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# 林哲群院長對於科管院的回顧與展望

Retrospect and Prospect of CTM From Dean, Che-Chun (Cary) Lin



本院林哲群院長獲校長續聘至114年7月31日止，林院長上任(2019.8.1)迄今，分別在國際化、應用新興科技創新教學、提升學術研究、大學部招生、優化科管院的硬體環境等各方面，在院內老師協助推動下，有初步的成果。

下個任期(2022.8.1~2025.7.31)，除了持續推動尚未完成的事項，本院近年來積極承擔大學社會責任，積極協助實現永續發展的目標。並將院務重點聚焦於優化雙語教學的環境、精實境外在職專班的經營、發展SDGs學生實踐、普惠線上課程的錄製、強化EFMD(EQUIS)商管國際認證的申請等等，同時將積極落實科管院新館建造的規劃方案，期望在未來三年持續強化科管院的軟硬體設施，讓清大科管院更具競爭力！

Dean Che-Chun Lin has been reappointed for another term of three years which expires on July 31, 2025.

In the past two years, Dean Lin has worked together with the faculty leading the college to achieve quite a few objectives regarding internationalization, E-learning and teaching innovation, academic research, SDGs students programs, student recruitment, and the building renovation.

In Dean Lin's next term of office, more effort towards the mentioned goals will be carried out. Furthermore, Dean Lin has set the following new goals for the college's future growth: bilingual education, overseas professional degree programs, filmed lectures, EQUIS Accreditation and planning for the new CTM building. We look forward to creating and sustaining superior performance for a better CTM.



# 國際合作，接軌國際

## Internationalization

- 國際認證辦公室：國際商管學院認證 (AACSB) 2021.5 再次獲得認證
- 永續推動辦公室：設置永續長CSO (Chief Sustainability Officer)：科管院相關排名指標項目之檢討、推動本院線上「永續發展、企業社會責任與全球治理」特色課程、學生SDGs實踐競賽
- 學士班國際學程 2021 年轉入29位國際學生(大二、三)，2022年預計將有45位(大二)轉入本院
- NTHU-UTA Dual EMBA
- 持續雙聯及多聯學位的推動、持續洽簽院級姐妹校
- 英語授課獎勵、教育部EMI雙語學院計畫

### Internationalization

- Office of International Affairs: Extended AACSB Accreditation in 2021.
- Office of Sustainable Development: CSO appointed, CTM university rankings affairs, promoting sustainable development, CSR, and global governance related online courses, and SDGs student program contests.
- International Bachelor of Business Administration Program is admitting 29 students in 2021 and expects to enroll 45 in 2022.
- NTHU-UTA Dual EMBA
- Promoting more dual-degree / multiple-degree programs and seeking more international partners
- EMI program implementation

### 2021 Business Ethics Seminar



# 雁行計畫，經驗傳承

## Experience Sharing

- 跨領域研究辦公室：協助教師、博士生跨領域研究，設置多項獎項鼓勵師生提升研究動能
- 院傑出研究獎
- 鼓勵教師投稿頂尖期刊
- 邀請共同作者來訪方案
- 傑出產學研究獎
- 科管院優秀青年學者獎  
(信驊、厚德…等)
- 新進人員研究獎
- 教師出國演講補助方案
- 院特聘教授
- 博士生論文研究獎勵



### Experience Sharing

-Office of Interdisciplinary Research: Assisting faculty and PhD students' interdisciplinary researches with symposiums and multiple CTM research awards:

- \*CTM Research Award
- \*CTM Award of Top Journal Submissions (R&R)
- \*CTM Travel Grant for Inviting Coauthor to Visit
- \*Industry-Academia Research Award
- \*CTM Outstanding Young Scholar (Xinhua Young Scholar & Hou-de Young Scholar, etc)
- \*CTM New Faculty Research Award
- \*CTM Allowances for Presentations in Overseas Institutes
- \*CTM Distinguished Professor
- \*CTM Doctoral Students Research Award

# 職涯輔導、業界實習

## Career Development

- 校友經營與企業合作辦公室：企業連結與合作
- 科管院企業導師領航計畫
- 產學合作開設課程(元大金控、PWC)
- 數位化財經科普系列的推動(預計11月下旬上線)



- Office of Alumni Relations and Industry Collaboration:
  - industries networking
- CTM Career Mentor Program
- Industry-Academia collaboration courses (Yuanta Financial Holding, PWC)
- Digital financial courses(to be launched in late-November)

# 多元招生、跨界整合

## Admission Promotion

- 招生宣傳辦公室：舉辦高中新苗成長營
- 統合院的資源至高中宣傳科管院
- 跨領域在職博士班(iDBA)的推動
- 數位課程錄製與相關推展



## Admission Promotion

- Office of Admission Promotion: CTM Talent Camp for prospective high school students
- Promotion events at high schools
- iDBA proposal: Interdisciplinary Doctor of business administration
- E-learning course filming promotion



# 整合資源，優化環境

## Building Renovation and Improvement

- 1-8F廁所改善裝修(校方補助600萬元，已完成)
- 新興科技與數位教育推動辦公室攝影棚設置(已完成)
- 421智慧多功能變形未來教室(校方補助180萬元，已完成)
- 319電腦教室改造案 - 堃勝書齋(大享容器企業贊助，已完成)
- IMBA與學士班國際學程4F空間裝修(已完成)
- 孫運璿演講廳VIP室裝潢更新(已完成)
- 台積館品漾餐廳的引進(EMBA 校友經營，已完成)
- 6-8F空間改善(校方補助150萬元，進行中)
- 901個案教室改造案 - 友達講堂(友達相關企業贊助，進行中)
- 屋頂漏水改善(校方補助250萬元，進行中)
- 孫運璿演講廳視聽系統更新(進行中)
- 3F學生會與碩士生空間改善(即將進行)

- 1-8F toilets renovation completed (6M subsidized by the school)
- Emerging Technology and E-Learning Promotion office and studio at 4F completed.
- Room 421 Future X Classroom completed (1.8M subsidized by the school)
- Room 319 Student Lounge renovation funded by Da-Xiang Company completed
- IMBA & IBBA offices renovation on 4F completed
- Sun Yun-suan Lecture Hall VIP lounge renovation completed
- Introducing the new restaurant at 1F of TSMC building invested by EMBA alumni
- 6-8F space optimization renovation in progress (1.5M subsidized by the school)
- Room 901 Case Study Classroom renovation funded by AU Optronics Corporation is in progress.
- TSMC Building roof leaking repair in progress (2.5M subsidized by the school)
- Sun Yun-suan Lecture Hall AV equipment modernization in progress
- 3F student associations and masters student study area optimization renovation starting soon

# 爭取資源，積極募款

## Fund Raising

■爭取校方工程補助款(1,180萬+X)

■積極募款

◆校友個人捐款135萬

◆祥碩科技捐款500萬

◆20週年募款計畫270萬

◆協助經濟系募款1000萬

◆科管院新館600萬美金/約1.5億-1.8億(2021/11/5正式簽約)

-Seeking university fund for renovations cost (11.8M+X)

-Self fundraising

\*alumni : 1.35M

\*ASMedia Technology Inc.: 5M

\*CTM 20th Anniversary fund raising: 2.7M

\*Assisting fund raising for ECON: 10M

\*Fundraising for the New CTM Building with the goal of 6M USD/ 150M-180M  
NTD (Contract signed on 2021/11/5)



# 榮譽獎項

ROLL OF HONOR

## 教師與校友 Faculty Members and Alumni

### 1. 科管院榮譽教授：蔡進步董事長。

EMBA alumnus Mr. Jin-Bu Tsai has received the CTM Honorary Professorship.

### 2. 通過升等教師：經濟系王貞惠副教授、經濟系林靜儀教授、科管所劉玉雯教授、科法所高銘志教授、服科所許裴舫教授、服科所雷松亞教授。

Faculty promotion:

ECON faculty member Hui-Chen Wang promoted to rank of Associate Professor, ECON Ching-Yi Lin/ ECON, Yu-Wen Liu/ ITM, Ming-Zhi Gao/ LST, Pei-Fang Hsu/ ISS and Soumya Ray/ ISS promoted to rank of Professor.

### 3. 2021年科管院研究獎：服科所徐茉莉老師、科法所林勤富老師、經濟系林靜儀老師、計財系潘虹華老師。

2021 CTM Research Award recipients: Galit Shmueli/ ISS, Ching-Fu Lin/ LST, Ching-Yi Lin/ ECON, Hung-Hua Pan/ QF

### 4. 109學年度科管院傑出導師獎：科法所陳宛妤老師、計財系邱婉茜老師。

2021 CTM Outstanding Mentor Award recipients: Wan-Yu Chen/ LST, Wan-Chien Chiu/ QF

### 5. 109學年度科管院傑出教學獎：經濟系趙相科老師、科管所丘宏昌老師、計財系潘虹華老師。

2021 CTM Outstanding Teaching Award recipients: Hsiang-Ke Chao/ ECON, Hung-Chang Chiu/ ITM, Hung-Hua Pan/ QF



# 榮譽獎項

ROLL OF HONOR

## 教師與校友 Faculty Members and Alumni

6. 109學年度校傑出教學獎：計財系林哲群老師、經濟系周瑞賢老師。  
2021 NTHU Outstanding Teaching Award recipients: Dean Che-Chun Lin/ QF, Jui-Hsien Chou/ ECON
7. 2021年玉山學術獎：服科所徐茉莉老師、計財系許博炫老師、計財系黃德源老師。  
2021 E.SUN Academic Award recipients: Galit Shmueli/ ISS, Po-Hsuan Hsu/ QF, Tak Yuen Wong/ QF
8. 2021年科管院傑出產學研究獎：科管所胡美智老師、服科所王俊程老師、科法所范建得老師。  
2021 CTM Industry-Academic Research Award recipients: Mei-Chi Hu/ ITM, Jyun-Cheng Wang/ ISS, Chien-Te Fan/ LST
9. 2021年科管院鼓勵投稿頂尖期刊獎勵：服科所雷松亞老師、徐茉莉老師、科管所劉玉雯老師、謝英哲老師、計財系邱婉茜老師。  
2021 CTM Award of Top Journal Submission (R&R) recipients: Soumya Ray & Galit Shmueli/ ISS, Yu-Wen Liu & Ying-Che Hsieh/ ITM, Wan-Chien Chiu/ QF
10. 2021年科技部吳大猷先生紀念獎：科法所林勤富老師。  
2021 MOST Ta-You Wu Memorial Award recipient: Ching-Fu Lin/ LST
11. 2021年厚德會傑出研究獎：服科所雷松亞老師、科法所林勤富老師、計財系黃德源老師。  
2021 Hou-De Outstanding Research Award recipients: Soumya Ray/ ISS, Ching-Fu Lin/ LST, Tak Yuen Wong/ QF

# 榮譽獎項

ROLL OF HONOR

## 教師與校友 Faculty Members and Alumni

12. 恭賀服科所雷松亞老師榮獲清華大學特聘教授。  
ISS Professor Soumya Ray is granted NTHU Distinguished Professor.
13. 2021年信驊青年學者：服科所歐怡君老師。  
2021 Xin-Hua Young Scholar: ISS Associate Professor Yi-Chun Ou
14. 科管所謝英哲老師榮獲HEA Senior Fellow。  
ITM Assoc. Professor Ying-Che Hsieh was awarded the HEA Senior Fellowship.
15. 科管所洪世章教授新書榮獲中山學術文化基金會第56屆著作獎。  
ITM Professor Shih-Chang Hung's new book has earned the 56th Sun Yat Sen Academic and Cultural Foundation Academic Publication Award.
16. 科法所彭心儀教授、林勤富副教授合著書籍「Artificial Intelligence and International Economic Law」出版開放取用。  
LST Professor Shin-Yi Peng and Assoc. Professor Ching-Fu Lin's co-authored book "Artificial Intelligence and International Economic Law" was published.
17. 科管所洪世章教授、李傳楷副教授、張淑珍博士生獲選110年度管理學報論文獎-年度最佳論文。  
ITM Professor Shih-Chang Hung, Assoc. Professor Chuan-Kai Lee, and PhD student Shu-Chen Chang has won the 2021 JMBR Thesis Award.
18. 科法所高銘志教授投稿發表國際期刊「Energy Strategy Reviews」。  
LST Professor Ming-Zhi Gao's paper was accepted by the journal Energy Strategy Reviews.
19. EMBA21級鄭智文學長率奇鼎科技榮獲第30屆國家磐石獎。  
EMBA 21 student Zhi-Wen Zheng led Chyi Ding Technologies in winning the 30th National Award of Outstanding SMEs.

# 榮譽獎項

ROLL OF HONOR

## 學生榮譽獎項 Roll of Honor – Students

1. 科法所109學年度第2學期書卷獎：碩二甲謝德淵同學、碩三甲王又立同學。  
LST recipients of Spring 2021 Academic Achievement Award: second-year graduate student De-Yuan Hsieh and third-year graduate student You-Li Wang.
2. 科法所林勤富副教授指導109級博士生陳怡靜同學獲得理律文教基金會「超國界法學議題研究」獎勵。  
LST PhD student Yi-Jing Chen, advised by Prof. Ching-Fu Lin, was awarded the Lee and Li Foundation Transnational Legal Issues Research Grant.
3. 科法所蔡昌憲教授指導108級甲組羅文怡同學獲得110年「合作金庫銀行研究獎金」。  
LST graduate student Wen-Yi Luo, advised by Prof. Chang-Hsien Tsai, has received the 2021 Taiwan Cooperative Bank Research Award.
4. 科法所黃珮蓉、楊善妍、王芳華、賴筠琇、林學敏同學參加全球規模之國際經濟法領域重要競賽-2021「WTO國際模擬法庭辯論賽（John H. Jackson Moot Court Competition）」-榮獲晉級世界賽殊榮，為今年台灣出賽隊伍中「唯一」晉級世界賽的隊伍！  
LST student team consisting of Pei-Rong Huang, Shan-Yan Yang, Fang-Hua Wang, Yun-Xiu Lai, and Xue-Min Lin took part in “John H. Jackson Moot Court Competition”, a significant international contest in the International Economic Law field, and has been the only qualified team for the world game.



# 榮譽獎項

ROLL OF HONOR

## 學生榮譽獎項 Roll of Honor – Students

5. 許裴舫教授與博士班阮何長安同學榮獲2021台灣服務科學學會學術研究獎。

ISS Professor Pei-Fang Hsu and PhD student Tuan Thanh Nguyen were awarded the 2021 Service Science Society of Taiwan Research Award.

6. EMBA商管聯盟高峰會獲獎殊榮如下：

◆聯盟盃國際組榮獲『優勝』

◆選手：EMBA楊綵家、高韋珉、蘇大榮、楊雅婷；

MBA莊東碩、黃成帆

◆商管盃跨學程榮獲『最佳展演獎』

◆選手：EMBA林政儀、陳俐如、蔡儒學；MBA李昀靜、簡嬈祺

EMBA Alliance Summit award result:

International Group Winner: EMBA students Cai-Jia Yang, Wei-Min Gao, Da-Rong Su, Ya-Ting Yang, MBA students Dong-Shuo Chuang, Cheng-Fan Huang

Interdisciplinary Degree Program Group Best Presentation Award:

EMBA students Zheng-Yi Lin, Li-Ru Chen, and Ru-Xue Tsai, MBA students Yun-Jing Li and Rao-Qi Jien

# 國際事務

INTERNATIONAL AFFAIRS

1. 泰國法政大學商管學院院級「雙碩士雙聯學位」合作計畫洽談中。  
Initiating the Dual Masters Program with the Business School, MaThammasat University, Thailand.
2. 馬來西亞理工大學院級合作備忘錄續約事宜進行中。  
Renewing the MoU with Universiti Teknologi Malaysia, UTM.
3. 將於10月分別針對大學部新生與舊生與院級姊妹校「加拿大維多利亞大學管理學院」合作舉辦2場線上招生說明會。  
Scheduled 2 online admission info sessions with Peter B. Gustavson School of Business, University of Victoria, Canada in October.

## 學術交流訪問學者介紹

VISITING SCHOLAR INTRODUCTION

2021/9/1~2022/8/31經濟系趙相科老師邀請美國維吉尼亞大學哲學系林佳樺博士後研究員來訪，研究方向：科學哲學，主要關注數學模型在不同科學學科之間的轉移應用，Email：clin.chiahua@gmail.com 歡迎師生多多交流。

ECON Professor Hsiang-Ke Chao is hosting Dr. Jia-Hua Lin, postdoctoral researcher from the University of Virginia Department of Philosophy, from Sep. 1, 2021 to Aug. 31, 2022. Dr. Lin's research interest is Philosophy of Science, focusing mainly on the interdisciplinary transition and application of mathematical models. Idea exchanges are welcome. Dr. Lin's email address is clin.chiahua@gmail.com

# 跨領域研究

## INTERDISCIPLINARY RESEARCH

1. 跨領域學術研究午餐會，共已舉辦23場次，總計超過280位校內外教師、博士生參與。下一場次請上OIR網站了解詳情。

So far CTM Office of Interdisciplinary Research has held 23 Brownbag Presentations with more than 280 participants of professors and PhD students from NTHU and other universities such as NTU and NYCU.

Follow the OIR website for updates:

<http://oir.ctm.nthu.edu.tw/p/404-1487-166085.php>

2. 許博炫老師於2021/6/11、9/24、10/26線上舉辦了第14~16屆 Taiwan Symposium on Innovation Economics and Entrepreneurship，邀請來自哥倫比亞大學、加州柏克萊大學、布蘭戴斯大學等校知名學者、教授主講。第17屆Taiwan Symposium將於2021/11/26邀請魯汶大學管理策略創新學系的Dirk Czarnitzki教授線上主講。

Professor Po-Hsuan Hsu co-hosted the 14th~16th Taiwan Symposium on Innovation Economics and Entrepreneurship on June 11, Sep. 24 and Oct. 26, featuring keynotes by Bhaven Sampat (Columbia U.), David Teece (UC Berkeley), and Adam Jaffe (Brandeis U). The 17th Taiwan Symposium will be held on Nov. 26 online with keynote by Professor Dirk Czarnitzki (KU Leuven).

3. Fall 2021科管院邀請共同作者來訪獎助已於10月初結束申請，共核可2申請案，下一次申請將於2022年初公告。2021博士生研究獎系所推薦10月底截止，結果將於12月底前公告，並於2022年初舉辦頒獎典禮。

2 applications for Fall 2021 CTM Travel Grant for Inviting Coauthor to Visit were approved. Next application will be announced in early 2022. The deadline of the department recommendation for 2021 Doctoral Research Award is Oct. 29. The result will be announced by the end of December, and the award presentation will be held in early 2022.



# 活動預告

## UPCOMING EVENTS

1. 110學年度清大科管院舉辦第二屆潛力新苗探索成長營！  
第一梯次 11/13(六)至11/14(日)  
第二梯次 12/11(六)至 12/12(日)  
詳見粉專：<https://www.facebook.com/nthu.ctm.camp>  
The Second NTHU-CTM Talent Camp will be held on Nov.13-14 and Dec. 11-12. For event details, please visit :  
<https://www.facebook.com/nthu.ctm.camp>
2. 2021/12/4、12/5在職專班舉辦111學年度招生宣傳說明會、  
2021/11/27(六)也將於金門舉辦MBA招生說明會。  
Professional Part-time Master Programs have scheduled the Admission info session of academic year 2022 on Dec. 4-5. An MBA admission info session will be held on Nov. 27 in Kinmen.
3. 2021/11/20舉行110學年在職專班聯合新生訓練：  
EMBA/MBA/MFB/MPM/HBA/Dual EMBA新生預計約有180多位參加，除了團隊建立課程，也安排校友會及社團的介紹，讓新生也能一同參與，展開豐富精采的學習時光。  
The 2021 Joint Freshmen Orientation for professional part-time master programs will be held on Nov. 20. There will be around 180 new students from EMBA/ MBA/ MFB/ MPM/ HBA/ Dual EMBA participating in the event which includes team building and alumni association/student clubs introductions.
4. 2021/12/7(二)台積館9樓將舉辦「友達講堂」揭幕剪綵典禮。  
A ribbon-cutting ceremony is to be held on Tuesday Dec. 7 to mark the opening of the AUO Lecture Hall on 9F of TSMC Bldg.
5. 2021/12/3(五)科法所舉辦“The Road to Net Zero; The View from a Major Energy Company”演講。  
LST is hosting a talk “The Road to Net Zero; The View from a Major Energy Company” on Friday Dec. 3.

# 科管院重要訊息

IMPORTANT ANNOUNCEMENT

1. 2021/9/27本院於台積館【堃勝書齋】舉辦揭幕儀式，本書齋由科管院EMBA校友曾建煌與鄭明明夫婦聯合裝修捐贈，提供本院大學部同學課餘停留台積館休息、思考、閱讀的空間。

The new student lounge “Kun-Sheng Reading Lounge” funded by EMBA alumni Jian-Huang Zeng and Ming-Ming Zheng opened on Sep. 27. The space was renovated for undergraduate students to rest and study.



堃勝書齋

Kun-Sheng Reading Lounge



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2. 科管院榮獲教育部補助「大專校院學生雙語化學習計畫」為重點培育學院。

CTM has been selected by the Ministry of Education (MOE) to be one of the key bilingual colleges for The Program on Bilingual Education for Students in College (BEST).

3. 本院將推動科管院新館規劃事宜。

CTM has initiated the planning for the new building.

## 重要紀事

IMPORTANT EVENTS

1. 職涯發展辦公室：

(1) 2021/10/06 舉辦第二屆企業導師領航計畫相見歡。

(2) 2021/10/19英文履歷與面試技巧【CAREER就業情報／新竹市政府工作坊】

(3) 2021/10/22 L'Oreal Brandstorm 商業競賽說明會

(4) 2021/10/26 『我的第一份履歷』【CakeResume校友演講】

The Office of Career Development Events:

The 2nd CTM Career Mentor Program Kick-off Meeting was held on Oct. 6.

Oct. 19: English Resume and Interview Skills (Co-organiser: Career.com)

Oct.22: L'Oreal Brandstorm Info Session

Oct. 26: My First Resume (Cake Resume alumni talk)



# 重要紀事

## IMPORTANT EVENTS

### 2. 2021年下半年孫運璿科技講座演講圓滿成功：

- (1) 2021/10/12雲品國際/盛治仁董事長分享『企業文化及危機應變』
- (2) 2021/10/21財團法人台北政經學院基金會/黃煌雄董事長分享『台灣民主發展的回顧與展望』
- (3) 2021/10/28 台灣大學公共衛生學院/江東亮教授分享『全民健保來了，健康不平等依舊在？』

Fall 2021 Sun Speech Series completed successfully:

Oct. 12- "Company Culture and Crisis Management" by Chih-Jen Sheng, Chairman/ LDC Hotels & Resorts

Oct. 21- "Development and Prospects of Taiwan Democracy" by Huang-Hsiung Huang, Chairman/ Taipei School of Economics and Political Science, TSE

Oct. 28- "Does Inequity still exist in the National Health Insurance?" by Tung-Liang Chiang, Professor/Institute of Health Policy and Management, NTU

## 2021孫運璿科技講座



2021/10/28孫運璿科技講座：臺灣大學公共衛生學院/江東亮教授



2021/10/12孫運璿科技講座：雲品國際/盛治仁董事長



2021/10/21孫運璿科技講座：財團法人台北政經學院基金會/黃煌雄董事長

# 重要紀事

## IMPORTANT EVENTS

### 3. 經濟學系研究發展委員會邀請講者：

(1) 2021/10/12 Wanyu Chung教授/ Department of Economics, University of Birmingham

(2) 2021/10/19傅健豪教授/ Department of Public Finance, National Taipei University

(3) 2021/10/26劉瑞華教授/ Department of Economics, National Tsing Hua University

ECON Research Development Committee talks:

Oct. 12: Professor Wanyu Chung/ Department of Economics, University of Birmingham

Oct. 19: Dr. Chien-hao Fu/ Department of Public Finance, National Taipei University

Oct. 26: Professor Ruey-Hua Liu / Department of Economics, National Tsing Hua University

### 4. 感謝清大校友總會長暨清大科技管理學院經濟學系榮譽教授蔡進步捐贈一千萬，成立經濟系永續基金培育科技管理菁英。

Much appreciation to Mr. Jin-Bu Tsai, the President of the Association of NTHU Alumni and CTM Department of Economics Honorary Professor, for his generous donation of 10 million dollars to ECON Endowment Fund for fostering technology management talents.





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5. 經濟系趙相科教授與史丹福大學胡佛研究所東亞部主任林孝庭教授所共同主持的國際合作研究計畫「重探戰後臺灣：國家建構、決策認知、與臺美同盟關係之難題」榮獲蔣經國基金會109年度國際合作研究計畫獎助。其研究團隊的校內成員尚包含經濟系李翎帆與歷史所王憲群兩位教授。

ECON Professor Hsiang-Ke Chao and his co-PI, Dr. Hsiao-ting Lin, a research fellow and curator of the Modern China collection at the Hoover Institution in Stanford University, has been granted by the Chiang Ching-kuo Foundation for International Scholarly Exchange for their international collaboration program in 2020. Their research team includes ECON Assoc. Professor Ling-Fan Li and Assoc. Professor Hsien-Chun Wang at the Inst. of History.

6. 科管院學士班管理與科技專題課程演講圓滿落幕：
- (1) 2021/9/16張東隆先生(前世界先進積體電路股份有限公司副總經理)：獨立思考。
  - (2) 2021/9/23劉其昌先生(前美國通用電氣公司副總裁)：Leading Change。
  - (3) 2021/9/30 嚴守仁先生(北極星知識工作股份有限公司董事長)：能量管理的四大修練。

DSPMT Management and Technology Talks completed successfully:

- 1. Sep. 16 – Mr. Dong-Long Chang, former VP at Vanguard International Semiconductor Corp., gave a talk on “Independent Thinking”.
- 2. Sep. 23 – Mr. Qi-Chang Liu, former Vice President at General Electric Company, gave a talk on “Leading Change”.
- 3. Sep. 30 – Mr. Shou-Ren Yan, President of Lodestar Knowledge Work Corp., gave a talk on “Four Ways of Practice for Managing Your Energy”.



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## IMPORTANT EVENTS

### 7. 科法所學術演講、交流活動：LST seminars and events:

- (1) 2021/5/13 浙江大學國際聯合商學院陳弘益助理教授兼院長助理、金融碩士主任演講：「金融科技發展與監管－理論與實務」。
- (2) 2021/6/10 安侯法律事務所鍾典晏合夥律師演講：「跨領域結合的法律人－走出法律服務的新藍海」。
- (3) 2021/9/16 清華法學研究會第一場：「菸商可不可以贊助公益活動？我們可不可以不防疫？」。由本所陳仲嶙教授兼所長及黃丞儀合聘教授/中央研究院法律學研究所研究員分別報告其近期研究。
- (4) 2021/9/30 清華法學研究會第二場：「新時代下的經貿制度與公司治理」。由本所彭心儀特聘教授及蔡昌憲教授分別報告其近期研究。
- (5) 2021/10/15 由本所與中華民國仲裁協會、全國律師聯合會共同主辦之臺灣仲裁週校園系列演講第一場：「臺灣法律系所同學們不可不知的國際仲裁致勝攻略」。

1. May 13: Dr. Hung-Yi Chen, Assist. Professor & Academic Director at Zhejiang University International Business School, gave a talk on “FinTech Development and Supervision - Principles and Practice”.

2. June 10: Dian-Yan Chung, partner lawyer at KPMG in Taiwan, gave a talk on “Interdisciplinary Lawyers – Blue Ocean Market for Legal Services”.

3. Sep. 16: 1st NTHU Law Talks had Director Chung-Lin Chen and Jointly Appointed Professor Cheng-Yi Huang’s presentations on “The Propriety of Charity Events Sponsorship by Tobacco Companies” & “Can we not take any infection prevention measures?”

4. Sep. 30: 1st NTHU Law Talks had Prof. Shin-Yi Peng and Prof. Chang-Hsien Tsai’s presentations on “Trade System and Corporate Governance in the new Era”.

5. Oct. 15: LST co-hosted the campus talk on “The Competitive Strategies for International Arbitration” for the Taiwan Arbitration Week with the Chinese Arbitration Association and TBA.

# 重要紀事

## IMPORTANT EVENTS

8. 2021/11/1科技法律研究所舉辦清華科法美國法學院留學座談會。  
LST held an info session on Overseas study at law schools in USA on Nov. 1.
9. 2021/11/3 IMBA舉辦本籍生碩士班入學考招生說明會活動。  
IMBA hosted an info session on domestic student admission on Nov. 3.
10. 2021/10/2 IMBA暨學生會聯合舉辦E-welcome party 及 Welcome Back Picnic  
IMBA Office and IMBA Student Association co-hosted the E-Welcome party and Welcome Back Picnic on Oct. 2.
11. 2021/11/6 EMBA11 & MBA11畢業十周年謝師與慶祝活動。  
EMBA 11 and MBA 11 co-hosted the 10th Graduation Anniversary Celebration Party on Nov. 6.





# GROWING VIRTUE TOWARDS YOUR FUTURE

By Mohammad Farhan Alkaff, IMBA



此訪談之安排係依據本院「科管院教師邀請共同作者來訪獎助辦法」，邀請獲受獎來訪學者以公開演講或座談、訪談等方式，與本院師生分享其研究經驗。109 下學期之獲獎者為服科所雷松亞老師之共同作者 **Dr. Nicholas Danks**，現任愛爾蘭都柏林聖三一大學助理教授，亦為本院 IMBA 及 ISS 校友。

The interview was conducted according to the regulations of the CTM Travel Grant for Inviting Coauthor to Visit. ISS Prof. Soumya Ray's coauthor, Dr. Nicholas Danks, Assistant Professor in Business Analytics, Trinity College Dublin, is the first recipient of this grant. He is also an ISS/IMBA alumni.

## Introduction

Dr. Nicholas Danks is a proud alumni of National Tsing Hua University. He studied in the IMBA program and gained his doctoral degree from the Institute of Service Science. Now, he's an active researcher in the field of Business Analytics as well as being an assistant professor in Trinity College, University of Dublin, Ireland. Prior to his academic journey here in Taiwan, he actually had professional experience in the field of his previous bachelor degree; Accounting, back in his home country, South Africa. He admits, when he



was still young, he decided to study accounting due to the social pressure from his society, to choose a more ‘traditional career choice’ (such as Law, Medicine, or Accounting). However, acknowledging his lack of passion when he started a career in the field, that’s when he decided to open up himself for more possibilities in his life, which became the reason why he chose MBA for his masters degree. For him, an MBA degree offers more opportunities of self discovery, because it tackles a multi-skill environment, ranging from Management, Marketing, HR, Finance, etc. During his master study here in NTHU IMBA, he gained a lot of interesting experiences, as he was exposed to a whole new world with different types of people. Different cultures come in and work together. Contrast with what the focus during his bachelor degree, which was more focused on practical application of the subject itself, during masters the mindset is kinda shifted to more academic works, trying to find research ideas and following through answering the research questions. Academic mindset and multicultural environment, are highlights of what he has learnt during his master study.

At the time of his study, he took chances to took some elective courses that interest him the most, and started to build a good respect towards Prof. Soumya Ray, who specializes in courses that use computational methods, such as programming (e.g. R & Ruby), applying it into statistical computation and also distributed architecture on an online platform. Blessed by owning the drive or instincts to understand how things work, Dr. Nicholas found that understanding statistical explanations and trying to model things statistically, helps great understanding on how things really work. As he personally loves numbers, it's quite comfortable for him to understand more deeply into this subject. On the project/research he was doing, he admits that he didn’t chose it, Prof. Soumya was busy doing it and he gladly joined him. At the time, Nicholas and Prof. Soumya started to build an academic relationship which further on will influence him to pursue his doctoral degree in ISS.

## Research Journey

Talking about his research journey so far, Dr. Nicholas Danks settled himself on specifically looking at a partial least squares path modelling (PLS), which is a statistical method for testing hypotheses in the psychology or marketing field. Basically, it’s when we talk about how people make decisions or perceive companies, namely include terms such as purchase intention, satisfaction, enjoyment, etc. He took this traditionally inferential method and changed it to apply in a predictive way. That was the basis for his master's work to use the PLS for predictive purposes. When he carried it through his PhD study, he and his supervising professor Soumya Ray, expanded on the method, and brought the entire framework in which one can use PLS and prediction to inform your theory development a little bit further. For instance, he carries the same topic from his master to his PhD study to go deeper on this specific topic of interest. In fact many of his publications currently relate to the topic of PLS or the greater field of structural equation modelling.

On getting his PhD here in ISS, he stumbled upon a lot of challenges. Auspiciously, he did have a very incredible support from all of the faculties, from the beginning of master up until PhD study here in NTHU. Various challenges occur such as matters related to income, being distanced away from family, personal or family issues/crises that happened during his long time as a student, are some of the notable things he encountered on the personal level. Moreover, if talking about challenges on the academic side, changing the mindset of his previous ‘practical’ mindset built by his professional career back then, was the biggest challenge he’s ever had. In the past, he always tried to get things done, in a specific time, to meet a minimum criteria, get it done quickly, then move on to the next one. However, he realized that in the academic world, we can’t really do that. We have to drill down the topic, explore every detail, to find the most suitable and relevant answers.

On coping with all those challenges, he said that taking a day off, changing the environment, is what he did to at least calm down himself on the hardest day. It really helps when the time of negative emotions kicking in when faced with those frustrating challenges. But the thing is, he recognized the saying of “Rome wasn’t built within a day, it’s a gradual steady progress throughout the time period”. To understand this metaphor, it is all about aligning your mentality and accepting all the challenges. For him, he will not say that he has conquered and changed his mindset instantly. Because for him, it’s more like a present continuous tense. “I am changing” means “I haven’t finished it yet” and he will continue to work on it. It’s an important understanding, especially for the PhD students who are still work in progress of their research.

On facing those difficult challenges, he said the feeling of being stuck is an absolute occurrence, especially during the first two years of PhD, when he was actively involved in the early development of the methodology. Working out on how the proposed method will work was a bittersweet memory for him. He remembers when he was writing the first draft of the thesis, which was very terrible, his advisor asked him to just throw it off. Second time he did it again, still not reaching the level of what they wanted. The third time they had to do it all over again from scratch, writing everything again and again up to reaching the level that they’re aiming for. Those are the very challenging moments where he was almost giving up every week at the time. However, he realized that when you write many times, it becomes a learning process. Recognizing your weaknesses and strengths doesn’t come instantly, it comes from practice. When you find the blind spots in your writings, it is actually essential in fundamental research.

When discussing his experience publishing in a peer reviewed journal, he gladly shared that recently they just received an acceptance letter from HR Management Journal. They have been targeting this journal because they know that they’re actively talking about their topic of interest. “It’s very important for us researchers to understand more about what topic the journal is talking about in general. It has to match with what we’re doing as researchers.” He stated. So, when the *call for papers* was put out from this journal and said the interest to hear from the academicians on what they believe as the core methodological opportunities are, Dr. Nicholas and team up for grabbing the chance. “Because that’s how it relates to us, where we responded by saying that better usage of prediction could improve the quality of the research,” he said.

In regards to the advantages he felt after publishing his articles in an academic journal, firstly he thinks the benefit will come upon his works itself. Because, generally, when we first submit our article, the journal will come back with some feedback after their review, which will improve the articles and help to see your own works from different perspectives. Therefore, ideally after the review, it will improve the quality of the paper itself. Second benefit is, you'll realize that, sooner or later, people will start to cite your work and read your article. You have a voice on the discussion that's happening, revolving the topic of interest, and for him that's a very wonderful thing. To be able to change the way the academic community thinks about something, with your own perspective, is a special accomplishment for him.

Nowadays, as an assistant professor in University of Dublin, Ireland, Dr. Nicholas describes his research experiences he explained before, in some ways shaped his current interest. However, he thinks that a professorship is a separate thing from research. A professor's job is to be a teacher. When he's an assistant professor in Business Analytics, it means that his job is to teach the master students about this course. On becoming a researcher, it is in a separate manner. For sure, there should be some feedback from those two sides, in a sense, his research can give some insights to the materials he uses to teach the students as a teacher. But rarely is there a specific research associated with the teaching part. Because for him, the teaching part is where he spent most of the time to introduce the master students on all the fundamentals of Business Analytics itself. So the overlaps between the two are only on a specific amount. He believes when he's educating the master students, the goal is to provide them with the latest skills that they can use for their jobs. For example, on his research part, he codes mostly in *R*, but when he's talking to his students, he's also offering them to use *python*, because it might be more common in commercial use or in the industry. Recognizing the best use of various things on both worlds, either for commercial use for his students, or his own academic work as researcher, is becoming like one of the advantages he can give for himself and also his students.

## Career Path Advice

Dr. Nicholas came from a family of teachers, for 3 or 4 generations before him. He always believed that he wanted to teach. However, during his master study, he started to come into contacts with Prof. Soumya Ray, when he became his advisor. At the time, they've built a unique relationship of advisor-student, which he thinks is like a mentor-relationship. There was a 6 months period, where he was getting advice from him on a weekly basis, improving his work, and finding out what to learn. "I can say I really grew as a person. I learnt a lot and grew a lot as an academician." he stated. So when he reached the end of his master period, he knew at that time that the gift of Prof. Soumya becoming his mentor became something that Dr. Nicholas also wants to give to someone else in his future. He knew at that point that his direction was to give this kind of mentorship to his future students. Guide them in the process of education, and all the associated difficulties they faced. Finding their way to getting the most out of the universities.



On discussing the career in the academic world, he thinks that there's a myth about professors, where people think that they do very little and have a lot of free time. It's not the truth for sure, as for him as an assistant professor, he works 12 hours per day, 5-6 days a week, as hard as junior lawyers or accountants. However, unfortunately, unlike those lawyers and accountants, professors don't get the same salary. So, he thinks the disadvantage that he can think of when choosing a career in the academic world, the amount of benefit for academia is slightly lower than those working in the industry. Be that as it may, he doesn't think that's the biggest problem. As long as you're enjoying the job as academia as your passion, the amount of what you'll get is no longer a problem for you personally.

Knowing that himself is not the native of Ireland, Dr. Nicholas discussed his journey up until he got the opportunity to teach there, far away from his home in a different continent. He believes when you graduate with a PhD, you graduate having gained most of the knowledge in that field of your school, or even of your state or country where you get the education. So, by changing to a different school with a set of different cultures and knowledge, he will be able to open up his horizons and perspectives and develop himself better as an academician. He is still hopeful that he can get back to Taiwan with another new set of different views and skills, with something new to offer. In terms of how he got the opportunity of working in Dublin, is that he found it through networking. For academicians, it is one of the most important things to do. One of the things we can do is through conferences. Every domain of knowledge usually has their own conferences that they can attend to. Everybody can share their ideas and listen to others viewpoints, and at that very time discuss your point of view, whether it's different or the same. Moreover, for him, what's crucial for us academicians is to make connections and look for future collaborations. He said he was quite lucky that he got to meet a lot of wonderful and insightful professors to connect with during some of the conferences he attended in the past, which gave him chances to work with them and gained more international experiences. All of these experiences, he believes, can improve our appeal as academicians for some international universities.

In his view, when we want to share and express our ability, especially when we are going to do research with someone, there must be a level of mutual compatibility between each other, which can only be obtained by creating connections in prior with them. Pre-pandemic era, yes it was more convenient because we can meet face to face. However now, we have to cope with the pandemic time by creating connections through online platforms. The way Dr. Nicholas pursued the connections through conducting presentations on the conferences. "Prior to my talk, I would find the people that I'm interested in, and I would go and meet them, create the talk with them, make sure they remember me. And also asked them nicely to attend my talk. Once they've seen your talk, you automatically can have a material to discuss with them furthermore, which you gotta pursue, to initiate the conversation with them." he stated. He also added that some of them might be interested or not, but at least he's able to create such a presence and show his topic interest, towards other academicians. Because for him, '*cold-calling*' in the academic world, is not gonna work. Calling or contacting others out of the blue, without them knowing you is not gonna work to create a meaningful connection. Therefore, you have to grab that chance to show your interest, actively targeting the audience

and approaching them. Then after you got the chance to present your thoughts, you have to create connections with those who are interested, such as giving them a chance to evaluate your thoughts or share their own personal related-ideas.

Dr. Nicholas advised that for those who are interested to pursue a career in the academic world, must start as early as possible. If you are a master student, it is advisable to ask your advisor to try to help you perform a more academic thesis, rather than case study or practical-focused thesis. Once you have a good academic thesis for your master degree, you can then apply to PhD programs for sure. “Then, my advice is, when you choose your PhD, you better choose the person itself, the professor who’s going to be your advisor for the doctoral program. A PhD is like an apprenticeship, you will learn from the ‘master’, in which in return they will teach you on how to become the future ‘master’. And then if you’re flexible, choose a skill or a domain that is in high demand, both in the practical field or in the academic world as well.” he added.

Considering current global pandemic times, Dr. Nicholas thinks that it might challenge students to pursue their career path, both in academic & non-academic in general. He thinks the pandemic times now have changed the way we view stability. Pre-pandemic, the world became quite predictable. From one month to the next, you know which country you can travel to. But now, you can’t do that easily as before. Similarly, the stability in the professional world is completely challenged, where pre-pandemic we can completely create a long-term plan and try to work to achieve that plan. But now, we can’t do that, there are all of these roadblocks that can happen. “I think the trick is to learn how to be more flexible,” he said. For him, your agility to flexibly adapt with these roadblocks and challenges, can determine your adaptability in your life. You also need to build more patience and forgiveness to be able to let go of some things that can’t be reached during this hard time. He thinks now, yes, it’s less opportunities, but we have to make the best of it. Hard to accept, but the idea is to try to research more on what’s available to do now with much flexibility on your own side.

## Conclusions

Of all his previous academic experiences, especially here in NTHU, Dr. Nicholas stated that it surely helped him to shape his current success. For him, his apprenticeship during PhD study with prof. Soumya Ray plays a great role. “I hope that I can be the advisor just like how he did it with me. This personal donation of knowledge towards someone else is my greatest takeaway.” It also extends to the number of professors here in NTHU that are very warm and welcoming. He really enjoys the help and support from the faculty at this school during his 6 years of study.