
CHIH-CHIANG LU, Ph.D.
Associate Professor
International Business
School of Management, School of Accounting and Finance, School of International
Marketing
chih@ntub.edu.tw

Academic Background

Ph.D. National Taipei University.

Professional Certifications

ESG Real Estate Net Zero Manager, 2025, Taipei Taiwan.
ESG Real Estate Net Zero Planner, 2025, Taipei Taiwan.
AI Creative Generation in Business Management, 2024, Taipei, Taiwan.
AI Data Analysis and Decision Management, 2024, Taipei, Taiwan.
The Management of AI e-Commerce, 2024, Taipei, Taiwan.
Wealth Management Consultant, 2015, Taipei, Taiwan.
Wealth Management Planner, 2015, Taipei, Taiwan.
International Logistics and Supply Chain Information Consultant, 2013, Taipei, Taiwan.
Cooperative Business E-Business Consultant, 2012, Taipei, Taiwan.
Cooperative Business E-Business Seed Teacher, 2012, Taipei, Taiwan.

Work Experience

Work Experience

Dean of Student Affair Office, National Taipei University of Business (August, 2014 - April, 2022), Taipei, Taiwan.
Chairperson of the Department of International Business, National Taipei University of Business (August, 2010 - July, 2013), Taipei, Taiwan.

Consulting Experience

2024 – 2025: Ministry of Education North District College Student Affairs Center, North District College Student Affairs Center Coordination Contact Center Consultant
2023 – 2025: Financial Consultant International Trade Commission (ITC) of the Ministry of Economic Affairs, Application by Taipu High Precision Imaging Corporation for Imposing Anti-Dumping Duties and Provisional Anti-Dumping Duties on Imported Flat Printing Plates from Mainland China
2022: Financial Consultant International Trade Commission (ITC) of the Ministry of Economic Affairs, Application by the Taiwan Glass Industry Association for Imposing Anti-Dumping Duties and Provisional Anti-Dumping Duties on Imported Float Glass from Malaysia, Indonesia, and Thailand
2017 – 2021: W&M STEEL INDUSTRIAL CO., LTD.
2020: Financial Consultant International Trade Commission (ITC) of the Ministry of Economic Affairs, Portland Cement and Clinker Anti-Dumping Case
2020: Financial Consultant International Trade Commission (ITC) of the Ministry of Economic Affairs, Application by the Taiwan Ceramic Industry Association and Champion Building Materials Co., Ltd., among three other companies, for Imposing Anti-Dumping Duties and Provisional Anti-Dumping Duties on Imported Ceramic Wall Tiles from India, Vietnam, Malaysi
2020: Financial Consultant International Trade Commission (ITC) of the Ministry of Economic Affairs, Application by China Steel Aluminum Corporation for Imposing Anti-Dumping Duties and Provisional Anti-Dumping Duties on Imported Specific Aluminum Foil from Mainland China
2017: Financial Consultant International Trade Commission (ITC) of the Ministry of Economic Affairs, Application by

China Steel Corporation for Imposing Anti-Dumping Duties, Provisional Anti-Dumping Duties, and Retroactive Anti-Dumping Duties on Imported Carbon Steel Sheets and Plates from Brazil, Mainland China, India, Indonesia, South Korea, and Ukraine

2016: Financial Consultant International Trade Commission (ITC) of the Ministry of Economic Affairs, Application by China Steel Corporation, Yieh Hsing Enterprise Co., Ltd., Yieh United Steel Corporation, Sheng Yu Steel Co., Ltd., Chung Hung Steel Corporation, and Hsin Chien Industrial Co., Ltd., and six other companies for Imposing Anti-Dumping Duties,

Teaching

Courses Taught

Courses from the Teaching Schedule: ESSAY, FINANCIAL MANAGEMENT, FINANCIAL MANAGEMENT, FINANCIAL MANAGEMENT, FINANCIAL MANAGEMENT, FINANCIAL MANAGEMENT, INTERNATIONAL FINANCIAL INVESTMENTS, INTERNATIONAL FINANCIAL MARKET, INTERNATIONAL FINANCIAL MARKET, MASTER DEGREE THESIS/TECHNICAL REPORT, TOPICS ON INTERNATIONAL BUSINESS, TOPICS ON INTERNATIONAL BUSINESS, TOPICS ON INTERNATIONAL BUSINESS, TOPICS ON INTERNATIONAL BUSINESS

Teaching Activities

Advising: Master's Thesis

2025 - *Privacy computing theory and the moderating effect of brand relationship: Consumers' willingness to disclose information under MarTech* 1 student.

2025 - *The Impact of Banks' Green Lending and ESG Performance on Their Bank Risks.* 1 student.

2024 - *he Influence of Cross-border E-business Platforms'Argument Quality of Individual Reviews, Overall Reviews and Review Sidedness on Purchase Intention* 3 students.

2024 - *Exploring the Impact of Bank's Competitiveness and ESG Performance on Their Stability.* 1 student.

2024 - *The Impact of ESG Performance and Bank Competitiveness on Their Cost of Capital.* 1 student.

2023 - *A Study on The Relationship between ESG Performance of Enterprises and Organizational Attractiveness – Evidence from Taiwan Public Companies* 1 student.

2023 - *The Impact of 3C Key Opinion Leaders on Consumer Behavior - by Involvement as a Moderator.* 1 student.

2023 - *The Trade-Off Relationship between Corporate ESG Performance and Managers' Overconfidence on Earnings Management* 1 student.

2022 - *The Impact of Corporate ESG Performance on Systemic Risks during The COVID-19 Crisis.* 1 student.

2022 - *Analysis of Key Factors Influencing Consumers' Purchase Decision via Tik Tok Live Streaming.* 1 student.

2022 - *The Impact of ESG Performance on the Trade-offs Effect between Bank Risk.* 1 student.

2021 - *The Impact of Environmental Information Disclosure and Managers' Overconfidence on Earnings Management.* 1 student.

2021 - *The Influence of Earnings Management and Competition to the Taiwan's Bank Stability.* 1 student.

2021 - *Application of Information Data to Improve Incubation Efficiency in Poultry Breeding Industry, Case Study by Taiwan KD Company* 1 student.

2020 - *Challenges for Taiwanese Chicken Food Companies Entering the Myanmar Market-Case Study by KS Company.* 1 student.

2020 - *The Empirical Study of Corporate Social Responsibility, CEO Overconfidence and R&D Impact on Capital Structure.* 1 student.

2019 - *Integrate Lean and Automated Production to Promote 5S ActivitiesMyanmar V Company As an Example.* 1 student.

2019 - *The Impact of Bank Size and Capital Adequacy Ratio on Asymmetric Systemic Risk.* 1 student.

2018 - *A study on the feasibility of constructing an innovation management model of an early childhood education institution* 1 student.

2018 - *Study on the Efficiency of Taiwan's Banking Industry under Considering CoVaR.* 1 student.

2018 - *An Analysis of the Business of iPickup Intelligent Pickup with Technology Acceptance Model.* 1 student.

2018 - *Building a Management and Integrated System for Operation Room.* 1 student.

2018 - *The analysis on Live Broadcasting Management with Technology Acceptance Model.* 1 student.

2018 - *The Impact of the Competitiveness of Taiwan's Banking Industry on Stability after Considering CoVaR*. 1 student.

2017 - *The Impact of Global Bank Competition and Concentration on financial stability*. 1 student.

2017 - *The Effect of Bank Competition and Concentration to the Efficiency*. 1 student.

2016 - *The Effect of Investor Sentiment on the Taiwan Stock Abnormal Returns and Volatility*.

2016 - *The Affect of Financial System, the Cross-Country Heterogenity of Political Economy, Bank Diversification and Competition on Bank Stability*

2016 - *The Effects of Political Economy, Cultural Differences, and Firm-level Characteristics on Discouraged Borrowers*.

2015 - *The Effects of Entrepreneurial Vision, Social Capital and Human Capital on Entrepreneurial Performance for Small and Medium Enterprises of Food and Beverage Industry*

Advising: Winning Competitions or Certificates

2023 - 2022Ministry of Economic Affairs Subsidy Program for Domestic Public and Private Universities Selecting Students for Internship in Emerging Market Enterprises 3 students.

2022 - 2021 Ministry of Economic Affairs Subsidy Program for Domestic Public and Private Universities Selecting Students for Internship in Emerging Market Enterprises 3 students.

2021 - 2020 Ministry of Economic Affairs Subsidy Program for Domestic Public and Private Universities Selecting Students for Internship in Emerging Market Enterprises 3 students.

2020 - 2019 Ministry of Economic Affairs Subsidy Program for Domestic Public and Private Universities Selecting Students for Internship in Emerging Market Enterprises 3 students.

2019 - 2019 International Forum and Cross-Strait Inter-School Simulation Trade Show Competition.

2019 - 2019 International Economics, Trade and Business Competition for University Students.

2018 - 2019 Ministry of Economic Affairs Subsidy Program for Domestic Public and Private Universities Selecting Students for Internship in Emerging Market Enterprises 3 students.

2018 - 2018 International Economics, Trade and Business Competition for University Students.

2018 - 2018 International Forum and Cross-Strait Inter-School Simulation Trade Show Competition.

2017 - 2017 International Forum and Cross-Strait Inter-School Simulation Trade Show Competition.

2017 - 2017 International Economics, Trade and Business Competition for University Students.

2016 - 2016 International Forum and Cross-Strait Inter-School Simulation Trade Show Competition.

Program Assessment Projects

2017 - *The YouthSpark-Bulid the Future Program-Microsoft & Information Society Promotion Associate*.

2017 - *The YouthSpark-Bulid the Future Program-Microsoft & Information Society Promotion Associate*.

Student Assign-Supervised Research (UG)

2018 - *An Event Study of How Security Incident Impact the Cryptocurrencies Price*.

2018 - *CareGive Innovation and Entrepreneurship Plan*.

2016 - *The Influence of Red Supply Chain on Taiwan Semiconductor Industry*.

2016 - *A Study of Managing Performance of Amusement Park Industry in Asia Pacific Region*.

2015 - *The Impact of Macroeconomic Factors and Travel and Tourism Competitiveness on Number of Arriving Tourists in Taiwan*

2015 - *The Effect of Advertising on the Stock Prices and Revenue of Firms: Empirical Evidence from the Super Bowl Ads*

Thesis / Dissertation Committee - Member

2025 - *Master's Thesis Review*. 7 students.

2024 - *Master's Thesis Review*. 5 students.

2023 - *Master's Thesis Review*. 2 students.

2022 - *Master's Thesis Review*. 3 students.

2021 - *Master's Thesis Review*. 3 students.

2020 - *Master's Thesis Review*. 2 students.

2019 - *Master's Thesis Review*. 2 students.

2018 - *Master's Thesis Review*. 6 students.

2017 - Master's Thesis Review. 2 students.

2016 - Master's Thesis Review.

2015 - Master's Thesis Review.

Teaching Schedule

Term	Course	Course Title	Cr	Enroll	Total	Session	Campus	Eval	Grade	Dist	TR%
2024/Fall	INTB42162	TOPICS ON INTERNATIONAL BUSINESS	1	7	7						0%
2024/Fall	FIN25200	INTERNATIONAL FINANCIAL INVESTMENTS	3	8	24						0%
2024/Fall	FIN110202	FINANCIAL MANAGEMENT	3	46	138						0%
2024/Fall	FIN110202	FINANCIAL MANAGEMENT	3	13	39						0%
2024/Fall	INTB42162	TOPICS ON INTERNATIONAL BUSINESS	1	6	6						0%
2024/Spring	FIN251002	FINANCIAL MANAGEMENT	3	48	144						0%
2024/Spring	FIN15100	INTERNATIONAL FINANCIAL MARKET	3	8	24						0%
2024/Spring	INTB2161P2	TOPICS ON INTERNATIONAL BUSINESS	0	7	0						0%
2024/Spring	INTB2161P2	TOPICS ON INTERNATIONAL BUSINESS	0	6	0						0%
2024/Spring	INTB32161	TOPICS ON INTERNATIONAL BUSINESS	1.5	7	10.5						0%
2024/Spring	INTB32161	TOPICS ON INTERNATIONAL BUSINESS	1.5	6	9						0%
2023/Fall	FIN25200	INTERNATIONAL FINANCIAL INVESTMENTS	3	9	27						0%
2023/Fall	INTB42162	TOPICS ON INTERNATIONAL BUSINESS	1.5	7	10.5						0%
2023/Fall	FIN150002	FINANCIAL MANAGEMENT	3	13	39						0%
2023/Fall	INTB2162P2	TOPICS ON INTERNATIONAL BUSINESS	0	7	0						0%
2023/Fall	FIN15020	FINANCIAL MANAGEMENT	3	31	93						0%

2022/Spring	INTB20002	ESSAY	3	13	39						0%
2022/Spring	FIN25100	FINANCIAL MANAGEMENT	3	52	156						0%
2022/Spring	INTB32161	TOPICS ON INTERNATIONAL BUSINESS	1	8	8						0%
2022/Spring	FIN151002	INTERNATIONAL FINANCIAL MARKET	3	10	30						0%
2022/Spring	INTB10252	MASTER DEGREE THESIS/TECHNICAL REPORT	3	17	51						0%
2022/Spring	INTB2161P2	TOPICS ON INTERNATIONAL BUSINESS	2	8	16						0%
2021/Fall	FIN15000	FINANCIAL MANAGEMENT	3	17	51						0%
2021/Fall	INTB42162	TOPICS ON INTERNATIONAL BUSINESS	1	8	8						0%
2021/Fall	INTB2162P2	TOPICS ON INTERNATIONAL BUSINESS	2	8	16						0%
2021/Fall	FIN15020	FINANCIAL MANAGEMENT	3	34	102						0%
Totals			54.5	404	1,048						

Intellectual Contributions

Intellectual Contributions Grid: All years

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	1	8		9
Publications in Conference Proceedings (Refereed)		22		22
Publications of Non-refereed or Invited Papers		3		3
Revisions of Books, Monographs, Compilations, Manuals		1		1
Paper Presentations (Refereed)	2			2

Refereed Articles

Applied or Integrative/application Scholarship

LU, C. . (2019). A Better Fitting Strategy Planning Model for the Small and Medium-Sized Enterprises in Taiwan: The Financial Strategy Management Analysis Model. *Journal of Business and Economics*, 9 (11), 949-962.

CHANG, C. ., LIN, C. ., CHUANG, C. ., & LU, C. . (2017). Investigating the Relationships among Involvement, Optimism, Product Attribute and Happiness: A Case Analysis for the Baking Industry. *Taiwan Business Performance Journal*, 10 (2), 83-103.

LU, C. . (2013). The Study of Influencing Factors of Usage of Order-Processing System-An Empirical Study of Yahoo! Shopping Website. *Journal of Customer Satisfaction*, 9 (2), 189-214.

LU, C. . (2006). Growth Strategies and Merger Patterns among Small and Medium-Sized Enterprises An Empirical Study. *International Journal of Management*, 23 (3-1).

LU, C. . (2006). Integration of Transfer Function Model and Back Propagation Neural Network for Forecasting Storm

Sewer Flow in Taipei Metropolis. *Stochastic Environmental Research and Risk Analysis*, 20 (1-2), 6-22.

LU, C. . (2005). Research on the asymmetric mean reversal pattern and reverse investment of Taiwan stock returns. *Fu Jen Management Review*, 12 (2).

LU, C. . (2004). Research on the interaction effect between Taiwan stock price index futures and the profitability of reverse investment. *Takming University Journal*, 23 (1).

LU, C. . (2002). Research on the service quality of bank information departments in Taiwan. *Bank of Taiwan Quarterly*, 25 (3), 55-76.

Basic or Discovery Scholarship

LU, C. . (in press, 2024). Impacts of geographical conflicts on risk tango between oil and equity markets: An empirical evidence from oil-importing and exporting nations. *The North American Journal of Economics and Finance*, 78 (70) 102419.

Refereed Proceedings

Applied or Integrative/application Scholarship

LU, C. ., & Ou, S. . (in press, 2025). The Impact of Banks' Green Lending and ESG Performance on Their Bank Risks. *2025 International Forum on International Marketing (IFIM)*.

LU, C. ., & Cai, X. . (in press, 2025). Privacy Computing Theory and The Moderating Effect of Brand Relationship: Consumers' Willingness to Disclose Information under MarTech. *2025 International Forum on International Marketing (IFIM)*

LU, C. ., & Cao, S. . (in press, 2024). Exploring the Impact of Bank's Competitiveness and ESG Performance on Their Stability. *2024 Smart Finance and Enterprise Management Academic Conference*.

LU, C. ., & Wong, L. . (in press, 2024). The Influence of Cross-border E-business Platforms'Argument Quality of Individual Reviews, Overall Reviews and Review Sidedness on Purchase Intention. *2024 NTUB Conference of International Business Administration*.

LU, C. ., & TSAI, W. . (in press, 2024). The Impact of ESG Performance and Bank Competitiveness on Their Cost of Capital. *2024 Smart Finance and Enterprise Management Academic Conference*.

LU, C. . (in press, 2023). The Impact of 3C Key Opinion Leaders on Consumer Behavior - by Involvement as a Moderator. *2023 National Taipei University of Technology Business Management Seminar*.

LU, C. ., & Huang, Y. . (in press, 2023). A Study on The Relationship between ESG Performance of Enterprises and Organizational Attractiveness – Evidence from Taiwan Public Companies. *2023 National Taipei University of Business New Trends in Financial Development-SDGs Seminar*.

LU, C. ., & Lin, J. . (in press, 2023). The Trade-Off Relationship between Corporate ESG Performance and Managers' Overconfidence on Earnings Management. *2023 National Taipei University of Business New Trends in Financial Development-SDGs Seminar*

LU, C. ., & Hsieh, H. (2022). The Impact of ESG Performance on the Trade-offs Effect between Bank Risk. *2022 NTUB Conference of International Business Administration*.

LU, C. ., & Wang, H. (2022). The Impact of Corporate ESG Performance on Systemic Risks During The COVID-19 Crisis. *International Conference on Clean and Sustainable Production (ICCSPP)*.

LU, C. ., & YU, Y. (2021). The Impact of Environmental Information Disclosure and Managers' Overconfidence on Earnings Management. *2021 NTUB Conference of International Business Administration*.

LU, C. ., & Chen, Y. (2021). The Influence of Earnings Management and Competition to the Taiwan's Bank Stability. *2021 NTUB Conference of International Business Administration*.

LU, C. ., & Wu, P. (2020). The Empirical Study of Corporate Social Responsibility, CEO Overconfidence and R&D Impact on Capital Structure. *2020 the 19th National Taipei University of Business Academic Forum-International Business Management Symposium*.

LU, C. . (2019). The Impact of Bank Size and Capital Adequacy Ratio on Asymmetric Systemic Risk. *2019 The 18th National Taipei University of Business Academic Forum – Proceedings of the Symposium on International Operations and Management Practice*

LU, C. . (2019). A New Forecasting Framework for Bitcoin Price with LSTM. *2018 IEEE International Conference on Data Mining Workshops (ICDMW)*.

LU, C. . (2019). Effects of Brand Attitude and Brand Equity on Purchase Intention for Private BrandStory Marketing as a Moderator. *2019 The 18th National Taipei University of Business Academic Forum – Proceedings of the Symposium on International Operations and Management Practice*

- LU, C. ., & YU, H. (2018). Study on the Efficiency of Taiwan's Banking Industry under Considering CoVaR. *2018 the 17th National Taipei University of Business Academic Forum-International Business Management Symposium*.
- LU, C. ., & Wang, H. (2018). The Impact of the Competitiveness of Taiwan's Banking Industry on Stability after Considering CoVaR. *2018 the 17th National Taipei University of Business Academic Forum-International Business Management Symposium*.
- LU, C. ., & Chang, C. (2017). The analysis on Live Broadcasting Management with Technology Acceptance Model. *2017 The 16th National Taipei University of Business Academic Forum-International Business Management Symposium*.
- LU, C. . (2016). The Effect of Investor Sentiment on the Taiwan Stock Abnormal Returns and Volatility. *2016 The 15th National Taipei University of Business Academic Forum and International Enterprise Management Seminar*.
- LU, C. . (2016). The Affect of Financial System, the Cross-Country Heterogeneity of Political Economy, Bank Diversification and Competition on Bank Stability. *2016 The 15th National Taipei University of Business Academic Forum and International Enterprise Management Seminar*.
- LU, C. . (2016). The Effects of Political Economy, Cultural Differences, and Firm-level Characteristics on Discouraged Borrowers. *2016 The 15th National Taipei University of Business Academic Forum and International Enterprise Management Seminar*.

Non-Refereed Articles

Applied or Integrative/application Scholarship

- LU, C. . (in press, 2019). A New Forecasting Framework for Bitcoin Price with LSTM. *2018 IEEE International Conference on Data Mining Workshops (ICDMW)*.
- LU, C. . (2019). Effects of Brand Attitude and Brand Equity on Purchase Intention for Private BrandStory Marketing as a Moderator. *College and University*.
- LU, C. . (2019). The Impact of Bank Size and Capital Adequacy Ratio on Asymmetric Systemic Risk. *College and University*.

Books, Monographs, Compilations, Manuals

Books

- LU, C. . (2012). *Service industry management* (3 ed.). Taiwan: Chinese Television System Inc..

Presentations of Refereed Papers

International

- Lu, C. . & Wang, H. (2022). *The Impact of Corporate ESG Performance on Systemic Risks during The COVID-19 Crisis*. International Conference on Clean and Sustainable Production (ICCSP), UTHA, United States of America.

National

- Lu, C. . & Hsieh, H. (2022, May). *The Impact of ESG Performance on the Trade-offs Effect between Bank Risk*. 2022 NTUB Conference of International Business Administration, Taipei, Taiwan.

Grants

Non-competitive

- 2025: CHEN, W. . Carbon Footprint Verification Service Program-TCA Co.Ltd, Co-Investigator, Industrial Technology Research Institute.
- 2025: CHEN, W. . Carbon Footprint Verification Service Program-Tech Control Enterprise Co., Ltd., Co-Investigator, Industrial Technology Research Institute.
- 2024: LIN, Y. . Logistics Operations Talents - Logistics Management Professional Certificate Training Program, Co-Investigator, Taiwan Association of Logistics Management.
- 2023: LIN, Y. . Junior Logistics Operations Talents - Logistics Management Professional Certificate Training Program, Co-Investigator, Taiwan Association of Logistics Management.

Research

- 2025: LU, C. . Research on EMS Industry Business Process and AI Application Analysis, Principal Investigator, GOV-Ministry of Economic Affairs, Taiwan.
- 2024: LU, C. . Industrial Computer Industry-Level Supply Chain Ooptimization Strategy Report, Principal Investigator, Institute for Information Industry.
- 2024 [Year 1 of 3]: LU, C. . Academic Research Workshop Promotes Industry-University Cooperation Projects of the

Center, Principal Investigator, SAN SHING FASTECH CORP..

2023: LU, C. . Investigation and Research Case on the Resilience of Taiwan's Industrial Computer Industry, Principal Investigator, eChannelOpen Inc..

2023 [Year 1 of 3]: LU, C. . Academic Research Workshop Promotes Industry-University Cooperation Projects of the Center, Principal Investigator, SAN SHING FASTECH CORP..

2023 [Year 1 of 5]: LU, C. . National Taipei University of Business Incubation Center Vendor recommendation and post-settlement counseling plan, Principal Investigator, Mobile Digital Fintech Accounting Firm.

2023 [Year 1 of 5]: LU, C. . National Taipei University of Commerce Incubation Center Fuben Digital company recommendation and post-settlement counseling plan, Principal Investigator, Fuben Digital Co., Ltd..

2023: CHEN, W. . Professional Certificate Training Plan for International Marketing Junior Talents, Co-Investigator, Taiwan Association of International Logistics and Supply Chain.

2022 [Year 3 of 3]: LU, C. . Academic Research Workshop Promotes Industry-University Cooperation Projects of the Center, Principal Investigator, SAN SHING FASTECH CORP..

2021 [Year 2 of 3]: LU, C. . Academic Research Workshop Promotes Industry-University Cooperation Projects of the Center, Principal Investigator, SAN SHING FASTECH CORP..

2021: CHUANG, C. . & LU, C. ., 2021 Subsidy for Domestic Public and Private Universities Selecting Students to Internship Plans in Emerging Market Companies, Co-Principal Investigator, The Ministry of Economic Affairs (MOEA), the Bureau of Foreign Trade (BOFT).

2020 [Year 1 of 3]: LU, C. . Academic Research Workshop Promotes Industry-University Cooperation Projects of the Center, Principal Investigator, SAN SHING FASTECH CORP..

2019: LU, C. . Promote the construction of financial assets and liabilities risk management platform, Principal Investigator, YuLon Group Executive Office.

2019 [Year 3 of 3]: LU, C. . Academic Research Workshop Promotes Industry-University Cooperation Projects of the Center, Principal Investigator, SAN SHING FASTECH CORP..

2019: LU, C. . Assisting W&M STEEL INDUSTRIAL CO., LTD. project capital budget planning and innovative business model case, Principal Investigator, W&M STEEL INDUSTRIAL CO., LTD..

2019: CHUANG, C. . & LU, C. ., 2019 Subsidy for Domestic Public and Private Universities Selecting Students to Internship Plans in Emerging Market Companies, Co-Principal Investigator, The Ministry of Economic Affairs (MOEA), the Bureau of Foreign Trade (BOFT).

2018: LU, C. . Promote the construction of financial assets and liabilities risk management platform, Principal Investigator, YuLon Group Executive Office.

2018: LU, C. . Promote the construction of financial assets and liabilities risk management platform, Principal Investigator, YuLon Group Executive Office.

2018 [Year 2 of 3]: LU, C. . Academic Research Workshop Promotes Industry-University Cooperation Projects of the Center, Principal Investigator, SAN SHING FASTECH CORP..

2018: LU, C. . Assisting W&M STEEL INDUSTRIAL CO., LTD. project capital budget planning and innovative business model case, Principal Investigator, W&M STEEL INDUSTRIAL CO., LTD..

2018: LU, C. . Assisting W&M STEEL INDUSTRIAL CO., LTD. project capital budget planning and innovative business model case, Principal Investigator, W&M STEEL INDUSTRIAL CO., LTD..

2018: LU, C. . User Experience Analysis of Internet Smart Devices, Principal Investigator, WINNER WAVE TW LIMITED.

2018: CHUANG, C. . & LU, C. ., 2018 Subsidy for Domestic Public and Private Universities Selecting Students to Internship Plans in Emerging Market Companies, Co-Principal Investigator, The Ministry of Economic Affairs (MOEA), the Bureau of Foreign Trade (BOFT).

2017: LU, C. . TeSA Pitchers Gathering - Online Advertising Experience Sharing Project, Principal Investigator, Art Network Co., Ltd.

2017: LU, C. . Promote the construction of financial assets and liabilities risk management platform, Principal Investigator, YuLon Group Executive Office.

2017: LU, C. . Promote the construction of financial assets and liabilities risk management platform, Principal Investigator, YULON MOTOR CO., LTD..

2017 [Year 1 of 3]: LU, C. . Academic Research Workshop Promotes Industry-University Cooperation Projects of the Center, Principal Investigator, SAN SHING FASTECH CORP..

2017: LU, C. . Assisting W&M STEEL INDUSTRIAL CO., LTD. project capital budget planning and innovative

business model case, Principal Investigator, W&M STEEL INDUSTRIAL CO., LTD..

2017: LU, C. . Grasp the credit market with one hand - a comprehensive study on my country's financial credit statistics, Principal Investigator, Financial Joint Credit Information Center.

2017: LU, C. . User Experience Analysis of Internet Smart Devices, Principal Investigator, WINNER WAVE TW LIMITED.

2016 [Year 3 of 3]: LU, C. . Collaborative Program for the MBA Program of the State University of Texas at Arlington (UTA), Principal Investigator, UPLAS Information Group Ltd.

2016: LU, C. . Promote the construction of financial assets and liabilities risk management platform, Principal Investigator, YULON MOTOR CO.,LTD..

2016 [Year 3 of 3]: LU, C. . Academic Research Workshop Promotes Industry-University Cooperation Projects of the Center, Principal Investigator, SAN SHING FASTECH CORP..

2016 [Year 3 of 3]: LU, C. . Academic Research Workshop Promotes Industry-University Cooperation Projects of the Center, Principal Investigator, SAN SHING FASTECH CORP..

2016: LU, C. . Third-party multi-channel and cross-border e-commerce one drop logistics and logistics service case, Principal Investigator, Industrial Technology Research Institute.

2016: LU, C. . EZCast Crowdfunding Marketing Project-Docking Station & PowerWire, Principal Investigator, WINNER WAVE TW LIMITED.

2016: LU, C. . FY17 Build the Future-Dream Classroom dream project project, Principal Investigator, Republic of China Information Society Promotion Association.

2015 [Year 3 of 3]: LU, C. . Collaborative Program for the MBA Program of the State University of Texas at Arlington (UTA), Principal Investigator, UPLAS Information Group Ltd.

2015 [Year 3 of 3]: LU, C. . Academic Research Workshop Promotes Industry-University Cooperation Projects of the Center, Principal Investigator, SAN SHING FASTECH CORP..

2015: LU, C. . Strengthen the internal database and industry analysis of the Medical Business Development Division of Siemens AG, Principal Investigator, the Medical Business Development Division of Siemens AG.

2015: LU, C. . Strengthen the internal database and industry analysis of the Medical Business Development Division of Siemens AG, Principal Investigator, the Medical Business Development Division of Siemens AG.

2015: LU, C. . AEO high-quality enterprise supply chain security personnel training teacher training camp, Principal Investigator, Taiwan International Logistics & Supply Chain Association.

2015: LU, C. . International logistics and commodity international circulation practice personnel training, Principal Investigator, Taiwan International Logistics & Supply Chain Association.

2015: LU, C. . Circulation logistics channel planning for cross-border sales in Southeast Asia, Principal Investigator, Industrial Technology Research Institute.

2014: LU, C. . Guangzhou JRYK International Trade Co., Ltd. medium and long-term strategic planning education training and construction plan, Principal Investigator, Guangzhou JRYK International Trade Co., Ltd..

2014 [Year 3 of 3]: LU, C. . Collaborative Program for the MBA Program of the State University of Texas at Arlington (UTA), Principal Investigator, UPLAS Information Group Ltd.

2014 [Year 3 of 3]: LU, C. . Academic Research Workshop Promotes Industry-University Cooperation Projects of the Center, Principal Investigator, SAN SHING FASTECH CORP..

2014: LU, C. . Strengthen the internal database and industry analysis of the Medical Business Development Division of Siemens AG, Principal Investigator, the Medical Business Development Division of Siemens AG.

2014: LU, C. . JINJENG - A case analysis of Taiwan's food distribution in mainland China, Principal Investigator, JINJENG INTERNATIONAL LOGISTICS CO., LTD..

2013 [Year 3 of 3]: LU, C. . Collaborative Program for the MBA Program of the State University of Texas at Arlington (UTA), Principal Investigator, UPLAS Information Group Ltd.

2013 [Year 3 of 3]: LU, C. . Academic Research Workshop Promotes Industry-University Cooperation Projects of the Center, Principal Investigator, SAN SHING FASTECH CORP..

Training

2025: LU, C. . Echannel Open Inc., Supply Chain Resilience Coaching and Supply Chain Talent Training Program, Principal Investigator, Echannel Open Inc..

2024: LU, C. . Enterprise Sustainable Management Elite Cultivation Program Case, Principal Investigator, Taiwan Intellectual Property Technology Co., Ltd..

Service

Service to the Institution

Department Assignments

Officer: 1st Rank:

2010-2011 – 2012-2013: Chairperson of the Department of International Business

University Assignments

Officer: 1st Rank:

2014-2015 – 2021-2022: Dean of Student Affair Office

Service to the Profession

Reviewer - Article / Manuscript

2022 – 2024: Journal of Behavioral and Experimental Finance, Utah, United States of America (International).

2021: Journal of National United University, Taipei, Taiwan (National).

2017: China University of Technology/2017 Business 4.0 Application and Development Conference (National).

2016 – 2017: Journal of Business Administration (International).

2016: China University of Technology/2016 Both sides Economic and Trade Development Conference (National).

Presentation

2016: Counseling Knowledge and Crisis Management of Student Affair Staff (Local).

Reviewer – Research project

2024: National Science Council 113th College Student Research and Creation Award Reviewer, Taipei, Taiwan (National).

Reviewer: Conference Paper

2024: 2024 Win Semiconductors Contemporary Accounting Paper Award Symposium, Taipei, Taiwan (National).

2024: 2024 International Conference on Business Administration (ICBA 2024), Taipei, Taiwan (International).

2023: 2023 International Conference on Business Administration (ICBA 2023), Taipei, Taiwan (International).

Service to the Community

Board Committee Member: Public Company

2012 – 2015: APEX SCIENCE & ENGINEERING CORP., Ltd.

Competition Referee

2015: 2015 Cross-Strait University Students "International Trade and Business" Thematic Competition

consultant

2024 – 2025: Ministry of Education North District College Student Affairs Center

Other Community Service Activities

2024 – 2025: Review members for subsidy applications for academic affairs by non-governmental organizations in the second quarter of 2025

2024: Review Committee for the 2024 Moral Education Promotion and Deepening School Plan in Colleges and Universities

Positions Held in Civic Organizations

2014 – 2025: Financial Consultant International Trade Commission (ITC) of the Ministry of Economic Affairs

Speech / Presentation at a Community Meeting

2023: The Ministry of Education's 112th Campus Security and Fraud Prevention Theory and Practice Seminar

2023: Education and Culture Committee of the 6th Session of the 10th Session of the Legislature, "Artificial Intelligence, Virtual Currency, Digital Assets, Digital Human Rights, Fintech, Metaverse" Campus Anti-Fraud and Anti-Money Laundering Education Public Hearing

Professional Development

DS: Research-Related Conference/Seminar

2017: 2017 NTUB Conference of International Business Administration.

2016: 2016 The 15th International Business and Management Practice Seminar.

Professional Seminars / Workshops

2025: ESG Real Estate Net Zero Building Manager Seeds Teacher Certification Workshop.

2024: 2024 Teacher Research Workshop-24. Simulation Decision Teaching - Enterprise Management Simulation System (Basic and Advanced)

2023: 2023 "3DEXPERIENCE WORKS Cloud Design System Implementation Workshop" teacher training course.

2022: 2022 Years of Digital Marketing Teachers' Training Course.

2022: Sustainable Development Goals In-Depth Workshop for Teachers.

Technology-Related Training

2024: AI intelligent examination teacher training.

Honors/Awards

Award

2023: Second-Class Administrative Service Award, National Taipei University of Business. Excellent Service with a Cumulative 10 Years of Part-time Administrative Supervisory Work.

2022: Outstanding Achievement Award for 30 Years of Teaching Excellence, National Taipei University of Business.

2019 – 2022: Excellence Instructor Award, The Bureau of Foreign Trade (BOFT), the Ministry of Economic Affairs (MOEA).

2020: Flexible Salary Award from the Ministry of Education - Excellent Performance in Administrative Services, The Ministry of Education.

2020: Flexible Salary Award from the Ministry of Education - Excellent Performance in Industry-University Cooperation, The Ministry of Education.

2018: 2018 11th TOPCO SCIENTIFIC Thesis Contest Excellent Paper Guidance Award, Taiwan Management Institute.

2018: Flexible Salary Award from the Ministry of Education - Excellent Performance in Industry-University Cooperation, The Ministry of Education.

2017: Teaching Contribution Award, The Bureau of Foreign Trade (BOFT), the Ministry of Economic Affairs (MOEA).

2016 – 2017: Industry-University Cooperation Achievement Award, National Taipei University of Business.

2016: 2016 9th TOPCO SCIENTIFIC Thesis Contest Excellent Paper Guidance Award, Taiwan Management Institute.

2016: Second Place in the 2016 Trade Simulation Exhibition Competition - Booth Product Display Category, Chung-Hua International Trade Associate.

2015: Industry-University Cooperation Achievement Award, National Taipei University of Business.

2015: 2014 Academic Year Excellent Teacher Award, National Taipei University of Business.

Last updated by member on 04-Jul-25 (01:23 PM)