

出國報告（出國類別：國際研討會）

赴馬來西亞參加
2nd International Conference on
Contemporary Issues Social Science
Innovation Research (CSIR)
研討會心得報告

服務機關：國防大學資訊管理學系

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出國期間：108 年 3 月 14~17 日

報告日期：108 年 3 月 26 日

摘要

此次使用 107 學年度科技部計畫(107P0009)核定出席國際研討會之經費，由計畫主持人張臺衛助理教授與研究助理葉彥利講師一同參與由 IRRMI 主辦的第二屆當代社會科學創新研究議題國際研討會(CSIR)，與世界各地前來參加的學者一同進行學術論文發表及意見交流，並於研討會第一場次以研討會論文名稱「Influence of Green Shared Vision on Green Product Development Performance: Mediating Role of Green Product Psychological Ownership」進行 15 分鐘口頭發表。與會學者之議題以社會科學、科技管理、醫療資訊及公共管理等創新研究為主軸，希望藉由研究相關議題運用於國防科技管理及公眾等事務上，做為未來政策推廣之參考。

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一、 目的

1. 為了能與從世界各地前往馬來西亞吉隆坡參加的第二屆當代社會科學創新研究議題國際研討會之學者們進行學術交流。
2. 以研討會論文名稱「Influence of Green Shared Vision on Green Product Development Performance: Mediating Role of Green Product Psychological Ownership」投稿至此國際研討會並進行口頭成果發表。
3. 在研討會過程中，提出研究架構與想法，並與其他學者進行意見交流，有助於未來文章之修改，作為未來精進方向，以符合投稿國外學術期刊之水準。

二、 過程

1. 「第二屆當代社會科學創新研究議題國際研討會」2nd International Conference on Contemporary Issues Social Science Innovation Research.(CSIR)於 2019 年 3 月 15 日至 15 日在馬來西亞吉隆坡的 The Federal Kuala Lumpur 舉行。此飯店位於吉隆坡市中心，交通網路發達。參與活動的學者包括澳洲、亞洲等各國學者，發表議題涵蓋社會科學管理、科技創新及，本次參與國際研討會之學者，對於環境保護、社會醫療管理等實務應用上皆有其獨特及實用之見解，藉由此次研討會交流過程中，互相交換意見，希望未來能提供企業與政府在策略及政策制訂上有更明確的方向。



2. 為期 2 天的議程計有 1 場 Key Note Speech，5 篇研討會論文發表，且澳大利亞悉尼大學和腦科研究所 Peter Xie 擔任與會來賓，2019 年 3 月 15 日上午 09 點 00 分抵達會場進行報到後，領取會議手冊及名牌，本人與張臺衛助理教授所提報之研討會論文於 2019 年 3 月 15 日上午 10 點 30 分至 11 點 05 分進行。
3. 此次研討會主持人 Anazi 於進行研討會活動期間，針對社會公眾等相關議題探討，

並引起在場學者高度關注並深入討論，並用將此次研討會發表之綠色議題、環境保護、醫療應用等串連為公眾事務，希望參與之學者未來能對企業實際狀況進行訪談，更期盼將來結合民間、企業及政府機構代表共同協商，制訂出對於更合於現況及有利於眾人之政策。

三、心得與建議

1. 此次藉由國際研討會議除了發表自己的研究成果外，並透過聽取與會學者們所發表的不同議題與提出問題互相研討外，其中主持人亦分享自己在環境保護提出邀請企業及政府人員一同參與討論和制定政策之建議，為此學術研究成果能或能更實際之成果；同時，將此實際運用在公眾事務上，能促使人們改善生活環境及品質，並為環境保護上進到一份心力。
2. 其他場次之論文發表提到醫療資訊與流行病控管提出創新的研究架構，相關研究對於在公眾事務管理上，提出一套可行性的研究，對於本研究在環境保護及綠色議題在推廣研究上，有許多相似之處可作為參考。
3. 近年來在科技管理與創新的領域，環保及綠色議題越來越受重視，透過與會學者的意見交流，更確定此研究仍為近年非常重視之議題之一，希望藉由未來更深入研究相關議題，未來作為國軍及政府機關推廣相關政策之基礎。

四、 附錄

1. 研討會攜回相關資料證明：會議手冊封面及名牌掃描檔、論文發表證明、研討會

(1) 會議手冊封面及名牌



DAY 01 Friday (March 15, 2019)

Session 1 (10:30 am – 11:30 am)

Venue: Room 1

Session Chairs: Mr. Leon Yap

Track A: Business, Management, Economics, Social Sciences and Humanities

CSIR-MAR-110	Inclusive Economic Growth And Refugee Crisis In Europe: A Temporal Analysis	Paula Puskarova
CSIR-MAR-101	Influence of Green Shared Vision on Green Product Development Performance: Mediating Role of Green Product Psychological Ownership	Tai-Wei Chang
CSIR-MAR-101A	Influence of Green Shared Vision on Green Product Development Performance: Mediating Role of Green Product Psychological Ownership	Yen-Li Yeh
CSIR-MAR-102	The Influence of Excessive Packaging of Green Product on Green Trust: The Mediation Effect of Green Brand Affect and Green Brand Associations	Yu-Shan Chen

Track B: Medical, Medicine and Health Sciences

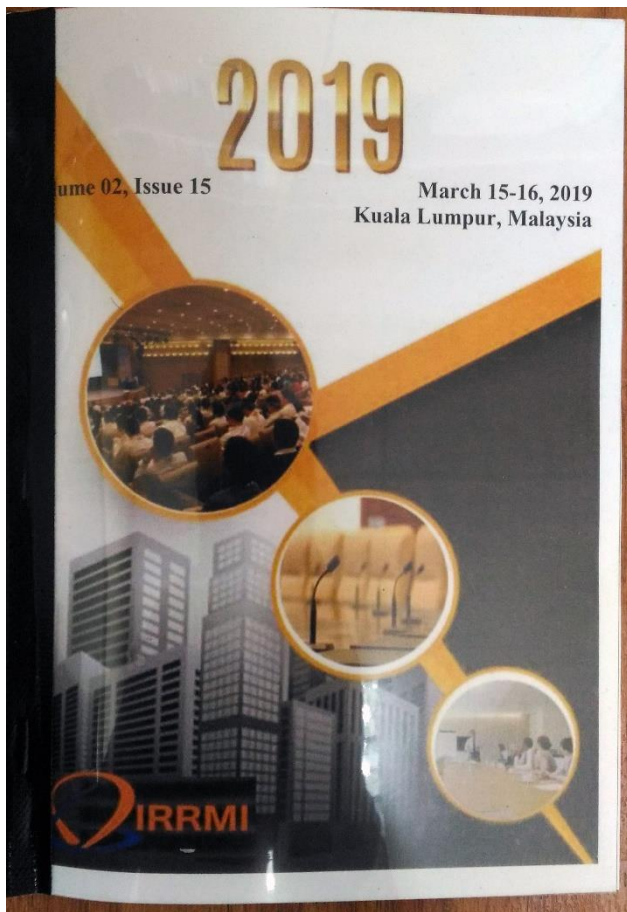
KUA-339-103M	Establishment of the Shari'ah Framework for the Application of Somatic Gene Therapy in Human	Zakiah Samori
KUA-339-104M	Prevalence Of Acute Otitis Media In North Sumatera Province, Indonesia	Aditiya Yuda Perkasa Alam Simbolon

Closing Ceremony & Lunch Break (11:30 am –12:30 pm)

(2) 論文發表證明



(3) 研討會論文集封面



Influence of Green Shared Vision on Green Product Development Performance: Mediating Role of Green Product Psychological Ownership



Tai-Wei Chang
Yen-Li Yeh

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What's "Green"?

- sustainability marketing
- key to business success



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1.Introduction

- Environmental awareness has intensified, and companies facing greater pressures to follow international treaties and accords:
 - the Montreal Protocol (1987)
 - UNFCCC (1992)
 - European Union environmental directive (WEEE, ROHS and EuP) (2003)
 - the Kyoto Protocol (2005)
- The public is becoming aware of environmental protection issues, corporate green product development has attracted more attention
- The development of environmentally friendly products and services is a response to increasing consumer environmental awareness and has been shown to be a key to business success



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1.Introduction

- Given that green product development has become more important for companies in this environmental era.
- Research framework consisting in key factors such as green shared vision and green product psychological ownership.
- Guide companies on how to improve their green product development performance.
- The notion of green shared vision , no prior research has yet investigated the mediating role of green product psychological ownership.

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1.Introduction

In order to fill the research gap

- Exploring the relationships between both **green shared vision**, **green product psychological ownership** and **green product development performance**.
- Examining **the mediating effect** of green product psychological ownership .
- **Green shared vision** is critical in the company's development of green product development performance.



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2.Literature Review

2.1 Effect of Green Shared Vision

- Shared vision refers to the collective understanding of an organizational vision, mission, and core values among members of a group
- **A shared vision provides a collective direction, which can guide employees to action in an effective way.**
- A shared vision can be further used to motivate organizational staff members for increasing their willingness to perform beyond expectations
- When team members understand and consider that the organizations' mission, vision, and values are appropriate, they are more likely to align their values and goals with those of the organization.
- We assert that Shared vision **can positively affect** green product development performance

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2.Literature Review

2.2 Effect and mediating effects of Green Product Psychological Ownership

- Psychological ownership as reflecting a relationship between a person to an object and the object is experienced as having a close connection with the self
- For personal, when the property was accepted in mind, it became mine.
- Because of the psychological ownership, the individual was willing to taking responsibility or sacrifice to the company.
- Therefore, it is also meaningful for employees having psychological ownership to design green products.
- Psychological ownership were the influence factors include the formality, working features, organizational culture, corporate goals and vision
- That will create strong possessive to target objectives, have positive attitude and performance.

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2.Literature Review

2.2 Effect and mediating effects of Green Product Psychological Ownership

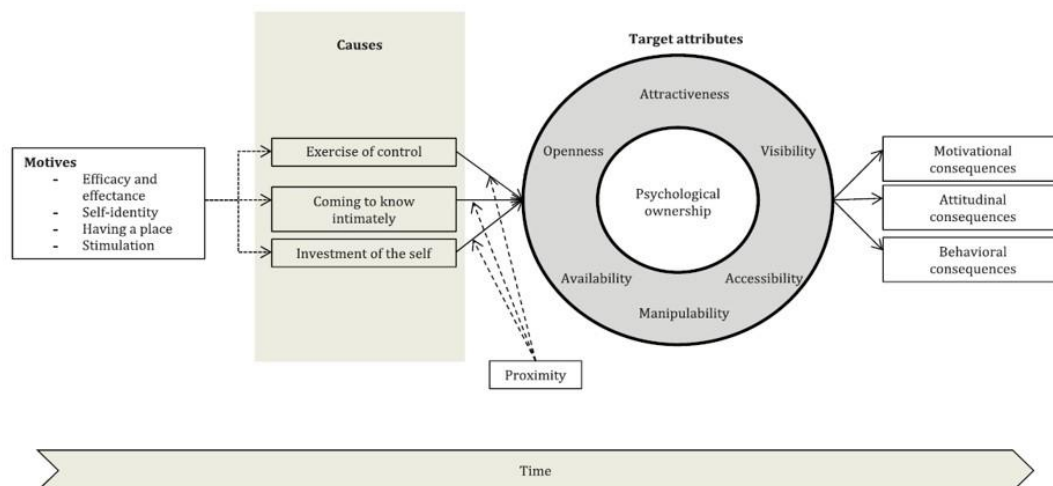


Figure 1. Theory of Psychological Ownership in a Marketing Context (Jussila et al., 2015)

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3. Methodology and Measurement

3.1 Structure and Hypothesis

- According to the introduction and related literature, we concluded that the **Green Shared Vision** was the independent variable, **Green Product Development Performance** was dependent variable, and the **Green Product Psychological Ownership** as the mediator variable, the research structure as below:

Hypothesis 1 (H₁): Green shared vision is positively associated with green product development performance.

Hypothesis 2 (H₂): Green shared vision is positively associated with green product psychological ownership.

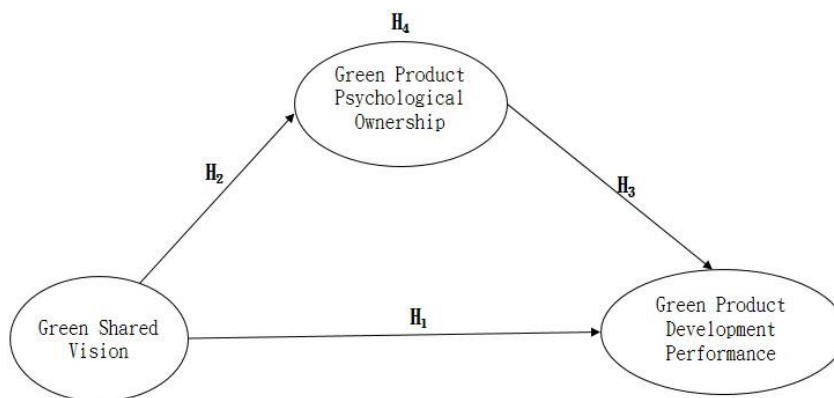
Hypothesis 3 (H₃): Green product psychological ownership is positively associated with green product development performance.

Hypothesis 4 (H₄): Green product psychological ownership will mediate the relationship between green shared vision and green product development performance.

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3. Methodology and Measurement

3.1 Structure and Hypothesis



Research framework

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3. Methodology and Measurement

3.2 Data Collection and the Sample

- **1 April 2018 to 31 August 2018**
- **Taiwan Business Directory:** electronics, information services, components manufacturing, computer and peripheral products, electronic products and components, communication equipment manufacturing, biotech and health care, machinery and equipment manufacturing, software industries, among others
- **The respondents were managers of various departments** (manufacturing, environmental, R&D, marketing departments), as well as leaders and members of green product development
- **770 formal questionnaires were sent out and 475 valid questionnaires were returned, with an effective response rate of 61.68%.**

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3. Methodology and Measurement

3.3 Definitions and Measurements of the Constructs

- **The questionnaire in this study consisted of the three construct measurements of green shared vision, green product psychological ownership, and green product development performance**
- **“tick the box” survey**
- **Green Shared Vision**
The items had a reliability of 0.897.
- **Green Product Psychological Ownership**
The item such as “I feel like the designed green product from my company is mine.”
The reliability of the items on the survey was 0.888
- **Green Product Development Performance**
The reliability of the items on the survey was 0.889



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4. Expected Results

- This study proposes a new concept to explore the relationship between green product psychological ownership and company green management among R&D employees by employing green product psychological ownership theory.
- The study concentrates on the green shared vision of native R&D manufacturing employees that will affect green product development performance and green product psychological ownership.
- The study aims to fill the research gap for green product psychological ownership of R&D employees in green industry that affects green shared vision and green product development performance.
- In addition, verify the mediation roles of green product psychological ownership.

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- The research results can support the companies to set up their green shared vision more concretely and push the R&D employees embracing psychological ownership. Thus, the influence will promote employees to increase green product development performance.
- Companies should develop a **green shared vision** so as to strengthen their **green product psychological ownership** and intensify their performance for **green product development**.

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