

MGEM Research Topics for Thesis

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Research areas:

1. Mobile Payment Behavior
2. Electronic Word of Mouth
3. Internet Consumer Behavior
4. Luxury Brand Marketing
5. Fast Fashion Marketing

1. Example of Mobile Payment Behavior

<https://hdl.handle.net/11296/hjqhey>

Comparison of Mobile Payment Behavior for Different Countries

This document will look at the growth, possibilities and limitations in respect to mobile payments. Different methods paying with a mobile device will be examined as well as the consumer behavior of such across three continents. Case studies will look at Germany and United Kingdom in Europe, China in Asia and United States of America in North America. Analysis will be done to compare the similarities and differences between the two countries in Europe which are dominant regional players. There will also be conducted an analysis between the two dominant global players United States and China. The payment behavior on a continental level will also be looked upon in this thesis.

2. Example of Electronic Word of Mouth

<https://hdl.handle.net/11296/zbh84z>

A Study of How Electronic Word of Mouth Has Boosted Marketing in the Restaurant Industry

The purpose of this paper is to study the impact of electronic word-of-mouth communication over social networking sites on consumer purchase decisions. With the growing availability of food and product photography available at the click of a button, web-based consumer opinion platforms are now an emerging marketing tool that is playing an increasingly important role in consumer purchase decisions and eliminating the need for expensive strategies based around buying advertisements. This study will look at the way electronic word of mouth is being used to attract consumers across multiple platforms. This study will follow two world renown food establishments that do not need to spend on advertising to thrive in a competitive environment. This study

shows that consumer-generated ratings about the quality of food, environment and service of restaurants, and the volume of online consumer reviews are positively associated with the popularity of restaurants and can turn a novice restaurant into a booming conglomerate. The findings will help hospitality researchers and practitioners better understand the impact of electronic word-of-mouth on marketing demands and how to utilize their power to reduce advertising costs.

3. Example of Internet Consumer Behavior

<https://hdl.handle.net/11296/p3nn9c>

A Study of Internet Consumer Behavior in the Travel Industry Worldwide

The aim of this paper is to study internet consumer behavior in the travel industry in different countries in three different regions: North America, South America and Asia. Three popular applications will be compared in order to identify the most valued functionalities of mobile applications in this sector, the gaps in service of these popular applications, and possible differentiating factors for new entrants in the market. This study includes in-depth interviews with mobile travel applications users from the United States, Taiwan, and Colombia, that help gain a deeper understanding of consumer behavior.

4. Example of Luxury Brand Marketing

<https://hdl.handle.net/11296/8p46p6>

Study of VIP Customer Behavior for Luxury Brand Marketing in a Global Perspective

The main propose of this report is to understand the direction of the luxury industry by exploring the main difference on customer's behavior in the three different continents: Asia, North America and Europe. One luxury brand, Burberry, and three subjects from different nationalities, Spain, Thailand and the United States of America, were been interview for this study. Through the deep interviews with the top luxury brand Burberry, the study provides detail information about how the brand approaches its VIP customers. Additionally, through the interviews done to the different participants, the author will give crucial information about the behavior of the VIP customer in the upcoming luxury world centers.

5. Example of Fast Fashion Marketing

<https://hdl.handle.net/11296/6bsb6t>

A Study of Fast Fashion Leaders Two Sides of The World Zara and Uniqlo

Recently, the fashion industry has been changed seriously with the new trends and catching these new trends around the world got harder. These changes let the new part of fashion grow, this part was fast fashion. In the recent years, fast fashion become very

strong and important around the world. In this research, the author examined two giant fast fashion retailers from two sides of the world, Zara and UNIQLO. Those companies become one of the strongest companies in the industry. Even though, Zara and UNIQLO are based in Spain and Japan respectively, those companies managed to successful internationalization progress and become global brands. The author examines Zara and UNIQLO based in their histories and financial status. The goal of this study is to understand those companies' historical differences throughout years and compare the financial differences and similarities of these companies.

Research Topics for Thesis

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Research areas:

1. Service innovation
2. Negative political advertising
3. Storytelling marketing
4. Mindfulness in business
5. Humor and laughing style
6. Sharing economy
7. Positive psychology
8. Sharing economy
9. Fake news
10. Servant leadership

Research Topics:

1. *Service Innovation*

The concept of service Innovation was first discussed in Miles (1993) and has been developed in the past two decades. It is used to refer to many things. These include but not limited to:

1. Innovation in services, in service products – new or improved service products (commodities or public services). Often this is contrasted with “technological innovation”, though service products can have technological elements. This sense of service innovation is closely related to service design and "new service development".
2. Innovation in service processes – new or improved ways of designing and producing services. This may include innovation in service delivery systems, though often this will be regarded instead as a service product innovation. Innovation of this sort may be technological, technique- or expertise-based, or

a matter of work organization (e.g. restructuring work between professionals and paraprofessionals).

3. Innovation in service firms, organizations, and industries – organizational innovations, as well as service product and process innovations, and the management of innovation processes, within service organizations.

Reference:

Exploring dualities of service innovation: implications for service research

<https://www.emeraldinsight.com/doi/full/10.1108/JSM-01-2015-0051>

SERVICE INNOVATION: A SERVICE-DOMINANT LOGIC PERSPECTIVE

http://plaza.sdlogic.net/uploads/3/4/0/3/34033484/si_luschnambisan-3.pdf

2. *Negative political advertising:*

Negative campaign advertising is a cross-disciplinary study that includes marketing, political science, advertising, cognitive psychology, political consultation, political practice, oral communication, research methods, and public relations (Johnson-Cartee & Copeland, 1991). Fiske (1980) found that when negative political advertisements are used in political campaigns, they will cause emotional reactions. Negative political ads target the image or position of a particular candidate. Negative advertisement can be described as only providing negative information about a competitor (Meirick, 2002). Negative ads can be divided into subsets depending on whether they deal with issues or pictures specifically (Johnson-Cartee & Copeland, 1991). Negative ads can also be divided into sub-sets based on appeals to political issues and stereotypical personal appeals. Johnson-Cartee and Copeland (1989) believed that it would be best to use the term negative issue appeal to describe advertising designed to make the negative appeal a campaign issue. It can be argued that only comparative ads focused on denigrating the opponent, as opposed to endorsing, should be considered negative (Merritt, 1984) and that negative advertising is a subset of comparative advertising (James & Hensel, 1991)

Reference:

https://www.researchgate.net/publication/254889238_DEFINING_NEGATIVE_POLI

TICAL ADVERTISING DEFINITION FEATURES AND TACTICS

3. *Storytelling marketing*

Storytelling is the social and cultural activity of sharing stories, often with improvisation, theatrics, or embellishment. Stories or narratives have been shared in every culture as a means of entertainment, education, cultural preservation and instilling moral values. Crucial elements of stories and storytelling include plot, characters and narrative point of view. A fascinating story is to allow consumers to temporarily forget you are selling things to him, but after the purchase, so that customers are impressed by the brand.

Reference:

Arch G. Woodside, Suresh Sood, Kenneth E. Miller (2008)

Psychology & Marketing, Vol. 25(2): 97–145 (February 2008) Published online in Wiley InterScience

<http://www.archwoodside.com/wp-content/uploads/2015/09/Woodside-Sood-Miller-published-version.pdf>

Yvonne Delgadillo, Jennifer Edson Escalas (2004) Advances in Consumer Research (Volume 31)

http://www.acrwebsite.org/volumes/v31/acr_vol31_81.pdf

Merchant, A., Ford, J. B., & Sargeant, A. (2010). Charitable organizations' storytelling influence on donors' emotions and intentions. *Journal of Business Research*, 63(7), 754-762.

<https://www.sciencedirect.com/science/article/pii/S0148296309001702?fbclid=IwAR28cj7W5ggH9P-wnYv-JDSvxjiuUwMNIYgGxc6KQUj44hlYMbVRveBD5AU>

4. *Mindfulness in business:*

Mindfulness has started to garner attention in the industrial and organizational (IO) psychology literature recently. It also has become popular in the management practice, but research on mindfulness in the field of management remains limited. The definition of mindfulness is about paying full attention to these external events and internal thoughts, feelings, and sensations with a nonjudgmental attitude of curiosity and acceptance.

Reference:

Hülshager, U. R., Alberts, H. J. E. M., Feinholdt, A., & Lang, J. W. B. (2013). Benefits of mindfulness at work: The role of mindfulness in emotion regulation, emotional exhaustion, and job satisfaction. *Journal of Applied Psychology*, 98(2), 310-325.

<https://www.habitualroots.com/uploads/1/2/1/3/121341739/mindfulnessatwork.pdf>

Dane, E. (2011). Paying attention to mindfulness and its effects on task performance in the workplace. *Journal of Management*, 37(4), 997-1018.

<https://journals.sagepub.com/doi/10.1177/0149206310367948>

Hulsheger, U. R., Lang, J. W., Depenbrock, F., Fehrmann, C., Zijlstra, F. R., & Alberts, H. J. (2014). The power of presence: The role of mindfulness at work for daily levels and change trajectories of psychological detachment and sleep quality. *Journal of Applied Psychology*, 99(6), 1113-1128.

https://pdfs.semanticscholar.org/7b48/2fa3263568e7173d0b4a4a29a0a453354f65.pdf?_ga=2.243603653.1956225495.1607402664-1365540862.1607402664

Eisenbeiss, S. A., & van Knippenberg, D. (2015). On ethical leadership impact: The role of follower mindfulness and moral emotions. *Journal of Organizational Behavior*, 36(2), 182-195.

<https://onlinelibrary.wiley.com/doi/pdf/10.1002/job.1968>

5. *Humor and laughing style*

Weinberger, M. G., & Gulas, C. S. (1992). The impact of humor in advertising: A review. *Journal of Advertising*, 21(4), 35-59.

<https://reurl.cc/OqWrov>

Zhang, Y. & Zinkhan, G. (2006). Humor in Television Advertising: Does Audience Involvement Matter? *Journal of Advertising*, 35 (4), 113-127.

<https://www.tandfonline.com/doi/pdf/10.2753/JOA0091-3367350408>

Ruch, W. & Kohler, G. (1998). A temperament approach to humor. In W.Ruch (Ed.), *The sense of humor: Exploration of a personality characteristic*. New York: Mount de Grunter.

<https://psycnet.apa.org/record/1998-08024-008>

Ruch, W. and Proyer, R.T. (2009). Investigating the humor of gelotophobes: Does feeling ridiculous equal being humorless? *Human international journal of human research*, 22-1/2, 111-144.

<https://www.degruyter.com/view/journals/humr/22/1-2/article-p111.xml?language=en>

6. *Sharing economy*

Sharing economy comes from the idea of collaborative consumption. The term "collaborative consumption" was first used by Marcus Felson and Joe Spaeth in a paper focusing on car-sharing in 1978. Collaborative consumption is the continuous circulation of products and services among individuals through sharing, swapping, and renting over ownership and reducing waste (Felson & Spaeth, 1978). Roo Rogers claimed that sharing economy is built on distributed networks of connected individuals and communities, and brings an innovative influence for individuals' consumption (Rogers, 2010). In 2011, collaborative consumption was named one of TIME Magazine's 10 ideas that will change the world (Time, 2011). A sharing economy is an economic model where individuals are able to rent or borrow assets owned by someone else. The sharing economy model is most likely to be used when the price of a particular asset is high and the asset is not fully utilized all the time (Radcliffe, 2017).

Reference:

Owyang, J. & Cases, P. (2016). Sharing economy's 'billion-dollar club' is going strong, but investor risk is high. *VentureBeat*. Retrieved from

<http://venturebeat.com/2016/02/07/sharing-economys-billion-dollar-club-is-goingstrong-but-investor-risk-is-high/>

PwC (2015). *Americans Subscribe to the Sharing Economy*. Retrieved from

<http://www.brandchannel.com/2015/04/21/pwc-sharing-economy-042115/>

7. Positive Psychology

The science of positive psychology operates on three different levels – the subjective level, the individual level and the group level.

1. The subjective level includes the study of positive experiences such as joy, well-being, satisfaction, contentment, happiness, optimism and flow. This level is about feeling good, rather than doing good or being a good person.
2. At the next level, the aim is to identify the constituents of the ‘good life’ and the personal qualities that are necessary for being a ‘good person’, through studying human strengths and virtues, future-mindedness, capacity for love, courage, perseverance, forgiveness, originality, wisdom, interpersonal skills and giftedness.
3. Finally, at the group or community level, the emphasis is on civic virtues, social responsibilities, nurturance, altruism, civility, tolerance, work ethics, positive institutions and other factors that contribute to the development of citizenship and communities.

Reference:

<https://positivepsychologyprogram.com/what-is-positive-psychology-definition/>

https://www.tandfonline.com/doi/abs/10.1300/J075v24n01_07

<http://web.business.queensu.ca/faculty/jbarling/Chapters/Positive%20Psychology%20at%20Work.pdf>

<https://journals.sagepub.com/doi/abs/10.1177/0149206307305562>

8. Fake news

The source of fake news is very diverse. It may be the wrong message provided by the government, assisted by traditional media, or fake news provided by foreign countries. It attempts to confuse and create public opinion. It may also be a fake news provided by individual netizens, or Fake news created by reporters. There are six

ways in which fake news can be manipulated: satire, imitation, fabrication, manipulation, promotion, and advertising. Lazer et al. (2013) describe fake news as legally generated news, but lacks editorial standards and processes for newspapers to ensure data reliability and credibility. The definition of false news: The content of people, things or events has a part that does not conform to the facts. Caplan, Hanson, and Donovan (2018) define false news as: "intentional false news and intentional persuasion of consumers to accept biased or false beliefs, intentionally written to mislead readers." Zannettou, Sirivianos, Blackburn and Kourtellis (2018) proposed the following types of fake news reports: (1) fabrication, (2) propaganda; (3) conspiracy theory; (4) Prejudice reporting; (5) rumors; (6) deception clicks; (7) mischief and ridicule.

Reference:

<https://doi.org/10.1080/21670811.2017.1360143>

9. Servant leadership

The servant-leader is servant first. It begins with the natural feeling that one wants to serve. Then conscious choice brings one to aspire to lead. The best test is: do those served grow as persons: do they, while being served, become healthier, wiser, freer, more autonomous, more likely themselves to become servants? And, what is the effect on the least privileged in society; will they benefit, or, at least, not be further deprived? (Greenleaf, 1977/2002, p. 27). Servant leadership seeks to involve others in decision making, is strongly based in ethical and caring behavior, and enhances the growth of workers while improving the caring and quality of organizational life. The words servant and leader are usually thought of as being opposites. In deliberately bringing those words together in a meaningful way, Robert Greenleaf gave birth to the paradoxical term servant leadership. Servant leadership characteristics often occur naturally within many individuals; and, like many natural tendencies, they can be enhanced through learning and practice. Servant leadership offers great hope for the future in creating better, more caring, institutions.

Reference:

https://www.regent.edu/acad/global/publications/jvl/vol1_iss1/Spears_Final.pdf

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Topic One: Realizing Self-actualization or Being an Accomplice –A Study on
consumer's perceptions of counterfeit smartphones

Counterfeiting has become a successful business mantra in today's digital world. The competitive marketing environment has made mimicking fashion ubiquitous and persuasive. Despite a plethora of efforts to prevent counterfeiting at different levels, the proportion of physical counterfeiting around the globe is estimated to have a massive increase in supply and demand. If this goes uncontrolled, it will become far more complex in the future due to the unprecedented use of social and digital marketing. In today's unhealthy and unequal economy, consumers are left with no choice but to find ways to save more cash. In the pursuit of saving money, they consider counterfeits as the pleasing effect. Therefore, knowledge about what goes inside consumers' minds is paramount to the manufacturers of authentic brands to make informed decisions to curb counterfeiting.

This paper aims to qualitatively operationalize the modified Stimulus-Organism-Response (S-R-O) model with two-dimensional attitudes towards counterfeit smartphones.

Topic Two: Family Business Internationalization-The Role of Entrepreneurship and
Generation Involvement

Family enterprises internationalize their businesses after consolidating their influence within their domestic market because once family businesses built up resources and capabilities for growth in domestic market, they are able to leverage it later for further expansion abroad. The study seeks to examine factors that explain internationalization of family businesses and their relationship between ownership and governance of the business enterprise. Research shows businesses have been interested in understanding the influence of internationalization on firm performance; nevertheless, internationalization diversification offer both advantages and problems. Specifically, the study aims to investigate the effects of general involvement in management team and entrepreneurial orientation in family firms' internationalization.

Topic Three: Effect of Country-of-origin and Consumer Ethnocentrism on Brand
Image and Product Evaluation

This research aims at studying the effects of the consumer ethnocentrism and the country of origin in terms of the brand image and the evaluation of products. The brand image affects the purchasing decisions of consumers and therefore the study

aims at establishing a connection between the purchasing decisions and a high brand image of a product. From the research, the consumer ethnocentrism has a significant effect on the product attitudes, the perception towards quality products, and the intentions to purchase a product beyond the brand image in a case whereby the country of origin is an underdeveloped country. The country to which a product is first developed or manufactured is of significance especially when a developed country is in question. The research is based on the evaluation of the country of origin in terms of a comparison of the developed and the developing nations. The consumer ethnocentrism is very important in the developing nations in predicting the perceptions of consumers within an economy and the attitudes of consumers towards a certain product.

Topic Four: Behind the Smiling Mask: The Impact of Emotional Contagions on Service Quality and Consumer Satisfaction

The tendency of an individual to catch and express emotions which are similar to and also expressed by those that he or she associates with, has been a subject of debate for many years. In most cases, psychologists and human relation scholars have agreed on the basic model that the underlying emotional mechanism acts like a chain of events where persons can mimic varied feelings as well as synchronize their facial expressions, movements, postures and vocalizations with those of other people. Henceforth, this process spreads to other people and eventually reaches a large group of people either through unconscious or conscious induction of behavior temperaments or emotional states. The same case applies to service providers who wear gloomy faces because they will always create a cold consumer experience, an issue that will perhaps worsen customer relations leading to low profits and customer dissatisfaction, compared to a jovial and friendly mood of a service provider which may catalyze good consumer relations and better marginal profits. For this reason, this study critically examines various impacts that emotional contagions have on service quality and consumer satisfaction.

Topic Five: Innovation in Small and Medium-sized Enterprises

Prior research suggests that effective innovation must involve all areas of an SME with the potential to affect every discipline and process. Innovation can be transformational, radical or incremental depending on the effect and nature of the change. Many SMEs depend on their ability to be innovative for achieving and sustaining competitive advantage. Although there are a number of studies on continuous improvement in SMEs, there is a relative paucity of in-depth studies of innovation implementation in SMEs. It cannot be assumed that innovation

implementation principles in large firms are directly transferable to SMEs, where the SME is treated as a scaler version of the large firm. This study therefore will aim to investigate how innovation is implemented within the constraints and characteristics of SMEs.

Topic Six: The Effect of Entrepreneurial Political Skill on Social Network, Tacit Knowledge, and Innovation Capability

The purpose of this study is to examine the conceptual relationship between entrepreneurial political skills and tacit knowledge, social network and tacit knowledge, as well as innovation and tacit knowledge. The existence of the three construct and their effect on entrepreneur skill will be reviewed and discussed. This has been corroborated across studies that sought to establish the role of social networks, tacit knowledge, and innovation in influencing entrepreneurship. The performance of enterprise has closely been linked on the ability of individuals to take advantage of the social network and the individual as well as collective tacit knowledge to understand the business environment and come up with practical skills to counter the potential entrepreneurship risks. This study will also address the impact of tacit knowledge on innovation. Tacit knowledge has both negative and positive effects on innovation, emanating from the transferability of innovations across individuals and firms.

Topic Seven: The Antecedents and Consequences of Conspicuous Consumption of Luxury Fashion Goods in a Social Media Platform

The purpose of this study is to examine the influences of social media usage, key opinion leaders (KOLs), self-image congruency, and materialism on conspicuous consumption, as well as how conspicuous consumption had an impact on happiness with a purchase and satisfaction with luxury fashion products in a social media platform. Prior study suggested that conspicuous consumption is accelerated over a social media platform and by the role of KOLs because they promote the favorable self-expression through a product consumption that exhibits an image that is congruent with an individual's ideal self-image. The literature also implied that a materialistic consumer is likely to engage in conspicuous luxury consumption. Regarding its consequences, a happiness with a purchase and a satisfaction with a product are likely to be associated with conspicuous consumption. The study will provide a more holistic comprehension of conspicuous consumption by incorporating both influential factors and potential consequences, and can be referred to in developing more efficient advertising and marketing activities.

Topic Eight: Salute to the Black Sheep : The Legitimacy of Workplace Bullying from the Perspective of Organizational Cohesive Affinity and Organizational Competitiveness

This study aims to examine the impact of black sheep effect on organizational or group performance by exploring the role of group cohesiveness and group development. Black sheep effect occurs when members of the organization facing high task related pressure or strong competition and the pressure or tension cannot be released. Therefore, someone (black sheep) in the organization will be isolated, bullied, or disregard by others to adjust the pressure or aspire the sense of belonging. In this situation, those bullies and bystanders become “butchers” and “(white) sheep” without conscious. Consequently, there is forming a unusual phenomenon that a group of good people bully a good person.

Prior research has paid lots of attention on the reason why black sheep effect and bully’s behavior occur within organization. However, little is known on black sheep’s contribution to the organization or group. This study takes a neutral posture to explore the relationship between workplace bullying and black sheep effect in organization, and illustrate if the influence of this phenomenon has benefit result in the view of whole organization. This study proposed that black sheep effect is positively related to group cohesiveness. In addition, group cohesiveness is positively related to group development. In contrast with prior research focusing on psychological point of view, this study enables management to extend the focus from individual to organization standpoint and develop specific strategy toward a positive attitude on black sheep effect.

Topic Nine: The Effect of YouTuber on Purchase Intensions - The Conspicuous Consumption and Imitative Behavior of Cosmetic Industry

With the development of information technology and the growing popularity of social media, present-day consumers have access to more channels to learn about diverse information, and make purchase decisions; consumers can also exchange information with each other. YouTube is an audio-visual platform that has emerged in recent years. People upload various videos on it. Among its rich content and numerous videos, YouTube has a large number of beauty videos and rich content. Consumers use them as a main source of search when looking for product reviews and tutorials and believe that the information obtained in this way will be more objective than traditional TV advertisements and magazines.

Beauty YouTubers are a group of people who are willing to create beauty-related videos including product information and use and shopping experiences and cultivate a subscription audience to eventually become a community influencer. This study

focuses on the qualities necessary to become these YouTubers, YouTubers' influence on consumers (i.e., will consumers imitate a YouTuber by buying the same product?), and consumer dependency on YouTuber videos, and will consumers imitate YouTuber to buy the same product?

Considering beauty YouTubers and beauty product consumers as research objects, it explores the effect of YouTuber on imitative behavior, conspicuous consumption, and purchase intentions using quantitative methods as research methods. First, YouTube beauty videos and related data are sourced from the Internet. A questionnaire is designed by referring to relevant papers and distributed among so that beauty consumers and viewers of YouTube beauty videos viewers can fill in the answers. This study reveals that YouTuber significantly influence consumers' imitative behavior and the psychology of conspicuous consumption. Then, imitating YouTuber's imitative behavior and conspicuous consumption will have a significant impact on purchase intentions.

Research Topics for Thesis

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Research areas:

1. Corporate Governance/ Social Responsibility
2. Sustainability/ Sustainable Development Goals (SDGS)
3. Social Entrepreneurship/ Social Enterprise
4. Fashion management
5. Organizational Stigma

Research Topics:

1. *Corporate Governance, Social Responsibility*

Towards society, businesses hold responsibilities beyond profit making. Corporate Social Responsibility (CSR) has received much attention in both academic literature and among practitioners. When CSR activities are aligned with a corporation's core capabilities, resources could thus be synchronized for maximum impacts. Thus, corporations can reap benefits from various CSR programs' applications. Currently, many multinational firms have devoted much efforts and resources to social initiatives such as environmental protection and community outreach. Over 80% of publicly traded companies report CSR initiatives on their respective webpages (PriceWaterhouseCoopers, 2010). Namely as shown has been that for companies, there exists a positive correlation between ESG (Environmental, Social and Governance) and share price.

References:

Carroll, A. B., & Shabana, K. M. (2010). The business case for corporate social responsibility: A review of concepts, research and practice. *International journal of management reviews*, 12(1), 85-105.

Kramer, M. P. (2007). Strategy and society: The link between competitive advantage and corporate social responsibility. *Harvard business review*.

2. Sustainability/SDGs

With 17 goals and 169 targets, SDGS succeeded Millennium Development Goals (MDGs) with the hope to mobilize global efforts for a sustainable future for all. For businesses, sustainability is a vital corporate policy aspect as embracing sustainable practices can lead to a firm's strong long-term well-being. From various business' stakeholder groups, there have been increased demands to both adopt and engage in sustainability-related activities. Besides social responsibility, there have been increased calls to include environmental responsibility initiatives. Nowadays, environmental initiatives have been entrenched in the corporate responsibility fabric.

Reference:

Lauring, J., & Thomsen, C. (2009). Collective ideals and practices in sustainable development: managing corporate identity. *Corporate Social Responsibility and Environmental Management*, 16(1), 38-47.

3. Social Entrepreneurships, Social Enterprise

Social entrepreneurships have emerged worldwide. They play a critical role in the transformation of our society. Aimed to tackle pressing problems in fields such as health care, environment, human rights and climate change, social value is generated to increase impact. Organizations such as Skoll Foundation and Omidyar Network have been established to encourage social entrepreneurship.

Reference:

The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Change the World. 2008

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1. **Organizational sensemaking and strategic response in turbulent times**

How a firm sense its environment may have an impact on the strategic actions the firm adopts. Especially during the pandemic of Covid-19 crisis, students can explore firms' re-organizing actions, coopetition moves, and network development policies in different industries.

Reference:

- a. <https://sloanreview.mit.edu/article/three-proactive-response-strategies-to-covid-19-business-challenges/>
- b. <https://petracoach.com/effective-covid-19-business-response-strategies/>

2. **Competitive dynamics between firms**

The interaction (or engagement) between firms lies at the heart of strategy and competition and is arguably the most essential theoretical thrust in competitive dynamics, undergirding many of its core ideas and premises. Students can explore the competitive dynamics between many dyads like 7-11 and FamilyMart, Uber Eats and Foodpanda, Shopee and PChome, Star Alliance and Sky Team, Hotel.com and Booking.com, and others.

Reference:

- a. <https://ideas.darden.virginia.edu/beyond-competitive-dynamics-from-winner-take-all-to-lifting-all-boats>
- b. <https://pubsonline.informs.org/doi/10.1287/mksc.2018.1143>

3. **Coopetition between firms**

Coopetition is a paradoxical relationship between two or more actors simultaneously involved in cooperative and competitive interactions. For instance, though many new entrepreneurs work together in a coworking space (or accelerator), they cannot avoid the competition for fund which are provided by private equity investors. On the other hand, while an OEM supplier would like to build its own brand, it has to balance the competition and coopetition relationships with its clients.

Reference: <https://hbr.org/2014/02/use-co-opetition-to-build-new-lines-of-revenue>

4. **Interorganizational networks**

Strategic networks are composed of enduring inter-organizational ties and are of strategic significance for the firms entering them. A key characteristic of networks is repeated and enduring exchange relationships between the actors in the network. For example, to sustain competitive advantage in the software industry, Microsoft has developed many relationships with other firms, including Samsung, Oracle, and Nissan.

Reference: <http://www.businessofgovernment.org/sites/default/files/Inter-Organizational%20Networks.pdf>

5. **Growth of firms**

Firm growth primarily involves an expansion of organizational size measured by assets and employees; an increase in the volume of sales, profit levels, or activities; as well as the generation of new economic functions or more lines of products and services. For SMEs, firms try to expand themselves by forming a partnership with other actors in markets. Students can investigate the expanding path of firms which involves collaborating with their stakeholders like suppliers, customers, or competitors.

Reference:

a. <https://innovation360.com/case-study-regional-sme-development-project-brings-innovation-lift-to-manufacturing-hub/>

b. <https://www.forbes.com/sites/larrymyler/2017/07/19/why-customer-collaboration-is-the-ticket-to-b2b-success/#7690924f2c73>

MGEM Research Topics for Thesis

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Research areas:

1. Organizational Behavior
2. Occupational Health Psychology
3. Human Resource Management

1. Example of Organizational Behavior

<https://ndltd.ncl.edu.tw/cgi-bin/g32/gswweb.cgi/ccd=orAAWT/record?r1=2&h1=0>

I got my dream job- A Moderated Mediation Model of Decent Work, Work Engagement, Person-Organization fit, and Burnout

Since decent work and productive employment are important for achieving fairness in the global village, the decent work agenda from International Labor Organization has been developed to create jobs, protect workers' rights, strive for social protection, increase social dialogue, and promote equal treatment of men and women. The purpose of this research is to investigate the moderated mediation model of decent work, work engagement, person-organization fit, and burnout using the Job Demands-Resources (JD-R) Model. To be more specific, it first investigates the relationship between decent work and work engagement. Second, it explores the relationship between work engagement and burnout. Third, it explores the indirect relationship between decent work and burnout via work engagement. Finally, person-organization fit acts as a moderator in the relationships between decent work, work engagement, and burnout.

Research Topics for Thesis

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Research areas:

1. Showing vulnerability
2. Goal orientation
3. Voice behavior
4. Individual/ Team Innovative Behavior
5. Creative personality

● **Example of showing vulnerability and goal orientation**

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In recent years, with the vulnerable issues escalating, in a team or in the enterprise progressively pay attention to the vulnerable behavior, according to the study of the previous literature, this study developed showing vulnerability, the perceptions of the benefit and cost of showing vulnerability scale. Exploring the individual of different goal orientations will influence the perceptions of the benefit and cost of showing vulnerability and affect the individual's showing vulnerability.

We have developed the perceptions of the benefit and cost of showing vulnerability scale as well as showing vulnerability through focus groups. After the process of developing the scale, we developed three dimensions of the perceptions of the benefit and cost of showing vulnerability, namely, perceived learning benefit of showing vulnerability, perceived relational connection benefit of showing vulnerability, and self-presentation benefit of showing vulnerability. We have developed two dimensions of the perceived cost of showing vulnerability, namely the perceived self-esteem cost of showing vulnerability and the perceived career development cost of showing vulnerability. Lastly, the showing vulnerability is divided into two dimensions, one is emotionally of showing vulnerability and the other is showing vulnerability, and then the research structure is verified through a questionnaire survey.

The hypothesis test of this study uses two time points to collect data. The research objects are employees and supervisors in the high-tech industry. The matching method is used, and there are 449 valid matching questionnaires. The research results have indicated that learning goal orientation will perceive the learning and relational connection benefit of showing vulnerability and will influence the showing vulnerability. The self-presentation benefit of showing vulnerability will mediate the relationship between performance goal orientation and showing vulnerability.

In terms of the perceived cost of showing vulnerability, the career development cost

of showing vulnerability will mediate the relationship between learning goal orientation and showing vulnerability, and it is performance goal orientation that the avoidance goal orientation both will perceived the self-esteem and career development cost of showing vulnerability and affect showing vulnerability. Finally, this study puts forward academic implications and recommendations for future research.

- **Example of voice behavior and goal orientation**

This research focuses on the value and cost perception of employee voice. The core proposition is to explore whether employees likely to voice when they find potential problems or job process improvement in the organization, the employees will evaluation of the value and cost perception that comes with the voice. This research used the concept of value and cost perception through feedback, distinguished to information value, self-presentation value, self-presentation cost and ego cost by Tuckery, Brewer & Williamson (2002) and Ashford, Blatt & VandeWalle (2003). Developed the constructs and facets of the value and cost perception of voice, and tried to explore how employees' perception of the value and cost of voice and would affect the speak up of the voice behavior.

Burris (2012) classifies voice behaviors into challenging voice behavior and supportive voice behavior. This research will also explore the different effects of voice value and cost perception on the two types of voice behaviors. And we also developed a moderated mediation model, value and cost perception of voice the relationship between goal orientation and voice behaviors.

On the other hand, this research believes that humble leadership is a concept of leadership that is closely related to motivation and behavior. We also test the humility leadership moderates the relationship between the value and cost perceptions of voice the relationship between goal orientation and voice behaviors.

- **Example of Creative personality, individual/ team Innovative Behavior and voice behavior**

Creativity and imagination are critical requirements in future workplace. The employees' voice behavior also plays a crucial role in today's highly competitive environment. The willingness of employees to express views and opinions boldly on company's operating status can not only enhance individual performance, but also help the organization to improve status. Therefore, the purposes of this study are to examine the effects of creative personality and imagination on employee performance and innovative behavior, also to discuss whether employees' voice behavior has moderation effect. With a total of 24 managers and 72 salespersons, this research has conducted a team-matching study on the managers and staffs of a chain car

department company in Taiwan. The data was gathered from 24 sales offices, each office's manager selecting the top, middle and last salespersons based on their previous performance. The analyzing results showed that creative personality and imagination have significant positive relation with performance. Positive creative personality has significant positive relation with performance and innovative behavior; negative creative personality has significant negative relation with performance and innovative behavior. In addition, employees' voice behavior has moderation effect on the relationship between positive creative personality and performance. This study found that creative personality, imagination and voice behavior have positive impact on staff's performance. Therefore, organizations can achieve mutual growth with their staffs by arranging creative and imaginal related training programs, building up an atmosphere of encouraging voice behavior.

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Family business and innovation

Innovation is important for family firms to remain competitive in the market. However, family firms are facing an innovator's dilemma characterized by a paradox. More specifically, family firms have the ability to innovate more, but they still innovate less due to a lack of willingness to do so. The question of why some family firms are not innovative is important for understanding the family-specific barriers which work against innovation.

Reference: <https://stgallenbusinessreview.com/the-innovation-paradox-in-family-firms/>

Institutional pressure and corporate social actions in family businesses

Family firms facing increased environmental pressures tend to conform to these pressures. However, the institutional environment is complex, and different organizational filters influence how family firms perceive and respond to this complexity.

Reference: <https://theconversation.com/corporate-social-responsibility-why-family-businesses-get-more-bang-for-their-buck-than-non-family-firms-203033>

Family business and digital transformation

The emergence of digital technologies, infrastructures, and platforms has fundamentally changed the way people live and work. Organization from almost all sectors and industries need to adopt cutting-edge technologies and invest in digital transformation. How incumbent firms exploit or explore of new digital technologies becomes the challenge for businesses.

Reference: <https://mitsloan.mit.edu/ideas-made-to-matter/digital-transformation-family-owned-companies>