

Victoria, Yung-Wen Cheng

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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.