

# Victoria, Yung-Wen Cheng

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## EDUCATION

### National Taiwan University (NTU)

*Ph.D. in International Business*

Taipei, Taiwan  
Sep. 2023 – Present

- 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

### Fu Jen Catholic University (FJCU)

*M.B.A. in Business Administration*

Taipei, Taiwan  
Sep. 2020 – Jun. 2022

- Concentration: Finance & Strategic Management

– Overall GPA: 3.98 / 4.0 (91/100)

– Honor: Beta Gamma Sigma (BGS) Lifetime Honorary Member

### Tamkang University (TKU)

*B.A. in Chinese Literature (Major) and B.B.A. in International Business (Minor)*

Taipei, Taiwan  
Sep. 2015 – Jun. 2019

- Earned 170 credits over 8 semesters

– Clubs: TKU Guitar Club, TKU NTP (New Taipei City Alumni) Club

## RESEARCH WORK EXPERIENCE

### National Taiwan University, Dept. of International Business

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

Taipei, Taiwan  
Sep. 2023 – Present

- 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

### Fu Jen Catholic University, Dept. of Business Administration

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

Taipei, Taiwan  
Sep. 2020 – Jun. 2022

- Assisted with research on strategic and financial management

– Teaching Assistant for: Strategic Management, Financial Management, Investment

## 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

*Taiwan Academy of Management (TAOM) & TOPCO SCIENTIFIC Co., Ltd.*

Taipei, Taiwan  
Sep. 2022

- 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)

### BETA GAMMA SIGMA (BGS)

*AACSB-Accredited School of Management, Fu Jen Catholic University*

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

- 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