

CTM

E-Newsletter



03 2024
March



圖：邱議德副教授（服科所）



圖：胡國琳校友

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03 2024

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服科所新聘老師 邱議德教授專訪

作者：經濟系三年級 張芳薰



隨著新學期展開，科管院也熱烈迎接新進服務科學研究所的邱議德教授。邱教授於本學期首次開課教導科管院的莘莘學子，這次實習記者非常榮幸有機會採訪秋教授，讓我們一起更加認識這位新教授吧！

學術背景、研究方向

邱教授當年在加拿大 Queen University 主修資管，輔修組織行為，取得博士學位，後，他緊接著到了紐西蘭 Victoria University of Wellington 任教，主要教導與研究人員與科技的互動如何提升工作效率及績效，個人身心健康及工作與生活平

衡；另外還包括資訊系統開發應用，及如何「以人為本」導入系統科技。


邱教授提到，現代對於資訊系統的需求增多、增快，如金融業在創新理財科技的層面，近年便有快速發展；邱教授也提及金融業在使用科技上的轉變，不但使用大數據分析，也同時更加注重實體通路與客戶的互動過程，深度探索客戶的真實需求。

另外，邱教授也研究社群軟體系統設計對使用者的影響程度，如與他人的關係密度、心理狀態、有效率度、及使用者的感觸。邱教授並提出，人們對於因個人隱私而對部分生活上的科技有所保留，同時，目前 AI 的能力也尚不足以給予使用者個人化回覆及建議，同時此方向發展也可能導致一般人民與大企業之間的資料識讀權力不對等，這些皆為邱教授的研究領域。

專業之發展過程

邱教授如此深入掌握自身專業，其中一部分原因來自他先前在軟體公司工作數年的經驗。邱教授當時注意到，當時公司所使用的 Virtual Teams 形式，連帶所導致的衝突，人際互動變化及不同文化環境等情境，對工作效率有所影響，因而啟發他的研究興趣。

此外，邱教授也說他自己也在學習過程受到很大影響。當觀察前人所做的研究去比



較不同的方法之差異、相似性，然後不妨再發想，是否有更佳的方法？邱老師也強調實際體驗的重要性，唯有實際使用所研究的軟體，才能真正了解使用者在使用中的感想及可能遇到的問題、情境。最後則是團隊合作，從互相學習的方式去提升自我的能力及理解。

關於科管院

由於本校緊鄰新竹科學園區，邱教授在加入科管院之前，就猜測科管院可能有較充分的產學合作互動機制及人際連結。同時邱教授也認為，科管院在國際交流上，無論是教學或是合作，國際連結都是比較完善的，而且邱教授亦認為，科管院因成立歷史較新，所以態度也比較開放、十分鼓勵內部師生的創新思想。

自從加入科管院至現在，邱教授發現科管院國際化程度與他在國外任教時不相上下，尤其是對於他目前教導的 IMBA 學生，以及較常接觸的服科所教授們，更是如此；不但在互動上沒有明顯階級之分，邱教授也提起，科管院同仁對於新進教授有許多溫暖的關心及援助。除此之外，令邱教授驚訝的則是從其他教授研究中，所觀察到科管院與新竹在地環境的連結，如在林福仁及王俊程教授的研究中，就有清楚的呈現。

教學風格

在教學上，邱教授採用「以學生為主軸」的方法，讓學生做更多、老師說得更少，以達成學習效果最大化：透過活動設計，讓學生積極思考及發言，老師相對則是作為輔導角色。教授也認為，是透過某程度

的「苦」，學生才能實際記下課程目標所教的內容。然而，這種教學方式也需要學生自主地投入較多課外時間，因此較難完全傳給每一位學生。本學期所開的「組織行為」，邱教授便就是採用部分傳統、部份翻轉的混合式教學。

未來發展

邱教授目前最有興趣探討的課題，是人對於 AI 的過度依賴，及如何讓人工智慧「負起責任」：無論是個人、企業及國家對於 AI 使用，又該如何界定適度的擴張，與完善的規範。比如在學術上，運用 AI 究竟是讓人更快完成進度？還是讓人不再自主思考？在工作上，AI 的應用是否降低產出品質？在社交上，是否會讓人脫離人群、更加孤立？長期而言，人類大量使用 AI，對於工作組織文化或氛圍又有何影響呢？這些都在邱教授希望能在更加探討的範疇內。

對此，邱教授希望首先應該釐清所謂「過度依賴 AI」的標準何在。再者，他也希望專注於探討 AI 與人類社交上的影響及情感上的轉變，甚至是如何逃出「數位心態」，並且終止人對於 AI 的過度依賴，最後透過跨領域合作探討各領域對 AI 的看法。

對於學生

邱教授認為，若要給予學生有效意見或實質幫助，應該先區分困擾學生的壓力來源，究竟是來自學業，工作或者家庭？身為教授，主要能協助的當然是與課業相關的專業知識，找工作的人脈、及個人生涯經驗。對於課業相關壓力，邱教授認為與其直接給予正確答案，教師更應該指引學



生方向、讓其自行探索，並在適度的挫折與磨練後，學習到如何容忍求學的不確定性，這類經歷必將帶給學生體會、認知更深感觸。

邱老師也提出，環境對於學生的影響很深遠，希望在能力範圍內，多提供學生愉悅的學習過程，讓學生「學之所樂、樂之所學」，並創造合適且有意義的組織文化及工作環境。

關於邱教授的 5 件小事

- 貓派
- 最喜歡的樂團：滅火器
- 咖啡派
- 火鍋會加芋頭
- 心中的新竹美食：
山田麻糬、六月三十（冰淇淋）、
柿餅

數學系 胡國琳校友專訪

作者：科管院辦公室提供



在美國創立 RiskVal 風險控管公司的胡國琳校友，特別應科管院邀請接受訪談，與師生及校友們分享他的幾點創業心法。

真誠是創業的重要資產

「金融環境瞬息萬變，因此在工作過程中，應秉持真誠的態度做事，不要心機，答應別人的事情就一定努力做好」，胡校友娓娓道來自己的處世之道。由於胡校友一直在工作中嚴謹認真地完成各項任務，沒想到當他後來考慮創業，這種信任基礎成為別人願意幫忙的重要因素，甚至主動為自己介紹客戶，在草創階段奠定一部份事業基礎。

「真誠」兩個字說起來簡單，但外在環境

變化，時時考驗著我們對這信念有多少堅持。胡校友回憶，2001 年美國發生 911 事件，事發之前，他為第一個客戶花費三年精心設計好一套運算程式，孰料受到波及、整個系統全毀，雖然他已做好備份，但因為都安放在同一處，所有努力泡湯，一切得重新開始。這讓胡校友嘗到強烈的挫敗感，畢竟，客戶願意給多少時間？自己能否重起爐灶？在在都是未知數！

胡校友內心真誠的態度，讓他決定咬著牙重頭來過。他耗費好一段時間，終於順利完成對客戶的承諾，在業界建立起口碑。這讓胡校友再次體會到「真誠」實在是他創業的一項重大資產。

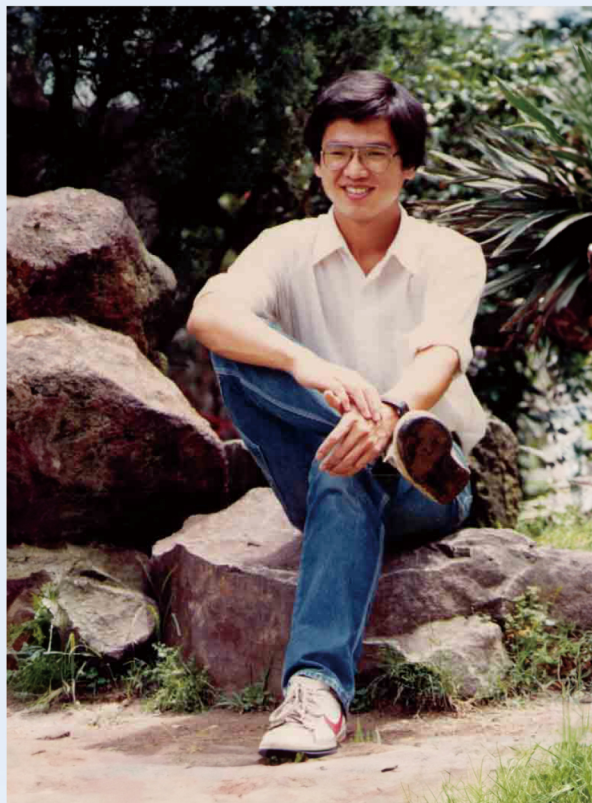
看似平淡的成功定義

胡校友在華爾街闖蕩 30 年，近年屢屢以事業獲獎肯定，除了被評選為紐約最有潛力的 50 名 CEO (Smart CEO FUTURE 50)，還先後獲頒海外青年創業楷模及海外台商磐石獎，堪稱事業有成。如今，胡校友又怎麼看待「成功」兩個字呢？

胡校友坦言，雖然他擅長財務計算，卻不希望用金錢當成唯一衡量標準。胡校友認為，在經歷過大風大浪之後，仍能過著平和的生活，每天睡覺都能心安理得，這就是一個成功的人生。這種標準看起來很平淡，胡校友卻有自己的人生故事來說明在面對外境種種挑戰與機會時，人還是要奮力一搏，努力完成自己對他人的承諾，但要了解人不會勝天，人只能勝人而已。

健康是人生的重要基礎

此外，健康也是胡校友看重的人生一大基礎，這需要長時間去維持良好的作息、健康的飲食、適度的運動、心理平和，願意跟別人和善相處，也在內心中看到一個更高層次的自己。



胡國琳學長簡歷

| 學歷 |

- 美國紐澤西理工學院電腦科學碩士
- 國立清華大學數學系學士

| 經歷 |

- RiskVal Financial Solutions, LLC 創辦人暨執行長 (1998 - present)
- 花旗集團 (Citigroup Group) 套利交易部門副總經理 (1994 - 1998)
- 高盛 (Goldman Sachs) 固定收益研究副總經理 (1992 - 1994)
- 所羅門兄弟 (Salomon Brothers Inc.) 商務技術副總經理 (1989 - 1992)



更多精彩專訪
歡迎觀看



院內大小事

CTM Highlight

作者：由院辦公室提供

This article is provided by CTM Office

榮譽 Honor

恭喜 服科所徐茉莉清華講座教授榮獲 2023 玉山學術獎

Tsing Hua Chair Professor Galit Shmueli received 2023 E.Sun Academic Award



榮譽 Honor

服科所邱議德教授加入清華大家庭並在本學期開始執教，這將為科管院帶來新的活力和知識。我們期待著與邱教授一起在教學和研究上取得更多的成就，共同推動學院的發展。再次祝賀邱教授獲得這一殊榮！

Tsing Hua Chair Professor Galit Shmueli received 2023 E.Sun Academic Award



學術英文寫作與口說工作坊於 2024 年 03 月 09 日圓滿落幕

The Academic English Writing and Speaking Workshop concluded successfully on March 9, 2024!

本次科管院 EMI 計畫辦公室邀請到申芷熙博士 (Estella Chen) 為科管院同學開設「學術英文寫作與口說工作坊」。上午同學們學習到撰寫出國交換自傳 (Statement of Purpose, SOP) 的要訣與各段文章架構；下午緊接著發揮團隊合作的力量，同學們以日本、新加坡、國外大學為主題在短時間內做出簡報，並上台使用英文報告！相信來參加工作坊的同學們都收穫滿滿，祝福同學們能應用在工作坊所學在你們各自的領域上。

The EMI Office of the College of Science and Management invited Dr. Estella Chen to conduct the "Academic English Writing and Speaking Workshop" for the students. In the morning session, students learned the tips for writing a Statement of Purpose (SOP) for studying abroad, including the structure of each paragraph. In the afternoon session, harnessing the power of teamwork, students worked on short presentations on topics related to Japan, Singapore, and foreign universities, and presented them in English. We believe that all the students who attended the workshop gained valuable insights, and we wish them success in applying what they have learned in their respective fields.



公告 Announcement

忘了帶卡，在門禁時間無法進入台積館嗎？

現在用手機掃 QR code 就可以了！

CTM Entrance System Upgraded.

科管院大門門禁升級

忘記帶學生證，就可用手機QR-CODE進入囉！

使用方式

只需要點開「清華學生平台APP」
「清華守門員」自動產生的QR-Code
就可幫助你進入台積館囉！
(當然你原學生證有授權的才可以)

1. 下載「清華學生平台APP」

扫描二维码下载 App Now
開啟「清華學生平台」
並登入「校務資訊系統」的帳號、密碼

2. 點開「清華守門員」功能

將手機螢幕調到最亮，太暗會讀不到囉！

3. 感應讀卡機

將手機螢幕距離讀卡機下方約
10cm~20cm
並將手機尾部保持稍微上揚約10度。

目前你可用的地點有：
台積館1F前門及餐廳！

卡機的鏡頭顯示開，
你就可以進入台積館囉！

3 月科管院內活動預告

Upcoming events

舉辦日期 Date	語言 Language	院內單位 Office/ Department	主題 (中英) Topic	地點 (中英) Venue	報名連結 Registration
4/1 5/1	英文 English	院辦公室 College Office	電子報 2024 畢業 特輯 Q&A 歡迎畢業生填寫 2024 Newsletter graduation special edition: Q&A for Senior students	線上 Online	
4/02	英文 English	科管院 EMI 計畫 辦公室 EMI Program Office	CTM English Corner - Alumni Sharing: Work and Life in Germany (FLL 18 Chen Ching-Yi)	台積館 3 樓 聰淑空間 3F Tsung-Shu Space, TSMC Building	
4/13	中文 Chinese	科管所	清大科管所 所友回娘家	孫運璿紀念中心	
4/16	中英 Chinese& English	院辦公室 College Office	Good Music for Lunch 午餐音樂會	台積館 1 樓大廳 Lobby, TSMC Building	不須報名 No Registration Required
4/17	中文 Chinese	國際事務辦公室	[雙聯學位說明會] 新加坡管理大學 雙聯計畫說明會	台積館 430 教室	
4/27	中文 Chinese	經濟系	經濟學系 校友回娘家	台積館 (上午) 校友體育館 (下午)	
4/27	中文 Chinese	科管院學士班	科管院學士班 校友回娘家	台積館 309 教室	
4/30	英文 English	科管院 EMI 計畫 辦公室 EMI Program Office	CTM English Corner- Share Extracurricular Activities	台積館 3 樓 聰淑空間 3F Tsung-Shu Space, TSMC Building	

Interview with Professor Yi-Te Chiu

作者：經濟系三年級 張芳薰



With the commencement of the new semester, the College of Technology and Management warmly welcomes Professor Chiu, Yi-Te to the Institute of Service Science. This semester, Professor Chiu is teaching at CTM for the first time, and our internship reporter is honored to have the opportunity to interview him. Let's get to know this new professor together!


Academic Background and Research Directions

Professor Chiu earned his Ph.D. in Information Management with a

minor in Organizational Behavior from Queen University in Canada. He then proceeded to teach at Victoria University of Wellington in New Zealand, where his primary focus was on how the interaction between personnel and technology enhances work efficiency and performance, personal well-being, work-life balance, information system development and application, and the human-centric approach to technology systems.

Professor Chiu pointed out the increasing and accelerating demand for information systems in modern times, citing rapid developments in innovative financial technology within the finance industry as an example. He also mentioned the transition in the financial industry towards not only utilizing big data analytics but also emphasizing interaction with customers through physical channels to explore their genuine needs.

Furthermore, Professor Chiu's research also delves into the impact of social software system design on users, including factors like closeness of relationships, psychological states, efficiency, and user experience. He emphasized people's reservation towards certain technologies aimed at life-improvement due to personal privacy concerns and highlighted the current



limitations of AI in providing personalized responses and recommendations. He also noted that this direction of developments might lead to an imbalance in data literacy between the general public and large enterprises, all of which fall within Professor Chiu's research areas.

Professional Development Process

Professor Chiu's profound understanding of his field partly stems from his years of experience working at a software company. During his time there, he noticed how the use of Virtual Teams within the company led to conflicts, changes in interpersonal interactions, and the influence of different cultural environments on work efficiency, which sparked his research interests.

Moreover, Professor Chiu mentioned being greatly influenced by his learning process. He emphasized the importance of learning from your predecessors, finding the similarities and differences of their ways, and then challenging yourself to think of an even better method. He also states the importance of practical experience, and that only by using the software being studied can one truly understand users' thoughts and potential problems or situations they may encounter. Finally, he highlighted the significance of teamwork in enhancing one's abilities and understanding through mutual learning.

About the College of Technology and Management

Before joining CTM, Professor Chiu speculated that it might have more comprehensive mechanisms for industry-academia collaboration and interpersonal connections due to its proximity to the Hsinchu Science Park. He also believed that CTM's international connections in teaching and cooperation were relatively well-established. Lastly, due to CTM being relatively new, he also believed the general atmosphere to be more free and encouraging of innovative thinking for faculty and students alike.

Since joining CTM, Professor Chiu has found the level of internationalization similar to his teaching experience abroad, especially among the IMBA students he currently teaches and the professors in the Institute of Service Science. He praised the lack of apparent hierarchy in interactions and the warm support and assistance provided to new professors by colleagues within CTM. Additionally, he was surprised by the connection between CTM and the local environment of Hsinchu, as evidenced in the research of professors like Professor Lin, Fu-Ren and Professor Wang, Jyun-Cheng.

Teaching Style

In his teaching, Professor Chiu adopts a student-centric approach, allowing students to do more while the teacher talks less to maximize learning effectiveness. Through activity design, students are encouraged to think actively and speak up, while the teacher plays a guiding role. He believes that it's through a certain degree of "hardship" that students can truly grasp the content taught in the course. However, this

teaching method also requires students to invest more time outside of class, making it difficult for every student to commit fully. Professor Chiu's course on "Organizational Behavior" this semester is a blend of traditional and flipped teaching methods.

Future Development

Professor Chiu is currently most interested in exploring the topic of human over-reliance on AI and how to make artificial intelligence "accountable." He questions how individuals, businesses, and countries can define the appropriate expansion and regulation of AI usage: for example, in the academia field, is the usage of AI going to make people more efficient? Is it going to decrease people's ability to think independently? In work environments, is the usage of AI going to lower the quality of outputs? When it comes to social interactions, is the usage of AI going to make people more distant and lonely? With increased usages of AI, how will work culture and atmosphere be affected? These are all examples of what Professor Chiu hopes to research further into.

First, he aims to declare what "over-reliance of AI" is and where the line ends. He then hopes to focus on investigating the impact of AI on human social interactions and emotional changes, as well as how to escape the "digital mindset" and end over-reliance on AI. He also aims to explore various fields' perspectives on AI through interdisciplinary collaboration.

Advice for Students

Professor Chiu believes that to provide effective advice or substantial assistance to students, one should first identify the sources of stress troubling students, whether they stem from academics, work, or family. As a professor, he primarily assists students with academically related professional knowledge, job connections, and personal career experiences. Regarding academic stress, Professor Chiu believes that rather than providing direct correct answers, teachers should guide students, let them explore on their own, and learn to tolerate the uncertainty of learning through moderate setbacks and trials.

He also emphasized the profound impact of the environment on students and hoped to provide students with a pleasant learning process within his capabilities, allowing them to "enjoy learning and learn joyfully" while creating a suitable and meaningful organizational culture and work environment.

5 Facts about Professor Chiu

1. cat lover
2. Favorite band: Fire EX.
3. Coffee or Tea? Coffee
4. Taro in the hotpot is acceptable!
5. Favorite food in Hsinchu- Mochi from Yamada, ice cream From June30th, dried persimmon

Feature story-Alumni Interview with Jordan Hu

This article is provided by CTM Office

Jordan Hu, an alum of NTHU who founded RiskVal, a risk management company on Wall Street in the United States, shares with us today some of his entrepreneurial insights.

Sincerity is a Vital Asset in Entrepreneurship

Facing the complex and ever-changing financial environment during work, one should maintain a sincere attitude towards tasks, refrain from manipulation, and strive to fulfill commitments earnestly. Because of Jordan's rigorous and conscientious completion of tasks throughout his career, it unexpectedly became an important factor when he later considered entrepreneurship, as people willingly introduced clients to him. Sincerity may sound simple, but sometimes external changes test our commitment to this belief. The 9/11 incident destroyed the program meticulously designed for the first client over three years, despite having backups, they were stored in the same location, necessitating a fresh start. How much time would the client be willing to give? Could he continue with a clear mind?

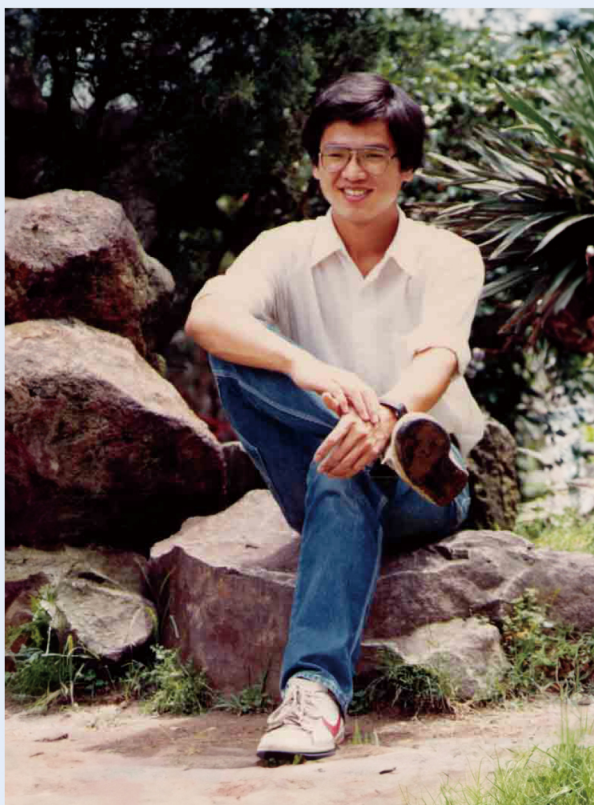
With a sincere attitude, he persevered and successfully fulfilled his promises to clients, establishing a good reputation in



the industry. This made him realize that sincerity was indeed a significant asset in his entrepreneurship journey.

The Deceptively Simple Definition of Success

How does Jordan define "success"? Despite being proficient in financial calculations, he doesn't wish to measure success solely by money. He believes that being able to live a peaceful life after weathering great storms, going to bed every night with a clear conscience, should be considered a successful life.



These words may seem ordinary, but Jordan has his own life story to illustrate that in the face of various challenges and opportunities, one must strive and fulfill commitments to others, understanding that humans can only compete with other humans, not with the nature.

Health is the Foundation of Life

Moreover, health is also a major foundation valued by Jordan. This requires maintaining good routines, a healthy diet, moderate exercise, mental peace, willingness to interact kindly with others, and seeing a higher level of oneself within.

About Jordan Hu

Education:

- M.S., New Jersey Institute of Technology, USA
- B.A., National Tsing Hua University, Taiwan

Experience:

- Founder & CEO, RiskVal Financial Solutions, LLC (1998 - present)
- Deputy General Manager of the Arbitrage Trading Department, Citigroup Group (1994 - 1998)
- Vice President of Fixed Income Research, Goldman Sachs (1992 - 1994)
- Deputy General Manager of Business Technology, Salomon Brothers Inc. (1989 - 1992)



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story about Jodan
Hu, Scan here



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