



WORLDWIDE  
**BRANDING**

**Profile**

**Dr. Yuang Shiang Chao**



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| <b>Title:</b>      | Assistant Professor   |
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| <b>URL:</b>        | <a href="http://mail.nhu.edu.tw/~yschao/English">http://mail.nhu.edu.tw/~yschao/English</a><br><a href="http://isites.nhu.edu.tw/yschao/doc/836">http://isites.nhu.edu.tw/yschao/doc/836</a><br><a href="http://www.amazon.com/-/e/B00IV30N1E">http://www.amazon.com/-/e/B00IV30N1E</a> |
| <b>Company:</b>    | Nanhua University   |
| <b>Department:</b> | Finance   |



## Dr. Yuang -Shiang Chao's Biography

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| <b>Address:</b>                       | Chia-Yi, INTL, Taiwan  |
| <b>Type Of Business:</b>              | Education (University)   |
| <b>Marketing Area:</b>                | Local; China   |
| <b>Expertise:</b>                     | International finance development; Management advisory services; Overseas investment strategies; Risk control management in business and emerging economies; creating business strategy  |
| <b>Major Product/SVS:</b>             | financial knowledge<br>Consultation service<br>in creating business and expanding markets  |
| <b>Favorite Business Publication:</b> | 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) |
| <b>Hobbies/Sports:</b>                | Doing research; Climbing; Jogging; Joining Fo Guang Shan Temple activities; Listening to classical music   |
| <b>Education Degrees:</b>             | Ph.D. in Management, Major in International Business Management, Minor in Finance, National Yunlin University of Science and Technology (2010)   |

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| <b>Affiliations Awards:</b>   | <p>1.Counseling Commissioner, Chung-Hua Institution for Economic Research;</p> <p>2.Counseling Consultant, Council of Labor Affairs, Executive Yuan, Taiwan;</p> <p>3.Counseling Consultant, Small and Medium Enterprise Administration, Ministry of Economic</p>   |
| <b>Throughout the duration of your career, what was the one highlight that stood out the most?:</b> | <p>Advising students to get the nationwide second in 2013 National Simulation Investment Racing contest</p>   |
| <b>Charity:</b>   | <p>Adviser for Middle Class, How to Create Business models and Write Proposals to get the funding from the financial institutions.</p>  |
| <b>Number Of Years In Profession</b>  | <p>17.5 years</p>   |
| <b>Number Of Years In Current Position(Nan Hua University)</b>                                      | <p>3 years</p>  |
| <b>What Does He/She Attribute Success To:</b>   | <p>Dr. Chao 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 experience in governmental institutions.</p>   |
| <b>Why did you become involved in your profession or industry?</b>                                  | <p>Dr. Chao became involved in his profession because Dr. Chao 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.</p>  |
| <b>Extended Bio Profile</b>   | <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</p> |

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|  | <p>global business. In addition to his assistant professor position in Nanhua University, and previously, Dr. Chao has taught for more than 16 years in university and advise many students to provide their financial knowledge to contribute themselves to organizations/society.</p>  |
| <p><b>Position Responsibilities and Duties</b></p> | <p>Providing advice and telling companies how to manage their businesses well and avoid risks; Assisting owners and chief executive officers with financial 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</p>  |
| <p><b>Education Certifications:</b></p>            | <p>1.Senior Advising Consultant, U.K. Certificate, Distinct Level;<br/>2.Governmental Counseling Technician in Service Industry, Council of Labor Affairs, Executive Yuan, Taiwan</p>  |
| <p><b>Awards/Honors:</b></p>                       | <p>1.Counselling Consultant, Small and Medium Enterprise Administration, Ministry of Economic Affairs, Executive Yuan, Taiwan (2014-2015);<br/>2.Second Place, National Investment Simulation Racing Contest (2013);<br/>3.Counselling Consultant, The National Youth Commission, Executive Yuan, Taiwan (2012-2013);<br/>4.Counselling Consultant, Bureau of Employment and Vocational Training, Council of Labor Affairs, Executive Yuan, Taiwan (2012-2013);<br/>5.Counselling Consultant, Council of Labor Affairs, Executive Yuan (2012);<br/>6.Enhancing University Students' Career Employability and Competitiveness, Youth Commission, Executive Yuan, Taiwan (2005-2006);<br/>7.The honored member in WHO's WHO(February-2015)</p> |
| <p><b>Where Will You Be In 5 Years:</b></p>        | <p>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;</p>  |

Dr. Chao did his best 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.