

B.教育部補助大專校院延攬國際頂尖人才執行績效報告
Ministry of Education's Subsidy Plan For Colleges and
Universities to Recruit Top International Talent
administrative report

一、基本資料

計畫核定年度 Year plan approved for	108 年 (教育部核定的第一年) First year of MOE plan approval: 2019		
報告年度 Year reported on	109 年 Year 2020		
學校名稱及聘任系所	國立政治大學 資訊管理學系 National Chengchi University Department of Management Information Systems	學門領域 Academic field	
玉山(青年)學者姓名	李曉惠 Lee, Hsiao-Hui	職稱 Title	專任教授 Professor
聘任方式 Type of appointment	<input type="checkbox"/> 玉山學者 Yushan Scholar <input type="checkbox"/> 專任教師(含編制內專任教師及編制外專案教師) Full-time member of teaching staff (including staffing complement and additional to staffing complement) <input type="checkbox"/> 短期交流 Short-term exchange member of teaching staff <input checked="" type="checkbox"/> 玉山青年學者 Yushan Young Scholar		
經費執行期間 Funding Period	109 年 08 月 01 日 至 110 年 10 月 31 日 From 08/01/2020 to 10/31/2021		
聯絡人 Contact Person	單位 University Unit: 政大資管系 (MIS department, NCCU) 職稱及姓名 Name and Position: 行政專員林雨儒 聯絡電話 Phone: (02)29393091 分機 89055 傳真 Fax: (02)29393754 電子信箱 Email address: dept@mis.nccu.edu.tw		

二、執行情形

(一)玉山(青年)學者工作項目及內容(如教學工作或研究計畫等)

Yushan (Young) Scholars projects (i.e. Teaching or research projects)

教學：

- 企業流程模式 (Business Process Models)
- 資料分析與程式設計 (Data Analysis and Programming Design)
- 營運流程分析與策略 (Operations and Service Process Analytics)
- 合授高等數量分析 (Advance Quantitative Analysis)
- 合授智慧電子化創新轉型 (Smart Digital Transformation, DBA core course)
- 合授商業數量方法 (Business Quantitative Models, IMBA core course)

研究：

- 新進教師科技部計畫 (108/09/01-109/08/31)：雇主不法行為是企業社會責任問題還是運營管理問題？“Is Labor Malpractice a Corporate Social Responsibility Issue or an Operations Management Issue?”
- 優秀年輕學者科技部研究計畫 (109/08/01-112/07/31)：科技導入與供應鏈
“Technology Adoption and Supply Chains.”
- 發表國際期刊 Publications：
 - “Investment Strategies for Sourcing a New Technology in the Presence of a Mature Technology,” with Wei Zhang, 2021. Forthcoming, *Management Science*.
 - “Channel Design and OEM Growth in a Multi-market Setup,” with Tingkai Chang, Kevin Jean, and Chia-Wei Kuo, 2021. Forthcoming, *European Journal of Operational Research*, <https://doi.org/10.1016/j.ejor.2021.04.013>.

(二)玉山學者團隊合作情形(請敘明團隊成員及合作方式)(玉山青年學者免填)

Yushan Scholars team cooperation (please list team members and type of cooperation) (not necessary for Young Scholars)

(三)績效說明(請說明達到量化或質化之具體成果與績效、對學校發展之具體助益等)

Anticipated results (please explain qualitative or quantitative results and their specific benefits to the university's development)

●研究：李老師三大研究方向（供應鏈分析、企業創新與可持續性發展、品質管理）與政大商學院的四大發展方向中的創新創業與組織創新，企業社會責任，以及物聯網、供應鏈與電子商務整合都有所呼應，其三大方向的研究獲得科技部計畫補助，並產出國際能見度高的頂級期刊。

●教學：李老師在教學方面分享其學術成果，啟迪不同層級的學生，訓練符合產業或學術界需求的學生。

三、網頁公告資訊 **Information on website**

標題：深耕供應鏈管理研究 提升發表能量

Title: Supply Chain Management Research and publications

計畫成果簡述：(成果關鍵字說明)

Description of project results : (explain results' keywords)

供應鏈分析、企業創新與可持續性發展、品質管理

Supply Chain Analytics, corporate innovation and social responsibility, and quality management

成果照片（圖片）及說明：

Photos of results (images) and description:



成果說明 Explanation of results：

李老師三大研究方向（供應鏈分析、企業創新與可持續性發展、品質管理）與政大商學院的四大發展方向中的創新創業與組織創新，企業社會責任，以及物聯網、供應鏈與電子商務整合都有所呼應，其三大方向的研究獲得科技部計畫補助，並持續產出國際能見度高的頂級期刊如 Management Science 以及 European Journal of Operational Research。並於教學方面分享其學術成果，啟迪不同層級的學生，訓練符合產業或學術界需求的學生。

As can be seen from her outputs, her research (supply chain analytics, corporate innovation and social responsibility, and quality management) echoes the three out of the four pillars of NCCU College of Commerce, which are innovation entrepreneurship and organization innovation, corporate social responsibility, and IoT, supply chains, and e-commerce. She not only received two multi-year MOST projects, but also published on high quality international journals, such as Management Science and European Journal of Operational Research. Moreover, she has been sharing her academic outputs with students in different levels, training students for industries as well as for academia.