

國立政治大學商學院
COLLEGE OF COMMERCE
NATIONAL CHENGCHI UNIVERSITY



國際經營與貿易學系 109學年度課程手冊

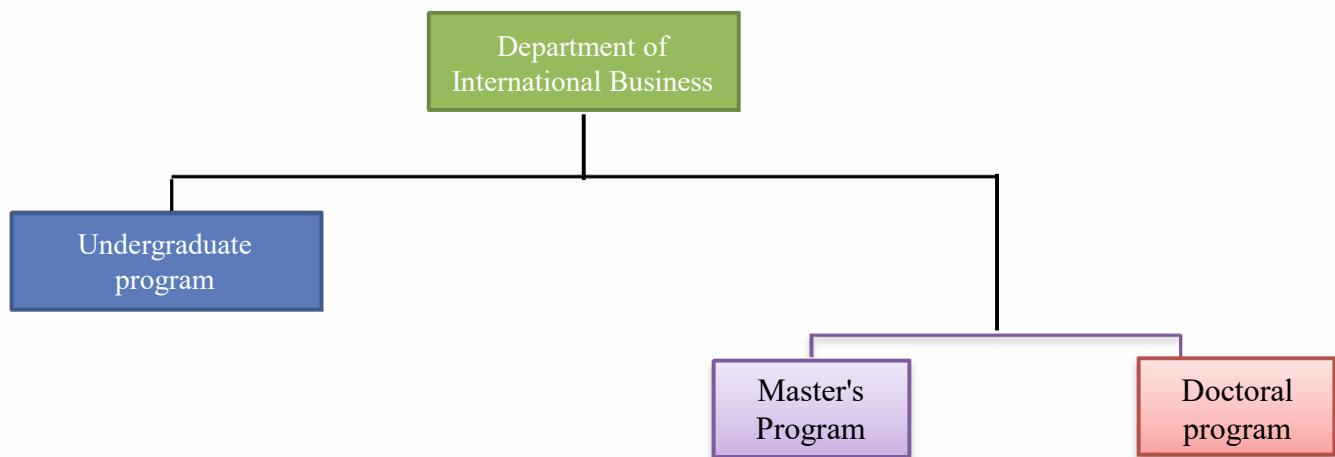
Department of International Business
Curriculum Guide

Business Ethics
Globalization
Professionalism
Innovation
Impact
Engagement

Contents

◆ Introduction to the Department of International Business	2
A. Department of International Business	2
B. Research Center.....	3
◆ Introduction to Courses of the Department of International Business.....	3
A. Educational Objectives.....	3
B. Course Map	4
C. Graduation requirements	5
D. Curriculum Planning	6
◆ Department of International Business Faculty Members.....	16

Introduction to the Department of International Business



A. Department of International Business

The Department of International Business (hereinafter referred to as the “Department”), National Chengchi University was established in 1957, over half a century ago. The Department is the first business related department to be established by universities in Taiwan. The Department received approval to establish Taiwan's first master's program in international business under the Graduate Institute of International Business in 1973. The Department’s undergraduate program was expanded to two classes in 1989. The Graduate Institute of International Business’ doctoral program was established in 1993. The Department and Graduate Institute were merged in 1994. The Department of International Business’ Chinese name was changed in 2007.

The Department’s teaching goal is to cultivate senior executives for international businesses, research talent for academic and policy research in the field of economics and trade, and high level managers in economics and trade departments of the government. The Department's over 20 full-time teachers all graduated with a Ph.D from renowned universities in Europe and America. Many teachers not only have excellent academic research results, but also won outstanding teacher awards from NCCU and the College of Commerce. With regard to curriculum design, the Department not only offers courses on internal management of enterprises, such as marketing management, strategic management, and financial management, but also offers courses with a more macro perspective, giving students access to courses closely related to changes in the external environment, such as international trade law, industrial economics, trade, and investment.

Students of the Department have many opportunities for overseas exchange, thanks to the numerous top business schools around the world that are sister schools with the College of Commerce. At present, about 50% of the Department's master’s students are selected for overseas exchange each year. Furthermore, the Department’s Alumni Association spares no effort in caring for current students, not only providing scholarships each year, but also many summer internship opportunities. Recently, the Department is making active efforts to obtain the Ministry of Education's New Southbound Study Abroad Program and Ministry of Economic Affairs Bureau of Foreign Trade's Student Overseas Internship Project, selecting students for summer internships in emerging markets, in order to cultivate international business and trade talent with an international perspective and practical experience.

B. Research Center

The Department currently has three research centers: The Research Center for International Economic Policy, Research Center for International Organization and Trade Law, and Research Center for Business Economic Theory and Quantitative Method. The directors of each center are all teachers of the Department. The Department hopes that teaching and research work will become more aligned with national economic development through the three centers, as well as the interactions and exchanges between teachers and students of the Department with the industrial sector, and thereby improve overall education results.

Introduction to Courses of the Department of International Business

A. Educational Objectives

The Department's teaching and learning goal is to cultivate senior executives for international businesses, research talent for academic and policy research in the field of economics and trade, and high level managers in economics and trade departments of the government. The Department effectively integrated courses of related fields to cultivate international business and trade talent with a foundation in both theory and practice. The courses provide general education in international trade theories and international business administration. The Department also engages in industry-academia collaboration to develop students practical abilities to solve business administration issues. Furthermore, the Department has long-term partnerships with government agencies and organizations, such as Taiwan External Trade Development Council, and jointly cultivate talent for international business, international trade policy analysis, and trade negotiations through research projects or jointly offering practical courses.

Undergraduate programs:

The Department's undergraduate program aims to cultivate comprehensive talent in the field of international business and trade. The Department not only requires students to extensively learn professional knowledge required for international business, but also requires them to learn cultures of different countries and foreign language abilities, so as to cultivate business talent with foreign language ability, international trade knowledge, and international perspectives.

Master's program:

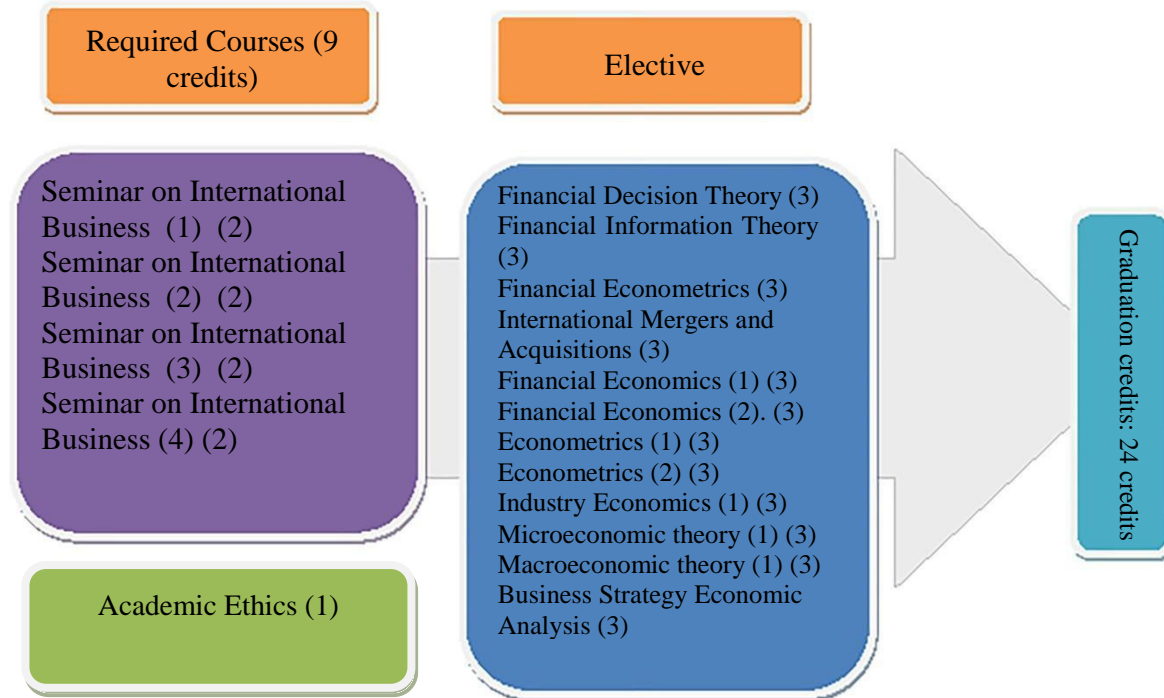
The Department's master's program has four divisions, namely International Economics, International Financial Management, International Business Administration and Marketing Management, and International Law. Students can choose from one of the four divisions as their major, in hopes of becoming an expert in the field. Furthermore, the Department attaches great importance to students engaging in interdisciplinary learning, improving foreign language proficiency, and developing an international perspective. The goal is to provide all students with solid training, so that they will be able to analyze changes and impacts on the international economic and trade environment, and formulate response measures at a national or corporate level.

Ph.D. program:

The curriculum of the Department's doctoral program focuses on learning academic theory and training in quantitative or qualitative methodology. The objective is to cultivate students with the ability to independently conduct research. Besides encouraging teachers and students to work together in research, the Department requires doctoral students to begin participating in domestic and overseas academic activities as soon as possible, so that they will stay up-to-date on the latest developments in the academic field, and also to develop students' ability to publish academic papers.

B. Course Map

Department of International Business (Doctoral Program) Course Requirements - Applicable to students enrolled in academic year 2020



C. Graduation requirements

Department of International Business Doctoral Program

Graduation credits	24 credits
Required courses	Seminar on International Business (1), (2), (3), and (4), 8 credits in total; Academic Ethics 0 credits
Elective Courses	Except for required courses, students may take elective courses offered by other departments for remaining credits after gaining approval from the class advisor.
Qualifying Exam	<p>Ph.D candidates may only apply for oral defense of their dissertation after accumulating 12.5 or more (inclusive) research performance points, submitting a paper that has reached the revise and resubmit phase of a grade A or B journal related to his/her research field specified in the Enforcement Rules for Academic Performance Evaluations of Doctoral Students in the Department of International Business, National Chengchi University, and reaching the English proficiency test standard.</p> <p>The English proficiency test standard in the preceding paragraph is a TOEFL score of 550 points on the PBT, which may be converted into the following English proficiency test scores: TOEFL (PBT) - 550 points, TOEFL (CBT) - 213 points, TOEFL (iBT) - 79 points, TOEIC - 800 points, or IELTS-6 or above. Scores for English proficiency tests are effective within 4 years of the application date for oral defense.</p>

D. Curriculum Planning

First semester of first year					Second semester of first year				
Course ID	Course Name	Class time (Temporary)	Credits	Estimated learning time outside of class each week	Course ID	Course Name	Class time (Temporary)	Credits	Estimated learning time outside of class each week
351011-001	※ Seminar on International Business (1)	Friday D56	2	4	300006-011	※ Academic Ethics	Friday FGH	1	3
351721-00-1	◎ International Mergers and Acquisitions	Tuesday 234	3	5	351012-001	※ Seminar on International Business (2)	Friday D56	2	4
351864-00-1	◎ International Businesses Theory	Tuesday EFG	3	9	351785-001	◎ Financial Economics (2)	Monday D56	3	4.5
351907-00-1	◎ Econometrics (1)	Friday 234	3	4.5	351801-001	◎ Industry Economics (1)	Thursday 234	3	4.5
351948-00-1	◎ Microeconomic theory (1)	Tuesday 234	3	4		Prepare for the qualifying exam			

※ Required Courses

◎ Elective Courses

V Group courses

△ Two-Semester Course

Note: The actual class schedule shall be based on the announcement by the Curriculum Section, Office of Academic Affairs.

First semester of second year					Second semester of second year				
Course ID	Course Name	Class time (Temporary)	Credits	Estimated learning time outside of class each week	Course ID	Course Name	Class time (Temporary)	Credits	Estimated learning time outside of class each week
351013-001	※ Seminar on International Business (3)	Friday D56	2.0	4	351022-001	※ Seminar on International Business (4)	Friday D56	2	4

※ Required Courses

◎ Elective Courses

V Group courses

△ Two-Semester Course

Note: The actual class schedule shall be based on the announcement by the Curriculum Section, Office of Academic Affairs.

First semester of third year					Second semester of third year				
Course ID	Course Name	Class time (Temporary)	Credits	Estimated learning time outside of class each week	Course ID	Course Name	Class time (Temporary)	Credits	Estimated learning time outside of class each week
	Dissertation					Dissertation			

First semester of fourth year					Second semester of fourth year				
Course ID	Course Name	Class time (Temporary)	Credits	Estimated learning time outside of class each week	Course ID	Course Name	Class time (Temporary)	Credits	Estimated learning time outside of class each week
	Oral defense of dissertation proposal					Doctoral program degree examination			

C. Overview of Courses

351011-001 351012-001 351013-001 351022-001	Seminar on International Business (1)(2)(3)(4) (Required)	2 credits	Doctoral program in international business	3 hours
[Course Objectives]	The purpose of this course is to provide an academic exchange platform. On one hand, this course will invite experts and scholars to give speeches, so that teachers and students of the Department will have the opportunity to come in contact with the latest research directions and results in the field of business worldwide, and also engage in exchanges with outstanding researchers in the field. On the other hand, this course will require students to go on stage and report their own research plans and progress, improving students research ability, as well as their oral expression skills and abilities, through class discussions with the teacher.			
[Course Contents]	(1) Speeches from experts and scholars (2) Proposal and progress report from graduate students			
[Remarks]				

351033-001	Academic Ethics (Required)	1 credit	College of Commerce Ph.D	1 hour
[Course Objectives]	By teaching business ethics concepts and academic ethics principles, this course aims to cultivate academic talent with the ability to determine value, and attaches importance to the spirit of business ethics and principles of research ethics. As a result, doctoral students will be able to implement ethical concepts in their field of expertise when they become teachers of business administration in the future. It will strengthen the elements of business ethics in teaching contents and cause the students to uphold academic ethics when engaging in research.			
[Course Contents]	Contents of this course cover two aspects: Business ethics and academic ethics. Aspects of business ethics include ethical dialectical training, introduction to theories of ethics, business ethics case analysis and discussion, and sustainability value ranking activities. Academic ethics includes guidelines for writing academic papers and citation and quotation, principles and procedures for reviewing research ethics in social sciences, and application for and regulations on MOST projects.			
[Remarks]				

351907-001	Econometrics (1)	3 credits	Graduate Institute of International Business	3 hours
[Course Objectives]	<ol style="list-style-type: none"> 1. The Simple Regression Model 2. Multiple Regression Analysis: Estimation 3. Multiple Regression Analysis: Inference 4. Multiple Regression Analysis: OLS Asymptotics 5. Multiple Regression Analysis: Further Issues 6. Heteroskedasticity 7. More on Specification and Data Problems 8. Basic Regression Analysis with Time Series Data 9. Serial Correlation and Heteroskedasticity in Time Series Regressions 10. Instrumental Variables Estimation and Two Stage Least Squares 			

351907-001	Econometrics (1)	3 credits	Graduate Institute of International Business	3 hours
[Course Contents]	11. Carrying Out an Empirical Project 1. The Simple Regression Model 2. Multiple Regression Analysis: Estimation 3. Multiple Regression Analysis: Inference 4. Multiple Regression Analysis: OLS Asymptotics 5. Multiple Regression Analysis: Further Issues 6. Heteroskedasticity 7. More on Specification and Data Problems 8. Basic Regression Analysis with Time Series Data 9. Serial Correlation and Heteroskedasticity in Time Series Regressions 10. Instrumental Variables Estimation and Two Stage Least Squares 11. Carrying Out an Empirical Project			
[Remarks]				

351864-00-1	International Businesses Theory	3 credits	Doctoral program in international business	3 hours
[Course Objectives]	The intention of the course is not to familiarize students with the current literature on international business or international management, but rather to lay them a solid theoretical foundation for academic research in international business.			
[Course Contents]	1. This course will survey economic theories of the multinational enterprise (MNE). The theory and empirical evidence on the strategies to enter foreign markets, such as foreign direct investment (FDI), joint ventures, and licensing will be discussed. New developments in the area of international business will also be covered. Course requirements are attendance, participation, in-class presentations, and a term paper. 2. This is a discussion-oriented course. Students' well-prepared presentation of materials and active participation in class discussions are essential to the learning in and success of this course. The instructor will assign papers to students to present in each session. The responsibilities of the presenter are: (1) Summarizing and criticize the papers; (2) Raising research questions from the papers; (3) Preparing a copy of the summary for each classmate; and (4) Managing the presentation in 50 minutes. Please remember that each student should read the papers even though he/she may not be in charge of presenting the papers. The instructor may test the degree of preparation infrequently. 3. A high quality term paper, reflecting the insights from the readings, is expected from the students. The earlier a student discusses with the instructor and determines the topic of the paper, the earlier he/she can get the paper done. The instructor will provide or suggest other references to students as needed. Two weeks after the last day of the class is the due date for the paper. 4. In this semester, we will meet 17 times. The instructor will lecture in the first meeting. Each meeting is scheduled to discuss about two to three relevant papers. 5. A lot of papers are closely related to this seminar. However, time constraint and the emerging of new thoughts/ideas make it impossible to discuss all of them. As			

351864-00-1	International Businesses Theory	3 credits	Doctoral program in international business	3 hours
<p>a doctoral student, you are self-motivated to read those papers which you think are relevant. In the reading list, "parentheses" indicate the papers not in the volume of collection but are recommended to read.</p>				
[Remarks]				

351948-001	Microeconomic theory (1)	3 credits	Graduate Institute of International Business	3 hours
[Course Objectives]	This course will equip you the analytical tools that are widely employed in many fields of economics. You will find them useful in future study and research.			
[Course Contents]	This course will expose you the essential features of the contemporary microeconomic theory. As this is a one-semester course, I will confine the discussion to the core materials. However, for a theory course like this, some mathematical proofs are inevitable. A good understanding of calculus and intermediate microeconomics is a prerequisite for taking this course.			
[Remarks]				

351785-001	Financial Economics (2)	3 credits	Graduate Institute of International Business	3 hours
[Course Objectives]	<p>This course introduces a currently active research area in financial economics: the Market Microstructure. In the first half of this semester I will discuss the characteristics of different trading mechanisms in financial markets worldwide. Following this general discussion several theoretical models that describe the price formation process and the traders' behaviour are reviewed. The review focuses on the story side of these models rather than their technical aspect while some important results are still derived to strengthen students' understanding of models' implications. Students who finally decide to take this course will be required to present numerous empirical papers in the second half of this semester. At the end of the semester they are also required to submit a research report about 15 to 20 pages on the topics related to market microstructure or high-frequency data. This report will be due before the end of September.</p>			
[Course Contents]	<ol style="list-style-type: none"> 1. Course Introduction and An Overview of the Microstructure of Securities 2. Markets:I 3. An Overview of the Microstructure of Securities Markets:I 4. An Overview of the Microstructure of Securities Markets:II 5. Markets and Market Making 6. Inventory Models: I 7. Inventory Models: II 8. Information-Based Models: I 9. Information-Based Models: II 10. Empirical Studies of Market Microstructure: An Overview 			
[Remarks]				

351780-001	Research Project (1)(2)(3)(4)	2 credits	Graduate Institute of International Business	2 hours
[Course Objectives]	<p>The course has its focus on independent research. The intensive research and writing exercises are designed to facilitate students to start their search for thesis topics as early as possible, and on the other hand, improve their research and writing ability. Both ways contribute to the quality of their thesis. Because the students are required to submit a research topic on current issues to the instructor for approval weekly, it also helps students to make a habit of continuously exploring issues of international trade law and build up the capacity to complete a research in a timely manner under time pressure.</p> <p>Learning Outcomes</p> <ol style="list-style-type: none"> 1. Learning to apply multilateral trade rules to current international trade issues, esp. SPS, TBT, and service trade, etc. 2. Mastering the interpretation of WTO rules 3. Analyzing new WTO dispute settlement cases by applying its jurisprudence. 4. Learning RTAs issues 5. Following emerging economic and trade issues, such as climate change, TiSA negotiation, Doha negotiation, Post-Trump Trade, etc. 			
[Course Contents]	<p>This is a compulsory course for graduate students of the Department of International Business who have major in the International Trade Law. It has four different course numbers: (I), (II), (III) and (IV). However, it is not required to take them in a sequential order. Nevertheless, for graduate students enrolled after 2009, it is required to take at least three of them before applying for oral defense of their master thesis.</p> <p>This course is to develop students' ability of independent research on the most current issues of international trade law. The topics for research and writing exercises will be determined weekly, based on the most current trade and economic issues selected by the students and approved by the instructor. All research papers are required to have publishable-quality, and after the instructor's review, to be published on the bi-weekly Trade Law E-Newsletter of the Research Center for International Organization and Trade Law.</p>			
[Remarks]				

351801-001	Industry Economics (1)	3 credits	Graduate Institute of International Business	3 hours
[Course Objectives]	<p>The goal of this course is to equip students with knowledge of modern industrial organization. Industrial organization is a branch of economics that is concerned with the study of imperfect competition.</p> <p>We will build the analysis on game-theoretical models, and derive empirically testable propositions. Apart from the competitive strategies of the firms, antitrust policy implications will also be addressed.</p>			
[Course Contents]	<ol style="list-style-type: none"> 1. Re-cap of microeconomics. 2. Market structure and market power. 3. Monopoly power in theory and practice. 			

351801-001	Industry Economics (1)	3 credits	Graduate Institute of International Business	3 hours
	<ol style="list-style-type: none"> 4. Oligopoly and strategic interaction. 5. Anticompetitive strategies. 6. Contractual relations between firms. 7. Nonprice competition 			
[Remarks]				

351721-00-1	International Mergers and Acquisitions	3 credits	Graduate Institute of International Business	3 hours
[Course Objectives]	<p>From this course the students will be able to</p> <ol style="list-style-type: none"> (1) keep up-to-date with the latest thinking on the strategic consideration and development of mergers and acquisitions, (2) apply practical valuation procedures to a variety of situations, (3) learn how to use expert analysis tools, (4) prepare a profound mergers and acquisitions report containing ten phases. 			
[Course Contents]	<p>Business combinations are a critical part of the fabric of doing business in a free market economy both within a country and across political boundaries. Because business combinations often entail a common set of activities, the manager or analyst is able to view mergers, acquisitions, or business alliances in the context of a process or logical sequence of activities. This course is intended to help the students think of all the activities that contribute to the success or failure of mergers, acquisitions, and business alliances in an integrated way. The process outlined in this course consists of 10 interrelated phases and is sufficiently flexible to be applicable to business of various sizes and in different industries. Another part of the course presents a comprehensive approach to corporate valuation. It treats in detail the valuation of mergers, acquisitions, and leveraged buyouts, and the assessment of asset restructuring options and recapitalization plans. It contains valuation procedures and examples for the different types of transactions and contractual arrangement commonly encountered in practice. This course is designed for the graduate students with an interest in M&As, business alliances, and other forms of corporate restructuring.</p>			
[Remarks]				

351734-00-1	Marketing theory	3 credits	Graduate Institute of International Business	3 hours
[Course Objectives]	<p>This course is designed as the first seminar in marketing. The course has two overarching goals. First, the course is designed to familiarize the students with the philosophical and pragmatic underpinnings of marketing theory construction and testing. Second, the course is designed to illustrate these perspectives and methods by introducing the students to the current research streams in marketing. In particular, the course will:</p>			

351734-00-1	Marketing theory	3 credits	Graduate Institute of International Business	3 hours
[Course Contents]	<ol style="list-style-type: none"> 1. Develop an appreciation for the role of theory in the conduct of research. 2. Develop some background in theory construction in marketing 3. Examine issues in the philosophy of science and see how these issues relate to the conduct of research in marketing. 4. Explore research issues that bear on the conduct of research. <p>This course is conducted as a seminar. Each session will focus on a discussion of the articles assigned for the course. In reading the articles, students should consider:</p> <ol style="list-style-type: none"> 1. What are the points the author is trying to make? 2. How is the article related to other readings for the week? To other readings assigned previously in the course? <p>Students should maintain a written evaluation of each article assigned. In addition, students should write a short integrative review of the assigned articles for the week.</p> <p>Reviews should be brief and clear. Students will be assigned to lead a number of discussions during the term.</p>			
[Remarks]				

351909-001	Quantitative Methods (I)	3 credits	Graduate Institute of International Business	3 hours
[Course Objectives]	<ol style="list-style-type: none"> 1. Introduction. 2. Static Optimization. <ol style="list-style-type: none"> i. Equality Constrained Static Optimization ii. Inequality constrained Static Optimization 3. Differential Equations and Stability Analysis 4. Difference Equations and Stability Analysis 5. Continuous Time Dynamic Optimization <ol style="list-style-type: none"> i. Calculus of Variations ii. Maximum Principle (Optimal Control) iii. Dynamic Programming 6. Discrete Time Dynamic Optimization <ol style="list-style-type: none"> i. Lagrange Method. ii. Dynamic Programming 7. Comparative Dynamic Analysis 8. Stochastic Dynamic Optimization 9. Differential Games 10. Option Games 			

351909-001	Quantitative Methods (I)	3 credits	Graduate Institute of International Business	3 hours
[Course Contents]	<ol style="list-style-type: none"> 1. Introduction. 2. Static Optimization. <ol style="list-style-type: none"> i. Equality Constrained Static Optimization ii. Inequality constrained Static Optimization 3. Differential Equations and Stability Analysis 4. Difference Equations and Stability Analysis 5. Continuous Time Dynamic Optimization <ol style="list-style-type: none"> i. Calculus of Variations ii. Maximum Principle (Optimal Control) iii. Dynamic Programming 6. Discrete Time Dynamic Optimization <ol style="list-style-type: none"> i. Lagrange Method. ii. Dynamic Programming 7. Comparative Dynamic Analysis 8. Stochastic Dynamic Optimization 9. Differential Games 10. Option Games 			
[Remarks]				

351946-001	Macroeconomic Theory (I)	3 credits	Graduate Institute of International Business	3 hours
[Course Objectives]	<p>This course is an advanced course in macroeconomic theory for master students. We discuss various economic models that focus on the determinants of long-run growth and the behavior of aggregate macro variables such as output, consumption, unemployment, and investment. The course has a special focus on the dynamic nature of the economy based on intertemporal choices of economic agents. The topics include a review of standard Keynesian model, consumption, growth theory from Solow to Ramsey model, investment, unemployment, and monetary policy. This course is designed for master students in business school.</p>			
[Course Contents]	<ol style="list-style-type: none"> 1. Growth Theory Solow growth model, Ramsey model , OLG model, and Endogenous growth theory 2. Introduction to Dynamic Programming Numerical example of dynamic programming, Applications of dynamic programming in consumption 1 (Equity premium puzzle, Random walk hypothesis, and Durables) 3. New Keynesian Model and Monetary Policy Review of IS-LM and AD-AS models, Classical monetary model, Basic New Keynesian Model, and Implication for monetary policy 			

351946-001 Macroeconomic Theory (I)

3 credits

Graduate
Institute of
International
Business

3 hours

[Remarks]

D. Course Checklist

NCCU Department of International Business Doctoral Student Graduation Credits Review Form (24 Graduation Credits)

Student ID		Name		e-mail		
Major				English proficiency tests		
Courses Completed	Required Courses		Elective Courses			
	Course Name	Semester Credits	Course Name	Course Organizer	Course instructor	Semester Credits
	1 Academic Ethics (Required)		1			
	2 Seminar on International Business (1)		2			
	3 Seminar on International Business (2)		3			
	4 Seminar on International Business (3)		4			
	5 Seminar on International Business (4)		5			
			7			
Thesis title				Graduate credits obtained		

NCCU Department of International Business Graduate Program Study Plan and Progress

(I) General Information

(A) Basic profile

Name		Student ID		Date of Birth	<u> </u> / <u> </u> / <u> </u> (yyyy/mm/dd)
Address	Current: □□□ Permanent: □□□				
Contact number		Mobile number		E-mail	

(B) Academic Background

University and Department/Institute of Graduation	
Master's thesis title	

(II) Courses taken

Courses taken in the first semester of the first year

- (1) _____
 (2) _____
 (3) _____
 (4) _____
 (5) _____

Chair:
 Class advisor:

Field of study that may be selected in the future
 First choice:
 Second choice:

Courses taken in the second semester of the first year

- (1) _____
 (2) _____
 (3) _____
 (4) _____
 (5) _____

Chair:
 Class advisor:

Thesis title:

Courses taken in the first semester of the second year

- (1) _____
 (2) _____
 (3) _____
 (4) _____
 (5) _____

Chair:
 Class advisor:

Advisor:

Courses taken in the second semester of the second year

- (1) _____
 (2) _____
 (3) _____
 (4) _____
 (5) _____

Chair:
 Class advisor:

Courses taken in the first semester of the third year

(1) _____ Chair:

(2) _____

(3) _____

(4) _____ Advisor:

(5) _____

Courses taken in the second semester of the third year

(1) _____ Chair:

(2) _____

(3) _____

(4) _____ Advisor:

(5) _____

Department of International Business Faculty Members

Title/Name	Education	Expertise
Full-time Professor and Department Chair of the Department of International Business	Ph.D in Economics, The Johns Hopkins University	Financial Economics, Mathematical Economics, Microeconomics, Game Theory
Shieh Shwu-Jane		
Full-time Professor at the Department of International Business	Ph.D in Economics, University of Rochester	Time Series Theory, International Finance Theory and Empirical Research
Kuo Biing-Shen		
Full-time Professor at the Department of International Business	Ph.D in Business Administration (major in marketing), University of Michigan	Cross-Cultural Consumer Behavior, Customer Satisfaction, International Marketing Strategy, International Channel Strategy
Chiou Jyh-Shen		
Full-time Professor at the Department of International Business	Ph.D in Law, Columbia University in the City of New York	Financial Law, Commercial Law
Yang Guang-Hwa		
Full-time Professor at the Department of International Business	Ph.D in Law, University of London	International Economic and Trade Law, International Environmental Law, Development, Environmental Law
Shih Wen-Chen		
Full-time Professor at the Department of International Business	Ph.D in Business Administration, University of Illinois at Urbana Champaign	Overseas Direct Investment, International Business Entry Strategy, Company Growth
Tan Dan-Chi		
Full-time Professor at the Department of International Business	Ph.D in Financial Economics, University of Cambridge	Financial Economics
Kuo Wei-Yu		
Full-time Associate Professor at the Department of International Business	Ph.D in Engineering-Economic Systems (minor in operations research), Stanford University	International Investment, International M&A and Joint Venture, Higher Education Economics, Auction Theory Applicable to Privatization
Fu Yee-Tien		
Full-time Associate Professor at the Department	Ph.D in Economics, Western University	Financial Time Series Analysis; Computational Finance, Financial

Title/Name	Education	Expertise
of International Business		Econometrics
Lin Shinn-Juh		
Full-time Associate Professor at the Department of International Business	Ph.D in Business Administration, University of Warwick	New Product Preannouncement, Brand/Product Management, Marketing Communication, International Marketing
Chen Chien-Wei		
Full-time Associate Professor at the Department of International Business	PhD in Law, Duke University	International Trade Law, Financial Law, Competition Law
Yang Pei-Kan		
Full-time Professor at the Department of International Business	Ph.D in Business Administration, University of Manchester	International Business Administration, International Marketing, Strategic Management
Jean Ruey-Jer		
Full-time Associate Professor at the Department of International Business	Ph.D in Economics, Columbia University	International Economics
Hsu Tse-Chien		
Full-time Assistant Professor at the Department of International Business	Ph.D in Economics, University of Wisconsin-Madison	Industrial Organization Theory, Microeconomic Theory
Wen Wei-Jen		
Full-time Associate Professor at the Department of International Business	Ph.D, Organizational Strategy and International Management Division, University of Texas at Dallas	International Business Administration, Global Strategic Management, Corporate Sustainability
Su Wei-Chieh		
Full-time Associate Professor at the Department of International Business	Ph.D in Finance, London School of Economics and Political Science	International Finance, Financial Economics
Yen Yu-Min		
Full-time Assistant Professor at the Department of International Business	Ph.D in Economics, The Johns Hopkins University	Macroeconomics, Time Series
Natsuki Arai		
Full-time Associate Professor at the Department of International Business	Ph.D in Law, University of Cologne	International Trade Law, EU Economic Law, International Commercial Arbitration
Hsueh Ching-Wen		

Title/Name	Education	Expertise
Full-time Assistant Professor at the Department of International Business	Ph.D in Economics, University of California, Davis	International Trade
Tsai Chih-Yuan		
Full-time Assistant Professor at the Department of International Business	Ph.D in Economics, Boston College	Microeconomic, Game Theory
Pan Chien-Yu		
Full-time Assistant Professor at the Department of International Business	Ph.D in Finance, BI Norwegian Business School	Financial Economics
Chung Ling-Tak Douglas		
Full-time Assistant Professor at the Department of International Business	Ph.D in Economics, University of Southern California	International Finance, Macroeconomics
Minwoo Park		

