

# Edward Chao

Governmental Counseling consultant, Small and Medium Enterprise Administration, Ministry of Economic Affairs, Taiwan.

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## Summary

Dr. Chao Yuang Shiang, Education: PH.D in International Business Management, National Yunlin University of Science & Technology, Taiwan, R.O.C. Position: Assistant Professor, Dep. of Finance and Graduate Institute of Financial Management, College of Management, Nan Hua University, Taiwan, R.O.C. E-mail: yschao@nhu.edu.tw Phone# +886-5-2721001, Ext 5322; Fax# +886-5-2427172 Governmental Counseling consultant, the Council of Labor Affairs, Executive Yuan, Taiwan, R.O.C. Governmental Counseling consultant, Small and Medium Enterprise Administration, Ministry of Economic Affairs, Taiwan, R.O.C. <http://sme.moeasmea.gov.tw/SME/modules.php?name=MyMembers&file=viewmember&id=819> Strategic consulting advisor in management, (Institute of Leadership & Management in London, UK, License No. NI 090038158405) Up to now, there're more than forty academic articles published in international journals and local journals in Taiwan. There're thirteen professional books including finance-related and international business-related books have been published since May, 2002. Furthermore, three professional investment-oriented book had been published by LAP since 23-August-2012 till Sep-2014, LAP is one of the leading publishing houses of academic research in the world. (<http://www.lap-publishing.com/>) In addition, there're totally thirteen textbooks published including six professional financial publications, five local textbooks and two foreign textbook had been published since 2002. Main research focused in the following five fields, 1. International Diversification and FDI Investment Policy 2. MNE FDI Strategy and Global Investment Strategy 3. Evaluating MNE Investment Strategy, Risk and Performance in Emerging Economy 4. International Finance and Investment Policy 5. FDI Investment Risk-control Management in Emerging Economy Worldwide Academic Website <http://www.nhu.edu.tw/~yschao/> <http://edward.sclub.com.tw/index.php> [http://mail.nhu.edu.tw/~yschao/index\\_EN.htm](http://mail.nhu.edu.tw/~yschao/index_EN.htm)

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## Experience

### **Assistant Professor at Nan Hua University**

August 2013 - Present (2 years 2 months)

My responsibilities are mainly focused in teaching undergraduate and graduate students, practical research in financial management/engineering, in addition, to find the good qualified enterprises to cooperate with each other to establish a beneficial relationship in the items which had set up.

### **Assistant Professor at Nan Hua university, Taiwan**

August 2012 - Present (3 years 2 months)

Assistant Professor in Dep.of finance and graduate institute of financial management, Taiwan. Main research: International Finance, Multinational Enterprise Investment, Insurance, Banking practice and Principles of Investment Wealth management English Journal publication [http://iofm2.nhu.edu.tw/files/archive/404\\_9109971c.pdf](http://iofm2.nhu.edu.tw/files/archive/404_9109971c.pdf) Resume <https://plus.google.com/112211076070595678650/posts>

**Governmental Counseling consultant, Small and Medium Enterprise Administration, Executive Yuan, ROC. at Ministry of Economic Affairs, Taiwan, R.O.C.**

May 2012 - Present (3 years 5 months)

I have some experiences in advising more than thirty companies concerning about the marketing strategy and financial programming/risk-control management in recent years.

**Governmental Counseling consultant at the Council of Labor Affairs, Executive Yuan, Taiwan, R.O.C.**

March 2010 - Present (5 years 7 months)

My responsibilities include helping the applicants the better career-creating methodology and the proper way how to get the funding came from the governmental and/or financial institutions. In addition, how to write a good career-creating/business proposal to apply for the financial institutions to get the funding. Finally, providing the consultation report to the operation dep. of small and medium enterprise administration, Ministry of Economic Affairs, Executive Yuan. Up to now, there had over twenty cases advised and about 55% passed through the funding requirements.

**Assistant Professor at Yu Da university**

August 1999 - July 2012 (13 years)

Instructor position in Dep. of finance from August, 1999 to February, 2010 Assistant professor position in Dep. of finance from February, 2010 to July, 2012

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## Publications

**1. Dr. 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"** (LAPLAMBERT Academic Publishing GmbH & Co. KG in Germany April 23, 2012)

Authors: Edward Chao

Headlights in this book (#####) The crucial findings In this book, 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 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 decisionmakers 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-

conomic 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. Publishing house: LAP LAMBERT Academic Publishing Website: <https://www.lap-publishing.com/> <https://www.morebooks.de/store/gb/book/mne-investment-strategy-and-risk-evaluated-in-china/isbn/978-3-659-10694-1>

**Dr. Chao Yuang Shiang (###). What Government Bonds and Investors Matter in Global Financial Crisis? Evidence and Strategic Thinking**

LAP LAMBERT Academic Publishing, Website: <https://www.lap-publishing.com/> August 23, 2012

Authors: Edward Chao

Brief summary This paper 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 paper 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. 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.

**Dr. Chao Yuang Shiang (###). Global Value Chains and Regional Economic Integration Development**

by LAP LAMBERT Academic Publishing September 5, 2013

Authors: Edward Chao

A brief description This book summarizes some crucial results as presented in aid for cross-country 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, in addition, we find that China takes the best scores in economic cooperation-and-integration development in Asian countries.

**<Monetary Theory and Policy>**

Ghi Yuan Publishing company. April 9, 2004

Authors: Edward Chao

There're totally five university textbooks concerning about finance-related field published since 2004 till now.

1. <Monetary Theory and Policy> Published in 2004
2. <Principles of Insurance> Published in 2005
3. <Financial Planning Theory and Practice> Published in 2011
4. <International Trade Theory and Practice> Published in 2012
5. <Insurance Practice and Case-study Analysis> Published in 2013

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## Courses

### **Doctor of Philosophy (Ph.D.), International business management**

National Yunlin University of Science and Technology, Taiwan  
International finance  
FDI strategy and performance evaluating

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### **Governmental Counseling consultant, Small and Medium Enterprise Administration, Executive Yuan, ROC.**

Ministry of Economic Affairs, Taiwan, R.O.C.  
How to create a successful business and get funding successfully

### **Assistant Professor**

Nan Hua university, Taiwan  
Investment strategy  
Risk-control management  
Wealth management

### **Assistant Professor**

Nan Hua University  
marketing management and practice

### **Assistant Professor**

Yu Da university  
Insurance/Monetary theory and policy

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## Languages

**English**

**Chinese**

## Taiwanese

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### Skills & Expertise

**Strategic Communications**

**Crisis Communications**

**Strategic Consulting**

**Consulting**

**Financial Risk Management**

**Integrated Marketing**

**Management**

**Research**

**Strategy**

**International Finance**

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### Education

**National Yunlin University of Science and Technology, Taiwan**

Doctor of Philosophy (Ph.D.), International business management, 2002 - 2010

Activities and Societies: Speeches, international conferences and jogging, etc. .

**National Yunlin University of Science and Technology, Taiwan (PH.D in management)**

PH.D, Major in international business management, minor in financial management, 2002 - 2010

Activities and Societies: Attending speeches.

**PH.D program in management, National Yunlin University of Science and Technology, Taiwan, R.O.C.**

PH.D in management (Major in international business management; minor in financial

management), International business management, MNE FDI strategy and performance evaluating and measuring., 2002 - 2010

Activities and Societies: soccer, climbing and buddhism forum.

**Major in Economics, Tung Hai University, Taiwan**

Bachelor of Social Science, Economics, 1981 - 1985

Activities and Societies: Debate team, soccer, jogging and climbing.

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### Certifications

**Counseling consultant, the Council of Labor Affairs, Executive Yuan, (validity: 2012/2/22-2012/12/31)**

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### Volunteer Experience

**speaker at community to the olders in choosing investment tools and junior high school in communication method**

March 2003 - September 2012 (9 years 7 months)

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### Organizations

**Small and Medium Enterprise Administration, Ministry of Economic, Executive Yuan, Taiwan.**

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Honors and Awards

**HONORED MEMBER, THE 2015-2016 EDITION OF THE WORLDWIDE WHO'S WHO REGISTRY OF EXECUTIVES**

THE WORLDWIDE WHO'S WHO

March 2015

HONORED MEMBER, THE 2015-2016 EDITION OF THE WORLDWIDE WHO'S WHO REGISTRY OF EXECUTIVES, PROFESSIONALS AND ENTREPRENEURS Dr. Yuang Shiang Chao Member ID # 1946131

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[Contact Edward on LinkedIn](#)