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Yuang Shiang Chao



Title: Assistant Professor

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Company: Nanhua University

Department: Finance



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Yuang Shiang Chao's Biography

Address: Chia-Yi, INTL

Type Of Business: University Consultation

Marketing Area: Taiwan;China

Expertise: International finance development; Management advisory services; Overseas investment strategies; Risk managements in business and emerging economies;creating business model and marketing strategy

Major Product/SVS: 1.financial knowledge Consultation service in creating business and expanding markets
 2.Advising the applicants how to write a proposal to get funding from Bank to create a business.
 3.Marketing strategy proposed to enterprises

Favorite Business Publication:	Three finance-related books published from 2012 to 2014. The first book entitled "Global Value Chains and Regional Economic Integration Development" (2013); The second book entitled "MNE Investment Strategy and Risk Evaluated in China," The Joint Effects of MNE's Diversification Strategy on Performance and Systematic Risk Evaluated in China Investment (2012); The third book entitled "What Government Bonds and Investors Matter in Global Financial Crisis?-Evidence and Strategic Thinking" (2012)
Hobbies/Sports:	Doing research; Climbing; Jogging; Joining Fo Guang Shan Temple activities; Listening to classical music
Education Degrees:	Ph.D. in Management, Major in International Business Management, Minor in Finance, National Yunlin University of Science and Technology (2010)
Affiliations Awards:	Counseling Commissioner, Chung-Hua Institution for Economic Research; Counseling Consultant, Council of Labor Affairs, Executive Yuan, Taiwan; Counseling Consultant, Small and Medium Enterprise Administration, Ministry of Economic
Career Achievements:	<p>1.79% successfully passed the application investigation process to get the business loan.</p> <p>2.Making the originally-created business run business well and get better profit within one year.</p> <p>3.Training the graduate students to get professional licenses to enter into good-qualified enterprises.</p>
Throughout the duration of your career, what was the one highlight that stood out the most?:	Advising students to get the nationwide second in 2013 National Simulation Investment Racing contest
Charity:	Adviser for Middle Class, How to Create Business models and Write Proposals to get the funding from the financial institutions.
Number Of Years In Profession:	16
Number Of Years In Current Position:	3
What Does He/She Attribute Success To:	He attributes his success to his ability to finish projects before a deadline and give proper advice to the owner in creating business or how to write a successful proposal to get the funding from the financial institutions, in addition to his extensive experiences in governmental institutions.
Why did you become involved in your profession or industry?:	He enjoyed himself in his financial and strategic management profession because he previously worked in a big enterprise, advising customers on how to invest their money into financial products, which was similar to a consulting position. It was a natural progression from that point.
Extended Bio Profile:	<p>Dr. Chao is most proud of being a contributor in international finance research field, and wants to provide more effective research outcomes connected with governmental policies and academic institutions. Most of his current students work in financial institutions, insurance companies and stock markets. Dr. Chao has acted as a financial and strategic consultant in several medium-sized enterprises since March 2005. He expects that there are two main academic directions to do subsequent research in the future. Dr. Chao hopes to revisit and reevaluate the applicability of existing research to connect theories in light of the changing conditions of global business. In addition to his assistant professor position in Nanhua University, and previously, Dr. Chao has taught for more than 17 years in university and advise many students to provide their financial knowledge to contribute themselves to financial industry.</p> <p>His working principle is 'never too late to learn and do your best in doing everything right until you have succeeded in your target.'</p>
	Providing advice and telling companies how to manage their businesses well and avoid risks; Assisting owners and chief executive officers with financial

Position Responsibilities and Duties:

management and risk-control managements;to advise good suggestions to the investors and graduate school students;Serving as an assistant professor in the department of finance and institute of financial management, college of management at Nanhua University; Doing research; Teaching

Education Certifications:

Senior Advising Consultant, U.K. Certificate(Distinct level),License No.:NI090038158405; Governmental Counseling Technician in Service Industry, Council of Labor Affairs, Executive Yuan, Taiwan

Awards/Honors:

Counseling Consultant, Small and Medium Enterprise Administration, Ministry of Economic Affairs, Executive Yuan, Taiwan (2014-2015); Second Place, National Investment Simulation Racing Contest (2013); Counseling Consultant, The National Youth Commission, Executive Yuan, Taiwan (2012-2013); Counseling Consultant, Bureau of Employment and Vocational Training, Council of Labor Affairs, Executive Yuan, Taiwan (2012-2013); Counseling Consultant, Council of Labor Affairs, Executive Yuan (2012); Enhancing University Students' Career Employability and Competitiveness, Youth Commission, Executive Yuan, Taiwan (2005-2006); The honored member in WHO's WHO(February-2015)

Where Will You Be In 5 Years:

In the coming years, Dr. Chao hopes to promote himself to the international academic community, and publish articles/finance-related books. In Taiwan, the governmental institution has a project and they needed a scholar or expert to join; Dr. Chao was asked to join governmental projects at the request with his colleagues. He would also like to progress to professor level with the university as well within the next six years.