

①

出國報告（出國類別：參加國際學術會議）

②

2011 International Conference of
Organization Innovation 出國報告

③

服務機關：高雄應用科技大學文發系

姓名職稱：李穎杰 副教授

派赴國家：馬來西亞

出國期間：100.07.26~100.08.01

報告日期：100.11.02

一、目的

參加 International Association of Organizational Innovation 舉辦『2011 International Conference of Organization Innovation (2011 ICOI)』，將本身研究成果發表分享，透過全球專家與學者之切磋研究，以刺激想法進而改善研究成果使其更臻完整。並希望在此研討會中，藉由各國專家學者將其研究成果提出分享，了解創意產業&創新之研究方法及其在各領域之應用與潮流趨勢。此次參與 2011 ICOI，觀摩許多教授前輩的學術分享，獲益良多，對日後研究有所助益。

二、參加會議過程

1. 2011.07.27 到 2011 ICOI 會場報到與註冊。
2. 7 月 27 日 開始至 7 月 29 日 連續三天為各場次論文發表與討論，來自各國的專家學者發表篇論文。發表議題涵蓋內容多廣，包含：
 - Innovation
 - Organizational Creatology
 - Total Innovation Management (TIM)
 - E-Innovation
 - Marketing Management
 - Human Resource Management
 - Financial/Business Management
 - Production and Operations Management
 - Trade Practices
 - Economic Issues
 - Legal Education
 - Industrial Development Strategy
 - Industrial Management
 - Leadership/Management/Organizational Development
 - Best Practices
 - Consumer Behavior
 - Entrepreneurship
 - WTO Issues, Globalization and Economy
 - International Business Communication
 - Information Management and E-Business
 - Higher Education and Educational Administration
 - Logistics Management
 - E-Business

- Innovation Management
- Technology Management
- Knowledge Management
- Global Logistics Management
- Global Leadership
- Product Design and Management
- Hospitality and Tourism Management
- Other...Suggest Your Topic

3. 各國專家學者發表不同領域論文，激發新的想法與概念，作為日後研究參考。
4. 本人並受大會邀請擔任於 2011.07.28 上午 10:30~12:00 之場次會議主席 (Session Chair) 。
5. 本人的論文(題目：Exploration of the Typical Culture Elements and Design of the Cultural Creativity Products in Remote Districts-Using Pingtung County Image in Taiwan as an Example)安排於 2011.07.28 上午 09:00~10:20 發表。

● 會議註冊報到



● 會議會場



● 與外國學者合影



三、 與會心得

參加 International Association of Organizational Innovation 舉辦『2011 International Conference of Organization Innovation (2011 ICOI)』之與會心得如下：

1. 學習許多他國學者的研究經驗，收穫良多。
2. 在本研討會中聆聽許多不同議題，對於文化產業及其管理相關領域之應用有更深一層之認識，對日後研究當有莫大助益。
3. 在本研討會中所學習到研究理論與方法，汲取新的認知，可應用日後相關課程之教授。



附件二:本人擔任 2011.07.2 上午 10:30~12:00 場次會議主席(Session Chair)

Date : July, 28 2011

Location : Bilik Seminar 7.217, Universiti Kebangsaan Malaysia, Malaysia

Time	Topic of Seminar	Country/Region
Session 8.3 09 : 00 10 : 20	Chair : Dr. Chih Yuan Huang, Kao Yuan University, Taiwan	
	1. 11R-179: Supply Chain Cost Reduction Strategy	Wei-Jen Lin, Taiwan
	2. 11R-180: Performance improvement of Asian PCB firms	Yueh-Yun Wang, Taiwan
	3. 11R-181: Structuration Process and Inter-Organizational Citizenship Behavior of Direct Selling Industry	Chien-Jung Huang, Taiwan
	4. 11R-200: The Comparison between PSOBPN and GARCH Model for Exchange Rate Forecasting	Jui-Fang Chang, Taiwan
	5. 11R-201: Do Cross-functional NPD Teams Follow the Knowledge Conversion Model in Knowledge Transfer?	Chung-Lin Tsai, Taiwan
10 : 20 10 : 30	Tea Time	
Session 8.4 10 : 30 12 : 00	Chair : Dr. Ying-Jye Lee, Kaohsiung University of Applied Sciences, Taiwan	
	1. 11R-148: The Impact of Trust, Conscientiousness and Psychological Contract on Knowledge Sharing Behavior: Empirical Evidence from Vietnam	Yi-Chang Chen, Taiwan
	2. 11R-184: Entrepreneurial Orientation and Resource Acquisition: An Environmental Dynamism Perspective	Kai-Ping Huang, Taiwan
	3. 11R-192: Addiction as a Factor of Switching Barriers in Fan Loyalty— A Case Study of the Chinese Professional Baseball League	Shuo-Chang Tsai, Taiwan
	4. 11R-204: A study on the Correlations between Social Capital Cognition and Technological Innovation	Chun-Chih Lisa Chang, Taiwan

附件三：本人投稿論文安排於 2011.07.28 09:00~10:20 發表

Date : July, 28 2011

Location : Bilik Seminar 17, Universiti Kebangsaan Malaysia, Malaysia

Time	Topic of Seminar	Country/Region
	Chair : Dr. Ruhanita Amiruddin, University Kebangsaan Malaysia, Malaysia	
Session 2.3 09 : 00 10 : 20	1. 11R-045: Research to Establish a Customized Modular Product Purchase System	Fei-Kung Hung, Taiwan
	2. 11R-057: How Market Orientation, Learning Orientation and Entrepreneurial Orientation Impact Innovativeness and Performance: Mediating Effect of Adaptability	Shu-Tsung Chao, Taiwan
	3. 11R-069: The Mediating Effects of Social Exchange Theory on the Relationships among Leadership Style and Business Performance	Wei-Ping Hsieh, Taiwan
	4. 11R-139: Factors Influence Purchase Intention on the Elderly Housing and Medical Service	Chien-Min Huang, Taiwan
	5. 11R-198: Exploration of the Typical Culture Elements and Design of the Cultural Creativity Products in Remote Districts-Using Pingtung County Image in Taiwan as an Example	Ying-Jye Lee, Taiwan

附件四：ICOI 2011 論文集光碟 (ISBN 978-986-85682-5-9)



Exploration of the Typical Culture Elements and Design of the Cultural Creativity Products in Remote Districts-Using Pingtung County Image in Taiwan as an Example

Ying-Jye Lee

Department of Cultural Business Development, National Kaohsiung University of Applied Sciences, 415 Chien Kung Road, Kaohsiung 807, Taiwan

Abstract

The purpose of this research is to develop cultural creativity in exploring typical culture elements in remote districts. This study would like to develop the cultural creativity products to conform to local culture image in consideration of cultural, creative, artistic and functional aspects. In order to achieve the objective, this study takes the remote districts in Pingtung County image in Taiwan as an example. The culture elements can be explored from understanding the historical perspective and the local culture in Pingtung County, then combined the culture elements and life popular product by way of creative design. During the creative development stage, the CAD software is applied to design a series of cultural creativity products. Afterwards, the prototypes of cultural creativity products are made by rapid prototype system. Additionally, the research development model can be extended to develop related cultural creativity products for other remote districts. Also, results in this study can be provided valuable references for academic circles and related industries.

Keywords: Cultural creativity, Remote district, Culture element, Cultural creativity product

1. Introduction

Globalization is an important channel for helping the growth companies. However, the pursuit process of the globalization, how to preserve local characteristics to create a distinguishing feature is increasingly important for the enterprise (Moalosi et al., 2004). The cultural creativity industry is the activity of local actions based on the thinking of the globalization. The globalization is the social life striding across space and time by separating out the social situation and resulting in the interactive correlation process among society, culture, system and individual (Featherstone, 1993; Giddens, 1990).

Cultural industries have been defined as systems for controlling innovation through gatekeeping processes (Hirsch, 1972). The cultural industry fits the fashion industry, since a new collection is produced through a sequence of gatekeeping activities, which were identified by Blumer (1969). For example, while examining Italian fashion as a cultural industry, it can be interpreted as the product of negotiations between the interests of collective