

出國報告（出國類別：其他－國際會議）

The 3rd International Symposium on
Business and Social Sciences
學術研討會報告

服務機關：國立雲林科技大學休閒運動研究所

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摘 要

此國際學研討會名稱為 International Symposium and on Business Social Sciences (ISBSS)，會議時間為 103 年 7 月 22 日至 7 月 24 日，舉行地點在日本北海道札幌市。ISBSS 乃 Asia-Pacific Education and Research Association (APERA)辦理的學術研討會，此協會每年均固定於亞洲舉行各種與教育、商業及社會科學相關的學術研討會及論壇，每年皆有來自各國的學者與會，提供相關領域學者專家討論各項議題的溝通平台。此行主要目的為出席 ISBSS 之年度學術會議，藉由會議的出席，不僅可與全球學術研究領域的學者，進行面對面的學術交流並分享研究經驗，也可提升研究人員的學術視野，更提供與各國學者相互商談學術合作的機會。

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一、目的

為提供亞太社會科學領域學者的相互交流機會，Asia-Pacific Education and Research Association (APERA)定共辦理各項國際學術研討會，此次於 103 年 7 月 22 日至 7 月 24 日在日本北海道札幌市辦理第三屆 International Symposium and on Business Social Sciences (ISBSS)，提供一個教育與社會科學方面相關議題的溝通平臺，並建立訊息傳遞的網絡。。因本人進行一項職業棒球服務品質建構的研究計劃，得到初步的研究結果，並於 103 年 3 月時得知此研討會的徵稿訊息，在考量此研究議題可與亞洲許多國家的職業運動可相互研討，或許可討論出更深入的研究心得，故將研究資料整理及撰寫後，將稿件至該學術研討會接受審查，並於在 4 月中旬時收到研討會論文組的通知，告知論文已被接受在研討會中發表。此次參與 ISBSS 的目的如下：

- 1.參與國際學術研討會，並發表研究成果，研習相關研究議題及研究方法。
- 2.與各國學者交流，討論職業運動及休閒相關議題。
- 3.學習國際學術組織辦理學術研討會的過程及技能。

二、過程

此次參加國際會議適逢暑假，故遂利用出國期間，順帶自費參訪日本北海道的休閒產業情形，以充實爾後上課及研究素材。本人乃 7 月 15 日出發，7 月 15 日至 7 月 21 日為私人行程，計劃參訪北海道著名的世界自然遺產知床自然公園。抵達北海道後即開始休閒產業參訪，首站抵達洞爺洞國立公園，並實地了解鄰近的有珠山纜車設施，隨即轉向知床自然公園前進，途中也參觀北海道市民最常參與的槌球高爾夫球場，觀摩其市民參與及場地開放、維護情形。抵達知床自然公園後，除了參訪其對休閒資源的開放及維護做法，其間也實地觀察其各步道的建構及規劃情形。參訪知床自然公園結束後即朝向札幌市前進，參加學術研討會，途中也至大雪山國立公園參訪其登山纜車設施及其對登山者的服務政策，最後於 7 月 22 日抵達學術研討會會場。

7 月 22 日至 7 月 24 日參加 International Symposium and on Business Social Sciences 學術研討會，此次會議有許多國家的學者參與，除了學術論文發表外，大會也安排二場的專題演講，分別由 Nagoya University of Commerce & Business 之 Jonathan Damiani 講授

Servitude and Followership in Leadership 及 Ishinomaki Senshu University 之 Jun Mizuno 講授 3D Printing Technology Evolution – Proposal of Sub-milli Electromechanical Systems (SMEMS) Technology，另也舉行一場 Workshop，討論相關的學術研究合作議題。

本人發表學術論文的時間為 7 月 22 日下午 14:30，為事前進行報到及發表準備事宜，於當天 13:30 抵達會場，隨即報到及準備發表事前工作。當日有許多不同國家的學者一起發表，大家一同討論，進行相互學習的交流，發表結束後也至各場地觀摩其他學者之發表。7 月 23 日上午是大會安排專題演講及 Workshop 的時間，下午及隔日(7 月 24 日)則繼續進行各學者的學術論文發表。

此次發表的論文題目為「**The construction of service quality model in Taiwan professional baseball**」，主要乃是以系統性及科學的研究方法，嘗試建構有效的中華職棒的服務品質，此論文乃利用產品品質發展技術的原理應用於職業棒球的產品發展上，首先以職棒消費者為主體，使用二維品質模式，探討有效的職棒服務品質項目，再使用產品發展技術，結合消費者需求及產業經營的實務措施，發展出消費者想要及經營者可做到的職棒產品品質項目。世界上有許多國家均成立有職業運動的各項組織，職業運動的研究也是各國學者所關心也持續進行的研究之一，故若能在國際學術研討會發表此類論文，應可與國際的相關學者相互交流，也可激盪出更深入的研究構想與議題。

三、心得

由於各項主客觀條件的限制，本人服務的系所教師，較少參與綜合性的國際學術會議，而參加國際學術會議不僅可發表本身的研究成果，更可藉由與國際學者專家的相互交流，激盪出更多的研究構想與議題，故如何鼓勵教師參加重要的國際學術會議，進而對教師的教學與研究有更有效益的幫助，乃是目前系所經營的重要方向，也對系所發展有絕對貢獻。另此次的國際學術會議，大會除了論文發表外也進行兩場次的專題演講及一場學術工作坊的討論，若教師多參與此類型的會議，並參與講座及討論，對於學術新知及目前學術發展方向的獲取，進而啟發學術研究的想法及構思，將會有很大的助益。

四、建議事項

- 1.應多鼓勵大學教師多參與專業的國際學術研討會，實地了解學術新知及學術發展方向，啟發學術研究的想法及構思。
- 2.建議各大學可由各系所提出申請，定期邀請國際知名學者至各校舉辦工作坊，相互研討教學及研究心得。
- 3.我國高山眾多，休閒資源豐富，可多建造登山纜車，供民眾休閒及登山使用。

五、附錄

ISBSS- 2532

The construction of service quality model in Taiwan professional baseball

Chung Chih Chiang National Yunlin University of Science and Technology

【Abstract】

The purpose of this research aimed to establish an appropriate instrument of service quality in professional baseball. The research was trying to adapt to the domestic professional baseball environment and established the service qualities by collecting both qualitative and quantitative data. There were deep interviews of experts and live professional baseball spectators were employed in this research, and applies Kano's model to classify the quality, so that the degree of service quality can be obtained. And then we apply quality attribute ranking to prioritize the weights of those factors and analyze it with the QFD. We base on the QFD and see through the relation matrix to discover the important service quality technology of professional baseball. The result shows the most important service qualities are : excellent facilities of field、professional technician、professional attendant、professional baseball information and the management of hygiene.

Key word: professional baseball , service quality、Kano's model、QFD

INTRODUCTION

Lots of literature has found that enterprises can increase customer satisfaction, repurchase intentions and earn profits by improving service quality. This research is trying to identify what pro-baseball spectators need and the service expectations by applying Quality Function Deployment (QFD). Collecting Voice of Customer will help the performance of product design in Chinese Professional Baseball League.

METHOD

Two steps have been identified in this research design. The first step of this research is to select 36 professional baseball spectators to conduct semi-structure interview. 600 professional baseball spectators will help the research by identifying their perceiving service qualities and types by Services Quality of Professional Baseball Questionnaire.

The second step is the collaboration of Kano's Two-Dimensional Quality Model and QFD method. Using Kano's Two-dimensional Quality Model and the result of QFD method will evaluate the importance and sequence of spectators' requirements. The research has also provided the matrix relationship between Kano's Two-dimensional Quality and quality improvement modes to confirm the importance of service attributes.

RESULT

Services quality of professional baseball questionnaire were formed by consulting from 36 professional baseball spectators with 30 items. 600 professional baseball spectators would research by identifying their perceiving service qualities and types by Services Quality of Professional Baseball questionnaire. The results shows that the service items of professional baseball had three attributes: one-dimensional quality element(3 items), must-be quality element(11 items) and attractive quality element(1 items) by Kano Model.

We base on the QFD and see through the relation matrix to discover the important service quality technology of professional baseball. The result shows the most important service qualities are : excellent facilities of baseball field 、 professional technician 、 professional attendant 、 professional baseball information and the management of hygiene.



Conference Schedule

| July 22, 2014 | | |
|---------------|---------------|--------------------------------------|
| Oral Session | | |
| 13:30-17:30 | Registration | |
| 14:00-15:30 | Roma | Business I |
| | Venezia | Education I |
| | Raffaeollo | Computer and Information Sciences I |
| | Michaelangelo | Life Sciences I |
| | Da Vinci | Material Science and Engineering I |
| 15:45-17:30 | Roma | Management I |
| | Venezia | Environmental Sciences I |
| | Raffaeollo | Computer and Information Sciences II |
| | Michaelangelo | Civil Engineering I |
| | Da Vinci | Biomedical & Biological Engineering |

| July 22, 2014 | |
|-------------------------------|---------------------------------------|
| Poster Session | |
| B1, Renaissance Sapporo Hotel | |
| 14:30-15:30 | Management |
| | Communication |
| | Culture |
| | Electrical and Electronic Engineering |
| 16:00-17:00 | Life Sciences |

| July 23, 2014 | | |
|---------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| Oral Session | | |
| Time | Information | |
| 08:15-17:30 | Registration | |
| 08:30-10:00 | Roma | Language & Literature I |
| | Venezia | Education III |
| | Raffaeollo | Finance I |
| | Michaelangelo | Environmental Sciences II |
| | Da Vinci | Chemical Engineering I |
| 10:00-10:15 | Tea Break | |
| 10:15-12:00 | Venezia | Management II |
| | Michaelangelo | Material Science and Engineering II |
| | Da Vinci | Computer and Information Sciences III |
| 10:30-11:45 | Roma | Keynote Speaker: Dr. Jun Mizuno "3D Printing Technology Evolution – Proposal of Sub-milli Electromechanical Systems (SMEMS) Technology" |
| | Raffaeollo | Keynote Speaker: Jonathan Damiani "3D Printing Technology Evolution – Proposal of Sub-milli Electromechanical Systems (SMEMS) Technology" |
| 12:00-13:00 | Lunch Time | |
| 13:00-14:30 | Roma | Business II |
| | Venezia | Education II & Psychology |
| | Raffaeollo | Linguistics I |
| | Michaelangelo | Life Sciences II |
| | Da Vinci | Fundamental and Applied Sciences |
| 14:30-14:45 | Tea Break | |
| 14:45-16:15 | Roma | Management III |
| | Venezia | Economics I |
| | Raffaeollo | Biological Engineering II |
| | Michaelangelo | Electrical and Electronic Engineering I |
| | Da Vinci | Mechanical Engineering I |
| 16:15-16:30 | Tea Break | |
| 16:30-18:00 | Roma | Culture |
| | Venezia | Communication I |
| | Raffaeollo | Politics & Sociology |
| | Michaelangelo | Civil Engineering II |
| | Da Vinci | Computer and Information Sciences IV |

July 23, 2014

Poster Session

| | |
|--------------------|---------------------------------------|
| 09:30-10:30 | Education |
| | Psychology |
| | Computer and Information Sciences |
| | Electrical and Electronic Engineering |
| 11:00-12:00 | Life Sciences |
| | Fundamental and Applied Sciences |
| 12:00-13:00 | Lunch Time |
| 14:00-15:00 | Environmental Sciences |
| | Chemical Engineering |
| | Material Science and Engineering |
| 16:00-17:00 | Biological Engineering |
| | Life Sciences |
| | Biomedical Engineering |

| July 24, 2014 | | |
|---------------|---------------------|-------------------------------------------|
| Oral Session | | |
| 08:15-16:30 | Registration | |
| 08:30-10:00 | Roma | Management IV |
| | Venezia | Communication II |
| | Raffaeollo | Linguistics II |
| | Michaelangelo | Chemical Engineering II |
| | Da Vinci | Life Sciences III |
| 10:00-10:15 | Tea Break | |
| 10:15-12:00 | Roma | Economics II |
| | Venezia | Finance II |
| | Raffaeollo | Business III |
| | Michaelangelo | Computer and Information Sciences V |
| | Da Vinci | Material Engineering I |
| 12:00-13:00 | Lunch Time | |
| 13:00-14:45 | Roma | Management V |
| | Venezia | Business IV |
| | Raffaeollo | Civil Engineering III |
| | Michaelangelo | Computer and Information Sciences VI |
| | Da Vinci | Electrical and Electronic Engineering II |
| 14:45-15:00 | Tea Break | |
| 15:00-16:45 | Roma | Language & Literature II |
| | Venezia | Education IV |
| | Raffaeollo | Environmental Sciences III |
| | Michaelangelo | Electrical and Electronic Engineering III |
| | Da Vinci | Mechanical Engineering II |

| July 24, 2014 | |
|----------------|----------------------------------|
| Poster Session | |
| 09:00-10:00 | Business |
| | Education |
| | Finance |
| | Mechanical Engineering |
| 11:00-12:00 | Life Sciences |
| 14:00-15:00 | Civil Engineering |
| | Material Engineering |
| | Biomedical Engineering |
| 16:00-17:00 | Material Science and Engineering |
| | Mechanical Engineering |