

# Victoria, Yung-Wen Cheng

**Location:** Taipei City, Taiwan (R.O.C.) | **Phone:** (+886) 970-203-222 | **Email:** [victoriacheng1122@gmail.com](mailto:victoriacheng1122@gmail.com)  
**Website:** <https://reurl.cc/4pNLGV> | **LinkedIn:** <https://www.linkedin.com/in/victoria-chengyw/>

## EDUCATION

### National Taiwan University (NTU)

*Doctor of Philosophy – PhD, International Business*

Taipei, Taiwan  
Sep. 2023 – Present

- GPA: 4.1 / 4.3
- Scholarship: NTU PhD Chin Hsueh Scholarship, Rotary23-24 Scholarship
- Club: NTU iBank (An academic society focused on the study of the investment finance industry.)

### Fu Jen Catholic University (FJCU)

*Master of Business Administration – MBA*

Taipei, Taiwan  
Sep. 2020 – Jun. 2022

- Areas of focus: Finance & Strategy Management
- Cumulative GPA: 3.98 / 4.0, Average: 91/100
- BETA GAMMA SIGMA (BGS) Lifetime honorary member

### Tamkang University (TKU)

*Bachelor of Arts & Bachelor of Business Administration –BA&BBA*

Taipei, Taiwan  
Sep. 2015 – Jun. 2019

- Major: Chinese Literature, Minor: International Business
- 170 Credits/8 Semesters
- Club: TKU Guitar Club, TUK NTP Club

## RESEARCH WORK EXPERIENCE

### National Taiwan University International Business Dep.

*Doctoral Research Assistant (Supervisor: Prof. Hsueh-Liang Wu)*

Taipei, Taiwan  
Sep. 2023 – Present

- Research work assigned by professors, financial industry case studies.
- NTU EMBA Teaching Assistant: Strategic Management, Global Business Management
- NTU MBA Teaching Assistant: Management and Business Model of Taiwanese Enterprises, Global Brand Management

### Fu Jen Catholic University Business Administration Dep.

*Graduate Research Assistant (Supervisor: Prof. Meng-Hsien Yen)*

Taipei, Taiwan  
Sep. 2020 – Jun.2022

- Research work assigned by professors, financial industry case studies.
- Strategic Management Teaching Assistant
- Financial Management Teaching Assistant
- Investment Teaching Assistant

## INDUSTRY WORK EXPERIENCE

### SoftwareONE

*Data Analytic Associate(full-time)*

Taipei, Taiwan  
Mar. 2023 – May 2023

- 2023 Academy Program (Softskill & Consultant Training).
- Multinational Group Communication, Collaboration, and Presentations.
- SQL Data Cleaning and Power BI Business Intelligence Report Generation.

### Edenred

*Financial Billing & Credit Collection (full-time)*

Taipei, Taiwan  
Sep. 2022 – Dec. 2022

- Assist customers in checkout, invoicing, payment requests, and account write-offs.
- Optimize processes, improve payment status, establish check procedures, and create a summary table.
- Facilitate seamless communication between departments, businesses, and customers.

### NETGEAR

*Regulatory Compliance Analyst (Intern)*

Taipei, Taiwan  
Sep. 2021– Mar. 2022

- Review EU export product safety regulations, perform regular data compilation and system inspections for product compliance, assist with communication operations and environmental safety regulations for

ODM.

- Utilize Excel VBA to upgrade EU forms by writing code, Utilize iMovie and Final Cut Pro for lab movie editing.

#### **Air Liquide**

**Taipei, Taiwan**

#### **Business Transformation Data Analyst (Intern)**

**Mar. 2019 – Jul. 2020**

- Dual supervisory system: Simultaneously assign departmental and intern program tasks.
- Departmental work: The Business Transfer Department within the General Manager's Office utilizes Power BI to facilitate report visualization, provide support and training in Power BI, and develop custom code.
- Interns work: Interns work in pairs and collaborate on independent film editing in the factory area. They also collaborate with other interns to prepare for internal company activities and closing events

#### **PUBLICATIONS**

[1] **YUNG-WEN CHENG & MENG-HSIEN YEH** (2022, June). Bring Order Out of Chaos: How Cryptocurrencies Firms Frame the Mainstream Strategy. Paper presented at Chinese Society for Management Of Technology, Taipei Taiwan, ROC.

#### **HONORS**

##### **National academic awards: The Fiftieth TSC Thesis Award Excellent Work**

**Taipei, Taiwan**

*Taiwan AOM & TSC (TOPCO SCIENTIFIC Co., Ltd.)*

**Sep.2022**

- National-level Conference in the field of technology management, participated in the strategic management group and won the best paper, the paper title: Bring Order Out of Chaos: How Cryptocurrencies Firms Frame the Mainstream Strategy -First author

##### **BETA GAMMA SIGMA (BGS)**

**Taipei, Taiwan**

*Lifetime honorary member*

**May.2022**

- In the AACSB-accredited School of Management, students who maintain grades within the top 10% have the opportunity to obtain lifelong membership certification from the BGS Association, an esteemed recognition for School of Management students.

##### **Certificate of Academic Excellence**

**Taipei, Taiwan**

*College of Management Fu Jen Catholic University*

**Dec.2022**

- Winning academic awards during school, brings honor to both the institution and the individual, resulting in special recognition from the college or school.
- The master's degree thesis won a national award.

##### **Taiwan Rotary Academic Scholarship 23-24**

**Taipei, Taiwan**

*Scholarship*

**Dec.2023**

- Rotary International Taiwan Club 3481 grants distinguished doctoral scholarships based on school and department recommendations, successful completion of book reviews and interviews, and exceptional participation in Rotary extracurricular activities.

##### **NTU PhD Chin Hsueh Scholarship**

**Taipei, Taiwan**

*Scholarship*

**Sep.2023**

- Outstanding doctoral students selected by National Taiwan University are granted the Chin Hsueh Scholarship from the university, which spans three years.

##### **Taiwan Rotary Academic Scholarship 21-22**

**Taipei, Taiwan**

*Scholarship*

**Dec.2021**

- Rotary International Taiwan Club 3481 presents scholarships to exceptional master's students nominated by their respective schools and departments, having successfully undergone book reviews and interviews, and displaying remarkable accomplishments in Rotary extracurricular activities.