

CTM

E-Newsletter

10²⁰²³
October



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Student's Perspective 1 - My Choice of College of Technology Management

學生的視野 2 – 台積館教室

Student's Perspective 2 – Classrooms

2023 教師節慶祝活動

Teacher's Day Celebration 2023

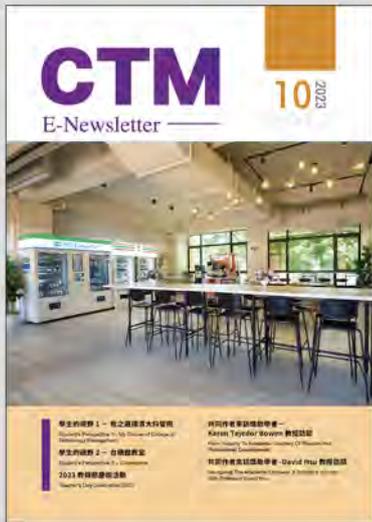
共同作者來訪獎助學者 –

Karen Tejedor Bowen 教授訪談

From Industry To Academia: Journey Of Passion And Professional Development

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執行總編：科管院陳怡芬行銷策略長

風傳媒財經 周岐原主編

共同編輯：盧妙卿、彭美婷、黃玉婷

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學生的視野 1

我之選擇清大科管院



作者：曾崇宇 計財系

清華大學科技管理學院為台灣頂尖學府之一，致力於培養專業的科技管理人才。學院提供多樣化的科技管理、創新課程，給予學生商業相關領域的研究知識和實踐場域。科管院優秀的教學團隊結合實務經驗和學術專業，為學生提供高品質的教育。此外，清華大學科技管理學院也鼓勵學生參與研究項目，提供相應支援，以幫助他們發展專業技能和領導能力。同時，清華大學科技管理學院不斷追求國際化，積極與國際機構和企業合作，為學生提供跨文化學習和全球職業機會，並且為他們打開通往未來的大門。

在清華大學科技管理學院，有著來自各種背景和專業領域的學生，他們對科技管理和創新充滿熱情，究竟是什麼特質吸引這

些學生，他們為什麼選擇就讀科管院？我們特別邀請一些同學分享自己的視角和見解，深入探討他們選擇清華大學科技管理學院的原因，以及在這個學術殿堂中學習的寶貴經驗。

實習記者問（以下簡稱問）：你為什麼選擇清華大學科技管理學院？是什麼吸引你？

計財系張哲維同學：我選擇清華大學科技管理學院是因為科管院在科技管理領域的聲譽和領導地位，其卓越表現吸引了我，我希望能夠在這個頂尖的學術環境中學習和成長。此外，學院提供豐富的課程及研究機會，這對我來說非常重要，因為我想深入探索科技管理的各個層面。

計財系楊皓鈞同學：對我來說，學院的國際化是巨大的吸引力。我一直希望能夠參與國際項目，和與來自不同文化背景的同學合作。清華大學科技管理學院為學生提供了許多跨文化學習的機會，我對此非常有興趣。

問：在你主修領域中，學院的課程和教學資源有哪些特點，使你感到特別滿意？

計財系張哲維同學：我專業領域的課程非常實踐導向，這是我非常滿意的地方。學院通常會結合理論與實際案例，這讓我能夠更好地理解如何於實際情境中應用所學知識。此外，院方師長也十分鼓勵學生參與各種實習和實務工作項目，這對我的專業發展非常有幫助。

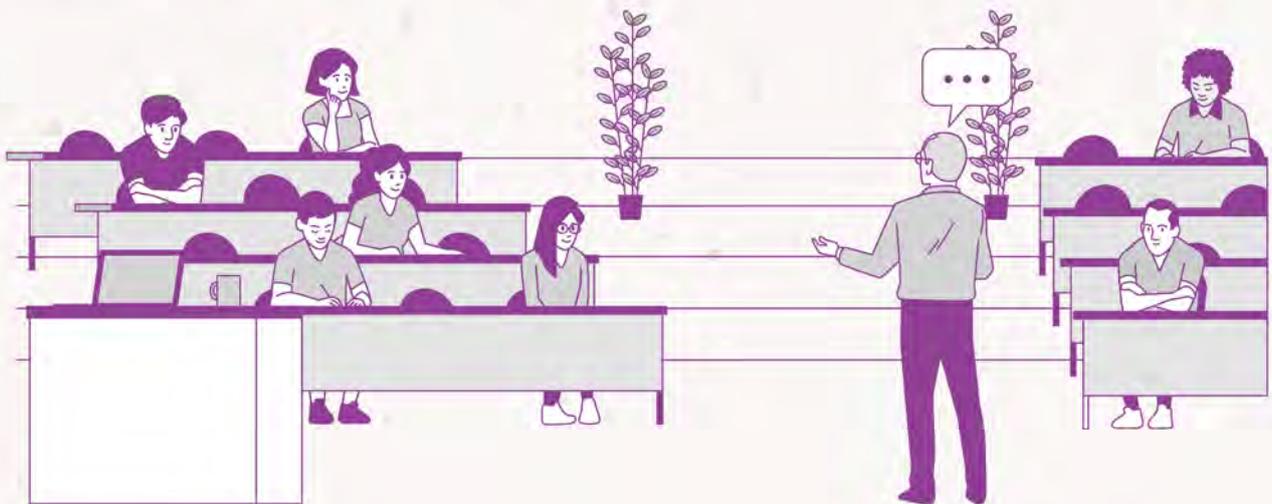
計財楊皓鈞同學：學院的課程設計非常貼合我專業領域需求。科管院不僅提供核心課程，還有許多選修課程，讓我能夠根據興趣和目標制定自己的學習計劃。此外，科管院還有現代化的教學設施和資源，以及舒適的學習環境，這些都對我的學習和研究非常有幫助。

問：談談你在清華大學科技管理學院的學術和社交體驗。你參與了哪些活動或組織？

科管院陳乃睿同學：我在科管院的學術體驗非常豐富。除了課堂學習，我參加了科管院推薦的金融競賽，這讓我有機會應用所學知識解決實際挑戰。此外，科管院經常邀請業界專家舉辦專題講座，這為我提供了更多行業最新的實務見解。在社交方面，我參與了學生會，我們組織了各種社交和文化活動，這讓我能夠與不同背景的同學建立友誼，並擴展了我的視野。

問：學院的教學團隊讓你有什麼收穫？他們如何影響你的學習過程？

劉秦潔同學：科管院的教授臥虎藏龍。他們不僅是優秀的教育者，有些同時也是業界專家。他們的經驗和專業知識為我們提供寶貴的指導，使我們能夠更好地應對未來的職業挑戰。在這些教授的支持和鼓勵下，我的學習過程更加充實，我很幸運能夠在他們的指導下學習。





問：你對於科管院未來的發展有什麼期望或建議？

計財系張哲維同學：我希望科管院能夠繼續擴大國際合作和多面向交流的機會。這些都將為學生提供更多的國際視野和職涯成長機會。同時，我建議學院加強引進實務經驗的元素，例如實習和業界合作項目，這將更有助於學生應對出社會以後的實際挑戰。

計財系楊皓鈞同學：我希望科管院能夠持續強調創新和科技的重要性，並且與時俱進、不斷更新課程，以反映快速變化的科技產業環境。此外，建議科管院可以提供更多的資源和支援，幫助學生在創業和創新方面勇於冒險，這將有助於我們將理論應用到實際中。

問：你認為清華大學科技管理學院在科技管理領域的地位和聲譽如何？這些聲譽對你的職業前景有何影響？

謝同學：科管院的聲譽在科技管理領域相當有分量。當我尋求實習機會或求職時，我發現很多公司都喜歡來自科管院的學

生。他們認為科管院培養出具有創新思維和實際技能的畢業生，這為我的求職前景提供了不小的優勢。

你會推薦清華大學科技管理學院給其他有志於科技管理領域的學生嗎？為什麼？

謝同學：絕對會。我相信清華大學科管院提供學生一個充滿機會和挑戰的環境。在這裡我們不僅可以學到專業知識，還能夠建立實際技能和人際網絡。學院的國際化程度和聲譽也為未來的職業發展提供了許多優勢。我認為這是一個非常出色的學習機會。

清華大學科技管理學院具體而微表現出台灣科技管理領域的積累過程，這個高速成長的產業數十年來吸引來自不同背景和專業領域的學子，在此追求卓越和創新。通過上述在校同學的實際問答，我們了解為什麼這些同學選擇就讀科管院，以及科管院如何影響他們的求學歷程和職涯。這些受訪同學不約而同強調，科管院的教學團隊、多元化的學術環境、實踐導向的課程和國際化程度等特點，使他們對科管院充滿信心。清華大學科技管理學院身為科技管理領域的領航者，將繼續為學生締造更多機會，並為他們的未來開啟無限可能。

學生的視野 2

台積館教室

作者：劉上逢 經濟系

今年暑假，台積館一樓與二樓的教室裝修煥然一新！台積館一樓至二樓教室經過了暑假近兩個半月施工與改造，已經於九月十一日開學正式啟用。這次改造的教室內部重新粉刷油漆、鋪設全新地板、購入新桌椅，及全面提升視聽設備並且具備遠距教學功能，在教室外的公共區域，新增了許多可飲食空間，包含一樓新設公共空間（原一樓餐廳，設有自動販賣機），歡迎同學多加利用。

藉此機會，全院師生感謝玉山金控，玉山銀行和蔡進步榮譽教授以及余明光校友的慷慨支持與捐贈，提供科管院學生更優質的教學與學習環境，優質的空間需要你我一同維護與珍惜，而回饋捐贈人最好的方式就是好好愛惜使用，讓我們在此共同生活、學習的科技管理學院邁向國際水準！。

台積館新教室空間系列 1： 進步講堂（原 103、104 教室）

想不到吧！教室被 90 度翻轉了！蔡進步榮譽教授體諒同學們之前使用舊教室的種種不方便，大力幫助科管院教室升級；例如原先教室內部是狹長型，使得學生在學習與互動期間離老師非常遙遠，因此透過這次整建，把教室 90 度轉向。此外，為了解決後疫情時代遠距課程講授問題，所以在新教室前後各安裝一部攝影機，讓影



像觀看者更加便利。再者，由於教室比較寬，所以在教室兩側也增加了觸控螢幕跟輔助螢幕，不但讓現場上課的學生們可以直接聽到，也能觀看講課內容，即時連接遠距教學也沒問題。

空間是固定的，但設計是活的，原本教室座椅是單張擺放，現在空間轉向，新設計也將座椅變成 5 張以及 7 張排列，較精準地計算使用面積，讓桌面面積，桌子彼此之間的空位以及視線高度落差看起來更整齊，同時讓同學在內部走動時，也有足夠空間。所謂工欲善其事，必先利其器，巧妙把這些教室精心整理一下，配合添購必要設備，必然對教學與學習有更大幫助，希望各位師生會喜歡這些改變。



台積館新教室空間系列 2： 玉山廳（原 224 教室）及二樓其他 五間教室

煥然一新的二樓，由玉山金控及玉山銀行所捐贈，翻新了所有教室與視聽設備，每間教室均鋪上全新地板及課桌椅，也別具巧思的搭配不同顏色。教室牆壁上寬窄不一的垂直線條，讓空間布局看來別有一種韻律感，也透過垂直線條延伸的視覺特性，讓教室呈現高挑而且延續無限延伸的設計感。在教室空間裡，是柔順的弧線，這款設計可以消弭原本老師跟同學們之間的隱形界線。

經過 3 年疫情，高等教育有了許多變化，硬體設施與空間多元化是轉變之一，因此院方也透過這次工程，一併重新建置教學

視訊系統，現在教學視訊系統可以同步錄影、同步播放，透過雲端來幫助學生們學習。

在這麼美好的學習環境中，在二樓牆面上有一段話：“Persist in your ideal & never give up.”，意思是堅持理想，永不放棄。無論對企業或對個人而言，一帆風順都是非常困難，人生不如意事十之八九，我們早晚會遇到很多困難挑戰與挫折，只要能堅持理想、不斷向前，我們當然有機會越來越好、越來越精彩。贊助單位玉山金控及玉山銀行想藉由這次贊助教室修繕，傳遞訊息給清大科管院的師生們，提醒諸位只要是理想，就該堅持下去，唯有不放棄的決心能夠度過艱難險阻，最終達成目標，豐富自己的人生，讓未來旅程更有意義。



明光廊道



明光廊道公共空間

台積館新教室空間系列 3：明光廊道教室 (120、121 教室)

原本的 120、121 教室前面，總是黑壓壓一片，感謝余明光校友大力支持母校，改善了同學們的不便。整建完工後的 120、121 教室內，牆壁、地毯、桌面及視聽設備全面升級，明亮開闊的教室，等著同學們來體驗！

過去大家從科管院一樓洗手間往餐廳方向看，難免有一種陰暗的感覺，管理學院實際上在社會上，恰好有名字叫做「明光」的校友支持，決定讓這個角落從陰暗走向光明，讓同學們學習的心態更專注、更開闊。這次將該處空間命名為明光廊道，我們期許同學走在這個廊道上面，能邁向未來的光明，並且讓人生旅途漸入佳境。

台積館新教室空間系列 4：明光廊道公共空間 (原一樓餐廳)

全新的一樓公共空間，從早上 7 點 30 分開放至晚上 6 點 30 分，設置有吧檯區以及沙發區，讓同學們下課時有休息與用餐以及對話的場所。為提高餐廳使用頻率，院方與兩大超商合作，設置了 7-11 和全家品牌智能販賣機與咖啡機，除了零食也有部份鮮食，節省師生時間，不必跋涉下山用餐，歡迎各位同學有時間來坐坐。科管院特別提醒大家，明光廊道為公共空間，提醒同學們一定要自行丟棄垃圾，維護四周整潔，方便更多師生使用。謝謝各位同學配合，也希望大家會喜歡新的設計！

2023 教師節慶祝活動



科管院教師節慶祝活動全體合照

感謝老師們的辛勞，昨日在台積館 9 樓聯電藝廊舉辦科管院教師節慶祝活動。

林哲群院長致詞中特別感謝老師們的付出，並期待科管院成為更優秀的管理學院。本次活動我們也特別邀請清華校友耐能公司的周威成先生分享「全域視野 AI 人才養成策略」，及今年暑假赴美哈佛個案研習的簡珮瑜及潘虹華老師分享所學，科管院在人才培養上不遺餘力，無論教師教學進修與學生學習相關的專業都希望能成為師生最堅強的後盾。

活動中，特別頒獎給院內表現傑出優秀的教師及服務滿 10、20 周年的教職同仁。獲獎名單如下，再次感謝老師及同仁的付出，科管院以您們為榮。

獲獎名單

清華講座：徐茉莉教授

科管院傑出教學獎

專任：徐茉莉教授、謝宗翰教授
林靜儀教授

兼任：陳怡芬老師、許祐維老師

科管院傑出導師獎：

曾祺峰教授、林昀嫻教授

科管院研究獎：

徐茉莉教授、林勤富教授、黃德源教授

科管院傑出產學研究獎：范建得教授

科管院新進人員研究獎：

蔡壁涵教授、黃德源教授
洪淳琦教授、謝宗翰教授

科管院服務滿 10、20 周年教職同仁：

王俊程教授 (20)、王玉梅小姐 (20)
謝英哲教授 (10)



林哲群院長致詞



清華講座、科管院傑出教學獎、科管院研究獎：徐茉莉教授



科管院傑出教學獎、科管院新進人員研究獎：謝宗翰教授



科管院傑出教學獎：林靜儀教授



科管院傑出教學獎：許祐維老師



科管院傑出導師獎：曾祺峰教授



科管院傑出導師獎：林昀嫻教授



科管院新進人員研究獎：蔡壁涵教授



科管院新進人員研究獎：洪淳琦教授



科管院研究獎、管院新進人員研究獎黃德源教授



科管院服務滿 20 周年教職同仁：王俊程教授



科管院服務滿 20 周年教職同仁：王玉梅小姐



科管院服務滿 10 周年教職同仁：謝英哲教授 (由張元杰所長代領)



台積館 9 樓聯電藝廊舉辦科管院教師節慶祝活動



赴美哈佛個案研習的簡珮瑜老師分享所學



赴美哈佛個案研習的潘虹華老師分享所學



清華校友耐能公司的周威成先生分享「全域視野 AI 人才養成策略」



INTERVIEW WITH PROF. KAREN TEJEDOR BOWEN

2023.5.17

ISS Interview Series – Prof. Karen Tejedor Bowen

From Industry To Academia: Journey Of Passion And Professional Development

By Mohammad Farhan Alkaff, TSE

Introduction

Professor Karen Tejedor Bowen, a distinguished faculty member at the Business School of Leeds University in the United Kingdom, has carved a remarkable path in academia. Her research focuses primarily on sports and well-being management, with a particular emphasis on the role of exercise in promoting health and happiness.

Recently, she has become increasingly interested in exploring the intersection of these topics with the broader issue of sustainability. However, her academic journey has not always been centered around this field. Initially, she harbored a keen interest in the Advertising and Public Relations sector, leading her to pursue a bachelor's degree at Universidad Europea in Madrid, Spain. Reflecting on her academic path, Professor Bowen

acknowledges that she once considered pursuing a natural science-oriented study during her high school years. However, after careful deliberation and soul-searching to identify her true passions and personal growth potential, she ultimately chose to pursue studies in social science. Fortunately, she received unwavering support from her family throughout this decision-making process, which played a pivotal role in empowering her to take ownership of her choices and assume responsibility for her own educational journey.

A Quest on Developing Personal Interest

After completing her bachelor's degree, Professor Karen Tejedor Bowen gained valuable industry experience, particularly in TV advertising, around 2008. However, this period coincided with a shift from TV to internet advertising, and due to the global financial crises at the time, investments in the TV industry were being withheld. These circumstances prompted her to move to the United Kingdom to further her education and enhance her skills. She pursued a master's degree in International Marketing at Leeds University, selecting this field of study to deepen her understanding of marketing science while incorporating an international perspective to navigate cross-border relationships and cross-cultural consumer behavior.

During her time at Leeds, Professor Bowen developed a profound interest in consumer behavior, specifically regarding international and cross-cultural contexts.

Market research became an eye-opening experience for her, revealing its potential to inform better marketing decisions. The focus on cultural differences throughout her studies required her to interact with individuals from diverse backgrounds, resulting in meaningful and insightful exchanges that benefited her personal, academic, and professional growth. She found the variations in work approaches and communication fascinating and discovered that collaborating with people from different cultures broadened her horizons. She emphasized the importance for students to leverage the diversity in their surroundings and seek out as many different perspectives as possible, as this diversity leads to improved work quality and encourages the generation of innovative ideas.

After completing her master's degree, Professor Bowen continued gaining professional experience in the industry. Given the booming era of digital marketing, she embarked on a consultancy project with a London-based agency, focusing on social media marketing and analysis tools. While she learned a great deal about digital marketing, including social media, she realized it wasn't her desired career path. Subsequently, she joined Mars, working in brand management within the European hub. Despite working alongside talented individuals, she ultimately felt disconnected from the industry's philosophy. This led her to spend a couple of years working at a creative agency, where she had the opportunity to collaborate with Nike as a client. It was during this time that she conceived



the idea for her PhD, as she desired to pursue further academic learning and expand her ideas.

PhD Research Journey and Coping Up with Its Challenges

Professor Bowen's PhD research delved into the influence of social context on people's exercise habits and performance. She sought to understand how social factors could help individuals integrate exercise into their lifestyles to lead healthier and happier lives. Her research idea originated from her previous projects, where the emphasis was placed on training harder, surpassing barriers, and achieving goals. However, she realized that a purely performance-driven mindset would eventually reach its limits. This led her to explore how social context could shape exercise habits. Throughout her studies, she observed that bringing together diverse individuals in a gym environment yielded different outcomes in terms of calorie burn and post-workout satisfaction, which had implications for service design. By gathering insights from the consumer perspective, she aimed to provide valuable knowledge for business practitioners.

Nonetheless, this journey was not without challenges. Collaborating with stakeholders from different companies required excellent relationship management to address everyone's needs. Presenting and convincing them to fund the study proved to be a significant challenge. However, with meticulous preparation, she eventually reached her goal. Moreover, logistical and technical issues often caused delays. Participant recruitment and their sustained involvement throughout the longitudinal study, spanning over two months, presented additional obstacles. Professor Bowen persevered through these challenges, staying committed to the project with the understanding that her efforts would be rewarded once the research was completed. This highlights the importance of determination and a positive mindset when facing difficulties in academic research.

Choosing an Academic Career: A Path of Learning, Flexibility, and Personal Growth

Upon completing her PhD, Professor Bowen made the decision to pursue an academic career. She emphasized that one of the most rewarding aspects of academia is the constant opportunity for learning and staying updated on current developments. The job inherently entails reading and expanding knowledge, making it an engaging and stimulating experience. Additionally, academia offers a greater degree of flexibility, allowing for a work-life balance that is often sought after. Professor Bowen also noted that

being an academic enables individual to choose and refine their areas of focus over time, a unique aspect of this career choice.

While academia offers numerous benefits such as flexibility, work-life balance, and the ability to pursue personal interests, there are also downsides to consider. For instance, researchers, particularly those on the research track, are expected to publish their work. It is not uncommon to face numerous rejections during the research publication process. Professor Bowen shared from her personal experience that it is crucial to persevere and maintain a problem-focused coping strategy. When receiving feedback and reviews, even if they may be harsh, it is essential to view them objectively. This approach facilitates personal growth and helps individuals reach their goals. Professor Bowen stressed that any criticism received is not a reflection of one's character but rather an opportunity to improve the work further. Maintaining a solutions-focused mindset rather than fixating on problems is a valuable mantra for those pursuing an academic career.

In terms of career choices, Professor Bowen advised individuals to pursue what they are truly passionate about. Even if a particular interest may initially seem like a hobby, it can potentially be developed into a career. It is crucial not to let others' expectations guide decisions after graduation. Personal preferences, such as working alone or in teams, and whether one enjoys working with numbers, should be taken into consideration. A job may not define one's life, but it will inevitably consume a

significant portion of it. Therefore, aligning career choices with personal interests is key to achieving success in one's chosen path.

Conclusion

Professor Karen Tejedor Bowen's academic journey exemplifies the transformative power of pursuing one's passions and embracing personal growth. From her initial interest in the Advertising and Public Relations sector to her research in sports and well-being management, she has traversed diverse fields, continuously seeking knowledge and innovation. Throughout her career, Professor Bowen has emphasized the importance of staying adaptable, persevering through challenges, and maintaining a positive mindset.

Academia has provided her with a platform to contribute to society through research, teaching, and mentorship. The constant opportunity for learning, flexibility, and the ability to shape one's focus over time make academia an attractive career path for those driven by curiosity and intellectual growth. However, it also requires resilience in the face of rejection and the ability to navigate the complex landscape of academia.

Professor Bowen's journey serves as an inspiration for aspiring academics and individuals seeking fulfillment in their careers. By following their true passions, embracing challenges, and staying committed to personal growth, they can forge their paths and make meaningful contributions to their fields of interest.



CTM Interview Series – Prof. David Hsu

Navigating The Academic Odyssey: A Scholar's Journey With Professor David Hsu

By Mohammad Farhan Alkaff, TSE

此訪談係依據本院「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。此次受訪學者為計財系許博炫老師之共同作者 Prof. David Hsu，現任賓州大學華頓商學院教授。

The interview was conducted according to the regulations of the CTM Travel Grant for Inviting Coauthor to Visit. In this report, the scholar interviewed is Chair Professor, Yushan Scholar, Po-Hsuan Hsu's coauthor David Hsu, Richard A. Sapp Professor of Management at the Wharton School, University of Pennsylvania.

Introduction

The world of academia is a realm of infinite possibilities, a tapestry woven with passion, curiosity, and perseverance.

It is a journey where one's path unfolds through an intricate maze of experiences, each contributing to the tapestry of knowledge. Professor David Hsu, the Richard A. Sapp Professor of Management at the illustrious Wharton School, University of Pennsylvania, is a living testament to the ever-evolving journey of scholarly exploration. This narrative unveils the fascinating story of Professor Hsu's academic odyssey, embellished with unexpected detours and invaluable life lessons.

Early Days and Transition to the Professional World

Professor Hsu embarked on his academic quest at the eminent Stanford University, where he pursued undergraduate majors in economics and political science. This pivotal phase laid the foundation for his lifelong fascination with the complexities of social relations and economic systems. His years at Stanford were marked by intellectual curiosity and the pursuit of knowledge, but little did he know that his journey had only just begun.

Upon completing his undergraduate studies, David Hsu faced a crossroads that often confronts many young scholars. Uncertain about his future career path, he decided to step into the world of industry. These formative years were characterized by real-world experience, honing his skills, and gaining practical insights. It was during this time that he began contemplating the next chapter of his academic voyage.

Venturing into the Academia

The allure of academia proved irresistible, and David Hsu's path led him to Harvard University, a bastion of intellectual exploration. Here, he pursued a master's degree in public policy, driven by his fervent desire to wield the tools of social science, particularly economics, in addressing pressing policy challenges. Harvard's vibrant academic environment exposed him to a world where theory met practice, and ideas found real-world applications.

However, the siren call of academia persisted, and Professor David Hsu decided to embark on a Ph.D. journey at the prestigious Massachusetts Institute of Technology (MIT). This pivotal decision set the stage for a prolific research career that would redefine the landscape of entrepreneurial innovation. Little did he know that MIT would become the crucible in which his ideas would take shape and flourish.

David Hsu's academic journey has been guided by an unwavering passion for entrepreneurial innovation and management. Within this dynamic domain, he has ventured into a multitude of intriguing topics. His research portfolio spans intellectual property management, start-up innovation, technology commercialization strategy, and the intricate dynamics of venture capital. Through rigorous inquiry and groundbreaking insights, he has carved a niche for himself as a thought leader in these domains.

Embracing Uncomfortable Growth

In the intricate tapestry of Professor David Hsu's academic journey, one recurring theme stands out as an invaluable life lesson—an unwavering commitment to embracing uncomfortable growth. This facet of his narrative is not merely a footnote but a defining trait that has shaped his extraordinary career.

Throughout his academic odyssey, Professor Hsu encountered countless challenges and hurdles. These were not mere roadblocks but opportunities to stretch the boundaries of his comfort zone. Every moment of uncertainty was met with a resolute determination to confront the unfamiliar. It's in these moments that the true essence of growth lies—the willingness to venture into the unknown.

Early in our academic journey, Prof. Hsu reminded us to not shy away from the challenging or outside of comfort zone matters. He emphasized that these very challenges would serve as the bedrock of our future endeavors. It was in these moments that our self-awareness was put to the test, demanding that we discern our strengths and areas in need of refinement. The endeavor to refine our skills and capabilities, even in uncharted territory, was an investment in our personal growth.

Consequently, setting our sights ambitiously, aligning our aspirations with our evolving proficiencies, became an imperative in our quest to become the most refined versions of ourselves. This

principle held true regardless of the life paths we ultimately chose to tread upon, whether as academia or professional.

Professor Hsu's story is a testament to the power of taking calculated risks. In the early days of his career, he made pivotal decisions that might have seemed daunting at the time. Transitioning from the professional world back into academia, pursuing advanced degrees, and delving into complex research areas were all choices that carried inherent uncertainties. However, it was precisely these calculated risks that propelled him toward a trajectory of academic excellence.

Asking Questions, Even When the Answer Is "No"

A distinctive feature of Professor Hsu's journey is his unyielding commitment to curiosity. He emphasizes the significance of asking questions, regardless of the potential response. In academia and beyond, seeking answers is an integral part of personal and professional development. Professor Hsu's message to future scholars and professionals is unequivocal: ask questions boldly, even when the answer may be "no." Each "no" encountered in the pursuit of knowledge and innovation is not a dead-end but a stepping stone. It brings you one step closer to the invaluable "yes."

Resilience is a quality that has served as a cornerstone of Professor Hsu's success. The academic journey is often fraught with setbacks and moments of self-doubt. However, it's in these challenging moments that one's capacity

for growth is truly tested. Professor Hsu's career trajectory is a testament to the notion that resilience, coupled with a relentless pursuit of excellence, can lead to remarkable accomplishments.

Believing in oneself is a mantra that echoes throughout Professor Hsu's narrative. It's a lesson he imparts with unwavering conviction to future scholars and professionals. The path to personal and professional growth begins with self-belief. It is the driving force that propels individuals to take those daring steps, to persist in the face of adversity, and to seize every opportunity that comes their way.

Professor David Hsu's story is not one of a singular moment of transformation but a lifetime of embracing uncomfortable growth. It serves as a beacon of inspiration for those setting out on their academic odysseys, reminding them that every challenge, every "no," and every moment of discomfort is an integral part of the journey. It's a journey where the pursuit of knowledge and innovation knows no bounds, and where the value of saying "yes" to personal and professional growth is immeasurable.

Conclusion

When we reflect on the intricate journey of Professor David Hsu, it becomes evident that the quest for uncomfortable growth is a central motif that resonates throughout his narrative. This lesson extends beyond the confines of academia, resonating with all those who aspire to achieve greatness. Professor Hsu's life story stands as a testament to the profound transformative

potential of taking calculated risks, daring to ask probing questions, and nurturing unwavering self-belief. It reinforces the notion that genuine personal and professional growth thrives within the crucible of discomfort.

As we trace the trajectory of Professor David Hsu's academic voyage, we are greeted with a life brilliantly illuminated by intellectual curiosity, resilience, and an unwavering commitment to excellence. His journey serves as a wellspring of inspiration for all embarking on their own academic odyssey, reminding us that the pursuit of knowledge is an enduring adventure. With a lifetime brimming with remarkable accomplishments and a dedication to fostering innovation, David Hsu emerges as a guiding light for scholars and entrepreneurs alike, illuminating the path to academic distinction and entrepreneurial triumph.

In this epilogue, as Professor Hsu continues to shape the academic landscape and nurture the upcoming generations of scholars, his journey stands as a testament to the enduring spirit of exploration and discovery. It serves as a reminder that the pursuit of knowledge is an unceasing adventure, replete with unexpected twists and turns. Moreover, it underscores the idea that the impact of one's work can transcend both geographical borders and the passage of time. Professor David Hsu's odyssey is an enduring tribute to the indomitable power of curiosity, perseverance, and an unwavering commitment to excellence, both within the realm of academia and far beyond.

Student's Perspective 1

My Choice of College of Technology Management



作者：曾崇宇 計財系

The College of Technology Management, NTHU is one of Taiwan's top academic institutions, dedicated to cultivating professional talent in technology management. The college offers a diverse range of technology management and innovation courses, providing students with research knowledge and practical experience in the business-related field. The College of Technology Management boasts an excellent teaching team that combines practical experience and academic expertise to provide high-quality education to students. Furthermore, National Tsing Hua University's College of Technology Management encourages students to participate in research projects

and provides support to help them develop professional skills and leadership abilities. Additionally, the college continuously pursues internationalization, actively collaborating with international organizations and businesses, providing students with opportunities for cross-cultural learning and global career prospects, opening doors to their future.

At the College of Technology Management, students come from various backgrounds and professional fields, and they are passionate about technology management and innovation. What qualities attract these students, and why did they choose to study at the

College of Technology Management? We have invited some students to share their perspectives and insights, delving into their reasons for choosing National Tsing Hua University's College of Technology Management and their valuable experiences in this academic institution.

Q. Why did you choose College of Technology Management, and what attracted you to it?

Mr. Zhe-Wei Zhang from the Department of Quantitative Finance: I chose CTM because of its reputation and leadership in the field of technology management. Its outstanding performance attracted me, and I hoped to learn and grow in this top academic environment. Furthermore, the college provides a wealth of courses and research opportunities, which are essential to me because I want to delve into various aspects of technology management.

Ms. Hao-Jun Yang from the Department of Quantitative Finance: For me, the internationalization of the college is a significant attraction. I have always wanted to participate in international projects and collaborate with students from different cultural backgrounds. CTM offers many opportunities for cross-cultural learning, which greatly interests me.

Q. What are the characteristics of the college's courses and teaching resources in your major field that make you particularly satisfied?

Mr. Zhe-Wei Zhang from the Department

of Quantitative Finance: The courses in my major field are very practice-oriented, which is something I am very satisfied with. The college often combines theory with real-world cases, allowing me to better understand how to apply the knowledge I have learned in practical situations. Additionally, the faculty strongly encourages students to participate in various internships and practical projects, which has been very helpful for my professional development.

Ms. Hao-Jun Yang from the Department of Quantitative Finance: The course design of the college is very tailored to the needs of my major field. The College of Technology Management not only offers core courses but also many elective courses that allow me to create my own learning plan based on my interests and goals. Additionally, the college has modern teaching facilities and resources, as well as a comfortable learning environment, which has been very helpful for my studies and research.

Q. Tell us about your academic and social experiences at the college. What activities or organizations have you participated in?

Mr. Nai-Rui Chen from the College of Technology Management: My academic experience at CTM has been very enriching. In addition to classroom learning, I participated in a financial competition recommended by the college, which gave me the opportunity to apply the knowledge I had learned to solve real challenges. Furthermore, the college frequently invites industry experts to hold

special lectures, providing me with more practical insights into the industry. On the social side, I joined the student union, where we organized various social and cultural activities that allowed me to build friendships with students from diverse backgrounds and broaden my horizons.

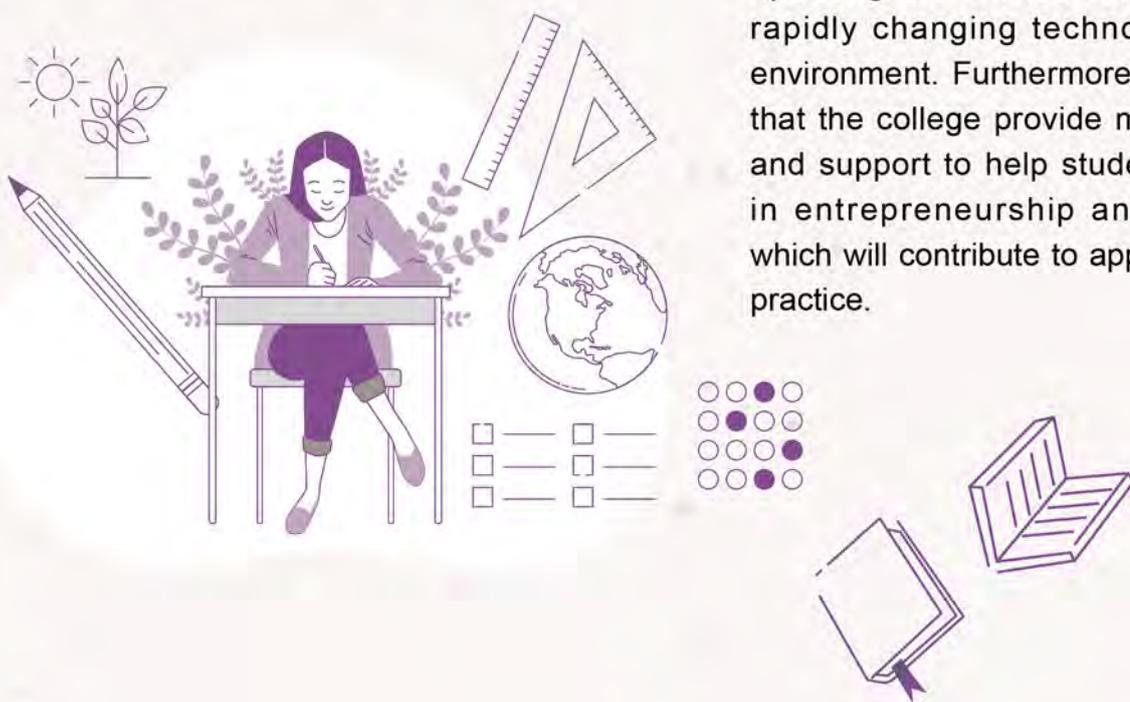
Q. What have you gained from the college's teaching team, and how have they influenced your learning process?

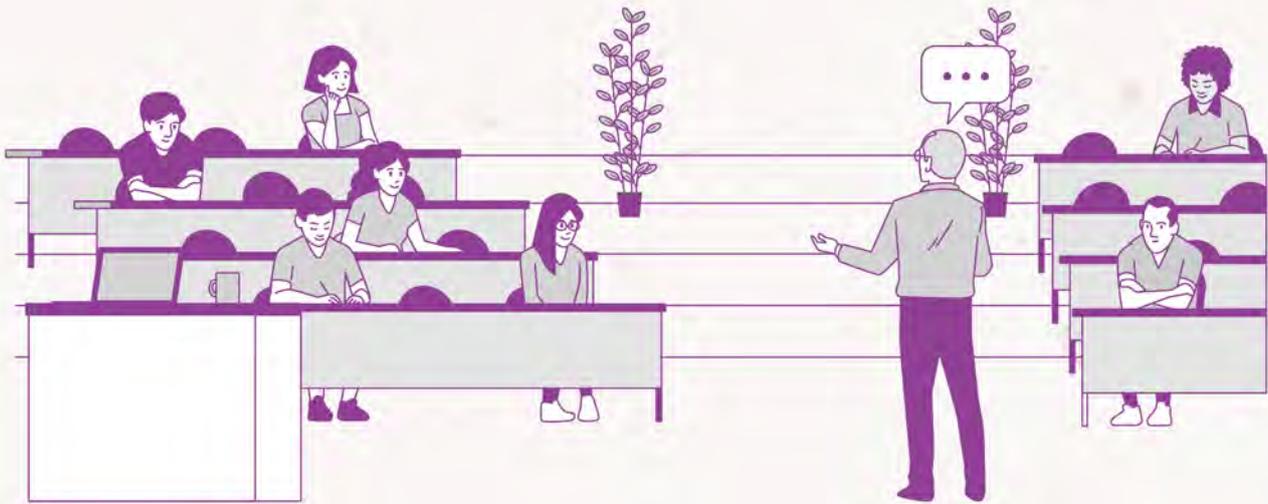
Mr. Qin-Chai Liu: The professors at the College of Technology Management are highly accomplished. They are not only excellent educators but some are also industry experts. Their experience and expertise provide valuable guidance to us, enabling us to better address future career challenges. With the support and encouragement of these professors, my learning process has become more fulfilling, and I consider myself lucky to be learning under their guidance.

Q. What are your expectations or suggestions for the future development of the college?

Mr. Zhe-Wei Zhang from the Department of Quantitative Finance: I hope the College of Technology Management can continue to expand opportunities for international cooperation and multidimensional exchanges. These opportunities will provide students with more international perspectives and career growth opportunities. Additionally, I suggest that the college strengthen the introduction of practical experience elements, such as internships and industry collaboration projects, which will be more helpful for students to address practical challenges in the post-graduation job market.

Ms. Hao-Jun Yang from the Department of Quantitative Finance: I hope the College of Technology Management can continue to emphasize the importance of innovation and technology and keep updating the curriculum to reflect the rapidly changing technology industry environment. Furthermore, I recommend that the college provide more resources and support to help students take risks in entrepreneurship and innovation, which will contribute to applying theory to practice.





Q How do you view the position and reputation of the College of Technology Management in the field of technology management? How has this reputation affected your career prospects?

Mr Xie: The reputation of the College of Technology Management holds significant weight in the field of technology management. When I sought internship opportunities or job applications, I found that many companies prefer students from the College of Technology Management. They believe that the college cultivates graduates with innovative thinking and practical skills, which gives me a significant advantage in my job prospects.

Q Would you recommend the College of Technology Management to other students interested in the field of technology management? Why?

Mr Xie: Absolutely. I believe the National Tsing Hua University College of Technology Management provides students with an environment full of opportunities and challenges. Here, we not only acquire professional knowledge but also develop practical skills and build

a network of relationships. The college's internationalization and reputation provide many advantages for future career development. I consider this an outstanding learning opportunity.

The College of Technology Management exemplifies the accumulation process of the technology management field in Taiwan, which has experienced rapid growth over the past few decades, attracting students from different backgrounds and professional fields who pursue excellence and innovation. Through the interviews with students mentioned above, we gain insight into why these students chose to study at the College of Technology Management and how the college has influenced their academic journey and careers. These interviewed students unanimously emphasize the characteristics of the college, such as the teaching team, diverse academic environment, practical-oriented curriculum, and internationalization, which instill confidence in them. As a leader in the field of technology management, the College of Technology Management will continue to create more opportunities for students in the future."

Student's Perspective 2

Classrooms

作者：劉上逢 經濟系

This summer, the classrooms on the first and second floors of the TSMC Building have undergone a complete renovation. The construction and refurbishment of these classrooms spanned nearly two and a half months during the summer vacation and were officially opened on September 11th. The renovated classrooms have been freshly painted, fitted with new flooring, desks, and chairs, and equipped with enhanced audio-visual technology, including support for distance learning. In the public areas surrounding the classrooms, several new dining spaces have been introduced, including a new public area on the first floor, formerly a restaurant with vending machines. Students are encouraged to fully utilize these upgraded facilities.

On this occasion, the entire faculty and students express their gratitude to E.Sun Financial Group, E.SUN Commercial Bank, Honorary Professor Chin-pu Tsai, and alumnus Mr. Ming-kuang Yu for their generous support and donations. These contributions provide a better teaching and learning environment for the students of the College of Technology Management. Quality spaces require our collective maintenance and appreciation, and the best way to give back to the donors is to cherish and make good use of these facilities. Let us, in this shared life and learning community, work together to elevate the College of Technology Management to international standards!



TSMC Building's New Classroom Space Series 1: The Advancement Lecture Hall (Rooms 103 and 104)

Surprising, isn't it? The classrooms have undergone a complete transformation! Honorary Professor Chin-pu Tsai, understanding the challenges that students faced in the old classrooms, played a crucial role in upgrading the College of Technology Management's classroom facilities. For example, the original classrooms were long and narrow, creating a significant distance between students and the instructor during learning and interactions. Therefore, in this renovation, the classrooms were rotated by 90 degrees. Additionally, to address the challenges of remote teaching in



the post-pandemic era, cameras were installed both in front and behind the new classrooms, making video viewing more convenient. Furthermore, due to the increased classroom space, touchscreen and auxiliary screens were added on both sides of the classroom. This allows students attending in person not only to hear clearly but also to view the lecture content, facilitating seamless connections for remote learning.

Space remains fixed, but design is dynamic. Originally, classroom seats were placed individually, but with the new orientation of the space, the redesigned layout groups seats in sets of five and seven. This arrangement allows for a more precise calculation of the usable area, ensuring that desk space, the gaps

between desks, and differences in eye-level appear more organized. Moreover, it provides ample room for students to move within the classroom. As the saying goes, “A good workman always sharpens his tools.” Skillfully reorganizing these classrooms and acquiring the necessary equipment will undoubtedly greatly assist in teaching and learning. We hope that both teachers and students will appreciate these changes.

TSMC Building’s New Classroom Space Series 2: The E.SUN Hall (formerly Room 224) and Five Other Classrooms on the Second Floor

The newly revitalized second floor of

TSMC Building, generously donated by E.Sun Financial Group and E.SUN Commercial Bank, has undergone extensive renovations, including all classrooms and audio-visual equipment. Each classroom now boasts fresh flooring and desks and chairs with thoughtful color combinations. The walls feature varying widths of vertical lines, creating a sense of rhythm in the spatial layout. This visual characteristic of extending vertical lines imparts a lofty and infinite feeling to the classroom design. Within the classroom space, there are gentle curves in the design, effectively dissolving the invisible boundaries that once existed between teachers and students.

After three years of dealing with the pandemic, higher education has seen many changes, with diversification of hardware facilities and spaces being one of them. Consequently, the university has used this project to overhaul the teaching video system. The new system allows for synchronous recording and playback and employs cloud-based technology to facilitate students' learning.

In this wonderful learning environment, a message adorns the second-floor wall: "Persist in your ideal & never give up." This serves as a reminder to persevere in one's aspirations and never give up. Whether in the context of business or in one's personal life, navigating smoothly through life's challenges can be difficult. Life is replete with ups and downs, and we will inevitably encounter various difficulties, challenges, and setbacks along the way. However, as long as we cling to our dreams and continue moving forward, we undoubtedly have

the opportunity to enhance our lives and make them more exciting. The sponsoring organizations, E.Sun Financial Group and E.SUN Commercial Bank, seek to convey a message through their support for classroom renovations to the faculty and students of the College of Technology Management at National Tsing Hua University. Their aim is to remind everyone that as long as you have a dream, you should persist. Only with unwavering determination can you overcome the trials and obstacles, ultimately achieving your goals and enriching your life, making your future journey more meaningful.

TSMC Building's New Classroom Space Series 3: The Ming-kuang Corridor (Rooms 120 and 121)

The former Rooms 120 and 121 always seemed dim and crowded at the entrance. Thanks to the generous support from our alumnus, Mr. Ming-kuang Yu, these inconveniences have been addressed at our alma mater. Following the completion of the renovations, Rooms 120 and 121 have undergone comprehensive upgrades, including the walls, carpeting, desks, and audio-visual equipment. These classrooms are now bright and spacious, eagerly awaiting the arrival of our students to experience them!

In the past, when people gazed from the first-floor restroom of the College of Technology Management toward the restaurant, a sense of darkness prevailed. The College of Technology Management is fortunate to have an alumnus named "Ming-kuang" who has



明光廊道



明光廊道公共空間

generously supported us. They have made the decision to transform this corner from obscurity to illumination, enabling students to adopt a more focused and open-minded approach to learning. This space has now been christened the “Ming-kuang Corridor.” We hope that as students stroll along this corridor, they can progress toward a brighter future and embark on a journey towards a more fulfilling life.

TSMC Building’s New Classroom Space Series 4: The Common Area (formerly the first-floor restaurant)

The brand-new first-floor public space, open from 7:30 AM to 6:30 PM, features a bar area and a lounge section, providing students with a place to relax, dine, and engage in conversations between classes.

In an effort to boost restaurant usage, the university has partnered with two major convenience store chains. They’ve installed 7-Eleven and FamilyMart smart vending machines and coffee makers, offering not only snacks but also some fresh food items. This not only saves time for both faculty and students but also eliminates the need to travel downhill for meals. We extend a warm welcome to all students to drop by when they have some free time. The College of Technology Management would like to remind everyone that the Common Area is a public space. We kindly ask students to dispose of their trash, maintaining cleanliness in the surrounding area, which makes it more convenient for other faculty and students to use. Thank you for your cooperation, and we hope that everyone enjoys the new design!

Teacher's Day Celebration 2023



In appreciation of the hard work of our teachers, we held a celebration for Teacher's Day. Dean Lin delivered a speech in which he expressed special appreciation for the dedication of our teachers and looked forward to the College of Technology Management becoming an even more outstanding business school in the future. For this event, we also had the honor of inviting Mr. Zhou Wei-Cheng, an alumnus of NTHU and CEO of Kneron, to share his insights on 'Global Perspective AI Talent Development Strategy.' Additionally, Professor Pei-Yu Chien and Professor Hung-Hua Pan, who attended a Harvard case study program in the United States

this summer, shared what they learned. The College of Technology Management is committed to talent development, and we aim to be the strongest support for both faculty members' professional development and students' learning.

During the event, special awards were presented to outstanding teachers within the college and to faculty and staff who have served for 10 and 20 years. The list of awardees is as follows, and we would like to express our gratitude once again for the dedication of our teachers and colleagues. The College of Technology Management takes pride in all of you.

Awardees



Tsing Hua Chair Professor :

Professor Galit Shmueli

CTM Outstanding Teaching Award (Full-time) :

Professor Galit Shmueli, Professor Chung-Han Hsieh, Professor Ching-Yi Lin

CTM Outstanding Teaching Award (Adjunct) :

Ms. Yi-Fen Chen, Mr. Yu-Wei Hsu

CTM Outstanding Mentor Award :

Professor Chi-Feng Tzeng, Professor Yun-Hsien Lin.

CTM Research Award :

Professor Galit Shmueli, Professor Ching-Fu Lin, Professor Tak-Yuen Wong

CTM Outstanding Industry-Academia Research Award :

Professor Chien-Te Fan

CTM New Faculty Research Award :

Professor Pi-Han Tsai Professor Tak-Yuen Wong, Professor Chun-Chi Hung,
Professor Chung-Han Hsieh

CTM Faculty and Staff with 10 and 20 Years of Service :

Professor Jyun-Cheng Wang (20 years), Miss Yu-Mei Wang (20 years),
Professor Ying-Che Hsieh (10 years)



Group picture



Remarks by Dean Lin



Tsing Hua Chair Professor / CTM Outstanding Teaching Award/ CTM Research Award: Professor Galit Shmueli



CTM Outstanding Teaching Award / CTM New Faculty Research Award: Professor Chung-Han Hsieh



CTM Outstanding Teaching Award: Professor Ching-Yi Lin



CTM Outstanding Teaching Award: Professor Yu-Wei Hsu



CTM Outstanding Mentor Award: Professor Chi-Feng Tzeng



CTM Outstanding Mentor Award: Professor Yun-Hsien Lin



CTM New Faculty Research Award: Professor Pi-Han Tsai



CTM New Faculty Research Award: Professor Chun-Chi Hung



CTM Research Award / CTM New Faculty Research Award: Professor Tak-Yuen Wong



CTM Faculty and Staff with 20 Years of Service: Professor Jun-Cheng Wang



CTM Faculty and Staff with 20 Years of Service: Ms Yu-Mei Wang (20 years)



CTM Faculty and Staff with 10 Years of Service - Professor Ying-Che Hsieh (Professor Chang collected the prize on Professor Hsieh's behalf)



Harvard case study learning experience sharing by Professor Pei-Yu Chien



Harvard case study learning experience sharing by Professor Hung-Hua Pan



Mr. Zhou Wei-Cheng, an alumnus of Tsing Hua University and CEO of Kneron, to share his insights on 'Global Perspective AI Talent Development Strategy.'

CTM

E-Newsletter
