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開南大學 函

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受文者：國立暨南國際大學

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主旨：為提昇整體台灣研究能量及增加開南大學之能見度，欲推廣本校曾國雄傑出講座教授所辦之『102年問題解決之「研究方法」(Research Methods for Problems-Solving)』冬令營(Winter School)，敬請惠予公告，並轉知相關人員踴躍報名參與，敬請查照。

說明：

- 一、發展的「研究方法(Research Methods)」以及『如何投稿SSCI/SCI論文之技巧與要點』加以深入淺出的介紹，及其他相關基礎課程之教學分享。
- 二、爾後本研究室團隊教師及助理群協助【個案討論】或【計算方法】或【軟體操作】等方式，針對各研究方法進行深入探討與實例操作，並以實例說明(如以曾國雄教授實際在SSCI/SCI期刊刊出之論文為例)，以帶動台灣學術研究風氣與提昇研究能量，故擬推廣此冬令營之資訊於各大專院校。
- 三、冬令營時間為102年1月23日(二)至2月1日(五)，欲推廣資訊如附件。



教務處

正本：公私立大專院校

副本：本校專案管理研究所

102702737
14:45:10

擬辦

- 一、擬公告於本校文件公告系統，宣導週知；並轉知影本送管理學院及其相關系所酌辦。
- 二、文陳閱後存。

專任 張慧君
助理

副教授兼教學發展中心主任 張玉茹

教授兼教務長 江大樹

代為
決行

102. 1. 17



『問題解決之「研究方法」(Research Methods for Problems- Solving)』
「開南大學」冬令營及「交通大學與開南大學」每學期正常上課時間

各位老師、同學們大家好!

為提昇開南大學及各大專院校之研究能量與工作能力，本校傑出講座教授曾國雄親自開授『問題解決之「研究方法」(Research Methods for Problems- Solving)』冬令營及「交通大學與開南大學」每學期正常授課時間(曾國雄傑出講座教授為交通大學終身講座教授，第四屆國家講座、國科會傑出獎三次、國科會特約研究員兩次、暨國科會傑出特約研究員，MCDM Edgeworth- Pareto Award 等獎)；參加對象為開放校內外有意願「奠定研究基礎」之教師與碩博士班研究生(含 IHP 三四年級或大學部三四年級特優培育學生)為原則。課程之初會將『「問題解決(Problems-Solving)」之傳統至最新及未來可能發展的「研究方法(Research Methods)」』以及『如何投稿 SSCI/SCI 論文之技巧與要點』加以深入淺出的介紹，及其他相關基礎課程之教學分享，爾後本研究室團隊教師及助理群協助【個案討論】或【計算方法】或【軟體操作】等方式，針對各研究方法進行深入探討與實例操作，並以實例說明(如以曾國雄教授實際在 SSCI/SCI 期刊刊出之論文為例)，以帶動台灣學術研究風氣與提昇研究能量。研究方法一開始聽不懂不必擔心，不用怕，還是聽下去，多聽幾次！自然就會了！老師們會在課堂中分享新的議題，而課堂中所分享的議題可以做為文章的「故事」，找題目實做(個案分析為以【「故事個案(Story Case)」+「解決問題之研究方法」→結果表達(含「寫的技巧(Writing Skill)」與「講的技巧(Speech Skill)」)，重點在於邏輯之思考與推理】)，一直做下去，試著投稿，就會有 SSCI/SCI 的研究成果，並可提昇工作與就業之能力；如果欲達到此研究能量之成果，「天下沒有白吃的午餐」，只要耐心學習，一步一步的達成，相信成果必能「事半功百倍」。

「開南大學」冬令營

※由於本次研究方法冬令營將提供「茶水」及準備「上課講義」，如需「上課講義」者，請繳交報名費用 NT600 元/人，轉帳至 曾國雄 教授 帳戶：華南銀行 城內分行 (103)-20-0214154；並於繳交後將繳費單據和報名表傳真至(03)341-2456，以協助製作講義，感謝您；如不需要講義者，直接 E-mail 報名表即可。為統計人數及其他相關準備作業之進行，欲參加者請在 2013 年 1 月 16 日前回覆，並完成繳費報名，感謝您的協助。

◎『問題解決之「研究方法」』開課地點：開南大學卓越樓 612 教室(B612)

◎『問題解決之「研究方法」』課程開課時間如下：

時間	1 月 23 日 (星期三)	1 月 24 日 (星期四)	1 月 25 日 (星期五)	1 月 28 日 (星期一)	1 月 29 日 (星期二)	1 月 30 日 (星期三)
上午	9:00~12:00	9:00~12:00	9:00~12:00	9:00~12:00	9:00~12:00	9:00~12:00
下午	1:00~16:00	1:00~16:00	1:00~16:00	1:00~16:00	1:00~16:00	1:00~16:00

時間	1 月 31 日 (星期四)	2 月 1 日 (星期五)
上午	9:00~12:00	9:00~12:00
下午	1:00~16:00	1:00~16:00

聯絡人

姓名	系所	年級	電話
三麟	創新與專案管理研究所	碩士班四年級	0922334176
惟澗	企業與創業管理研究所	碩士班一年級	0931037015

助理群

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瑜玲	觀光與餐飲管理研究所	碩士班一年級	l543a@hotmail.com

報名表	
姓名	
級職	
聯絡電話	
學校及系所 或公司(機關)	
是否 有需要住宿	<input type="checkbox"/> 是，有需要住宿 <input type="checkbox"/> 謝謝、不需要
E-Mail	
繳費單據傳 真確認	繳費&傳真日期：

註 1：欲報名者只需將此報名表寄至此 Email:ghtzengoffice@gmail.com，即有助理與您聯繫。本信件係利用開南大學電子郵件發送系統寄發，如對信件內容有任何問題，請與聯絡人聯絡。

註 2：本次課程有提供住宿開南大學學生宿舍。

「交通大學與開南大學」每學期正常上課時間

交通大學：星期五 下午 1:30~5:30 開課地點：交通大學綜合一館 701 教室(七樓)

開南大學：星期三 下午 1:00~5:00 開課地點：開南大學卓越樓 612 教室(B612)

Gwo-Hshiung Tzeng (Website)

<http://www.knu.edu.tw/Distinguished>

<http://www.knu.edu.tw/lecture>

<http://mcdm.ntcu.edu.tw/tzeng>

<http://sciencewatch.com/dr/erf/2009/09aprerf/09aprerfOpriET>

http://www.knu.edu.tw/Distinguished/files/Published_in_Elsevier.mht

<http://scholar.google.com/citations?hl=en&user=ZRXOrvQAAAAJ>

Liou, James J.H. and Tzeng, G.H. (Corresponding author) (2012), Comments on "Multiple criteria decision making (MCDM) methods in economics: An overview", *Technological and Economic Development of Economy*, 18(4), 672-695 (SSCI, IF: 5.605, 2011; IF: 3.235, 2012).

另兩篇分別為 MADM 與 MODM 亦會將在此名期刊刊出：

Kua-Hsin Peng, Gwo-Hshiung Tzeng (Corresponding author) (2013), A hybrid dynamic MADM model for problems-improvement in economics and business, *Technological and Economic Development of Economy*, 19(1) Accepted (SSCI, IF: 5.605, 2011; IF: 3.235, 2012).

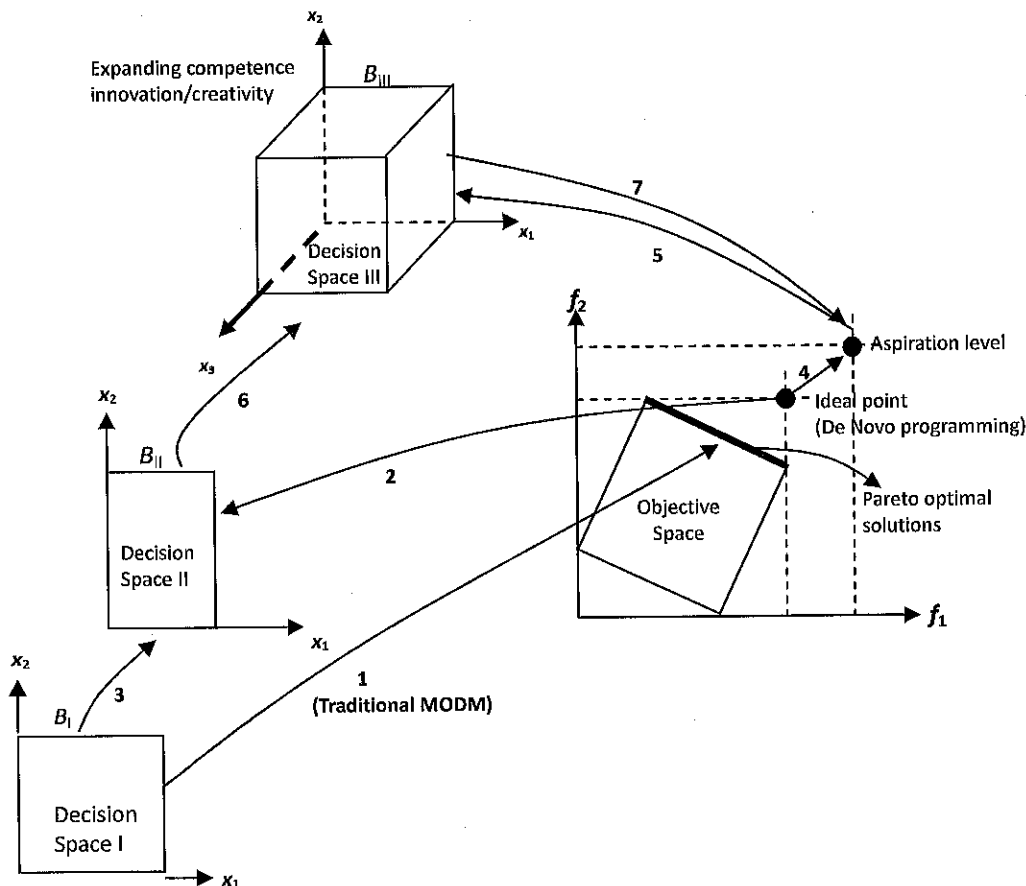
Jih-Jeng Huang, Gwo-Hshiung Tzeng (Corresponding author) (2013), New thinking of multi-objective programming with

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changeable space - In search of excellence, *Technological and Economic Development of Economy*, Accepted (subject to minor revisions, SSCI, IF: 5.605, 2011; IF: 3.235, 2012).

本 New Hybrid MCDM model 發展之動機、目的與貢獻在於提出：(1)「解決傳統『經濟與統計脫離現實(Economics and Statistics are unrealistic in the real world)』之問題, DEMATEL technique」, (2)「避免『由『爛蘋果中找出最好的蘋果 (Pick the best apple among a barrel of rotten apples)』, 設定『渴望水準(aspiration level)』, modified VIKOR method』」, (3)「避免『頭痛醫頭腳痛醫腳(We need a systematic approach to problem-solving; instead of addressing the symptoms of the problem, we need to identify the sources of the problem)』, influential network relation map (INRM) by DEMATEL technique』」。

曾國雄傑出講座教授近年來帶領他的研究團隊在解決實際問題之多評準決策領域中提出五大重要的新概念與趨勢之一系列 SSCI/SCI 期刊論文, 最近兩年每年被引用次數在學術 Google: 2011 (1531 次), 2012 (1566 次), 其新概念與趨勢列如下：(1)傳統的模型假設各準則為獨立性之分層結構, 然而, 在現實中, 各準則之間存在的問題往往是相互關聯性, 甚至可能出現回饋性, 他提出解決衡量此相互關聯性與回饋性之影響網路關係的新方法, 此可以解決傳統「經濟學與統計學脫離現實的問題」；(2)他提出各方案如何可達到「渴望水準(aspiration level)」的解決方法來替代傳統僅能找出相對較好的解決方案, 此方法可以適應解決當今激烈競爭的市場, 以避免「由一堆爛蘋果中, 找出當中最好的蘋果」；(3)傳統多準則評估只在處理各方案之「排序與選擇(ranking and selection)」問題, 他提出如何結合 DEMATEL 法之影響網路關係圖(influential network relation map, INRM)找出各方案如何以整體系統之「改善(improvement)方式, 或改善策略」, 可使各準則之績效值皆能提升, 使整體系統能達到「渴望水準(aspiration level)」, 以避免「腳痛醫腳, 頭痛醫頭」的解決方式；(4)在實際社會問題上, 資訊融合之績效整合方法, 一般是「非(超)加法模型(non-additive/non-super-additive model)」, 包含如模糊積分等, 1970 年代 Daniel Kahneman 之消費者效用行為實驗結果指出「人類的行為皆不符合加法型」, prospect theory (2002 經濟學 Nobel Prize)；(5)傳統多目標之數學規劃, 常在固定資源限制條件下(決策空間), 找出多目標 Pareto 最適解(目標空間), 實際問題上, 「決策空間」與「目標空間」都可變的, 曾傑出講座教授以不同的思考方式, 決策者為追求「渴望水準(aspiration level)」的情況下(目標空間可變), 如何改變「決策空間」呢? 如何在人力資源擴展能力集合呢? 如何提昇效率改變限制條件之參變數呢? 依此理念提出「可變空間(含「決策空間」與「目標空間」都可變的)」之多目標規劃法。此劃時代新觀念, 未來「研究方法之趨勢如何鬆解傳統之假設/假說, 使之更符合解決複雜之實務問題」, 見解創新, 近年來所發展出「新混合式 MCDM 模型」之新方法, 為具劃時代學術與實用之價值。



Changeable Spaces (Decision Space and Objective Space)

H.A. Simon (1978 Nobel Prize in Economic Science, Nobel Laureate) - Decision and organization, 1972 - innovba.viabloga.com ... The Scottish word "satisficing" (=satisfying) has been revived to denote problem solving and decision making that sets an aspiration level, searches until an alternative is found that is satisfactory by the aspiration level criterion, and selects that alternative (Simon, 1957).

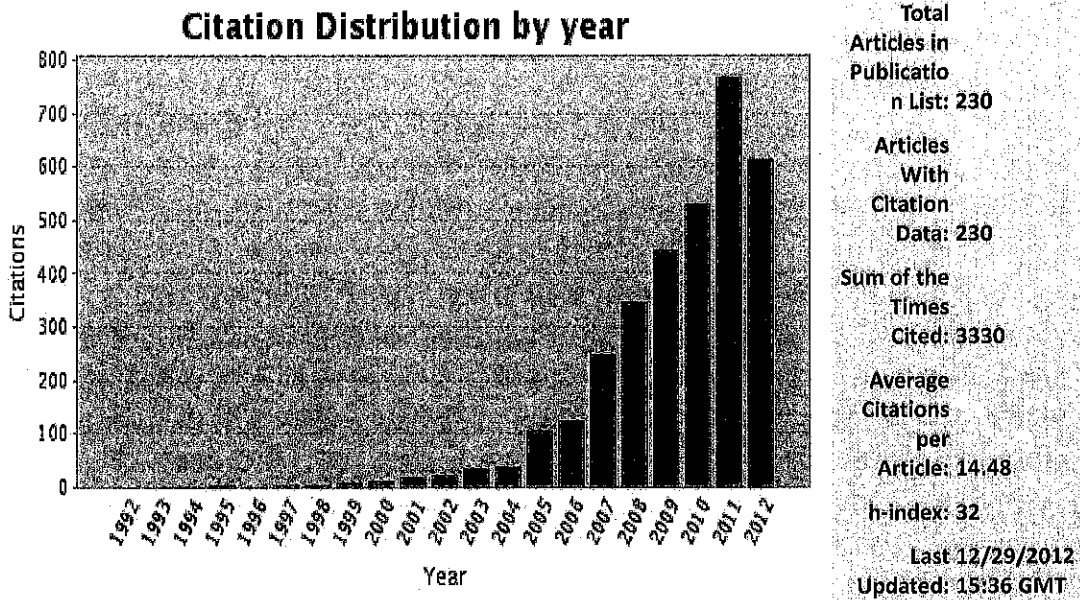
My Publications: Citation Metrics

Gwo-Hshiung Tzeng, <http://www.researcherid.com/rid/B-2775-2009>

ResearcherID: B-2775-2009 Other Names: Gwo-Hshiung Tseng; Gwo-Hsiung Tzeng; Gwo-Hshing Tzeng

This graph shows the number of times the articles on the publication list have been cited in each of the last 20 years.

Note: Only articles from Web of Knowledge with citation data are included in the calculations. [More information about these data.](#)



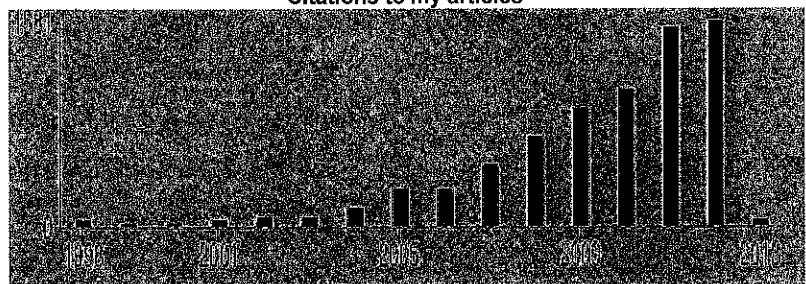
Google scholar

Gwo-Hshiung Tzeng

Citation indices

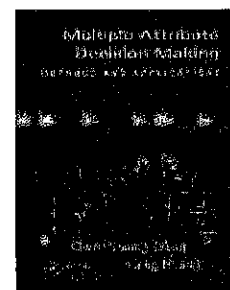
	All	Since 2008
Citations	7501	5836
h-index	49	40
i10-index	132	115

Citations to my articles
Jan 5, 2013: 2011 (1531), 2012 (1581)
Citations to my articles



Gwo-Hshiung Tzeng & Jih-Jeng Huang (2011), Multiple Attribute Decision Making: Methods and Applications, CRC Press, Taylor & Francis Group, A Chapman & Hall Book. (1)

New Book →



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New Books will be published in Taylor & Francis Group, CRC Press, Springer

A series of books

New Frontiers of Research Methods for Problems-Solving

- New Frontiers of "Fuzzy Multiple Objective Decision Making: Methods and Applications, 2013 (2), Taylor & Francis Group, CRC Press. (2)
- New Frontiers of Hybrid Multiple Criteria Decision Making Model, Springer. (3)

A. Referred Papers

2013

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Jih-Jeng Huang, Gwo-Hshiung Tzeng (Corresponding author) (2013), New thinking of multi-objective programming with changeable space - In search of excellence, *Technological and Economic Development of Economy*, Accepted (subject to minor revisions, SSCI, IF: 5.605, 2011; IF: 3.235, 2012).

2012

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Chui-Hua Liu, Gwo-Hshiung Tzeng (Corresponding author), Ming-Huei Lee (2012), Improving tourism

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- Yung-Lan Wang, **Gwo-Hshiung Tzeng (Corresponding author)** (2012), Brand Marketing for Creating Brand Value Based on a MCDM Model Combining DEMATEL with ANP and VIKOR Methods, *Expert Systems with Applications*, Volume 39, Issue 5, April 2012, Pages 5600-5615 (SCI, IF: 2.908, 3.162 (5-years), 2009).
- Ozaki, Toshimasa; Lo, Mei-Chen; Kinoshita, Eizo; **Tzeng, Gwo-Hshiung** (2012), Decision-making for the Best Selection of Suppliers by Using Minor ANP, *Journal of Intelligent Manufacturing (JIM)*, December 2012, Volume 23, Issue 6, pp 2171-2178. (SCI, Impact Factor: 0.938, 2011)
- Ming-Tsang Lu, **Gwo-Hshiung Tzeng (Corresponding author)**, Ling-Lang Tang (2012). Environmental strategic orientations for improving green innovation performance in the electronics industry – using fuzzy hybrid MCDM model, *International Journal of Fuzzy Systems* (Accepted with minor revision, SCI, IF: 1.36, 2010)
- Yu-Ping Ou Yang, How-Ming Shieh, **Gwo-Hshiung Tzeng (2012)**, A VIKOR Technique Based on DEMATEL and ANP for Information Security Risk Control Assessment, *Information Sciences* (Accepted, SCI, IF= 3.291, 3.089 (5-years), 2009)
- Sheng-Kai Fang, Jhieh-Yu Shyng, Wen-Shiung Lee, **Gwo-Hshiung Tzeng (Corresponding author)** (2012). Combined Data Mining techniques for exploring the preference of customers between financial companies and agents based on TCA, *Knowledge-Based Systems*, 27, 137-151. (SCI, IF: 2.422, 1.967 (5-years), 2011).
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- Don Jyh-Fu Jeng, **Gwo-Hshiung Tzeng (2012)**, Social Influence on the Use of Clinical Decision Support Systems: Revisiting the Unified Theory of Acceptance and Use of Technology by the Fuzzy DEMATEL Technique, *Computers & Industrial Engineering*, Volume 62, Issue 3, April 2012, Pages 819-828. (SCI, IF: 1.589, 1.872 (5-years), 2012).
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Hsu, C.H., Wang, F.K. and Tzeng, G.H., 2012. The best vendor selection for conducting the recycled material based on a hybrid MCDM model combining DANP with VIKOR. **Resources, Conservation & Recycling**, Vol. 66, pp. 95-111. (SCI, IF: 1.759, 2.297 (5-years), 2010).

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