

Resume (English Version)

Chao, Yuang Shiang	
 Current Photo Course»(Linkage) Banking Practice Marketing Management	Major & Education
	Position
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	PH.D in Management , National Yun Lin University of Science and Technology Assistant Professor International finance, Insurance, Financial/ Marketing management, Investment strategy 1.Life insurance 2.Annual fund insurance 3.Enterprise Resource Programing (Application level) 4.International business management Senior consultant (License No.: NI090038158405 , distinct level, U.K.) yschao@nhu.edu.tw

Publication

Journal Papers (the past five years listed, 2010-2014)

Journal Papers

1. Yuang Shiang Chao (Jun, 2013). “Taiwan MNEs’ High China-Concentrated Investment Strategy is Good for Performance or not?” *International Journal of Business and Strategy*, Vol.14, No.1. (Single Author).
2. Chao Yuang Shiang (Sep, 2012). “The Global Financial Crisis in Emerging Economy: Strategic Developmental Thinking.” *International Journal of Business and Strategy*, Vol.13, No.1, P.20-P.39. (Single Author)
3. Pan Wei Hwa, Chao Yuang Shiang* (Jan, 2011). “Geographically-Diversified FDI and China-involved Investment: A

Review and Examination for Taiwan MNE.”, *The Journal of Global Business Administration*, Canada, Vol.3, No.1, pp.27-54. (Second and corresponding author)

4. Chao Yuang Shiang*, Pan Wei Hwa (Jan, 2010), “The Joint Effects of Geographical Diversification to MNEs’ Performance through China Investment.”, *The Journal of Global Business Management*, Vol.6, No.1, pp.35-48. (First and corresponding author)

5. Chao Yuang Shiang, Wu I Cheng, (March, 2014), “The Bubbling of Crisis in Housing Market in Mainland China after the Global Financial Crisis?” (in Chinese), *Journal of Chinese Economic Research*, Vol.12, No.1

6. Chao Yuang Shiang, (December, 2013), “A Study on the Influences of Financial Performance and Corporate Value through Internationalization and Product Diversification” (in Chinese), *Journal of Global Management and Economics*, Vol.9, No.2

7. Chao Yuang Shiang, (June, 2013), “The Empirical Study of Institutional Strategy on the Investment Amount Impact between Location Choice and Policy” (in Chinese), *Journal of Global Management and Economics*, Vol.9, No.1

8. Chao Yuang Shiang, (December, 2013), “The Empirical Study on the Impact to Performance via Location Choice and Institutional Mode : Taiwan Firms invested in China” (in Chinese), *East-Asia Review*, No.478

9. Chao Yuang Shiang, (March, 2012), “Study on the Competitive Strategy of General Retail Industry” (in Chinese), *Journal of Chinese Economic Research*, Vol.10, No.1

10. Chao Yuang Shiang, Lee Ghi Chiao (March, 2012), “The Effect of Cash Capital Reduction Announcement-The Application of Event Study Model” (in Chinese), *Yu Da Academic Journal*, No.30

Textbooks Publication

Three finance-related English textbooks published from 2012 to 2014.

1. Chao Yuang Shiang, "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" (ISBN: 978-3-659-10694-1), LAP LAMBERT Academic Publishing, Published on 27-April-2012

2. Chao Yuang Shiang, "What Government Bonds and Investors Matter in Global Financial Crisis? -Evidence and Strategic Thinking" (ISBN-13: 978-3-659-22419-5), LAP LAMBERT Academic Publishing, Published on 23-August-2012

3. Chao Yuang Shiang, "Global Value Chains and Regional Economic Integration Development" (ISBN: 978-3-659-45961-0), LAP LAMBERT Academic Publishing, Published on 05-September-2013

Publishing Company Website:

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

The first book

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

The second book

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

The third book

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