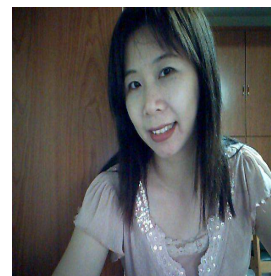


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Education

- Ph.D., Administration and Management of Education, National Tainan University; 2012/6 .
- Master, Department of Financial Management, National Central University; 1994/6
- Bachelor, Department of Finance, National Taiwan University; 1992/6

Area of Specialty

- Investment, Personal Finance, Accounting, Entrepreneurship Innovation Creative Planning

Academic Experience

- Assistant Professor, Department of Finance, Southern Taiwan University of Science and Technology, 2014/5 to Present.
- Instructor, Department of Finance, Southern Taiwan University of Science and Technology, 1995/8 to 2014/4
- Research Assistant, Department of Finance, National Taiwan University, 1994/8 to 1995/7

Journal Papers

1. Chui-Cheng Chen, Hui-Ling Huang and Jung-Hsuan Lin(2022), "Mining Consumers' Adaptive Products by Using Product Value Weighted Association Rules", Informarion and Management Science, 15(2), 46-60.
2. Jui-Jang Chang, Pao-Hsien Huang, Kun-Li Lin and Jung-Hsuan Lin(2021), "Pricing Average Interest Rate Options in the LIBOR Market Model", International Review of Accounting, Banking and Finance, 13(1), 17-31.
3. Yuan-Ming Lee, Jessie Chang, Jung-Hsuan Lin (2019), "Re-examining Fisher Hypothesis and Fama Proxy Hypothesis with Data from OECD and non-OECD Countries", Journal of Southern Taiwan University of science and technology social science edition, (4)1, 15-31.
4. Lin, Jung Hsuan (2003) , "The Analysis of university of technology in Taiwan: Data Envelope Analysis," Journal of Educaion , Naitonal Canghua University of Education, 5 , 373-396.
5. Lin, Jung Hsuan (2003) , "The Efficiency Analysis of Universities of Technology in Taiwan," Journal of Education, National Tainan University, 9, 179-205.

Conference Papers

1. Lin, Jung-Hsuan, Chui-Cheng, Chen, Lu Yanguang, (2023), Focus on customer consumption and use segmentation technology to discover appropriate products, 2023 Health and Technology Management Academic Symposium.
2. Chen, Chui-Cheng, Jung Hsuan Lin, Chen Zongyi, Wang Chongren, (2023), Using association rules to analyze high-risk groups of diseases from a large amount of diagnostic data, 2023 Health and Technology Management Academic Symposium.
3. Chen, Chui-Cheng, Jung Hsuan Lin, Chen Zongyi, (2023), Construct a patient disease diagnosis system based on grouping technology, The 13th Service Science Research Forum and Seminar.
4. Chen, Chui-Cheng, Jung Hsuan Lin, Lu Yanguang, (2023), Apply data exploration technology to analyze product adaptability marketing strategies, The 13th Service Science Research Forum and Seminar.
5. Chen, Chui-Cheng, Jung Hsuan Lin, Chen Zongyi, (2022), Use association rules to discover

- consumer-appropriate promotional products,2022 ICSSMET International Symposium on Safety Management and Engineering Technology.
6. Lin,Jung-Hsuan,Chui-Cheng, Chen,Lu Yanguang,(2022),Use big data technology to analyze and query website recommendations for scenic spot keywords,2022 Social Services and People's Livelihood Industry Seminar.
 7. Chen,Chui-Cheng, Jung Hsuan, Lin,Cai Yishan,(2022),Mining adaptive consumers at tourist attractions: application of classification analysis,2022 Social Services and People's Livelihood Industry Seminar.
 8. Chen,Chui-Cheng, Jung Hsuan Lin,Lu Yanguang,Chen Zongyi,(2022),Use classification analysis to discover product-appropriate consumers,2022 International Quality Management Seminar.
 9. Chen,Chui-Cheng, Jung Hsuan,Lin,Lu Yanguang,(2022),Use classification analysis to discover product-appropriate consumers,2022 International Quality Management Seminar.
 10. Chen,Chui-Cheng, Jung Hsuan,Lin,Lu Yanguang,Chen Zongyi and Xu Jingwei,(2021),Exploration of Students' Adaptive General Courses by Using Data Mining Technology,2021 chang jung christan University 8th Academic Symposium on the Development and Innovation of General Education
 11. Chen,Chui-Cheng, Jung Hsuan,Lin,Chen Ziyu,(2021),A Probe into the Adaptive Electives of General Education Courses--Analysis by Weighted Association Rules,2021 chang jung christan University 8th Academic Symposium on the Development and Innovation of General Education
 12. Chen,Chui-Cheng, Jung Hsuan,Lin,Lu Yanguang and Chen Ziyu (2021),A study on the borrowing of suitable reference books for general education students2021 chang jung christan University 8th Academic Symposium on the Development and Innovation of General Education,
 13. Chen,Chui-Cheng, Jung Hsuan,Lin,Chen Ziyu,(2021)Using Association Rules to Quickly Discover Book Recommendations for Library Readers' Suitability,2021 People's Livelihood Electronic Seminar,Kunshan University of Science and Technology.
 14. Chen,Chui-Cheng, Jung Hsuan, Lin,Cai Yishan,(2021),Using big data technology to mine consumer-friendly tourist attractive,2021 Symposium on Social Services and Civilian Production, Meihe University of Science and Technology.
 15. Chen,Chui-Cheng, Jung Hsuan, Lin,Cai Yishan,(2021), Using Association Rules to Formulate Adaptive Marketing Strategies for Tourism Commodities,2021 Symposium on Social Services and Civilian Production, Meihe University of Science and Technology.
 16. Chen,Chui-Cheng, Jung Hsuan, Lin, and Chen Ziyu,(2020),Finding Consumers' Adaptive Products Based on Clustering Technology, Science and Technology Management Annual Conference,Hsinchu,(R.O.C.)
 17. Chen,Chui-Cheng, Jung Hsuan, Lin, Zongyi, Chen and Chen Ziyu,(2020)Using Association Rules to Find Adaptive General Education Courses for Students ,The 7th "General Education Development and Innovation Symposium" of Evergreen University,Tainan.(R.O.C.)
 18. Chen,Chui-Cheng, Jung Hsuan, Lin, M. C. Shen and Yu Zongxian,(2020),Using Clustering Methods to Find Adaptive Learning Groups of General Education Courses ,The 7th "General Education Development and Innovation Symposium" of Evergreen University.Tainan.(R.O.C.)
 19. Chen,Chui-Cheng, Jung Hsuan, Lin,Chongren,Wang,(2020), Use big data analysis technology to discover consumer suitability for tourist attractions in Pingtung (2020) 2020 Smart Business Management New Wave Seminar.Pingtung,(R.O.C.)
 20. Chen,Chui-Cheng, Jung Hsuan, Lin, Zongyi, Chen and Chen Ziyu,(2020),Use Association Rules to Explore Readers' Appropriate Borrowing Books (2020) 2020 Smart Business Management New Wave Seminar.Pingtung,(R.O.C.)
 21. Lin,Jung Hsuan,Chui-Cheng ,Chen, (2020),Pricing Discovery between Bitcoin spot and futures :example of CME, TANET 2020 Taiwan Academic Network Conference,Taipei.(R.O.C.)
 22. Chen,Chui-Cheng, Jung Hsuan, Lin, Chen Zongyi, Ren Jiaqing(2019),2019 Conference on Green Hospitality, Tourism, and Management, South Asia Institute of Technology, Taoyuan.(R.O.C)
 23. Chen,Chui-Cheng, Jung Hsuan, Lin, Chen Zongyi, Wu Donglong (2019) ,The 55th Annual Conference of Chinese Society for Quality 2019 International Symposium of Quality

- Management, Chung Yuan University, Taoyuan.(R.O.C)
24. Chen, Chui-Cheng, Jung Hsuan, Lin, Chen Zongyi, Xu Ziyu (2019) Use data mining technology to discover product-adaptive marketing strategies, 2019 Shude University of Science and Technology Management and Marketing Innovation Seminar, Kaoshiung.(R.O.C)
 25. Chen, Chui-Cheng, Jung Hsuan, Lin, T.Y.Hsu and D.L.Wu, (2019), Using Clustering Techniques to Detect Careless Diagnosis Tendency for Patient Diseases, 2019 Southeast Asia Business management and Culture Creativity Practice Seminar, Pintung.(R.O.C)
 26. Chen, Chui-Cheng, Jung Hsuan, Lin, T.C. Chen and Z.Y.Wu, (2019), Finding Consumers' Adaptive Products Based on Association Rules, 2019 Southeast Asia Business management and Culture Creativity Practice Seminar, Pintung.(R.O.C)
 27. Lee, Yuan-Ming, Jung Hsuan, Lin, (2019), A study on the correlation between exchange rate and overall economic factors-empirical for Taiwan data. The 2019 STUST International Conference on Finance, Accounting, and Management Decisions, Tainan.(R.O.C)
 28. Chen, Chui-Cheng, Jung Hsuan, Lin, T.C. Chen and Z.Y.Wu, (2018), Using Weighted Clustering Method Find Adaptive Consumers of Products, The 2018 Chinese Society for management of Technology Conference, Kaoshiung.(R.O.C.)
 29. Chen, Chui-Cheng, Jung Hsuan, Lin, and T.C. Chen, (2018), Using Clustering Techniques to Adapted Product For Customer, Industrial Management and Information Application Innovations Conference, Tainan.(R.O.C)
 30. Chen, Chui-Cheng, Jung Hsuan, Lin, and Feng-xi Qiu, (2018), Using Data Mining and Clustering Method to Build Diagnostic Diseases System for Patients' Symptoms. The 24th 2018 Taiwan Academic Network Conference, Taoyuan.(R.O.C)
 31. Lee, Yuan-Ming, Jung Hsuan, Lin, (2018), Re-examining Fisher Hypothesis and Fama Proxy Hypothesis with Data from OECD and non-OECD countries, The 2018 Conference of Financial, Accounting and Business Management decision, Tainan.(R.O.C)
 32. Lin, Jung Hsuan, Chui-Cheng Chen, (2017), The Impact to Female Teachers' Attitude Toward Faculty Evaluation In an University of Science and Technology, The 2017 Conference of Theory and Practice in 12-years Basic Education competence-oriented Curriculum and Teaching, Tainan.(R.O.C)
 33. Chen, Chui-Cheng, Jung Hsuan, Lin, M. C. Shen and T.C.Chen, (2017), Using Data Mining to Explore Adapted Curriculum for Students, The 2017 Conference of Theory and Practice in 12-years Basic Education competence-oriented Curriculum and Teaching, Tainan.(R.O.C)
 34. Chen, Chui-Cheng, Jung Hsuan, Lin, M. C. Shen and T.C.Chen, (2017), Using Data Mining to Explore Adapted Webpage for Learning Path, The 2017 Conference of Theory and Practice in 12-years Basic Education competence-oriented Curriculum and Teaching, Tainan.(R.O.C)
 35. Chen, Chui-Cheng, Jung Hsuan, Lin, M. C. Shen, J. P. Lee, (2017), Using Big Data Analytical Techniques to Find Consumers' Sequence Tourist Attractions, The 2017 Conference on STUST Department of Leisure, Recreation, and Tourism Management-New Southward Policy, Taiwan (R.O.C.), (in Chinese)
 36. Juei-Lung shyu, Jia-Jian Liu, Jung Hsuan Lin, Xin-Hao Huang, You-Qi Liu (2009), "Maximum power tracking solar power lithium battery charger", The 30th Roc Symposium on Electrical Power Engineering Conference, Taouang, Taiwan.
 37. Lin, Jung Hsuan (2003), "A Study of the Relationship among learning Resources Quality, Learning Satisfaction and the Learning Feedback Behavior", The 2th Taiwan Ph.D Student Educational Administration Conference, National Tainan University, Tainan, Taiwan.
 38. Lin, Jung Hsuan (2002), "An Efficiency Analysis of Universities of Technology in Taiwan :Data Envelopment Analysis," The 1th Taiwan Ph.D Student Educational Administration Conference, National Tainan University, Tainan, Taiwan.
 39. Ho, Hsein Chan, Jung Hsuan Lin (1995), "A Study of the Organization and Function of Taiwan futures Exchange", The Futures and Option Market Conference, National Taiwan University, Taipei, Taiwan.

Dissertation

- Lin,Jung-Hsuan (2012) "The faculty evaluation system:A case study in private university of technology",Ph.d. Dissertation,National Tainan University.
- Lin,Jung-Hsuan (1994) "Impacts of Taiwan Stock Market on New Bank,"Master. Dissertation, National Central University.

Books

1. The Faculty evaluation,Lin Jung Hsuan,Li long sen(eds)(pp.55-63),2012.
2. Investments, Lin, Jung Hsuan & Luo,Hai-chung, Published by Gao-Li Co., 2001.

Professional Certifications

1. Certified in Entrepreneurship and Small Business,No.SRKh-uFq,Certiport Business Fundamentals Certification,2018.
2. Network and social marketing manager,No.ISMM201712016,Matrix Management Consulting Co., Ltd.2017.
3. National Finance and Economics Certification,No.216130133,Economic Daily,2016.
4. CFP Module 6- Comprehensive Financial Planning,No.052018,Taiwan Academy of Banking and Finance,2016.
5. Certified Financial Specialist for small and Medium Enterprise,No.1600100,Taiwan Academy of Banking and Finance,2016.
6. Securities Investment Trust and Consulting Professionals,No.0653100023,Security and Futures Institute,2009

Professional Experience

1. Tainan City Social Affairs Bureau" Elderly Welfare Institution Fee Adjustment Review Committee",censorship committee.2023/7-2025/6
2. Corporate Consultant at Zhu Yanzhang Architects Office,2022/9-2023/8
3. Chixuan Industrial Consultant,2022/9-2023/8

Grants

1. Ministry of Science and Technology,Research grants for college students, Analysis of Bitcoin Spot, Futures and ETF, No.109-2813-C-218-009-H,2020/07/01~2021/02/28
2. Taiwan Securities Association,"Grants Course:Personal Finance",2010/9 to2011/2

Entrusted Practical Projects

1. Lin,Jung- Hsuan ; Chui-Cheng, Chen,2022,Chixuan Industrial Management Consulting,no.23001110088.
2. Lin,Jung- Hsuan ; Lee ,Yuan-Min,2022,Chixuan Industrial Development Consulting,no.23001110415.
3. Lin,Jung- Hsuan ; Lin, Ya-Chi and Jing- Lin Chuang,2022,Shuoyi store management consulting plan,No.23001110208.
4. Lin,Jung- Hsuan ; Lee ,Yuan-Min,2021,Chi Xuan Industrial Management Consulting,No.23001100171
5. Lin,Jung- Hsuan ; Lin, Ya-Chi and Jing- Lin Chuang,2021,Shuoyi Store Corporate Management Consulting,No.23001100243.
6. Lin,Jung- Hsuan ; Lee ,Yuan-Min, 2021,Chixuan Industrial Management Consulting,No.23001100171.
7. Lin,Jung- Hsuan ; Lee ,Yuan-Min, 2020,New Venture Consulting Service for Chixuan Industry,No.23001091002.
8. Lin,Jung- Hsuan ; Lin, Ya-Chi and Jing- Lin Chuang,2020,Corporate Financial Advisor for Shuoyi Storey,No. 23001091011
9. Lin,Jung- Hsuan ; Lee ,Yuan-Ming, and Huey-Cherng Tsa., 2019,Financial Consulting for Tan-Zuo

- Creative Design House .No. 23001080086.
10. Lin,Jung- Hsuan ; Lin, Ya-Chi and Jing- Lin Chuang,2019,Business Consulting Service for Sartup of Chi- Gorgeous .No. 23001080160
 11. Lee, Yuan-Ming and Jung- Hsuan Lin,2019,Service and Consultant for De-Jian Zipper corporation. NO: 23001080072.
 12. Lin,Jung- Hsuan ; Lin, Ya-Chi and Jing- Lin Chuang,2018.Business Consulting Service for Tan-Zuo Creative Design House.No.23001070100.
 13. Chuang,Jing- Lin; Lin,Jung- Hsuan, and Ya-Chi Lin,2018,Consulting Service of Investment for San-Yue-Yi-Xin Investment Corporaion,No.23001070240.
 14. LinYa Chi;Jing-Lin Chuang and Jung- Hsuan Lin,2018,Consulting Service for Jessie Tutoring Crammer School.No.23001070202
 15. Lin,Jung- Hsuan ; Lee ,Yuan-Ming, and Huey-Cherng Tsa. 2017.Buiisness Consulting for Sean-Lin photography shop.No.221060116..
 16. Lin,Jung- Hsuan ; Lee ,Yuan-Ming, and Huey-Cherng Tsa ,2016.Business Operating Diagnosis for Tan-Zuo creative design House.No.221050190.
 17. Lee, Yuan-Ming and Jung- Hsuan Lin,2016.Business Consulting for Jia-Hao Biotechnology Corporation.No.221050186
 18. Lin,Jung- Hsuan and Yuan-Ming Lee ,2015.Business Consulting Plan for Tan-Zuo creative design House.No.221040245.
 19. Lee, Yuan-Ming and Jung- Hsuan Lin,2015,Service and Consultant for De-Jian Zipper corporation. NO: 221040186.
 20. Lin,Jung-Hsuan,2013,Strategy for a new Enterprise for Tan-Zuo creative design House.No.221020140.

Honors and Awards

1. Award in Mentor of Excellent work in 2023 The 7th National College Healthy x Happy Innovation and Entrepreneurship Competition,National Taipei University of Nursing and Health Education Center.
2. Award in Mentor of Excellent work in 2023 Creative Innovation Marketing Micro Film Competition,China Business Function Development Association, Microanalysis Technology Co., Ltd.
3. Award in Mentor of Excellent work in 2022 Creative Topic and Guantian Wujin Marketing Planning Competition.Kun shan University.
4. Award in Mentor of Excellent work in 2021 National College Students Creativity andO Entrepreneurship Competition,Cheng Shiu University.
5. Award in Mentor of Excellent work in The 2021National Creative Marketing Practice Competition,Kun shan University.
6. Award in Mentor of Excellent work in The 2021 6th Xinchuang Cup National Colleges and Universities Creative Innovation and Entrepreneurship Planning Competition ,Chihlee University of Science and Technology
7. Award in Mentor of Excellent work in2020 National Colleges and Universities-Innovation x Entrepreneurship x Maker Concept Book Competition,National Qinyi University of Science and Technology.
8. Award in Mentor of 2020"BGI Hsinchu Cup" Innovation and Entrepreneurship Competition Excellent Works.
9. Award in Mento of Two winners in the 2020 Creative Topic and Guantian Marketing Planning Competition.
10. Award in Mentor of Excellent work of National Colleges and Universities Innovation, Creativity and Entrepreneurship Competition of Zhongshan Medical University.
11. Honored in Excellent Mentor of Southern Taiwan University of Science and Technology,2020.
12. Award in Excellent Teacher of Service Learning Course,2019.
13. Award In Mentor of the National Tour Planning,Design and Implementation Competition,2019.

14. Award In Mentor of the 2th Interdisciplinary Practice Topic Achievement Exhibition Competition,2018.
15. Award In Mentor of Competition of National Micro Entrepreneurship and Creativity,2018.
16. Award In Mentor of Competition of National Campus Entrepreneurship and Creativity 8th ,9th ,10th,11th,ROC,2013 to 2016.
17. Honored in Superior Teaching Award of College of Business , Southern Taiwan University of Science and Technology,2015 & 2013.
18. Award In Mentor of Competition of National Financial Planning , Taiwan Wealth Management and planning Development Associates,2013.
19. Award In Mentor of Competition of National Creativity ,National Central University,2012.
20. Award in Mentor of National Enterprise Competition ,National enterprise Union , 2012.
21. Award In Mentor of Competition of 1st National Great -Wealth , Economic Daily News, 2011.
22. Award in Mentor of Campus Innovation Competition, Southern Taiwan University,2011.