

Implementation Unit	Department of Business Administration
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**1. Project: Phase-II University Social Responsibility (USR) Project (2020–2022):
‘Innovation, Entrepreneurship, and Placemaking in Shetou’s Hosiery Industry’**

This project is committed to fulfilling the USR by actively engaging with the hosiery industry of Shetou Township in Changhua, Taiwan and fostering students’ awareness of their social responsibility. This phase of the project aims to promote regional transformation and placemaking, and establish resource linkages with the local government, primary and lower secondary schools, vocational high schools, charity groups, enterprises, and other parties in the Changhua region to deepen operations of the field of practice.

2. Outcomes:

- (i) To advance the upgrading of the hosiery industry of Shetou Township in the Changhua region and collaborate with academic and field experts to solve the problems faced by hosiery manufacturers—for example, shrinking industrial output value, out-migration of young and middle-aged populations, and talent gap in the hosiery industry—teams of students were led by professional teaching staff into actual hosiery enterprises sites to receive training and learn problem discovery and solving, while assisting manufacturers in industrial upgrading, transformation, and branding. A survey was also conducted on the educational needs of hosiery manufacturers, based on which a variety of workshops were organised to help nurture skilled talents in the industry.
- (ii) To establish the University as a driving force of Shetou’s regional development and placemaking, a team called Flourishing Shetou was formed and devoted to advancing Shetou’s traditional and characteristic hosiery industry in five key areas: education, management, technology, humanities, and society. Efforts were made to provide cultural history and information education to members of the regional community and students, engage with and provide counselling on industrial operations, and help manufacturers innovate their business models. In 2020, seven talent development workshops of various kinds were organised, attracting 213 on-campus and 133 off-campus participants. These workshops not only helped the industry nurture skilled talents but also enhance students’ professional competence and understanding of the field of practice.

Theme of course/event	No. of session(s)	No. of attendances	Event expenses (NT\$)
Workshop on Intellectual Property Rights, Patents, and Trademark Application and Litigation in Taiwan and the International Market	1	23	6,445
Workshop on Commercial Video Production	1	33	32,303

Workshop on the Application of AR, VR, and A.I. Affective Computing to Creative Arts and Design in Hosiery Product Advertising	1	33	30,226
Happy Workplace, Happy Life: Workshop on Increasing Employees' Psychological Capital	1	28	18,020
Entrepreneurship and Innovation in the Hosiery Industry	1	104	8,496
Corporate Sustainability and Brand Image	1	87	10,075
E-Commerce and Cloud Applications	1	38	4,449
Sub-total	7	346	110,014

- (iii) The three partnering hosiery manufacturers: Smart Hosiery Co., Ltd.; Dejan Textile Ltd. Company; and LOHO, Original Socks were provided dedicated e-commerce services for six months. To this end, a specialised e-commerce team was formed to provide consultation and counselling and assist in processes including product photography, copyediting, and social media marketing. In total, around 192 hours of consultation services were offered (per manufacturer).
- (iv) Three enterprises: Six Companions Fabric Industry Co., Ltd.; CYY Sporting Goods Co., Ltd.; and Cheng Fu Tang Food Factory received assistance in submitting a joint application to SBTR for a project called 'New and Thriving LOHAS Capital of Hosiery: Shetou Placemaking and Transformation Project'. It aimed to develop Shetou's sports tourism and characteristic hosiery industry and promote placemaking and transformation by leveraging Shetou's natural and humanistic advantages and planning activities in cycle touring, community-based tourism, and e-commerce. The goal was to retain a diverse pool of talents in the local workforce and expose more people to the beauty and healthy lifestyle of Shetou's local community. Approximately 48 hours of consultation services were provided in total.

- (v) School camps were organised for primary, lower secondary, and vocational high schools to sow the seeds of humanistic education from a young age, promote cultural history and information education, and pass on local cultural and historical heritage for the sustainable development of the field of practice.
- (vi) A charity sock donation camp was held in collaboration with the National Hemei Experimental School to distribute free anti-slip socks to primary schoolers from the Special Education Division and share warmth with the needy members of the society.
- (vii) To fulfil the University's social responsibility, charity sock donation camps, do-it-yourself workshops, health examinations, and free charity haircuts were organised during the Tianzhong Marathon and the Shetou Hosiery and Guava Festival. This helped to promote local charity work, care for disadvantaged groups, and improve the well-being of the broader society.

Corresponding
SDG
indicator(s)

■SDG01 □SDG02 □SDG03 □SDG04 □SDG05 □SDG06 □SDG07
 ■SDG08 ■SDG09 ■SDG10 ■SDG11 □SDG12 □SDG13 □SDG14
 □SDG15 □SDG16 ■SDG017

Supporting photos



Caption: Workshop on Commercial Video Production Caption: Corporate Sustainability and Brand Image



Caption: Consultation services by e-commerce team



Caption: SBTR Presentation Review Meeting



Caption: Charity sock donation at National Hemei Experimental School



Caption: Charity haircuts during Shetou Hosiery and Guava Festival

Related links

- ★ Workshop on Intellectual Property Rights, Patents, and Trademark Application and Litigation in Taiwan and the International Market: <https://reurl.cc/O0NNOy>
- ★ Workshop on Commercial Video Production: <https://reurl.cc/eE2K3M>
- ★ Workshop on the Application of AR, VR, and A.I. Affective Computing to Creative Arts and Design in Hosiery Product Advertising: <https://reurl.cc/qgRWN3>
- ★ Happy Workplace, Happy Life: Workshop on Increasing Employees' Psychological Capital: <https://reurl.cc/gWAXZR>
- ★ Entrepreneurship and Innovation in the Hosiery Industry: <https://reurl.cc/ogME7M>
- ★ Corporate Sustainability and Brand Image: <https://reurl.cc/LbOK6K>
- ★ SMART Hosiery's Facebook Page: <https://reurl.cc/j8EKyM>
- ★ Dejan Textile Ltd. Company's Facebook Page: <https://reurl.cc/kZeKyx>
- ★ NCUE x CCUST: Lohas Hosiery: <https://reurl.cc/LbOK54>
- ★ Walk through Shetou: Camp through the Cultural History of Shetou's Hosiery Industry: <https://reurl.cc/MAQKzp>
- ★ Amazing Socks: Cultural Camp through Shetou's Hosiery Industry: <https://reurl.cc/KAW1Oq>
- ★ Campus Headlines – NCUE's Shetou Hosiery USR Project Spreads Warmth to SEN School: <https://reurl.cc/O0NKRY>
- ★ Campus Headlines – NCUE's USR Project Integrates into the Field: <https://reurl.cc/ZGkL2M>
- ★ Campus Headlines – NCUE's Shetou Hosiery USR Project Co-organises 2020 Shetou Hosiery and Guava Festival with Local Partners: <https://reurl.cc/3anqk8>