

# An Integrated Framework to Untangle the Decision-Making Process of Energy Saving for SMEs in Taiwan

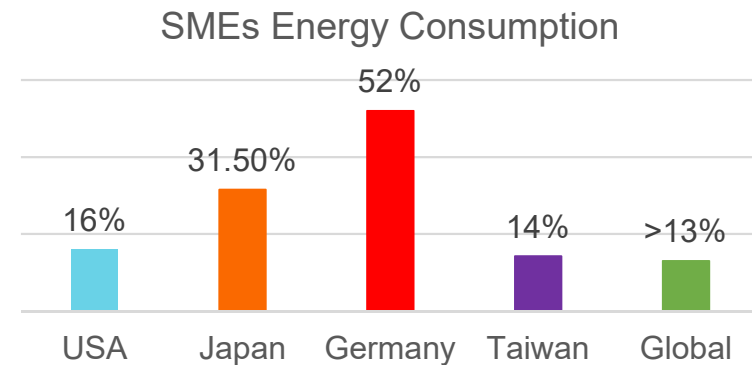
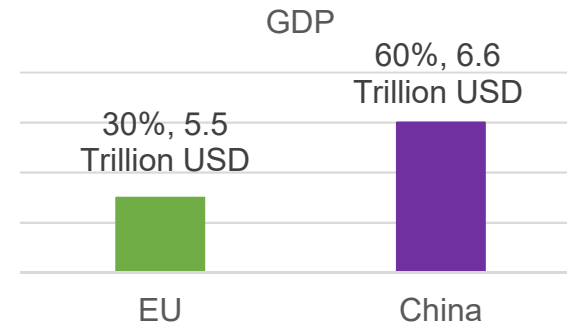
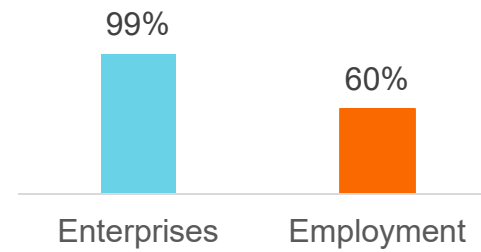
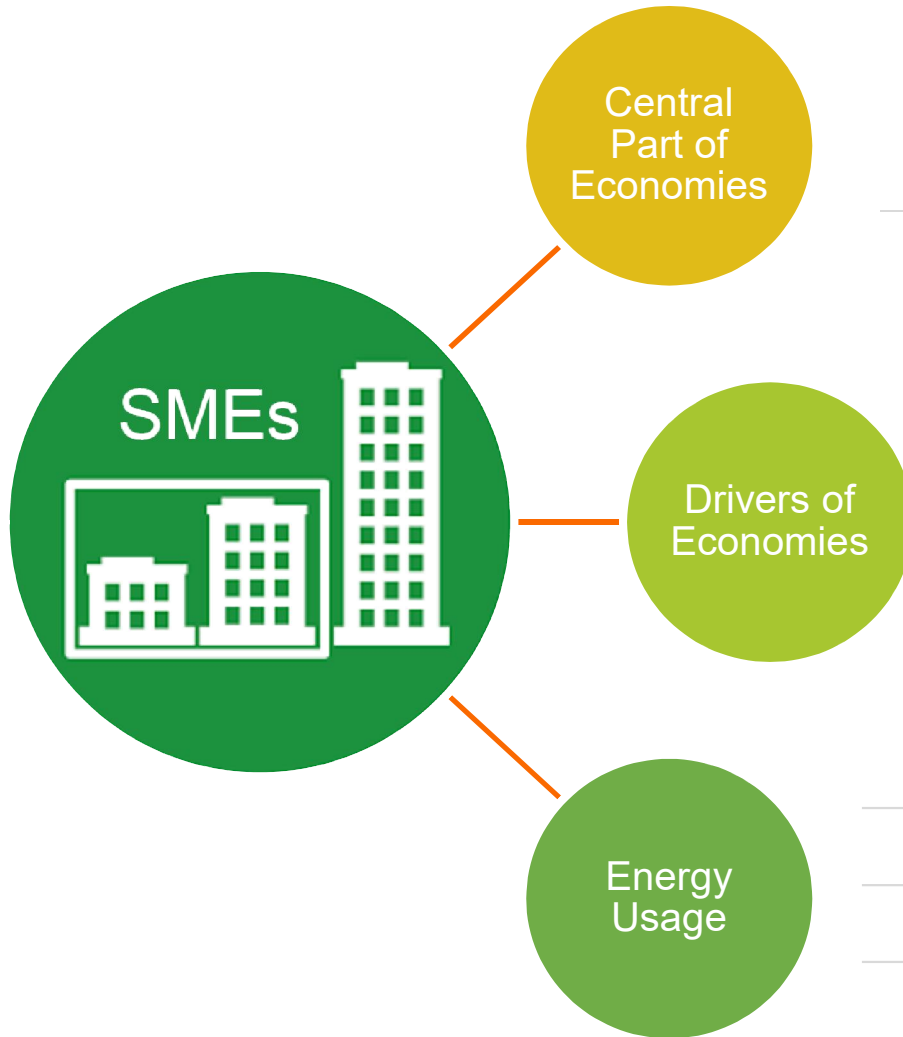
***Presenter: Der-Fang Hung, Industrial Technology Research Institute***

***Co-Author: Chih-Ning Chu, Chung Yuan Christian University***

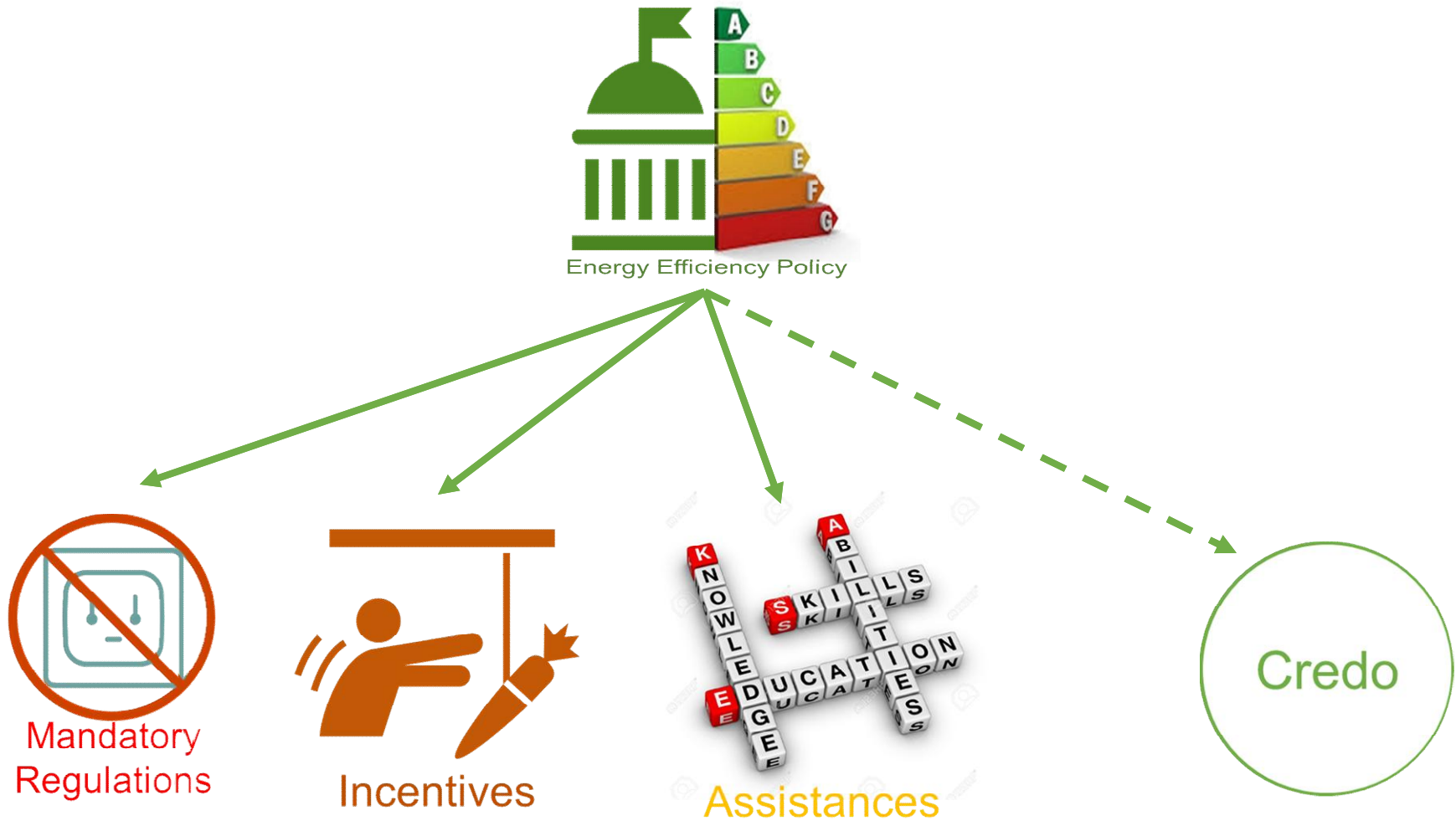
**Friday, October 21, 2016**



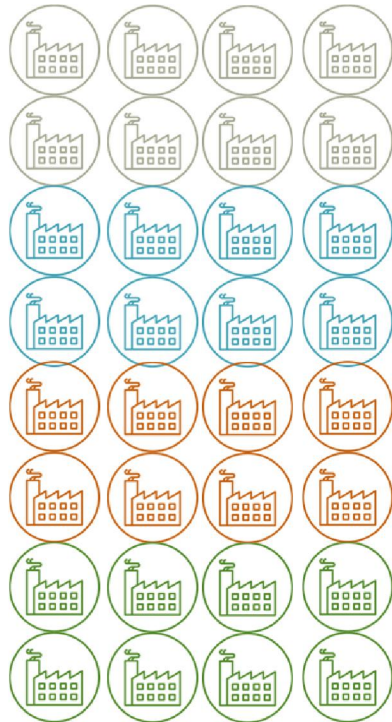
# Strengthening Energy-Saving Behavior of SMEs is Very Important



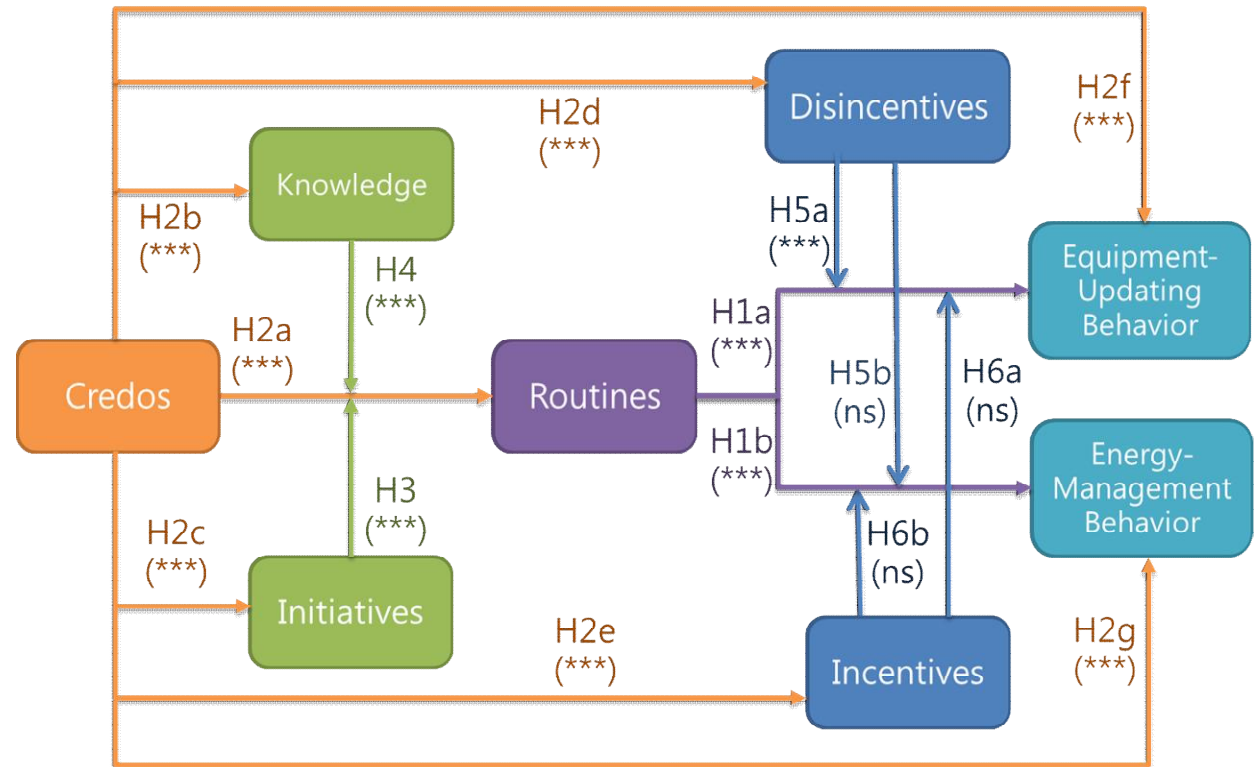
# To Change SMEs' Credos Can Change Their Green Behavior



# Our Research Structure and Empirical Study

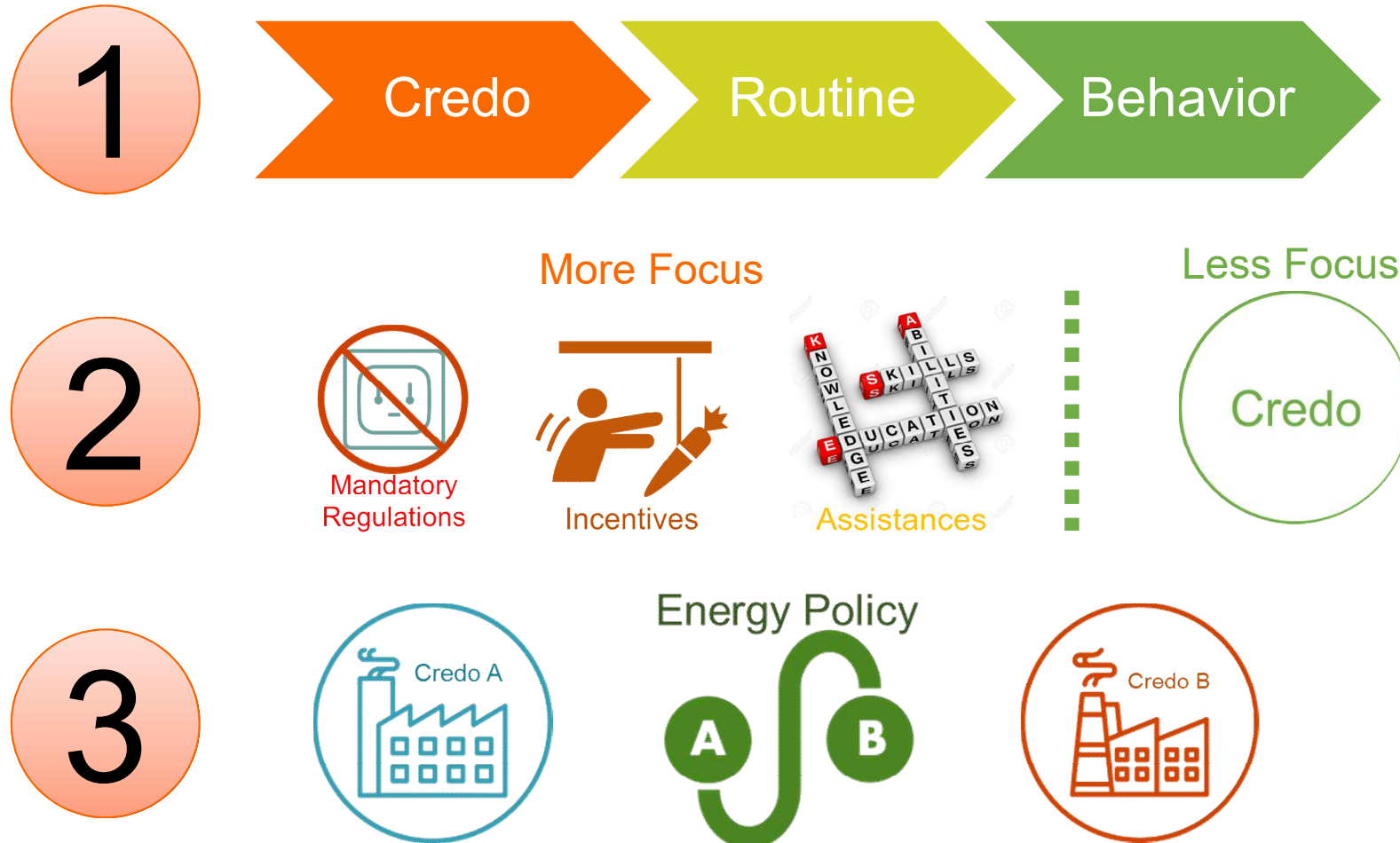


2,000 SMEs



\*: P<0.1, \*\*: P<0.05, \*\*\*: P<0.01, ns: not significant

# Three Implications



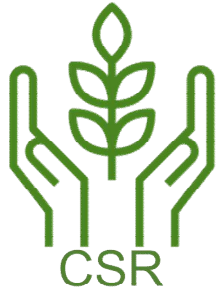
# The Next Step...

1

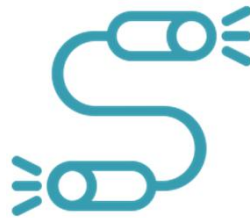


Transnational DB

2



CSR



**CSR SMEs**  
Corporate Social Responsibility for SMEs



This project has been funded with support from the European Commission.  
This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

# Thank You for Your Attention



**IEK View**

<http://ieknet.iek.org.tw/>

**Der-Fang Hung**

Email: [JonesDFHung@itri.org.tw](mailto:JonesDFHung@itri.org.tw)

**Chih-Ning Chu**

Email: [chandler.chu@gmail.com](mailto:chandler.chu@gmail.com)

Given the rapid pace of change in cutting-edge technology and industry development, the timeliness and comprehensiveness of the information included in this presentation cannot be guaranteed by ITRI. Users of this presentation shall bear full liability for any injury or loss that may be sustained as a result. The Copyright of this presentation belongs to ITRI and none of this presentation, either in part or in whole, in any form, may be reproduced, publicly transmitted, modified or distributed or used by other means without permission from ITRI.