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# 封面故事 Cover Story

## 新進教師介紹 New Faculty Interview

Feature Column

Institute of Technology Management

科管所新進教師 申欽鳴 助理教授



申欽鳴 教授 為科技管理研究所新進教師，他個人的經歷相當特殊。申教授出生於韓國，中學之後隨家人移民至美國，他常自嘲自己不屬於任何一個國家，雖受傳統西方教育，是1.5代的韓裔美國人，但目前的身分為“half Chinese”（中國女婿）。

大學階段進入麻省理工學院，原本想成為一名火箭科學家，更具體來說，是想成為一名太空人，但事與願違。心想若學習經濟學或許能改善世界上的貧困問題。

以下為申教授和科管院分享關於他的故事。（請接下一頁）



# 封面故事 Cover



My background really speaks to the strengths of CTM, which I think are expressed in diversity, inter-disciplinary approach, and cosmopolitanism.

I consider myself the newest member of the cosmopolitan trend in CTM.

I was born in Korea. In middle school, I was fortunate enough to have immigrated to the US, where I worked and lived since then. But, for the last 10 years or so, I spent most of my time half way across the globe in China, learning Mandarin, doing research, and even teaching for the past 1.5 years. As a result, like so many of our faculty in CTM, I straddle between many different countries, places, and cultures. I often half-jokingly admit: I don't belong to any country, which has some truth in it. I am a 1.5 generation Korean-American, yet deeply rooted in non-Western culture. I am educated in the Western traditions, yet I am now a "China Hand" or even a "half Chinese" (中國女婿), as my wife is a mainland Chinese. Even in terms of economic background, although it is a stretch to say that my life is a rags-to-riches story—because I'm not rich—my life has traversed a wide range of economic spectrum. Both of my parents were poor peasants in the countryside in Korea, and I myself lived there in the earliest years of my life. Twice before high school—once in Korea and once in the US—I didn't go to school because of my family's economic difficulties.

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Likewise, intellectually and academically, I come from a rather diverse background and training—again, much like many of my new colleagues in CTM. I went to MIT for my undergraduate, planning to become a rocket scientist (more specifically, an astronaut). When the epiphany hit me that I was not cut out to be one, I moved over to economics, thinking that I would like to solve poverty in the world...except it wasn't long before I realized that economists were generally nonchalant towards such an aspiration. I was at MIT at a time when empirical research was still the second-class citizen in the discipline. Everything was about theory (i.e., models) there at the time. Wanting something more “grounded” in human lives and communities, I chose to study city planning at UC Berkeley. My time at Berkeley was really the turning point in my academic life and the beginning of my interest in political economy, broadly defined. It continued when I returned to MIT for a Ph.D. in political science, where I specialized in political economy, comparative politics, and contemporary China.

One may ask what is someone like myself, who has little to offer in the way of practical training and know-how, doing in a “technology management” program. I would argue technology has everything to do with political economy writ large. Technology, almost by nature, sits right at the intersection between politics, society, and economy. We are at a point in time in which this is increasingly the case. We develop technology to benefit our society and economy. Yet, there is a real fear among a growing number of population that humanity is being subordinated to technology. To borrow the words of Karl Polanyi, we may be seeing the latest “double movement” unraveling right in front of our eyes. The unprecedented advancement in technology ushered in an unprecedented era of globalization and wealth generation since the 1980s. Yet, it can be argued that the same forces were the causes of the 2008 financial crisis and the rise of global populism. The latest triumphs of Brexit and Trump may be nothing more than an epiphenomenon of these underlying dynamics. In short, technology, even as an object of study, is not just a matter of technical and analytic question, but a moral and interpretive question. I hope I could offer the students in CTM some of the tools to understand, interpret, debate about, and cope with such questions.

# 封面故事 Cover Story

To those students who would like to brave through this journey with me and other faculty members in CTM, I would offer the following two cents: Ask big questions. Focus on fundamentals. Take classes in economics, sociology, anthropology, linguistics, physics, computer science, history, philosophy, and so on. Debate. Critique. Travel abroad. Study abroad. Read world news. Learn new cultures and languages. Don't take short-cuts. Beyond these, of course, take my classes.





# 本月風雲人物

## Roll of Honor



### 1. 科管院學士班 劉雅涵 同學獲得本校推薦 106 年大專優秀青年

DSPMT (Double-Specialty Program of Management and Technology) student Ya-Han Liu is recommended by NTHU for 2017 Outstanding Collegian.





# 活動預告 Upcoming Events

## 科管院辦公室 Office of CTM

### 1. 2017/3/12(日)將舉辦科管院 教職員一日春季郊遊

CTM is going to organize a Spring Outing activity in the warm and blooming month of March. We cordially invite all faculty members, visiting scholars and fulltime staff to join us!

Date/ time: Sunday, March 12th, 2017

## 職涯發展辦公室 Office of Career Development

### 1. 3 月 2 日：實習經驗分享

3/2: Internship-Experience Sharing

### 2. 3 月 6 日：講座『保險業經營趨勢與新機會』（南山人壽杜英宗董事長）

3/6: Lecture Topic: Business trends and new opportunities of the insurance industry (Mr. Ying-Zong Du, Chairman of the Board, Nan Shan Life Insurance Co., Ltd)

### 3. 3 月 7 日：晟德暑期實習說明會

3/7: Summer Internship Seminar of Center Laboratory Inc.

### 4. 3 月 9 日：中信法金 ARM 徵才說明會

3/9: ARM Recruitment Seminar, CTBC Corporate Banking

### 5. 3 月 15 日：講座『打造抗篩選履歷』（職涯郭芬芳顧問）

3/15: Lecture Topic: How to write an anti-screening resume (Victoria, Career Consultant)

### 5. 協助學務處宣傳校園徵才企業說明會：3 月 6~16 日、企業徵才博覽會：3 月 18 日

3/6~16: Campus Career Recruitment Orientation ; 3/18: Campus Job Fair

### 7. 4 月 26 日：與學士班合辦校慶校友分享 25，30，35

4/26: Alumni Experience Sharing will be hosted by Office of Career Development and DSPMT, which is part of the NHTU Anniversary celebrations

## 國際事務辦公室 Office of International Affairs

### 1. 「2017 清華高階管理人才培訓課程」（陸生 MBA 夏令營）籌備工作

2017 CTM Summer Program for MBA students from Mainland China

## 經濟系 Department of Economics

### 1. 浙江財經大學王春元、張帆老師於 2/23 訪本系，預計訪問至 5/28，歡迎老師多多交流。

Prof. Fan Chang and Chun-yuan Wang from the Zhejiang University of Finance & Economics will be visiting Department of Economics from 2/23 to 5/28.



# 活動預告

## Upcoming Events

### 科管院學士班 Department of Double Specialty Program of Management and Technology

1. 管理與科技實務課程演講：3 月 2 日、9 日、16 日、30日各一場。  
Upcoming Management and technology practice course lectures to be held on 3/2、3/9、3/16、3/30

1. 3 月 13 日~19 日科管院學士班學生與計財系、經濟系、交通大學工業工程管理學系、運輸與物流管理學系、資訊管理與財務金融學系、管理科學系共七系聯合舉辦 2017 清交管院小梅竹活動。

The following 7 departments will co-organize the "2017 NTHU X NCTU Business School Mei-Chu Competition" on 3/13~19: NTHU Department of Economics, NTHU Department of Quantitative Finance, NTHU Double-specialty Program of Management and Technology, NCTU Department of Industrial Engineering and Management, NCTU Department of Transportation and Logistics Management, NCTU Department of Information Management and Finance, NCTU Department of Management Science.

### 科技法律研究所 Institute of Law for Science and Technology

1. 3 月 2 日林三加律師：為什麼讀法律？--法律生涯的變與不變。  
3/12 Attorney San-Chia Lin: Why should we study laws?—the dynamic and static aspects of the legal career.

### EMBA/MBA/MPM/MFB/深圳EMBA/學分班

1. 3/4(六)將為 106 學年度 EMBA 與 MBA 新生舉辦新生歡迎會，除說明專班介紹、課程規劃與報到程序，並為新生安排校園導覽，亦安排與師長、舊生餐敘，向新生展現最誠摯的歡迎之意。

The welcome party for EMBA&MBA new students will be held on 3/4. We will introduce the program overview, curriculum planning and registration procedure. We will arrange a campus tour for new students and a dinner with faculty members and senior classes will be held as well to show our warmest welcome.

2. 106 學年度清華科管院在職專班(EMBA / MBA / MFB / MPM)聯合新生訓練將於 4/29(六)舉行。

The Orientation for EMBA / MBA / MFB / MPM 2017 new students will be held on 4/29.







# 活動花絮

## Activity Features



### 服務科學研究所 Institute of Service Science

1. 服務人文體驗營 901 梯於 2/10-12 圓滿落幕。  
“Humanitarian Service Experience Camp, 901 Echelon” was ended on 2/10-12.
2. 106/1/19-20 協辦國際志工團服務設計工作坊。  
International Volunteer Group Service Design Workshop was co-hosted by Institute of Service Science on 1/19-20.

### 國際專業管理碩士班 IMBA

1. 國合會於 2/7 蒞臨本校訪視並召開「TICA 合作學程國際化品質評估方案評鑑會議」。  
ICDF visited NTHU and held “TICA Collaboration Internationalization Quality Assessment Program Evaluation Conference” on 2/7.



# 【學術演講】

## Lectures



主辦系所	時間	講題	講者
經濟系 Department of Economics	2017/2 / 21	Automobile sales and the Chinses Boycotts of 2012	胡偉民 博士 (政治大學財政學系) Doctor Wei-Min Hu (NCCU Department of Public Finance )
計財系 Department of Quantitative Finance	2017/2/16	The International Linkages and Their Transmission Patterns of G7 Equity Markets: A Vine Copula- Based Analysis	Alfaisal University 劉威漢副教授 Associate Professor Wei-Han Liu

