

CTM

E-Newsletter



科技管理學院
College of Technology Management

09 2025
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圖 / 陳惠鈞老師



圖 / 洪華薇老師



圖 / 賴怡君老師



圖 / 黃若翔老師

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What's Coming Up



發行人：科管院彭心儀院長

執行總編：公共事務辦公室潘虹華主任

共同編輯：彭美婷

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傳承與展望 | 科管院院長交接典禮

作者：院辦公室提供



8月1日，科技管理學院在莊重而溫馨的氛圍中舉辦院長交接典禮，現場貴賓雲集，包含清華大學高為元校長、台聯大系統陳力俊校長、賀陳弘前校長，以及多位校內師長、校友代表和行政同仁，共同見證科管院歷史性的一刻。典禮中，笑語與掌聲交織，充分展現全院師生及來賓對科管院的關懷與支持。

林哲群院長完成六年任期，回顧任內施政，致力於凝聚校友力量、優化院內硬體設施，打造更優質的學習環境；同時推動多項教師獎勵制度，積極提升教研能量。

他在致詞中感謝一路相挺的校友、師長與行政團隊，分享這段充實而精彩的旅程，並強調科管院的發展成就來自每一位師生與同仁的共同努力。林院長任內的募款與硬體建設成果，使科管院的設施與國際標準接軌，為後續院務發展奠定堅實基礎，其領導力與卓越意志將在科管院歷史上留下重要篇章。

新任院長彭心儀在典禮中發表致詞，提出未來願景。彭院長表示，科管院將集中心力，充分發揮固有優勢，展現「科技＋管理＋社會科學」的教學與研究亮點，打



造鮮明的集體形象，進一步鞏固學院在台灣及國際的地位。她強調，面對大數據與人工智慧時代的創新跨界趨勢，科技與管理的整合力量不可忽視，本院多元領域師資，能在推動科技管理、創造企業價值的同時，兼顧分配效率與公平、制度合理與正當性。

彭院長進一步指出，科管院學生在跨領域訓練下，培養出跨界DNA，能在技術可行、商業創意、財務永續、經濟理性與社會正義之間追求動態平衡，具備系統化思考與解決問題能力。她認為，這不僅是科管院的優勢，更是肩負的責任與使命。彭院長提及，本院自誕生以來，早已打破傳統領域界線。她由衷敬佩25年前本院籌備委員們的遠見與魄力，並期盼本院持續努力走出自己的路，開創獨有的格局，提出不一樣的科技治理框架。

典禮現場，賓客們全程參與，場面溫馨感人。彭院長也特別介紹新的行政團隊，包括副院長吳世英老師、劉玉雯老師，以及在職專班執行長王俊程老師，並感謝行政團隊將全力以赴，與全院師生攜手推動科管院未來發展。賓客對新院長的致詞表達高度肯定，也對科管院的未來充滿期待。

此次院長交接典禮不僅象徵領導團隊的順利交替，也展現科管院的凝聚力與創新力。從林哲群院長的奉獻與成果，到彭心儀院長提出的願景與策略，全院師生及來賓共同見證科管院的新篇章。展望未來，科管院將持續推動跨領域創新、強化品牌特色、講述不一樣的故事，開創更高遠的格局定位與社會影響力。

新面孔・新能量 | 新進教師介紹

作者：新進教師提供

科技管理學院迎來四位新面孔啦！他們各自帶來不同的專長和研究方向，還有滿滿的教學熱情，準備和大家一起探索知識、激發創意。無論是經濟分析、科技法律、學士班課程，還是跨領域研究，這些新進老師都將為學院注入新活力！

讓我們一起認識他們：

- ・經濟系 陳惠鈞老師
- ・學士班 洪華薇老師
- ・學士班 賴怡君老師
- ・科法所 黃若翔老師

快來看看他們的故事和教學特色，和新老師一起迎接充滿活力的新學期吧！



新進教師 陳惠鈞

請問您的學術背景是什麼？能分享一下您的主修和研究方向嗎？包含未來要進行的特定研究項目或計畫。

我是在清大經濟讀學士與碩士，之後便前往俄亥俄州州立大學就讀經濟學博士。我在博士班的導師是 Aubhik Khan，主要是做 heterogeneous agent model。我個人認為我的專長相對來說適合去適配 cross-sectional 或是 panel data，可以用這樣的模型去解釋資料中所發現的機制如何影響整個經濟體。我目前的研究方向主要是在看美國的稅務優惠如何在景氣差的時候提振經濟。未來要進行的研究項目主要會和做實證的學者合作，應用我在 heterogeneous agent model 上的專長。

請問您在這個領域的經驗和專業知識是如何發展的？

經濟學的博士班會有系統性的訓練。我認

為所有的關卡（資格考，博士候選人考試）的設計都會有助於研究的訓練。導師的帶領我認為也是幫助我發展專業知識的重要途徑。

想請問您新學期要教什麼課程如何？另外，請問您對於此課及修課同學有什麼期許呢？

我接下來這一年會教大學部的總體經濟學一和二，以及研究所的總體經濟專題二。我對課程以及同學的期許是，在現在這個時代，要知道資訊本身是很容易的事情，但是要理解知識，之其然也之其所以然我認為反而是不容易的。我希望在上課時可以講多一點思想和歷史的東西，也希望學生不會因為這些無法考試的題材就忽視這兩者的重要性。

關於老師的 5 件趣事：

！貓派還是狗派呢？

過去是貓，漸漸變成狗派。

！最喜歡的歌手？

可能是 il volo 吧。

！喜歡咖啡還是茶？

過去是茶，去美國之後染上咖啡癮，我的宿舍就有在博士班時期買個二手全自動 delonghi espresso machine。

！吃火鍋會不會放芋頭？

不在意，有的話就放，沒有的話也沒關係。

！請推薦至少 1 項新竹美食。

鳳荷三鮮。



新進教師 洪華薇

請問您的學術背景是什麼？能分享一下您的主修和研究方向嗎？包含未來要進行的特定研究項目或計畫。

我在 2024 年於國立台灣大學工商管理學系暨商學研究所取得博士學位，碩士則畢業於國立清華大學科技管理研究所，大學時期則在美國明尼蘇達大學主修心理學。我的研究領域涵蓋 ESG、創新管理、策略管理、數位轉型及人力資源管理。未來的研究計畫將持續聚焦於 ESG、數位轉型、以及 AI 賦名等相關研究。

請問您在這個領域的經驗和專業知識是如何發展的？

我在學術與產業之間都有扎實的歷練。在進入清華大學任教前，曾於東吳大學企業管理學系擔任助理教授，我也曾在新竹科學園區的科技公司實習兩年，擔任 ESG 專員與專案副理，負責規劃與執行各類專案，累積了豐富的產業經驗。此外，我也

曾經在清華大學科技管理學院國際學程擔任兼任講師，具備跨文化教學經驗。這些背景使我能將理論與實務結合，提供學生更貼近真實商業情境的學習。

想請問您新學期要教什麼課程如何？另外，請問您對於此課及修課同學有什麼期許呢？

114 年度上學期預計開設「人力資源管理」與「創新管理」，我期許修課同學能積極參與討論、並且勇於提問，並將課堂所學應用於真實案例分析。希望大家在課程中培養批判思維、跨領域整合能力與解決問題的能力，為未來的職涯與研究奠定穩固基礎。

關於老師的 5 件趣事：

！貓派還是狗派呢？

貓咪跟狗狗我都很喜歡，歡迎來跟我分享自己家毛孩的照片喔。

！最喜歡的歌手？

泰勒絲，在車上都是播她的音樂大聲唱。

！喜歡咖啡還是茶？

如果是早上會給自己買拿鐵，下午以後都喝茶類～

！吃火鍋會不會放芋頭？

放啊，我喜歡讓芋頭煮到很鬆軟。

！請推薦至少 1 項新竹美食。

川阜和牛燒肉，在竹北一家很好吃的燒肉店。



新進教師 賴怡君

▲ 猜猜看哪一位是賴老師呢？

請問您的學術背景是什麼？能分享一下您的主修和研究方向嗎？包含未來要進行的特定研究項目或計畫。

學術背景是消費行為學 + 科技管理跨域，實務工作從早期的消費行為模式分析（線下零售消費資料、線上網路 / APP 行為資料）、企業數據分析（例如 POS data）到後來的集團大數據應用、及 AI for BI 的開發。由於進行博士研究期間同時也在企業服務，對比在工作上是大量應用行為資料去做預估和應用端（to B/to C）的產品開發，思考怎麼利用資料去維持企業的競爭力；研究上便拉到比較宏觀的角度，用巨量的專利資料去看科技環境的技術流動軌跡，挖掘不同技術之間碰撞的現象和發生的前兆。目前在進行的研究計畫是 AI 生態圈的技術流動和新創存續能力，希望有興趣的同學一起來開發資料庫和做資料探勘！

請問您在這個領域的經驗和專業知識是如何發展的？

延伸上述描述的狀況，學術學習 + 實務應用逐步累積，算是在比較早的時代就開始做行為資料的應用，也因為對 Data 的喜歡和專注，後面發覺資料在很多議題探討上的通用性。

想請問您新學期要教什麼課程如何？另外，請問您對於此課及修課同學有什麼期許呢？

統計學、專利策略與佈局；統計學部分除了基本觀念，會多導入案例練習，讓同學對統計觀念的落地更有感覺。專利策略會有上下學期，上學期有較多專利的概念介紹，但也會示範一些專利資料的結構給同學參考；下學期會多一些專利資料操作。希望同學對互動式教學保持開放，不僅從聽講理解概念，也能透過實際操作與練習

積累肌肉記憶（正式的說法是程序性記憶），以更熟練地掌握並應用資料。

關於老師的 5 件趣事：

！貓派還是狗派呢？

原生狗派，因公寓不能養狗，所以收入貓咪然後很順利地變成奴才。

！最喜歡的歌手？

Rap Monster。

！喜歡咖啡還是茶？

絕對是咖啡，歡迎來研究室共享，然後一起討論 Data。

！吃火鍋會不會放芋頭？

芋頭好吃但會掉渣渣，所以傾向最後再放，不然就要尋找不會掉渣渣的版本。

！請推薦至少 1 項新竹美食。

城隍廟梅花雞蛋糕、薯霸早餐、寶山路皇膳湯包。



新進教師 **黃若翔**

請問您的學術背景是什麼？能分享一下您的主修和研究方向嗎？包含未來要進行的特定研究項目或計畫。

我是土生土長的新竹人。畢業於台灣大學法律系，同年赴日本東京大學攻讀並取得法學碩士與博士學位。特別關注日本獨特的終身雇用制度與內部勞動市場的運作模式。我的研究方向主要聚焦於勞動法領域中的競業禁止義務和最低服務年限約定，這些議題涉及企業營業秘密保護、人才流動自由與市場競爭秩序之間的平衡。

當前，我特別關注工業 4.0 和數位轉型對勞動關係的衝擊，包括 AI 技術應用、遠距

工作模式、零工經濟興起等新型態工作模式下，勞動法制應如何因應調整。未來的研究計畫將著重探討勞動法與競爭法的交錯領域，分析企業間的人才競爭行為如何影響勞動市場的公平競爭，以及法律應如何在保障勞工權益、維護企業合法利益與促進市場競爭之間取得適當平衡。

請問您在這個領域的經驗和專業知識是如何發展的？

我的專業發展主要奠基於比較法研究方法。近年來，我特別專注於美國、日本、台灣三國的比較法研究，這三個國家分別代表了不同的勞動市場調控模式：美國偏向外部勞動市場的自由流動、日本強調內部勞動市場的穩定發展、台灣則處於兩者之間的轉型階段。透過分析這三國在處理勞資爭議時的不同手段，例如職場霸凌的認定標準、競業禁止條款的司法審查密度、違法解雇的救濟方式等，透過系統性地分析不同國家的法制經驗，尋找適合台灣社會的法政策。

此外，除了參與國際學術交流，同時並經常與司法部門、工會組織、勞動主管機關等交流，了解法律實踐中遇到的挑戰。透過跨領域的經驗累積，希冀能夠從更宏觀的視野審視勞動法議題。

想請問您新學期要教什麼課程如何？另外，請問您對於此課及修課同學有什麼期許呢？

新學期我將開設「債法二」和「民商法導論」兩門課程。債法二將深入探討各類契約類型，包括買賣、租賃、承攬、委任等日常生活中常見的契約關係。民商法導

論則是為初學者設計的基礎課程，旨在建立學生對民商法體系的整體認識，涵蓋民法總則、債權等基本概念，以及公司法等商事法律的入門知識。我希望透過案例討論、實務判決分析等教學方法，讓抽象的法律概念變得生動具體。

我期許修課同學不只是被動地接收知識，更要培養主動思考的能力，學會從不同角度分析法律問題。希望同學們能夠建立扎實的法學基礎，發展批判性思維，並且能將所學知識實際應用於解決生活中遇到的法律問題，成為具備法律素養的現代公民。

關於老師的 5 件趣事：

！貓派還是狗派呢？

都不是

！最喜歡的歌手？

謝銘祐

！喜歡咖啡還是茶？

都喜歡

！吃火鍋會不會放芋頭？

不會

！請推薦至少 1 項新竹美食。

竹東阿英鮮肉湯包



教師研究亮點 | 薪酬透明與發明人生產力： 來自州層級薪資保密法的證據

作者：高華聲、許博炫、Jin Zhang




Dr.-Paul-Hsu

刊登於《RAND Journal of Economics 經濟學期刊》

「薪資保密制度」普遍存在在許多企業中，並透過契約或內部規章禁止員工分享薪資資訊。然而，此制度可能掩蓋薪資歧視，對少數族裔員工尤其不利。早在 1982 年，密西根州率先立法禁止雇主要求員工對薪資保密或因薪資揭露而懲處。截至 2023 年，已有十多個州跟進。

本研究探討反薪酬保密法對專利發明人生產力的影響。實證結果顯示，薪酬透明能提升專利數量與品質，對少數族裔發明人效益更明顯。其原因包括：降低薪資不確定性以激勵努力、促進團隊多元化以提升創新成果、明確晉升回報以強化工作動機。反之，薪資透明也可能增加挖角風險、引發薪酬爭議或導致部分發明人降低投入。

總體而言，本研究證明薪酬透明不僅提升專利發明人的創新表現，也促進團隊多樣性，並為企業創新提供制度性支持。隨著美國「薪酬透明法」在紐約市及多個州相繼實施，研究成果為政策制定與企業管理提供了重要實證依據。



交換學生經驗分享

交換留學故事：夢想、挑戰與收穫

作者：經濟系 劉芷嘉



.....
 荷蘭 鹿特丹伊拉斯姆大學
Erasmus University Rotterdam



.....
 比利時 布魯塞爾自由大學
Université libre de Bruxelles



.....
 西班牙 薩拉戈薩大學
The University of Zaragoza



Q1. 先自我介紹一下吧！

林以婕 (科管院學士班、大四)：大家好，我是以婕。這半年我在荷蘭 Erasmus 大學交換。

劉芷妍 (計財系、大四)：我是芷妍，去的是西班牙薩拉戈薩大學。

陳亞其 (服務科學所、碩二)：嗨，我是亞其，在比利時布魯塞爾自由大學度過交換生活。

Q2. 為什麼會想申請交換？

以婕：交換一直是我的夢想，我想親身去感受不同文化，也希望透過轉換環境找到未來的方向。更直白一點，就是想「逼自己跨出舒適圈」。

芷妍：我從大二開始學西班牙文，愈學愈覺得單靠課本不夠，真的要在當地生活才知道語言怎麼活在日常裡。

亞其：我那時候想，如果人生就是「畢業 → 找工作 → 一路到退休」，是不是太快被框住了？趁還是學生，還有時間和體力，就去世界看看吧。

Q3. 申請流程怎麼進行？

以婕：我很早就開始準備，大一暑假就考 IELTS，大二就遞件。因為清大的校級交換，第一輪 (9 月) 名額最多，要去熱門國家一定要早申請。

芷妍：我提前一年開始，但很挫折的是很多歐洲大學網站沒有英文，翻譯出來亂七八糟，找不到資訊，只能硬著頭皮寫信去問對校承辦。

亞其：我選擇考 IELTS，報名了口說訓練課程跟衝刺班，每天練到快麻木 (笑)，但真的幫助很大。文件部分其實還好，兩週左右就能完成。



▲ (圖一) Final Exam 考場 (林以婕提供)
上百張桌椅整齊排開，氣氛嚴肅，讓人瞬間感覺壓力。



▲ (圖二) Workshop 上課型態 (林以婕提供)
大家圍成一圈，桌上擺滿電腦和水壺，課堂互動熱烈。

Q4. 選校考量？最後為什麼選荷蘭、西班牙、比利時？

以婕：我想去歐洲，因為那裡能兼顧學習和旅行。最後選荷蘭 Erasmus 大學，因為英文普及度高、學術嚴謹，課程全英文授課，教授和學生英文都很流利。

芷妍：我有點「廣撒網」策略，最後薩拉戈薩大學符合需求，而且地理位置不算偏僻，交通方便。

亞其：我在法國、比利時、匈牙利之間猶豫，最後選布魯塞爾自由大學。理由很簡單：安全感。比利時在歐洲算中等治安，交通又方便。

Q5. 課程印象最深刻的地方？

以婕：荷蘭很重視「預習」。seminar 課堂上老師會直接討論指定文獻，沒讀就完全插不上話。最難忘的是 communication management 課，期末要去採訪業界單位，寫一份 consulting report，感覺自己像小顧問。

芷妍：西班牙同學上課超主動，教授一提問，大家立刻舉手回答，不怕錯，和台灣「鴉雀無聲」完全不一樣。我還參加跨國計畫，和法國、義大利、葡萄牙同學合作，雖然語言不通，但他們居然能「半猜半懂」彼此的拉丁語，真的文化衝擊。

亞其：我上過 Omnichannel Strategy，教授邀 Carrefour 經理來課堂上出題。我們要解決「如何提升顧客忠誠度」的真實問題，最後我們組的 prototype 甚至被經理傳到公司群組，意外超驚喜！





▲ (圖三)SSH student housing 宿舍 (林以婕提供)
簡單的床、書桌與行李箱。從第一天開始，就要自己學會採買、煮飯、洗衣。



▲ (圖四)Koningsdag 荷蘭國王節 (林以婕提供)
滿街橘色衣服與旗幟，音樂、人潮、歡笑，感受荷蘭人最瘋狂的一天。

Q6. 生活挑戰？

以婕：荷蘭租金貴得驚人，幸好我搶到學校合作宿舍，每月省 € 200-500。交通也很貴，火車票常讓我心痛。吃的話，我從完全不會煮飯，到能做三菜一湯。

芷妍：我宿舍裡幾乎都是西班牙人，聊天壓力超大，我只能抓幾個關鍵字，常常跟不上。還有一點最難適應：他們晚餐九點才吃，肚子餓到會偷塞餅乾。

亞其：比利時的交通很特別，上下車要自己按門邊的鈕，不然門不會開。第一天我忘記按，傻眼地被載到下一站 (笑)。飲食偏鹹，但鬆餅跟起司好吃到爆。

Q7. 交換花費估算？

以婕：六個月：機票約 5 萬、房租 13 萬、生活費 20 萬、其他 2 萬。

芷妍：我的宿舍含三餐，一個月約 3 萬台幣，來回機票 4 萬，手機上網卡 10 歐／月。

亞其：比利時外食很貴，所以我幾乎自己煮。亞洲超市賣的泡麵和醬油，是我想家的救星。

Q8. 最大的收穫？

以婕：我學會規劃時間，也變得更外向。回台灣後朋友都說我「活潑了」。

芷妍：我變得更有臨場反應，更敢爭取自己想要的，不再被無謂的意見影響。

亞其：我變得更勇敢開口，不管是為自己爭取權益，還是單純和陌生人搭話，都更自在。



▲ (圖五) 國際交流 program 的合照 (劉芷妍提供)



▲ (圖六) 與宿舍朋友的合照 (劉芷妍提供)

Q9. 給學弟妹一句建議？

以婕：YOLO！不要猶豫！

芷妍：一定要提早準備，有問題就去問，不要自己悶著頭找。

亞其：舒適圈就像冬天的棉被，很暖，但要勇敢跨出去。

* 結語

三個人、三個城市，但共同的體驗是：走出舒適圈，才能看見更大的世界，也看見更清楚的自己。

完整訪談內容將於 2025 年 10 月 CTM 清華科管領航 Podcast 上架，敬請期待！



▲ (圖七) (陳亞其提供)

小語錄

「如果現在做的事 40 歲也能做，那我年輕的身體要來幹嘛？」——亞其

「晚餐九點才開動，真的快餓瘋。」——芷妍

「舒適圈就像冬天的棉被，很暖，但總得跨出去。」——亞其

院內大小事

CTM Highlight

榮譽 Honor

計財系謝宗翰教授榮獲 114 學年度國家科學及技術委員會「吳大猷先生紀念獎」。

Associate Professor Chung-Han Hsieh of Department of Quantitative Finance awarded the 2025 NSTC Ta-You Wu Memorial Award

計財系許博炫教授於 2025 年 9 月獲聘為國際頂尖期刊《Management Science》之副主編 (Associate Editor)，負責「創業與創新」及「財務」兩大領域。許教授同時也擔任《Research Policy》以及《Journal of Financial and Quantitative Analysis (JFQA)》等國際權威期刊之副主編，展現其在學術研究上的卓越成就與全球影響力。

Professor Po-Hsuan Hsu of the Department of Quantitative Finance was appointed as Associate Editor for both the Entrepreneurship & Innovation and Finance departments of Management Science in September 2025. He also concurrently serves as Associate Editor for other leading international journals, including Research Policy and the Journal of Financial and Quantitative Analysis (JFQA), highlighting his outstanding contributions and global impact in academic research.

作者：院辦公室提供
This article is provided by CTM Office

經濟系趙相科老師、林靜儀老師獲 2025 經濟系傑出研究獎。

Professors Hsiang-Ke Chao and Ching-Yi Lin of the Department of Economics received the 2025 Department of Economics Outstanding Research Award.

科管所謝英哲教授榮獲「2025 台達企業環境倫理研究獎助」，以表彰其在環境倫理研究領域之傑出貢獻。

Professor Ying-Che Hsieh of the Institute of Technology Management received the 2025 Delta Award for Research in Business and Environmental Ethics, in recognition of his outstanding contributions to the field of environmental ethics.

服科所歐怡君副教授與 112 級碩士生卓宜蓁同學榮獲 2025 富邦人壽管理碩博士論文獎 - 行銷組優等 (第二名)

Associate Professor Yi-Chun Ou and Master's student Yi-Jen, Verna Cho of the Institute of Service Sciences were awarded the 2025 Fubon Life Management Master's and Doctoral Dissertation Award - Marketing Category (Second Place)

服科所王俊程教授與 112 級碩士生陳怡瑄
同學榮獲 2025 台灣管理學會第十八屆論
文大賞：AI 應用論文競賽 佳作論文獎

Professor Jyun-Cheng Wang and Master's
student I-Hsuan Chen of the Institute of
Service Sciences were awarded the 2025
Taiwan Management Institute's 18th TSC
Thesis Award: AI Application Competition

活動 Events

科管院新生歡迎會於 9 月 16 日於孫運璿
演講廳舉行，順利落幕。

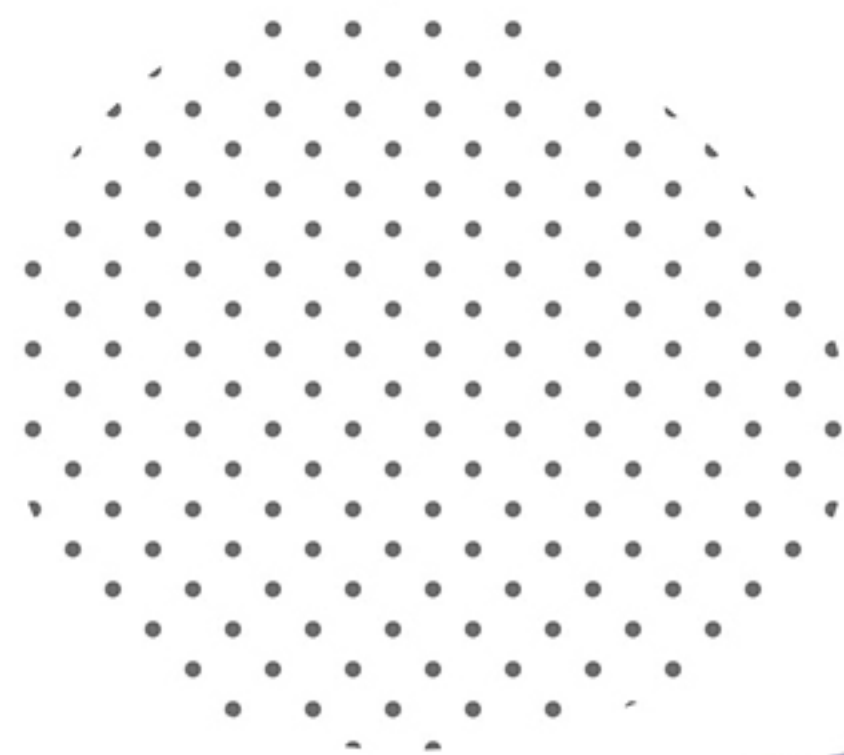
The College of Technology Management's
Freshmen Welcome Reception was
successfully held on September 16 at the
Sun Yun-Suan Lecture Hall.

科管院學生職涯辦公室「第六屆企業導師
領航計畫」相見歡 9/17 熱情展開，導師
與學員齊聚一堂！

Office of Student Career Development
held the "6th Corporate Mentor Program"
Meet & Greet on September 17.

科管院教師節活動暨迎新派對於 9 月 23
日中午舉行，圓滿完成。

The College of Technology Management's
Teachers' Day Celebration and Welcome
Party was successfully held at noon on
September 23.



近期活動預告

What's Coming Up

10/02 四 6 樓孫運璿紀念中心

語言 Language：中文

院內單位 Office/ Department：服創中心韌性研究中心

**2025 國家與產業組織韌性論壇：
逆境中的力量——當今艱鉅情境下的組織韌性建構**



報名連結
Registration

10/07 二 121 教室

語言 Language：英文

院內單位 Office/ Department：科管院

**Serial Entrepreneur Secrets:
Navigating AI and Startup Challenges**



報名連結
Registration

10/13 一 台積館 6F
孫運璿紀念中心

語言 Language：中文 / 英文

院內單位 Office/ Department：國際辦公室

2025 英國蘭開斯特大學雙碩計畫說明



報名連結
Registration

10/15 三 104 教室

語言 Language：中文

院內單位 Office/ Department：學生生涯辦公室

GU 人才招聘暨企業說明會洽詢



報名連結
Registration

10/23 四 429 教室

語言 Language：中文 / 英文

院內單位 Office/ Department：國際辦公室

**[雙聯計畫說明會]
美國伊利諾州立大學香檳校區雙碩計畫說明會
(本院計財系同學限定)**



報名連結
Registration



孫運璿科技講座

📍 1 樓孫運璿演講廳

語言 Language：中文

院內單位 Office/ Department：科管院

10/23^四

**講題：合作式 AI：化衝突為共創 Cooperative AI:
From Conflict to Co-Creation**

講者：唐鳳 / 中華民國無任所大使前行政院政務委員、
數位發展部部長與國家資通安全研究院董事長



報名連結
Registration

10/30^四

講題：王道領導學的國際化

講者：施振榮 / 宏碁集團創辦人、榮譽董事長暨智榮基金會董事長

11/13^四

講題：點燃熱情職涯勇敢說 yes

講者：鄒開蓮 / 前 Verizon media 國際事業董事總經理、
前 Yahoo 亞太區總經理、前台灣世界展望會董事長

11/27^四

講題：我們從何而來？又將去向何方？

講者：李家維 / 清華大學生醫學院侯金堆講座、
辜嚴倬雲植物保種中心執行長

12/04^四

講題：川普貿易政策下，台灣與全球經貿秩序的危機與機會

講者：鄧振中 / 前經濟部長、
前行政院政務委員暨行政院經貿談判辦公室總談判代表

Passing the Torch and Looking Ahead | CTM Dean Handover Ceremony

This article was provided by CTM Office



On August 1, the College of Technology Management held a dean handover ceremony in a formal yet warm atmosphere. Distinguished guests gathered, including President W. John Kao of National Tsing Hua University, President

Lih-Juann Chen of the Taiwan Comprehensive University System, former President Hong Hocheng, as well as many faculty members, alumni representatives, and administrative colleagues, to witness this historic moment for the College. The ceremony was filled with laughter and applause, fully demonstrating the care and support of the College's community and friends.

Dean Che-Chun Lin completed his six-year term and, in his address, reflected on his administration. He had dedicated himself to strengthening alumni ties,

upgrading college facilities to create a better learning environment, and promoting faculty reward programs to enhance research and teaching capabilities. He expressed gratitude to alumni, faculty, and staff for their unwavering support, sharing the fulfillment of this remarkable journey. He emphasized that the College's development achievements came from the collective efforts of every member. Under his leadership, successful fundraising and infrastructure improvements brought the College's facilities up to international standards, laying a solid foundation for future development. His leadership and determination will leave an important chapter in the College's history.

New Dean Shin-yi Peng delivered her inaugural address, outlining her vision for the future. She stated that the College will focus on fully leveraging its strengths, showcasing its unique integration of "Technology + Management + Social Sciences" in teaching and research, and shaping a strong collective identity to further solidify its standing in Taiwan and internationally. She highlighted that in an era of big data and artificial intelligence, the integration of technology and management is indispensable. With a diverse faculty, the College is



uniquely positioned to drive innovation in technology management, create business value, and at the same time balance efficiency with fairness, as well as institutional soundness with legitimacy.

Dean Peng further emphasized that through interdisciplinary training, students of the College develop a “cross-disciplinary DNA,” enabling them to strike a dynamic balance among technical feasibility, business creativity, financial sustainability, economic rationality, and social justice. They are equipped with systematic thinking and problem-solving abilities. She noted that this is not only the College’s advantage but also its responsibility and mission. She paid heartfelt tribute to the vision and courage of the founding committee members 25 years ago, who had already broken down traditional academic boundaries, and expressed her hope that the College will continue to forge its own path, establish a distinctive framework, and put forward new approaches to technology governance.

The ceremony was deeply moving, with guests actively participating throughout.



Dean Peng also introduced the new administrative team, including Associate Deans Shih-Ying Wu and Yu-Wen Liu, and Executive Director of the EMBA Program, Jyun-Cheng Wang. She expressed gratitude for their dedication and commitment to working alongside faculty and students to advance the College’s future development. The guests warmly affirmed her speech and voiced high expectations for the College’s future.

This dean handover ceremony symbolized not only a smooth leadership team transition but also the College’s spirit of unity and innovation. From the dedication and accomplishments of Dean Lin to the vision and strategies presented by Dean Peng, faculty, students, and guests together witnessed a new chapter in the College’s journey. Looking ahead, the College will continue to promote interdisciplinary innovation, strengthen its brand identity, and tell a different story—one that elevates its position and impact in society.

Meet Our New Faculty

This article was provided by our new faculty members

The College of Technology Management is welcoming four new faces! Each of them brings unique expertise and research interests, along with a strong passion for teaching. They are ready to explore knowledge and spark creativity with all of us. Whether it's economic analysis, technology law, undergraduate courses, or interdisciplinary research, these new faculty members will inject fresh energy into our College!

Let's get to know them:

Dr. Hui-Jun Chen, Department of Economics

Dr. Hua-Wei Hung, Interdisciplinary Program of Management and Technology

Dr. I-Chun Lai, Interdisciplinary Program of Management and Technology

Dr. Jo-Hsiang Huang, Institute of Law for Science and Technology

Check out their stories and teaching highlights, and join us in giving a warm welcome to our new colleagues as we kick off an exciting new semester!



Dr. Hui-Jun Chen

Could you tell us about your academic background? What was your major and research focus, including any specific research projects or plans you intend to pursue in the future?

I completed both my bachelor's and master's degrees in Economics at National Tsing Hua University, and later earned my Ph.D. in Economics from The Ohio State University. My doctoral advisor was Aubhik Khan, and my main research area is in heterogeneous agent models. I believe my expertise is particularly suited for applying these models to cross-sectional and panel data, in order to explain how the mechanisms observed in the data can affect the overall economy. My current research focuses

on examining how tax incentives in the U.S. can stimulate the economy during downturns. Looking ahead, I plan to collaborate with empirical researchers, applying my expertise in heterogeneous agent modelling to real-world data.

How did you develop your expertise and experience in this field?

The Ph.D. program in Economics provides systematic training. I believe that every milestone—such as the qualifying exams and candidacy exams—plays a crucial role in developing research skills. Guidance from my advisor was also instrumental in helping me grow professionally and deepen my expertise.

What courses will you be teaching in the upcoming semester? What expectations do you have for your students?

In the coming year, I will be teaching Macroeconomics I and Macroeconomics II at the undergraduate level, as well as Macroeconomic Topics II at the graduate level. My expectation for the courses and for my students is this: in today's world, access to information is easy, but truly understanding knowledge—knowing not just what is, but also why it is—is far more challenging. I hope to incorporate more discussions on economic thought and history into my teaching, and I hope students will recognize the importance of these perspectives, even though they may not be directly tested in exams.

Five fun facts about me:

! Cat person or dog person?

I used to be a cat person, but gradually became more of a dog person.

! Favorite singer?

Probably Il Volo.

! Coffee or tea?

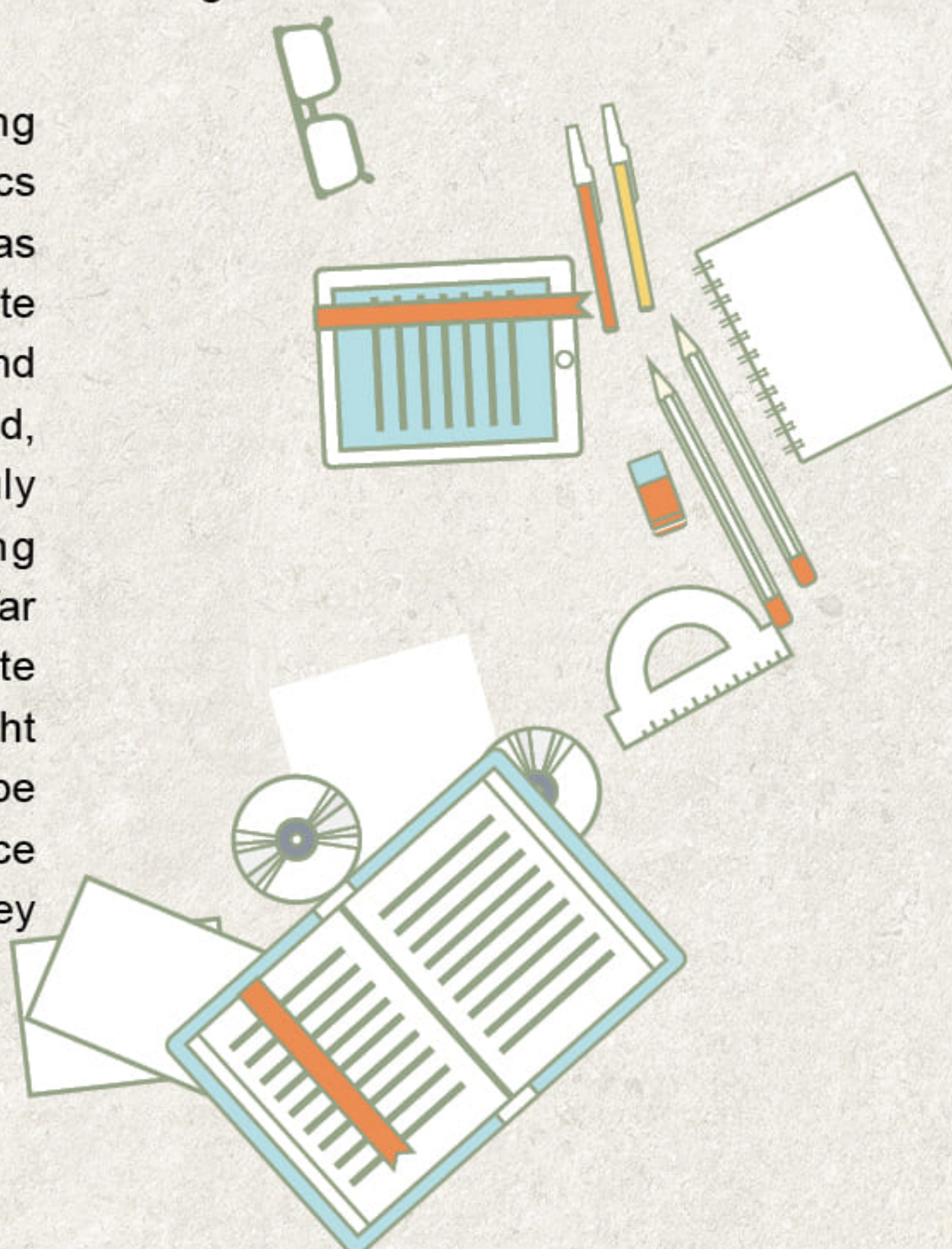
I used to prefer tea, but after moving to the U.S., I became addicted to coffee. During my Ph.D., I even bought a second-hand fully automatic DeLonghi espresso machine for my dorm.

! Do you put taro in hotpot?

I don't mind—if it's available, I'll put it in; if not, that's fine too.

! Can you recommend a local food in Hsinchu?

Fenghe Sanxian





**Dr. Hua-Wei Hung,
IPMT**

Could you tell us about your academic background? What was your major and research focus, including any specific research projects or plans you intend to pursue in the future?

I received my Ph.D. in Business Administration from National Taiwan University in 2024, and my Master's degree from the Institute of Technology Management at National Tsing Hua University. During my undergraduate studies, I majored in Psychology at the University of Minnesota in the United States. My research areas include ESG, innovation management, strategic management, digital transformation, and human resource management. My future research will continue to focus on ESG, digital transformation, and AI framing.

How did you develop your expertise and experience in this field?

I have built a solid foundation in both academia and industry. Before joining National Tsing Hua University, I served as an Assistant Professor in the Department of Business Administration at Soochow University. I also spent two years working in a high-tech company in the Hsinchu Science Park as an ESG specialist and project manager, where I was responsible for planning and implementing various projects, gaining extensive industry experience. In addition, I taught as an adjunct lecturer in the International Bachelor of Business Administration program at National Tsing Hua University, which provided me with valuable cross-cultural teaching experience. These experiences allow me to bridge theory and practice, offering students learning opportunities that closely reflect real-world business situations.

What courses will you be teaching in the upcoming semester? What expectations do you have for the students taking your classes?

In the first semester of the 2025 - 2026 academic year, I will be teaching "Human Resource Management" and "Innovation Management." I expect students to actively participate in class discussions, ask thoughtful questions, and apply what they learn to real-world case analyses. Through the course, I hope students will develop critical thinking, interdisciplinary integration, and problem-solving skills that will serve as a strong foundation for their future careers and research.

Five fun facts about Professor Hung:

! Cat person or dog person?

I like both cats and dogs! Please feel free to share photos of your pets with me.

! Favorite singer?

Taylor Swift! It's always her songs on repeat whenever I'm in the car, and singing at the top of my lungs!

! Coffee or tea?

I usually go for a latte in the morning, but tea in the afternoon.

! Do you put taro in hotpot?

Yes! I love cooking taro until it becomes soft and fluffy.

! Can you recommend a local food in Hsinchu?

I recommend Chuan Fu Yakiniku, a great Yakiniku restaurant in Zhubei.



Dr. I-Chun Lai, IPMT

(Which one do you think is Prof. Lai?)

Could you tell us about your academic background? What was your major and research focus, including any specific research projects or plans you intend to pursue in the future?

My academic background lies at the intersection of consumer behavior and technology management. Professionally, my work has ranged from early-stage consumer behavior modeling (offline retail consumption data and online/web/app behavior data) and enterprise data analytics (such as POS data), to large-scale corporate big data applications and the development of AI for BI (Business Intelligence).

While pursuing my Ph.D., I was also working in industry. On the job side, I focused heavily on applying behavioral data for forecasting and product development (both B2B and B2C), thinking about how data can sustain a company's competitiveness. In my academic research, however, I shifted to a more macro perspective, analyzing large-scale patent datasets to study the trajectories of technological flows, exploring how different technologies collide and identifying early signals of such phenomena.

My current research project focuses on technological flows within the AI

ecosystem and the survival capacity of startups. I also welcome students who are interested in this area to join me in developing databases and conducting data mining projects!

How did you develop your expertise and experience in this field?

As mentioned above, my expertise was built through a combination of academic training and practical applications. I began working with behavioral data relatively early on, and over time, I came to appreciate both the versatility of data and its value in addressing a wide range of issues. My passion and focus on data have continued to drive my growth in this field.

What courses will you be teaching in the upcoming semester? What expectations do you have for your students?

I will be teaching Statistics and Patent Strategy & Deployment.

- In Statistics, beyond the foundational concepts, I will integrate practical case exercises to help students better connect abstract ideas with real-world applications.
- In Patent Strategy, the fall semester will introduce key patent concepts, along with demonstrations of patent data structures for students' reference. The spring semester will focus more on hands-on analysis of patent data.

My hope is that students will keep an open mind toward interactive learning—gaining knowledge not only through

lectures but also through hands-on practice. This process helps build what is formally known as procedural memory (or “muscle memory”), enabling students to master data skills more effectively and apply them with confidence.

Five fun facts about me:

! Cat person or dog person?

Originally a dog person, but since pets weren't allowed in my apartment, I adopted a cat—and I happily became a cat “servant.”

! Favorite singer?

Rap Monster (RM).

! Coffee or tea?

Definitely coffee! You're welcome to drop by my office for a cup, and we can chat about data together.

! Do you put taro in hotpot?

Taro is delicious, but it tends to break apart. So, I usually add it at the end—or look for a variety that doesn't crumble.

! Food recommendation in Hsinchu?

Chenghuang Temple plum blossom egg cakes, Shuba breakfast, and Huangshan Soup Dumplings on Baoshan Road.





**Dr. Jo-Hsiang Huang,
LST**

Could you tell us about your academic background? What was your major and research focus, including any specific research projects or plans you intend to pursue in the future?

I was born and raised in Hsinchu. I graduated from the Department of Law at National Taiwan University, and in the same year, I went to the University of Tokyo in Japan, where I obtained both my Master's and Doctoral degrees in law. My research has paid particular attention to Japan's unique lifetime employment system and the operation of its internal labor market. My main research focuses on labor law issues such as non-compete obligations and minimum service period agreements—topics that involve balancing the protection of trade secrets,

the freedom of talent mobility, and the maintenance of fair market competition.

Currently, I am particularly interested in the impact of Industry 4.0 and digital transformation on labor relations, including the application of AI technology, remote work models, and the rise of the gig economy. My future research plans will concentrate on the intersection of labor law and competition law, analyzing how inter-firm competition for talent affects fair competition in the labor market, and exploring how the law can strike a proper balance between protecting workers' rights, safeguarding legitimate corporate interests, and promoting market competition.

How did you develop your expertise and experience in this field?

My professional development is mainly grounded in comparative law research. In recent years, I have focused on comparative studies of the United States, Japan, and Taiwan—three countries that represent different modes of labor market regulation: the U.S. emphasizes free mobility in the external labor market, Japan stresses stability in the internal labor market, while Taiwan is in a transitional stage between the two.

By analyzing how these countries address labor disputes—for example, standards for identifying workplace bullying, the level of judicial scrutiny applied to non-compete clauses, and the remedies available for wrongful dismissal—I systematically examine different legal approaches to identify legal and policy models most suitable for Taiwan's social context.

In addition to participating in international academic exchanges, I frequently engage with the judiciary, labor unions, and governmental labor authorities to better understand the practical challenges of law in action. Through this cross-disciplinary accumulation of experience, I hope to approach labor law issues from a broader and more holistic perspective.

What courses will you be teaching in the upcoming semester? What expectations do you have for the students taking your classes?

In the new semester, I will be teaching two courses: Obligations Law II and Introduction to Civil and Commercial Law.

Obligations Law II will provide an in-depth exploration of various types of contracts, including sales, leases, contracts for services, and mandates—contractual relationships frequently encountered in everyday life.

Introduction to Civil and Commercial Law is designed as a foundational course for beginners. Its purpose is to give students a comprehensive understanding of the civil and commercial law framework, covering basic concepts such as the General Principles of Civil Law and obligations, as well as introductory knowledge of business laws like Company Law.

I aim to make abstract legal concepts vivid and concrete through case discussions and the analysis of court decisions. My expectation for students is not merely to passively absorb knowledge, but to cultivate active thinking skills, learning

to analyze legal issues from different perspectives. I hope they will build a solid foundation in legal studies, develop critical thinking, and apply what they learn to solve real-life legal problems—ultimately becoming modern citizens equipped with legal literacy.

Five fun facts about Professor Huang:

! Cat person or dog person?

Neither

! Favorite singer?

Shieh Ming-Yu

! Coffee or tea?

Both

! Do I put taro in hotpot?

No

! Hsinchu food recommendation?

A-Ying Fresh Meat Soup Dumplings in Zhudong



Spotlight on Research | Pay Transparency and Inventor Productivity Evidence from State-level Pay Secrecy Laws

by Huasheng Gao, Po-Hsuan Hsu, and Jin Zhang



Dr.-Paul-Hsu

Published in the RAND Journal of Economics

Pay secrecy policies that prohibit employees from sharing salary information were adopted in many companies and were often enforced through contracts or internal regulations. Such policies, however, can conceal pay discrimination and disproportionately disadvantage minority employees. As early as 1982, Michigan enacted anti-

pay secrecy laws prohibiting employers from requiring employees to keep their pay confidential or penalizing them for disclosing it. By 2023, more than ten states had followed suit.

This study examines the impact of anti-pay secrecy laws on patent inventor productivity. Our empirical findings show that pay transparency increases both the quantity and quality of patents, with particularly strong benefits for minority inventors. The effects arise from several channels: reducing pay uncertainty to motivate effort, promoting team diversity to enhance innovative outcomes, and clarifying potential promotion rewards to strengthen work incentives. On the other hand, pay transparency can also increase poaching risk, trigger pay disputes, or lead some inventors to reduce effort.

Overall, our research demonstrates that pay transparency not only boosts patent inventors' innovative performance but also fosters team diversity and provides institutional support for corporate innovation. As U.S. pay transparency laws take effect in New York City and several states, these findings offer important empirical guidance for policymakers and business managers alike.



CTM Exchange Student Interviews

Exchange Study Stories: Dreams, Challenges, and Gains

Author: Liu Chih-Chia, Department of Economics



Netherlands – Erasmus University Rotterdam



Belgium – Université libre de Bruxelles



Spain – University of Zaragoza



Q1. Please introduce yourselves!

Lin Yi-Chieh (Undergraduate, CTM, senior): Hi, I'm Yi-Chieh. I spent this past semester on exchange at Erasmus University in the Netherlands.

Liu Chih-Hsuan (Department of Quantitative Finance, senior): I'm Chih-Hsuan, and I went to the University of Zaragoza in Spain.

Chen Ya-Chi (Graduate Institute of Service Science, 2nd-year master's): Hello, I'm Ya-Chi, and I spent my exchange at Université libre de Bruxelles in Belgium.

Q2. Why did you want to apply for an exchange?

Yi-Chieh: Going on an exchange has always been my dream. I wanted to truly experience different cultures and also hoped that by changing environments I

could discover a clearer direction for my future. To put it simply, I wanted to push myself out of my comfort zone.

Chih-Hsuan: I started learning Spanish in my sophomore year. The more I studied, the more I realized that textbooks alone weren't enough—you have to live in the country to know how the language works in daily life.

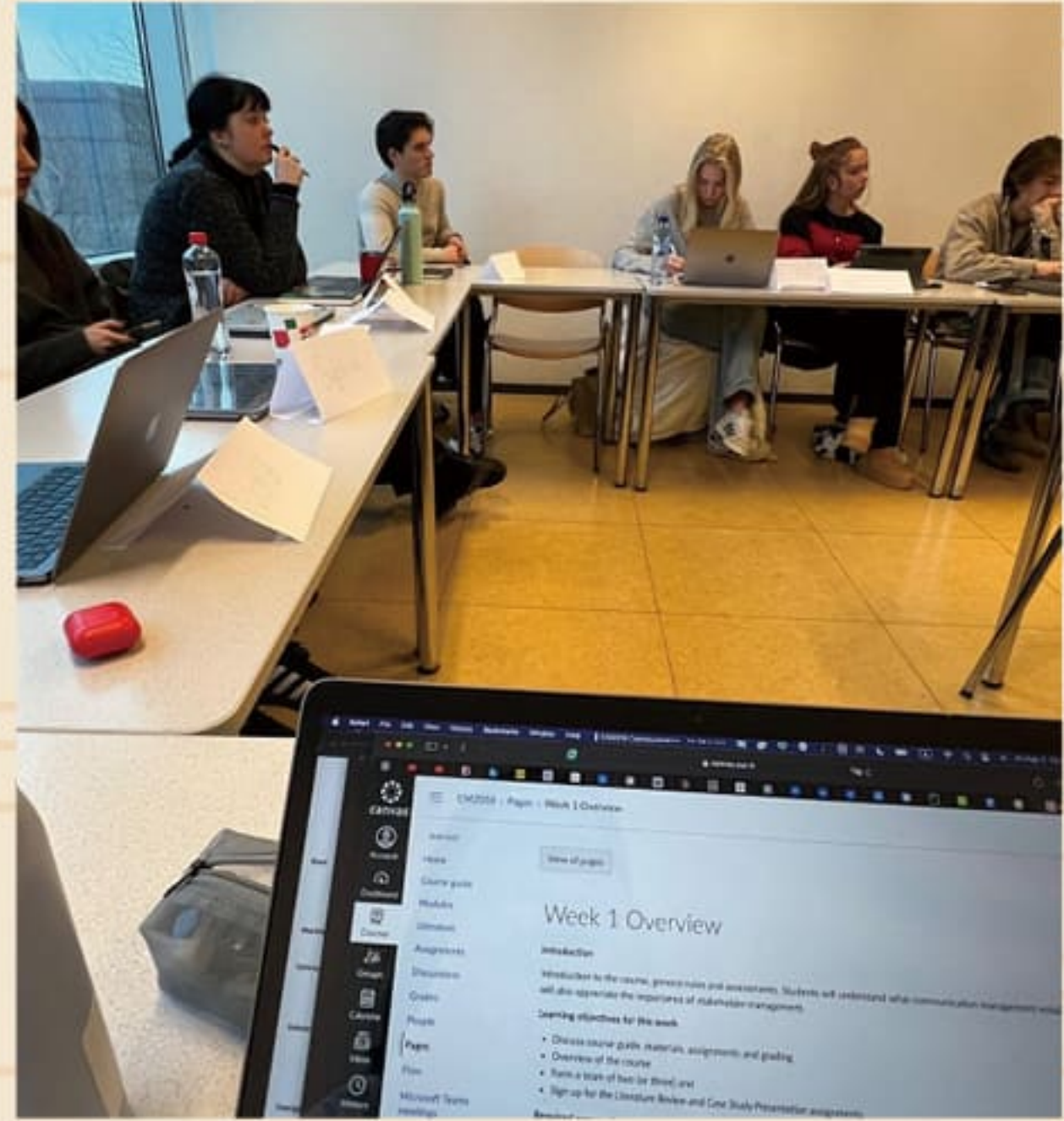
Ya-Chi: I wondered if life was just going to be "graduate → find a job → work until retirement." That seemed too restrictive. While still a student, with time and energy on my side, I decided to see the world.

Q3. How to apply?

Yi-Chieh: I started early. I took IELTS in the summer after my freshman year and submitted my documents in my sophomore year. For NTHU's university-level exchange, the first round (in



▲ (Photo 1) Final Exam Hall (provided by Lin Yi-Chieh)
Rows upon rows of desks and chairs are neatly arranged, creating a solemn atmosphere that instantly brings a sense of pressure.



▲ (Photo 2) Workshop Setting (provided by Lin Yi-Chieh)
Everyone sits in a circle, with laptops and water bottles spread across the tables, creating a lively and interactive classroom atmosphere.

September) offers the most slots. If you want a popular country, you have to apply early.

Chih-Hsuan: I began preparing a year ahead, but many European university websites weren't in English. Machine translation was messy, and I couldn't find clear information, so I had no choice but to email the partner school coordinators directly.

Ya-Chi: I also took IELTS, and even enrolled in a speaking training course and an intensive class, practicing every day until I was almost numb (laughs)—but it really helped. The paperwork itself was manageable, taking around two weeks to complete.

Q4. How did you choose your schools? Why the Netherlands, Spain, and Belgium?

Yi-Chieh: I wanted to go to Europe for both study and travel opportunities. I

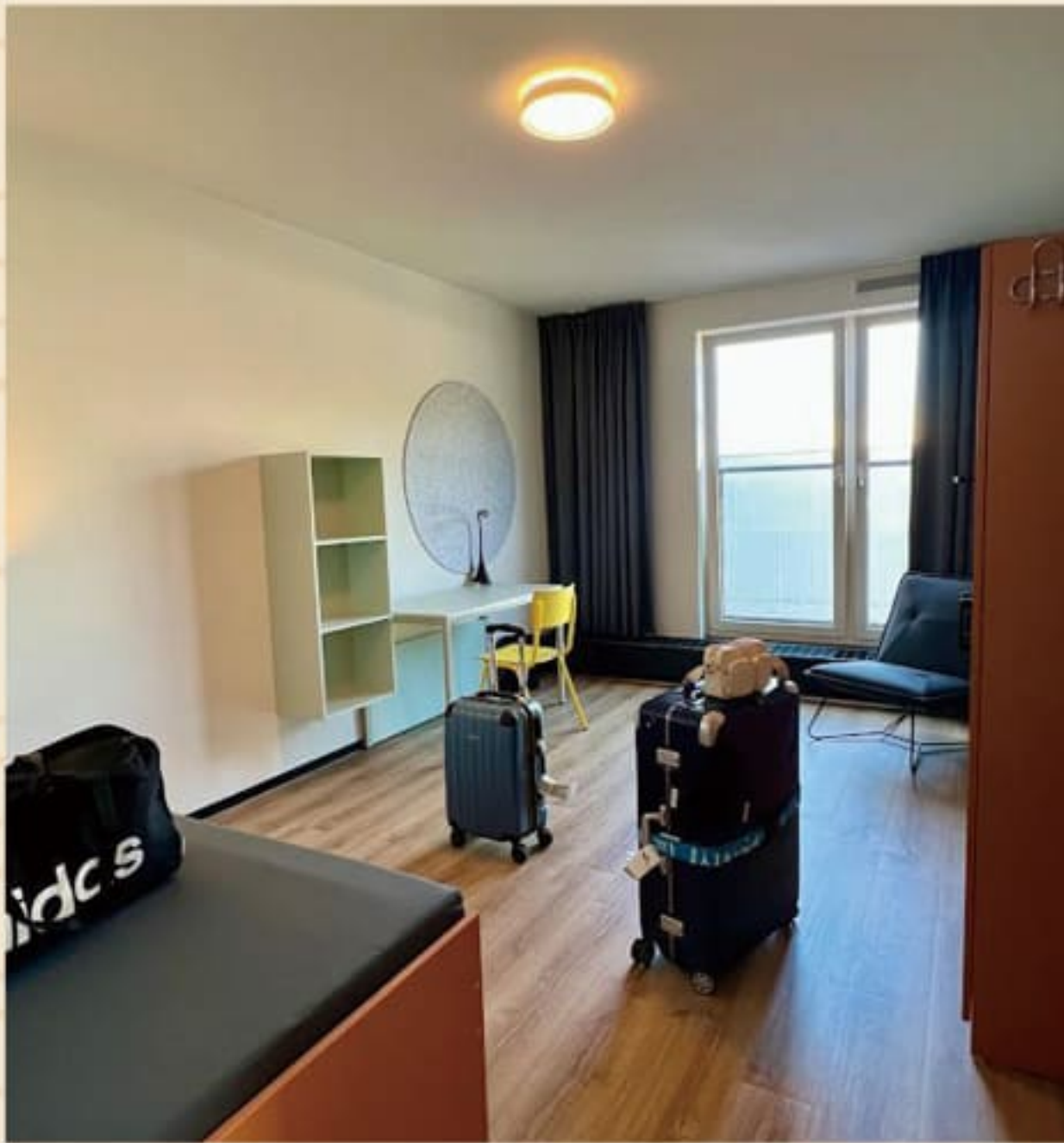
chose Erasmus University because English proficiency is high, the academics are rigorous, and all courses are taught in English. Professors and students are very fluent.

Chih-Hsuan: My approach was more like “casting a wide net.” In the end, the University of Zaragoza fit my needs well, and its location wasn't too remote—transportation was convenient.

Ya-Chi: I debated between France, Belgium, and Hungary, but I chose Université libre de Bruxelles for one simple reason: safety. Belgium has moderate public safety compared to other European countries, and transportation is also convenient.

Q5. What was most memorable about your courses?

Yi-Chieh: The Dutch really value “preparation.” In seminars, professors directly discuss assigned readings, and if



▲ (Photo 3) SSH Student Housing Dormitory (provided by Lin Yi-Chieh)
A simple setup with a bed, desk, and suitcase. From the very first day, students must learn to handle grocery shopping, cooking, and doing laundry on their own.



▲ (Photo 4) Koningsdag – King's Day in the Netherlands (provided by Lin Yi-Chieh)

you haven't read them, you can't join the conversation at all. My most unforgettable class was Communication Management. For the final project, we interviewed real industry partners and wrote a consulting report—I felt like a junior consultant.

Chih-Hsuan: Spanish students are incredibly proactive. The moment a professor asks a question, they all raise their hands, unafraid of mistakes—totally different from Taiwan's silence. I also joined a multinational project with classmates from France, Italy, and Portugal. Even though we didn't share a common language, they managed to “half-guess, half-understand” each other in their Latin languages—a real cultural shock for me.

Ya-Chi: I took Omnichannel Strategy, and the professor invited a Carrefour manager to give us a real problem: “How to increase customer loyalty?” Our team's prototype solution ended up being shared

in the company's group chat by the manager—an unexpected and delightful surprise!

Q6. What were the biggest lifestyle challenges?

Yi-Chieh: Rent in the Netherlands is shockingly expensive. Luckily, I secured a spot in a university partner dormitory, saving me €200–500 a month. Transportation was also pricey—train tickets were painful. As for food, I went from knowing nothing about cooking to being able to make a proper “three dishes and a soup”.

Chih-Hsuan: My dorm was almost entirely Spanish students, so conversation was stressful. I could only catch keywords and often fell behind. Another challenge: they eat dinner at 9 p.m.—I was so hungry I had to secretly snack on cookies before.

Ya-Chi: Public transport in Belgium is unique—you need to press the button by the door, or it won't open. On my first day, I forgot and was carried off to the next stop in shock (laughs). The food was quite salty, but the waffles and cheese were unbelievably good.

Q7. Rough cost estimates?

Yi-Chieh: Six months: airfare NT\$50,000; rent NT\$130,000; living expenses NT\$200,000; others NT\$20,000.

Chih-Hsuan: My dorm included three meals, about NT\$30,000 a month. Round-trip airfare was NT\$40,000. SIM card: €10/month.

Ya-Chi: Eating out in Belgium is expensive, so I mostly cook. Asian supermarkets selling instant noodles and soy sauce became my homesickness remedies.

Q8. What was your biggest gain?

Yi-Chieh: I learned time management and became more outgoing. After returning, my friends all said I was “livelier.”

Chih-Hsuan: I became quicker on my feet and more assertive in pursuing what I want, no longer swayed by unnecessary opinions.

Ya-Chi: I became braver at speaking up—whether fighting for my own rights or simply chatting with strangers, I felt much more at ease.



▲ (Photo 5) Group photo from the international exchange program (provided by Liu Zhi-Xin)



▲ (Photo 6) Group photo with dorm friends (provided by Liu Zhi-Xin)



▲ (Photo 7) (provided by Chen Ya-Qi)

Q9. One piece of advice for juniors?

Yi-Chieh: YOLO! Don't hesitate!

Chih-Hsuan: Prepare early. If you have questions, ask—don't struggle alone.

Ya-Chi: Comfort zones are like a winter quilt: cozy, but you have to step out eventually.

* Conclusion

Three people, three cities—but one shared lesson:

Only by stepping outside your comfort zone can you see a bigger world and a clearer version of yourself.

The full interview will be featured on the CTM “NTHU Leading Across Boundaries” Podcast in October 2025. Stay tuned!

Quotes

“If what I’m doing now is something I could still do at 40, then what’s the point of my young body?” — Ya-Chi

“Dinner at 9 p.m.—I was starving!” — Chih-Hsuan

“Comfort zones are like a winter quilt: warm, but you must step out.” — Ya-Chi

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