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✎ Yuang Shiang Chao

ORCID ID

<https://orcid.org/0000-0002-2303-0988>

[View public version \(https://orcid.org/0000-0002-2303-0988\)](https://orcid.org/0000-0002-2303-0988)

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✎ Also known as

WHO's WHO, The honored member in Worldwide Branding institution; Professional Consultant in risk management and investment strategy in China.

✎ Country

Taiwan

✎ Keywords

Risk Management ; Investment Strategy ; International Finance; MNE Investment in Emerging Economy

 **Websites**

Profile linked to Amazon website (<https://www.amazon.com/Yuang-Shiang-Chao/e/B00IV30N1E>)

 **Emails**

ed5097@gmail.com

Biography 



Dr. Chao Yuang Shiang

1. Profile linked to Amazon website

<https://www.amazon.com/Yuang-Shiang-Chao/e/B00IV30N1E>

2. Profile linked to Nanhua University website

<http://isites.nhu.edu.tw/yschao/doc/836>

<http://edward.sclub.com.tw/index.php>

Current Occupation: Full-time faculty, Assistant Professor, Department of Finance and Institute of Financial Management,

Nanhua University <http://en.nhu.edu.tw/>

International certificate as follows.

1. Senior Advising consultant, U.K. certificate (Distinct level)

License No. : NI 090038158405

2. Integrated Marketing Consultant (Senior level)

Certificate No. : SMA 201411501

3. Service Industry Consultant

Certificate No. : 181-001128 (August-2011)

4. Enterprise Resource Planning Proficiency

Certificate No. : CERPS 1205320 (July-2012)

5. The Big Data of Finance technology

Certificate No. : FINTECH 1050000080 (2017)

6. Finance technology Application Professions

Certificate No. : FINTECH-APP 1050000075 (2017)

Consultation in governmental institution and private company

1. Financial consultant, Yoau Jude construction company
2. Consultant in business management and marketing strategy, Green Deming environmental technological company.
3. Consultant in education and training Joy town Investment Company.
4. Counseling consultant in preparatory OTC market, Yunhong environmental company.
5. Counseling consultant, the Council of Labor Affairs, Executive Yuan, R.O.C. (2012/2-2013/12)
6. Counseling consultant in creating business and career development, The National Youth Commission (NYC), Executive Yuan, R.O.C. (2012/6-2013/5).
7. Counseling consultant, Small and Medium Enterprise Administration, Ministry of Economic Affairs, Executive Yuan, R.O.C. (2014/4- 2016/3).
8. Counseling consultant ,the Bureau of Employment and Vocational Training (BEVT) ,Council of Labor Affairs, Executive Yuan, R.O.C. (validity: 2012/3/1-2013/12/31).
9. Counseling Consultant, Council of Labor Affairs, Executive Yuan (2012);
10. Member of the Remuneration Committee of FALCON POWER CO., LTD.. (2016/6/15 ~ 2019/6/14)
Market Observation Post System (TWSE Stock listed company, CODE:1516)
11. Consultant (2016/7/1 ~ 2017/6/30) of MetaTech Co., Ltd. (OTC listed Company / Stock Code: 3224)
<http://www.metatech.com.tw/info/about.aspx>
12. Academic Journal Reviewer
Advances in Economics and Business
ISSN: 2331-5059 (Print) ; ISSN: 2331-5075 (Online)
Reviewers website linkage of Dr. Chao Yuang Shiang
http://www.hrpub.org/journals/jour_reviewers.php?id=18

Main research field

1. International finance development;
2. Management advisory services;
3. Overseas investment strategies;

4. Risk management in business and emerging economies;
5. Creating business strategy and models constructed
6. Investment Strategy and Performance Evaluated

Awards/Honors:

WHO's WHO, The honored member in Worldwide Branding institution (February-2015)

1. 2014 Outstanding Teacher in <Research and Production/Academies> performance, Nanhua university
2. 2015 Outstanding Teacher in <Research and Production/Academies> performance, Nanhua university
3. 2016 Outstanding Teacher in <Teaching Area> performance, Nanhua university
4. 2016 Outstanding Teacher in <Research and Production> Academics performance, Nanhua university

Autobiography

I was proud of being a contributor in international finance research community and also provided more effective research outcomes connected with governmental policies and academic institutions. I always provide advice and telling companies how to manage their businesses well and avoid risks and assist owners and chief executive officers with financial management and risk-control managements;in addition, providing advisory and useful suggestions to the investors and decision makers.

Up to now, there're totally fifteen textbooks published including six professional financial publications and five local textbooks since 2004 and four foreign textbooks had been published in LAP LAMBERT Academic Publishing since 2012.

(The reference linkage is as follows:

<https://www.morebooks.de/search/%20gb?>

[page=2&q=+Yuang+Shiang+Chao+&search_term=+Yuang+Shiang+Chao+&via_keyword=1\)](https://www.morebooks.de/search/%20gb?page=2&q=+Yuang+Shiang+Chao+&search_term=+Yuang+Shiang+Chao+&via_keyword=1)

I enjoy myself in doing research and expect to get more good quality papers published in SSCI/SCI high impact factor journals in the coming future. I still make the best of time to move forward and contribute my research to academic community in academic field and industry.

▼ Education (1) () ⓘ

+ Add education ⚡ Sort

National Yunlin University of Science and Technology: Douliou, Taiwan



2002-09-07 to 2010-06-10 | PH.D (International business management)

Source: Yuang Shiang Chao



▼ Employment (1) ()

+ Add employment ⇅ Sort



Nanhua University: Dalin Township, Chia-Yi county, Taiwan



2013-08-01 to present | Assistant professor (Finance and graduate of financial management)

Source: Yuang Shiang Chao



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+ Add funding ⇅ Sort

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個人理財規劃



中國吉林大學出版社

2017-02-25 | book

ISBN: 9787567792609

(http://www.dangdaitushu.com/zuixinxiaoxi/2017%E5%B9%B4%E6%9C%88%E5%87%BA%E7%89%88%E7%BD%B2%E8%8E%B7%E6%89%B9%E6%96%B0%E4%B9%A6%E7%BC%8818%E7%BC%89_6.html)

Translated title (English)

Personal Financial Programming

Language

Chinese (China)

URL

http://www.dangdaitushu.com/zuixinxiaoxi/2017%E5%B9%B4%E6%9C%88%E5%87%BA%E7%89%88%E7%BD%B2%E8%8E%B7%E6%89%B9%E6%96%B0%E4%B9%A6%EF%BC%8818%EF%BC%89_6.html

(http://www.dangdaitushu.com/zuixinxiaoxi/2017%E5%B9%B4%E6%9C%88%E5%87%BA%E7%89%88%E7%BD%B2%E8%8E%B7%E6%89%B9%E6%96%B0%E4%B9%A6%EF%BC%8818%EF%BC%89_6.html)

Citation (formatted-chicago)

個人理財規劃;基金;股票;風險評估;股票

Description

2017070956 978-7-5677-9260-9

書名: 个人理财规划 出版社: 中國吉林大學出版社 出版年月: 2017.2 作者: 林秀清 趙永祥

Country of publication

China

Created

2018-06-06

Source: Yuang Shiang Chao

 Preferred source**MNE Investment and Risk Management in China**

<https://www.goldenlight-publishing.com/>

2017-02-13 | book

ISBN: 978-3-330-82095-1 (<https://www.goldenlight-publishing.com//system/covergenerator/build/2139>)

Language

English

Subtitle

Geographical Diversification Strategy to Evaluate Performance and Systematic Risk in Emerging Economy

URL

<https://www.morebooks.de/store/gb/book/mne-investment-and-risk-management-in-china/isbn/978-3-330-82095-1> (<https://www.morebooks.de/store/gb/book/mne-investment-and-risk-management-in-china/isbn/978-3-330-82095-1>)

Citation (formatted-apa)

MNE Investment; Risk Management; Investment Strategy; Geographical Diversification Strategy; China Investment

Description

This book mainly assesses the joint effects of diversification configuration on Multinational Enterprises' (MNEs) performance and systematic risk. Findings suggest that their joint effects are curvilinear on performance and systematic risk. Furthermore, low level of region and moderate level of country diversification shows significant positive effect on MNE performance and negative effect on systematic risk. We construct the terminology "balanced configuration in geographical diversification" to identify averaging the balance of geographical diversification between country and region via moderate concentrated China involvement is the optimal strategic diversification strategy to gain better performance and low risk.

Country of publication

China

Created

2018-06-03



A Study on Corporate Governance of China's Current Banking System



Journal of Chinese Economic Research

2015-09-25 | journal-article

ISSN: 1728-2055 (<http://lawdata.com.tw/tw/detail.aspx?no=250471>)

Language

Chinese (Taiwan)

URL

<http://lawdata.com.tw/tw/detail.aspx?no=250471> (<http://lawdata.com.tw/tw/detail.aspx?no=250471>)

Citation (formatted-apa)

Corporate Governance;Commercial Banks;Shareholding Structure;Ownership restructuring

Description

本研究運用“股權——治理——激勵——績效”框架客觀分析當前中國大陸銀行業改革發展取得的成就，根據研究結果顯示：中國大陸當前銀行業優良的帳面表現，相當程度來自於經濟增長、政策扶持等外部因素支撐；銀行業機構作為市場主體的自生能力依舊欠缺，內在約束機制的有效性依然不足。本研究針對當前大陸16家上市銀行股權結構進行實證分析，本文認為核心癥結仍然是國有普通股占比偏高，這也是銀行公司治理中國式問題的制度根源，而可行的解決思路則是將國有股最大限度地改造為可轉換優先股，從股權結構看，大型銀行、股份制銀行和地方城市商業銀行的主要股東基本上是各級政府或國有背景的企業；農村信用社則突出存在著股東權屬不清，結構不合理甚至似是而非的問題，並天生伴有產權不清晰、產權主體虛置、產權邊界模糊與產權約束弱化等相關問題產生。因此，如何進一步重組產權的緊迫性以及弱化政府對銀行直接控制力的客觀要求是中國大陸銀監局需努力之處，當前宜採取將銀行的國有性質股權有條件轉化為可轉換優先股的方式，這樣既不用改變所有制性質，又可以減輕國家的經營負擔並實現保值增值，同時還不失最終控制權。

ABSTRACT

We use the logical framework of ” equity-Governance-Incentives-Performance” and objective analysis to analyze the banking sector reform and development in China. According to this study results showed, China

current banking system has made apparent improvement and seen good performance to a certain extent resulted from some external factors, for example: the economic growth, policy support and the other support. The viability of banking institutions acted as the main market is still lacking, in addition, the effectiveness of internal restraint mechanism is still inadequate. This study was conducted from the current 16 large-sized banks which had been listed in stock markets based on having ownership structure with empirical analysis. We believe that the core problems still exist the crux of high proportion of state-owned shares, which is the root of corporate governance issues in China banking systems. Further is property rights restructured as well as the weakening of the objective requirements in China Banking Regulatory Bureau. We have to use the methods to reduce the operation burden not only to stay on basic-value level, in addition, to increase the value level, but also hold the ultimate control rights.

Country of publication

Taiwan

Created

2018-06-03

Source: Yuang Shiang Chao

 Preferred source (of 4)**The Impact to Taiwan Firms in China Investment via Location****Choice and Institutional Mode in China**

Journal of Global Management and Economics

2015-06-20 | journal-article

ISSN: 1817-745X

Language

Chinese (Taiwan)

URL

<http://www.airitilibrary.com/Publication/alDetailedMesh?DocID=1817745X-201506-201508210030-201508210030-15-40> (<http://www.airitilibrary.com/Publication/alDetailedMesh?DocID=1817745X-201506-201508210030-201508210030-15-40>)

Citation (formatted-apa)

FDI, Location Choice, Institutional Mode, Investment Strategy

Description

According to regional economic research hotspot issues, existing studies tend to focus on economic factors, whereas ignoring the institutional factors. A new system theory perspective of the analytical framework of the institutional environment affects Taiwan firms in the location choice of investment zone. Furthermore, regulatory system and the degree of the normative institutional environment for Taiwan firms to invest also affect the performance. From our significant empirical results show that institutional factors are played important factors affecting the location choice of Taiwan firms. In this research, we choose Taiwanese firms investing in China for example. According to the inspection system of environmental factors on the impact of direct investment from Taiwan firms, there had two important factors, one is location choice, the other is institutional environment. FDI in China can be divided into two categories, namely business surveys and econometric analysis, on the other hand, direct investment of Taiwan firms in China often consider to select good location in host country's internal economic geography. Taiwan firms' investment location choice is also influenced by the cognitive system. Therefore, investment location choice, whenever Taiwan firms gathered relatively low, it's a good chance to gather to invest and to enter into China market to run via the legitimacy, whereas, when gathered too high, it will lead to hinder Taiwan firms' entry willingness to enter into China and get better performance.

Keywords: FDI, Location Choice, Institutional Mode, Taiwan Firms' Investment

Country of publication

Taiwan

Created

2018-06-03

Source: Yuang Shiang Chao

Preferred source (of 3)



Cross-strait Cooperation in Financial Industry can Create a Win-win result?

Journal of Chinese Trend and Forward

2014-11-25 | journal-article

ISSN: 1817-5309 (http://readopac1.ncl.edu.tw/nclJournal/search/summny_list.jsp?sysId=0006795623&dtdId=000040)

Language

Chinese (Taiwan)

URL

http://readopac1.ncl.edu.tw/nclJournal/search/summny_list.jsp?sysId=0006795623&dtdId=000040
(http://readopac1.ncl.edu.tw/nclJournal/search/summny_list.jsp?sysId=0006795623&dtdId=000040)

Citation (formatted-apa)

Cross-strait financial cooperation ; Financial industry ; China financial institutions ; China economy

Description

The author proposes ten-point proposal detailing practice of specific recommendations for cross-strait financial cooperation as references for future cooperation on both sides of financial industry. Taiwan's trade dependence on China is increasing for the past ten years, especially the rapid economic improvement in China, the main performances are to diversify the economy, the adjustment of industrial structure, consumption values, rapid technological innovation, and stimulating IT industry by high technological methods. not only the general domestic and foreign enterprises are facing more and more challenges, but also many SMEs in the business field also face more severe challenge. This study was mainly to investigate the cross-strait cooperation in financial industry, in addition, to analyze whether can create a win-win situation, and create the synergy of cooperation, on the other hand, current industrial development of Taiwan must have sufficient financial

resources to fund to enterprises is important. Taiwan and mainland China are parts of the relative economy in world economy; therefore, this study was to investigate the possible successful methods toward financial industry cooperation, and accessing to changes in international economy. The author provides practical patterns and practices of corporate financial support as suggestions, to serve as references for future cooperation on both sides of cross-strait financial industry.

Country of publication

Taiwan

Created

2018-06-03

Source: Yuang Shiang Chao

 Preferred source**Global Value Chains and Regional Economic Integration
Development**

Saarbrücken, Germany : LAP Lambert Academic Publishing

2013-09-05 | book

ISBN: 978-3-659-45961-0 (<https://www.morebooks.de/store/gb/book/global-value-chains-and-regional-economic-integration-development/isbn/978-3-659-45961-0>)**Language**

English

URL

https://www.amazon.com/Global-Regional-Economic-Integration-Development/dp/3659459615/ref=asap_bc?ie=UTF8 (https://www.amazon.com/Global-Regional-Economic-Integration-Development/dp/3659459615/ref=asap_bc?ie=UTF8)

Citation (formatted-ana)

Global Value Chains; Regional Economic Integration; Global Financial Crisis

Description

This book introduces and summarizes some crucial results as presented in aid for trade–An investment benefit road map from Asian countries. We focus on topics relating to regional cooperation and integration in the areas of infrastructure and software, trade and investment, money and finance, and regional public goods. In our findings, we link resource dependence theory and economic integration model to our findings to explain why China plays an important role in Asian countries, especially in south-eastern Asia. In addition, regional economic integration through logistics, information network and connectivity improvement can increase the virtual size and amount of an economy as trade with neighboring countries increases. This leads to substantial benefits from scale, network, coordination and agglomeration economies. According to our findings, GVCDs and regional integration has captured the imagination of South Asians but the debates on identifying appropriate and effective strategies for securing this objective continue on the better condition in developing beneficial integration economic effects and we find that China takes the best scores in Asian countries.

Country of publication

Germany

Created

2018-06-03

Source: Yuang Shiang Chao

 Preferred source



保險實務與案例解析



趙永祥 呂廣盛

2012-09-15 | book

ISBN: 9789574191956

(https://books.google.com.tw/books/about/%E4%BF%9D%E9%9A%AA%E5%AF%A6%E5%8B%99%E8%88%87%E6%A1%88%E4%BE%8B%E8%A7%A3%E6%9E%90.html?id=29-xoQEACAAJ&redir_esc=y)

Translated title (English)

Insurance Practice and Case Study

Language

Chinese (Taiwan)

URL

https://books.google.com.tw/books/about/%E4%BF%9D%E9%9A%AA%E5%AF%A6%E5%8B%99%E8%88%87%E6%A1%88%E4%BE%8B%E8%A7%A3%E6%9E%90.html?id=29-xoQEACAAJ&redir_esc=y
(https://books.google.com.tw/books/about/%E4%BF%9D%E9%9A%AA%E5%AF%A6%E5%8B%99%E8%88%87%E6%A1%88%E4%BE%8B%E8%A7%A3%E6%9E%90.html?id=29-xoQEACAAJ&redir_esc=y)

Citation (formatted-chicago)

保險實務;案例解析;道德風險;儲蓄保險;終身保險

Description

保險實務與案例解析 可由全國新書資訊網查詢

http://isbn.ncl.edu.tw/NCL_ISBNNet/main_DisplayRecord_Popup.php?

PHPSESSID=dvkskpg1csbplodih8dfj6633&Pact=view&Pkey=1010524*0157&KeepThis=true&TB_iframe=true&width=780&height=480

圖書類號：563.7

QR Code: <https://chart.googleapis.com/chart?chs=400x400&cht=qr&chl=https://books.google.com.tw/books?id=29-xoQEACAAJ&source=qrcode>

Country of publication

Taiwan

Created

2018-06-06

Source: Yuang Shiang Chao

Preferred source



What Government Bonds and Investors Matter in Global Financial Crisis?



Saarbrücken, Germany : LAP Lambert Academic Publishing

2012-08-22 | book

ISBN: 978-3-659-22419-5 (<https://www.morebooks.de/store/gb/book/what-government-bonds-and-investors-matter-in-global-financial-crisis/isbn/978-3-659-22419-5>)

Language

English

Subtitle

Evidence and Strategic Thinking

URL

<https://www.morebooks.de/store/gb/book/what-government-bonds-and-investors-matter-in-global-financial-crisis/isbn/978-3-659-22419-5> (<https://www.morebooks.de/store/gb/book/what-government-bonds-and-investors-matter-in-global-financial-crisis/isbn/978-3-659-22419-5>)

Citation (formatted-apa)

Government Bonds; Government Securities; Investors; Global Financial Crisis; International Economy

Description

This book introduces a new finding on the composition of the investor base for government securities in the G20 advanced economies and the euro area. During the last decades, investors from abroad have increased their presence in government bond markets, whereas, the European debt(financial)crisis broke this trend. Furthermore, this book attempts to address three of the myriad of questions that have arisen from the newly gained attention to the investor base. 1. Which investor groups hold what exposure to government securities? 2. Is there a link between the investor base and bond pricing? 3. What changes will the current European financial crisis catalyze in thinking about economic development? On the mix of market and state in the economy, it reaffirms the value of not relying blindly on the strengths of either. 3. The crisis showed again that both markets and EU governments/ECB can fail spectacularly, and that while markets must ultimately be

the drivers of growth, good government is needed to create the conditions for markets to work well and to reduce volatility and vulnerability. Additionally the global crisis leads to provide new strategic thinking in practical policy especially in EU.

Country of publication

Germany

Created

2018-06-03

Source: Yuang Shiang Chao

 Preferred source

**MNE Investment Strategy and Risk Evaluated in China**

Saarbrücken, Germany : LAP Lambert Academic Publishing

2012-07-24 | book

ISBN: 978-3-659-10694-1 (<https://www.morebooks.de/store/gb/book/mne-investment-strategy-and-risk-evaluated-in-china/isbn/978-3-659-10694-1>)

Language

English

Subtitle

The Joint Effects of MNE's Diversification Strategy on Performance and Systematic Risk Evaluated in China Investment

URL

<https://www.morebooks.de/store/gb/book/mne-investment-strategy-and-risk-evaluated-in-china/isbn/978-3-659-10694-1> (<https://www.morebooks.de/store/gb/book/mne-investment-strategy-and-risk-evaluated-in-china/isbn/978-3-659-10694-1>)

Citation (formatted-apa)

Investment Strategy;Risk management;Emerging economy;Investment Performance; International Economy; Risk Evaluated; China https://www.betterworldbooks.com/product/detail/mne-investment-strategy-and-risk-evaluated-in-china-3659106941?utm_source=Affiliate&utm_campaign=Text&utm_medium=booklink&utm_term=1&utm_content=product

Description

In our findings, we link resource dependence theory to our findings to explain why China investment(CI) plays an important role in foreign diversification, especially in China. When Taiwan Multinational Enterprises (TMNEs) extend diversification activities, they can seek opportunities and new market through geographical diversification and can absorb new information and install different knowledge and energy into internal organization to obtain better performance level.We provide some sincere suggestions to decision-makers and CEOs of MNEs or those TMNEs consider entering into the China market. TMNEs should consider carefully not over-invested in China. MNE should focus on their cored investment fields with moderately middle-level diversification.

According to our findings,CI strategy is possibly a better way to gain scope advantages.The most important consideration for MNE decision makers is be careful in the context of change especially china government political policy which is highly changeable from governmental macro-economic adjustment policy. Furthermore,the inflow and outflow of finance not so flexible to operate will also limit the cash flow allocation efficiency to create better financial performance.

Country of publication

Germany

Created

2018-06-03

Source: Yuang Shiang Chao

 Preferred source



Study on the Impacts of European Debt Crisis to Global Economic
and Financial Developments



and Financial Developments

East-Asia Review

2012-03-25 | journal-article

ISSN: 1817-3675 (<http://www.airitilibrary.com/Publication/alDetailedMesh?DocID=18173675-201203-201206220003-201206220003-29-47>)**Language**

Chinese (Taiwan)

URL<http://10.29705/EAR.201203.0003> (<http://10.29705/EAR.201203.0003>)**Citation** (formatted-apa)

European Union (EU);European debt crisis;The global economy;Global finance;The euro zone; Global Financial Crisis

Description

歐債危機起源於希臘債務危機，歐洲在歐盟內部國家，都是使用歐元作為流通貨幣的也叫做歐元區，他們是一整體，希臘也是其中之一，但是由於希臘本身的經濟水平並不強，並不能創造足夠的價值，為維持歐元區普遍的薪資和福利水平，採取國家借貸的做法，如果歐元區經濟總量持續增加，希臘可以用新借貸償還舊借貸，以此維持，但是由於國際經濟形勢不好，歐元區經濟增量沒有達到預期，希臘經濟更是一塌糊塗，因此希臘債務評級不斷下降，無法借到新的貸款，而原有貸款即將陸續到期，所以無法償還債務的希臘陷入危機，如果沒有外來的幫助，希臘這個國家將像雷曼兄弟銀行一樣破產，曾經借給希臘錢的銀行和組織資產泡湯倒閉形成連鎖反應，2009年11月23日希臘爆發債信危機，因被國際禿鷹集團趁機狙擊而重挫全球股市。爾後，又因國內罷工反抗且被調降債信評，並引發包括希臘在內之所謂「歐豬五國」程度不同之歐債危機；且因其發展已對全球金融市場造成驚心動魄、崩跌、震盪、及衝擊後，而嚴重影響歐元區之穩定與發展，此一負面連鎖反應把整個歐元區經濟成長往下拉而形成歐債危機。本研究企圖從歐債危機形成到其後續對全球經濟與金融所產生之影響進行深入探討，因希臘財政紀律一向欠佳且赤字與負債最為嚴重，此一歷史慣例與路線依賴現象，到金融海嘯後乃爆發希臘債信危機與歐元區之結構性問題，並引發歐債危機而衝擊全球，惟歐盟（EU）已儘速亡羊補牢並妥善處理中。本研究主要單元可分為：一、歐元區發生歐債危機之原因；二、歐債危機之處理與發展情形；三、歐債危機對台灣地區經濟金融之影響與四、歐債危機對亞洲國家與中國之影響；五、結論與政策性建議。

ABSTRACT

The current euro zone debt crisis starts from Greece, and spreads out to other nations within the EU which are now using the euro as the currency in circulation. Greece repaid past loans with new borrowing in order to maintain its credit. Up to now, Greece cannot meet the euro-zone economy standards therefore the Greek debt rating is still falling down, and then it is difficult to borrow a new loan. Without outside rescue Greece would encounter the risk of country credit crisis like Lehman Brothers bankruptcy. This is what we know the debt crisis in Europe. This study attempted to analyze the formation of its follow-up to discuss the impact generated by the global economic and financial debt crisis from Europe in depth. This study will discuss the following points: 1. the euro zone debt crisis in general; 2. how to deal with development situations in Europe; 3. the impact of European debt crisis on Taiwan's regional economic and financial development; and the impact on China economy and finance.

Country of publication

Taiwan

Created

2018-06-03

Source: Yuang Shiang Chao

 Preferred source**International Trade Theory and Policy**

Hwa Li Publishing Company

2010-09-15 | book

ISBN: 9789577843562 (<http://203.72.2.111/yschao/doc/1268>)**Language**

Chinese (Taiwan)

Subtitle

Theory and Policy

URL

<http://www.worldcat.org/isbn/9789577843562> (<http://www.worldcat.org/isbn/9789577843562>)

Citation (formatted-chicago)

International Trade; Comparative Theory; Economic Integration; International Investment; Risk Premium; Financial Portfolio

Description

國際貿易理論和政策上的新發展。在理論方面，我們介紹最新發展的「異質廠商模型」在國際貿易理論的運用，這個模型異於傳統理論對廠商同質的假設，突顯廠商在生產力等方面的差異對貿易和海外投資行為的影響。在貿易政策方面，我們針對服務業貿易和區域整合的發展有更新、更深入的討論，以回應學界對兩岸服務業貿易和TPP等議題的關切。

國際貿易理論

CH 1 世界貿易概論

CH 2 勞動生產力與比較利益：李嘉圖模型

CH 3 特定要素和所得分配

CH 4 生產資源與國際貿易：Heckscher-Ohlin模型

CH 5 標準貿易模型

CH 6 外部規模經濟與國際生產區位

CH 7 全球經濟下的廠商：出口決策、委外代工與多國籍企業

Country of publication

Taiwan

Created

2018-06-04

Source: Yuang Shiang Chao

 Preferred source



The Joint Effects of Geographical Diversification to MNEs' Performance through China Investment



The Journal of Global Business Management

2010-02-25 | journal-article

ISSN: 1817-3179 (<http://www.jgbm.org/page/7%20Yuang-Shiang%20Chao%20.pdf>)

Language

English

URL

http://www.jgbm.org/page/previous_V6-1.htm (http://www.jgbm.org/page/previous_V6-1.htm)

Citation (formatted-apa)

MNE Performance; Geographical Diversification; China

Description

This study mainly assesses the joint effects of country diversification and regional diversification on enterprises' performance with the publicly-listed Taiwanese Multinational Enterprises (TMNEs). We choose two special diversification variables (country and regional diversification factors) to analyze within the general theory of the TMNEs. We test our hypotheses using official data collected between 1999 and 2008. We find that through China investment (CI) can enhance TMNEs' performance. We find strong support for the argument that aspects of the methodology and multinational-diversification theory help to explain the CI of TMNEs in China. Furthermore, TMNEs adopt geographical diversification strategy through china investment will result in better performance. In addition, middle level country diversification and regional diversification is the best diversification portfolio for TMNEs to expand overseas and obtain better performance. The results show low positive relationship at high level country and regional diversification on performance. Furthermore, geographically-diversified TMNEs through middle level china investment is apparently associated with better performance.

Keywords: Geographical Diversification, China Investment strategy, Performance, Joint Effects, Taiwanese Multinational Enterprises (TMNEs)


Country of publication

United States

Created

2018-06-03

Source: Yuang Shiang Chao

 Preferred source**Financial Planning (理財規劃)**

Hwa Li Publishing Company

2010-02-20 | book

ISBN: 9789577843296 (<http://www.worldcat.org/isbn/9789577843296>)**Language**

Chinese (Taiwan)

Subtitle

Theory and Practice

URL<http://www.worldcat.org/title/li-cai-gui-hua-li-lun-yu-shi-wu/oclc/881517979> (<http://www.worldcat.org/title/li-cai-gui-hua-li-lun-yu-shi-wu/oclc/881517979>)**Citation** (formatted-chicago)

Wealth management; Mutual Fund; Investment Strategy; Option and Futures; Risk Management; Retirement Fund

Description

談理財規劃前，請拿起計算機回答下列問題 預定幾歲退休？希望退休時手中擁有多少財富才夠退休生活？距離預定退休的年齡還有幾年？

撥算一下這幾十年間，每年必須累積多少財富才能達到退休目標？

再計算一下，平均每個月需賺多少錢才能達標？

3 理財的目的

為退休生活作準備

為子女教育金做累積

為奉養父母而努力

為因應意外或不時之需

為抵抗通貨膨脹導致財產縮水

為享受更好的生活品質

4 先有財才能理～儲蓄 評估自己目前的收入來源有哪些？檢視目前自己的支出佔收入的比例。想想有哪些支出可以減少？還有哪些增加收入的機會？

（美國股神巴菲特的故事）

收入-支出=可儲蓄金額（錢存哪裡？）

5.（儲蓄的方式--越難取出現金越好）重要理財工具介紹（1）保險：保險的目的：（1）因應意外與疾病（2）儲蓄功能（3）節稅（4）讓家庭無後顧之憂

保險：保險的目的：（1）因應意外與疾病（2）儲蓄功能（3）節稅（4）讓家庭無後顧之憂

主要人身保險種類：壽險、傷害（意外）險、醫療（健康）險、年金險、投資型保單

另外還有財產險哦～如地震險、火災險等

6 重要理財工具介紹（1）投保/投資的原則：（1）評估自己的需要，有需要才保（2）評估自己的收入能力來保（3）您不理財，財不理您（4）不同年齡有不同需要，需適時調整保單（5）重視投保之保險公司的社會評價（6）投保後不輕易解除保險（7）家庭經濟支柱是最重要的保險對象

7 重要理財工具介紹（2）共同基金 共同基金的意義：彙集小額投資人的資金成大錢，交付基金經理人代為投資，投資收益由所有投資人均分

共同基金的好處：（1）專家理財（2）風險分散（3）變現性大

8 重要理財工具介紹（2）

共同基金的類別

依投資標的區分：股票型基金、債券型基金、貨幣型基金 依投資地區區分：單國型基金、區域型基金、全球型基金 依

投資產品區分：科技型基金、農礦資源基金、醫療型基金

Country of publication

Taiwan

Created

2018-06-04

Source: Yuang Shiang Chao

 Preferred source



My first fund will make money (我的第一支基金會賺錢)



台灣廣廈出版社

2010-01-28 | book

ISBN: 9789861301570 (https://www.kingstone.com.tw/book/book_page.asp?kmcode=2015630436851)

Language

Chinese (Taiwan)

URL

<http://www.books.com.tw/products/0010459639> (<http://www.books.com.tw/products/0010459639>)

Citation (formatted-apa)

須知篇－買賣新手的基本配備 · 想圓什麼夢，就選什麼基金 · 投資共同基金的5大優點與應注意事項 · 善用經濟指標趨吉避凶 · 各類型基金簡介 · 基金開戶的手續及交易流程 · 投資基金的成本怎麼算？★ 操作篇－聰明選對賺錢基金 · 評估基金績效4大指標 · 篩選賺錢基金的方便工具 · 選對進場時機和幣別，決定口袋的飽滿度 · 配息vs.不配息基金，哪個好 · 如何挑選要長期投資的基金★ 知識篇－精準掌握行情，買低賣高 · 影響基金淨值的因素 · 基金經理人不傳的小技巧 · 共同基金的風險 · 霧裡看花－我的基金

[投資回報](#) · [影響基金淨值的因素](#) · [基金經理人值得信賴嗎?](#) · [不同基金的風險](#) · [務性化](#) · [我的基金](#)
 究竟是賺、還是賠 · 數大就是美—基金要買多少才划算 · 各類型基金的優缺點和投資建議 ★ 海外篇—悠遊世界買基金 · 妾身未明—未核備海外基金比較賺 · 大中華基金長期看好 · 如何選擇會賺錢的大中華基金
<http://www.worldcat.org/title/wo-de-di-yi-zhi-ji-jin-hui-zhuan-qian/oclc/727107945>

Description

Chapter1 須知篇—買賣新手的基本配備

- 第一次買共同基金就賺錢

勤做功課+看對趨勢，買基金一定賺

你一定要知道的獲利原則

你一定要知道的投資禁忌

- 想圓什麼夢，就選什麼基金

共同基金到底是什麼？

共同基金的運作方式

- 共同基金市場現況

- 投資共同基金的5大優點

投資共同基金應注意要點

優質基金經理人的評估

- 善用經濟指標趨吉避凶

- 各類型基金簡介

以投資目的來區分

以投資地區來區分

以投資標的物來區分

以發行方式來區分

以組織方式來區分

- 開戶手續及交易流程

該向誰買基金？

開放型基金的交易流程

封閉型基金的交易流程

- 投資基金成本怎麼算

Chapter2 操作篇—聰明選對賺錢基金

- 張大眼睛挑選第一支賺錢基金

投資前先搞清楚自己的投資屬性

依人生階段選擇不同基金

理專推薦的基金一定賺？

新 / 快下市的基金穩賺？

- 評估基金績效4大指標

- 篩選賺錢基金的方便工具

利用基金評等公司的報告選基金

- 進場時機和幣別決定口袋飽滿度

看景氣循環找買點

要用何種幣別投資基金？

外幣計價基金，強勢貨幣是首選

台幣計價基金，台幣貶值時贖回

- 配息、不配息基金哪個好

兩大原則教你決定基金要不要配息

- ABC股基金對投資的影響

A股基金適合投資時間不確定的投資人

B股、C股後收手續費，適合長期投資人

- 如何挑選要長期投資的基金

四種資訊教你挑對長期投資基金

- 如何挑選短期獲利的基金

看新聞選擇短期投資基金

- 單筆投資與定期定額投資各有魅力

定期定額投資基金的優缺點

單筆投資vs.定期定額投資

固定比率投資基金策略

固定市價投資基金策略

分散投資基金策略

固定價位投資基金策略

三角型價位投資基金策略

Chapter3 知識篇－精準掌握行情，買低賣高

- 如何蒐集基金相關資訊

- 買時容易賣時難－何時贖回或轉換

轉換與贖回時點

▲影響基金價格的因素

- 影響基金價格的因素

六個影響基金價格的因素

- 基金經理人不傳的小技巧
- 共同基金的風險
- 霧裡看花－我的基金究竟是賺、還是賠？

怎樣賣基金賺最多？

兩個設定基金賣點的方法

- 賠錢了怎麼辦

基本面改變，宜停損出場

資產配置六宮圖

學習法人停利、停損，用法人的心態買賣基金

- 數大就是美－基金要買多少才划算

投資組合太複雜不利基金管理

選擇優質基金的流程

- 各類型基金的優缺點和投資建議

債券型基金

股票型基金

指數股票型基金(ETF)

新興市場基金

不動產投資信託REITs

類股型基金

避險基金

Chapter4海外篇－悠遊世界買基金

- 妾身未明－未核備海外基金比較賺？

購買未核備基金風險高

海外基金贖回時千萬小心

- 大中華基金長期看好？

購買大中華基金的管道

投資大中華基金的費用

- 如何選擇會賺錢的大中華基金

大中華基金的投資建議

大中華基金不是穩賺不賠

大中華基金投資比率建議在10～30%之間

Country of publication

Taiwan

Created

2018-06-03

Source: Yuang Shiang Chao

 Preferred source**Monetary Theory and Policy**

Gi Yuan Publishing Company. (吉遠出版社)

2005-09-05 | book

ISBN: 9789868103528 (<http://www.sanmin.com.tw/Product/Index/000435797>)**Language**

Chinese (Taiwan)

URL<http://www.sanmin.com.tw/Product/Index/000435797> (<http://www.sanmin.com.tw/Product/Index/000435797>)**Citation** (formatted-harvard)

Monetary policy; Monetary Theory; The Central Bank; Inflation Rate; Fiscal Policy; 國立中山大學圖書館

<http://140.117.120.1/search/i?SEARCH=9868103525>**Description**

本書適用對象適合於商科系或非商科系金融學程之學生，教材內容以理論與實務並重方式編排；用詞遣字嚴謹，簡潔易懂，力求理論生活化、觀念實用化、實務本土化；本書編排架構依序為中央銀行制度、貨幣政策理論、貨幣政策操作、貨幣供給結構、金融體系與貨幣供給、傳統貨幣數量說、凱恩斯貨幣需求理論、佛利德曼貨幣需求理論、貨幣需求理論驗證、利率決定理論、利率差異論、匯率制度、匯率理論、國際收支平衡調整理論、IS與LM理論、AD與AS理論等章，

書中結構以較具創意思考的方式作安排，兼具激勵讀者向上的意志與決心，啟發人性的向上力量，每章皆具有啟發性、實用性及價值性，閱讀者可從本書中瞭解到重要的貨幣理論與常見貨幣政策，從而提升教學與學習興趣效果。

Country of publication

Taiwan

Created

2018-06-04

Source: Yuang Shiang Chao

 Preferred source

張真卿教你理財致富



台灣廣廈圖書: 財經傳訊

2005-05-11 | book

ISBN: 9861300384 (<http://www.books.com.tw/products/0010291283>)**Translated title (English)**

How to Manage your Financial Plan and Get Wealth

Language

Chinese (Taiwan)

URL<http://www.books.com.tw/products/0010291283> (<http://www.books.com.tw/products/0010291283>)**Citation (formatted-chicago)**

Financial Plan;Stock;Fund;Risk Management;Asset Allocation;Modern Portfolio Theory

Description

第一章 你一定要懂的保險致富

揭開保險的神秘面紗

理財密碼01徹底認識保險

理財密碼02保險的專有名詞及術語

理財密碼03保險＝投資？

理財密碼04以保險控管風險

理財密碼05注意保險的各種陷阱

理財密碼06人身保險－讓你不花一毛錢

理財密碼07投保人

理財密碼08投保人壽保險有什麼好處？

理財密碼09投保人壽保險有什麼危機？

理財密碼10投保人身壽險一定要注意的事

財產保險－讓衣食無虞的堅固保障

理財密碼11各種財產保險

理財密碼12居家火險

理財密碼13什麼？責任保險？

理財密碼14海上保險

汽車保險－用車人必備保障

理財密碼15什麼是汽車保險？

理財密碼16汽車保險的種類

理財密碼17汽機車發生事故處理寶典

理財密碼18汽車保險不看不可

全民健保與勞工保險－你我息息相關的權益

理財密碼19全民健保

理財密碼20勞工退休新制上路囉！

理財密碼21什麼？勞工保險？

第二章 你一定要懂的消費致富

節流是賺錢不可或缺的守門員

理財密碼22消費是節約的第一步

理財密碼23家計簿的重要

你應該當個消費高手
理財密碼24消費高手過招
理財密碼25撿便宜要找對地方
理財密碼26三餐問題精打細算
省錢大作戰開始囉！
理財密碼27左省右省都是省
理財密碼28逛商展找便宜貨
理財密碼29交通費用能省就省
讓人又愛又恨的信用卡
理財密碼30認識信用卡
理財密碼31選擇適合自己的信用卡
理財密碼32謹慎使用信用卡
理財密碼33信用卡循環信用
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理財密碼57民間互助會

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前進股市搶錢的一本勝經



台灣廣廈圖書: 財經傳訊

2004-12-22 | book

ISBN: 9861300325 (<http://www.books.com.tw/products/0010279531>)

Translated title (Chinese (Taiwan))

How to earn money in the stock market

Language

Chinese (Taiwan)

URL

<http://www.books.com.tw/products/0010279531> (<http://www.books.com.tw/products/0010279531>)

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Technical Analysis; K-line figure; Figure Analysis; Technical Trend and Development; Risk Analysis; Book Collection: National Cheng Kung University Library

Description

第1站 先打好基礎再說——基礎概念篇

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技術分析的專業名詞與術語

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K線圖的操作策略

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心理線 (PSY)
漲跌比率 (ADR)
寶塔線 (Tower)
威廉氏指標 (WMS)
動量指標MTM
動向指標DMI
買賣氣勢指標AR
買賣意願指標BR
成交量比率指標VR
指數點成交值指標TAPI

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艾略特波浪理論
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艾略特波浪理論的操作策略
費波南茲數列
股票的操作策略

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台灣廣廈圖書出版: 財經傳訊

2004-08-20 | book

ISBN: 986130018X (<http://www.books.com.tw/products/0010268412>)**Translated title (English)**

The Practice and Wise Way to Invest via Ten thousand

Language

Chinese (Taiwan)

Subtitle

基金. 外幣. 債券一本搞定

URL<http://www.books.com.tw/products/0010268412> (<http://www.books.com.tw/products/0010268412>)**Citation (formatted-chicago)**

許多上班族認為一個月3、5萬的收入，扣除生活所需，所剩無幾，如何談得上理財，更別說是理財致富了。其實，任何事情都是一步一步來，一萬元理財是一個起點，而非終點，上班族就每月收支的結餘來累積理財的資金，同時選擇適合的理財工具，做個人理財的規劃。外匯、債券、基金可說是目前時下最熱門的理財工具，操作得宜除了可以累積個人的財富外，並增長個人在財經方面的知識。

Description

第1站 共同基金－懶人投資必修學分

共同基金的優點－懶人投資一定要會的管道
購買共同基金的獲利來源－利息＋股利＋資本利得
共同基金的種類－依投資目的、標的物和發行方式區分
選擇優良的基金－定下心情停·看·聽
依人生階段選擇不同基金－不同年齡選擇不同基金
共同基金的投資原則－賺時平靜，賠時冷靜
如何評估基金表現－多看報不會錯
共同基金的風險與控管－居安思危，麻煩不會來
定時定額投資大作戰－國內股票型基金最大散戶來源
避險基金投資作戰法－中高所得投資人最愛的投資工具
ETF指數股票型基金－股票與基金二合一

第2站 外幣－走進超簡單致富之門

外匯入門篇－走進投機客的新樂園
國際主要貨幣及外匯市場－進入7-11備戰狀態的外匯市場
外匯匯率－各國匯率超級比一比
國際貨幣與資本市場－資金需求者與供給者的交易舞台
簡易外匯商品－美元附買回＋外幣存款＋信用卡＋旅行支票
外匯現貨保證金－以一搏十、賺多賠多的交易種類
外匯期貨－進出口商避險都看它

第3站 債券－低風險、高獲利的理財花園

債券入門篇－風險有限、獲利無限的投資工具
債券進階篇－想得到更豐厚的投資利潤，看這裡！
公債進階篇－即使躺著數鈔票，也得細思量
普通公司債－坐享固定利息，安穩又輕鬆
可轉換公司債－保本生息樣樣強
債券付買回、附賣回交易－最靈活的資金調度工具
公債保證金交易－適合大戶投資，賺賠都容易
影響利率變動的因素－央行＋暑氣＋匯率＋M2

債券風險與控管－知道風險?控制風險?最大報酬

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