



Social Responsibility Report of the
COLLEGE OF MANAGEMENT

2021

**NATIONAL
SUN YAT-SEN
UNIVERSITY**

2021 Social Responsibility Report of the College of Management

| National Sun Yat-sen
University

The front and back covers of this report were designed by An-Ping Pai, MBA in Business Management student.

Design concept : NSYSU's College of Management teaches students to have a broad-minded international vision. With a strong knowledge base, students can move forward without fear and embrace the global CSR issues in Taiwan. The influence of the College of Management students and alumni is enough to spread the seeds of goodness around the world, and their strong capabilities can do their part to protect (shade) the planet.

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About this CSR Report

1.1 Foreword by the Deans

1.2 Message from the Editor-in-Chief

About this CSR Report

| 1.1 Foreword by the Deans

The Fourteenth Dean, Shu-Chuan Jennifer Yeh

The College of Management of National Sun Yat-sen University (hereinafter referred to as the College) has been actively promoting social responsibility for years. In addition to making sustainability and social responsibility one of the College's missions, the College has also actively incorporated the concept of social responsibility in its administration, teaching, and student activities.

First of all, in terms of administration, in addition to establishing the Office of Responsibility and Sustainability Actions (ORSA), we have also published an Annual Social Responsibility Report in English and Chinese since 2019, bringing together the social responsibility and sustainability-related initiatives of our departments and institutes. From time to time, we also invite industry experts into our classes to discuss sustainability issues.

Secondly, in terms of teaching, our professors no longer focus only on professional knowledge in their courses, but also consider with their students how to make society better while conducting project research from the perspective of social responsibility. Therefore, as we can see in the Department of Business Management's special topics courses, the Department of Information Management's programming courses, the Institute of Public Affairs Administration's community internship courses, and Institute of Marketing Communication's marketing courses, our professors and students go into society, listen to their needs, and find issues of public concern. Students then try to propose solutions and think about how their learning can solve social problems, reducing the gap between learning and application and also taking concrete actions to fulfill their social responsibility.

Finally, the knowledge of sustainability and social responsibility that students have obtained in the classroom is also reflected in the results of student master's theses and sustainability competition activities in recent years. Since 2018, the number of applications for subsidies for master's theses on ethics, sustainability, and social responsibility has increased each year, and we have seen a steady stream of completed master's theses on these topics, indicating that students from all departments and institutes are actively trying to solve social problems through their professional knowledge of management. In addition, over the past two years, our students have participated in sustainability competitions with outstanding results. These students have received recognition from business owners by applying their knowledge of sustainability learned in the classroom to their proposal competitions, trying to think about how to achieve corporate social responsibility from the perspective of corporates' pursuit of sustainable management.

I would like to thank Dean San-Yih Hwang and Director San-Pui Lam for their tireless efforts in promoting social responsibility in the College. These actions and achievements demonstrate the College's commitment to sustainability and social responsibility in recent years. Going forward, we will continue our efforts to address the issues of sustainability and social responsibility in our education and practical initiatives so as to achieve common good for the College and society.

Fourteenth Dean, Shu-Chuan Jennifer Yeh



About this CSR Report

| 1.1 Foreword by the Deans

Thirteenth Dean San-Yih Hwang

National Sun Yat-sen University's College of Management issued its first annual Social Responsibility Report in early 2019, documenting our relevant initiatives and ideas of 2018. I had just taken over as dean at that time, and the plans and initiatives described in the annual report had all been led by the former Dean Shyh-Jer Chen, so the 2018 College Social Responsibility Annual Report included forewords by both of us. Soon, in 2022, I will be stepping down and handing over the reins to Dean Shu-Chuan Jennifer Yeh, so the College's 2021 Social Responsibility Annual Report again includes a foreword from the old and new deans, symbolizing the legacy of social responsibility. This also shows that we value sustainability and social responsibility as an important mission in the development of the College.

Thanks to the active efforts of our faculty and colleagues, we have made a number of innovative initiatives in the past three years in the area of college social responsibility, including: making "Ethics and Social Responsibility" a mandatory course for all students; promoting a series of hands-on course called Action Learning, in which each department is required to engage in socially responsible behavior with external connections; combining university social responsibility and corporate social responsibility to help a number of companies plan and implement social responsibility projects; saving over 600,000 sheets of paper per year by going electronic and reducing the printing of course lectures; and each department adopting 3-4 UN Sustainable Development Goals, among other initiatives. These policies were not only maintained this year but have shown even more promising results. For example, our students are participating more actively in sustainability competitions, not only getting good results, but also learning teamwork and innovation in sustainability. Faculty and students in all departments are using their expertise to connect with the community, industry, and alumni resources to contribute to academic research and sustainable practices.

These efforts demonstrate our commitment to sustainability and social responsibility. We care deeply about every stakeholder, including students, faculty, administrative colleagues, alumni, the community, and corporations. This report summarizes the results of our efforts over the past year. We welcome your comments and suggestions as we work together for the betterment and sustainability of Taiwanese society.

Thirteenth Dean *San-Yih Hwang*



About this CSR Report

| 1.2 Message from the Editor-in-Chief


Editor-in-Chief Professor San-Pui Lam

In 2021, there was still a general atmosphere of depression and gloom around the world. The pandemic was still rampant, not only hitting the economy, but also alienating people from each other. At the same time, the United Nations Intergovernmental Panel on Climate Change (IPCC) released its latest report, warning that global warming will exceed 1.5 ° C by 2040 and that climate catastrophe is imminent. The EU's announcement that a carbon tariff will be introduced in 2023 has dealt a huge blow to the economic outlook of export-oriented Taiwan. However, this difficult moment is also an opportunity for academic and educational institutions to make a greater impact on society.

In the past year, we have continued our ongoing social responsibility efforts to help the community and Taiwanese society move towards the United Nations' Sustainable Development Goals (SDGs) through various social services and environmental initiatives. We have also worked to expand student engagement by 1) rewarding students for participating in off-campus sustainability or social responsibility-related proposal competitions; 2) holding a contest to encourage students to design the cover of this annual report, and 3) holding a "2022 SDG Proposal Competition" to encourage student proposals for promoting sustainability initiatives by our faculty and students to facilitate the achievement of the SDGs. One of the most exciting developments is that, since July 2020, eight student teams (comprising a total of 36 students) have received awards from outside the College. One of these eight teams, the Greenovation team, consisting of GHRM and IBMBA students, has distinguished themselves among participants from 17 countries to win first place.

In terms of internal environmental actions, we have continued the practice of the past three years of tracking the College's water and electricity consumption on a monthly basis. Last year, we discovered water leaks in the water pipes and malfunctioning solar power meters and repaired them as quickly as possible. In the area of ethics education, we have made ethics courses a common requirement for all departments, and the number of students enrolled in ethics courses increased significantly in the 2020-2021 academic year.

Other social responsibility efforts and achievements of the College are also summarized in this year's report. We welcome your input to help us improve our work in these areas.

Editor-in-Chief 



2

Overview of the College of Management

2.1 Organizational Structure

2.2 Honors

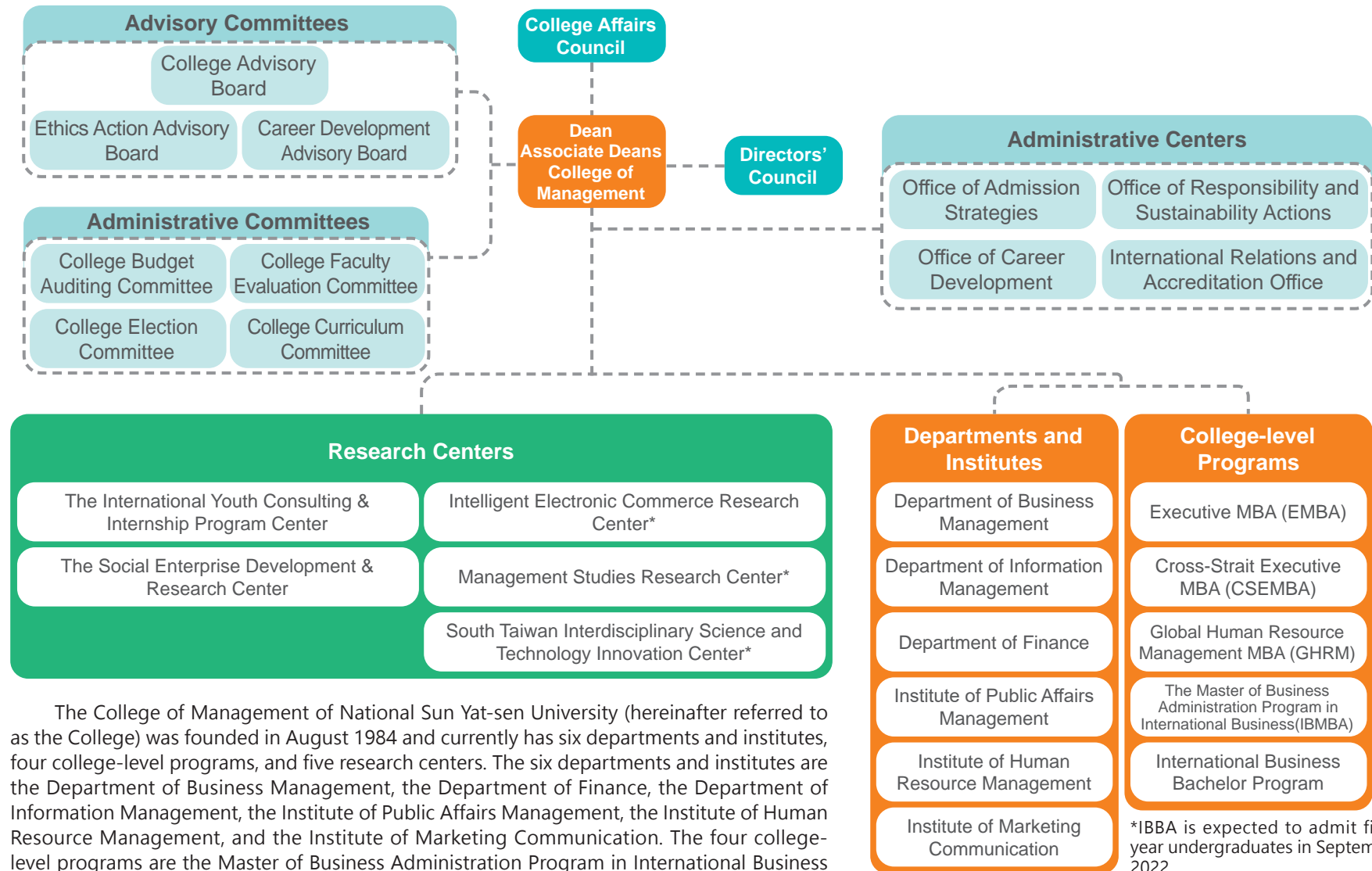
2.3 Internationalization

2.4 Composition of the College

2.5 Vision

Overview of the College of Management

| 2.1 Organizational Structure



The College of Management of National Sun Yat-sen University (hereinafter referred to as the College) was founded in August 1984 and currently has six departments and institutes, four college-level programs, and five research centers. The six departments and institutes are the Department of Business Management, the Department of Finance, the Department of Information Management, the Institute of Public Affairs Management, the Institute of Human Resource Management, and the Institute of Marketing Communication. The four college-level programs are the Master of Business Administration Program in International Business (IBMBA), Global Human Resource Management MBA (GHRM), Executive MBA (EMBA), and Cross-Straits Executive MBA (CSEMBA).

1

First business school in all of Taiwan to be re-accredited by AACSB three times

The College was accredited by the Association to Advance Collegiate Schools of Business (AACSB) in 2005 and was subsequently re-accredited by AACSB in 2010, 2015, and 2020. Without international accreditation, business schools may encounter obstacles in international academic exchange and cooperation and be less attractive to international students. Therefore, the AACSB accreditation represents the College's commitment to excellence in teaching quality and research, and its status of being in line with international standards.

3

Ranked the 83rd in Global Masters in Management by Financial Times

In the Financial Times Global Masters in Management (MiM) ranking, the College's IBMBA program was ranked 83rd in 2021, up two places from 2020. It was the only program in Taiwan to have made the ranking!

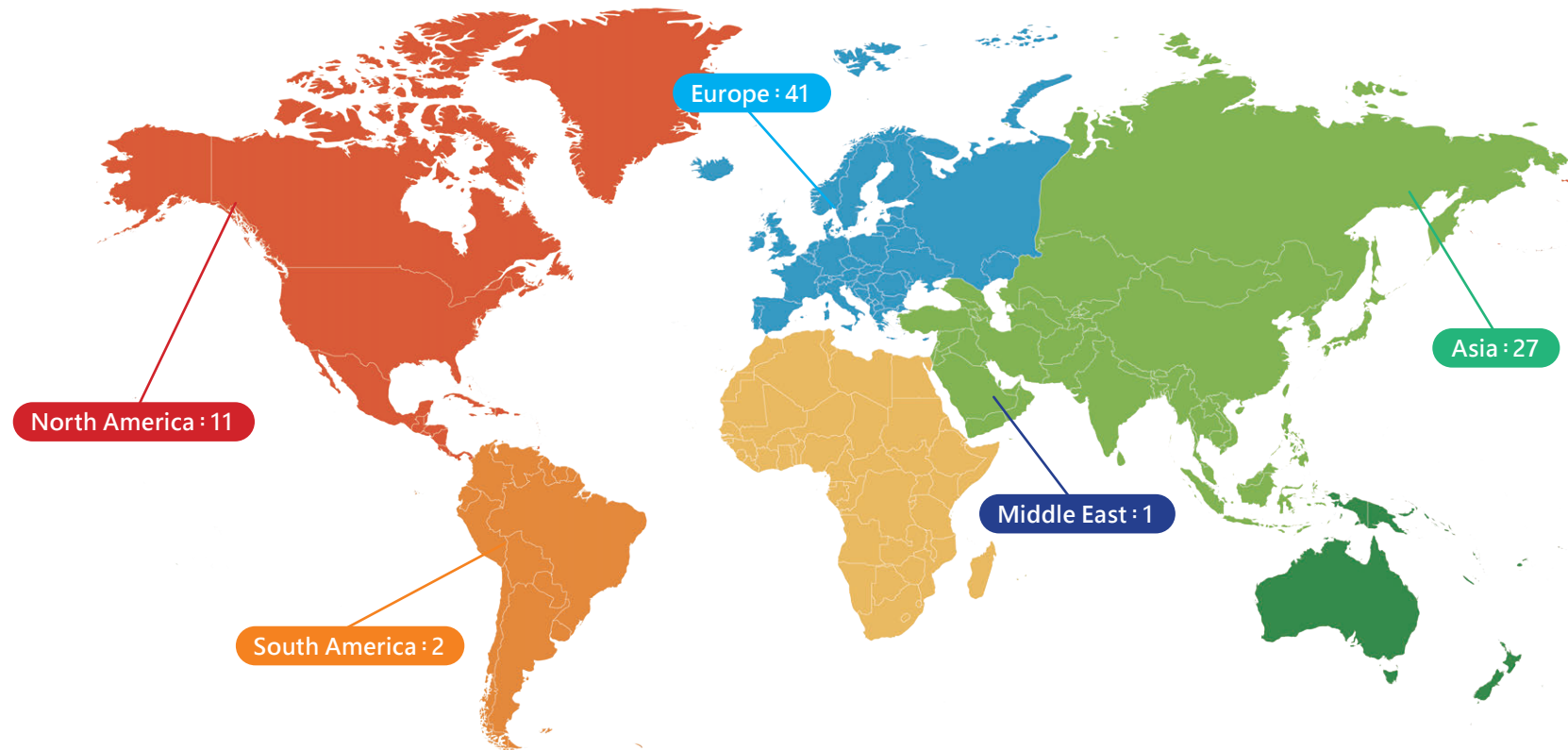
2

Honored with Eduniversal's 4 Palmes Award

The French higher education ranking firm, Eduniversal, has ranked the College as a member of the 4 Palmes League, indicating that it is one of the top business schools in the world with a significant international impact.

Overview of the College of Management

| 2.3 Internationalization



In 2019-2020, many international exchanges were suspended or moved online due to the COVID-19 pandemic. In spite of this, we are still actively collaborating with global business schools to sign partner school agreements in order to enable students to continue studying in an international environment. As of December 2021, a total of 82 internationally-renowned business schools have signed partner school, dual-degree, or cooperative exchange agreements with the College. In addition, a total of 83 professional courses were offered in English in the 2020-21 academic year, providing students with more opportunities for international management education and enhancing their global vision and multicultural experience. The International Business Bachelor Program

(IBBA) was established in 2021. This program is expected to admit first-year undergraduates in September 2022, with the goal of providing students with a fully English-speaking environment in Taiwan as a foundation for their subsequent study abroad. The IBBA program also signed a dual-degree agreement with the University of Essex in September 2021. After IBBA students study their first two years of their bachelor's degree at the College, they can then choose to do a one-year exchange at an IBBA partner school abroad or earn a dual-degree by spending two years studying at the University of Essex in the UK. These opportunities allow students to become familiar with cross-cultural study and work environments.

Overview of the College of Management

| 2.4 Composition of the College (2020-21 Academic Year)

2.4.1 Professors: 87

Professors: 32 (36.8%)

Associate professors: 25 (28.7%)

Assistant professors: 30 (34.5%)

2.4.2 Administrative Assistants: 56

2.4.3 Total Students: 2,874

Undergraduate students: 807 (28.1%)

Master's students: 908 (31.6%)

Part-time master's students: 897 (31.2%)

Doctoral students: 262 (9.1%)



Overview of the College of Management

| 2.5 Vision

Since its establishment in 1984, the College has aspired to be a leading institute in Asia in terms of research and teaching, innovation, and social concern. Therefore, the College is committed to cultivating high-level management talents with global vision, promoting the sustainable development of academia, businesses, and stakeholders, and fulfilling the College's social responsibility.

The College upholds the spirit of “taking from society and giving back to society.” In addition to cultivating professional management talents through education, we also encourage our faculty and students to pay attention to public issues, practice social responsibility, and promote community and industrial development together with residents and enterprises throughout Taiwan. We are committed to training our students to be observant of social conditions and to give back to society by using the professional problem-solving skills they

have developed. To this end, we actively promote and conduct teaching, research, and initiatives related to Corporate Social Responsibility (CSR) and Sustainable Development Goals (SDGs). We hope to become the benchmark school in Taiwan for promoting the link between University Social Responsibility (USR) and CSR.

We also actively seek to create an international learning environment, such as by recruiting international professors, hiring professors with the ability to teach in English, offering diversified and professional courses in English, and establishing an all-English degree (the International Business Bachelor Program). In addition, due to the demand for digitalization and big data analysis in businesses, we also offer courses related to big data analysis and have established a “Big Data Platform for Business” to nurture cross-disciplinary business data analysis talents.

3

Governance and 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 | 3.2 Committee Structure and Operations | 3.3 Grievance Mechanism

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.

Committee Structure and Operations

Two college affairs councils, four administrative committees, and three 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.



Grievance Mechanism

Our university has formulated guidelines, established committees, and defined appropriate procedures in accordance with labor laws (e.g., Act of Gender Equality in Employment) to create a friendly and safe learning and work environment, as well as to 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.

Ethics courses are included in the required elective courses of all academic degrees

In order to enhance their understanding of ethical and social responsibility issues and to develop critical thinking skills, students entering after the 2020-21 academic year in all departments and levels (undergraduate, master's/part-time master's programs, and doctoral programs) are required to complete at least one credit of ethics and social responsibility courses before graduation. In addition to the courses offered by the College, some departments or institutes also offer ethics courses related to their areas of expertise, such as the Department of Business Management's course "Ethics and Leadership," the Institute of Marketing Communication's course "Information Literacy and Ethics," and the Institute of Public Affairs Management's "Ethics and Conflict" course.

Academic Research Ethics: Turnitin Originality Checking Tool

Starting from the 2020-21 academic year, all graduate students are required to upload their theses into the Turnitin Originality checking tool before their oral thesis defense and again when they submit their finalized theses. The tool identifies the percentage of non-original content in the theses and checks for any signs of plagiarism.

Ethics Action Advisory Committee

Given the College's great emphasis on Ethics, Responsibility and Sustainability (ERS) education and service, we regularly recruit 3-5 internal and external experts to form the Ethics Action Advisory Committee, with meetings convened by the director of the Office of Responsibility and Sustainability Actions (ORSA). External experts include disinterested professionals in the fields of labor rights, consumer rights, environmental protection, and social services. The committee meets at least once each academic year to discuss the planning of ERS, the results of ERS promotion, the promotion of services and the implementation of ERS as proposed by departments and academic programs each semester, and to make further recommendations.

The 5th Ethics Action Advisory Committee meeting was held in July, 2021. During the meeting, the members gave feedback on the 2020 College of Management CSR Annual Report and suggested that, in addition to social responsibility, we should also consider how more environmental actions we can take, for example, specifying our environmental policy in the annual report. In addition, members suggested that the College could offer more interdisciplinary collaborative courses to allow students from different departments to brainstorm solutions to environmental problems. Some issues and solutions may not be possible to complete or have fruitful outcomes in just one semester, but the curriculum can be designed such that these issues can be passed on to future semesters so that subsequent classes of students can understand and build on the efforts of their predecessors to improve the environment and society.

4

Stakeholders Care, Development and Communication

4.1 Care and Development for Stakeholders

4.2 Communication with Stakeholders

Stakeholders Care, Development and Communication

| 4.1 Care and Development for Stakeholders

As of the first semester of the 2021-22 academic year, there are 2,874 students (including 237 international and overseas Chinese students, and students from Mainland China), 87 faculty members, and 56 staff members (including administrative assistants and research assistants in our College office and the offices of our departments and institutes). Below we describe the services system, development system, and communication channels of the College.

4.1.1 Students

The following is a description of the composition of our student body, the various types of scholarships, and the Mentor System, which provides services and guidance to students:

【 Students 】 Composition of the Student Body

The following table shows the number of students (non-Taiwanese students in parentheses) enrolled in each department and program in the first semester of the 2021-22 academic year:

	Bachelor's Students	Master's Students	Part-time Master's Students	Doctoral Students
Department of Business Management	381 (44)	225 (2)		105 (15)
Department of Information Management	218 (28)	121 (2)	108	31 (6)
Department of Finance	208 (14)	89 (3)	81	26 (5)
Institute of Public Affairs Management		48 (1)	116	28 (1)
Institute of Human Resource Management		82 (8)	84	60(8)
Institute of Marketing Communication		74 (12)	73	
MBA in Health Care Management		45		12
MBA in Industrial Technology Graduate Program in Finance Innovation		28		
IBMBA		137 (57)		
GHRM		59 (31)		
Part-time Online MBA in Electronic Commerce and Business Analytics			89	
Part-time MBA in Asia Pacific Human Resource Management			66	
EMBA (including CSEMBA)			280	
Total	807 (86)	908 (116)	897	262 (35)

【 Students 】 Scholarships and Grants

Internal Scholarships and Grants

We offer a range of scholarships to students who are economically disadvantaged, display exceptional dedication to their studies, have excellent academic performance, or want to study abroad. The number of scholarships offered by the College and departments in the past five academic years is as follows:

Scholarship Offered by the College

Scholarship	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021
College of Management Scholarship for Elite Doctoral Students	28	40	40	36	35
Yuanta Foundation Scholarship for Outstanding Talent	2	5	3	3	4
Academic Heritage & Dream Realization International Exchange Scholarship	2	5	6	26	6
Sun Yat-sen Management Education Foundation Scholarship	10	10	10	10	6
College of Management Academic Heritage Grant	10	23	34	39	15
Yuyu Chin Lu Education Foundation Scholarship	10	10	10	10	10
Mr. Jin-Fu Zhong Memorial Scholarship		4	4	4	4
Chinese Management Association – Kaohsiung Branch Management Studies Scholarship	2	2	2	2	2
Total	64	99	109	130	82

Stakeholders Care, Development and Communication

| 4.1 Care and Development for Stakeholders

Departmental Scholarships

Department/ Institute	Scholarship Name	2016- 2017	2017- 2018	2018- 2019	2019- 2020	2020- 2021
Department of Business Management	Mr. Jun-Cheng Wu Memorial Scholarship	10	10	10	5	0
Department of Business Management	Grant for Students Participating in Academic Exchanges at Overseas Universities			18	2	0
Department of Information Management	Faculty Contributed Scholarship	2	3	2	3	4
Department of Information Management	Grants and Scholarships for Students from Mainland China			1	0	1
Department of Information Management	Mr. Xuan-Tang Liang Memorial Scholarship			2	2	1
Department of Finance	Scholarship for Outstanding Graduate Students from Mainland China		3	6	0	3
Department of Finance	"Zi-Cheng and Duo-Mei" grant and scholarship	1	1	3	0	4
Department of Finance	Subsidy to Encourage Students to Participate in Finance Competitions	17	12	0	15	0
Institute of Human Resource Management	Grant and Scholarship for Graduate Students	28	22	26	38	34
IBMBA	National Sun Yat-sen University Scholarships for International Students	0	14	10	2	6
GHRM	National Sun Yat-sen University Scholarships for International Students	0	17	7	2	4
Total		58	82	85	48	57

Overall, the College and its departments offer scholarships to help students focus on their studies or on the things they are interested in exploring without worrying about finances. Over the past five academic years, 330 scholarships have been awarded.

【 Students 】 Mentor System

Each department has a mentor system to provide timely support and counseling for new students' physical and mental needs and to give them advice on life, studies, and career. In every department and institute, each class of freshman and first year graduate students has a mentor system to provide support and guidance. The mentors of each class will take advantage of the relaxed occasion of teacher-student gatherings to understand the situation of each student in a timely manner; those who are unable to attend the teacher-student gatherings can also schedule a one-on-one appointment with the mentor. Whenever students have trouble with their studies or making hard choices, they can turn to their mentors for support and advice.

【 Students 】 Action Learning and International Exchange

In addition to project courses, the College and its departments have introduced a number of Action Learning courses since the 2019-20 academic year. Besides learning management theories and knowledge in class, students will also work in small groups with contracted companies to understand the real problems faced by the companies and collaborate closely with them to find suitable solutions. Through hands-on learning, students will gain practical experience that will facilitate their transition to the workplace after graduation. We also actively cooperate with companies that are owned by our alumni or that employ our alumni, thus increasing the opportunities for students to find internships. Internships are an important way to help students gain a deeper understanding of company operations and early experience in workplace life. For example, the Institute of Human Resource Management has made summer internships mandatory, requiring students to spend the summer interning at a company and completing

Stakeholders Care, Development and Communication

| 4.1 Care and Development for Stakeholders

project research. The Institute of Public Affairs Management emphasizes providing services to local communities, so students must complete summer internships in rural or urban communities.

In addition to practical skills, students need an international perspective when they enter the workplace. Therefore, we are actively working with global business schools to establish partner school relationships or sign a memorandum of understanding so that students can have more options to study abroad. Our students can apply for an exchange program of one semester or one year or for a dual-degree program. Some partner schools also offer short-term overseas study programs from 7 to 14 days during summer and winter breaks. Students can go abroad to expand their horizons, acquire business management knowledge, and interact with people from different countries and cultures. Our partner schools are located in the Americas, Europe, Asia, and Oceania. We have a total of 82 partner schools, 12 of which participate in dual-degree programs with us.

	Academic Year 2017-2018	Academic Year 2018-2019	Academic Year 2019-2020	Academic Year 2020-2021
Exchange students				
Incoming exchange students	189	172	159	9
Outgoing exchange students	127	151	111	19
Dual-degree students				
Incoming dual-degree students	13	12	9	4
Outgoing dual-degree students	15	25	21	4

Note. The low number of incoming and outgoing exchange and dual-degree students can be explained by the outbreak of the COVID-19 pandemic in the Academic Year 2020-2021, which prevented students from traveling abroad for academic exchanges.

4.1.2 Faculty and Staff

[Faculty and Staff] Composition

Faculty Composition:

As of the first semester of the 2021-22 academic year, there are 87 faculty members (32 professors, 25 associate professors, and 30 assistant professors), of whom 81 are full-time and 6 are contract faculty. All of our faculty members have doctoral degrees, 75.9% of which are from overseas. We have 8 foreign faculty members, from the UK, Korea, France, Singapore, Hong Kong, and Sweden.

Countries where our faculty members have earned a doctorate degree:

Country	USA	Taiwan	UK	Japan	Nether	Singapore	Sweden	Korea	Australia	Total
Number of People	45	21	14	2	1	1	1	1	1	87
Percentage	51.7%	24.1%	16.1%	2.3%	1.1%	1.1%	1.1%	1.1%	1.1%	100%

Administrative Team:

The administrative staff includes administrative assistants in the administrative offices, departments, programs, and research centers of the College, with a current total of 56 staff members.

Years of Experience	Less than 5 years	5-10 years	10-15 years	15-20 years	20-25 years	Over 25 years	Total
Number of people	26	10	4	5	9	2	56
Percentage	46.4%	17.9%	7.1%	8.9%	16.1%	3.6%	100.0%

Note. The reason for the high number of administrative staff members with less than 5 years of experience is that most of these are assistants appointed by faculty members through projects.

【 Faculty and Staff 】

University Welfare Resources

In order to take care of our employees' physical and mental health, the university provides a variety of activities and subsidy programs, including annual staff checkups, sports competitions, exercise classes, afternoon tea events, and vocational training.

College Welfare Resources

In addition to various benefits provided by the University, the College of Management also provides various programs for our faculty and staff related to life, scholarships, study, and research. For example, in 2021, we held a "New Faculty Exchange Dinner with Teaching and Research Faculty" to familiarize new faculty members with the teaching, research, and life of the College through the experience of senior faculty. In terms of awards and grants, we have established a system to encourage teachers to conduct research and form research teams. The Management Studies Research Center and various departments and divisions regularly organize lectures, workshops, and seminars in various academic fields to encourage exchange. Some workshops that have been held include: Statistical Analysis, Big Data and Artificial Intelligence for Business Applications, Ministry of Science and Technology Project Writing, among others. Each department also gives lectures on its area of expertise.

| 4.2 Communication with Stakeholders

The channels and frequency of communication with internal and external stakeholders, including students, faculty, staff, alumni, parents, as well as businesses and internships, are as follows:

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

5

Implementation of UN Sustainable Development Goals (SDGs)

5.1 Office of Responsibility and Sustainability Actions (ORSA)

5.2 Grants to ethics, social responsibility and sustainability-related research

5.3 Our Efforts in SDGs

5.4 Performance of Students in Sustainability Competitions

Implementation of UN Sustainable Development Goals (SDGs)

| 5.1 Office of Responsibility and Sustainability Actions (ORSA)

The College established the Office of Responsibility and Sustainability Actions (ORSA) in April 2019, with Professor San-Pui Lam of the Institute of Public Affairs Management as its director. Every year, ORSA co-authors and publishes three quarterly CSR e-newsletters with the departments and publishes the Annual College Social Responsibility Report. ORSA has published the College Social Responsibility Report for 2018, 2019, and 2020 in English and Chinese as well as quarterly e-newsletters since 2019, reporting on the social responsibility activities of each department and the quarterly water and electricity consumption of the College.

| 5.2 Grants to ethics, social responsibility and sustainability-related research

The College offers grants to encourage departments, faculty, and students to engage in ethics, social responsibility, and sustainability (ERS) related activities or research. From the 2018-19 academic year to the 2020-21 academic year, a total of eleven master's students wrote theses related to ERS and received various grants of NTD 10,000-30,000. Applicants came from the Department of Business Management, the Department of Finance, the Institute of Public Affairs Management, the Institute of Human Resource Management, the Institute of Marketing Communication, and IBMBA. Their topics included cooperation across rural communities, accessibility of bus service for people with disabilities, corporate disaster prevention, the relationship between excess cash and social responsibility, university social responsibility, land identification and environmental behavior, social responsibility and employer's brand image, environmental sustainability (e.g., reducing plastic from take-out, fast fashion, etc.), and environmental, social, and governance (ESG) investments. These diverse research topics demonstrate that social responsibility and sustainability are not the sole domain of any one department or specific professional, and that departments can examine and explore issues related to social responsibility from their own areas of expertise.

Academic year	Department/ Institute	Applicant	Thesis advisor	Thesis title
2018/19	Institute of Public Affairs Management	Jie-An Li	Dr. Cheng-Hsun Hsieh	Using Community Coalition Action Theory to Construct the Community Industries Development Model
2018/19	Institute of Public Affairs Management	Yi-Hong Yang	Dr. San-Pui Lam	Problems encountered by persons with disabilities when taking buses and resolution strategies: An example from Kaohsiung
2018/19	Institute of Public Affairs Management	Yun-Chuan Huang	Dr. Wei-Ning Wu	Determinants of Business Disaster Protective Action: A Study of Kaohsiung Hotel Industry
2019/20	Department of Finance	Sih-Ting Lin	Dr. Shih-Sian Jhang	The Relationship between Excess Cash and Corporate Social Responsibility
2019/20	Institute of Public Affairs Management	Liang-Wei Su	Dr. Jui-Kun Kuo and Dr. Cheng-Hsun Hsieh	The Influence of Promoting University Social Responsibility on Students' Willingness in Social Participation
2019/20	IBMBA	Harisatul Agustin	Dr. Yih Jeng	The Construction of ESG (Environmental, Social, Governance) Portfolios Investment and a Comparative Analysis of ESG Portfolios to Conventional Indices
2020/21	Institute of Public Affairs Management	Ming-Chin Li	Dr. San-Pui Lam	Psychological Factors Affecting Consumers' Intention to Minimize Plastic Waste From Their Eating Behavior
2020/21	Institute of Marketing Communication	Wan-Jung Lee	Dr. Shao-Jung Wang	CSR communication effect on social media: Exploring CSR type and source effects on Facebook users' brand recognition and behavioral intention
2020/21	Institute of Human Resource Management	Yi-Ting He	Dr. I-Heng Chen	Work and Corporate Social Responsibility: The Effect of Employee CSR belief on Employer Brand—The Mediating Role of Corporate Hypocrisy and The Moderating Roles of CSR Goals Buy-in
2020/21	Institute of Public Affairs Management	Wen-Shin Lee	Dr. San-Pui Lam	Factors Affecting Consumers' Intention to Avoid Overconsumption of Clothing: An Application of Theory of Planned Behavior and Value-Belief-Norm Theory
2020/21	Institute of Public Affairs Management	Ying-Yu Huang	Dr. Chiung-Ting Chang	Consumers' intentions to reduce the use of plastic bags for takeaway meals and drinks: A case study of night markets in Kaohsiung
2020/21	IBMBA	Yi-Chun Hung	Dr. Thijs A. Velema	How institutional entrepreneurs use territorial identity to promote eco-friendly concepts?

Implementation of UN Sustainable Development Goals (SDGs)

| 5.3 Our Efforts in SDGs

Our departments and programs are committed to promoting the SDGs. In addition to SDG 4 (Quality Education) and SDG 17 (Partnerships for the Goals), each department has adopted 1-2 SDGs according to its specialization or area of interest and has integrated these SDGs in its courses, activities, or lectures. The table below shows the SDGs adopted by each department/institute:



SDGs Selected by Departments/Institutes/Programs

Department/Institute	Adopted Goal (I)		Adopted Goal (II)	
	Goal	Goal Description	Goal	Goal Description
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 common goals (Goal 4 – Quality Education and Goal 17 – Partnerships for the Goals)

SDGs corresponding to the activities organized by the College and departments in 2021:

	Type of Activity	SDG 1	SDG 3	SDG 4	SDG 8	SDG 11	SDG 12	SDG 13	SDG 17
【College of Management】 Carbon Tariffs, Carbon Credit Trading and the Challenges to Taiwanese Industry	Lecture			V	V			V	
【Department of Business Management】 The “Laughing Five Wolves” started their business and donate profits to Doctors Without Borders	Course project		V	V	V				
【Department of Information Management】 Using Machine Learning and Artificial Intelligence for Earthquake Prevention Education and Reducing Exposure to Infections	Teaching		V	V					V
【Department of Finance】 Integrating the CSR Spirit into Teaching, Service and Research	Teaching, service, research			V				V	V
【Institute of Public Affairs Management】 Sustainable Social Responsibility During the Pandemic	Course project	V		V	V	V			V
【Institute of Human Resource Management】 Current Students and Alumni Join in Career Activities to Help More Job Seekers	Activities				V				V
【Institute of Marketing Communication】 Learning by Doing “Marketing Communications Strategy” Helps Non-Profit Organizations Get Creative	Course project			V	V				V
【IBMBA】 Giving Back After the Social Enterprise Competition, Prize Money Donated to Elementary School Baseball Fund	Event			V					V
【GHRM MBA】 Promoting Practical Learning through the Course “Corporate Ethics and Social Responsibility”	Course project			V			V		V
【EMBA】 Initiative to Support Flying Angels	Event	V							V

SDG 1: No poverty; SDG 3: Good health and well-being; SDG 4: Quality education; SDG 8: Decent work and economic growth; SDG 11 Sustainable cities and communities; SDG 12: Responsible consumption and production; SDG 13: Climate action; SDG 17: Partnerships for the goals

【 College of Management 】

Carbon Tariffs, Carbon Credit Trading and the Challenges to Taiwanese Industry

With the increasing international attention on carbon tariffs and carbon trading, the ORSA and the Department of Finance co-organized a lecture entitled “Carbon Tariffs, Carbon Trading and the Challenges to Taiwanese Industry” on November 23, 2021, and invited Hsin-Yu Hsueh, the Chief Operating Officer of Hopeful Carbon Offset Company, to share his insights and experiences on this topic.

At the beginning of his lecture, Mr. Hsueh predicted that “the carbon trading industry will become one of the most popular industries in the world in the next few decades.” As countries pay more attention to global warming and climate change issues, all industries are becoming closely related to carbon trading. Unlike in the past, in addition to the existing cost of products, companies now need to also factor in carbon costs. If the cost of carbon is higher than the profit, the company risks going out of business. From now on, all companies have to evaluate whether their profits are higher than the cost of carbon or transfer the excessive cost of carbon to suppliers.

During his presentation, Mr. Hsueh mentioned two major international standards, ISO 14067 and the Emissions Trading Scheme (ETS). In the past, Taiwan's calculation method only included the carbon cost on the production side. This changed in 2020 when the Environmental Protection Agency announced the ISO 14067 standard, expanding the scope of carbon cost calculation to cover everything from mining to importation, including the source carbon of transportation, the process carbon of production by suppliers, and the end carbon of product use and recycling by the customer.

There are a few recognized standards around the world for how carbon credits are certified and traded, such as the EU Emissions Trading

System (ETS). Each country sets the standard emissions for each type of companies. If a company's emissions are higher than the standard, they must either reduce their emissions or buy carbon credits from other companies. In recent years, the U.S., China, and Japan have been following suit actively. Such standards will soon become a trading restriction imposed by large countries on smaller countries. Mr. Hsueh mentioned that “the cost of carbon will continue to rise, which will be detrimental to countries and companies that join later, making it difficult for them to survive.” The only way for Taiwan to enjoy the benefits of free quotas and to avoid the most stringent standard scrutiny is to join the ETS as soon as possible.

Mr. Hsueh said, “This is going to be a terrible trade war all over the world.” In the future, the real competition won't be in the products, but in the calculation of carbon cost. Companies should be the first to educate their buyers on how to identify and verify carbon footprint and carbon neutrality certification.

The final question from a student was “Is there a chance for Taiwan to have its own carbon platform in the future like in Singapore?” Mr. Hsueh believes that it depends on whether Taiwanese companies are willing to strictly comply with international standards for carbon disclosure. In addition, since Taiwan is starting late, it is necessary to comply with the ETS system as soon as possible.

【 Department of Business Management 】 The “Laughing Five Wolves” started their business and donate profits to Doctors Without Borders

A ray of warmth from National Sun Yat-sen University in the Era of the Pandemic – Interview with “Laughing Five Wolves”

Assistant Professor Chih-yuan Wang of our Department of Business Management led his students to simulate and put into practice an “emerging industry topic,” requiring students to complete the mission of creating a product. This interview was conducted with five undergraduate students in their senior year, also known as “Laughing Five Wolves.” They are concerned about the impact of the pandemic on Taiwan and realized that although it has subsided, it has made a lasting impact on the hearts and minds of Taiwanese people. The concept of “Laughing Five Wolves” is a cultural creative product based on their studies in the Department of Business Management in the context of the COVID-19 global pandemic. Using their expertise, they designed a series of flower illustrations as “COVID-19 Cultural and Creative Products,” hoping to remind everyone that the pandemic still exists and to avoid relaxing about it, as well as to heal us from the pandemic.



疫起笑吧

(Translator's note: This is a play on words. Read aloud, it sounds like “Let's smile together,” but one of the characters is substituted for the similar-sounding character meaning “pandemic.”)

Even more remarkably, the proceeds from the merchandise, after deducting the operating costs, NTD 2,000 was donated to Doctors Without Border for the COVID-19 relief, so that assistance can be most effectively provided to those who need it most and so that people suffering from the pandemic can smile again. Laughing Five Wolves say: “We hope that through our small efforts, we can make a big difference in the world.”

You can see examples of their products below:

Canvas Bag



The team combined an image related to the pandemic (lungs) with flowers to appeal to the existence of the pandemic through this design.

We hope that when people use our products in their daily lives, it will serve as a reminder and convey positive connotations such as our hope of victory over the pandemic through the image of blossoming flowers.

Postcard



We used the Spanish translation of corona as “flower crown”, hoping to convey hope and victory over the epidemic through the language of various flowers.

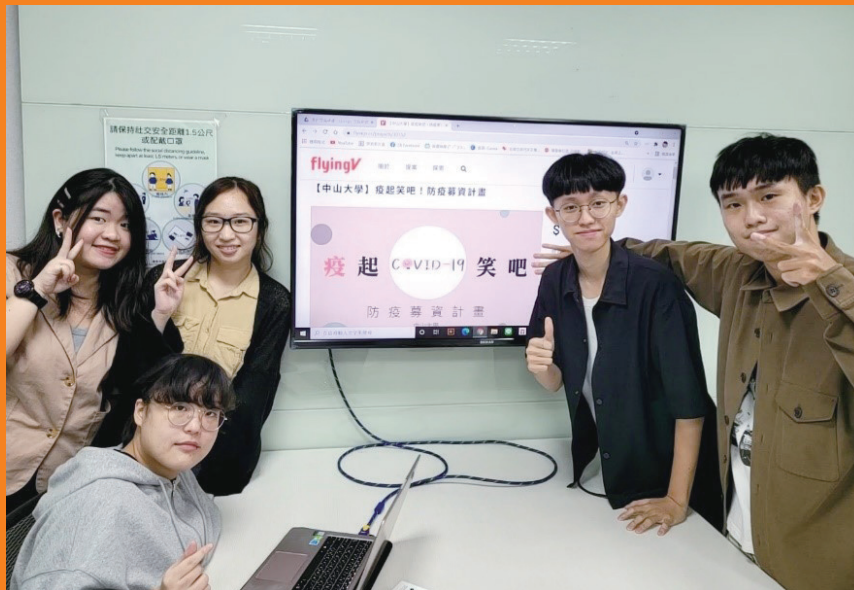
Cup holder



The “14+7=smiley face” design was meant to remind people who enter the country from abroad to comply with the 14-day home quarantine and 7-day self-health management so that they can return to their normal lives after the quarantine period.

The greatest reward for “Laughing Five Wolves” is not only to make a group of like-minded friends, but also to apply what they have learned in class and experience the planning process, business model, and marketing strategy diversification of a product from the initial idea to the final product.

Laughing Five Wolves: “The biggest advantage of this project for us is to simulate the feeling of starting a business – developing the spirit of the project, coming up with a business model, finding vendors, designing products, controlling costs, etc. During this entrepreneurial practice, we actually went through the production process from nothing to something. We realized what we did right, what we did wrong, and the impact of each of them. And we learned how to make an idea hit home. Then, through our own hands-on efforts, we could realize the magic of applying our knowledge. The most important thing is that we learn, we gain, we give, and we give back.”



“Laughing Five Wolves” Team, from left to right: Ching-Ju Wang, Chi-an Su, Kai-Ting Li, Kuan-Hao Chen, and Pin-Wei Kuo

【 Department of Information Management 】 Using Machine Learning and Artificial Intelligence for Earthquake Prevention Education and Reducing Exposure to Infections

Each year, the Department of Information Management offers special topic courses in the second semester for third year students and in the first semester for fourth year students. Students work in small groups to gain experience in system implementation, improve teamwork skills, and develop their own projects using what they have learned. In recent years, we have continued to emphasize social responsibility and sustainable development, and we have seen professors and students incorporate social responsibility and sustainable development into their project outcomes, designing effective solutions for earthquake disaster management and relief systems as well as elevator safety and pandemic prevention proposals.

「 Save Your Life 」 Earthquake education from an app

Located at the border of the Philippine Sea Plate and the Eurasian Plate, Taiwan averages over 500 earthquakes a year that are 4 or higher on the Richter scale. The most serious one was the “921 earthquake” on

September 21, 1999, a 7.3 ML earthquake which not only took more than 2,000 lives overnight, but also caused incalculable damage and mental trauma that has become an indelible pain in the hearts of all Taiwanese people. In 2003, the Severe Acute Respiratory Syndrome (SARS) epidemic spread to 29 countries

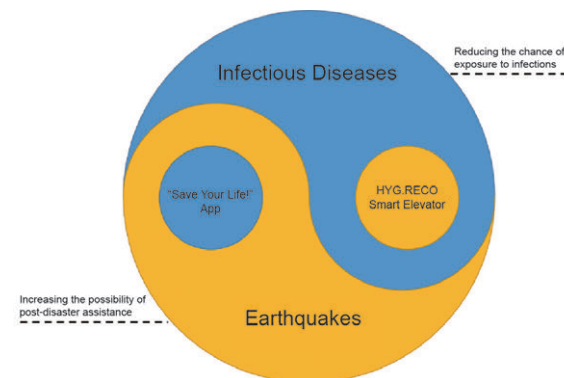


Image 1: Solution Concept Development

and regions, causing more than 8,000 infections and 700 deaths worldwide. The COVID-19 pandemic spread to 192 countries and regions and had already resulted in more than 148 million confirmed cases and more than 3 million deaths when students decided to design an elevator to help stop its spread.

In the face of unpredictable disasters, we can only prepare in advance and try to reduce the impact of the disaster as much as possible. The Department of Information Management faculty and students proposed the concept of “Save Your Life!” app, with the goal of helping people prepare for earthquakes and increase the possibility of rescue in the event of a disaster. In terms of the COVID-19 pandemic, elevators are a common place for infections to spread, so finding ways to reduce contact between people’s hands and the elevator surfaces is an important part of disease prevention. The concept of the “HYG.RECO Smart Elevator” is to design smart elevators to reduce people's exposure to viruses in elevators and lower the chance of transmission.

The design concept of the “Save Your Life!” app system is based on smart phones and mobile communication, necessities of modern life. The information included:

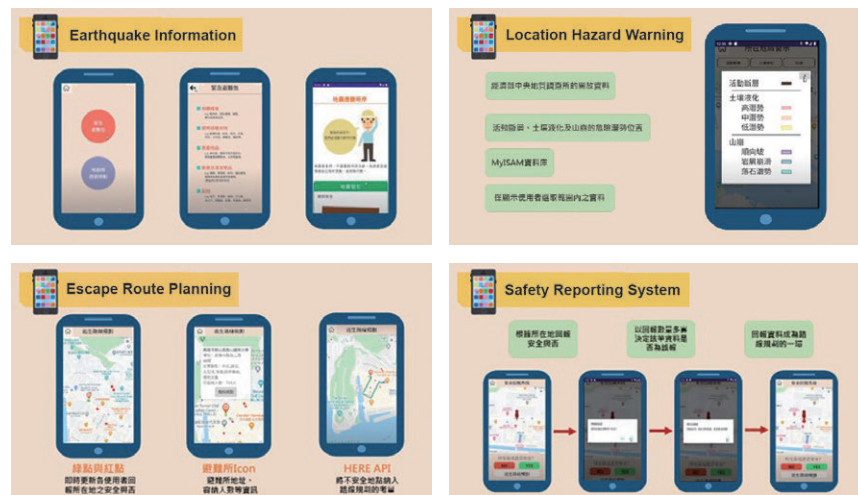


Image 2: “Save Your Life!” app system function diagram

The app provides:

(1) Earthquake Information:

This section provides an emergency evacuation kit preparation list so that users can clearly understand what materials need to be prepared in advance, as well as a visual earthquake response time sequence so that users understand the correct way to respond during various periods of an earthquake in order to maximize their chance of survival.

(2) Location Hazard Warning:

The app provides information on whether the user's location has the potential for soil liquefaction, active faults, or landslides.

(3) Safety Report System:

After an earthquake, users can report whether the area they are currently in is safe or not through the Safety Report System. This reported data will be presented on the escape route planning page, and the system will avoid routes through unsafe areas.

(4) Escape route planning:

Escape routes are planned based on real-time information from the safety report system. You can also search the map for the evacuation shelter address of each area, the number of people to be accommodated, and the recommended route to the evacuation shelter.

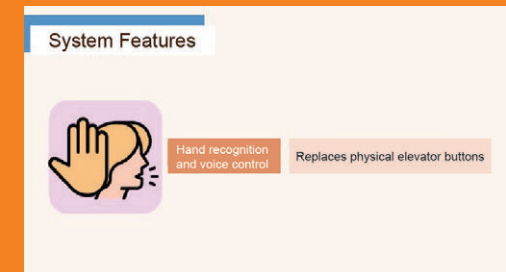
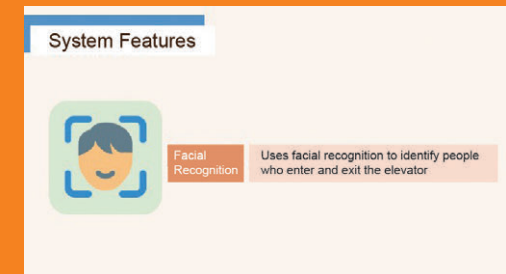


Image 3: HYG.RECO Smart Elevator System Features

The HYG.RECO Smart Elevator reduces exposure to infection and protects public health

With the development of modern cities, elevators have become one of the public areas that people most often come into close contact with each other. Whether they are going home, going to work, or going to school, people often take the elevator, a confined and narrow public space. The large number of people going in and out of elevators raises two problems: public health concerns and safety issues.

If someone coughs or sneezes in an elevator, droplet transmission is very likely. Elevator buttons are another way diseases can spread. If an infected person touches an elevator button without washing their hands, it can leave virus on the button, which another user might touch. If another user gets virus on their hands by touching a button and then touches their mouth or nose, this can cause contact transmission.

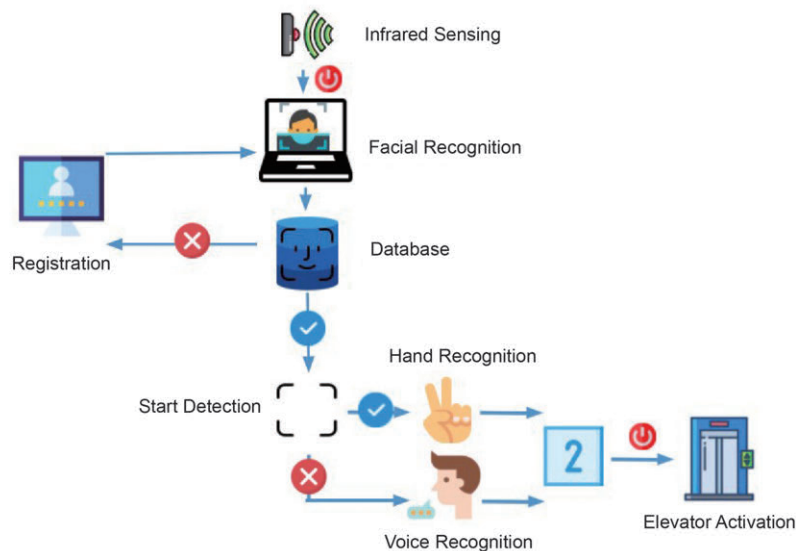


Image 4: Operation Principle of the HYG.RECO Smart Elevator System

The HYG.RECO Smart Elevator system design concept combines facial recognition, speech recognition, and gesture recognition with machine learning technologies.

The facial recognition function can record who enters and exits the elevator. Gesture or voice recognition can replace elevator buttons, reducing the need for passengers to touch the surfaces of the elevator and providing a safe and hygienic riding experience for all elevator users.

The faculty and students of the Department of Information Management are using their expertise in Machine Learning and Artificial Intelligence (AI) to provide early disaster warnings and risk reduction. They have been working to develop and design effective solutions for earthquake disaster management and relief systems as well as elevator safety and disease control.

Their earthquake disaster management and relief system combines machine learning with cell phone movement data, user safety conditions, dangerous road conditions, and disaster locations. It integrates powerful cloud computing resources in order to rapidly and efficiently allocate relief personnel and resources when an earthquake strikes, as well as allocating subsequent disaster relief resources to enhance the speed and accuracy of rescue efforts.

The HYG.RECO Smart Elevator involves the application of many new AI technologies and the integration between technologies, especially the integration of audio and video systems and their application in the elevator, an essential part of modern daily life. Besides being unique, it provides a practical and integrated solution for elevator safety and disease control prevention.

Sources:

Associate Professor Yu-Cheng Yang and students Yueh-Hsien Lin, Chung-Yu Weng, Ching-Han Huang, Yu-Ting Tsai, Lin-Cheng Cheng, and Yu-Han Kung

Assistant Professor Hui-Fang Yang and students Wan-Chen Li, Pin-Hsuan He, En-Yu Tsui, Chiung-Yun Chang, Che-An Kuo, and Han-Cheng Hsiao

【 Department of Finance 】

Integrating the CSR Spirit into Teaching, Service and Research

The Department of Finance not only teaches students professional financial knowledge, but also focuses on corporate social responsibility (CSR). In recent years, the faculty has gradually integrated CSR into their teaching, service, and research. As an example of teaching, Professor Yih Jeng of the Department of Finance offered a micro-credit course and invited a team of industry leaders to teach the class with him: Po-Shou Chen, Chairman of Taiwan Social Entrepreneurship; Hui-Lin Wei, Executive Director of Taiwan Social Entrepreneurship; Tzu-Ang Yu, Co-founder of GoodWill Food; and Lin Ying, Co-founder of AgriGaia. The course analyzes the strategic CSR cases of the top 100 domestic enterprises, explains the differences between Corporate Social Responsibility and social enterprises, and combines the spirit of buying power with the perspective of social enterprises and public relations operations, so as to achieve the goal of helping the next generation of business talents and cultivate the high-level public relations talents needed by enterprises in the future.



Committed to social enterprise, Professor Jeng also invited Tao-Kuei Wu, Co-founder of Taiwan Impact Investment Association, to offer a micro-credit course called “Impact Investment and Technology” to teach students how to analyze the relationship between environmental sustainability and business operations from the perspective of impact investment. This course was integrated with the 2021 Asia Pacific Social Innovation Summit and focused on investing in Asia, which not only allowed students to understand the causes and importance of impact investment, but also the career opportunities derived from it. The course also provided talent development by first explaining the investment tools of asset management so that students can understand how to mobilize private capital for impact investing through investment tools, as well as introducing impact assessment to provide a comprehensive knowledge of impact investing. Professor Jeng's class not only promoted impact investment, but also nurtured related financial talents. In the group report, the cases analyzed incorporated technology and creative ideas, and the participating students established an impact organization to continuously promote the development of impact products and impact investment promotion activities. After completing the course, one student said, “I had little understanding of the field of impact investing, but after the course, I had gained a preliminary and more profound understanding of the field, which allowed me to learn more about it and even put it into practice.”

Whiteboard forum for online courses

In addition to offering courses for undergraduate and graduate students, Department of Finance Professor Chun-Hua Tang has been helping high school teachers and students learn about finance and business management through various workshops and courses, and to allow high school students to get a head start on preparing

their learning portfolios. Dr. Tang provides high school teachers with teaching resources and shares his experience in teaching financial management, assisting them in offering finance-related elective courses in their schools. This can promote the knowledge of financial management in high school and help students explore whether they might be interested in pursuing finance in university. In addition, many high school teachers and students would like to understand how to prepare for the new college entrance examination program, which will be implemented in 2022. Therefore, Dr. Tang assisted participants in understanding the new system through several online meetings and offered advice for high school students who will be participating in individual college applications in 2022 and 2023. Dr. Tang has been sharing his knowledge and experience with high school teachers and students from all of Taiwan's counties and outlying islands since March 2021, along with some activities where the main participants are concentrated in specific areas such as Taichung, Chiayi, Changhua, and Kaohsiung. The topics have included regional enrichment workshops in the field of finance and business management (sharing his experience on how to teach finance), introduction to university finance departments and curriculum, introduction to stock fundamentals, etc. More than ten physical and online sharing sessions have been held, with the total number of participants in all sessions exceeding 750.

Event Photos:



1. 4/16/2021 Chiayi County Yung Ching Senior High School



2. 4/21/2021 Kaohsiung Municipal Cianjhen Senior High School



In addition to research on finance, investment, and corporate governance, graduate students of the Department of Finance, under the supervision of Professor Zhi-Yuan Feng, have begun to study the relationship between corporate social responsibility, climate change, and investment. For example, Yu-Hung Lu wrote his master's thesis on "The Impact of Climate Disasters on Corporate Investment Decisions: A Case Study of U.S. Companies." He found that in recent years, the frequency of extreme weather events has been increasing and the losses and damages caused are often very serious. A review of the literature reveals that past disaster experiences can have an over-amplifying effect on an individual's future decision-making behavior, often leading to conservative behavior and even inappropriate decisions. Therefore, Yu-Hung wanted to know how the research on decision making behavior applied to companies. If we look at companies rather than individuals, will they also tend to become more conservative due to previous experiences with disaster and choose to pursue lower risk and stability? He and Dr. Feng looked at 22 hurricanes and 4 tropical cyclones in the U.S. and examined the impact of these catastrophes on the investment policies of U.S. listed companies. They found that companies located in the disaster area experienced a significant decline in both long-term and short-term investments after the disaster. Subsequently, two robustness tests were conducted for different sample times and to test the impact of the financial crisis. The results of the robustness tests reaffirm the study's prediction that companies tend to become more conservative in the aftermath of a disaster.

【 Institute of Public Affairs Management 】 Sustainable Social Responsibility During the Pandemic

In line with international trends in management education, the Institute of Public Affairs Management offers a "Field Project in Public Affairs Management" course to give students the opportunity to get out of the classroom and apply what they have learned to real situations. This course focuses on creating concrete and practical solutions to public affairs issues in the community or region while also strengthening students' job skills and giving them practical training that will make them more employable in the future. In Spring 2021, the students of this course are divided into two internship groups. One group, supervised by Assistant Professor Cheng-Hsun Hsieh, conducted a "community cultural memory recipe project" in the Nansheng Community in Kaohsiung City's Cishan District, while the other group, supervised by Mr. Hsu-Sheng Hsieh, assisted Kaohsiung's Luzhongmiao Community in constructing and promoting a "Citizen Café collaborates with i-Voting Public Participation System."

This is the third year that the students and faculty of the Institute of Public Affairs Management have collaborated with the Nansheng Community in Cishan District. In the first year, students used design thinking to create new uses of waste lychee wood. They designed handmade lychee wood tableware and packaging and standardized a DIY experience for tourists. In the second year, students helped residents produce a record of oral history and made local educational materials about the culture of the military dependents' village. They also worked with the residents to create locally-inspired paper pulp statues, transforming the green public space into a more pleasant space. For 2021, it was decided through discussions with residents to use the cuisines of the diverse local communities as the starting point of the third year of the project. Students interviewed community members of different ethnic groups (including Waishengren, Minnan, Hakka, and residents of foreign origin) about their cultural memories and selected dishes to represent the traditional cuisines of Kaixuan New Village and Tusi New Village (Da Chen Island traditional cuisine) or local ingredients. Students then interviewed the community's culinary experts about the stories behind their dishes and held a "hands-on cooking workshop" to record the practices, images, and stories behind each traditional dish, giving students and community members the opportunity to participate in discussions and co-learning with the purpose of preserving local cultural heritage. The final products of the project was a short documentary film and a cultural recipe storybook. The project will increase the charm and economic income of the community through local creativity. It will allow residents to serve local meals as part of cultural visits and establish local restaurants as well as providing local tour guides with cultural material to share with visitors.



Image 1: Community research – A resident recounting stories of life in the military dependents' village



Image 2: Community research –Explaining the process of cultivating jade purse lychee



Image 3: Project proposal writing course – Practical discussion results

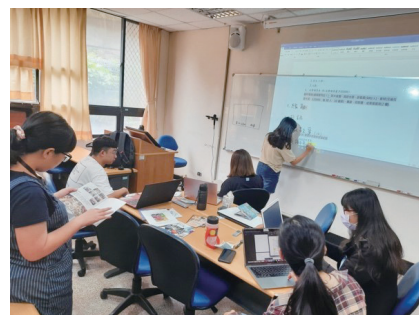


Image 4: Internal working meeting – Internship planning

Collaboration with Luzhongmiao Community is in its second year. In 2020, with the assistance of the Institute of Public Affairs Management and by the community's own motivation, a “Community Time Bank” was established, including a “Time Store” and a “Time Café,” in which residents can exchange “time currency” earned through community service for goods or services, increasing the sense of community among residents. In 2021, the focus was on expanding the target audience of the project, for example to youth groups and building residents, as well as encouraging residents to extend their concern for the community from their own private sphere to public issues in order to strengthen civic awareness, an important issue in community building. Therefore, the primary goal of the 2021 internship in the Luzhongmiao Community was to benefit community members and give substance to the existing Time Café

community, by shaping a “Citizen Café” in the same space as a venue for public participation to encourage civic empowerment and by designing an “i-Voting” community self-determination system based on public dialogues in the Citizen Café.

Despite the challenges of the pandemic, the Institute of Public Affairs Management team has interviewed core community members virtually as well as traditional communication methods to gather information about the community development process, residents' emotional connection to the community, and their issues of concern. Through the construction of a community network marketing platform and membership recruitment, the team helped the community discover its own value, increasing community residents' mutual empathy and willingness to participate in public affairs. The goal is to enable residents to better understand and identify with the community. All of these efforts will contribute to the implementation of the main goals of the project after the pandemic has subsided: the design and implementation of the Citizen Café and i-Voting systems; the proposal, discussion, and resolution of public issues in the community through resident participation; the empowerment and determination of the community residents; the movement towards a community model of public participation and civic self-determination; and the guidance of students in the implementation of the university's social responsibility.



Image 5: The student team participating in a CSR training course



Image 6: The student team at the community's activity center



Image 8: A student interviewing a community resident



Image 7: The student team discussing the implementation system of "Citizen Café" collaborates with i-Voting" with a community leader

[Institute of Human Resource Management]

Current Students and Alumni Join in Career Activities to Help More Job Seekers

In order to promote employment opportunities, Yen-Ting Chen of the Institute of Human Resource Management participated in the 2019 Be a Giver campaign of the 104 Job Bank to help job seekers revise their resumes and improve their interview skills. In 2020, Chi-Ting Yeh, a student in the vocational training program, continued this spirit by participating in the event “A Gift for Graduates: 104 Job Bank & 100 Companies Free Resume Clinic.” She used her experience as an HR professional in the technology industry to give free resume workshops to job-seekers or those who had encounter difficulties in changing jobs and to teach resume writing and interviewing skills. At the end of 2020, Yun-Hsuan Li, another student in the master's program, also volunteered to participate in 104's Be a Giver event, helping 44 job seekers write and improve their resumes in just two months.

In 2021, current student Tzu-Hsiang Hung continued the spirit of these older students and used what he learned in class to become a “Young Giver” for the 104 Campus Manager project. Although he does not have as much work experience to help job seekers improve their resumes, Tzu-Hsiang used the resources provided by 104 Job Bank to hold briefings and share practical online resources with students who want to find internships. At the same time, Tzu-Hsiang reported the needs of the students back to 104 Job Bank and assisted in matchmaking to increase the chances of internship interviews and acceptance. Tzu-Hsiang said, “Even if we simply chat, it seems that we have become the Giver who helps people without realizing it.” Wanting to help people, he decided to participate in the Young Giver project, hoping to expand his influence through the human resources experience and the profession he is learning at the Institute of Human Resource Management.

The Institute of Human Resource Management alumni who have graduated over the years have accumulated a wealth of experience in the workplace. Believing that the Giver program could help more people, three alumni – director of Cross-Straight Human Resources, Chuan Lin; head of a human resources consulting firm, Hsiung-Chiao Chang; and consultant Li-Mei Su – formed a group to participate in the 104 “Be a Giver” mentorship program. The role of “Giver” students like Yen-Ting Chen and Chi-Ting Yeh is mainly to directly help job-seekers, while the Giver Mentors Chuan Lin, Hsiung-Chiao Chang and Li-Mei Su not only provide resume editing and interview advice, but also help Young Givers develop their skills and experience, which has a long-term impact. Through their rich experience in the industry, they have helped the Givers hone their professional skills and clarify their career direction, hoping that their experience in various industries can be passed on to the next generation of talented young people and nurture talents for the human resources field in Taiwan.



Image 1: Participants of the Giver Project, alumni Li-Mei Su (center) and current student, Tzu-Hsiang Hung (right)



Image 2: Institute of Human Resource Management alumni in the Giver Mentorship Program project, Li-Mei Su (second from left) and Hsiung-Chiao Chang (second from right)

【 Institute of Marketing Communication 】 Learning by Doing “Marketing Communications Strategy” Helps Non-Profit Organizations Get Creative

Written by student Ting-Jung Huang

When marketing is no longer just an exercise on paper, students actually leave the classroom in the hope of creating a new empathetic connection between campus and society. To that end, Professor An-Shou Cheng from the College's Institute of Marketing Communication offered a course on “Marketing Communication Strategy.” Through theories and principles of Integrated Marketing Communication (IMC), he guided students to understand different marketing tools and planning techniques. This in-class learning was supplemented by “learning-by-doing,” as students were encouraged to visit local NPOs. After understanding how different organizations operate and plan their operations, the students use what they have learned in class to further assist the organizations in planning their marketing communication strategies and actually applying them through the appropriate marketing tools.

Going out of the classroom can help students better understand the real needs of society. The class was divided into six groups, each of which selected a different NPO to work with. After several on-site visits and online discussions, each group analyzed the problems and dilemmas faced by the organization in the market environment, and then conducted in-depth interviews to better understand the needs of the organization and propose solutions and suggestions for improvement. For example, two of the groups chose animal protection-related NPOs, namely Kaohsiung Association of Caring for Stray Animals and Kaohsiung Stray Animal Conservation Association, and a common weakness of both organizations was the lack of exposure to information channels. As a result, the groups assisted the organizations in adjusting and optimizing the marketing content of their official websites and in creating relevant social networking sites, such as Facebook donor groups, in order to increase the organizations’ exposure and allow potential donors to find information about them more efficiently.



▲ Professor An-Shou Cheng leads students in an in-depth interview with Kaohsiung Stray Animal Conservation Association.

On the theme of community outreach and urban and rural sustainability, one group visited the Longjing Happy Learning Community Development Association to discuss the pain points of their existing marketing strategy with the association through environmental analysis. They also suggested optimizing the content of the association's Facebook page, updating the style, and filming a documentary of the association's activities in order to reinforce the cohesion of Longjing neighborhood residents as well as to encourage them to participate in activities to preserve the history and culture of the community. Another group visited the Kaohsiung Public Affairs Development Association to learn about the planning of various issues related to the city from the perspective of a third party. Through content marketing and event planning, students encouraged citizens to pay attention to the pulse of the city they live in. In addition, the association's Facebook page was used to post information and interact with the public in real time to increase the exposure and reach of the organization.



▲ Students assist the Longjing Happy Learning Community Development Association in redesigning its online marketing content.

The group collaborating with World Vision Taiwan focused on the SDG concepts of eradicating hunger and reducing inequality. They launched the “Love Young Project” e-newsletter and also planned a celebrity video relay campaign called “One basketball, pass the ball for love” in the hopes of inviting the public to participate through public relations activities. At the same time, the group aimed to revamp the “Love Young Project” donation campaign page to unify the information flow with a content marketing approach in order to have a clearer and more understandable layout for direct dialogue with the public.

The last group worked with the Bolin Puppet Theater Company. Arts and cultural activities have been greatly affected by the pandemic, and volunteer performances in the community and on campus have been suspended. Therefore, this group assisted the theater company in applying for the “Support Good Stores Plan,” a public fundraising project, and wrote a proposal for cross-industry cooperation with department stores, hoping to increase the chances of having more performances and exposure for the company.



▲ Students assist the Bolin Puppet Theater Company in public fundraising and creating a business cooperation plan.

Society is constructed from complex and multi-faceted issues. The six groups each went to different non-profit organizations and learned about different aspects of these issues. While the groups planned their marketing communication strategies, industry experts such as I-Chien Yen, Director of Tien Chuang Communications, and Cheng-Hsueh Li, Executive Director of KR Marketing, were invited into the classroom to guide the students through social media advertising, keyword placement, and other marketing practices. At the end of the course, Cheng-Hsueh Li was invited to be the judge of the final report, giving feedback and suggestions to the students after the project planning.

“Marketing and communication strategies are not cold theoretical knowledge; how to turn intangible knowledge into tangible action and apply it in society is an important part of life,” Professor Cheng said. Feedback from the non-profit organizations after the course was positive. For example, the Kaohsiung Association of Caring for Stray Animals said, “The students’ project was carefully planned and impressive,” and World Vision Taiwan also recognized the students’ planning and dedication to the issue. The students said they hoped more courses would be offered that combine theory and practice so that they can use the knowledge obtained in classroom and give back to the society.



▲ Group photo of the Marketing Communications Strategy course

【 IBMBA 】

Giving Back After the Social Enterprise Competition, Prize Money Donated to Elementary School Baseball Fund

Written by student Yen-Chu Lai

IBMBA students Jessica Lai (Taiwan), Amanda Leigh (USA), Blake Nipper (USA), and Rachel Marie Law (USA) and IMAPA student Nohelia Rivera (Peru) formed a multinational team, “Avengers,” to develop a proposal involving education, culture, and creativity. Their social enterprise proposal “English for Indigenous Community (EFIC)” passed the preliminary round of the 6th “Digital Technology, Sustainable Development, and Social Enterprise Proposal Competition” in 2020 and was awarded the silver medal among 15 finalists.

It is worth mentioning that the team decided to donate all NTD 20,000 of the prize money to the baseball fund of Gushan Elementary School in order to thank all the teachers and founders for support of their proposal. They hope to inspire the children of the baseball team to be brave enough to pursue their dreams and have the courage to build their dreams!

The 2020 Digital Technology, Sustainable Development, and Social Enterprise Proposal Competition was divided into two stages. After passing the written review of the proposal in the first stage, the finalist teams were given the opportunity to present their proposals to the venture capitalists in the second stage. The Avengers team, taking their personal experience and professional expertise as the starting point combined with the topical “2030 Bilingual National Policy,” proposed the creation of “English for Indigenous Community (EFIC)” as a project to improve social issues such as the uneven distribution of educational resources and the examination-oriented English teaching model in Taiwan.

How did you get your proposal noticed by venture capitalists?

1. A data-based presentation of market survey results and customer feedback is key. “We conducted several market tests on the proposed

product and sent out questionnaires to collect information on customer satisfaction, willingness to buy, and willingness to pay for the proposed product,” said Jessica Lai. Amanda added, “Through the market tests, I learned that providing students with a localized and customized English curriculum design is the most effective way to increase learners’ motivation to learn English. In addition, if the foreign teacher speaks Chinese, it is easier to bring the learners closer to the teacher and facilitate the planning of the program. Of course, financial planning is also important, and the proposal must clearly present expenses, profits, and losses.”

2. The diversity and experience of our team are our biggest advantages. “Although we come from different countries and have different backgrounds, we all have the same goal, which allows us to communicate effectively and generate more creative ideas,” said Rachel. Blake went on to say that even though the competition is over, the team is still working to put their proposal into practice. “The BECOURSE Business English Conversation Course is our contextualized business English course for companies, and we welcome inquiries (Blake, tai.nipper@gmail.com).”

Finally, the team would like to especially thank Department of Finance Professor Yih Jeng who is the Director of the Social Enterprise Development and Research Center; Yu-Shan Kao, Principal of Gushan Elementary School; and Chi-Hung Kuo, Principal of Shilong Elementary School Principal for their careful guidance. We would also like to thank the organizers, who, in order to give the finalists a better understanding of developing social enterprise business models, organized a “Social Enterprise Business Model Innovation Workshop” and led the students to visit the Sunny Bubao Cloth Bag Workshop and the Shanlin-Gourd-Art Workshop. Avengers team member Nohelia said that the two-day workshop was very beneficial to her. “We understood more deeply that successful social enterprises have a clear

and well-developed operational framework, so we re-examined our proposal and made further amendments for feasibility and continuity, which helped us get the silver medal.”



Avengers Team Photo



Sunny Bubao Cloth Bag Workshop

【 GHRM MBA 】

Promoting Practical Learning through the Course “Corporate Ethics and Social Responsibility”

In the past, most courses were taught through classroom lectures, with the instructors responsible for doing the lecturing. That is not the case with this semester's “Corporate Ethics and Social Responsibility,” offered in English by Professor Ryan Brading. Lectures in this course were limited; students were also encouraged to participate in social competitions and community cooperation projects. Through practical learning, students could understand how to approach the needs of society and develop a deeper understanding of SDGs as they reflected on how to apply them to their work and life and to influence more people in the future.

The course was entirely in English. In addition to the professor from the UK, there were 15 students, 7 of whom are international students. The class was divided into four multinational teams. The communication between the foreign professor, the multinational teams and the local community in Kaohsiung was a test of the team members' cooperation, division of labor, and other project management skills.

Two groups of students collaborated with the Luzhongmiao Community Development Association on the following Christmas projects:

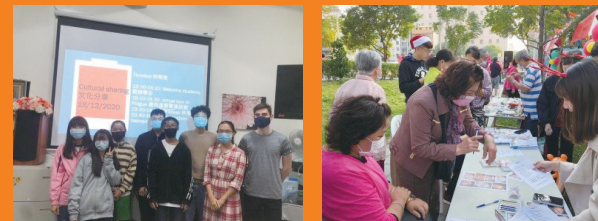
A Christmas market stand, offering Christmas tattoos, SDG promotion, and cross-cultural sharing

The students set up a booth at the Christmas market and not only provided Christmas tattoos services, but also promoted SDGs and took advantage of the multinational team to share Vietnamese and Czech Christmas culture with the community.

Practical involvement in understanding SDGs, leveraging the strengths of multinational teams and offering cross-cultural sharing

Another group of students collaborated with the Shepherd Life Association. They participated in a music concert in October 2020 and interviewed members of the association to learn more about the association's operations. They discussed the future activities of the association and proposed ways for them to integrate SDGs. The students also took advantage of the international composition of their group to organize a cross-cultural sharing event with the Czech and Vietnamese students in December 2020.

Intercultural Sharing at Shepherd Life Association Christmas Market Temporary Tattoos



PET Bottles turned into a creative and eco-friendly Christmas tree



【 EMBA 】

Initiative to Support Flying Angels

Since its establishment by EMBA students, Kaohsiung Sunshine Social Care Association has aimed to support the socially disadvantaged and give back to society by improving the quality of care for at-risk youth and elderly and the quality of life of rural communities. To this end the association strives to bring together business people who are interested in making a positive impact on rural or poor children with developmental delays, disadvantaged farmers, and elderly suffering from dementia by raising social resources through business management expertise.

In the past, the link between companies and external disadvantaged groups was mainly through donations and subsidized training courses. However, in 2020, as the world experienced the COVID-19 pandemic, industry and the economy also suffered greatly, reducing the willingness and ability of corporations and the private sector to donate. At the same time, for many vulnerable groups, the pandemic has led to shortened working hours for parents and pay cuts or unemployment have directly impacted their families' livelihoods. All of these unfavorable factors have made the living conditions of these vulnerable people even worse.

Therefore, in 2020, the Kaohsiung Sunshine Social Care Association not only donated 2 million NTD and 600 items but also held the first Dream Wings Music and Art Festival with the Flying Angel Shelter and Kaohsiung City Cerebral Palsy Association at the end of year. Through a garden party and music performances by local bands and by children with cerebral palsy, we hoped to improve the existing welfare services and accelerate the construction of the dream of “building a family” by involving the public. In addition to

promoting Taiwan's local brands, the participating companies (most of which were founded by EMBA alumni) also donated all the proceeds from the charity sale to fulfill the dream of a home for children with cerebral palsy. The children of Flying Angels also thanked the public for their help through their performances.

As the pandemic hasn't slowed down in 2021, there are many groups that are still in urgent need of help and supplies. The Kaohsiung Sunshine Social Care Association is planning to combine public welfare with the golf tournament that EMBA students often play and to donate all the proceeds to charity, allowing participants to do charity work while playing sports.



Implementation of UN Sustainable Development Goals (SDGs)

| 5.4 Performance of Students in Sustainability Competitions

There have been an increasing number of student competitions related to sustainability or social responsibility in recent years. To encourage our students to apply what they have learned, the College provide competition entry fees and various subsidies ranging from NTD 5,000 to NTD 10,000 for students who perform well in the competitions. A total of 8 groups of students (36 students in total) received awards for excellence in the 2020-2021 competitions. Among them, “Greennovation,” a multinational team formed by GHRM and IBMBA students, competed with over 180 youth from 17 countries to win in the “New Proposal Category” in the 2020 APYE.

Competition	Student Names	Program	Results
2020 Asia Pacific Youth Exchange (APYE) Online Competition	Yen-Yu Shih (Taiwan) Sam Lee (Vietnam) Pei-Wen Chiang (Taiwan) Keval Mehta (India)	GHRM GHRM IBMBA IBMBA	New Proposal Category First Place
The 7th CSR Corporate Social Responsibility Pilot Project, 2020	Shu-Chien Ho (Taiwan) Meng-Yun Chen (Taiwan) Chi-Mai Po (Taiwan) Lien-Teng Wang (Taiwan)	GHRM GHRM GHRM GHRM	DOMI Earth Category Third Place
	Jui-Ting Liu (Taiwan) Yun-Hui Lin (Malaysia) Sam Lee (Vietnam) Truong Lam Huong (Vietnam)	IBMBA GHRM IBMBA IBMBA	DiD Category Second Place

Competition	Student Names	Program	Results
2020 PwC Camping for Good CSR	Hao Liu	Department of Business Management	Cathay Financial Holdings First Place + Eloquence Award
	Yu-Chiao Fu	Department of Business Management	
	I-Chen Wei	Department of Business Management	
	Hsiang-Mei Li	Department of Business Management	
	Wo-Hua Lin	Department of Business Management	
	Yu-Feng Wu Yu-Hsiu Lin I-Chen Wu	Institute of Human Resource Management Institute of Human Resource Management Department of Business Management	CSRC Category First Place
2021 PwC Camping for Good CSR	Chang-Cheng Tu Ping-Yu Tsai I-Hao Chang Yu-Chien Tu Jui-Chu Liu	Institute of Marketing Communication Institute of Marketing Communication Institute of Marketing Communication Institute of Marketing Communication Institute of Marketing Communication	Chunghuwa Telecom Category First Place
	Min-Hsin Hsu Chiao-I Teng Kuei-Ying Hsu Yu-Jou Lai	Department of Business Management Department of Business Management Department of Business Management Department of Business Management	Chunghwa Telecom Category Heartwarming Award
	Cheng-Yu Su Tzu-Ting Liao I-Chun Chen Sheng-Hsiu Lin Che Wang	Institute of Public Affairs Management Institute of Public Affairs Management Institute of Public Affairs Management Institute of Public Affairs Management Institute of Public Affairs Management	5th place (All Taiwan)

2020 Asia Pacific Youth Exchange (APYE) Online Competition – “Greennovation”:

Keval Mehta, Pei-Wen Chiang, Yen-Yu Shih, and Sam Lee

In order to solve the problem of excessive use of plastic bags in Taiwan, to increase local production of products, to create employment opportunities, and reduce Taiwan's dependence on imports, we decided to focus on creating environmentally friendly products as our competition proposal. We collected canvases used for advertisements and gave them to workshops established by local Taiwanese women, where they are made into shopping bags and other products and sold to large supermarkets to implement a shopping bag deposit system. This creates employment opportunities for the women and allows the supermarkets to improve their CSR credit ratings and reduce their carbon footprint.

The 7th CSR Corporate Social Responsibility Pilot Project, 2020 - DOMI Earth Category:

Jui-Ting Liu, Yun-Hui Lin, Chi-Mai Po, and Lien-Teng Wang

Through partnering with DOMI Earth, a social enterprise in Taiwan, we proposed a six-month marketing strategy: “Planting a tree is planting hope.” DOMI Earth became the first certified B Corp in Taiwan in 2014, with their environmentally friendly products such as energy-saving LED bulbs and energy-conserving timer sockets. They also organize occasional educational events, such as parent-child environmental parties and publishing educational picture books about energy for children to learn from. After many discussions with DOMI Earth, we decided to help them manage their online platforms such as Facebook, Instagram and LinkedIn to raise awareness of DOMI Earth and their work. As a result of participating in this competition, we have a better understanding of both DOMI Earth and CSR. After the competition, we participated in a 100-person tree planting event in December 2020 in cooperation with DOMI Earth and the companies it collaborates with. DOMI Earth engaged in environmental advocacy for the event so that participants could understand the impact and importance of the event on climate change and how the environment is linked to the companies’ mission, increasing the sense of belonging of organization members.

The 7th CSR Corporate Social Responsibility Pilot Project 2020 - DiD Company Category:

Shu-Chien Ho, Meng-Yun Chen, Truong Lam Huong, and Sam Lee

We collaborated with Dialogue in the Dark (DiD), a social enterprise which aims to expand the function of social services. Visitors to DiD enter a completely dark environment where they can experience the impact of being unable to see. It is hoped that this can be a transformative experience for participants that will change their attitude towards work, their interpersonal relations, and their interactions with people with disabilities. We used the Theory of Change that we learned in a DiD workshop to first define our long-term goal (the problem we want to solve) and then plan and identify the necessary conditions to reach it. We proposed the “Black Day Workshop,” a series of activities designed around the core concept of DiD, hoping to attract more participants, increase customer return rate, provide job opportunities for people with disabilities, and give participants the opportunity to interact with people with disabilities. Through the campaign, we hope to inspire empathy for and raise public awareness of the rights of people with disabilities in order to achieve the United Nations’ Sustainable Development Goals 4, 8, 10 and 17.

2020 PwC CSR Camping for Good Competition – Cathay Life Insurance Category:

Hao Liu, Hsiang-Mei Li, Yu-Chiao Fu, I-Chen Wei, and Wo-Hua Lin

The proposal of this team, composed of Department of Business Management students Hao Liu, Hsiang-Mei Li, Yu-Chiao Fu, I-Chen Wei, and Wo-Hua Lin, focuses on promoting Cathay Life Insurance's image as a company that has gone fully paperless and obtained a carbon reduction label. The long-term goal of this promotion is to involve the public in carbon-cutting actions. The team's survey showed that Cathay's main target customers prioritize saving money over reducing carbon themselves, which made them start to think about how they could allow people achieve the goal of saving money through saving energy and reducing carbon. They use the concept of “inspection and introspection” learned from the camp course to design methods such as education and training, vegetarian days, and vlog promotion from within the company, so that employees can first develop their own environmental protection awareness and then pass it

on to customers. Internal power saving data will also be sent to customers on a regular basis. For customers, the plan will be to use the electricity they save to get a rebate on their insurance policy. After customers apply for a Taipower e-bill, they can log into the Cathay website after each bill. If they have successfully saved electricity, they can play an interactive game to earn points towards discounts on their insurance policy, while also having the opportunity to learn about the carbon reduction label and Cathay's carbon reduction policy.

The team came up with their plan, finding the problems and solutions within a week. They found that the most important thing is to break down the pain points and combine them with the needs of the target customers, so that everyone can feel the solutions are customized to them and meet their expectations in order to promote the concept more effectively. This group demonstrated a complete conceptualization process and won the first place in the Cathay Life Insurance Category as well as the Eloquence Award for their specific solutions designed to meet the needs of their customers.

2020 PwC CSR Camping for Good Competition – Chunghwa Telecom Category:

Ping-Yu Tsai, Chang-Cheng Tu, Yu-Chien Tu, I-Hao Chang, and Jui-Chu Liu

The participants of the Chunghwa Telecom Category team are second year master's students from the Institute of Marketing Communication. Ping-Yu Tsai and Chang-Cheng Tu asked their classmates Yu-Chien Tu, I-Hao Chang, and Jui-Chu Liu, who also believe in the importance of sustainable development as a trend for the future, to join them. The team's mission is to use 5G, IoT and AI technologies to achieve SDG 11, "Sustainable Cities." The team built a medical app for people who are mute, visually impaired or have difficulty in reading and writing. Combining intelligent scheduling and AR voice navigation, the team calculates the fastest medical procedure through AI and the IoT, and guides the user to the clinic. The team says, "The goal of our proposal is to create a safer, friendlier, and more equal public space." The team's proposal and real data were analyzed in series to increase the reliability and enforceability of the proposal, winning them the first prize in their category.

2020 PwC CSR Camping for Good Competition – CSRC Category: Yu-Hsiu Lin, Yu-Feng Wu, I-Chen Wu, Yu-Hung Cheng (National Chiao Tung Univesity), and Yen-Jui Pan (National Cheng Kung University)

The winner of the CSRC Category was a multi-departmental team, including Yu-Hsiu Lin and Yu-Feng Wu from the Institute of Human Resource Management, I-Chen Wu from the Department of Business Administration, Yu-Hung Cheng from National Chiao Tung University's Institute of Economics and Management, and Yen-Jui Pan from National Cheng Kung University's Institute of Finance and Economics. The team chose to combine carbon black with 3D printing to carry out industry-university cooperation. They worked with printing companies to hold workshops on 3D printing technology at schools in order to promote the use of carbon black of the China Synthetic Rubber Corporation (CSRC) as a raw material for 3D printing and also to educate students on the concept of circular economy. In addition, inspired by the art of 3D printing devices made of recycled plastic in the streets abroad, the team thought of inviting artists to use carbon black raw materials to make 3D printing creations and theaters to use it to make stage props, so as to promote the positive image of carbon black in art and life. The team's proposal also included a stakeholder assessment and an ESG performance assessment, with the goal of achieving three SDGs: Sustainable Cities, Climate Action and Partnerships. This proposal finally won another category first place for the College.

2021 PwC CSR Camping for Good Competition – Chunghwa Telecom Category:

Min-Hsin Hsu, Chiao-I Teng, Kuei-Ying Hsu, and Yu-Jou Lai

In the age of digital convergence, Chunghwa Telecom uses innovation and its thriving information and communication services to help rural or disadvantaged groups achieve the goal of reducing the digital gap. We found that although the government has been actively promoting digital transformation policy in recent years, less than half of people age 65 and older have internet access. Inadequate information literacy and the risk of heart disease, immune system disorders and dementia are also likely to increase in elders who live alone for long periods of time. Given Chunghwa Telecom's superior infrastructure over other telecommunication companies

in, we hope that by strengthening the connection between teaching and accompanying the elderly through Chunghwa Telecom's various volunteer service projects, designing manuals and other physical teaching materials, the willingness of older people to use technology can be increased. We proposed the “Elderly – Play with Your Silver Power and Discover a Vibrant New Life” project. The “One-Stop Older People Information Interactive Platform” features an older-people-friendly visual design and experience, combined with AI intelligent voice robots and volunteer consultation services, so that when older people encounter operating difficulties, they can be assisted by volunteers through voice or video. At the same time, this platform also functions as an educational channel for older people to watch, reducing the chance of them believing fake news or buying products from unknown sources. The platform volunteers can also chat with older people long-distance to reduce their loneliness.

2021 PwC CSR Camping for Good Competition - DBS Bank (Taiwan) Category:

Li-Jen Lin, Cheng-Yun Chang, Yu-Jou Weng, and Chu-Yun Liu

Over the years, DBS Bank (Taiwan) has continued to use its financial expertise to assist social enterprises, such as by providing lower interest rates on loans and giving preference to social enterprise products when sourcing products. Our analysis suggests that when DBS Bank (Taiwan) get involved in social enterprise activities, they should connect with the enterprises through three aspects: advocacy, cultivation, and integration. In order to let the public know about social enterprises and their connection to DBS Bank (Taiwan), our team planned three stages (short, medium and long term) to enhance the public's awareness and favorable attitude towards DBS Bank (Taiwan). We tried to focus on their work from four different aspects: their platform, campus, the public, and life. We proposed that DBS Bank (Taiwan) issue sustainable co-branded cards with social enterprises, as well as publicize their activities on the platform to increase the public's recognition of the bank's value. The bank can then help more social enterprises from the profits made from the cards, and the cards can also increase the visibility of social enterprises through word-of-mouth, achieving a win-win situation for society, the economy, and the environment.

2021 CTCI Educational Foundation Youth Sustainability Innovation Camp:

Cheng-Yu Su, Tzu-Ting Liao, I-Chun Chen, Sheng-Hsiu Lin, and Che Wang

During the course of our studies, we have taken courses such as the Paper Readings in Climate Actions, ISO14001 Environmental Management System, ISO14064 Greenhouse Gas Inventory, and other sustainability-related courses; we understand the impact of climate change on people and the importance of sustainable development. However, Taiwan still ranks 19th in the world in terms of per capita carbon emissions, and the proportion of people who own private cars is increasing rapidly. If we can find a way to reduce the impact of greenhouse gas emissions from our vehicles, we should be able to move one step closer to our goal of pursuing net zero carbon emissions. We hope to reduce the carbon dioxide generated by transportation through the “License Plate Pricing Strategy” and “Smart Transportation and Integrated Public Transportation.” The main goals of the project are to limit the number of small vehicles, to establish a license plate-based restriction strategy, and to integrate the public transportation system in order to improve its energy efficiency.



6

Sustainability Initiatives

6.1 Sustainable Management

6.2 Sustainability Education: Courses in Ethics,
Social Responsibility and Sustainability

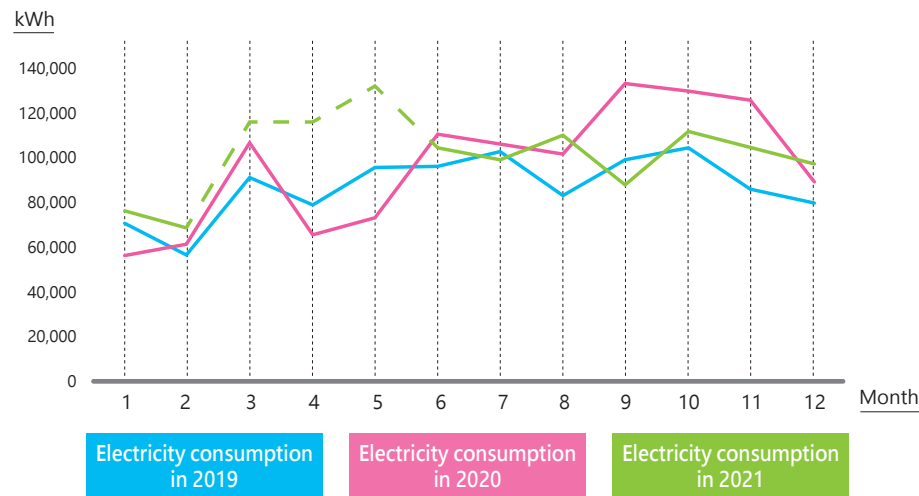
Sustainability Initiatives

| 6.1 Sustainable Management

Energy Conservation-The College's Electricity Consumption:

	January	February	March	April	May	June	July	August	September	October	November	December	Total
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 in 2021	74,874	67,446	<i>113,708</i>	<i>114,720</i>	<i>127,028</i>	<i>103,599</i>	98,832	104,312	89,855	109,392	101,861	93,961	1,199,589

*Italicized numbers indicate abnormal meter readings



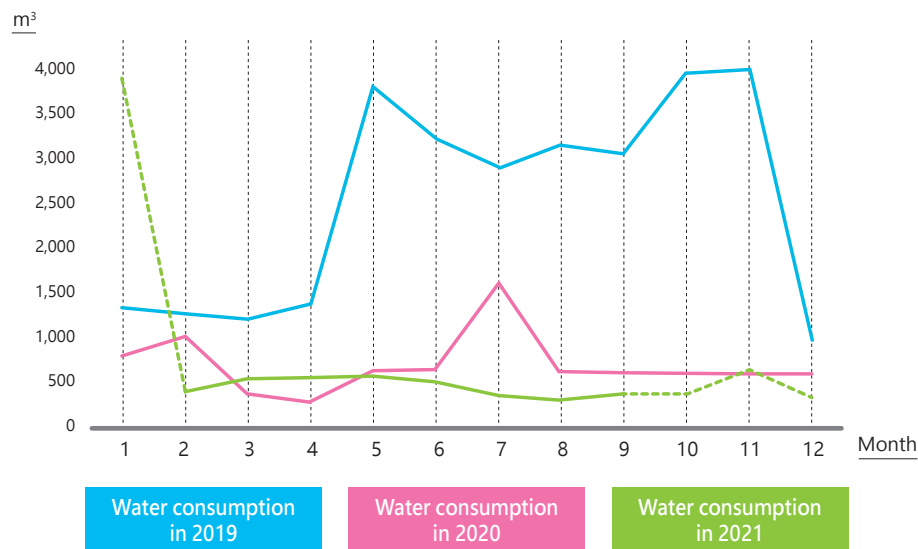
*Dashed line indicates abnormal meter readings.

The College's electricity consumption in 2021 was higher than in the previous two years, and the exact reason for this could not be found until May. After we continued to follow up with the university's Office of General Affairs, we found out that there was an error in the solar power meter, which caused the wrong electricity consumption reading. In accordance with campus policy, the College has had rooftop solar panels which generate power for the College, in addition to allowing us to sell electricity to Taipower. However, the solar power meter for our electricity generation began malfunctioning around March 2021, resulting in incorrect meter readings, which is why our electricity consumption seemed to be so high. Since July, the solar power meter has been repaired, and electricity consumption is lower than it was in 2020. Although there was an increase in electricity in October, the overall electricity consumption is still lower than for the same period in 2020. It is assumed that this increase was due to the start of the school year, when students and teachers returned to campus to attend classes, and to the pandemic, which requires opening windows to allow ventilation during classes, resulting in the continuous operation of the air conditioning compressors and thus in higher electricity bills. We will continue to monitor the electricity consumption every month.

The College's Water Consumption:

	January	February	March	April	May	June	July	August	September	October	November	December	Total
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 in 2021	<i>3,856</i>	395	504	513	522	414	252	206	<i>353</i>	<i>350</i>	<i>523</i>	<i>271</i>	8,159

* Italicized numbers indicate abnormal meter readings.



*Dashed line indicates abnormal meter readings.

In terms of water consumption, a large amount of water was lost in January 2021 when the construction company working on the main water line broke a pipe but did not notice it during construction. However, after the plumbing was repaired in January, it gradually became clear that the monthly water consumption was around 500 kWh. Since the outbreak of the pandemic and the school's switch to distance learning, water consumption has gradually stabilized. In September 2021, however, one of our water meters was found to have an abnormal meter reading (0), resulting in a discrepancy between the water consumption and the meter reading. After we reported this situation to the Office of General Affairs, the office is now working on repairing it.

The College's Paper Usage:

Because of the paperless meeting policy of the College, we have saved a huge amount of paper and we have stopped renting the photocopy machine. Thus, we are unable to count exactly how many pieces of paper we consume. However, we will still monitor our paper consumption by checking our procurement record.

Sustainability Initiatives

| 6.2 Courses in Ethics, Social Responsibility and Sustainability

Ethics Courses:

The number of students enrolled in ethics courses has increased significantly since the 2020-21 academic year (see the table below for the number of students enrolled in ethics courses over the past five years) because the College has made ethics courses a mandatory graduate requirement for all departments and institutes. Most students fulfilled this requirement by taking the ethics course offered by the College specifically for the mandate. Other students took the ethics courses designed by their department with respect to their areas of expertise.

Academic Year	Number of Courses	Enrolled Students
2016-17	12	346
2017-18	12	347
2018-19	10	294
2019-20	12	350
2020-21	14	712
Total	60	2049

In the first semester of the 2021-22 academic year, the College-offered ethics program adopted a flipped classroom model: students first learned basic concepts of ethics and social responsibility at their own pace online, then attended in-person classes where they developed their ability to inquire and think critically through case studies, discussions of issues, and debates. This combination of teaching modes maximizes educational benefits and allows students to improve their ethics and social responsibility literacy.

This College-offered program consisted of four modules: ethical theories and principles, business ethics and social responsibility, workplace ethics, and academic ethics. The in-person classes of each module is conducted by one teacher. The teachers of each module did everything they

could to make it a fun and enjoyable experience for the students. Below are examples from two modules.

In the module “Workplace Ethics,” Professor Hui-Hsien Hsieh of the Institute of Human Resource Management gave a presentation on the meaning of ethics and explained the definition of workplace ethics. Then, he gave an example of a real-life workplace ethics case: “If you are new to the workplace and you find your senior colleagues have not left yet at the end of the day, would you choose to leave work on time or stay and keep working?” Students first chose the side they thought was more reasonable, and both sides wrote down their arguments in columns on a poster provided by the teacher. After discussing with their own side, each side had to present their arguments in front of the class, while the other side debated their points. After both sides had presented and debated, if any students were convinced by the other side's arguments, they could choose to change their position. A final count was taken of the number of students on each side.

In the course of this activity, students were able to think more deeply about the reasons behind their choice of position, and different ideas stimulated more diverse ways of thinking. During the debate, students who supported staying to work overtime mentioned: “Working overtime can leave a good impression on the supervisor,” “helping colleagues can build good relationships,” and some students even mentioned other reasons such as “working overtime can reduce the electricity bills at home.” On the other hand, those who thought they should leave work on time argued that “as far as they could finish their work on time, employees do not have the obligation to stay late in the office,” “overtime may cause habitual procrastination,” and “overtime comes at the cost of quality of life.” After listening to both sides' arguments, the teacher concluded, “This is one of the problems that everyone will encounter in the future, but in fact there is no absolute right or wrong.” The students also said that it was a great way to learn, allowing them to think outside of the box and see the pros and cons of both sides.

During the module “Ethical Theories,” Professor An-Shou Cheng of the Institute of Marketing Communication used several examples of moral

conflicts to encourage students to reflect. For example, at the beginning of class, the teacher showed a clip of the film “The Ballad of Narayama.” This movie tells the story of an ancient Japanese village where there was an unwritten rule that when a person reached the age of 70, their family had to abandon them to the mountains in order to reduce food consumption; if this custom was violated, the family would be spurned by the villagers.

In addition, Dr. Cheng cited the “Heinz dilemma” and asked students what they would do when faced with such an ethical dilemma. In the story, Heinz’ s wife is deathly ill, but he can’ t afford to pay for medicine to treat her. Should he steal the medicine to save her life? Some students thought that since human life was at stake, it is reasonable to steal drugs for survival; other students believed that stealing is wrong no matter what. “These differences in thinking can be attributed to the fact that each person may be at a different stage of moral development,” the teacher told the class. For example, people in the sixth stage – the universal ethical principle stage – may think that the value of saving a life is higher than that of respecting others’ property rights, so they would choose to steal the medicine. On the other hand, people in this stage might also think that other people may more urgently need the medicine. In order to respect the value of other people’s lives, these people would not choose to steal drugs.



The topic of sustainability covers a wide range of issues, from the economy and the environment to the smallest personal actions. Although we currently do not offer many courses devoted to sustainability, faculty members in various departments incorporate sustainability issues into their courses and actively hold various lectures or competitions to help our students understand the importance of sustainability. Below are the number of sustainability courses offered in past four years and the number of enrolled students.

Sustainability Courses:

Academic Year	Number of Courses	Enrolled Students
2017-18	8	62
2018-19	6	67
2019-20	7	77
2020-21	8	38
Total	29	244



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