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WHY TAIWANESE COMPANIES AND FOUNDATIONS DONATE TO PUBLIC
COLLEGES AND UNIVERSITIES IN TAIWAN: AN INVESTIGATION OF DONATION
INCENTIVES, STRATEGIES, AND DECISION-MAKING PROCESSES (335 pp.)

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The purpose of this investigation was to build the blueprint of Taiwanese public higher education's fundraising. This study applied three surveys (NSH, NSC, and NSF) to three populations' samples (public universities, corporations, and foundations in Taiwan) as well as qualitative interviews toward these three populations in order to explore Taiwan's private organizations donations to higher education institutions. After fifteen months of data collections, this researcher obtained thirty-five samples out of fifty-five public universities, 151 survey samples and twenty-seven interview participants for Taiwanese corporations, and ninety-nine survey samples and twenty-one interview participants for Taiwanese foundations.

The findings in this study suggested that corporations in Taiwan were inclined to give funds to public universities with the capacity to improve or strengthen companies' benefit-obtaining potential; foundations in Taiwan have an affinity for supporting public higher education institutions with the function to enhance or perform social justices and values for them. The investigation data suggested that Taiwanese public universities' fundraising people should balance their institutions in different field developments in order to further extend or outreach funding sources in diversity.