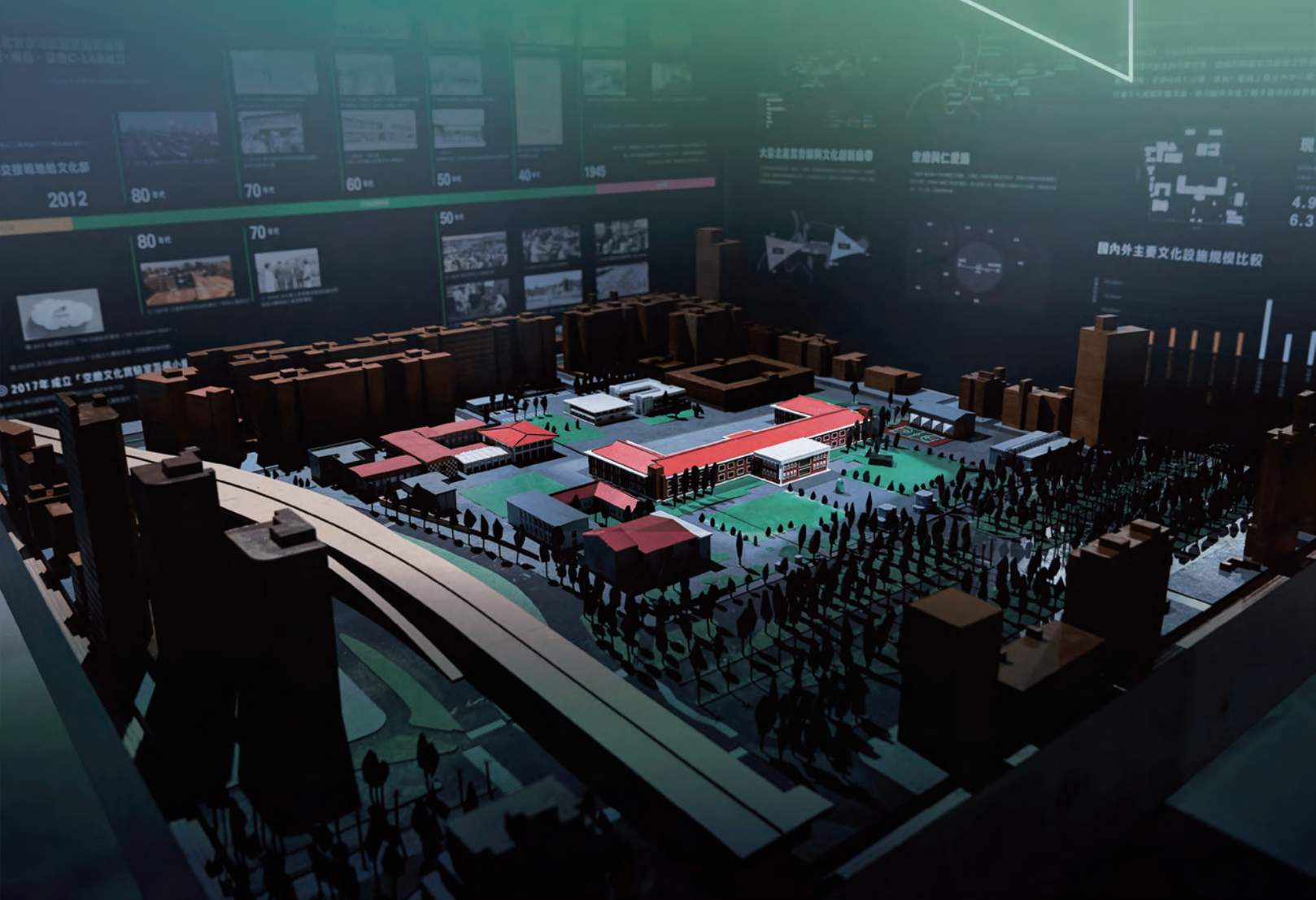
SHIH CHIEN UNIVERSITY NEWSLETTER

實踐

December
2023

08



SHIH CHIEN UNIVERSITY **NEWSLETTER** December 2023 **08**

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指導顧問	**謝孟雄**	臺北校區 Taipei Campus	+886-2-2538-1111
發行人	**丁斌首**		https://www.usc.edu.tw/
編輯	**秘書室**		104 臺北市中山區大直街70號
發行	**實踐大學**		70 Dazhi St., Zhongshan Dist.
			Taipei 104, Taiwan (R.O.C.)
Consultant	**Shieh Mung-Shiung**	高雄校區 Kaohsiung Campus	+886-7-667-8888
Publisher	**Ting Pin-Shou**		https://www.kh.usc.edu.tw/
Editor	**Office of the Secretariat**		845 高雄市內門區大學路200號
Published by	**Shih Chien University**		200 University Rd., Neimen Dist.
			Kaohsiung 845, Taiwan (R.O.C.)

COVER PHOTO | 空軍總部現況模型
A model of the current space at the former Air Force Command Headquarters

01 團隊成員
Team members

設計學院 VISION BASE 策展 《打開空總 X AI 多重未來》

盧彥臣｜建築設計學系助理教授

VISION BASE 的願景

實踐大學設計學院在過去二十年間的努力，已獲得國內外設計業界的肯定。在不斷變化的設計環境中，設計學院作為領先的設計人才培育場域，面臨必須容納更大設計能量的挑戰，並支持更多新刺激的出現。因此，設計學院以「**推動未來設計 20 年**」為核心，提出必須具備前衛的概念(conceptual)、專業務實的實踐(practical)及實驗創新(experimental)的跨領域計畫，以面對未來多變的挑戰。

透過概念、實踐、實驗創新的思維與實作，設計學院期能促進校內跨域合作、深化研究，同時亦賦能學生、服務社會。在面對未來設計師的本質和課題時，線上(數位)與線下(素材)被視為一個統一的經濟體，設計學院 VISION BASE 將使用四個動力，分別為**「Bounce」(想法撞擊與彈跳)**、**「Act」(行動，著手實作)**、**「Seek」(尋覓，在未知中探索)**及**「Evolve」(進化，演化至下一代)**，以促進「數位性」與「素材性」兩端活動的發展。

02 AI 生成人物互動區
Interaction area with AI characters

為實現此一目標，設計學院將提供軟硬體之基礎設施，使設計師能專注於處理數位性與素材性光譜兩端的各種設計議題，包括設計運算、數位製造、人工智慧及永續材料的應用與研發，從而能超前面對未來 20 年的生活課題，並將成果回饋於社會。

2023 臺灣文博會《打開空總 X AI 多重未來》

2023 年臺灣文博會重返臺北，並以臺灣當代實驗場 C-LAB 作為主場館。本校設計學院 VISION BASE 接受文化部與臺灣當代實驗場 C-LAB 的委託，在所策劃的**《打開空總 X AI 多重未來》**展覽中的表現，正是前述願景的實踐。在此次展覽中，設計學院展示其對於未來設計的深刻理解，並發揮跨領域合作的能力。透過 AI 技術與虛擬人物的引導，觀眾被邀請成為空總未來的共同建造者，這不僅是對參與者提供一種新型態的互動經驗，也是對未來城市文化空間塑造的一種新思考方式。

空總的都市脈絡與歷史更迭

此次展覽不僅是對臺灣歷史文化的回顧，亦是對未來文化發展的深刻思考。從二戰後的國家級文化投資到近年來的「國家級文化投資空白期」，這段歷史突顯臺北市對於新型態文化設施的迫切需求。空總基地的轉變，從軍事基地到文化實驗場，象徵著城市空間與文化功能的轉變，亦是臺北市文化發展的重要里程碑之一。在這次展覽中，本校設計學院成功地將其多年來的教學與研究成果應用於實際的文化建設中，除了展現培養未來設計人才的能力及願景，也是對臺灣文化創意產業的一次重要貢獻。

文化空總的多重未來

《打開空總 X AI 多重未來》正是在這樣的背景下誕生的。本次展覽透過介紹舊空總基地的歷史與變遷，為觀眾提供一個瞭解空間背景的機會，並

03 2023 年臺灣文博會開幕活動
Opening ceremony of 2023 Creative Expo Taiwan

以 9 個 AIGC 虛擬人物引導觀眾參與「空總未來」的建構。

本次策展最重要的目的是期待觀眾能一起「打開」空總多重未來之可能性，利用 AI 技術，使每一個人都能成為 AI 建築家，共同創造出各種可能的建築風格及文化空間。如此，不但能即時融入展覽的內容中，並能讓觀眾自行保存或分享至社群，實現一種全新的互動及參與方式。

此外，特展期間亦舉辦多場 AI 工作坊與導覽活動，由建築系教授、都市設計專家等專業人士帶領，深入探討臺灣首都城市開發與空總發展的各種議題，提供一個更具互動性、多元性的參與平臺。

此次展覽由本校設計學院 VISION BASE 策展，並由建築設計學系王俊雄主任與媒體傳達設計學系陳威志主任統籌策劃，協同都市設計學會梁豫漳理事長、建築設計學系盧彥臣助理教授共同參與。合作單位包括中華民國都市設計學會、底醞敘事股份有限公司及木下日本動畫有限公司，集結來自各界專家進行數據分析、內容規劃及畫面呈現。

未來國家藝文建設模式新樣貌

《打開空總 X AI 多重未來》特展是一次全民參與的文化建設實踐，標識著臺灣文化產業前進的一大步。透過此次展覽，期能打破傳統由上而下的文化建設模式，使民眾真正成為文化建設的主體，共同參與臺北城市的文化空間塑造，激發更多人對於文化與藝術的熱情，為臺灣的文化創意產業注入新的活力。■

04 AI 生成空間想像
Imagining the AI characters

Reinvigorate C-LAB by Leveraging AI to Unlock the Futures for the Capital

Lu Yen-Cheng (盧彥臣), Assistant Professor in the Department of Architecture

VISION BASE for future design

The hard work and achievements of Shih Chien University's College of Design over the past two decades have been recognized by the design industry both at home and abroad. In a constantly changing design environment, as a place that nurtures design talent, the College of Design must provide a space for greater design energy and encourage more new stimulation. Therefore, based on the concept of **"Pushing forward future design in the next two decades"**, the College of Design proposes a conceptual, practical, and experimental cross-disciplinary project to face the challenges ahead.

Through conceptual, practical, and experimental theory and practical work, the College of Design hopes to encourage cross-disciplinary collaboration and in-depth research in the university, and empower our students to offer practical service to society. As to the questions of the nature and tasks of a future designer, online (digital) and offline (materials) will be seen as a whole. The VISION BASE of the College of Design will leverage the four

05

05 文化部史哲部長(左)參訪，建築設計學系王俊雄主任(右)解說。
Chair of the Department of Architecture Wang Chun-Hsiung (王俊雄 , right) explained the exhibits to Minister of Culture Shih Che (史哲 , left).

06

06 實踐大學丁斌首校長(中)陪同文化部史哲部長(左)參觀展區(圖／2023 臺灣文博會提供)
Culture Minister Shih Che (left) accompanied by Shih Chien University President Ting Pin-Shou (丁斌首 , middle) at the exhibition. (Photograph courtesy of 2023 Creative Expo Taiwan)

forces of **“Bounce”, “Act”, “Seek” and “Evolve”** to boost the development of the digital and meterial endeavors.

Therefore, the College of Design will provide software and hardware infrastructure to help designers focus on the digital and material sides of various design issues, including design computing, digital manufacturing, AI, as well as application and R&D of sustainable materials. We’re looking ahead at the issues in the next 20 years and sharing the results of our study with society.

Exhibition at 2023 Creative Expo Taiwan

Returing to Taipei this year, the 2023 Creative Expo Taiwan was held at the C-LAB of Taiwan Contemporary Culture Lab. Commissioned by the Ministry of Culture and C-LAB of Taiwan Contemporary Culture Lab, the College of Design’s VISION BASE organized the exhibition **“Leveraging AI to Unlock the Futures for the Capital”**, which presents the visions stated above. At this exhibition, the College of Design showcased its profound understanding of future designs and its ability to implement cross-disciplinary collaboration. Guided by AI technology and virtual characters, the audience were invited to become a co-builder of the future of this old Air Force Command Headquarters. The design creates a new form of interactive experience for participants and offers a new way to think about the shaping of urban cultural spaces in the future.

07 08

07 媒體傳達設計學系陳威志主任現場導覽
Rex Takeshi Chen (陳威志), Chair of the Department of Communications Design, offered a guided tour at the exhibition.

08 空總歷史脈絡彙整
Historical context of the former Air Force Command Headquarters

The context and history of the former Air Force Command Headquarters

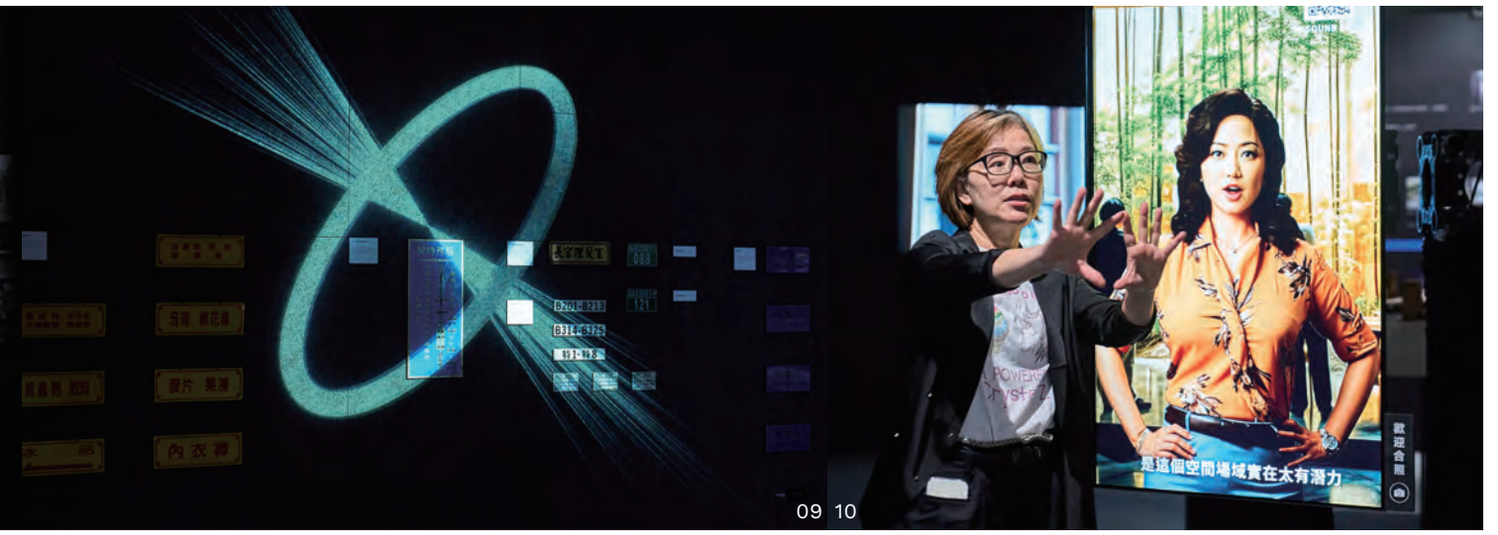
The exhibition is not merely a review of Taiwan's history but also a profound contemplation of cultural development in the future. Following the national cultural investment after World War II to a complete hiatus of such investment, Taipei City urgently needs a new type of cultural infrastructure. The transformation of the former Air Force Command Headquarters, from a military base to a culture lab, symbolizes the change of an urban space and its cultural functions and serves as a critical milestone in the cultural development of Taipei City. At this exhibition, the College of Design successfully applied years of teaching and research results to cultural infrastructure. The exhibition demonstrated the College of Design's ability and vision for developing future designers and a great contribution to the cultural and creative industry in Taiwan.

The multifuture of the former Air Force Command Headquarters as a culture venue

The exhibition **"Leveraging AI to Unlock the Futures for the Capital"** was developed against this backdrop. By introducing the history and transformation of this former Air Force Command Headquarters, the show offered exhibition-goers an opportunity to learn about the background story and used nine AIGC virtual characters to guide participants to join the building of its future.

One of the main goals is to "open" the possibilities of the space's multifuture with participants. Leveraging AI technology, everyone can become an AI architect and create various architectural styles and cultural spaces. The results can become part of the exhibition in real time and be saved or shared by participants on social media, a new way of interaction and participation.

Moreover, several AI workshops and guided tours were organized throughout



09 10

09 動態視覺及空總文物展示區
Dynamic visuals and exhibits of Air Force Command Headquarters cultural relics

10 文化部王時思政務次長到訪
Sue Wang (王時思), Deputy Minister, Ministry of Culture

the duration of the exhibition. Professors from the Department of Architecture and experts in urban design led the audience to engage in an in-depth discussion of Taipei City's urban development and various other issues, creating a more interactive and diverse participation platform.

The show was organized by the College of Design's VISION BASE. Wang Chun-Hsiung (王俊雄), Chair of the Department of Architecture, and Rex Takeshi Chen (陳威志), Chair of the Department of Communications Design, were in charge of the show, with the participation of Liang Yu-Chang (梁豫漳), Chairman of the Chinese Institute of Urban Design, and Lu Yen-Cheng (盧彥臣), Assistant Professor in the Department of Architecture. Other collaborators that collected data and offered content and visual design include the Chinese Institute of Urban Design, Rhizome Creative Operator Co., Ltd. and MK Origin Studio.

The new look of future national arts and cultural infrastructure

"Leveraging AI to Unlock the Futures for the Capital" is a practice of cultural infrastructure participated in by the public and a milestone for the local culture industry. The goal of the exhibition is to break down the top-down model of cultural infrastructure, allowing the public to take control and participate in the process, fueling enthusiasm for culture and arts and injecting fresh energy into the cultural and creative industry. ■

2023 時裝設計新人獎 服設、時尚系囊括全部獎項

服裝設計學系

實踐榮獲年度總冠軍

2023 時裝設計新人獎（Taiwan Fashion Design Award）決賽暨頒獎典禮於 112 年 10 月 11 日在松山文創園區 1 號倉庫舉行，共有 650 名產官學界貴賓參與盛會。實踐大學服裝設計學系與時尚設計學系學生，從來自歐美亞 19 個國家與地區共 485 名參賽者中脫穎而出，聯手囊括全部獎項，造就實踐大學成為年度總冠軍。

本校服裝設計學系學生胡俊丞以「古寫都耕」深得評審團的讚賞，榮獲首獎及 1 萬美元獎金。優勝獎由該系學生韓順之、曾芳琳分別以作品「是一之一」、「Nada」獲獎，表現出色，各獲 5,000 美元獎金。此外，該系學生黃詠琪作品「一沙一世界」、校友王昱欣（目前於國外研究所就學中）作品「週期蟬 -17」及時尚設計學系學生莊翔筌作品「IN-CTNS 裝箱」，分別獲頒優選獎之最佳布料使用、最佳版型運用及最佳商業潛力獎，各獲 3,000 美元獎金。

01 胡俊丞蟬聯兩屆首獎
Hu Jun-Cheng (胡俊丞) won the first prize at the Taiwan Fashion Design Award for two years in a row.

值得一提的是，胡俊丞去(2022)年以三年級的作品「劍擊世紀」參賽，獲得首獎。今(2023)年再度獲獎，他蟬聯兩年度首獎的紀錄是時裝設計新人獎史上第一人。

本屆時裝設計新人獎，隆重邀請國際時尚界的巨匠與指標性時尚媒體組成評審團，陣容堅強。評審團指出本屆創意令人驚豔，巧妙地將古代編織技巧賦予服裝現代美學，重新詮釋服裝新氛圍；素材選擇也很創新，可水洗牛皮紙拼接出宛如網購紙箱的樣貌，增添視覺與質感的趣味；利用可拆卸重組的多元組合概念，也更有層次地提升實用價值。每一件作品都突顯其獨特性，呈現多樣的創意風采。

「時裝設計新人獎」孕育新世代設計師

「時裝設計新人獎」競賽自 1987 年舉辦以來，已成為亞洲最具歷史與規模的官方時裝設計比賽。2013 年由國內的封閉性比賽，開放為國際性競賽，每年吸引超過 400 名國內外大專校院時尚相關系所與新秀設計師共襄盛舉，決賽現場觀眾更超過 1,000 人次出席。至今舉行 37 屆，累計 1 萬 4,000 人次參加，得獎者達 287 人次。

財團法人中華民國紡織業拓展會(簡稱紡拓會)透過此一賽事，發掘時尚產業的新進人才，同時提供新銳有嶄露頭角的機會。歷年來，實踐大學服裝設計學系學生參加「時裝設計新人獎」競賽得獎者，不乏成為臺灣具知名度與市場性的新生代設計師，包括竇騰璜、張李玉菁(成立品牌 STEPHANE DOUCHANGLEE YUGIN)、康嘉偉(成立品牌 pitotpaak)、李倍(成立品牌 Dleet)、鄭經中(成立品牌 Cephas)、高勝忠(成立品牌 SABRA ANDRE)、施堉霖(成立品牌 Yu Lin)、謝仁欣(成立品牌 DARIO)及吳日云(成立品牌 AUSTIN.W)等人。

02 服裝設計學系胡俊丞以「古寫都耕」作品獲頒首獎
Hu Jun-Cheng from the Department of Fashion Design won the first prize with his work “Koto Harvest”.

實踐大學在臺灣服裝產業界始終秉持教育初衷，期能為社會培育更多具專業性、國際性的優秀人才，以持續提升能見度與貢獻度。

得獎作品介紹

【首獎 / 胡俊丞 / 古寫都耕】

作品設計理念：都市耕新，將務農元素融入服裝，以黑白照片色調詮釋服裝。

黑白灰的無彩色系演繹都會的返璞歸真，在削去炫眼的五光十色後，留下的純真樸實。服裝版型採取寬鬆、舒適的線條，加入古早斗笠、農裝及手作編織的元素，表現都會的耕新意涵。

03 胡俊丞「古寫都耕」系列作品
Hu Jun-Cheng’s “Koto Harvest” series

04 韓順之「是一之一」系列作品
Han Shun-Zhi's (韓順之) "First Time" series

【優勝獎 / 韓順之 / 是一之一】

作品設計理念：瞬間的生成與消逝之時，每個當下是第一次，也是永恆。記憶透過影像碎片化於手染、刷破的痕跡，在一為全、全為一的整體流動。由個體延伸 — 穿與被穿之間，主客體轉換，是服裝在穿人，以人為本的意識消逝，相融於更大的宏觀。是一，之一。

【優勝獎 / 曾芳琳 / Nada】

作品設計理念：Nada 是西班牙文 Nothing 的意思，即是空無，取自海明威短篇小說《一個乾淨明亮的地方》做延伸，「世物皆空，人也不例外。需要的，不過是光，還有某些程度的乾淨與秩序罷了。」在這個社會，每個人都背負著自己的壓力和煩惱，有時我們只是希望能有一個乾淨明亮的地方喘息。■

05 曾芳琳「Nada」系列作品
Tseng Fang-Lin's (曾芳琳) "Nada" series

06

Shih Chien University Sweeps the Board at 2023 Taiwan Fashion Design Award

Department of Fashion Design

Shih Chien won the most awards this year

The final competition and the award ceremony of the **2023 Taiwan Fashion Design Award** was held on October 11 at Warehouse No. 1 of Songshan Cultural and Creative Park. A total of 650 guests from the industry, government and academia attended the event. This year, a total of 485 contestants from 19 countries and regions in Europe, America and Asia participated. Students from Shih Chien's Department of Fashion Design (DFD) and the Department of Fashion Styling and Design Communication (DFSDC) swept the board, making Shih Chien University the biggest winner of the year.

DFD's Hu Jun-Cheng (胡俊丞) won the first prize and US$10,000 with his work "Koto Harvest". The second prize went to Han Shun-Zhi's (韓順之) "First Time" and Tseng Fang-Lin's (曾芳琳) "Nada". Both students from the DFD were each awarded US$5,000. The third prize went to Huang Yung-Chi's (黃詠琪) "To see a world in a grain of sand" (Best Use of Fabrics), Wang Yu-Hsin's (王昱欣) "17-year Cicada" (Best Pattern Making)

06 服裝設計學系韓順之「是一之一」作品獲頒優勝獎
Han Shun-Zhi from the Department of Fashion Design won the second prize with the work “First Time”.

07 服裝設計學系曾芳琳「Nada」作品獲頒優勝獎
Tseng Fang-Lin from the Department of Fashion Design won the second prize with the work “Nada”.

and Chuang Hsiang-Chuan’s（莊翔筌）“In The Cartons” (Best Market Potential). Huang is a student in the DFD, Wang is a DFD alumna currently studying in graduate school abroad and Chuang is a DFSDC student. They were each awarded US$3,000.

Last year (2022), Hu Jun-Cheng also won the first prize with his third-year project “Century of the Sword”. Winning another first prize this year has made him the first person to celebrate a back-to-back victory at the Taiwan Fashion Design Award.

This year, heavyweights from the international fashion scene and representatives from iconic fashion media were invited to judge the competition. The judges pointed out that the contestants impressed them with brilliant creativity. For example, some contestants reinterpreted fashion by injecting modern aesthetics to ancient weaving techniques, while some used washable kraft paper to create a look that resembles delivery boxes. Every work was unique and demonstrated the diverse creativity of designers.

08 時尚設計學系莊翔荃「IN-CTNS 裝箱」作品獲頒優選獎（最佳商業潛力）
Chuang Hsiang-Chuan (莊翔荃) from the Department of Fashion Styling and Design Communication was awarded the third prize for the work “In The Cartons” (Best Martket Potential).

09 服裝設計學系黃詠琪「一沙一世界」作品獲頒優選獎（最佳布料使用）
Huang Yung-Chi (黃詠琪) from the Department of Fashion Design was awarded the third prize for the work “To see a world in a grain of sand” (Best Use of Fabrics).

Taiwan Fashion Design Award: a cradle of new generation of designers

First held in 1987, the Taiwan Fashion Design Award has become the oldest and largest government organized fashion competition in Asia. In 2013, the event was opened to international contestants for the first time. Since then, more than 400 fashion design students and emerging designers from around the world have participated in the event every year. The final competition could attract an audience of more than 1,000 people. So far, a total of 14,000 people have participated in the last 37 editions of the award, with as many as 287 contestants winning the prizes.

Taiwan Textile Federation hopes that the event could tap new talent in the industry and offer new designers a chance to be seen. Over the years, many students from our Department of Fashion Design have won prizes at Taiwan Fashion Design Award and become noted and profitable designers, including STEPHANE DOUCHANGLEE YUGIN by Stephane Dou (竇騰璜) and Changlee Yu-Gin (張李玉菁), pitotpaak by Kang Chia-Wei (康嘉偉), Dleet by Lee Bei (李倍), Cephas by Zheng Jing-Zhong (鄭經中), SABRA ANDRE by Andre Kao (高勝忠), Yu Lin by Shih Yu-Lin (施堉霖), DARIO by Dario Hsieh (謝仁欣) and AUSTIN.W by Wu Tzu-Yun (吳日云).

Shih Chien University has been devoted to offering professional training and nurturing talent that can compete on the global stage. We aim to increase the visibility of our talent and contribute to the industry.

10

10 服裝設計學系校友王昱欣「週期蟬 -17」作品獲頒優選獎（最佳版型運用）
Wang Yu-Hsin (王昱欣), alumna of the Department of Fashion Design, was awarded the third prize for the work "17-year Cicada" (Best Pattern Making).

Winners

First Prize / Hu Jun-Cheng / Koto Harvest

Concept: The circle is complete, and the city is renewed by urban farming. Black and white photos come to life as history and modernity become one.

The monochromatic color scheme represents a concept of stripping everything down to basics. The loose fitting pattern is incorporated with the elements of an Asian conical hat, a farmer's outfit and hand-weaving .

Second Prize / Han Shun-Zhi / First Time

Concept: Every fleeting instant is a first time passing by that forms eternity, flowing in the essence of "one is all, and all is one." Memories are presented through fragmented images in the process of manual dyeing and ripping. They flow with the concept that one is all and all is one. The changing of subject and object between garment and human being is conveyed through the dissolving human structure and the interplay within them. The clothes are wearing us. We are one and one out of one.

Second Prize / Tseng Fang-Lin / Nada

Concept: Nada means "nothing" in Spanish. The original concept is derived from Ernest Hemingway's short story, "A Clean Well-Lighted Place". "It was all a nothing and a man was nothing too. It was only that and light was all it needed and a certain cleanness and order." In this overwhelming society, we all have our pressures and problems to solve. Sometimes, all we need is a place where it is bright and clean for us to take a rest. ■

01

01 亞太餐旅教育學會前後任理事長合影
Horng Jeou-Shyan (洪久賢) and the former APacCHRIE President

2023 全球前 2% 頂尖科學家 洪久賢教授入榜

洪久賢｜民生學院院長 / 餐飲管理學系教授

史丹佛大學發布 2023 年全球前 2% 頂尖科學家

美國史丹佛大學於 2023 年 10 月 4 日發表最新一期「2023 年全球前 2% 頂尖科學家榜單」(World's Top 2% Scientists 2023)，該榜單係使用全球最大的索引摘要資料庫 Scopus 所建立，該資料庫採用 6 種關鍵指標形成綜合分數，包含總引用次數、h-index、共同作者調整後的 hm-index、單獨作者、單獨或第一作者，以及單獨 / 第一或最後作者的文章引用次數等綜合指標(c-score)，c-score 著重於影響力(引用)而不是生產力(出版物的數量)。基於上述指標進行評分，反映出學者的學術論文引用影響力及作者貢獻度。本次引用次數更新採計至 2022 年底，統計數據時間範圍為 1960 至 2022 年。根據 Science-Metrix 分類，入榜的科學家涵蓋應用科學、健康科學、自然科學、經濟與社會科學、人文與藝術五大面向，以及 22 個科學領域與 174 個子領域。我很榮幸名列 2022 年度科學影響力排行榜，應主編邀請撰文，藉此機會回顧省思。

建構系列性系統研究，累積研究能量

在學術生涯中，我以大學教育之教學與學術研究為首要，長久以來以觀光餐旅專業暨教育領域為核心，念茲在茲人才培育、課程與教學創新、思考與創新力養成等議題，希冀將研究成果反饋至培育年輕學子，嘉惠學界與業界。同時關切前瞻專業領域或研究發展趨勢，以奠基在自己既有的研發基礎上，持續創新

精進。近 20 年來，透過主持國科會整合型計畫或個別型計畫執行創新的議題，如節能減碳、永續服務、倫理與企業責任、美感體驗、創造力、創新創業，以及 AI 衝擊下的大數據永續服務創新，至目前執行中的數位轉型旅館服務創新，對一主題執行多年期計畫，不斷地深耕。藉由選擇創新的重要議題，不僅能掌握最新脈動，亦可以增加研究原創性、學術理論或實務貢獻度。

積極參與國際 / 國內學術組織重要職務

我積極參與學術組織或國際會議，以增進與國際學者交流對話，從專題演講者、論壇與談者、論文發表者中吸取研究精華與經驗，結識研究同好，創造跨國研究的機會。我也長年投入專業學術組織，瞭解其互動模式，獲得信任與推舉，進而擔任重要職務，如中華民國餐旅教育學會理事長、中華家政學會理事長、亞太家政學會臺灣代表、亞太餐旅教育學會(Asia Pacific Council on Hospitality, Restaurant and Institutional Education, APacCHRIE)理事長等，並創設其臺灣分會(APacCHRIE Taiwan Chapter)，以凝聚國內學者專家能量，擴大國內外產學攜手合作，促進餐旅發展。

一個人走得快，一群人走得遠

自 1993 年起，我每年主持國科會專題研究計畫迄今，從未間斷。30 年來，從一年期到多年期計畫，自 2003 年從個別型計畫邁向主持整合型計畫，與研究同好一起組成整合型計畫，彼此相互切磋砥礪、資源共享，增加研究的樂趣，減輕負擔，形成促進研究發展的推動力，並善用 journal alert，掌握最新研究趨勢。我在投稿時，面臨一再修稿或被退稿是常事，從 peer review 中吸取見解，虛心的再三精煉，越挫越勇，意志堅定的繼續前進，直到文章被接受為止。感謝國科會長期以來的經費補助，使我能發揮研究能量，並曾多次獲國科會優良研究計畫、研究論文獎、指導研究生論文獎等，回饋的方法就是致力於研究服務並培植後進，歷年指導學生已累計 21 名取得博士學位(畢業後擔任大學 / 中學 / 小學校長、董事長、教授 / 副教授 / 助理教授等)、44 名取得碩士學位。我也曾擔任科技部人文司應用科教學門副召集人、國科會人文處應用科教學門餐旅管理組 SIG 召集人，舉辦國際研討會，邀請國際學者專家來臺專題演講，辦理提升研究能量工作坊等，以吸引、鼓勵與協助更多優秀年輕教師投入學門研究，讓臺灣的研究表現被看見。

以學術研究為志業

除教學外，我以從事研究為志業，享受從事學術研究的樂趣，儘管 22 年來兼任行政，包含 9 年大學校長，以及曾任研發長、學務長、院長、系主任、中心主任等職務，在這期間仍不忘做研究。發表具審查制期刊論文逾百篇，其中 SSCI 論文有 70 餘篇及 TSSCI 期刊論文、SCI 期刊論文等；國內外書中章節 4 篇；編著專書 5 本等。

感恩董事長的祝福與期勉

雖然已是處於延退階段，我仍珍惜能在溫馨優雅的實踐校園內擔任教學與行政工作、從事研究，也很樂意將研究經驗傳承給年輕教師。承蒙謝孟雄董事長厚愛，在獲悉我入榜一事後，親自道賀並期勉「再接再厲，再創新局」。滿心感恩董事長、師長同仁們的鼓勵，天道酬勤，我將繼續努力，以不負眾望。■

02 謝孟雄董事長嘉勉並贈送攝影作品，以資鼓勵。
Chairman of the Board Shieh Mung-Shiung (謝孟雄) congratulated Horng with his photographic work.


02

03

03 2009 年擔任亞太餐旅教育學會理事長主持研討會歡迎活動
In 2009, Horng hosted the welcome party of the Asia Pacific Council on Hospitality, Restaurant and Institutional Education (APacCHRIE) as APacCHRIE President.

Prof. Horng Jeou-Shyan Selected as 2023 World's Top 2% Scientists

Horng Jeou-Shyan (洪久賢), Dean of the College of Human Ecology and Professor in the Department of Food and Beverage Management

Stanford University released a list of the world's top 2% scientists in 2023

On October 4, 2023, Stanford University released its latest World's Top 2% Scientists 2023 list. This list uses Scopus data to provide standardized information on citations, h-index, co-authorship adjusted hm-index, citations to papers in different authorship positions and a composite indicator (c-score). The c-score focuses on impact (citations) rather than productivity (number of publications). The above metrics were used to show a researcher's citation impact and contribution. Data was updated from 1960 to the end of citation year 2022. Selected scientists include those from applied science, health science, natural science, economics & social science, and arts & humanities, and are classified into 22 scientific fields and 174 sub-fields according to the standard Science-Metrix classification. I was honored to be listed on this ranking of scientifical influence in 2022 and was invited by the editor-in-chief to write this piece to reflect on my work and career.

Developing systematic research projects

During my academic career, teaching and research have been my priority. Over the years, my focus has been on the professionalism and education of tourism and hospitality, working tirelessly on nurturing talent, innovative curriculum and teaching methods, developing critical thinking and creativity. The goal is to use my research findings to develop talent that can eventually contribute to the academia and industry. Attention has also been given to areas related to forward-looking infrastructure or research development to continue to innovate based on my existing research.

Over the past two decades, I have been the principal investigator of some of the multi-component team research projects and individual research projects for the National Science and Technology Council (NSTC) on innovative issues such as energy saving and carbon footprint reduction, sustainable services, ethical and corporate responsibility, aesthetic experience, creativity, innovative entrepreneurship, and innovative sustainable services of big data under the impact of AI. Currently, I am working on innovative digital transformation of hotel services. I continue to develop and improve my research by implementing multiple years of project on the same topic. Through choosing important innovative issues, I can keep up with the latest trends through my original research and add contribution to current academic discussion and to the industry.

Active participation in international and local organizations

I actively participate in academic organizations and international conferences to engage in more exchange and dialog with researchers worldwide. I have learned from the research and experience of conference speakers, discussants and paper presenters and made the acquaintance of researchers in similar areas to create opportunities for international collaboration. For years, I have participated in academic organizations and have had the honor to be selected to serve in important positions, including President of the Chinese Hospitality Education Association, President of the Chinese Home Economics Association, Taiwan Representative of Asian Regional Association for Home Economics and President of Asia Pacific Council on Hospitality, Restaurant and Institutional Education (APacCHRIE). I also established APacCHRIE Taiwan Chapter to unite local researchers and experts and encourage local and international collaborations to boost the development of Taiwan's tourism and hospitality sector.

If you want to walk fast, walk alone. But if you want to walk far, walk together.

Since 1993, I have been the principal investigator of NSTC research projects every year. Over the past three decades, I started from one-year projects to multi-year individual research projects. In 2003, I had a chance to work on a multi-component team research project for the first time. Through this type of projects, I could work with my colleagues, share our resources, enjoy the fun, and share the burden of the work together, creating greater momentum for my own research development. We also make good use of journal alert to keep up with the latest research trends. When making a journal submission, it is common to be asked to revise one's piece or to be rejected. It is important to learn from peer review, be humble enough to keep revising one's work, stay persistent and perservere until the work is accepted.

I would like to thank the NSTC for its funding over the years. I had been awarded by the NSTC for outstanding projects,

04 2008 至 2009 年擔任亞太餐旅教育學會理事長
Horng was the President of APacCHRIE from 2008 to 2009.

05 亞太餐旅教育學會理事長交接典禮
Handover ceremony of APacCHRIE presidency

research, and supervision of graduate students' papers. The only way to pay back is to work harder on my research and support new researchers. Over the years, 21 students I supervised have received their PhD degrees (some have become the principals of elementary and high schools, university presidents, chairpersons, professors, associate professors, assistant professors, and so on) and 44 received their master's degrees. Moreover, I served as the vice-convener of the Applied Science Education Division of the Ministry of Science and Technology as well as SIG convener of the NSTC Tourism and Hospitality Management Division. I have organized international conferences and invited international researchers and experts to give speeches and share their methods at workshops. The efforts were aimed to attract, encourage and support more outstanding young lecturers to do research and increase the visibility of Taiwan's research on the global stage.

Research as my vocation

In addition to teaching, I am dedicated to research and enjoy very much of the work. Over the past 22 years, I have taken on administrative responsibility, including nine years in the position of university president, dean of R&D, dean of student affairs, college dean, department chairperson, and center chief. Despite of all the administrative responsibility, I continue to work on my research projects. I have over 100 papers published in peer-reviewed journals, including over 70 SSCI papers, as well as TSSCI papers and SCI papers. Four papers were published in books in Taiwan and abroad, and five books were published.

Congratulations and encouragement from Chairman

Taking late retirement now, I cherish my time in Shih Chien University and continue to teach, do administrative work and work on research projects. I am also very happy to share my exprience with younger faculty members. I would like to express my gratitude to Chairman of the Board Shieh Mung-Shiung (謝 孟 雄), who congratulated me in person and encouraged me to achieve another great achievement upon learning about my being on the list. I am thankful for the support of the Chairman and my colleagues. Those who work hard will be rewarded. I will continue in my endeavors in teaching and research. ■

01 與 iLink 計畫總辦公室團隊參訪聖荷西州立大學
Visiting San José State University with the iLink head office team

教育部 iLink 計畫 他山之石可以攻玉

廖志峰｜管理學院院長
張瑞剛｜通識教育中心兼任副教授

教育部推動人社領域與產業鏈結

教育部為強化大學校院人文社科領域院系與產業合作鏈結，透過人社領域課程創新、產業參與及競賽出題等方式，結合人文價值、人社領域知識專業及業界實務或實際問題，引導人社領域學生瞭解產業界實務需求或實際問題，並運用思辨分析及批判論述，培育具產業職能、問題解決能力之人才，特規劃於 112 年 2 月 1 日至 115 年 12 月 31 日推動**「人文社會與產業實務創新鏈結計畫」（簡稱 iLink 計畫）**。

iLink 計畫推動期程分為第零期(112 年 2 月 1 日至 7 月 31 日)、第一期(112 年 8 月 1 日至 114 年 1 月 31 日)及第二期(114 年 2 月 1 日至 115 年 12 月 31 日)，計畫分三種補助類型，A 類為重點學校發展計畫(全國只有 4 所學校)，B 類為跨領域教師合作計畫，C 類為個別教師提升計畫。在第一、二期程，同一學校 A、B 類計畫至多補助各 1 案，A 類計畫每案最高補助 600 萬元，B 類計畫每案最高補助 250 萬元，C 類計畫每校至多補助 2 案，每案最高補助 40 萬元。

本校獲 iLink 計畫最高額補助

本校在 iLink 計畫第零期獲 1 個 A 類計畫(DIGI^{+} 綠色金融保險科技跨域產學創新鏈結計畫 (I))、2 個 B 類計畫(Data Go 生活服務業跨域實務創新鏈結計畫、臺灣民俗文化與技藝產業傳播計畫)；在第一期計畫，本校獲 1 個 A 類計畫(DIGI^{+} 綠色金融保險科技跨域產學創新鏈結計畫 (II))、1 個 B 類計畫(數據驅動設計思考賦能生活服務業跨域創新鏈結計畫)、2 個 C 類計畫(數位孿生-3D 掃描課程實踐計畫、囊螢慢慢東高 O2O

社群商務行銷），4 個計畫均獲得最高額補助。**本校同時是北區區域資源整合中心**，負責發展數位教材、推動北區計畫學校教師工作坊與共學社群、規劃北區區域實務專題比賽及配合計畫總辦公室辦理競賽。

本校 A 類計畫聚焦於**「綠色金融、保險、科技」**產業，目標是結合人文思維、專業知識加值與各產業實務需求，以達成建構創新產學合作模式及跨領域之實務創新。本校已執行第零期計畫完竣，並達預期目標，計有 7 門課程、270 名學生參與，產學合作實習廠商有 42 家、業界到課演講有 41 場、舉辦 2 次工作坊及 5 次教師共學社群。第一期計畫則有 16 門課程、704 名學生參與，截至目前業界到課演講有 37 場、舉辦 3 次工作坊及 5 次教師共學社群。

美國舊金山矽谷參訪

為具體達成前述大學校院人文社科領域院系與產業合作鏈結之目標，教育部資訊及科技教育司 iLink 計畫總辦公室規劃於 112 年 10 月進行美國舊金山矽谷參訪，參訪重點為「如何讓人社領域學生未來在矽谷工作」。為此，iLink 計畫總辦公室與計畫總主持人逢甲大學翟本瑞教授，分別由課程教育端與科技產業端安排一系列參訪，課程教育端包含柏克萊加州大學（UC Berkeley）、聖塔克拉拉大學（Santa Clara University）、聖荷西州立大學（San José State University）、矽谷職業技術教育學校（Silicon Valley Career Technical Education, SVCTE）及薩拉托加高中（Saratoga High School）；科技產業端則包含 Apple、Google、Meta 及 Splashtop 等全球高科技企業。

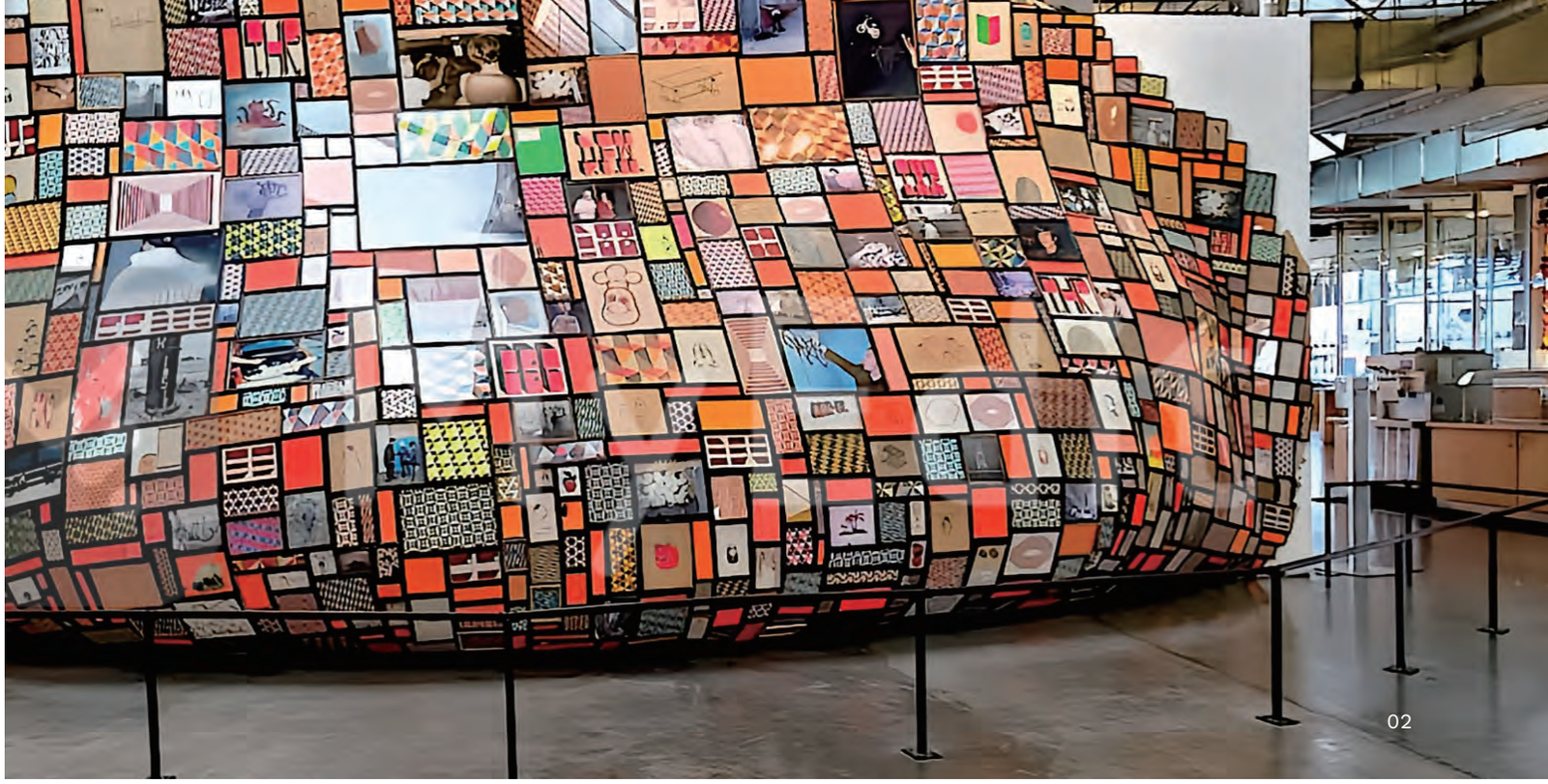
本校由李孟晃副校長及廖志峰院長代表參與 iLink 計畫團隊赴美參訪，在此次參訪活動中發現，對學生而言最具成效的學習即是完成實務專題。而實務專題的規劃，最好是從切身議題出發，如此不但能發揮同理心，也更能深入體認核心的價值。在實務專題的執行過程中，則可融合批判力、創意思考、團隊合作與溝通，進而提出問題解決的方案，再經由實作活動，期能解決問題，同時亦培養學生問題解決的能力。

欲達成培養學生解決問題能力之目標，需激發學生的學習興趣，並推動自主學習（self-directed learning）。在自主學習過程中，前述的實作經驗非常重要，因為實作是興趣的最佳檢驗歷程。以矽谷職業技術教育學校為例，每一課程都包含情境模擬、動手實作的教學活動，藉由專業的職人師資、設計最貼近真實情境的學習氛圍、強調密集專業證照取向、動手實作取得學分與工作資格等，並以真實情境、真實專案，促使學生更主動投入學習。

能力、態度與知識並重的學習

透過 iLink 計畫的推動，本校已成功啟動結合人文社會學科與產業實務的創新教育模式，不僅強化學生對於產業實務的理解與應用能力，亦促進跨領域的學術與產業合作。透過 A、B、C 三類計畫的推動，本校期待能透過實際的課程參與、產學合作實習、工作坊及教師共學社群等多元活動，有效提升學生的實務應用能力。

藉由本次美國舊金山矽谷參訪活動之學習與收穫，再次支持 iLink 計畫的構想。而透過與頂尖大學及全球知名高科技企業的互動，不僅獲得寶貴的教育與產業洞見，亦證明結合實務專題的學習方式，能有效強化學生的團隊合作與問題解決能力，此將是學生未來發展的重要基石。■



02 Meta 公司內部裝置藝術
Internal installation art at Meta

Ministry of Education iLink Program and the Lessons We Learned

Liao Chih-Feng (廖志峰), Dean of the College of Management
Zhang Rui-Gang (張瑞剛), Adjunct Associate Professor in the Center of General Education

Ministry of Education promotes linkage between humanity-social sicences and industry

The Ministry of Education (MOE) has focused on enhancing the link and collaboration between industry and departments in humanities and social sciences. Through innovative courses in humanities and social sciences, industry participation and competition, and combining values and knowledge in the area with practical issues in the industry, the MOE hopes to help students understand the practical needs and problems in the field and to encourage them to leverage analytical skills and critical thinking to become equipped with job and problem-solving skills. To achieve this goal, the MOE launched the **"Humanity-Social Sicences and Industrial Innovation Linkage Program" (iLink)**, which takes place from February 1, 2023 to December 31, 2026.

iLink is launched in three stages: Phase Zero (February 1 to July 31, 2023), Phase One (August 1, 2023 to January 31, 2025), and Phase Two (February 1, 2025 to December 31, 2026). The program offers funds in three categories: Category A for major university development (only four universities are qualified nationwide); Category B for cross-disciplinary coteaching programs; Category C for individual development programs. For Phase One and Two, a university can receive funding for at most one project in Category A and Category B, respectively. Funding maximum stands at NT$6 million for Category A projects, NT$2.5 million for Category B projects. A university receives Category C funding for two projects at most, with a funding maximum at NT$400,000 for each project.

03 04

03 矽谷職業技術教育學校之機器人課程實作活動
A robot making class at SVCTE

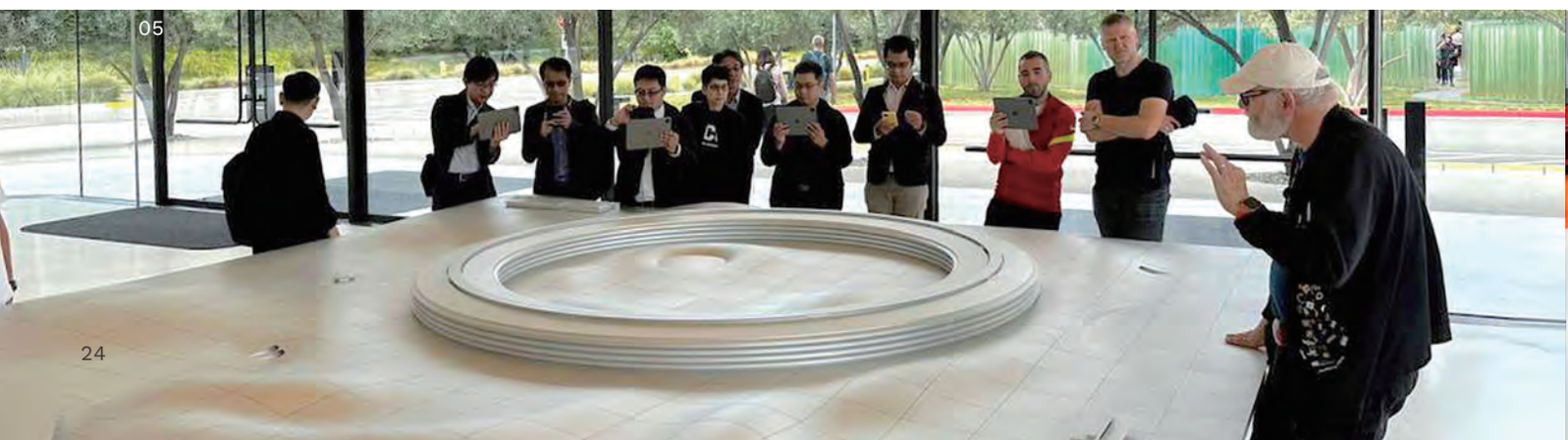
04 矽谷職業技術教育學校之施工技術課程實作活動
A practical construction class at SVCTE

Shih Chien receives max iLink funding

At Phase Zero, Shih Chien University has received funding for one Category A program (DIGI+ Green Financing, Insurance and Technology Industry-Academic Cross-Disciplinary Innovation Linkage Program (I)) and two Category B programs (Data Go Consumer Service Industry Cross-Disciplinary Linkage Program, Taiwan Folk Culture and Craft Industries Dissemination Program). At Phase One, Shih Chien has received funding for one Category A program (DIGI+ Green Financing, Insurance and Technology Industry-Academic Cross-Disciplinary Innovation Linkage Program (II)); one Category B program (Data-Driven Design Thinking Empowering Consumer Service Industry Cross-Disciplinary Linkage Program); two Category C programs (Digital Twins-3D Scanning Training Course Program, O2O Commerce Marketing in Eastern Kaohsiung District). All four programs received the maximum funding in their categories. **Shih Chien University is also the regional resource integration center in the northern region**, responsible for developing digital materials, organizing workshops and collaborative learning communities, hosting competitions for the northern region and contests guided by the iLink head office.

Shih Chien's Category A programs focus on the **"green financing, insurance and technology"** industries. The goal is to combine humanities mindsets, professional knowledge and pratical demand in the industries to build a new collaboration model between industry and academia and to boost practical cross-disciplinary innovation. The Phase Zero program has been completed and reached the targets. In total, 270 students participated in seven courses, 42 companies offered internships, 41 lectures were given by industry professionals, two workshops and five collabora-

05 透過 ipad 的虛擬實境互動，瞭解 Apple Park 的環境永續設計。
Learning about the environmentally sustainable design of Apple Park through VR interaction on iPads



tive learning communities were organized. Phase One includes 16 courses, which 704 students participated in. So far, 37 lectures by industry professionals, three workshops and five collaborative learning communities were organized.

Visit to Silicon Valley in San Francisco

To reach program goals, the iLink head office of the Department of Information and Technology Education, MOE planned a visit in October 2023 to Silicon Valley in San Francisco, the US, with the focus on "how to develop humanities and social sciences students to become the talent Silicon Valley needs in the future." Jai Ben-Ray (翟本瑞), Professor at Feng Chia University and the Principal Investigator of iLink, organized a series of visits based on education and IT industry components. For education purposes, the visits include UC Berkeley, Santa Clara University, San José State University, Silicon Valley Career Technical Education (SVCTE) and Saratoga High School. For the IT industry, the visits include Apple, Google, Meta, Splashtop and other global IT companies.

Lee Meng-Huang (李孟晃), Vice President of Shih Chien University, and Liao Chih-Feng (廖志峰), Dean of the College of Management, represented the university while participating in the iLink visit in the US. They found the most effective learning for students is to complete practical projects.

06 馬丁路德金恩博士圖書館原型製作室
Prototype production room at Dr. Martin Luther King Jr. Library

The design of practical projects is better when based on more personal issues so students can be more sympathetic and have a deeper understanding of the core values of the project. During the execution of the project, students are encouraged to use their critical thinking skills, creative thinking, teamwork, and communication skills to propose a solution, which is followed by hands-on activities to provide students opportunity to solve problems.

The key to teaching problem-solving skills is to give students the motivation to learn and become self-directed learners. During the self-directed learning process, the hands-on learning experience is crucial as it is the best way to identify one's interests. Take Silicon Valley Career Technical Education (SVCTE) for instance. Every course includes the elements of simulation scenario and hands-on learning.

07 08 09 矽谷職業技術教育學校之汽車維修課程，該課程與多間不同汽車產業合作。
A car maintenance and repair course at SVCTE. The course collaborates with several companies from the automobile industry.

10 馬丁路德金恩博士圖書館材料展示區
Material display area at Dr. Martin Luther King Jr. Library

Taught by professionals from the industry, the courses are designed to simulate real-life situations, focus on acquiring professional certifiates and require students to participate in hands-on learning to obtain credits and work qualifications. The real-life scenarios and real cases incentivize students to learn.

Ability-, attitude- and knowedge-based learning

Through the launch of iLink programs, Shih Chien University has successfully put in place an innovative education model that combines humanities and social sciences subjects with industry practices. The new model not only enhances students' understanding and application skills of real projects in the industry but also promotes cross-disciplinary collaboration between academia and industry. With the implementation of Category A, B and C programs, Shih Chien hopes to effectively enhance students' employability through class participation, internships, workshops and lecturers' co-learning communities and other activities.

The lessons learned from the visit to Silicon Valley again endorses the concept of the iLink program. The exchange with top universities and world-renowned IT companies not only provided great insight on education and industry, but proved learning through practical projects would effectively enhance students' teamwork and problem-solving skills, important skills for their future development. ■