

## Huey-Cherng Tsai (蔡惠丞)

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### 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, Real Estate Investments Management.

### 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

### Publications

#### Journal Papers

1. 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)
2. Tsai, Huey-Cherng, and I-Chun, Tsai (2018) "Market depth in the UK housing market," *Economic Research-Ekonomska Istraživanja*, 31(1), 406-427. [SSCI]
3. 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.
4. 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]
5. 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)
6. 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)
7. 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)
8. 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)
9. 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)
10. 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)

11. 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

### Grants

#### Entrusted Practical Projects

- Tsai, Huey-Cherng, Jung-Hsuan Lin and Yuan-Ming Lee. 2017. Business service and consultant,

Tian Ching Yung Trading limited company, No. 221060224.

## **Honors and Awards**

### **Patents**