

Faculty Information

CHEN, Ping-Kuo

■ Specialization:

Entrepreneurship, Innovation and Operations Management (EIM)
Marketing and Management (MM)

■ Research Area:

Supply chain coordination and integration, green and sustainable supply chain

■ Keywords:

1. Coordination, Collaboration, Integration, and Logistics.
2. Green Manufacturing, Sustainability, Supply Chain Resilience

■ Seminar Topic:

Related Issues in Manufacturing Supply Chain – based on Empirical Study and Multiple Criteria Decision Making (MCDM)

■ Seminar Teaching Method:

Based on the principles of Total Quality Management (TQM) and the Plan-Do-Check-Act (PDCA) cycle, my guidance approach for graduate students primarily focuses on ensuring research progress and quality.

1. Concept Building: At the start, students must read numerous news reports and magazines and also review pertinent academic journal articles from the past decade. This method will assist students in gaining a comprehensive understanding of supply chain research and in distinguishing between different research paths within the field.
2. Research Direction: By aligning the student's interests with my guidance, we will choose a research topic based on the identified research directions, allowing the student to deeply understand the topic's content.
3. Tracking Research Progress: After selecting a direction, we will choose a research topic. Next, I will develop a research timeline and provide weekly guidance on relevant knowledge. I will also assign specific tasks for completion. We will monitor weekly progress to ensure that the research is conducted systematically and is completed as scheduled.
4. Thinking critically and independently: I encourage you to avoid relying too much on the instructor for answers. Instead, I challenge you to think critically and independently, deepening your understanding and keeping you engaged in learning.

By following the steps mentioned above, we can guarantee the progress and quality of the student's research.

■ Possible Research Topics for Students:

Related issues in the manufacturing supply chain encompass supply chain resilience, information technology applications, green supply chain, and sustainable supply chain.

■ Research Method:

1. Empirical Study: Partial Least Squares Structural Equation Modeling (PLS-SEM)
2. Multiple Criteria Decision Making (MCDM): Analytic Network Process (ANP), DEMATEL, Best Worst Method (BWM)

3. Taxonomy: Revised Taxonomy Analysis

■ **Comments:**

1. Sticking to the weekly research progress and tasks is essential as they are fundamental requirements.
2. My guidance will help you improve your academic research skills if you aim to pursue a career in academia. Graduate students focusing on academia must publish research papers and participate in international academic conferences to develop their research abilities. While this requires significant effort, it will bolster your qualifications for entering the academic job.
3. For graduate students in industry or those already employed, research will focus on solving practical industry problems. The expected outcome is that your research can be applied to your work and contribute to your field.

■ **APU Researcher Database:**

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001720&Language=2>