

# Victoria, Yung-Wen Cheng

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## EDUCATION

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<b>National Taiwan University (NTU)</b> <i>Ph.D. in International Business</i>	<b>Taipei, Taiwan</b> <b>Sep. 2023 – Present</b>
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- GPA: 4.1 / 4.3
- Scholarships: MOE Ph.D. Scholarship, NTU Chin Hsueh Scholarship, Rotary Academic Scholarship (2023–2024)
- Clubs: NTU iBank (OIC) – An academic society focused on investment and finance research  
NTU Diving Club – Certified diving club promoting underwater exploration and ocean awareness

<b>Fu Jen Catholic University (FJCU)</b> <i>M.B.A. in Business Administration</i>	<b>Taipei, Taiwan</b> <b>Sep. 2020 – Jun. 2022</b>
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- Concentration: Finance & Strategic Management
- Overall GPA: 3.98 / 4.0 (91/100)
- Honor: Beta Gamma Sigma (BGS) Lifetime Honorary Member

<b>Tamkang University (TKU)</b> <i>B.A. in Chinese Literature (Major) and B.B.A. in International Business (Minor)</i>	<b>Taipei, Taiwan</b> <b>Sep. 2015 – Jun. 2019</b>
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- Earned 170 credits over 8 semesters
- Clubs: TKU Guitar Club, TKU NTP (New Taipei City Alumni) Club

## RESEARCH WORK EXPERIENCE

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<b>National Taiwan University, Dept. of International Business</b> <i>Doctoral Research Assistant (Advisor: Prof. Hsueh-Liang Wu)</i>	<b>Taipei, Taiwan</b> <b>Sep. 2023 – Present</b>
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- Conduct academic research and industry case studies, with a focus on the financial sector
- NTU EMBA Teaching Assistant: Strategic Management; Global Business Management
- NTU MBA Teaching Assistant: Taiwanese Business Models; Global Brand Management

<b>Fu Jen Catholic University, Dept. of Business Administration</b> <i>Graduate Research Assistant (Advisor: Prof. Meng-Hsien Yen)</i>	<b>Taipei, Taiwan</b> <b>Sep. 2020 – Jun. 2022</b>
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- Assisted with research on strategic and financial management
- Teaching Assistant for: Strategic Management, Financial Management, Investment

## PUBLICATIONS

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- [1] **Yung-Wen Cheng & Meng-Hsien Yeh** (2024, June). *Exploring Mainstream Paths to New Technology Deployment: Technological, Market, and Network Perspectives*. Paper presented at the Academy of Asian Management (AAOM) Conference, Miri, Malaysia.

## HONORS

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<b>The Fiftieth TSC Thesis Award – Excellent Work</b> <i>Taiwan Academy of Management (TAOM) &amp; TOPCO SCIENTIFIC Co., Ltd.</i>	<b>Taipei, Taiwan</b> <b>Sep. 2022</b>
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- National-level conference in the field of technology management.
- Awarded *Best Paper* in the Strategic Management division.
- Paper Title: *Bring Order Out of Chaos: How Cryptocurrency Firms Frame the Mainstream Strategy*.  
(First Author)

<b>BETA GAMMA SIGMA (BGS)</b> <i>AACSB-Accredited School of Management, Fu Jen Catholic University</i>	<b>Taipei, Taiwan</b> <b>May. 2022</b>
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- Lifetime membership awarded to students in the top 10% of their class.
- Prestigious academic recognition for excellence in business education.

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

*College of Management, Fu Jen Catholic University*

**Taipei, Taiwan  
Dec.2022**

- Received in recognition of outstanding academic performance.
- Master's thesis received a national academic award.

#### **Ministry of Education Ph.D. Scholarship**

*Ministry of Education, Taiwan*

**Taipei, Taiwan  
Sep.2024**

- Awarded by the Ministry of Education of Taiwan to support outstanding Ph.D. students.
- Monthly stipend provided until the end of the third year of doctoral study.
- Replaces previous Chin Hsueh Scholarship starting from September 2024, as dual funding is not permitted.

#### **Taiwan Rotary Academic Scholarship (2023–2024)**

*Rotary International Taiwan District 3481*

**Taipei, Taiwan  
Dec.2023**

- Awarded to distinguished doctoral students through a competitive process involving faculty nomination, book review evaluation, interview performance, and active Rotary Club participation.

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

*National Taiwan University*

**Taipei, Taiwan  
Sep.2023**

- Prestigious three-year scholarship awarded to outstanding Ph.D. students by National Taiwan University.

#### **Taiwan Rotary Academic Scholarship (2021–2022)**

*Rotary International Taiwan District 3481*

**Taipei, Taiwan  
Dec.2021**

- Awarded to exceptional master's students based on departmental nomination, academic achievements, and Rotary Club engagement.

### **INDUSTRY WORK EXPERIENCE**

#### **SoftwareONE**

***Data Analytics Associate (Full-time)***

**Taipei, Taiwan  
Mar. 2023 – May 2023**

- Completed 2023 Academy Program (Soft Skills & Consultant Training).
- Engaged in global team collaboration and professional presentation delivery
- Conducted SQL-based data cleaning and built Power BI reports.

#### **Edenred**

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

**Taipei, Taiwan  
Sep. 2022 – Dec. 2022**

- Managed invoicing, payment requests, and account reconciliation
- Streamlined billing processes, created SOPs and summary dashboards
- Bridged cross-departmental and client communication

#### **NETGEAR**

***Regulatory Compliance Analyst (Intern)***

**Taipei, Taiwan  
Sep. 2021– Mar. 2022**

- Reviewed EU product safety and environmental compliance regulations
- Automated EU reporting forms using Excel VBA
- Edited technical lab videos using iMovie and Final Cut Pro

#### **Air Liquide**

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

**Taipei, Taiwan  
Mar. 2019 – Jul. 2020**

- Supported Business Transfer Department via Power BI reporting and training
- Developed customized dashboards with coding support
- Assisted in internal corporate event planning and multimedia content creation