

# CTM E-NEWSLETTER

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發行人：科管院 莊慧玲院長

執行總編：科管院 盧妙卿

美編：陳依婕

編譯：黃玉婷

E-mail : [ctm@my.nthu.edu.tw](mailto:ctm@my.nthu.edu.tw)

網址 : <http://www.ctm.nthu.edu.tw/>

# I ♥ CTM



過去三年這段期間可以說是我在清華大學服務期間，最為豐富而精彩的一段歲月！非常感恩天主的安排，讓我有這份福氣擔任科管院院長一職，和大家一起努力推動及分享科管院的成長與發展。特別感謝彭心儀與丘宏昌兩位副院長的鼎力相助，以及祁玉蘭、張寶塔、吳世英、林世昌、林哲群、余士迪、蔡子皓、張焯然、林博文、胡美智、李傳楷、劉玉雯、嚴秀茹、王俊程、范建得、陳仲嶙等各單位主管的大力支持及協助。當然院辦公室（含職涯發展及國際事務）、各系所辦公室及在職專班辦公室所有行政同仁兢兢業業的投入，更是讓我銘感五內。而每一位老師在教學、研究及服務等各方面的努力，不只為科管院帶來榮耀，更是造就科管院永續發展不可或缺的投入。

我也要特別感謝兩位院務顧問－史欽泰講座教授及金聯舫講座教授，感謝他們兩位給予的指導及支持，讓我能夠更有智慧的掌握好科管院的發展方向，尤其是在科管院厚德會的規劃建置上所提供的協助。科管院厚德會在首任會長唐迎華校友的領導下，不只進一步凝聚校友對科管院的向心力，更具體發揮校友力量協助科管院的發展。科管院的傳承及發展需要新血的加入，很高興在過去三年內共有12位新進老師成為科管院的生力軍，新生力軍結合既有師資的能量，必定會為科管院創造出更多更優秀的成果。

慧玲已經完成階段性任務，院務即將交棒給新任的林哲群院長，林院長在校務與院務的相關經歷非常豐富，必定會為科管院帶來新氣象，再創高峰！最後慧玲謹以深深的一鞠躬表達由衷的感謝之意！更祝福大家！I♥CTM!

科技管理學院院長

林慧玲 謹上



# I ♥ CTM



My deanship for the college of technology management for the past three years has been the most memorable time during my employment at NTHU. It is really a blessing for me to have this opportunity to work together with you to make CTM better. I really appreciate all the kind support and assistance from everyone of you. I would like to express my sincere appreciation to everyone of you by bowing to you deeply. Thank you very much and best wishes to all of you! I ♥ CTM!

Dean of College of Technology Management

A handwritten signature in blue ink, appearing to be 'H. B. Cheng', is written below the printed name.

## 短期出國交換心得 經濟系大四 何舒涵同學

我是經濟系大四學生何舒涵，獲得科管院短期交換補助的支持，於107年上學期前往義大利都靈大學交換一個學期。我在都靈時有在兩個分校上課，分別是Campus Luigi Einaudi的Department of Cultures, Politics and Society以及SAA分校的Department of Management。

SAA原本是一個獨立的管理學院，之後才被納入都靈大學體系中，成為隸屬於大學的管理學系。課程時間較密集，如連續五天每天上四個小時、之後隔週就期末考，且SAA多半請業界的講師來教課，因此跟一般大學的課感覺不太一樣。

我在這個分校的課除了初級義大利文之外還有兩門，第一堂是Exploratory Market Research in Organizational Practice，來自業界的講師主要教我們如何根據研究主題設計問卷、並在調查結束後用特定方式將資料歸納統整。藉由這個課，我們訪問了自己的家長，也在考試時用統一的coding frame去編列其他同學的訪談資料。

另一堂是International Retail and Distribution，老師一樣來自業界，義大利籍的他過去曾在日本索尼及台灣宏碁擔任過主管，現在在電子產品回收再製的公司擔任執行長。藉由對電子業深入的了解，他為這堂國際零售為主題的課堂提供了很多實際案例以及獨到的見解，例如電信業者和手機製造商的分潤模式等。班上同學是由來自歐洲各國的交換生所組成，我在分組報告時和義大利、英國、瑞典同學一起合作，因英文並不是多數人的母語，所以更須注意用字遣詞才能精準表達意思，各國習慣不同、做事風格也差異甚大，有衝突也有合作，著實是一個有趣的經驗。







## 短期出國交換心得 經濟系大四 何舒涵同學

Luigi Einaudi分校中則有很多學系，比較像台灣的大學，我修的課都是Cultures, Politics and Society學院中碩士班的課，課程內容很紮實、上課方式也跟清大比較像，老師用投影片輔助講解、課程網頁上也會有教授推薦讀的一些paper。課程時間跨度較長、但每週上課時數也較少，例如每週一二三早上10:00-12:00，持續一個半月。同學幾乎都是義大利人，也有少數是從其他國家大學畢業的同學來義大利讀碩士。我在這個分校修讀了兩門正課、參與了一個program。

開設在每週一二三晚上的 Cultural Industries and Global Markets，讓社會人士也能來修課，甚至比大多數同學還認真。這堂探討文化產業中的經濟層面，包含藝術、音樂、影視等產業，有些名詞和現象是我未曾聽說過的，例如Art for art's sake現象意即藝術家在創作作品的過程中已獲得滿足感，因此願意接受比市場合理價格更低的開價，因為創作不像廠商生產產品是只為了賣錢、而是對藝術家本身具有特殊意義。

另外我也選修了 Globalization and International Economics，這堂課的教授介紹很多當代經濟學家不同的觀點，教授本人熱愛土耳其裔經濟學家Dani Rodrik，常在課堂引用他的書，也對他提出的三角理論做了深入的介紹。義大利籍的學生習慣在課堂中和老師互動，每次教授拋出問題都必定有回音，他們不吝於發表自己的看法，也不怕舉手發問，值得借鏡學習。

最後，我在Cultures, Politics and Society學院網站上看到一個系列演講的program，叫做Region Europe，過去兩三年似乎都有舉辦。校方會請來自歐洲各國的大學教授或該領域工作者來，以歐洲社會經濟人文方面的主題做演講，從十月中開始每週約有十五場講座、持續一整個月。

我幾乎每場都有去、收穫多到難以形容，真的很感激都靈大學有這樣的資源，讓我可以不用支出任何額外花費就能聽到各國講者的演講、其中不乏幾場辦在都靈的國際研討會，我們也能用這個計畫的名義去參加。

總而言之，這趟半年的交換學生之旅的收穫遠比我想像中還要多，不論是學業上進步的或是獨自生活闖蕩所成長的部分，很感謝學校提供的機會以及科管院的支持，讓我的交換生活可以更順利，希望儘快再次踏上歐洲大陸。

## 短期出國交換心得 經濟系大四 陳宇軒同學

- ◆ 研修學校：波茲南工業大學(Poznan University of Technology)
- ◆ 研修系所：Faculty of Engineering Management
- ◆ 出國及返國時間：2018/09/04～2019/03/13
- ◆ 心得：波茲南作為波蘭第五大城，大學城以及工業城的關係，所以跟新竹感覺很相似，除了真的品嚐到了當地人所推薦的波蘭食物外，也感受到了歐洲對於學生族群的福利。今年剛好是波蘭獨立建國以及工業大學創校100周年，所以有很多特別的活動，在11.11波茲南聖馬丁紀念日這天，感受到了波蘭對於國家認同感的那份震撼，參加了波蘭歷史上最多人參加的10公里路跑活動，感受不一樣的跑步文化，沿路的加油聲、樂器聲、以及衝線終點前加油的人們，我也可以大聲的說出” Pozostaw swój ślad w Poznaniu”。



# 榮譽獎項

## ROLL OF HONOR

1. 學士班黃朝琬同學、計財系蘇柏庄同學、學士班曹瑋函同學，榮獲107學年度科技管理學院院長獎。  
Huang, Chao-wan (Double Specialty Program of Management and Technology), Su, Bo-zhuang (Dept. of Quantitative Finance), and Cao, Wei-han (Double Specialty Program of Management and Technology) have won the 2018 CTM Dean's Award.
2. 經濟系何舒涵同學、學士班黃亭鈞同學，榮獲本院厚德會107學年度傑出學生獎學金。  
He, Shu-han (Dept. of Economics) and Huang, Ting-jun (Double Specialty Program of Management and Technology) have won the 2018 CTM Houde Association Scholarship.
3. 經濟系廖肇寧老師、科法所陳宛妤老師、服科所雷松亞老師，榮獲107學年度院級與校級傑出教學獎。  
Professor Liao, Zhao-ning from the Dept. of Economics, Professor Chen, Wan-yu from the Institute of Law for Science and Technology, and Professor Soumya Ray have received the 2018 CTM and NTHU Outstanding Teaching Awards.
4. 服科所徐茉莉特聘教授、科管所劉玉雯副教授，榮獲107學年度科管院傑出導師獎。  
Professor Galit Shmueli from the Institute of Service Science and Professor Liu, Yu-wen from the Institute of Technology Management have received the 2018 CTM Best Mentor Award.
5. 經濟系吳冠臻同學，榮獲107學年度梅貽琦紀念獎章。  
Wu, Guang-zhen (Dept. of Economics) has won the 2018 Mei Yiqi Memorial Medal.

# 榮譽獎項

ROLL OF HONOR

6. EMBA陳步霄校友、經濟系胡世杰校友，榮獲107學年度科管院傑出校友。

Chen, Bu-xiao (EMBA alumnus) and Hu Shi-jie (ECON alumnus) were awarded the 2018 Outstanding Alumni.

7. 恭賀經濟系馮炳萱教授、李翎帆副教授、計財系曾祺峰副教授、科法所陳宛妤副教授升等通過。

Congratulations to Professor Fung, Ping-Hsuan and Associate Professor Li, Ling-fan from Department of Economics, Associate Professor Zeng, Ci-feng from Department of Quantitative Finance, and Associate Professor Chen, Wan-yu from Institute of Law for Science and Technology for their faculty promotions.

8. 服科所雷松亞老師，榮獲107年度科技部傑出研究獎。

Professor Soumya Ray has received the 2018 Outstanding Research Award, Ministry of Science and Technology.

# 學生職涯發展

STUDENT CAREER DEVELOPMENT

1. 2019/5/21、5/23、5/30 協助學生舉辦『清囊相授』職涯座談會。  
On May 21st, 23rd, and 30th Symposiums on career planning were held.

2. 合庫產學合作實習計畫備忘錄完成簽約，並完成合庫暑期實習招募學生名單。

An Academia and Industry Collaboration Internship Program MOU with Taiwan Cooperative Bank and selected student list for the program were completed.



# 國際事務

OFFICE OF INTERNATIONAL AFFAIRS

2019國際訪問獎申請作業。

Application is now open for 2019 NTHU International scholarship.

## 學術交流訪問學者介紹

INTRODUCTION OF VISITING SCHOLARS

1. 科管所2019/3/1～2019/9/1吉林大學管理學院張公一教授來訪，進駐417研究室，研究專長：科技政策，歡迎與其交流。

From 1st March to 1st September, 2019, Institute of Technology Management is hosting Professor Chang, Gong-yi from the School of Management, Jilin University. Professor Chang's specialty is technology policies. Welcome to visit Professor Chang at Room 417.

2. 服科所2019/7/1~2020/6/30美國華盛頓大學榮譽訪問學者Gary Hsieh副教授來訪，進駐416研究室，研究專長：Human-computer Interaction, Social Computing, Computer-mediated Communication, Incentives and Motivation, Behavior Change，歡迎與其交流。

From 1st July, 2019 to 30th June, 2020, Institute of Service Science is hosting the distinguished visiting scholar, Associate Professor Gary Hsieh from University of Washington. Professor Hsieh's specialties are human-computer interaction, social computing, computer-mediated communication, incentives and motivation, behavior change. Welcome to visit Professor Hsieh at Room 416.

# 活動預告

## UPCOMING EVENTS

1. 第一屆EMBA馬來西亞班現正招生中。  
1st CTM EMBA program in Malaysia is enrolling.
2. 2019/7/14、7/21、7/28、8/4EMBA主辦商管聯盟暑期北區EMBA課程，  
開放在校生及校友報名參加。  
On July 14th, 21st, and 28th 2019 EMBA will be hosting EMBA alliance north district summer courses and registration is open to students or alumni.
3. 2019/7/24～7/29 MPM前往新加坡與馬來西亞，舉行暑期境外學習。  
From July 24th to 29th MPM will go to Singapore and Malaysia for summer overseas learning.
4. 2019/7/26～8/2 EMBA暑期境外安排至以色列特拉維夫大學進行課程企業參訪。  
From July 26th to August 2nd EMBA summer overseas learning will take place in Tel Aviv, Israel.
5. 2019/8/26～9/2行知中國課程安排重返聯大路，歡迎報名參加。  
From August 26th to September 2nd XingZhi Chinese course will set forth on a Lianda Journey, and registration is open now.
6. 學士班協助學生舉辦2019科管跨領域人才培育營。  
DSPMT assisted students in 2019 Technology Management Cross-disciplinary Talent Summer Camp.
7. 2019/08/08科管院舉行院長交接典禮。  
On 8 August 2019 the new CTM Dean's inauguration will take place.
8. 2019/09 科管院舉辦新生歡迎會。  
CTM will hold a Freshmen Orientation Event in September 2019.
9. 2019/09 服科所籌備開學迎新溯溪活動。  
ISS is making preliminary arrangements for 2019 river trekking activity in September.

# 重要紀事

## IMPORTANT EVENTS

1. 科管院2019上半年度孫運璿科技講座，邀請卡內基訓練大中華地區負責人 黑幼龍先生、《上報》王健壯董事長、國立政治大學傳播學院教授兼代理院長蘇蘅教授、交通大學經營管理研究所榮譽退休教授毛治國先生，已順利圓滿落幕。

CTM Spring 2019 Sun Yun Suan Speech Series went well and successfully featuring speakers: Mr. Hei, You-Long from Dale Carnegie Training, President Wang, Jian-zhuang from Up Media, Acting Dean and Professor Su, Heng from College of Communication, NCCU, and the former Premier Mao, Chi-kuo, also an emeritus professor from the Institute of Business and Management, NCTU.



孫運璿科技講座

講者：黑幼龍先生



孫運璿科技講座

講者：王健壯先生



孫運璿科技講座

講者：蘇蘅教授



孫運璿科技講座

講者：毛治國先生



# 重要紀事

## IMPORTANT EVENTS

2. 2019/6/15科管院小畢典順利圓滿。

CTM 2019 Commencement ended smoothly on 15th June.

3. 科管院於學期間舉辦AI人工智慧學術跨領域迷你論壇，參與師生獲益良多。

On 30th April, CTM held “AI Cross-Disciplinary Seminar”, from which many teachers and students benefited greatly.

4. 經濟系於學期間舉辦多場學術演講，邀請國立政治大學吳致謙教授、國立台北大學經濟學系殷壽鏞教授、國立政治大學國際經營與貿易學系荒井夏來教授、國立台北大學胤琪教授，提昇師生學術知能。

ECON held several academic speeches during the semester to promote professional knowledge and competence. Invited speakers were Professor Wu Qian from NCCU, Professor Yin, Chou-yong from Department of Economics, National Taipei University, Professor Natsuki Arai from Department of International Business, NCCU, and Professor Yin Qi from National Taipei University.

5. 計財系於學期間舉辦多場演講，邀請香港中文大學邱鵬嘉助理教授、香港大學許博炫教授、Southern Illinois University Carbondale梁怡君助理教授、交通大學資訊管理與財務金融學系鄧惠文副教授至系上演講。

QF held several academic speeches during the semester inviting the following speakers: Assistant Professor Qiu, Peng-jia from The Chinese University of Hong Kong, Professor Hsu, Po-Hsuan from The University of Hong Kong, Assistant Professor Liang, Yi-jun from Southern Illinois University Carbondale, and Associate Professor Deng, Hui-wen from Department of Information Management and Finance, NCTU.

# 重要紀事

## IMPORTANT EVENTS

6. 2019/7/5學士班舉辦專長學程說明會，由祁玉蘭主任勉勵大一學生專長選擇建議和注意事項，並邀請老師和學長姐分享，有助於學生的未來規劃發展。

On 5th July DSPMT held a freshmen orientation, in which Program Chairman Chyi, Yih-Luan encouraged and reminded the freshmen to choose their specialties carefully and thoughts from other teachers and senior students were shared to help the students' future career development.

7. 學士班舉辦科管院業師計畫【企業架構流程與管理】課程專家演講，邀請亞都麗緻前中國區總經理范希平先生蒞臨分享。

DSPMT CTM Corporate Mentor Program "Enterprise Architecture Process Management" invited Mr. Fan, Xi-ping, former Greater China Group General Manager of Landis Group as the speaker.

8. 學士班蕭雅丰、蕭宜芳、陳詩諺同學與經濟系學生曾渝芸同學舉辦「清囊相授」生涯座談會，邀請9位優秀學長姐分享實習、海外交流、生涯抉擇、生涯規劃的心路歷程，三場座談會共計116人次參加。

DSPMT students Xiao, Ya-feng, Chen, Shi-yen and ECON student Zeng, Yu-yun held three career seminars called "Tsing Nang Xiang Shou" and appealed to a total of 116 attendees. They invited 9 outstanding alumni to share topics on internships, overseas exchange, and career planning.

9. 服科所與科管所於學期間舉行CEO下午茶，雲禾科技黃楚朋總經理、打打打綠能科技劉學銓總經理、慧智基因蘇怡寧執行長、淨旦生物科技梁奇鳳總經理蒞臨分享。

ISS and ITM held "Afternoon Tea with CEO" having the guests as follows:  
Huang, Chu-Ming, General Manager of Yunher Agricultural Technology  
Liu, Xue-quan, General Manager of Power.dax3.com  
Su, Yi-ning, CEO of Sofiva Genomics  
Liang, Qi-feng, General Manager of JD-SPF Biotech

# 重要紀事

## IMPORTANT EVENTS

10. 2019/6/4科管所舉辦2019碩士班送舊，活動溫馨有趣、圓滿結束。  
ITM held a farewell party on 4th June rounded off with fun and warm activities.
11. 2019/5/20、5/21科法所辦理清華跨領域數據治理課程：校園培訓計畫。  
Institute of Law for Science and Technology held a campus training program called “NTHU Interdisciplinary Data Governance” on 20th and 21st May.
12. 科法所學期間舉辦多場演講，邀請中嘉網路股份有限公司資深法務主任游博智律師、台灣民主基金會廖福特執行長、紐約大學法學院Stephen L. Pevar兼任教授蒞臨分享。  
Institute of Law for Science and Technology held several seminars during the semester. Invited speakers were Yu, Bo-zhi, Senior legal officer of China Network Systems, Liao, Fu-te, CEO of Taiwan Foundation for Democracy, and Professor Stephen L. Pevar from the School of Law, New York University.
13. 2019/6/11 IMBA跨國企業管理實務課程邀請美國著名航太公司LOCKHEED MARTIN台灣區執行副總裁魏陵瑋先生蒞臨演講。  
IMBA’s International Business Management practical course invited Mr. Wei, Wei-ling, Taiwan Vice Chairman of the renowned American aerospace corporation LOCKHEED MARTIN, for a speech.
14. 2019/5/7～5/11 EMBA20、EMBA深圳班同學至浙江大學EMBA進行企業參訪及課程學習。  
EMBA Shenzhen students visited Zhejiang University for corporate visits and courses from 7th to 11th May, 2019.
15. 2019/5/25 MFB第四屆新生歡迎會於台北孫運璿科技人文紀念館舉辦，活動熱鬧溫馨。  
4th MFB freshmen welcome party was held at Sun Yun-suan Memorial Museum in Taipei with lively and warm activities.