



## 2017 International Conference on Global *Coopetition* Strategy: Interdisciplinary

**Date:** January 7, 2017

**Venue:** Cardinal Shan International Conference Hall, Wenzao Ursuline

University of Languages (文藻外語大學至善樓 15 樓國璽會議廳)

### Conference Agenda

08:00-08:30	<b>Check-in</b>
08:30-08:40	<b>【Opening Remark】</b> <b>Professor Jian-Shiung Shie, Vice President for Academic Affairs,</b> <b>Wenzao Ursuline University of Languages (謝健雄副校長)</b>
08:40-09:20	<b>【Keynote Speech I】</b> <b>Speaker:</b> Ambassador Abraham Chu (朱文祥大使)  Ambassador on Home Assignment, Institute of Diplomacy and International Affairs, Ministry of Foreign Affairs, ROC (Taiwan ) <b>Topic:</b> Trends in Asia-Pacific Security: Concurrent Coopetition (Competition and Co-operation) —Towards a War or a Peaceful Future?
09:20-10:00	<b>【Keynote Speech II】</b> <b>Speaker:</b> Dr. Peng, Kuei-Chuan Gracie, (彭貴絹博士)  Assistant Professor, Department of Foreign Languages and Literature, Tunghai University <b>Topic:</b> Coopetition in the World of Conference Interpreting
10:00-10:10	<b>Group Photo</b>
10:10-10:30	<b>Tea / Coffee Break</b>

<b>10:30-12:15</b>	<b>Papers Presentation 論文發表</b>			
	<u>Panel A</u> Z1308 (中文場次)	<u>Panel B</u> Z1307 (英文場次)	<u>Panel C</u> Z1309 (英文場次)	<u>Panel D</u> Z1310 (英文場次)
<b>12:15-13:40</b>	<b>Lunch Break</b>			
<b>13:40-15:40</b>	Forum (跨領域競合論壇)			
	<b>Nature of Coopetition: Examples, Interpretation, and Logic</b> <b>Chair:</b> Ambassador Abraham Chu <b>Discussant1:</b> Mr. Christian Kröning (German Institute Taipei) (Germany vs. EU) <b>Discussant2:</b> Mr. Mohammad Faizal (Director of Investment, Indonesian Economic and Trade Office) (Indonesia vs. ASEAN) <b>Discussant3:</b> Mr. John Slover (Public Affairs Officer, AIT, Kaohsiung Branch) (USA and Asia Pacific) <b>Discussant4:</b> Mr. Ching Chang (Research Fellow, Society for Strategic Studies, Republic of China) (The Logic of Coopetition)			
<b>15:40-16:00</b>	<b>Tea / Coffee Break</b>			
<b>16:00-16:50</b>	<b>Interdisciplinary Discussion 綜和討論</b>			
<b>1650-17:00</b>	<b>Closing</b>			
<b>17:00</b>	<b>End of the Conference 賦歸</b>			

Organizer: Department of International Affairs, WZU

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# Panel A (Room: Z1308)

## Chair

于蕙清，正修科技大學通識教育中心教授

Lily H.C. Yu, Professor, Center for General Education, Cheng Shiu University

## Commentator

辛翠玲教授，中山大學政治經濟系

Chuei-Ling Shin, Professor, Department of Political Economy, National Sun-Yat-San University

## Order of Presentation

	Name	Topic
A-1	賴文儀 Mark W. Lai	歐巴馬弱川普強？美國外交政策之循環效應 Weak Obama and Tougher Trump? The Cycle effect of American Foreign Policy
A-2	吳紹慈 Shao-Tzu Wu	網絡與競爭對企業績效的影響 Effects of Network and Competition on Firm Performance
A-3	陳玉珍 YuJane Chen	兩岸經貿之競合探討 Study on the Economic Coopetition across the Taiwan Straits

# Panel B (Room: Z1307)

## Chair

袁治中少將，中華民國海軍軍官學校校長

RADM Yuan, Chih-Chung, Superintendent, the Republic of China Naval Academy

## Commentator

王宏仁助理教授，成功大學政治學系

Hung-Jen Wang, Assistant Professor, Department of Political Science, National Cheng Kung University

## Order of Presentation

	Name	Topic
B-1	吳麗英 Li-Ying Wu	Exploration of Strategic Alliance of Higher Education Institutes: A Coopetition Approach
B-2	簡赫琳 Herlin Chien	Role of the Public Sector in Agricultural Coopetition: Place-based Marketing in Post-WTO Rural Taiwan
B-3	張競 Ching Chang	Analyzing the Coopetition – A Dialectic Approach
B-4	李姿瑩 Zi-ying Lee	The Love and Hate Relationship between Translators/Interpreter and Technology

# Panel C (Room: Z1309)

## Chair

淡志隆，中華民國海洋事務與政策協會副祕書長  
Chihlung (Lawrence) TAN, Deputy Secretary General, Institute of Marine Affairs and Policy, ROC

## Commentator

羅文笙助理教授，文藻外語大學歐洲研究所  
ROLLET Vincent, Assistant Professor, Graduate Institute of European Studies, Wenzao Ursuline University of Languages

Order of Presentation		
	Name	Topic
C-1	陳玟伶 Wen-Ling Chen	Exploring China’s Great Power Diplomacy: A Content Analysis of the One Belt and One Road Policy
C-2	徐羽伶 Yu-Ling Hsu	Framing French Integration Policy: The Contentious Interactions between France and Immigrants
C-3	蔡奕加 Yi-Jia Tsai	Impact of Industrialization on Urban Quality of Life: A Case Study of Southern Kaohsiung’s Air Pollution

# Panel D (Room: 1310)

## Chair

謝仁和，文藻外語大學國際事務系副教授

Ren-Her Hsieh, Associate Professor, Department of International Affairs, Wenzao Ursuline University of Languages

## Commentator

廖俊芳助理教授，文藻外語大學國際企業管理系

Jun-Fang Liao, Assistant Professor, Department of International Business Administration, Wenzao Ursuline University of Languages

## Order of Presentation

	Name	Topic
D-1	尤蕙心 Hui-Hsin You	Southeast Asian Labors in Taiwan: Plight, Policy, and Prospect
D-2	黃婉婷 Wan-Ting Huang	Vietnam's Participating in Regional Economic Integration and Its Effect of Attracting Taiwanese Investment – Study on Taiwanese Textile Industry
D-3	黃筱軒 Hsiao-Hsuan Huang	A Study on the Customer Values of General Insurance and Bancassurance in Taiwan
D-4	朱芙喧 Fu-Hsuan Chu	The Co-opetition Strategy in Car Industries