

## Chang, Min-Chang (張民昌)

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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.

### Publications

#### Journal Papers

- 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. 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.
2. 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.
3. 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]
4. 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]
5. Chen, Ying-Chih, Tzung-Yuan Hsieh, and Min-Chang Chang. 2004. Study of the Disposition Effect on TAIEX 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.

## Grants

### Entrusted Practical Projects

1. 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.
2. Chang, Min-Chang, Huey-Cherng Tsai, and Hai-Ching Liu. 2020. 2021 NTD trend analysis, No. 23001091015.
3. 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.
4. Chang, Min-Chang. 2019. The trend and application of InsurTech. No. 2300108315.
5. 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.
6. 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.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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.
12. 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.
13. Liu, Hai-Ching, Ching-Yi Wang, and Min-Chang Chang. 2016. The analysis of Renminbi Yuan trend, No. 221050480.
14. 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.
15. 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.
16. 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.
17. 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.
18. Ho, Chi-Ming, Min-Chang Chang, and Ping-Chen Tsai. 2016. The project of real estate knowledge and practices exchange, No. 221050182.
19. 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.
20. 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.
21. 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.
  22. Ho, Chi-Ming, Yung-Chi Chang, and Min-Chang Chang. 2015. The project of insurance knowledge and practices exchange (3), No. 22104005.
  23. 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.
  24. 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.
  25. 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.
  26. 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.
  27. 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.

### **Patents**