

研究計畫

- 1) **Redesigning fashion business courses to incorporate sustainable education:** While understanding sustainable development goals remain critical for the industry, researchers have suggested previously that fashion educators have the responsibility and chance to lead sustainability efforts, especially incorporating the concepts in their curriculum (Rana & Ha-Brookshire, 2018). Despite the importance of educating fashion students to think fundamentally from a sustainable point of view, most educational approaches lack specific pedagogical goals to fully prepare them to lead in sustainability projects. Thus, I'm currently conducting research to redesign fashion business courses to incorporate sustainable development goals and prepare students with skillsets for sustainability initiatives to be successful in any business organization.
- 2) **Course designs focusing on connecting the fashion industry to fashion students:** Course designed to collaborate with the industry have shown to enhance students' efficiency and productivity, and collaborations between the two worlds have shown great results in universities. My current research is focused on gaining an understanding about students' outcomes and experiences from courses designed to collaborate with the industry, specifically for fashion students in Taiwan.
- 3) **Sustainable luxury brand marketing strategies in the Taiwanese market:** Sustainable fashion branding and understanding sustainable fashion consumers has been a weak area in Taiwan. My current research direction is to conduct a series of research to understand consumers' motivations and emotions toward sustainable brands. This may reveal an understanding as to how brands can move forward in building successful businesses and maintaining their initial beliefs and efforts of sustainability at the same time.
- 4) 「台灣成功應對新冠肺炎對於外籍員工之影響:使用混合方法研究在台之外籍員工離職意圖」
Grant Number: NSTC 110-2410-H-130-030, 110/08/01 ~ 112/07/31
- 5) "Please don't be quiet, it's time to speak up! An Application of PBL and Cooperative Learning in "Business Ethics" to Enhance International Students' Cross-Cultural Understanding and Classroom Participation," 2020/08/01-2021/07/31.
Grant Number: PED1090561.
- 6) 「探討文化智慧與員工發言對於工作涉入程度與職業倦怠之關係討論」,
2019/11/01 - 2020/03/31, Ming Chuan University.
Grant Number: N/A.
- 7) "Trust as the mutual language to cross cultural barriers: Examining the moderating effect of power distance orientation with LMX, trust, job stress and employee happiness,"
Grant Number: MOST 105-2410-H-130-058-SS2, 2016/12/01-2018/07/31.