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CTM English Corner:

高為元校長分享

VOL.3

本期專欄



科技管理學院

College of Technology Management

E-NEWS LETTER

封面故事：CTM English Corner:高為元校長分享 P.1
(CTM English Corner : Experience Sharing with President W. John Kao)
專欄報導：EMI課程 P.7
(EMI program)
專欄報導：科管院碩士起薪 P.13
(Starting salary for Starting salary for CTM graduate schools)
活動預告Upcoming Events P.19
跨領域學術辦公室 Interdisciplinary Research P.20
教師榮譽獎項Roll of Honor- Faculty P.20
學生榮譽獎項Roll of Honor- Students P.21
校友榮譽獎項Roll of Honor- Alumni P.21
重要記事Important Events P.21
諾貝爾經濟學獎大師科管院論壇紀錄P.22
A Report on an Overseas Lecture at an International Institution P.26

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周蜜

- 科管23
- 蝦皮校園大使
- 科管院企業導師企劃
- 喜歡與人接處，也有主持活動的經驗



楊富臻

- 經濟22
- 美術編輯
- 喜歡與人相處，熱愛聽故事與說故事
- 經營個人旅遊部落格



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CTM English Corner:

高為元校長分享

作者：李依陵

CTM English Corner是由清華大學雙語教學計劃（EMI）辦公室發起的活動，這是一個讓同學互動、增進自己英語能力的場合，每週二18:30至19:30於台積館三樓堃勝書齋舉行，提供一個練習英文、語言交換，以及認識新朋友的環境。





11月8日的English Corner活動，我們很榮幸邀請到清華大學大家長-高為元校長特地前來，校長在互動時大方分享他學習英語的經驗，參與當天活動的同學都與校長有充分交流。當天有同學分享，自己有著在非洲創業的夢想，有人目標是擁有健康的生活作息，也有人分享他的目標是學會溜滑板；所以一開始，高校長就以一句話來勉勵大家：「If you want something you never had, you have to do something you've never done.」校長提醒與會同學，即便每人對成功定義不同，可能是擁有高薪工作，可能是有著美滿家庭，甚至是買一輛好車，不論大家未來想做什麼、擁有什麼目標，都先必須嘗試你從未做過的事。

有同學問起，為何校長不選擇當企業CEO、不繼續在個人專業領域做研究，而是選擇投身行政事務擔任清大校長呢？校長回答，做決定並不是容易的事，他在選擇時並非以「我想成為什麼」來決策，而是哪項事物激起他最大的興趣，他就往那個方向前進。

也有同學分享，認為自己的動作總是太慢、無法及時完成任務。校長鼓勵他：每個人對於同一件事的完成速度不盡相同，但既然身為清大科管院的學生，那必然是完成了曾經沒做過的事情，你才會來到這裡。也有同學想要戒掉滑手機的壞習慣，校長建議，想戒掉一個壞習慣，最好要循序漸進，就像是戒菸，老菸槍不可能一下子就戒菸成功，最穩當的戒菸途徑還是從減量開始。校長舉英文詞彙「cold turkey」為例，意思是當突然停止對某種事物的依賴，反而容易造成反效果。

校長在活動中，也向同學推薦了許多學習英文的國際媒體、平台，建議大家多多利用這些品質廣受認可的免費資源。例如：BBC、The Guardian、The Economist、CNN、Fox、DW German等等媒體，同學不妨利用日常瑣碎時間，多透過這些資源來了解國際時事、學習英文。



最後有同學提問，在邁向成功的路上，有時人是否別無選擇，必須要做一些自己不情願、甚至是討厭的事情？校長回答，經歷苦難本就是成功必經之路。校長以自身的博士論文答辯為例，他回憶當初準備答辯時感到相當緊張及不愉快，但答辯是得到博士學位必要的步驟，但那都只是過程，只要擁有足夠的知識以及準備，終將能克服這些挑戰。EMI辦公室與全體參與師生都非常感謝高為元校長，特地為活動撥出時間來到CTM English Corner，與同學進行了一場輕鬆愉悅，且富含意義的對談。



同學們別錯過自我成長的好機會，每週二18:30至19:30於堃勝書齋都會舉辦不同主題的English Corner，歡迎報名參加，部分場次需要事先報名，詳情請見網站資訊

CTM English Corner:

Experience Sharing with

President W. John Kao Author: yi-hsuan Huang

CTM English Corner, initiated by Tsing Hua University's Bilingual Education Program (EMI) Office, is a session where students can engage with each other and improve their English abilities. This takes place every Tuesday from 18:30 to 19:30 at the Kun Sheng Reading Lounge (3rd floor of TSMC Building), providing a great opportunity for students to practice English, exchange language, and meet new friends.





President W. John Kao was invited to the English Corner session on November 8. The President generously shared his experiences of learning English and students taking part in the event exchanged ideas with him. Students talked about their dreams - starting a business in Africa, having a healthy lifestyle, and some shared their passion for skateboarding. President Kao began the session with a quote: “If you want something you never had, you have to do something you’ve never done.” The President reminded the students that everyone has a different perspective when it comes to success - it could be having a well-paid job, a beautiful family, or a nice car. No matter what anyone wants to do in the future or what goals they have in mind, they must first try something they have never done before.

One student asked the President why he did not choose to be a corporate CEO or continue to do research in his field of experience, but instead get involved in administrative affairs as the President of Tsing Hua University. President Kao said that it is never easy to make a decision. He does not make decisions based on “what I want to be”, but rather on what interests him more.

A student talked about his lack of speed when trying to accomplish tasks. The President encouraged him by saying “everyone takes a different amount of time to complete tasks. You must have done something you never did before to become a student at Tsing Hua University”. Another student talked about his addiction to his phone. President Kao suggested that it always takes time to rid an unhealthy habit, such as quitting smoking. A chain smoker will not be able to quit smoking overnight and the best way to do so is by cutting back. Taking the English phrase “cold turkey” for example - meaning to suddenly stop depending on something, which often results in the opposite effect.

Moreover, the President recommended a number of quality international media outlets and platforms that can help students learn English. These include: BBC, The Guardian, The Economist, CNN, Fox, and DW German. Students should make good use of their spare time and learn more about international current affairs in English through these free resources.



Finally, a student asked whether it is okay for people to do what they are reluctant to do in order to achieve success. “Overcoming hardship is the path to success”, said the President. Thinking back on his dissertation defense, the President remembered being very nervous at the time. However, he reminded himself that the dissertation defense was part of the process to gaining a doctoral degree, and with his knowledge and preparation, he eventually overcame this challenge. The EMI Office and all participants thanked the President for taking the time to engage in a relaxing and meaningful conversation with students at CTM English Corner. CTM



English Corner provides great opportunities for students' self-growth. A session is held every Tuesday from 18:30 to 19:30 at the Kun Sheng Reading Lounge. All students are welcome to come along, with some sessions requiring pre-registration. Please see information on website.

EMI 課程

培養具競爭能力與國際移動力的人才

作者：周蜜

為培養具有競爭優勢及國際移動力的人才，科管院推動EMI (English as a Medium of Instruction) 課程，以英語做為知識傳遞的媒介，教授經濟、財務金融、商學、科技法律等課程。但EMI究竟是什麼？以中文為母語的台灣學生，為何要用非母語學習？

EMI (English as a Medium of Instruction) 是什麼？

EMI顧名思義，是以英文作傳遞為知識傳遞媒介的教學方式，在課堂中，授課、師生互動、教材、學習成果展示及評量都完全以英語進行；。然而，有效的EMI教學並不是單將中文內容翻譯成英文傳授，而是藉由打造英文學習的環境，讓學生用英語思維來理解學科內容並進行思考。這也符合我國推動「2030雙語政策」，期盼藉此增加年輕世代英文溝通能力與全球競爭力的初衷。

為何要用英文學習，而非熟悉的中文？

學生用英語學習，除了可以精進外語能力，也可以活化思考，激發更多想法。科管院在提供紮實專業課程的同時，也相當重視國際化，並致力於提升學生的國際競爭力。使用英語教學進行，學生便可以在獲取專業知識的同時，透過英文授課、報告及評量等等活動提升自己使用英語的能力。此外，當我們使用非母語思考及溝通時，也能跳脫慣用語言的思考模式及溝通框架，激盪出新想法。

EMI教學目標



根據教育部「大專校院學生雙語化學習計畫」，清華大學的科技管理學院、工學院及電機資訊學院皆為大專校院學生雙語化學習計畫的重點培訓學院，在2021至2030年間，科管院將要達成以下兩個目標：

(一) 2024年達到「25-20-20」：2024年時，至少有25%的大二學生，其英文能力在聽說讀寫達到CEFR B2以上的流利精熟等級，同時全校至少有20%的大二學生與碩一學生，在其當年所修學分中的20%以上為全英語課程。

(二) 2030年達成「50-50-50」：2030年時，至少有50%的大二學生在聽說讀寫達到CEFR B2以上的流利精熟程度，同時至少有50%的大二學生與碩士學生其當年學分中的50%以上為全英語課程，並推動畢業證書EMI修課認證，以接軌國際及產業。

截至109學年度，科管EMI的課程數(占比)，學士班為30門

(17%)、碩士班達47門(36%)、博士班達4門(50%)，以學士班課程來說，大一及大二的科管院必修，如：經濟學原理、會計學及財務管理等課程，都有以英文授課的課堂選擇。以筆者修課經驗為例，在大一上就有30%課程以英語授課，大二上則是50%，已達到教育部2030年的目標。科管院提供非常豐富的EMI資源，更預計在2025年讓全院研究所課程達到50%全英授課、大學部課程達到25%全英授課，全院外籍教師人數增聘至10位、大二及碩一學生所修學分20%以上為全英語授課之比率各達50%、75%，出國交換及國際交流學生比例達25%。

展望

EMI是現今的教學趨勢，然而，EMI的重點在於用英文理解及思考專業課程，而非將英文內容翻譯成中文再理解。因此，除了詢問學生是否理解教學內容，並用考試確認學生學習狀況，教師也應該依情境使用「學術英語 (English for Academic Purposes, EAP) 」，並要有技巧地挑選合適的字詞、文法。因此，科管院提供了一系列EMI研習課程，讓教師可以更有效地進行教學。EMI不僅是以英文教學，更是要塑造英語環境，讓學生透過英語學習、思考並溝通，真正具備在國際舞台發光的競爭力



EMI PROGRAM

Author : chou mi

To nurture talent with competitive advantages and international mobility, the CTM promotes the EMI (English as a Medium of Instruction) program - where English is used as a medium to deliver knowledge to teach courses such as economics, finance, business, and law of technology. What exactly is EMI? Mandarin is the mother tongue of Taiwanese students, why should they use another language?

What is EMI (English as a Medium of Instruction)?

As the name suggests, EMI is a means of teaching that delivers knowledge in English. In the classroom, instruction, instructor-student interaction, teaching materials, presentation, and assessment of learning are carried out entirely in English. Effective EMI teaching is not about translating the Chinese academic content into English, but to create an English learning environment that helps students to understand learning by thinking in English. This is also on par with the Taiwan government's "2030 Bilingual Policy" in a bid to improve the English communication skills and global competitiveness of Taiwan's young generation.

Why use English as the medium instead of Mandarin?

Learning in English does not only help students enhance their English ability, it also activates their thinking and sparks more ideas.

While providing a solid professional curriculum, the "international competitiveness" of students is equally important to the CTM. By using English as the medium of instruction, students can acquire professional knowledge and improve their ability using English through instruction, reports, and assessments.

In addition, when we think and communicate in a language other than our mother tongue, we are able to break out of the usual language mindset and communication framework to come up with new ideas.



EMI Teaching Objectives

Based on the “Bilingual Learning Program for College Students” of the Ministry of Education, the CTM, College of Engineering, and College of Electrical Engineering of National Tsing Hua University are classified as the key training colleges in the Program. Between 2021 and 2030, the CTM will achieve the following two objectives:

(I) Achieve “25-20-20” by 2024: By 2024, at least 25% of sophomore students will be fluent and proficient in English at the CEFR B2 level or higher in listening, speaking, reading, and writing. At least 20% of the elective courses taken by 20% of sophomore students and who are in their first year of a master’s program must be taught entirely in English.

(II) Achieve “50-50-50” by 2030. By 2030, at least 50% of sophomore students will be fluent and proficient in English at the CEFR B2 level or higher in listening, speaking, reading, and writing. At least 50% of the elective courses taken by 50% of sophomore and master’s program students must be taught entirely in English. Graduation with an EMI certification will also be promoted to align with international communities and industries.

As of the 2020 academic year, the number of EMI courses (as a ratio) in the bachelor’s program is 30 (17%), master’s program is 47 (36%), and the Ph.D. program is 4 (50%). The compulsory courses taught in English in the freshman and sophomore year for a bachelor’s program include: Principles of Economics, Accounting, and Financial Management. In my experience, 30% of the courses offered in the freshman year were taught in English and 50% in the sophomore year, already achieving the Ministry of Education’s target for 2030. At the CTM, we provide a wide range of EMI resources. By 2025, the CTM projects must have 50% of all graduate program courses taught in English; 25% of all university department courses taught in English; the number of foreign instructors of the entire college will increase to 10; 20% or more of courses taken by sophomore students and who are in their first year of a master’s program will be taught in English, reaching 50% and 75% of all courses taught entirely in English; and the ratio of exchange and international exchange students will reach 25%.

Outlook

EMI is the current teaching trend. The point of EMI is to understand professional courses taught in English and for students to be able to think in English, instead of simply translating English academic content into Chinese. Therefore, in addition to asking students whether they understand the content and testing the knowledge they absorb, instructors should also apply “EAP” (English for Academic Purposes) in context and technically select appropriate words and grammar. Given this, the CTM offers a series of EMI learning courses, enabling instructors to teach effectively. EMI is not just about learning in English, it also creates an English environment, allowing students to think and communicate in English, preparing students to be internationally competitive.



科管院碩士起薪

作者：蕭博鴻



知名媒體《遠見》與104人力銀行合作發表的「2022年全台熱門研究所起薪排名」大調查，分別採訪「資工」「工程」「管理」「財金」「生科」五大學群公立大學碩士起薪的前五名代表。其中，五大學群的冠軍皆由清大、陽明交大輪流奪冠，大為顛覆了以往管理、財經學群多由台大、政大囊括第一的局面，令外界印象深刻>究竟在這次的起薪排名結果中，又透露著什麼發展趨勢呢？

全台管理學群研究所起薪排名

排名	校名	薪資中位數
1	國立清華大學	55,000
2	國立臺灣大學	52,000
3	國立政治大學	50,000
4	國立陽明交通大學	50,000
5	國立中央大學	48,000

數位轉型、跨領域、科技業是薪資成長關鍵

科技點評家林宏文認為，這個排名結果對於台灣人才需求及產業蛻變至少有三大意義，分別是：一，數位轉型人才益形重要；二，跨領域人才需求大增；三，科技業投資與人才需求將大爆發。

在數位轉型的人才需求方面，林宏文提到，數位轉型已是當下所有傳統與科技業都不得不面對的挑戰，首要工作就是以ICT（資通訊）及硬體設備配合、加速數位化及數位轉型。清大就是以此面向見長的學校，在組織中更加受到重視並不意外。

其次是跨領域的能力，清大之所以能夠在管理學群起薪中拔得頭籌，打敗其他傳統管院，正是因為企業招募商管人才時，也同時要求具備數位能力，擁有科管、科法這些「商管與科技雙專長」的清大，自然成為企業端想要爭取的人才。

最後一點則是科技業商機全面爆發，林宏文提到，台灣以科技立國的趨勢越發明確，台積電等半導體產業已在世界佔據一席之地，因此，當高附加價值的科技業成為台灣最重要的競爭力時，未來所有產業都會往「科技護國」方向轉移，因此以清大這種資訊、理工見長的學校，未來在培育人才將繼續扮演更關鍵角色。

跨領域就是清大科管的本質

科管院院長林哲群也對《遠見》強調，國內其他大學的管理學院、商院多半是純粹的商管內涵起家，對比之下，清大科管院一開始就鎖定「計量財金、科技法律、科技管理、服務科學」四大領域，且每個領域的教學、研究發展都是以科技或數理為基礎，結合管理與金融，盡可能延伸出結合產業實務與應用的發展研究。



「跨領域一開始就是清大科管的本質，整合型管理人才，剛好滿足台灣各產業數位轉型所需。」林哲群對《遠見》表示，不同於其他傳統管院做跨領域需要在整合不同學派，對於創立之初就定位為跨領域的清大科管院，師資綜合企管、經濟、金融、法律、數學、資訊等背景，從教學架構上就打造整合式的「多元化學習」。

清大科管院標榜「科技結合管理」的學術定位，順勢搭上這波跨領域趨勢，現在科管院才能累積出這麼豐富的學習資源和制度，但在這些優良完善的制度之下，自己的努力與目標最終才會是決定自己未來的關鍵喔！

參考出處：

起薪最高頂大換人當？一文看懂2022碩士起薪Top5！ - 遠見雜誌
五類碩士高起薪，全由陽明交大、清大奪冠！3大方向顯示



Starting salary for CTM graduate schools

Author: HSIAO PO HUNG



In the “2022 Starting Salary for Taiwan Graduate Schools” published by “Global Views Monthly” and 104 Job Bank, the salaries of the top 5 representatives with a master’s degree in 5 major groups: “information”, “engineering”, “management”, “finance”, and “biotechnology” from public or private universities were surveyed. Among them, the winners in each of the 5 major groups were graduates from Tsing Hua University and Yang Ming Chiao Tung University. This came as a surprise as graduates from National Taiwan University and Chengchi University usually dominate the chart. What development trend does this survey tell us?

Ranking of Starting Salaries for Graduate Schools in Taiwan

Ranking	Name of School	Median Salary
1	National Tsing Hua University	55,000
2	National Taiwan University	52,000
3	National Chengchi University	50,000
4	Natonal Yang Ming Chiao Tung University	50,000
5	National Central University	48,000

According to Lin Hung-Wen of MIT Technology Review, this ranking indicates at least 3 major implications for Taiwan's talent demand and industry transformation: 1. The importance of digital transformation talent; 2. The increasing demand for cross-disciplinary talent; and 3. The demand for technology industry investment and talent will surge.

With respect to the demand for digital transformation talent, Mr. Lin mentioned that digital transformation is a challenge that all traditional and technology industries are facing. The primary task is to apply ICT (information and communications technology), hardware and software equipment to accelerate digitalization and digital transformation. Tsing Hua University is exactly the university that meets such criteria, so it is not surprising that employees with such skills are highly valued within an organization.

In terms of cross-disciplinary abilities, Tsing Hua University was able to top the starting salary among other management groups because when companies are recruiting business management talent, they also want job seekers to be equipped with digital capabilities. Job seekers with a degree in technology management or science and technology law who possess "dual expertise in business management and technology" naturally become the type of talent sought after by companies.

Finally, Mr. Lin talked about the rising business opportunities in the technology industry. He said that it is clear that Taiwan is well-known for its advantages in technology, with TSMC being the largest semiconductor company in the world. When a high value-added technology industry becomes Taiwan's most competitive strength, industries in the future will shift in the direction of the "leading technology country". Based on this, universities that emphasize the importance of information and science and technology will continue to play a key role in nurturing talent in the future.

Cross-disciplinary is the essence of CTM

In "Global Views Monthly" CTM Dean Lin Che-Chun also pointed out that other management colleges and business schools in Taiwan mainly focused on business management. Compared to them, CTM centers on 4 areas: "quantitative finance, technology law, technology management, and service science". Teaching and research development for each area is conducted based on technology or mathematics and science, combined with management and finance in order to extend development research that integrates industrial practice and application.



“Cross-disciplinary has always been the essence of the CTM and the integration of management talent will meet the digital transformation of Taiwan’s industries.” Dean Lin told “Global Views Monthly” that other traditional management colleges undergo the integration of different schools for a cross-disciplinary approach. As the CTM has positioned itself as a cross-disciplinary college since its establishment, the instructors have backgrounds in business management, economics, finance, law, mathematics, and information, creating “diverse learning” from the teaching framework.

The CTM of Tsing Hua University boasts an academic position of “technology combined with management”. Alongside this cross-disciplinary trend, the CTM has accumulated such rich learning resources and systems. Under these high quality and comprehensive systems, the key to your future essentially depends on your own efforts and goals.

Reference sources:

Changing hands of highest starting salary2022 Top 5 Most Paid Graduates! -
Global Views Monthly

Starting Salaries Won by NYMU & NTHUIndication of 3 Directions



活動預告Upcoming Events

1. 2022/11/24科管院學士班「管理與科技專題」課程演講，邀請文化部藝術發展司陳春蘭司長演講，講題：【博物館產業行銷術】，歡迎有興趣的清大校友、同學們提前聯繫科管院學士班報名參加。
2. 2022/11/24科管院學士班【資訊管理導論】課程邀請到微軟產業方案暨客戶創新亞太區總經理－葉怡君小姐，與同學們分享「從AIOT 到 Metaverse 談製造業數位轉型」。
3. 2022/12/01科管院辦理投資銀行金融講座財經科普系列演講，邀請永豐銀行曹為實董事長，報名網址：<https://forms.gle/L3hVP9huy4EtE3Sv5>
4. 112學年度在職專班招生宣傳啟動，預計11/19(六)於金門舉辦MBA招生說明會、12/10(六)於新竹舉辦聯合招生說明會、12/11(日)於台北舉辦HBA/Dual EMBA、MFB/MPM招生說明會，於台中舉辦MBA招生說明會。

1. On Nov. 24, 2022 DSPMT Management and Technology Course is holding a talk given by the Head of the Department of Arts Development of Ministry of Culture, Ms. Chun Lan Chen, titled ‘‘Museum Marketing Strategies’’. Interested NTHU students or alumni please sign up to the DSPMT office.

2. On Nov. 24, 2022, DSPMT Introduction to Management Information Systems Course is holding a talk given by the Microsoft Industry Solutions and Customer Innovation Asia Pacific General Manager, Cathy Yeh, titled ‘‘Manufacturing Digital Transformation from AIOT to Metaverse’’.

3. The 4th Investment Banking Seminars - Financial Pop-Science Lecture Series talk given by Tsao Wei-Shih, Chairman of Bank SinoPac, will be held on Dec. 1st, 2022. Registration link:
<https://forms.gle/L3hVP9huy4EtE3Sv5>

4. Professional Part-time Master’s Programs have scheduled the 2023 Admission info sessions on Dec. 19 in Kinmen for the MBA program, on Dec. 10 for all programs, and on Dec. 11 for HBA/Dual EMBA/MFB/MPM in Taipei, and for MBA in Taichung.

跨領域學術辦公室 Interdisciplinary Research

1. 許博炫老師於2022/10/28線上舉辦了第24屆台灣創新經濟暨創業國際研討會，邀請Professor Maryann Feldman (Arizona State U.) 線上主講，此場共計約50位參與者。
2. 許博炫老師於2022/11/11線上舉辦了第3屆清華永續金融與經濟國際研討會，邀請Professor Marcin Kacperczyk (Imperial College London) 線上主講，此場共計40多位參與者。

- 1.Prof. Po-Hsuan Hsu co-hosted the 24th Taiwan Symposium on Innovation Economics and Entrepreneurship virtually on Friday, Oct. 28, 2022, featuring the keynote by Professor Maryann Feldman (Arizona State U.) with an attendance totaled nearly 50.
- 2.Prof. Po-Hsuan Hsu hosted the 3rd NTHU Symposium on Sustainable Finance and Economics on Friday, Nov. 11, 2022, featuring the keynote speech by Professor Marcin Kacperczyk (Imperial College London) with an attendance of over 40.

教師榮譽獎項Roll of Honor- Faculty

- 1.科管所胡美智教授榮獲2022年中華民國科技管理學會院士。
ITM Professor Mei-Chi Hu was selected as a 2022 Fellow of the Chinese Society for Management of Technology.
- 2.科法所高銘志教授文章獲刊Energy Strategy Reviews (能源類別SCI前15%之期刊)。
LST Professor Anton Ming-Zhi Gao's paper is published by Energy Strategy Reviews (top 15% of SCI journals in the energy category).

學生榮譽獎項 Roll of Honor- Students

1. 111學年度俞國華獎學金：學士班江仲淵同學、林姿秀同學。

2022 Yu Kuo-Hwa Scholarship recipients: DSPMT student Zhong-Yuan Jiang and Zi-Xiu Lin.

2. 111學年度輝容社福慈善基金會精英學生獎學金：經濟學系陳俐伊同學。

2022 Hui-Rong Charitable Foundation Scholarship recipient: ECON student Li-Yi Chen.

3. 科管所博士生陳柏瑄榮獲中華民國科技管理學會 2022科技管理博士論文獎佳作 (指導教授：張元杰教授)

ITM PhD alumni Po-Hsuan Chen has won the 2022 Essay Award of Chinese Society for Management of Technology (Advisor: Prof. Yuan-Chieh Chang)

4. 科管所吳清炎老師帶領任馨晨、張思蕓、鄭凱文、詹于萱、張連山同學參與『新竹縣111年青年創新創業培育計畫-青春觀點子』學生創業挑戰賽榮獲季軍。

ITM Professor Ching-Yan Wu led his student team members, Xin-Chen Ren, Si-Yun Chang, Kai-Wen Zheng, Yu-Xuan Zhan, Lian-Shan Chang, and won the 3rd place in the competition titled “2022 Youth Innovation and Entrepreneurship Program” held by the Hsinchu County AIoT Accelerator.

5. 計量財務金融學系許博炫教授，榮獲111年度教育部學術獎。

QF Professor and Yushan Scholar, Dr. Po-Hsuan(Paul) Hsu awarded Academic Award of Ministry of Education.

校友榮譽獎項 Roll of Honor- Alumni

1. 科管所 96級博士班畢業生 陳旻男學長榮獲111年度吳大猷先生紀念獎。

ITM alumni from Ph.D. Class of '96, Min-Nan Chen, is awarded the 2022 Ta-You Wu Memorial Award from National Science Council

重要紀事 Important Events

1. 2022下半年度孫運璿講座圓滿落幕。

The Fall 2022 Sun Speech Series completed successfully:

2. 2022/10/27諾貝爾經濟學獎大師清華科館論壇圓滿成功。

清大科管院於 2022 年 10 月 27 日舉辦國際級「諾貝爾經濟學獎大師-- Paul M. Romer 清華科管論壇」

國立清華大學科技管理學院於 2022 年 10 月 27 日在台積館主辦由俞國華文教基金會贊助之「諾貝爾經濟學獎大師 清華科管論壇」，邀請 2018 年諾貝爾經濟學獎得主保羅·羅默教授線上演講。當日現場實體聽眾及線上參加者共有近 300 位校內教職員生、校友，及來自各地產學研界的聽眾共襄盛舉。

此次論壇由科管院林哲群院長開場致詞簡介羅默教授經歷並代表清大敬致謝忱後接續羅默教授精彩演講，論壇後半段邀請中研院院士暨清大半導體學院林本堅院長及台北政經學院陳添枝院長擔任與談人，由本院計財系暨玉山學者許博炫教授主持討論，帶領大家針對大師演講主題「科技創新與科技企業發展對經濟成長與社會福利之影響-以新興國家為例」，以國際視野與觀點探討科技創新與經濟發展對社會之影響，以及應該如何正視當前全球面對的難題。此次論壇結合實體和線上方式參與，邀請國際級諾貝爾大師與國內重量級專家學者進行深度跨域對話，除俾利促進國內相關主題領域研究風氣，同時亦大為提升本地學術之國際化。

此次保羅·羅默教授之演講內容摘要如下：

羅默教授從演講一開始便強調科技的發展可以改變世人對社會進展的各種想像。舉例來說，馬爾薩斯很早就悲觀預測，受限於土地的生產力，世界人口很快會達到極限。然而，事實證明，科技發展讓世界的人口持續增加至今。羅默教授接著提出他演講的重點：當我們回顧科技史，創新可以分為有益於社會與有害社會兩種，以及可獲利與不可獲利兩種。他提出國家與政府的責任在於發展與鼓勵不可獲利但是有益於社會的創新，以及拒絕與防止有害社會但可獲利的創新。公眾需要決定是否要追求成長與發展，若是這樣便需要政府官員的決心、勇氣，與領導力去做對的事。許多亞洲國家在過去展現了這樣的領導力，並促成了科技產業的發展 -- 但現在的問題是他們是否能繼續選擇與堅持往正確的方向前進。以最近困擾全球的通膨為例，在八零年代，保羅沃克堅持持續提高利率遏止通膨。當然這不是受歡迎的政策，但是幸好聯邦儲備局有足夠的政策獨立性且保羅沃克有足夠的勇氣來做對的事。另一個著名的例子是氟利昂 (CFC)，這項創新後來被證明會對大氣臭氧層有極大的傷害。當時的國務卿喬治舒茲說服雷根總統與各國，簽訂了至今為止最成功的氣候協議 - 蒙特婁議定書 - 成功阻止了氟利昂在全球的使用。而今，美國以及全球都面臨許多重大的危機，包括氣候議題，成癮性藥物濫用與失業問題。所以，我們所有人都應該重新思考政府該如何發揮領導力以解決這些急迫的問題。

Nobel Laureate in Economics Lecture at the College of Technology Management NTHU was held on October 27, 2022

On October 27, 2022, the College of Technology Management, NTHU, hosted the forum sponsored by the Yu Kuo-Hwa Cultural and Educational Foundation at TSMC Building. Professor Paul Romer, the 2018 Nobel Laureate in Economics gave an online lecture to nearly 300 on-site and online attendees including students, faculty, staff, alumni, as well as audiences from industry or academia.

The forum was opened by the Dean of the College of Technology Management, NTHU, Dr. Che-Chun Lin, who introduced Professor Romer and expressed his gratitude on behalf of NTHU.

After Professor Romer's lecture, Professor Po-Hsuan Hsu from the Department of Quantitative, Yushan Scholar, led a panel discussion between Prof. Romer and the panelists, Dr. Burn-Jeng Lin, Dean of the College of Semiconductor Research, and Dr. Tain-Jy Chen, Dean of Taipei School of Economics and Political Science. The discussion focused on the lecture topic "The Impact of Technological Development (or High-Tech Firms) on Economic Growth and Social Welfare, Especially from the Perspective of Emerging Countries" exploring the issues and how to address the current global challenges with an international perspective and viewpoint.

This hybrid event combining physical and online participation, and involving a prestigious Nobel laureate to have in-depth, cross-disciplinary dialogues with leading experts and scholars, has not only performed as a great opportunity for promoting relevant domestic research but also contributed significantly to the internationalization of local academics.

The following is the takeaway from Paul Romer's talk:

In the beginning of his speech, Prof. Romer emphasized how technologies change our ways of thinking about social development. In the past, Thomas R. Malthus pessimistically predicted that the global population would stop growing soon due to the limited productivity of land. However, history has proved that he is wrong because we have new technologies to let the population continue to grow. Prof. Romer continued making his points for the lecture: when we look back at the accelerating technological development in the most recent decades, we also learned that some innovations are socially beneficial and some are socially harmful; moreover, some are unprofitable but some are profitable. In particular, countries and governments need to take an active role in promoting innovations that are unprofitable but socially beneficial and deterring innovations that are profitable but socially harmful. Thus, the public needs to decide whether they want to pursue growth and development; if this is the case, they need strong leadership in doing the right things. Some Asian countries have been successful in promoting high-tech industries in the past, but now the problem is whether they can continue in the right direction. Taking the inflation that has been bothering us nowadays, Paul Volcker set up a good example for us by having the courage to take immediate action that is not popular/welcome. Another example is chlorofluorocarbons (CFCs), which were a great innovation but were later proven to deplete Earth's atmospheric ozone layer. George Shultz, Secretary of State at that time, helped negotiate the Montreal Protocol, which phased out the use of CFC. We are in desperate need of such leadership for climate issues, addictive drug abuse, and unemployment, all are urgent issues that need the world's attention. This is a critical time for all populations to rethink the right governments and leaders we need to solve these pressing issues.



(2018 諾貝爾經濟學獎大師 Dr. Paul Romer 線上演講)



(此演講由國立清華大學科技管理學院林哲群院長開場致詞)



(中研院院士暨清大半導體學院林本堅院長及台北政經學院陳添枝院長擔任論壇與談人(左至右)，科管院計財系暨玉山學者許博炫教授主持討論)



(與會師長與線上的諾貝爾大師 Dr. Paul Romer 合影 (由左至右) 科管院林哲群院長、半導體學院林本堅院長、清大呂平江副校長、台北政經學院陳添枝院長、科管院史欽泰教授、祁玉蘭副院長、黃朝熙教授、許博炫教授)

A Report on an Overseas Lecture at an International Institution

為提升國際知名度本院特設「補助教師出國演講辦法」補助現職專任教師在海外機構的公開演講（非國際會議之演講），111 年 10 月獲補助者為服科所徐茉莉老師。

To promote the international visibility of CTM NTHU, we will subsidize faculty members for making presentations in overseas institutes (not conference presentations) according to the regulations of CTM Subsidy for Giving Overseas Lectures in International Institutions. The recipient of the fund in October 2022 is ISS Professor Galit Shmueli for her visit and talk at University of Iowa's Tippie College of Business (Oct 18-20, 2022). The following is Professor Shmueli's report on the trip.



I was invited to deliver a talk and visit the Department of Business Analytics at University of Iowa's Tippie College of Business this Fall. During my 3-day visit I had a very busy schedule, meeting with almost all of the department's 15 faculty members (plus faculty from other departments), as well as with PhD students. I enjoyed discussing research interests and ideas, getting to know many new colleagues, and having meals together.

On Oct 19 afternoon, I delivered my talk entitled Leveraging covariates in randomized experiments guided by causal diagrams (<https://events.uiowa.edu/73496>). The talk is based on work in collaboration with my colleague Ali Tafti from University of Chicago at Illinois. The audience had diverse backgrounds (information systems, operations management, machine learning, statistics, etc.), leading to many different interesting questions.

My hosts were extremely enthusiastic and kind, and following my visit the department chair Ann Campbell has even tweeted about my visit and talk.