

Contents

| | Pages |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Editor's Note | 5 |
| Academic Articles / Research Articles | |
| ▪ Higher Education Curricula for Ecologically Sustainable Development Chia-Ling Wang | 7-14 |
| ▪ Case Study of Empirical Big Data Analytic Operations for Small Trading Company Shih-Tsung Lee | 15-20 |
| ▪ The Impact of Organic Food's Corporate Image and Electronic Word of Mouth on Asian Consumers' Purchase Intention: The Moderating Effect of Moral Identity, Self-efficacy and Impression Management Motivation Yin Chen and Chun-Shuo Chen | 21-36 |
| ▪ Research on Design and Marketing of Stray Animal Adoption Platform Li-Ping Chao, Tsu-Yeh Fan, Li-Yu Lin, You-Lun Lai and Chen-Wei Chang | 37-54 |
| ▪ Research on Marketing Planning of Trading Platform for Trendy Sports Commodities Li-Ping Chao, Tsu-Yeh Fan, Chen-Wei Chang, Cheng-Hang Shih and Li-Yu Lin | 55-67 |