

「全球架構下的台灣發展」討論會議紀錄_20150203

時間：104 年 2 月 3 日(星期二) 上午 12:00-14:00

地點：成功大學企管系 62457 教室

主持人：方世杰老師

與會者：方世杰老師、李慶芳老師、周信輝老師、蔡馥陞老師、楊鎮維老師、黃靜瑩老師、謝如梅老師、馮國豪老師、王明好老師、吳立仁老師、楊佳翰老師、曾娟娟老師、士欽、文艷、志豪、楊惠雯、陳曉鈴、子萱

會議紀錄

- 一、為建立本社群之 commitment 與 common knowledge，並利於社群成員間有效溝通與對話，將整理 VBV 與 IAC 課題各 11 篇 assigned and key papers (references for VCC 如附件所示，所有檔案已寄給大家)。請各位老師於半年內閱讀完畢，並安排爾後會議時間，由部分社群成員認領與導讀報告，每次會議分享約 3-4 篇文章。
- 二、接上一點，關於上述 VBV 與 IAC 領域，請各位老師著重於 IAC 部分，亦即 VBV 所應用的 context，除了本期整合型計畫外，未來幾年本社群也會關注於此 IAC 領域。例如，方老師近期也與大陸天津大學的教授密切地合作探討此 IAC 議題，包括未來如何蒐集大陸問卷與個案等。
- 三、社群成員也可利用會議時分享目前手上既有的 working papers 或子計畫運作情形。
- 四、為了建立本社群的 reputation，並將本社群發揚出去，本社群已著手設立與建立 VCC 網頁與 facebook (FB)，由具資管專業的博碩士生負責維持與管理，等建置妥當，可在下次會議跟大家說明如何使用。
- 五、方老師與本社群極力建立一價值共創理論，探討怎麼 co-create value、如何 co-create value，目前正參考 6 篇 HBR 文章，思索如何撰寫。可將這 6 篇 HBR 文章寄給各位老師參考。
- 六、本社群的重要時程
 - (一) 下次 meeting 時間可能訂於寒假結束之前。

References for VCC

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