

<b>Unit of Execution</b>	<b>Department of Business Management</b>
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**1. Project: Phase II (2020–2022) of Practicing University Social Responsibility Project: “Shetou Hosiery—Innovation, Entrepreneurship and Creation”**

This project is an initiative to provide support for the hosiery industry in Shetou, Changhua. It cultivates students’ sense of social responsibility, fulfilling the social responsibility of a university. The current plan is to promote local turnover and creation, link local government resources, local primary and secondary schools, higher vocational colleges, public welfare organisations, and enterprises in the Changhua area, and further practical field operations.

**2. Results:**

1. The purpose of the project is to promote the upgrading of the hosiery industry in the Shetou, Changhua, area, and jointly solve the problems faced by hosiery manufacturers with the help of academic and practical expert resources. The problems include the shrinking output value of the industry, the emigration of young and strong populations, and the lack of continuous knowledge inheritance among hosiery talent, etc. Professional teachers lead the student teams into the hosiery enterprise site for problem discovery and solution training study, assisting manufacturers in upgrading, transformation, and brand shaping. A general survey of the education needs of hosiery manufacturers is also conducted. Various types of workshops are organised according to the needs of manufacturers to assist the industry in nurturing talent.
2. Formed a Shetou Elegance Team in order to transform our school into a promoter of regional development and creation in the local area. Aiming at the traditional and characteristic hosiery industry in Shetou, Changhua, the team provides cultural, historical, and information education for people and students in the Shetou area on the five major fields of education, management, technology, culture, and society. The team also provides care and counselling in industrial management and helps manufacturers innovate their business models. In 2020, seven training workshops of various types were held. Participants inside and outside the school numbered 213 and 133, respectively. Besides training industry talent, these also enhanced the professional ability and awareness in practical terms for the students in school.

Course / Activity Theme	Number of Workshops	Number of Participants	Activity Funding
Intellectual Property Rights and Patent, and Trademark Application and Litigation in the Domestic and	1	23	6,445

International Market Workshop			
Commercial Video-Filming Workshop	1	33	32,303
Using ARVR and Affective Computing of Artificial Intelligence in the Art and Creative Design on Hosiery Product Advertising Workshop	1	33	30,226
Happy Workplace and Happy Life ~ Workshop on Improving Psychological Capital of Enterprise Employees	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
Total	7	346	110,014

3. Provided 6-month exclusive e-commerce services for three hosiery manufacturers in cooperation: Light Tai Industries Corp., Dejan Textile Ltd. Company, and Loho Hosiery Co., Ltd., Services, including setting up an exclusive e-commerce team; providing consulting and counselling; and assisting in product shooting, text editing, social media management, and other services. The total number of consulting service hours is approximately 192 (each).
4. Assisted Six Companions Fabric Industry Co., Ltd., CYY Sporting Goods Co., Ltd., and Cheng Fu Tang Food Factory in jointly applying for SBTR “Healthily and Happily Living in the New Socks City—Shetou Creation and Transformation Project.” Using the natural and cultural conditions in Shetou, cycling activities, community trips, and e-commerce were planned; the special industries of sports tourism and hosiery were developed; and the transformation and creation of Shetou were promoted, so that diversified talent could continue to work in the hometown, and more people could experience the beautiful and healthy lifestyle of Shetou locally. The total number of consulting service hours is approximately 48.
5. Organised camp activities for elementary and secondary schools, and high vocational colleges. Humanities education takes root from an early age. This promotes cultural, historical, and information education; passes on local culture and history; and contributes to sustainable development practices in the field.
6. Organised the “socks donation” public welfare activity for the National Hemei

Experimental School. Anti-slip socks were donated to elementary school students in the special education department, providing warmth to those members of society in need of help.

(7) Organised the Tianzhong Marathon and Shetou Hosiery and Guava Festival to fulfil the social responsibility of the university. Through public welfare socks giving, hand-made DIY, health checking, and free hair-cutting to promote local public welfare, disadvantaged groups are cared for, and the public benefits.

Corresponding  
SDG indicator

SDG01 SDG02 SDG03 SDG04 SDG05 SDG06 SDG07  
SDG08 SDG09 SDG10 SDG11 SDG12 SDG13 SDG14  
SDG15 SDG16 SDG17

### Supporting photos



Caption: Commercial video-filming workshop



Caption: Corporate sustainability and brand image



Caption: Consulting services by the e-commerce team



Caption: SBTR briefing review meeting



Caption: “Socks Donation” public welfare activity for the National Hemei Experimental School



Caption: Free hair-cutting activity in Shetou Hosiery and Guava Festival

#### Related links:

- Intellectual Property Rights and Patent, and Trademark Application and Litigation in the Domestic and International Market Workshop <https://reurl.cc/O0NNOy>
- Commercial Video-Filming Workshop <https://reurl.cc/eE2K3M>
- Using ARVR and Affective Computing of Artificial Intelligence in the Art and Creative Design on Hosiery Product Advertising Workshop <https://reurl.cc/qgRWN3>
- Happy Workplace and Happy Life ~ Workshop on Improving Psychological Capital of Enterprise Employees <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 for Light Tai Industries Corp. <https://reurl.cc/j8EKyM>
- Easyfit for Dejan Textile Ltd. Company <https://reurl.cc/kZeKyx>
- NCUE X CCUT Happy Hosiery <https://reurl.cc/LbOK54>
- Walking in Shetou—Hosiery Culture and History Tour Camp Activities <https://reurl.cc/MAQKzp>
- Hosiery is Powerful—Shetou Hosiery Cultural Tour Camp <https://reurl.cc/KAW1Oq>
- Campus Headlines—Changhua NCUE Shetou Hosiery USR Programme: Send Warmth to Special Education School <https://reurl.cc/O0NKRY>
- Campus headlines—NCUE USR Integrates into Practice Field <https://reurl.cc/ZGkL2M>
- Campus Headlines—USR Project in Our School to Join Hands with the Local Community to Hold the 2020 Hosiery and Guava Festival <https://reurl.cc/3anqk8>