

Seminar on Enhancing Competitiveness Co-Hosted by Business Administration Dept. & Xiamen University

Campus focus

The Department of Business Administration and the School of Management of Xiamen University jointly held the "2023 Seminar on Enhancing Competitiveness and Business Management" on April 28th in research rooms B302a and B302b. Faculty and students from 17 universities were invited to the event, including Xiamen University, National Taiwan Normal University, and National Taipei University. 32 papers were presented.

Xiamen University participated in the event remotely. The opening ceremony was addressed by Academic Vice President Hui-Huang Hsu, Dean of the College of Business and Management Li-Ren Yang, President of the Alumni Association of the Department of Business Administration Pei-Shen Chen, and Associate Dean of the School of Management of Xiamen University Yuntao Bai. In addition, the keynote speech was delivered by Mr. Meng-Ju Hsu, an alumnus and Chairman of Sungreen Energy Technology Corp., on "ESG Achievement and Net Zero Carbon Emission Solutions for Enterprises."

Dr. Yong-Sheng Chang, Chair of the Department of Business Administration, said that the conference received more than 50 paper submissions covering various management issues, including sustainable governance and digital transformation. During the conference, there were more academic and practical exchanges, which could help enhance corporate competitiveness. The success of this conference demonstrated the long-standing close cooperation between our school and Xiamen University.

The seminar was divided into 7 sessions, and the moderators were Distinguished Professor Kun-Shan Wu and Associate Professor Di-Ching Pai from the Department of Business Administration, Assistant Professor Yi-Ying Tsai from the Department of International Business, Professor and

Chair Chao–Che Hsu from the Department of Transportation Management, Assistant Professor Herman Y. I. Lee from the Department of Labor Relations at National Chung Cheng University, Associate Professor Yi–Wen Chen from the Department of Business Administration at National Taipei University of Business, and Distinguished Professor Ching–Hsun Chang from the Department of Technology Application and Human Resource Development at National Taiwan Normal University. The commentators were Associate Professor and Chair Yong–Sheng Chang, Professor Chih–Te Yang, Associate Professors Ying–Cheng Hung, Yueh–Hwa Li, Mu–Fen Chao, Ya–Ting Lee, and Assistant Professor Hsiao–Ling Chen from the Department of Business Administration at our university. Other participating schools included Feng Chia University, Ling Tung University, National Changhua University of Education, Chien Hsin University of Science and Technology, Aletheia University, National Chi Nan University, National Tsing Hua University, National Taipei University of Business, LeeMing Institute of Technology, National Chung Cheng University, National Taipei University of Technology, and Providence University.

The themes of the paper presentations included: factors influencing customers' continued use of mobile payment, the 2 main tools for sustainable operation of micro–enterprises, the process of organizational change under COVID–19 – taking Company A in the food manufacturing industry as an example, etc. These papers explore various management issues from a professional perspective, and the commenting teachers provide praise and suggestions, hoping that the authors' papers can reach new heights.





