

A Survey of Current Condition and Willing on Sustainable Product Design and Development under Corporate Social Responsibility

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ABSTRACT

Corporate social responsibility on the cognitive and practical ,After such a wide range from narrow to the process of evolution. In Europe, the United States, Japan and other countries, the concept of corporate social citizenship has become a consensus However, in Taiwan, the company the concept of social responsibility is still in its infancy , When abroad, corporate social responsibility on the cognitive development of constantly changing the time of Taiwan's enterprises still remain in the charity and setup a foundation level. With global warming and global climate change issues into clear focus the world on the importance of green civilization construction and environmental protection are growing in the related increase in full, whether it is conducive to the development of environmentally friendly green industrial policy, taxation policy, or strengthening of environmental protection legislation and sound management system to promote natural harmony and coexistence, but also has all become an important current and future policy directions, so that the new government is actively reviewing the overall economic direction and to promote a new wave of tax reform, enterprises must actively practice their own sustainable development and sustainable product development and design. It is for this reason enterprises for product development and design of sustainable demand is coming, but the development of sustainable design in the process of enterprises vis-a-vis the general situation of sustainable product development the wishes of HE is still in a state of passive, active attitude or action to the weak, and as a result of laws and regulations subject to the restrictions on products made in the design of sustainable development and the course of the early to the more complex. Sustainable product development model countermeasures will help address enterprise in the development of sustainable products encountered in the course of repetitive complexity of problems can not enter for the sustainable development of enterprises of general understanding and suggested that in order to carry out sustainable design and development and to increase profit after R & D and development of green . In this study, the use of expert interviews and a questionnaire survey of corporate social responsibility with the view to explore the development of sustainable product design trends and the implementation of research and development in the design of the market influence, and to give more detailed and accurate analysis and effective to assess the decision-making factors, including trends in sustainable product development and sustainable product development model in response to countermeasures, including the Survey of sustainable product development, for sustainable development in the situation of the implementation of the next, from social welfare, environmental protection, sustainable other aspects of ... do explore, and control enterprises under the corporate social responsibility in business in sustainable product development the wishes of the assessment given by the factor analysis to the development of sustainable extraction and sustainable development of the will of the factor analysis, obtaining given the values of the indicators to assess the design of sustainable product development measures, and interviews with product development and business continuity will to make use of the data analysis to explore the level, combined with the trend of sustainable product development, product development and the establishment of a sustainable model in response to countermeasures so that products can be more stable sustainable development and the establishment of a complete model of the development of countermeasures, a thorough implementation of corporate social responsibility and corporate sustainable development to enhance product design.

Keywords : Corporate social responsibility ; green products ; sustainable development ; decision-making mode

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