There is an increased effort on practicing social responsibility in higher education since the Ministry of Education of Taiwan launched the "USR Project". The main purpose of the project is to place university in the major role on regional economic, social and cultural development. Collaboration in research and development with regional business community is one of active engagement of NCUE practicing USR.

By introducing PURE portal in this project, we increased the accessibility and visibility of our research and accelerated the growth of Community-Based Enterprise Development. This USR project includes the following activities based on the PURE portal:

1. building an on-line platform for various business interactions;
2. accessing a group of specialists out of the pool of experts from our school;
3. offering consultancy services and educational services for specific field.