ethics by Huo-Wang Lin and "Justice: What's the Right Thing to Do" by Michael Sandel. He also introduced us step-by-step to the different schools of ethics. The professor also encouraged us to identify ethics-related issues in news reports. We had to rewrite the headlines of every news report and explore ethical principles involved in reported incidents such as utilitarian ethics, consequential ethics, virtue ethics, and social contract theory. At the end of the semester, every group had to deliver a report or independently develop a case and explore relevant ethical principles. For instance, one of the groups utilized a workplace related case study to explore stakeholders and adopted ethical principles when facing ethical dilemmas.

In the course of the discussion of ethical issues, we also learned how to apply ethics theory to practical examples, which left the deepest impression on me. Every school of ethics has some central concepts which are easily intelligible but the application of these concepts to real social issues represents a significant challenge. For instance, the planning of landfill sites involves a wide range of issues. It is therefore very difficult to explain one's own reasoning if we solely rely on ethical theory without conducting actual surveys and research. The fact that every school of thought can be refuted if a different perspective is adopted tends to pose a major dilemma for researchers. For example, deontology does not consider the consequences of behavior. It is rather concerned with the motives of behavior independent of the consequences. These motives aim to solve a problem, which does not represent a tool for the acquisition of benefits that lie behind. However, pluralism repudiates this highly rational model of motive-based decisions. It argues that people should follow their own motives to identify a simple obligation as the main motive. It is therefore extremely challenging to make an optimal dynamic choice based on ethical considerations.

I finally realized that my former understanding of ethics was too simplistic as it involves much more than just being a good person. It rather provides an excellent reference for the choices we have to make and gives us a better understanding of the values we abandon when we make a choice, which makes us cherish these choices since we know what values we sacrificed for them. In the past, I was mainly interested in the sequence of events and causes and effects when I explored an issue. After I had gained a clear understanding of these aspects, I wouldn't explore the issue any further. Now, I tend to list all the stakeholders of the incident in an attempt to gain a clear understanding of the potential factors associated with their choices. I also weigh potential solutions or try to identify better solutions. For instance, the non-renewal of CTi News' broadcasting license is an issue that not only involves news reporting and freedom of speech considerations, but also has implications of varying extent for

the employees, the owner, and investors of this news channel as well as external actors such as NCC (National Communications Commission), the ruling party, the opposition parties, and all citizens. As citizens, we have the right to a free press, but we also expect high-quality news coverage. What are the main factors and considerations behind this? From the perspective of virtue ethics, one of our main motives is the pursuit of happiness. When we watch the news, we not only wish to obtain more information on global events but also hold those in power accountable for their actions. We must make greater efforts to achieve ultimate happiness.

Mr. Jun-Xian Huang, another graduate student enrolled in the Institute of Marketing Communication, only had a vague understanding of ethics before attending this course. He thought that it referred to a kind of social order involving the vague connotations behind famous sayings such as "The younger should give precedence to the elder" or "respect the wise and venerate the worthy." He was ignorant of the true meaning of the term "ethics" until he enrolled in the Master's program and took this course on Information Literacy and Ethics. In the following paragraphs, he shares the insights he has gained from this course:

At the beginning of the semester, the professor provided a simple introduction to different ethics theories. He guided us to explore the connotations and potential problems behind these theories by utilizing ethics related videos, cases, and real incidents. The discussion of the classic philosophical dilemma known as the "Trolley Problem" in one of the sessions left a deep impression on me. I had been familiar with this famous dilemma before I registered for this course, but I had never carefully considered all possibilities. Every viewpoint seems to have its merits, but there is always a vague feeling of choosing the morally wrong course of action. In the course of our discussions, I finally realized that pulling the lever to divert the trolley or not has so many ethical implications and connotations.

I view ethics as a yardstick. We all have different yardsticks in our minds which guide us in our decisions. There is only one standard for the rulers that we use for mathematics, but if there were only one hundred people in society, they would have one hundred different yardsticks in their minds. These yardsticks cause countless uncertainties and challenges in society, but they also make our lives more exciting. Decisions we make are not inherently right or wrong, but we can determine whether or not they conform to the standards set by society. These so-called ethics theories simply explore common ways of thinking, but in reality, our thought processes and principles are never exactly the same. Ethics exists in our lives, guiding every decision we make. After we have gained a preliminary understanding of ethics theories, it becomes obvious why they became theories. I think ethics guides us to consider more aspects and dimensions, different stakeholders, and more potential consequences before we make decisions and determine whether or not they have an impact on the operations of this world.



6. Sustainability Actions

- 6.1 Sustainability Management
- 6.2 Sustainability Education: CSR and Sustainability Courses

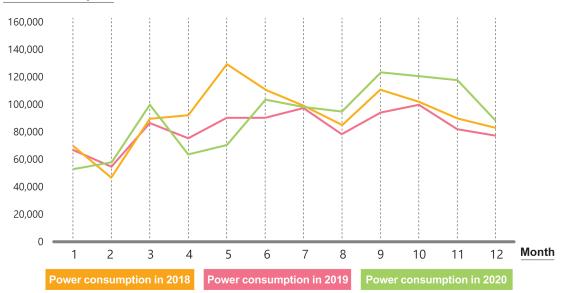
Sustainability Actions | 6.1 Sustainability Management

Power consumption of the College from 2018 to 2020

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Power consumption in 2018	73,459	50,966	94,219	97,412	134,143	115,554	103,769	89,735	117,018	107,084	94,285	87,029	1,164,671
Power consumption in 2019	70,207	59,532	90,926	78,926	95,591	96,035	101,385	82,682	98,709	103,981	85,734	81,130	1,044,838
Power consumption in 2020	57,857	62,905	104,898	67,564	75,475	109,121	102,571	99,176	128,749	125,331	122,138	89,011	1,144,797

Power consumption of the College in 2018, 2019, and 2020

Power consumption



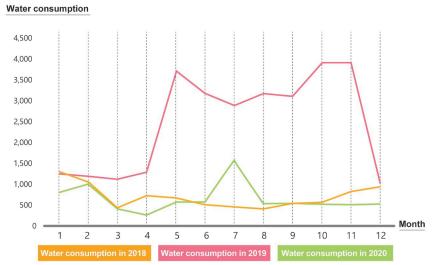
Energy conservation and power saving

Measures such as the successive replacement of traditional lighting devices with LED tubes since April 2018, the replacement of aged air conditioning units which are more than ten years old in line with university policies, the installation of solar panels on the roofs of the College buildings to generate electricity and shield roofs from direct sunlight, and the implementation of elevator floor access controls gradually show results. Compared to the same periods of 2018 and 2019, monthly power consumption was lower for almost the whole year. However, in response to the COVID-19 epidemic, doors and windows had to be kept open to ensure proper air circulation and effective epidemic prevention even while air conditioners and fans were kept running to make the summer heat more bearable, which in turn led to an imperceptible but constant loss of cool air. Since it was impossible to travel abroad due to the epidemic, most students and faculty members stayed on campus to engage in research and other activities, which in turn resulted in a slightly higher power consumption compared to the previous years.

Water consumption of the College from 2018 to 2020

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Water consumption in 2018	1,280	1,005	382	680	642	473	436	386	516	555	810	931	8,097
Water consumption in 2019	1,232	1,167	1,107	1,269	3,712	3,136	2,912	3,168	3,089	3,900	3,929	983	29,605
Water consumption in 2020	799	988	364	245	575	563	1,535	516	504	510	491	490	7,580

Water consumption of the College in 2018, 2019, and 2020



In 2019, the water consumption of the College soared due to constant bursting and leakages of aged underground pipelines. These conditions also led the university and the College to place more emphasis on the monitoring and utilization of water resources. In addition to the installation of new energy systems on campus and replacement of water meters in the college, which allows a more precise monitoring of water usage conditions, the underground pipelines of the College have been converted into exposed piping. This greatly facilitates a rapid detection of leakage points and instant repairs.

Paperless meetings

In October 2019, a paperless meeting policy was officially adopted for all offices of the College. To reduce paper consumption, meeting documents are now presented in digital format instead of hard copies. This policy, which has been in place for over a year, has saved a huge amount of paper. Paper consumption in 2020 has been reduced by 21,034 sheets compared to the previous year, equivalent to 1,752 sheets per month.

	January	February	March	April	May	June		August	September	October	November	December	Total
2019	3,702	3,452	4,984	4,343	2,779	5,089	1,897	3,246	5,221	5,021	8,421	1,490	49,645
2020	1,582	3,227	6,388	2,664	2,711	1,034	1,148	1,076	2,048	1,966	1,080	3,687	28,611
Difference	-2,120	-225	1,404	-1,679	-68	-4,055	-749	-2,170	-3,173	-3,055	-7,341	2,197	-21,034

Paper consumption of the College in 2019 and 2020

Paper consumption 5,000 1 2 3 4 5 6 7 8 9 10 11 12 Paper consumption in 2019 Paper consumption in 2020

Course material APP

Major measures taken by the College to implement paperless operations and sustainability include the adoption of tablets for its meetings and the development of an APP starting in January 2020 to allow EMBA students to view and download course handouts. In the past, EMBA students were provided with paper handouts or they could download course handouts from the online platform of National Sun Yat-sen University to their computers. However, in consideration of the wide availability of mobile devices, the best way to implement paperless operations is to enable students to view course materials on different mobile devices. The College thus developed an APP for different operating systems to allow students to read course materials on their smartphones and tablets. Since August 2020, this APP was used in EMBA classrooms. The policy to discontinue the printing of paper handouts was officially implemented in October to ensure continued progress toward sustainability and reduce paper consumption.



The College offers mandatory and elective courses on ethics, environmental issues, and sustainability every semester. A total of 46 courses on ethical issues and 20 courses on sustainability and environmental issues were attended by a total of 1,337 and 312 students, respectively, within the last four years (between the Academic Years 2016-2017 and 2019-2020). Topics covered in the courses on sustainability and environmental issues include climate change, environmental trends, green economy, cradle to cradle (C2C), and the role and responsibility of enterprises in environmental protection. These courses also involve discussions of relevant cases such as blood diamonds and IKEA.

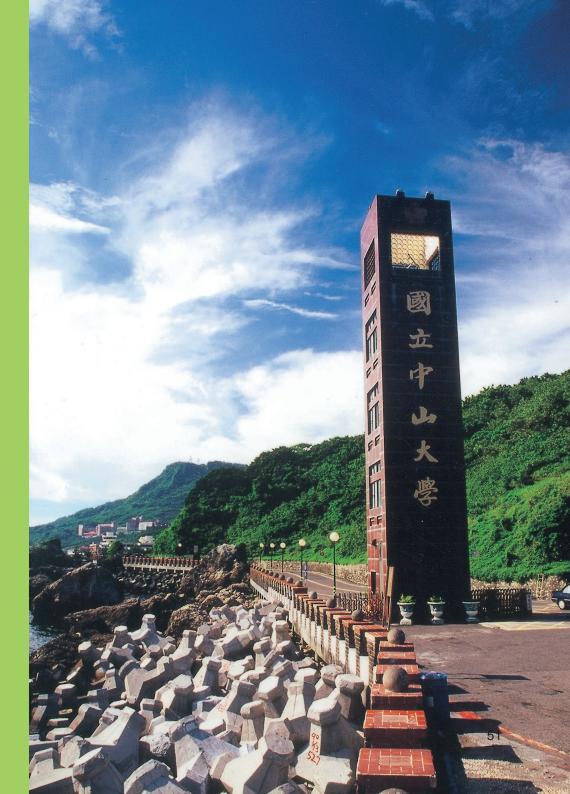
Ethics courses

Academic Year	Number of courses	Number of participants
2016-2017	12	346
2017-2018	12	347
2018-2019	10	294
2019-2020	12	350
Total	46	1,337

Sustainability courses

Academic Year	Number of courses	Number of participants
2016-2017	6	159
2017-2018	4	43
2018-2019	6	82
2019-2020	4	28
Total	20	312

In the past, Master's and PhD candidates of the College of Management were only required to successfully complete an online course on academic research ethics on the AREE (Academic Research Ethics Education) platform and pass the final exam to be eligible for their thesis oral defense. The goal is to give students a clear understanding of the importance of academic ethics and thereby prevent thesis plagiarism. However, ethics includes not only academic ethics but also other dimensions such as corporate social responsibility and work ethics. In the Academic Year 2020-2021, the College therefore started to offer the "Ethics and Social Responsibility" course which is mandatory for all students enrolled in the College. All students enrolled at the College of Management can register for this course. The goal of this course is to provide students with a clear grasp of different aspects that may have to be considered when making a decision. These include potential environmental damage and harm to the image of the university/ company/enterprise. Relevant considerations are not limited to profit or personal convenience.





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