

Huey-Cherng Tsai (蔡惠丞)

Department of Finance
Southern Taiwan University of Science and
Technology
No. 1, Nan-Tai Street, Yungkang Dist., Tainan City
71005, Taiwan

Office S408-1A
☎ 5320
🏠
✉ hctasi@stust.edu.tw



Education

- PhD, Business Administration, National Sun Yat-sen University, 2008/6
- Master, Department of Business Administration, National Sun Yat-sen University, 1995/6
- Bachelor, Department of Management Science, National Chiao Tung University, 1990/6

Area of Specialty

- Financial Accounting, Management Accounting, Financial statements analysis .

Academic Experience

- Assistant Professor, Department of Finance, Southern Taiwan University, 2008/8 to present
- Instructor, Department of Finance, Southern Taiwan University, 2000/8 to 2008/7

Journal Papers

1. Liu, Hai-Ching, Ying-Fen Fu, Huey-Cherng Tsai (2022) "A Study of Stock Depositing Strategies in Taiwan Stock Market - A Reuexamination of Value and Growth Stock Investments" Journal of STUST: Social Science Editon ,7(1), 14-30. (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. Lai, Chiao-Fen, Jau-Shyong Wang, Ching-Hsien Chiu, and Huey-Cherng Tsai(2020) "A Study of College Students' Financial Literacy and Personal Financial Well-being —A Case study of a Vocational University," Journal of SHU-TE University,22(2), 1-18. (in Chinese)
4. Tsai, Huey-Cherng, and I-Chun, Tsai (2018) "Market depth in the UK housing market," Economic Research-Ekonomska Istraživanja, 31(1), 406-427. [SSCI]
5. Tsai, I-Chun and Huey-Cherng Tsai (2017) "The Price Concessions of High- and Low-Priced Housing in a Period of Financial Crisis," Quantitative Finance and Economics, 1(1), 94-113.
6. Tsai, I-Chun, Ming-Chu Chiang, Huey-Cherng Tsai, and Chia-Ho Liou (2014) "Hot money effect or foreign exchange exposure? Investigation of the exchange rate exposures of Taiwanese industries," Journal of International Financial Markets, Institutions & Money, 31, 75-96. [SSCI]
7. Tsai, Huey-Cherng, and Wan-Ju Cheng (2012) "The Effect of Budgetary Participative on Budgetary Dysfunctional Behavior --The Role of Information Asymmetry and Organizational Commitment," Journal of SHU-TE University,14(1), 29-44. (in Chinese)
8. Tsai, I-Chun, Ming-Chu Chiang , and Huey-Cherng Tsai (2011) "The Correlation between Construction Company Stock Returns and Indicators of Investor Sentiment and the Fundamentals of the Real Estate Market," Money Watching & Credit Rating, 87, 64-81. (in Chinese)
9. Tsai, Huey-Cherng, Cheng-Tsung Lu, Li-Hsia Lin, and Feng-Yu Ni (2008) "The Effect of Locus of Control on the Relationships among Product Innovation, Management Accounting Systems, and Organizational Performance," Journal of Humanities and Social Sciences, 4(2), 61-70. (in Chinese)
10. Wang, Jau-Shyong, Der-Fa Chen, Huey-Cherng Tsai, and Yen-Fen Cheng(2008) "A Study of the Relation Between Ethic Codes, Job Satisfaction and Organization Commitment: Take Direct-selling Industry as an Example," Web Journal of Chinese Management Review, 11(4),1-34. (in

Chinese)

11. Tsai, I-Chun, Huey-Cherng Tsai, and Tai Ma (2008) "Investor's Order-Submission Strategies in an Order-Driven Market," *Journal of Humanities and Social Sciences*, 4(1), 1-13. (in Chinese)
12. Tsai, Huey-Cherng, and Heh Huang (2002) "The Relationship of Budgetary Participation on Budgetary Slack - Organizational Culture Perceptions as Contingent Variables," *Journal of Chang Jung Christian University*, 6(2), 71-84. (in Chinese)
13. Ni, Feng-Yu, and Huey-Cherng Tsai (1997) "Budgetary Participation, Budget Emphasis, and Task Uncertainty on Managerial Performance: A Test of Three-Way Interaction effect," *Journal of Management*, 14(1), 1-14. [TSSCI] (in Chinese)

Conference Papers

1. Liu, Hai-Ching, Ying-Fen Fu, & Huey-Cherng Tsai (2017), "The Momentum Effect of Mutual Fund over Multiple Period," *Finance, Accounting and Management Decision Conference 2017*, Tainan, Taiwan
2. Tsai, Huey-Cherng, and Chin-Lin Chuang (2014) "The Relationships of the Dysfunctional Behaviors in Budgetary Control System," *2014 Finance, Accounting and Management Decision Conference*, Tainan, Taiwan. (in Chinese)
3. Fu, Ying-Fen, Hai-Ching Liu, and Huey-Cherng Tsai (2014) "The Investigation of Momentum Effect and the Pricing of Futures," *2014 Finance, Accounting and Management Decision Conference*, Tainan, Taiwan. (in Chinese)
4. Fu, Ying-Fen, Hai-Ching Liu, Huey-Cherng Tsai, and Chun-I Wu (2014) "The Information Content of Short Sale Calling," *2014 Finance, Accounting and Management Decision Conference*, Tainan, Taiwan. (in Chinese)
5. Tsai, Huey-Cherng, and Wan-Ju Cheng (2011) "The Effect of Budgetary Participative on Budgetary Dysfunctional Behavior - The Role of Information Asymmetry and Organizational Commitment," *2011 Finance and Management - Theory and Empirics Conference*, Tainan, Taiwan. (in Chinese)
6. Tsai, I-Chun, Yung-Jung Lu, and Huey-Cherng Tsai (2008) "The impact of overstating list price on selling time in the housing market," *18th Annual Meeting and Conference of Chinese Society of Housing Studies*, Taipei, Taiwan. (in Chinese)

Dissertation

- Tsai, Huey-Cherng (2008) "A study of the dysfunctional behavior in budgetary control system," Ph.D. Dissertation, National Sun Yat-sen University.

Books

- Eugene F. Brigham, Joel F. Houston (2016), *Fundamentals of Financial Management, Concise Edition, 9e*, (Ting, Pi-Hui, Kun-Hui Lin, and Huey-Cherng Tsai, Trans. In Chinese). Tsanghai Publishing, Taiwan, 2016.

Professional Certifications

1. Property Insurance Agent, No. 17Z150078025, The Non-Life Insurance Association of the Republic of China, 2017/11.
2. Proficiency Test for Financial Planning Personnel, No. 2800093, Taiwan Academy of Banking and Finance, 2014/5.
3. Certified Financial Specialist for Small and Medium Enterprise, No. CFS1400202, Taiwan Academy of Banking and Finance, 2015/5.

Professional Experience

1. Lecturer, The Program of Financial and Accounting Management, Bureau of Employment and Vocational Training, Council of Labor Affairs, 2009/4 to 2009/8.
2. Lecturer, Financial Management Workshop, Taiwan Sugar Corporation, 2008/11.

3. Assistant Manager, EnTie Commercial Bank, 1995/7 to 2000/8

Entrusted Practical Projects

1. Liu, Hai-Ching, Huey-Cherng Tsai. 2023. The trend analysis of Canadian Dollars during 2023 to 2024. 23001120252.
2. Liu, Hai-Ching, Huey-Cherng Tsai. 2023. The trend analysis of Taiwan stock market in 2023. 23001120018.
3. Liu, Hai-Ching, Min-Chang Chang, Huey-CherngTsai. 2022. The trend analysis of TSMC stock price, 23001110332.
4. Lee, Yuan-Ming and Huey-Cherng Tsai. 2021. Business service and consultant, CHIA-HAO BIOTECH CO.,LTD., No. 23001100195
5. Chang, Min-Chang , Huey-Cherng Tsai , Hai-Ching Liu. 2020. The analysis of New Taiwan dollar in 2021, 23001091015
6. Tsai, Huey-Cherng, Jung-Hsuan Lin and Yuan-Ming Lee. 2017. Business service and consultant, Tian Ching Yung Trading limited company, No. 221060224.