國立臺灣科技大學管理學院
院長候選人推薦表

一、被推薦人基本資料：

<table>
<tr><td>姓　　名</td><td>任職單位</td><td>職　　稱</td><td colspan="2">聯　絡　地　址</td></tr>
<tr><td>周子銓</td><td>資訊管理系</td><td>教授</td><td colspan="2"></td></tr>
<tr><td>學　歷</td><td colspan="4">英國華威(Warwick)大學商學院博士</td></tr>
<tr><td>現　職</td><td colspan="4">臺灣科技大學資管系教授兼管院副院長、iMBA 執行長、學士班主任</td></tr>
<tr><td>經　歷</td><td colspan="4">臺灣科技大學，主任秘書
臺灣科技大學管理學院資訊管理系，系主任
臺灣科技大學智財學院科技管理研究所，所長
臺灣科技大學管理學院產業個案研究中心，主任
臺灣科技大學管理學院，iMBA 執行長</td></tr>
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</table>

二、院長經營理念

「與管理學院一起成長-Grow with School of Management」

本院在歷任院長的帶領與同仁的努力下，不論在整體國際化與排名，或個別系所發展均享有盛名。對於未來管院的發展，個人提出與臺科管理學院一起成長的願景，個人認為管院後續的成長，有賴於所有教職員工生的努力，也希望所有同仁與同學，能與管院一起成長，形成良性的循環。除了繼續前幾任院長對於營造管院的和諧環境、國際化與認證的努力，個人從四個方面來持續推動院務的發展，讓我們的教職員工生與管院一起成長，包含有：健全體質、向下紮根、向上攀升與橫向整合。以下針對此四個方針，進一步說明。

(1) 健全體質：本院期許能夠成為科技領航者，未來應持續運用 AACSB 與 EQUIS 的認證機制，強化體質。在 AACSB 認證時，本院提出 TIGER 的目標，希望培育學生成為具有持續創新、國際視野、創業精神、與社會責任的科技產業領導者。為求落實認證精神與提高教育品質，未來個人認為應持續投入資源來推動能夠符合 TIGER 教育目標的課程與活動，並發展出一套有效的檢核機制，來確保教育目標得以達成並持續強化。另一方面，健全本院的財務規劃也是個人努力的方向，未來希望能夠將管院有限的資源進行規劃，以有效的投入教學、研究、院務發展等。

(2) 向下紮根：本院於歷任院長的努力下，不僅獲得 AACSB 與 EQUIS 國際雙認證，國際化程度也是與日俱增。個人認為未來應該要繼續朝推動國際化的方向持續努力。除了鼓勵擴大碩博士班國際化與推動雙聯學位以外，個人將努力將國際化紮根大學部，除鼓勵大學部學生提升外語程度、強化外籍師資、強化在地國際化外，也鼓勵於大學部開設英文課程、或規劃大學部與國外碩士課程 3+2、3.5+1.5 等，能讓大學部學生能夠接軌國外碩士學位。

(3) 向上攀升：本院過去投入大量資源於教學創新，例如培訓哈佛個案教學等成果斐然；研究部分亦成果豐碩。未來在努力成為亞洲一流的管理學院，個人將推動教學創新與高質量研究團隊。

教學部分應持續鼓勵契合產業新知與產業趨勢的新課程，以培育高質化產業人才，強化本院人才培育的競爭力。研究部分需要訂定出不同領域的獎勵機制，鼓勵高質量的研究。除了目前UTD24(UT/DALLAS 列示的 24 本期刊)外，基於本院多元的研究領域，兼顧不同領域頂尖期刊亦是相當重要，方能持續鼓勵高質量論文的發表，以提升本案研究的競爭力。

(4) 橫向整合：本院規模小，個人將努力推動管院成為平台式組織，推動課程、專業發展、學生會與校友會服務等各類橫向整合。以目前個人所負責的管院 iMBA 為例，iMBA 約有 120 位國內與國際研究生，多年並無專任師資(本年度起，經現任院長爭取聘任專案教師 2 位)，iMBA 有賴管院全體教師的投入與支援，方能營運。基於此良好合作基礎與未來跨專業人才的需求，個人將努力擴大跨系所資源的整合，以提升本院的團隊戰力。

「Grow with School of Management」

Under the current and formal leaderships and the efforts of our colleagues, the SoM and its individual departments all have enjoyed a very good reputation in both achievement in internationalization and university ranking. For the future development of the SoM, I propose the vision of "grow with School of Management'. I consider that the growth of SoM depends on the efforts and growth of all our faculty and staff, and hope that all colleagues and students can thrive together with the SoM. In addition to continuing the efforts of the former deans to create a harmonious environment, to expand internationalization and to maintain accreditations of the SoM, I will continue to advocate and execute the development of the SoM from four aspects, so that our faculty, staff and students can grow together with the SoM. These four aspects are: strengthening institution, building competency, soaring upward and integrating horizontally. These four aspects are further explained in details below.

(1) Strengthening Institution. The mission of SoM is to build technology leader for the future. To maintain the health of our organization, we should continue to use the AACSB and EQUIS certification mechanisms to strengthen our institution. During the process of AACSB accreditation, SoM has proposed our strategic priorities known as TIGER. The goal of TIGER is to cultivate students to become leaders in the technology industry with continuous innovation, international vision, entrepreneurship spirit, and social responsibility. In order to implement the essential values of accreditation and improve the quality of education, I believe that we should continue to invest resources to develop and deliver courses and activities that meet strategic priorities, and develop an effective assessment mechanism to ensure that strategic priorities are achieved. On the other hand, I will also plan to improve the financial planning of the SoM. In the future, we will utilize the limited resources of the SoM more efficiently to invest in teaching, research, and the SoM's growth.

(2) Building Competency. With the efforts of the formal deans, the SoM has not only obtained both AACSB and EQUIS international accreditation, but also increased its global visibility and internationalization. I believe that we should continue to strive more toward the direction of promoting internationalization. In addition to encourage the expansion of the internationalization of doctoral and master programs and the creation of double degree programs with our collaborating institutions, I will strive to take internationalization to the undergraduate level. In addition to encouraging university students to improve their foreign language proficiency, recruit more high quality international faculties, and strengthen internationalization for Taiwanese students, I will also encourage our departments to have more courses taught in English for undergraduate students, and encourage our students to pursue our international partnership programs to attain their undergraduate and master degrees within 5 years.

(3) Soaring Upward. In the past, SoM invested a lot of resources in faculty training, such as training for Harvard case teaching method, and resulted in high quality innovative teaching. Our faculty has shined in scholarship activities in terms of research publications. Based on these foundations, we will strive to become one of the top tier management schools in Asia, and I will continue to promote teaching innovation and high-quality research. From the perspective of teaching innovation, we should continue to encourage new courses that match the industry's new knowledge and industry trends. The goals are to integrate industrial know-how into our curriculum and to strengthen the competitiveness of our education quality. From the perspective of research, we need to set up reward mechanisms in different areas to encourage high-quality research. In addition to the current UTD24 (24 journals listed by UT/DALLAS), it is also very important to expand our journal list to include the top journals in different fields because our institute covers many diverse research fields. Including these journals can encourage more publication of high-quality papers to enhance our competitiveness in academic scholarship.

(4) Integrating Horizontally. The size and scope of the SoM is rather small compared to other top business colleges, and I will work hard to promote the SoM to become a platform-based organization, and promote horizontal integration of courses, professional development, student unions and alumni association services. For example, the current iMBA has over 120 domestic and international graduate students, but there are no full-time faculty in this program. Even though our dean has recruited two project-based faculty members at the beginning of this semester, iMBA program still relies on the support of all the faculty members from different departments in the school. The cross-department integration is important to deliver our programs. Aside from the iMBA program, SoM must also shows progress in its endeavor to promote closer cross-departmental cooperation for our students' cross-professional talents development. I will strive to expand the cross-departmental cooperation to enhance SoM's future competitive advantages.