



議程/ Agenda

銘傳大學國際事務研究所 全球化大趨勢下的危機與轉機

The Crisis and Opportunity under the Grand Trend of Globalization Conference
Graduate School of International Affairs, Ming Chuan University

議程/ Agenda

Saturday, March 30, 2013

時間 Time	地點 Venue	會議流程 Agenda	發表人/評論人 Presenters / Commentators
08:20 08:40	基河校區 J616 Jihe Campus	與會貴賓報到 Registration	
08:40 08:50	基河校區 J616 Jihe Campus	銘傳大學國際事務研究所研討會開幕典禮 Opening Ceremony 開幕致詞 Welcome Remarks 國際學院院長劉國偉博士 Prof. Max K.W. LIU Dean, International College (IC) 國際事務研究所所長劉廣華博士 Dr. Nathan K.H. LIU Director, Graduate School of International Affairs (GSIA)	
08:50 09:50	基河校區 J616 Jihe Campus	Commentator: Dr. Ching-Pu CHEN 陳勁甫博士 (Associate Professor, Department of Social and Policy Sciences, Yuan Ze University)	Presenters: - Mr. Samuel Castro(卡斯鐸) Topic: Diplomatic Rivalry between China and Taiwan in Latin America from 2000 to 2010: Implications and Prospects - Mr. Ioan Andrei Maier(洛恩) Topic: A study on ICDF Higher Education Scholarship Program's Graduates' Job Placement - Ms. Kornnika Harnyuenyongsakul(韓麗麗) Topic: A Study of Factors Leading to Job Satisfaction and Return Intention for Thai Labor in Taiwan

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09:50 10:30	基河校區 J616 Jihe Campus	<p>Commentator:</p> <p>Dr. Hung-Yi JAN 冉弘毅博士 (Assistant Professor, Department of International Business, Lunghwa University of Science & Technology)</p>	<p>Presenters:</p> <p>- Ms. Guan-Jen Chen 陳冠蓁 Topic: 美國及台灣新聞媒體中非語言訊息的國家文化呈現—以電視社會犯罪、災難及抗議新聞報導為例 Non-Verbal of TV News - A Comparative Study of Criminal and Disaster TV News in Taiwan and U.S.A.</p> <p>- Mr. Matt Chih-yung Hu 胡志勇 Topic: 蘋果文化王國形成之初探 - 以蘋果 iPhone 在台灣影響為例</p>
10:30 10:40	基河校區 J616 Jihe Campus	<p>中場休息 Break Time</p>	
10:40 11:20	基河校區 J616 Jihe Campus	<p>Commentator:</p> <p>Dr. Tse-Mei CHEN 陳澤美博士 (Assistant Professor, Department of Journalism, Shih Hsin University)</p>	<p>Presenters:</p> <p>- Mr. Lee Chan Woo(李讚兩) Topic: The relationship between Media and Government in Democracies: A Companion of South Korea and Taiwan</p> <p>- Ms. Natacha Josephine Nadege DAYAMBA(湯娜潔) Topic: Mass Media and Public Opinion of the Republic of China(Taiwan) and Burkina Faso Relationship</p>
11:20 12:00	基河校區 J616 Jihe Campus	<p>Commentator:</p> <p>Dr. Chien-Fa YEN 顏建發博士 (Associate Professor, Department of Business Administration, Chien Hsin University)</p>	<p>Presenters:</p> <p>- Ms. Shelove Simeon (施洛芙) Topic: The Impact of Political Instability on the Textile Industry in Haiti</p> <p>- Ms. Jaclynn Joyce Joseph Topic: Gender Politics: The Effects of Western Ideology on the Progress of Feminism in the Islamic Republic of Iran</p>
12:00 13:00	基河校區 J616 Jihe Campus	<p>午餐 Lunch</p>	

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13:00 13:50	基河校區 J616 Jihe Campus	<p>邀請主講學者 Keynote Speech</p> <p>Prof. Tai Wan-chin 戴萬欽博士 (Professor and Vice President for International Affairs and Dean of College of International Studies, Tamkang University)</p> <p>Topic: Current Major Developments in the World 當前國際新情勢</p>	
13:50 14:00	基河校區 J616 Jihe Campus	<p>中場休息 Break Time</p>	
14:00 15:00	基河校區 J616 Jihe Campus	<p>Commentator:</p> <p>Dr. Ju-Sung CHUANG 莊如松博士 (Assistant Professor, Department of International Business, St. John's University)</p>	<p>Presenters:</p> <p>- Ms. Jessie Mu-han Cheng 鄭慕含 Topic: 西式速食業全球在地化的行銷策略分析—以台灣麥當勞為例 To analyze Marketing Strategy of Glocalization in The Western Fast Food Industry : using Taiwan McDonald as an example</p> <p>- Ms. Only Li-shan Weng 翁儷珊 Topic: 傳統文化創意產業行銷模式分析—以日本和台灣為例 The Analysis of Marketing Strategy of Traditional Culture and Creative Industries: Using Japan and Taiwan as Examples</p> <p>- Mr. Richard Hung-wen Wang 王洪文 Topic: 台灣保健食品在中國大陸行銷—以台灣葡萄王生物科技為例 The case study of Marketing Strategy of Taiwanese Healthy Food in China Market- Taiwan Grape King Biotechnology Cooperation</p>
15:00 15:40	基河校區 J616 Jihe Campus	<p>Commentator:</p> <p>Prof. Edward I. H. CHEN 陳一新博士 (Professor, Graduate Institute of American Studies, Tamkang University)</p>	<p>Presenters:</p> <p>- Mr. Bernard Mendy(麥伯納) Topic: The Senegambia Confederation 1982-1989: An analysis of its dissolution through the Behavior of the Government and People of the Republic of The Gambia</p> <p>- Mr. Onsley Kervin Lloyd(駱可文) Topic: The Impact of Taiwan's Foreign Aid on the Educational, Social and General Infrastructural Development of Saint Christopher (St. Kitts) and Nevis: 2002-2012</p>

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15:40 16:00	基河校區 J616 Jihe Campus	中場休息 Refreshments	
16:00 16:40	基河校區 J616 Jihe Campus	<p>Commentator:</p> <p>Prof. Kao-Cheng WANG 王高成博士 (Professor, Graduate Institute of International Affairs and Strategic Studies, Tamkang University)</p>	<p>Presenters:</p> <p>- Mr. Edward Kuan-jen LO 羅冠人 Topic: 中國海洋戰略—江澤民與胡錦濤時期的發展</p> <p>- Mr. Yavor Asenov Kostadinov(森亞博) Topic: Small Islands, Big Flashpoints: Impact of China's Maritime Territorial Disputes in South and East China Seas on International Security and Cooperation</p>
16:40 17:20	基河校區 J616 Jihe Campus	<p>Commentator:</p> <p>Dr. Chao-Yung HSUEH 薛朝勇博士 (Associate Professor, Department of International Business and Institute of International Business Management, Chien Hsin University)</p>	<p>Presenters:</p> <p>- Mr. Alvis Che-jung YU 游哲榮 Topic: A Historical Analysis of the Ownership of the Diaoyutai/Senkaku Islands: from the Chinese Perspective</p> <p>- Mr. John Junior Kemakeza(柯強) Topic: Strategic ways of solving ethnic tension as an intra-state conflict: The Case of Solomon Islands Ethnic Tension.</p>
17:20 17:30	基河校區 J616 Jihe Campus	閉幕 Closing Remarks	

The Graduate School of International Affairs (GSIA) apologizes for any oversight or inaccuracy.