

Journal Publisher 期刊論文

1. 王強強 (2023) 以文化商品探討文化因素及價值觀對消費者期望與認知之研究。育達科大學報 (刊登中)
2. 王強強 (2023) 利用消費價值探討創意生活產業相關衍生產品的購買意願。國立雲林科技大學科技學刊, Volume 7, Issue 1, pp.35-52.
3. Blair T.C., (2021) Problem-Based Team Task Learning Applied to Cross-Disciplinary: Using Asian Universities Cosmetic Product Design Thinking Course as an Example. 設計學年刊 (Design Research Annual), Volume 9 Number 3, pp. 21-45.
4. Huang L.C., Ho M.C., Blair T.C., (2019) *Research on Art Creative Teaching—A Case Study of Design and Teaching Activities of Elementary Students in Taiwan*. Transactions of Japan Society of Kansei Engineering, Volume 18 Number 4, pp. 205-214.
5. Chen R., Blair T.C., Shen S.Y., Lu H. C., (2017) *Design Patents for Image Interfaces*. 技術學刊 (Journal of Technology) (EI), Volume 32, Number 4 (December, 2017).
6. Blair T.C., Lin C. C., Yang W. C., Lee Y. Ch. (2017) *Current Image of China*. International Journal of Communication, Volume 7 Issue 3. pp.1-12. (Best paper)
7. Blair T.C., Yang W. C., Lin C. C. (2016) *Case studies on how Cola brand using advertising to strengthen its brand*. CIIP International Certification Review, Volume 2 Issue 1.
8. Wang M., Chen R., Blair T.C. (2015) *Analysis on Number and Importance of Courses of Department of Industrial Design*. Journal of Communications Networking, Volume 5 Issue 12.
9. Yang W. C., Lin C. C., Lee C.L., Blair T.C. (2015) *Innovative Local Brand: A Case Study of Zealandia Firm*. AsianJournal of Humanities and Social Studies (AJHSS), Volume 03, Issue 04.
10. Blair T.C., Kung S. F., Shieh M.D. and Chen K.H., (2014). *Competitive Identity of a Nation*. The Global Studies Journal, Volume 8, Issue 1, pp.13-30.
11. Blair T.C. and Chiou S.C. (2014). *Brand Knowledge Impact Cross-cultures and*

Genders. Asia Pacific Management Review (TSSCI), Volume 19, Issue 1, pp.47-59.

12. Blair T.C., Wu J.Y., Lin F.S., Chiou S.C. (2011), *Cross-culture communication through media*.
國立雲林科技大學科技學刊, Volume 20, Issue 2, pp.151-162.
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14. Blair T.C., Shieh M.D., Chen K.H., Chiou S.C, (2010). *The Rebirth of Phoenix: A Dying Cultures Chinese Opera*. The International Journal of the Humanities, Volume 7, Issue 12, pp.67-76.
15. Blair T.C., Chen K.H., Shieh M.D., Chiou S.C, (2009). *Brand a Nation: What is being Brand? The Impact of Olympics on China*. The International Journal of the Humanities, Volume 7, Issue 10, pp.57-66.
16. Blair T.C., Chiou S.C. (2008) Color that Communicates across culture: color Semiotic, sign and symbol. The journal of design research, Volume 8, Issue 1, pp.165-74.

International Conference 國際研討會

1. Blair T.C., Lee C.Y. (2020) Using Problem-Based Share Start Teaching Method within University Senior Design Capstone- Take National Taipei University of Education, Department of Art and Design as an example. 2020 the 2nd International Conference on Design with Intelligence and Humanity, Yunlin, Taiwan, ROC, 2020 November 18-20.
2. 王強強(2019) 翻轉學習中的問題導向學思達教學法運用在設計專題製作上(II)。國立臺北教育大學 2019 年教學實踐研究暨校務研究研討會，國立臺北教育大學 台灣，臺北，2019 年 6 月 22-23 日
3. 王強強(2019) 問題導向團隊任務學習在跨領域學科上。2019 教學實踐研究研討會暨海報發表及競賽，國立高雄科技大學 台灣，高雄，2019 年 6 月 21 日

4. 王強強(2019) 翻轉學習中的問題導向學思達教學法運用在設計專題製作上(I)。第十四屆高教論壇計畫書，廣州市，中國，2019年5月23-26日
5. Blair T.C. (2019) *Used Problem-Based Team Task Learning within cross-disciplinary*. 2019 7th International Forum on Industrial Design Luoyang, China, May 17-19, 2019
6. 劉芃均，王強強，黃鈺雯 (2018) 以使用者經驗為導向的社區文化產品之魅力工學研究。海峽兩岸休閒產業與鄉村旅遊學術研討會，國立臺東大學(臺東校區)台灣，臺東，2018年4月28-29日
7. Blair T.C., Lin C. C., Yang W. C., Lee Y. Ch. (2017) *Current Image of China*. International Conference on Business and Social, Nagoya, Japan, March 29-31, 2017.
8. Yang W. C., Lin C. C., Blair T.C. (2017) *Using Miryoku Engineering to Investigate the Attractiveness Factors of a New Sangria Product*. International Conference on Business and Social, Nagoya, Japan, March 29-31, 2017.
9. Lin C. C., Yang W. C., Blair T.C. (2016) *Using OA Metal Jig Lure to Explore Experiential Marketing and Brand Marketing*. International Conference on Business and Social, Kyoto, Japan, March 29-31, 2016.
10. Yang W. C., Lin C. C., Blair T.C. (2016) *Experiential Marketing and Consumer Purchase Intention—A Case Study of New Magtonic Products*. International Conference on Business and Social, Kyoto, Japan, March 29-31, 2016.
11. Blair T.C., Lin C. C., Yang W. C. (2016) *Competitiveness of a Nation: How Brand China Rebuild Its Image and Reputation*, International Conference on Business and Social, Kyoto, Japan, March 29-31, 2016.
12. Blair T.C., Yang W. C., Lin C. C., Lee C.L., (2015). *如何經由品牌符號強化品牌認知之研究 (How Brands Enhance Awareness Through Symbols)*台灣行銷科學學會第十二屆年度學術研討會，國立臺灣大學 台北，台灣，2015年 10月 3日(星期六)。
13. Yang W. C., Lin C. C., Lee C.L., Blair T.C. (2015) *Innovative Local Brand: A Case Study of Zealandia Firm*. International Conference on Business and Social Science,

Osaka, Japan, March 23-24, 2015.

14. Blair T.C., Lin C. C., Yang W. C. (2015) *Brand Image Communication through Multicultural*. International Conference on Business and Social Science, Osaka, Japan, March 23-24, 2015.
15. Yang W. C., Lin C. C., Blair T.C. (2015) *Effects of Fostering the Basic Competence of MICE Talents through Competition Learning: An Example of an Interdisciplinary Team Trained by the RD System*. International Conference on Business and Social Science, Osaka, Japan, March 23-24, 2015.
16. Lee Y. Ch., Blair T.C. (2014) *流行化商品設計手法分析-以公仔設計為例 (An Analysis of Popular Product Design Techniques, with Toys Design as Example)*. Beyond the Digital Age, Toward Future Design, 2014 International Conference on Beyond Kansei Engineering and Design, Tainan, Taiwan Nov 7, 2014.
17. Wang M. H., Chang C. F., Chen R., Chen C.C., Lin C.C., Blair T.C. (2014) *Re-inspecting a Famous Trademark Infringement Case with Visual Map*. Beyond the Digital Age, Toward Future Design, 2014 International Conference on Beyond Kansei Engineering and Design, Tainan, Taiwan Nov 7, 2014.
18. Blair T.C., (2014). *Brand Chinas Identity and Reputation*. International Conference on Social Science and Management, Kyoto, Japan, May 8-10, 2014.
19. Blair T.C., (2014). *Competitive Identity of a Nation*. Seventh Global Studies Conference and the Global Studies knowledge community, Shanghai, China, June 19-20, 2014.
20. Blair T.C., Wu J. Y., Chiou S.C., Kung S. F., Shieh M.D. (2011). *Brand Image Communication through Multicultural Development*. The 11th International Conference on Knowledge, Culture and Change in Organisations, Madrid, Spain, June 15-17, 2011.
21. Blair T.C., Wu J. Y., Chiou S.C., Kung S. F., Shieh M.D. (2011). *Cross-Culture Communication through Media*. The 9th International Conference on New Directions in the Humanities, Granada, Spain, June 8 -11, 2011.
22. Blair T.C., Shieh M.D., Chiou S.C., Chen K.H., (2010). *“Brand China” after the*

Olympics. The 5th International Conference on Interdisciplinary Social Sciences, University of Cambridge, Cambridge, UK, August 2-5, 2010.

23. Blair T.C., Chiou S.C., Chen K.H., Shieh M.D., (2010). *The Economic Impact of the Olympics: Beijing Games*. Third Global Studies Conference, Pusan National University, Busan, South Korea, June 21-23, 2010.
24. Blair T.C., Shieh M.D., Chiou S.C., Chen K.H., (2010). *Effective Cross-Cultural Brand Communication through Media*. 10th International Conference on Diversity in Organisations, Communities and Nations, Queen's University Belfast, Northern Ireland, July 19–21, 2010.
25. Blair T.C., Chiou S.C., Shieh M.D., Chen K.H., (2010). *Cultural Tourism: A Growing Industry of the New Millennium*. 10th International Conference on Diversity in Organisations, Communities and Nations, Queen's University Belfast, Northern Ireland, July 19-21, 2010.
26. Blair T.C., Shieh M.D., Chen K.H., Chiou S.C, (2009). *Brand a nation: What is being brand?* The 7th International Conference on New Directions in the Humanities, Beijing, China, June 2-5, 2009.
27. Blair T.C., Shieh M.D., Chen K.H., Chiou S.C, (2009). *The Rebirth of Phoenix: A dying cultures, Chinese opera*. The 7th International Conference on New Directions in the Humanities, Beijing, China, June 2-5, 2009.
28. Blair T.C., Chiou S.C., Shieh M.D., Chen K.H., (2009) *The Olympics impact on Beijing: Culture Heritage and Tourism* The 5th International Conference on Planning and Design NCKU, Tainan, Taiwan, May 25-29, 2009.
29. Blair T.C., Lin F.S., Chiou S.C., Shieh M.D., Chen K.H., (2009). *Symbols of Brand Communication in Advertising*. The 3rd International Conference on Design Principles and Practices, Berlin, Germany, February 15-17, 2009.
30. Blair T.C., Lin F.S, Chiou S.C, (2009). *Communication through Brand Image of the New Millennium*. Third International Conference on Design Principles and Practices, Berlin, Germany, February 15-17, 2009.
31. Blair T.C., Lin F.S., Chiou S.C., (2009). *Effective Brand Communication through*

Television Advertising. The 3rd International Conference on Design Principles and Practices, Berlin, Germany, February 15-17, 2009.

32. Blair T.C., Lin F.S., Chiou S.C., Shieh M.D., Chen K.H., (2009). *Cross-culture through advertising*. World Congress on Science, Engineering and Technology, Dubai, United Arab Emirates, January 28-30, 2009.
33. Blair T.C., Hsu P.S., Chiou S.C., Shieh M.D., Chen K.H., (2009). *The Olympics impact on Beijing: Development, cultural heritage and tourism*. The 5th International Conference on Environmental, Cultural, Economic and Social Sustainability, University of Technology, Mauritius, January 5-7, 2009.

Keynote

1. 2022/7/7 The 9th International Design Study Forum and Conference (IDSFC 2022) (第九屆國際設計研究論壇暨研討會 (IDSFC 2022)) 國立雲林科技大學-設計學院 “*Taiwan’s Cultural Creative Industries Through My Eyes*”
2. 2022/5/25 The 2022 International Conference on Cultural Creativity & Innovative Design (2022 文化創意與設計創新國際學術研討會) 環球科技大學設計學院 “*A Growing Current of Education In Design In Taiwan*”
3. 2021/5/22 The 14th International Conference on Interdisciplinary Design and Industrial-Academic Collaboration (第十四屆 跨域設計產業國際研討會) 樹德科技大學 “*The Trend of Taiwan University Creative Department*”
4. 2020/11/25 The 2020 International Conference on Cultural Creativity & Innovative Design (2020 文化創意與設計創新國際學術研討會) 環球科技大學設計學院 “*Cultural creativity, Taiwan in the eyes of foreigners*”
5. 2020/11/13 The 2020 International Conference of Life Aesthetics and Art Industry (2020 年生活美學與美術產業國際研討會) 國立臺東大學 “*Evolution of the Department of Art and Design in Taiwan*”
6. 2020/7/4 The 7th International Design Study Forum and Conference (IDSFC 2020) (第七屆國際設計研究論壇暨研討會 (IDSFC 2020)) 國立雲林科技大學-設計學院 “*The Trend of Taiwan Design Education*”

BOOK 書

Blair T.C. (2017) *The Effect of Coca-Cola and Pepsi Impact on Cross-Culture Brands Communication*. Singapore : 金琅学术出版社 (使用語言英文) 。ISSN(ISBN) 978-3-330-82674-8 。 (5)

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Blair T.C. (2017) Competitive Identity of a Nation 。 Singapore : 金琅学术出版社 (使用语言英文)。

ISSN(ISBN)978-3-330-82465-2 。 (8)

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