

Victoria, Yung-Wen Cheng

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EDUCATION

National Taiwan University (NTU) <i>Ph.D. in International Business</i> – 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	Taipei, Taiwan Sep. 2023 – Present
Fu Jen Catholic University (FJCU) <i>M.B.A. in Business Administration</i> – Concentration: Finance & Strategic Management – Overall GPA: 3.98 / 4.0 (91/100) – Honor: Beta Gamma Sigma (BGS) Lifetime Honorary Member	Taipei, Taiwan Sep. 2020 – Jun. 2022
Tamkang University (TKU) <i>B.A. in Chinese Literature (Major) and B.B.A. in International Business (Minor)</i> – Earned 170 credits over 8 semesters – Clubs: TKU Guitar Club, TKU NTP (New Taipei City Alumni) Club	Taipei, Taiwan Sep. 2015 – Jun. 2019

RESEARCH WORK EXPERIENCE

National Taiwan University, Dept. of International Business <i>Doctoral Research Assistant (Advisor: Prof. Hsueh-Liang Wu)</i> – 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	Taipei, Taiwan Sep. 2023 – Present
Fu Jen Catholic University, Dept. of Business Administration <i>Graduate Research Assistant (Advisor: Prof. Meng-Hsien Yen)</i> – Assisted with research on strategic and financial management – Teaching Assistant for: Strategic Management, Financial Management, Investment	Taipei, Taiwan Sep. 2020 – Jun. 2022

PUBLICATIONS

- [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

The Fiftieth TSC Thesis Award – Excellent Work <i>Taiwan Academy of Management (TAOM) & TOPCO SCIENTIFIC Co., Ltd.</i> – National-level conference in the field of technology management. – Awarded <i>Best Paper</i> in the Strategic Management division. – Paper Title: <i>Bring Order Out of Chaos: How Cryptocurrency Firms Frame the Mainstream Strategy.</i> (First Author)	Taipei, Taiwan Sep. 2022
BETA GAMMA SIGMA (BGS) <i>AACSB-Accredited School of Management, Fu Jen Catholic University</i>	Taipei, Taiwan May. 2022

- 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**

- R Conducted comprehensive reviews of EU product safety and environmental compliance regulations to ensure alignment with international standards.
- Developed and automated EU compliance reporting templates using Excel VBA, improving reporting
- Edited and produced technical laboratory videos using Final Cut Pro to enhance internal training and documentation quality.

Air Liquide

Business Transformation Data Analyst (Intern)

**Taipei, Taiwan
Jul. 2021 – Aug.2021**

- 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