

出國報告

(出國類別：參加國際研討會與拜訪國際學者)

出國報告題目名稱

國際研討會

論文名稱

**The Operational Performance and Business Strategy of
World Iron and Steel Industry Based on Dynamic Network
Data Envelopment Analysis and Dynamic Malmquist
Productivity Index**

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摘要

本次在英國倫敦國際研討會 (THE 2016 ICBTS European Academic Multidisciplinary Research Conference 2016)，我所參加的是 *European Sustainable Development Business Tourism Social Sciences Education Technology Sciences Research Conference, University of London, London UK, 17 –20 February, 2016*. 研討會中我所發表的題目是：The Operational Performance and Business Strategy of World Iron and Steel Industry Based on Dynamic Network Data Envelopment Analysis and Dynamic Malmquist Productivity Index. 在研討會會議中，各國的與會學者都積極參與討論，非常熱烈，學者們提出他們最新的研究情形來進行交流，席間個人亦對報告者提出問題討論。在此之前個人亦再前往以前造訪過的國際學者，進行學術交流。兩者對個人未來研究方向、研究能量、以及國際視野助益匪淺。

關鍵詞: Operational Performance, Business Strategy, Dynamic Network Data Envelopment Analysis, Dynamic Malmquist Productivity Index

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一、目的

本次國際學術交流主要目的是論文發表與拜訪在英國的學者。個人在英國倫敦所參加的 THE 2016 ICBTS “European Academic Multidisciplinary Research Conference 2016”國際研討會是 *European Sustainable Development Business Tourism Social Sciences Education Technology Sciences Research Conference*,發表的題目是：The Operational Performance and Business Strategy of World Iron and Steel Industry Based on Dynamic Network Data Envelopment Analysis and Dynamic Malmquist Productivity Index. 論文摘要如下：

“This paper examined the operating performance and its determinants of the 33 of top 55 global integrated steel producers which were grouped into five regions, i.e., North America, developed Asia, European Union, the Southern Hemisphere and other areas (China and Russia), by utilizing both dynamic network data envelopment analysis (DNDEA) and dynamic Malmquist productivity index via cross-period efficiency and total factor productivity during 2004~2013. As the results indicate, while the dynamic Malmquist productivity index, decomposed into the dynamic technical efficiency and the dynamic technical change, as a whole had grown slightly, only European Union and other area grew increasingly. Therefore, due to the improvement of input resources allocation efficiency, the overall productivity had grown slightly, caused mainly by the dynamic technical efficiency growth, in spite of the technical decline. **Keywords:** Operating Performance, Dynamic Network Data Envelopment Analysis, Dynamic Malmquist Productivity Index, Cross-Period Efficiency”

本次拜訪對象仍是 Dr. Jian Shi, 紐堡大學統計學者(Reader in Statistics), Dr. Congmin Peng, 英格蘭劍橋的 Anglia Ruskin University 的經濟與國際企業(Economics and International Business)學者, 作更進一步的國際學術交流。

二、過程

本次國際研討會議於英國倫敦舉行(02/17/2016-02/20/2016), 如下圖研討會議程所示。共分為 8 個 Sessions, 其中 Session 1 ~ 4 與 7~8 是 International Business Research, Session 6 是 International Tourism Research, 而 Session 8 是 International Innovation Technology Research。本次的國際研討會本人全程參與, 而本人是在 Session 7 International Business Research 進行論文報告(見附錄圖片)。參與研討會的人員來自世界各國, 各種研究的差異有些很大, 除如阿拉伯的研究學者, 由於在阿拉伯的電費是免費或價格很低, 導致節能減碳的型不易產生功效。本人除了在報告中, 接受問答外, 在其他人的報告中, 個人也聆聽並提出問題交流。經由不同類型的研究討論, 涉及國際企業研究、國際觀光研究、以及國際創新科技研究, 得知世界的潮流、各國的狀況、與各種不同的研究方法, 從意見交流中的確獲益良多。

Session 1

European Academic Multidisciplinary Research Conference 2016	
Conference Program	
17 Feb 16 15.00 - 16.30 (W)	EARLY REGISTRATION Welcome meeting at The University of London United Kingdom
18 Feb 16 8.45 - 09.30 (TH)	REGISTRATION Welcome meeting at The Imperial London Hotel, Russell Square
09.30 - 09.40	WELCOME & OPENING ADDRESS At Imperial London Hotel Russell Square, London UK Prof. Dr. Kai Heuer, Wismar University, Germany Dr. Chayanan Kerdpitak, Suan Dusit University, Thailand
09.40-17.00	ADVISORY SESSION CHAIRS COMMITTEE Prof. Dr. Kai Heuer, Wismar University Business School, Germany Prof. Dr. Shelley Ching-yu Depner, National Cheng Kung University, Taiwan Dr. Dr. Dea'a Al-Deen Omar Nawwaf Al-Sraheen, University of Jordan, Jordan Dr. Vipin Nadda, University of Sunderland, London, United Kingdom Dr. Chayanan Kerdpitak, Suan Dusit University, Thailand
18 Feb 2016(TH) 09.40 - 10.40	Session 1 International Education Research Paper 1 (73) Positive Education: Promoting Subjective Well-Being in School Environments; <i>Dr. Anat Shoshani, Israel</i> Paper 2 (62) Using Cognitive Restructuring to Enhance Academic Self-Efficacy of Low-Achieving Students in Ondo State, Nigeria; <i>Dr. James Olureni Faloye, Nigeria</i> Paper 3 (54) The Influence of Reflective Teaching on Classroom Effectiveness of Perschool Teachers; <i>Dr. Victoria Oluwalola ADEYELE, Nigeria</i>
10.41 - 11.10	Break

Session 2 ~ 4 & 1

11.11 - 12.10	Session 2 International Social Sciences Research Paper 1 (210) Influence of urban residence on use of psychotropic medications in Pennsylvania, USA: Cross-sectional comparison of older adults attending senior centers; <i>Offer E. Edelstein and Steven M. Albert and Karen Pater and Ravi Sharma, Israel</i> Paper 2 (216) The reconfiguration of the "scholar/beauty" trope: A case of selected Hong Kong movies; <i>Chee-Lay TAN and Lai-Sze NG, Singapore</i> Paper 3 (92) Highlighted matters Concerning the four main schools of Islamic criminal law; <i>Hojed Abdulhadi S. Alotaibi, United Kingdom</i>
12.11 - 14.00	Lunch
14.01 - 15.00	Session 3 International Social Sciences Research Paper 1 (59) Intensifiers in Mandarin Chinese and German; <i>Professor Dr. Shelley Ching-yu Depner, Taiwan</i> Paper 2 (37) Public opinion and presidential legacy: Obama's Middle Eastern sunset; <i>Dr. Sally TOTMAN and Mat HARDY, Australia</i> Paper 3 (44) Cross-National Patterns of Gender Differences in Mathematics: An Analysis of East-European and West-European Countries; <i>Dr. Magdalena Jablonska and Sylvia Bedyńska, Poland</i>
15.01 - 15.30	Break
15.31 - 16.30	Session 4 International Business Research Paper 1 (119) Global Leadership: Understanding the Value of Cultural Diversity; <i>Dr. Richard Savior, United State</i> Paper 2 (81) Female Employment in Hotels in the Kingdom of Saudi Arabia and the United Arab Emirates: Barriers, Enablers and Real-Life Experiences of work; <i>Dr. Sahaw Alismail, United Kingdom</i> Paper 3 (226) A New Method for Ranking Business and Economics Journals <i>Associate prof. Dr. Khaled Elmawazini, Kuwait</i>
18 Feb 2016(TH) 09.40 - 10.40	Session 1 International Business Research Paper 1 (136) The Role of Heritage Tourist Motivation on Satisfaction <i>Dr. Dehivilage Anne Sharmmi Perera and Dr. D.A.C Silva, Sri Lanka</i> Paper 2 (156) Feminizing Male Bodies: Cinematic Representation of Rheumatic Transformation from Man to Woman in Marathi Films Jogwa and Natatung <i>Dr. Santosh L. Karwande, India</i> Paper 3 (157) Impact of the Global Financial Crisis on Consumer Behaviour

Session 2 ~ 5

10.41 - 11.10	<i>Dr. Dadasaheb Jogdand, India</i>
11.11 - 12.10	Session 2 International Business Research Paper 1 (158) Current Practices in the Teaching of Writing in L2 Classrooms <i>Dr. Thomas Chow Yoon Foo, Malaysia</i> Paper 2 (174) Latin borrowings in English vocabulary <i>Dr. Anzhelika Yuzhova, Ukraine</i> Paper 3 (179) Sociological Analysis on Prisoners; with special reference to prisoners of Death Penalty and Life Imprisonment in Sri Lanka <i>Dr. Wasantha Subasinghe, Sri Lanka</i>
12.11 - 14.00	Session 3 International Business Research Paper 1 (187) Guardianship Role of Turkish Military: Some Evidence from Soldiers' Life Narratives <i>Dr. HAKAN ŞAHİN, Istanbul</i> Paper 2 (195) Novice educators' understandings of curricula and pedagogy: Iran from Uganda <i>Dr. Twine Hunington Banamuka & Dr. Vaughn M John, Uganda</i> Paper 3 (204) Digitization of the teaching of science subjects in Secondary schools: A Case study of 30 secondary schools in the central region of Uganda. <i>Dr. Yusuf Khalid Kibuka Nsubuga and Mrs. Nsubuga Nigama Azida, Uganda</i>
15.01-15.30	Session 4 International Business Research Paper 1 (219) Organ Trade and Human Trafficking <i>Iash Mourya, India</i> Paper 2 (223) To develop a theoretical model (analytical) based on the statements of the Iranian Supreme Leader of the Islamic civilization <i>Dr. Karim Mehri, Iran</i> Paper 3 (226) The study of the impact of "communication applications" of smart phones on interpersonal communication from the viewpoint of the students of Azad University of Damavand <i>Dr. Sara Akbaria and Mousa Ehsoladei, Iran</i>
15.31-16.30	Session 5 International Tourism Research Paper 1(69) Odeyasu: New Tourism and New Challenges in Kyoto; <i>Ian Gibson, Japan</i> Paper 2 (219) The Sharing Economy and its effects on the profitability at the Hotel Industry; <i>Dr. Pedro Aznar Alarcón and Dr. Josep Maria Sanyeras, Spain</i> Paper 3 (64) Sustainable Community Based Tourism Development: Key Success Factors for Tourism Implementation; <i>Jinnapas Pathumporn and Sanganda Nakapaksa, Thailand</i>
19 Feb 16(TH) 09.40 - 10.40	Session 6 International Tourism Research Paper 1(69) Odeyasu: New Tourism and New Challenges in Kyoto; <i>Ian Gibson, Japan</i> Paper 2 (219) The Sharing Economy and its effects on the profitability at the Hotel Industry; <i>Dr. Pedro Aznar Alarcón and Dr. Josep Maria Sanyeras, Spain</i> Paper 3 (64) Sustainable Community Based Tourism Development: Key Success Factors for Tourism Implementation; <i>Jinnapas Pathumporn and Sanganda Nakapaksa, Thailand</i>

Session 6 ~ 8

10.41 - 11.10	Break
11.11 - 12.10	Session 6 International Business Research Paper 1 (13) CEO Overconfidence and the Cost of Bank Loan; <i>Keng-Yu Ho and Yu-Jen Hsiao, Taiwan</i> Paper 2 (27) The Role of work motivation in a relationship between personality and customer focus in hotel industry; <i>Sanjo Bošić and Milena Nedeljković Tamara Jovanović, Serbia</i> Paper 3 (65) Instability Factors of Youth Employment in Russia; <i>Blinova Tatiana and Rysanovskiy Victor and Vynalshina Anna, Russia</i>
12.11 - 14.00	Lunch
14.01 - 15.00	Session 7 International Business Research Paper 1(140) Dose the Effectiveness of Board of Directors and Audit Committee Affect Accounting Conservatism; <i>Dr. Dea'a Al-Deen Omar Nawwaf Al-Sraheen, Jordan</i> Paper 3 (209) The Operational Performance and Business Strategy of World Iron and Steel Industry Based on Dynamic Network Data Envelopment Analysis and Dynamic Malmquist Productivity Index; <i>Lai-Wang Wang and Chiu-Hsiung Chen and Po-Cheng Ho and Yen-Cheng Huang, Taiwan</i> Paper 2 (109) The role of social institutions as a service generality The Jordanian experience in the care of orphans; <i>Professor Mohammad Mohsein Al Hussainat and Dr. Mamdouh Hail Alstronr, Jordan</i>
15.01 - 15.30	Break
15.31 - 16.30	Session 8 International Innovation Technology Research Paper 1 (41) Public perception of Sustainable Low Energy homes in subsidized developing country: Saudi Arabia as case study; <i>Natef Alhossar, Saudi Arabia</i> Paper 2(101) Role of Designing in Machinery Through Industrial Fields; <i>Mohammadtaher Moazeni, Iran</i> Paper 3 (98) The National Question": A Re-Assessment of Nigeria's Constitutional and Political Issues <i>Dr. Samuel Segun OJO, Nigeria</i>

本研究所得的結果如下：

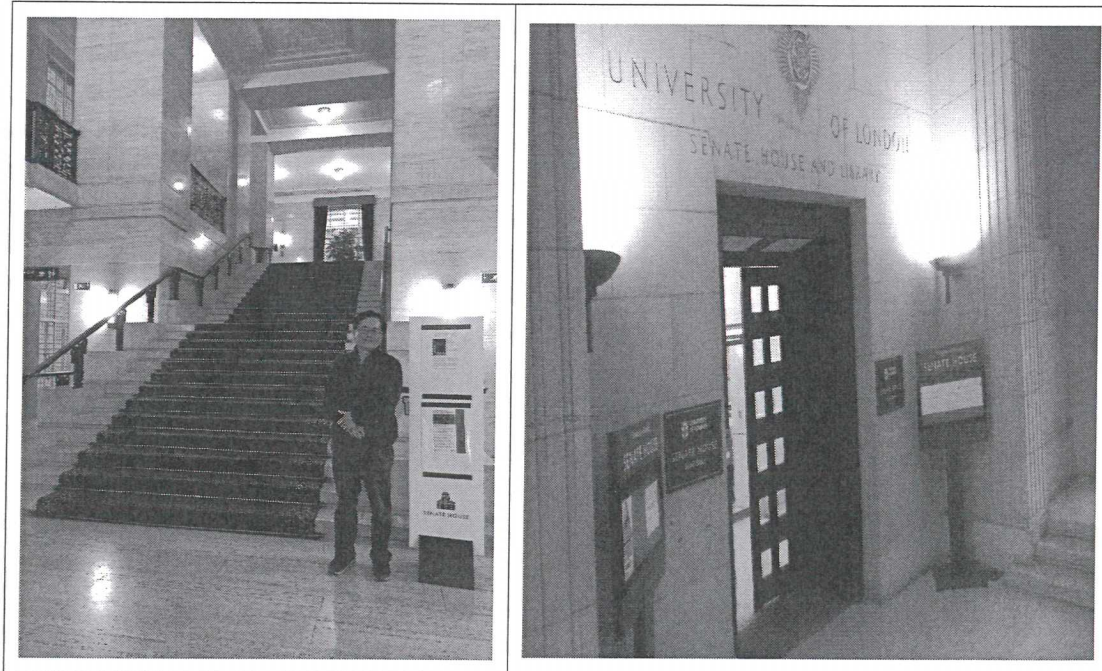
“On the whole, this paper aims to analyze the operational performance and business

strategy of world leading largest integrated iron and steel industry over the period 2004~2013. During that period, it is found that the overall steel mills for the integrated big steel producers, there is only inventory turnover ratio has significant positive influence on operation performance, and average machine age has significant negative influence on operation performance. The results presents the development of steel industry has reached relatively steadily mature. Although with the advantage of high technology, advanced transportation techniques and less trade barriers, machine age is the main problem.

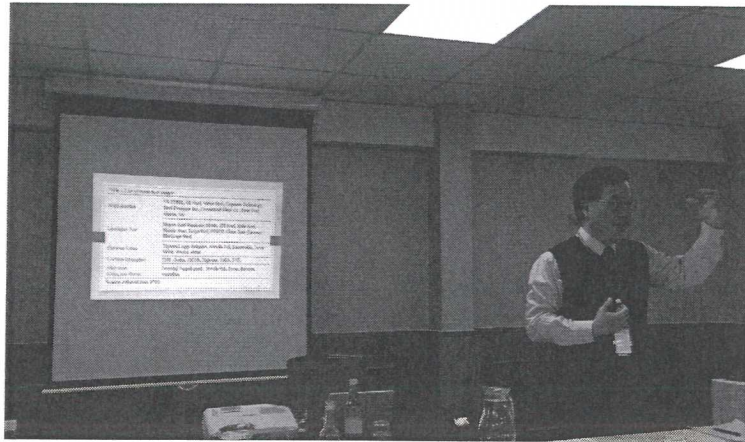
Therefore, according to the results, technical decline is the main cause that even though the growth of technical efficiency is larger than technical decline, the total factor productivity has been significantly influenced. In sum, the slight growth of the total factor productivity is mainly resulted by the improvement of input resources allocation efficiency.”

另一方面，在訪談學者方面，亦再前往拜訪對Dr. Jian Shi, 紐堡大學統計學者(Reader in Statistics)，及Dr. Congmin Peng，英格蘭劍橋的Anglia Ruskin University的經濟與國際企業(Economics and International Business)學者，作進一步的訪談與交流。如圖所示。

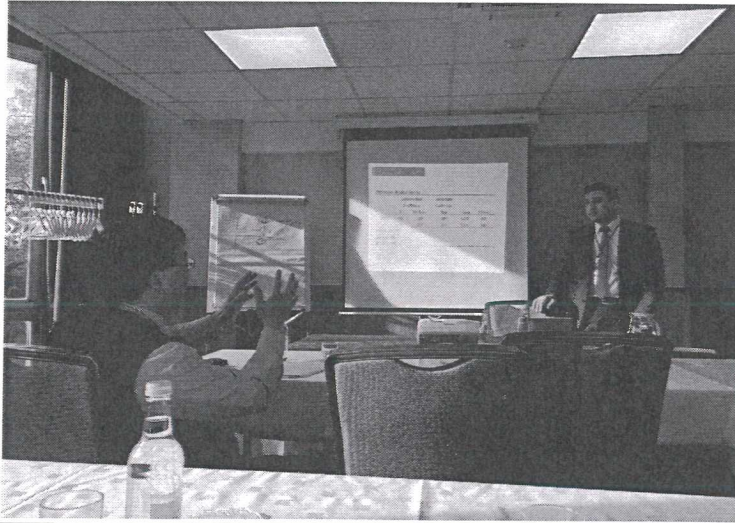
1. 倫敦大學 Senate House 會場



2. 本人論文發表



3. 對方論文發表，本人提問



4. 會場聆聽論文發表



Newcastle Campus



與 Dr. Jian Shi 合照 (Newcastle University 統計學者)



劍橋大學 King's College



三、心得及建議事項

經由此次的國際研討會與拜訪國際學者過程，了解到參與國際研討不是一件困難的事，不但可以增廣見聞，與更加了解到本身相關研究領域的學術動態，亦可以認識不同領域的研究，加上拜訪學者，可以加深外國學術研究的動態。對自己在國際視野，以及未來研究方向與能量助益頗大，對同僚或學生亦可提供建議，以促進國際學術交流的更多機會。所以，參加國際研討會與拜訪國際學者是可同時進行，以為相輔相成，對個人或自己所服務的學校幫助會更大。