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Education

- PhD, Department of Business Administration, National Cheng Kung University, 2013.
- Master, Department of Finance, National Sun Yat-sen University, 1998.
- Bachelor, Department of Management Science, National Chiao Tung University, 1996.

Area of Specialty

- Behavioral Finance, Judgment and Decision Making, Investor's Perception and Behavior,
- Investments, Financial Management

Academic Experience

- Assistant Professor, Department of Finance, Southern Taiwan University of Science and Technology, 2013/9 to present.
- Instructor, Department of Finance, Southern Taiwan University of Science and Technology, 2002/8 to 2013/9.

Journal Papers

1. Chen, Meng-Shiou, Li-Ting Fu, Min-Chang Chang, Li-Fen Lin (2021), "Study on the Impact of Service Innovation and Service Quality on Customer Value and Customer Satisfaction with Structural Equation Modeling," *Journal of National Formosa University*, 35(3), 1-19. (in Chinese)
2. Fu, Ying-Fen, Hui-Cheng Tsai, Min-Chang Chang, Hai-Ching Liu (2021), "Reinvestigation of the Momentum Effect of Equity Funds in Taiwan – the Analysis of the Persistence of Multi-Period Winner and Loser Funds," *Journal of SHU-TE University*, 23(1), 43-56. (in Chinese)
3. Chuang, Shuang-Shii, and Min-Chang Chang. 2013. Prospect Theory and the Investor's Attitudes toward Risk. *Risk and Decision Analysis*, 4(4), 303-308. [EconLit]

Conference Papers

1. Chen, Meng-Shiou, et al. (2020), Exploring the difference between Fintech and digital finance on relationship quality and consumer behavior with basic personal data, 2020 Management and Marketing Innovation Seminar, October 30, 2020, Shu-Te University.
2. Chen, Meng-Shiou, et al. (2020), Exploring the difference between digital finance and service innovation of different financial consumers in the financial industry on business friendship and consumer behavior, 2020 Management and Marketing Innovation Seminar, October 30, 2020, Shu-Te University.
3. Chen, Meng-Shiou, et al. (2020), Using two-factor variance analysis to explore the main validity and interactive validity of Robo Advisor and Financial Advisor on Customer's Risk Perception and Willingness to Use, 2020 Management and Marketing Innovation Seminar, October 30, 2020, Shu-Te University.
4. Chang, Min-Chang, et al. (2020), "Use regression analysis to explore the impact of digital finance and service quality on relationship inertia and customer lifetime value", , The 17th Service Industry Management and Innovation Seminar, June 10, 2020, South Taiwan University of Science and Technology.
5. Chang, Min-Chang, et al. (2020), "Research on the Correlation between Digital Finance and FinTech on Customer Satisfaction and Customer Lifetime Value--Taking Financial Institution

Consumers as an Example", The 17th Service Industry Management and Innovation Seminar, June 10, 2020, South Taiwan University of Science and Technology.

6. Chang, Min-Chang, and Yu-Hsuan Lai. 2017. Theme about Investment Behavior and Decision making from the Perspective of Mental Account, Finance and Accounting Conference, Southern Taiwan University of Science and Technology, Tainan, Taiwan. [In Chinese]
7. Yang, Tzer-Chyun, Hou Ou Young, Tzung-Yuan Hsieh, Ying-Chih Chen, and Min-Chang Chang. 2004. An Analysis of Factors about Business Financial Distress. Intercollegiate Faculties Conference on Economics Finance and Accounting, National Taiwan University, Taipei, Taiwan. [In Chinese]
8. Chen, Ying-Chih, Tzung-Yuan Hsieh, and Min-Chang Chang. 2004. Study of the Disposition Effect on TAIFEX Options. 2004 Symposium on Distribution Management, National Kaohsiung First University of Science and Technology, Kaohsiung, Taiwan. [In Chinese]

Dissertation

- Chang, Min-Chang. 2013. Perceived Risk-Return for Stocks Investment: The Affect and Framing Perspectives, and Portfolio Construction. Ph.D. Dissertation, National Cheng Kung University.

Books

- Chuang, Li-Min, and Chang, Min-Chang et al., Contemporary Business, ChuanHwa, 2004, ISBN: 957-21-4668-8. [In Chinese]

Professional Certifications

1. Senior Securities Specialist, No: 3011722, Taiwan Securities Association, 2000/10.
2. Life Insurance Agency, No: 07113, The Life Insurance Association of the Republic of China, 2001/11.

Professional Experience

- Associate, National Securities Corporation, 2000/8 to 2002/2.

Entrusted Practical Projects

1. Liu, Hai-Ching and Min-Chang Chang. 2023. Investment analysis of Australian Dollar in 2023, 23001120019.
2. Liu, Hai-Ching and Min-Chang Chang. 2023. The trend analysis of 2023-2024 Taiwan stock market, 23001120253.
3. Chang, Min-Chang and Hai-Ching Liu. 2023. The project of insurance knowledge and practices exchange for Mercuries Life Insurance (12), No. 67001120204.
4. Chang, Min-Chang and Hai-Ching Liu. 2023. 2023 National colleges and high schools virtual investment competition (2), No. 67001120217.
5. Liu, Hai-Ching, Min-Chang Chang, and Huey-Cherng Tsai. 2022. The trend analysis of TSMC stock price, 23001110332.
6. Chang, Min-Chang and Hai-Ching Liu. 2022. 2022 National colleges and high schools virtual investment competition (2), No. 67001110109.
7. Chang, Min-Chang and Chi-Ming Ho. 2022. The project of insurance knowledge and practices exchange for Shin Kong Life (7), No. 67001110236.
8. Chang, Min-Chang and Hai-Ching Liu. 2022. The project of insurance knowledge and practices exchange for Mercuries Life Insurance (11), No. 67001110281.
9. Chang, Min-Chang and Hai-Ching Liu. 2021. The project of insurance knowledge and practices exchange for Mercuries Life Insurance (10), No. 67001100282.
10. Chang, Min-Chang and Chi-Ming Ho. 2021. The project of insurance knowledge and practices exchange for Shin Kong Life (6), No. 67001100244.
11. Chang, Min-Chang and Hai-Ching Liu. 2021. The project of insurance knowledge and practices exchange for LAW Insurance Broker Co., Ltd. (1), No. 67001100040.

12. Chang, Min-Chang and Hai-Ching Liu. 2021. STUST Dept. of Finance virtual investment competition (1), No. 67001100038.
13. Chang, Min-Chang, Hai-Ching Liu, and Meng-Shiou Chen. 2020. The project of insurance knowledge and practices exchange for Mercuries Life Insurance (9), No. 23001091007.
14. Chang, Min-Chang, Huey-Cherng Tsai, and Hai-Ching Liu. 2020. The analysis of New Taiwan dollar in 2021, 23001091015.
15. Chang, Min-Chang, Chi-Ming Ho, and Yuan-Chi Chang. 2020. The project of insurance knowledge and practices exchange for Shin Kong Life (5), No. 23001091008.
16. Ho, Chi-Ming, Min-Chang Chang, and Yuan-Chi Chang. 2020. The project of insurance knowledge and practices exchange for Fubon Life Insurance (8), No. 23001091016.
17. Chang, Min-Chang. 2019. The trend and application of InsurTech. No. 2300108315.
18. Chang, Min-Chang, Hai-Ching Liu, and Meng-Shiou Chen. 2019. The project of insurance knowledge and practices exchange for Mercuries Life Insurance (8), No. 2300108246.
19. Chang, Min-Chang, Yung-Chi Chang, and Yueh-Chung Chu. 2018. The project of insurance knowledge and practices exchange for Cathay Life Insurance (4), No. 23001070269.
20. Chang, Min-Chang, Chi-Ming Ho, and Jyh-Tai Su. 2018. The project of insurance knowledge and practices exchange for Mercuries Life Insurance (7), No. 23001070211.
21. Chang, Min-Chang, Chi-Ming Ho, and Hai-Ching Liu. 2017. The project of insurance knowledge and practices exchange for Mercuries Life Insurance (6), No. 221060359.
22. Chang, Min-Chang, Chi-Ming Ho, and Jyh-Tai Su. 2017. The project of insurance knowledge and practices exchange for Mercuries Life Insurance (5), No. 221060358.
23. Ho, Chi-Ming, Min-Chang Chang, and Yuan-Chi Chang. 2017. The project of insurance knowledge and practices exchange for Fubon Life Insurance (6), No. 221060374.
24. Ho, Chi-Ming, Min-Chang Chang, and Jyh-Tai Su. 2017. The project of insurance knowledge and practices exchange for Fubon Life Insurance (5), No. 221060373.
25. Ho, Chi-Ming, Min-Chang Chang, and Yuan-Chi Chang. 2017. The project of insurance knowledge and practices exchange for Shin Kong Life (3), No. 221060397.
26. Liu, Hai-Ching, Ching-Yi Wang, and Min-Chang Chang. 2016. The analysis of Renminbi Yuan trend, No. 221050480.
27. Chang, Min-Chang, Chi-Ming Ho, and Hai-Ching Liu. 2016. The project of insurance knowledge and practices exchange for Nan Shan Life Insurance (3), No. 221050287.
28. Ho, Chi-Ming, Min-Chang Chang, and Jyh-Tai Su. 2016. The project of insurance knowledge and practices exchange for Shin Kong Life (1), No. 221050256.
29. Chang, Min-Chang, Chi-Ming Ho, and Jyh-Tai Su. 2016. The project of insurance knowledge and practices exchange for Mercuries Life Insurance (4), No. 221050243.
30. Chang, Min-Chang, Chi-Ming Ho, and Jung-Hsuan Lin. 2016. The project of insurance knowledge and practices exchange for Mercuries Life Insurance (3), No. 221050242.
31. Ho, Chi-Ming, Min-Chang Chang, and Ping-Chen Tsai. 2016. The project of real estate knowledge and practices exchange, No. 221050182.
32. Chang, Min-Chang, Chi-Ming Ho, and Jyh-Tai Su. 2016. The project of insurance knowledge and practices exchange for Nan Shan Life Insurance (2), No. 221050144.
33. Ho, Chi-Ming, Min-Chang Chang, and Jyh-Tai Su. 2016. The project of insurance knowledge and practices exchange for Fubon Life Insurance (4), No. 221050113.
34. Chang, Min-Chang, Chi-Ming Ho, and Jyh-Tai Su. 2015. The project of insurance knowledge and practices exchange for Mercuries Life Insurance (2), No. 221040272.
35. Ho, Chi-Ming, Yung-Chi Chang, and Min-Chang Chang. 2015. The project of insurance knowledge and practices exchange (3), No. 22104005.
36. Ho, Chi-Ming, Min-Chang Chang, and Jyh-Tai Su. 2015. The project of insurance knowledge and practices exchange for Fubon Life Insurance (3), No. 22104004.
37. Chang, Min-Chang, Chi-Ming Ho, and Jyh-Tai Su. 2015. The project of insurance knowledge and practices exchange for Nan Shan Life Insurance (1), No. 221040002.
38. Chang, Min-Chang, Chi-Ming Ho, and Jyh-Tai Su. 2014. The project of insurance knowledge and

practices exchange for Mercuries Life Insurance (1), No. 221030313.

39. Ho, Chi-Ming, Min-Chang Chang, and Jyh-Tai Su. 2014. The project of insurance knowledge and practices exchange for Fubon Life Insurance (2), No. 221030311.
40. Ho, Chi-Ming, Min-Chang Chang, and Jyh-Tai Su. 2014. The project of insurance knowledge and practices exchange for Fubon Life Insurance (1), No. 221030041.

Honors and Awards

1. Superior Teaching Award of Learning Service Courses, Southern Taiwan University of Science and Technology, 2015.
2. Superior Tutor Teacher Award, Southern Taiwan University, 2014.