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|---|---|
| Highest Degree Earned and Year | Ph.D.(2010/08) |
| Teaching Subjects | <u>Master</u> <ul style="list-style-type: none">➤ Capital Budget and Decision➤ Seminar of Behavioral Finance➤ Theory and Strategy of Investment <u>Undergraduate</u> <ul style="list-style-type: none">➤ Economic Analysis➤ Economics➤ Financial Statement Analysis➤ Banking Accounting and Practice➤ Financial Management➤ Investment |
| Participating Faculty/Supporting Faculty | Participating Faculty |
| SA/PA/ SP/IP | PA |
| Five-Year Summary of Development Activities Supporting SA/PA/ SP /IP Status during 2013/08/01—2018/07/31 | <ul style="list-style-type: none">➤ Industrial(non-academic) Work Experience: I work at Taiwan Power Company for over twenty years. At present, I am dealing with the issues of customers' services. In sum, I am the consulting manager of the Taiwan Power Company- Tainan District Office.➤ Industrial Working Period: 1990~now➤ Project : The project of the Taiwan Power Company- Tainan District Office with the title "The Investigation of the outside customers' satisfaction" |

Required Signature

| Teacher | Chair of Dept. Teacher Evaluation Committee | Chair of College Teacher Evaluation Committee |
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Education

- PhD, Department of Business Management, National Cheng Kung University, 2010/7
- PhD Programming Training, Department of Business Management, Durham University (UK), 2006-2007
- MBA, Department of Business Management, George Washington University(USA), 1994/12
- Bachelor, Department of Business Management, National Taipei University, 1990/6

Area of Specialty

- Behavioral Finance
- Corporate Governance

Academic Experience

- Assistant Professor, Department of Finance, Southern Taiwan University, 2011/1 to present.

Publications

Journal Papers:

1. Ming-Hsien Chiang and **Hsiao-Hung Chu**. 2010. The interaction between individual and industry momentum. *Investment Management and Financial Innovations*, 7(2): pp 72-80.

Dissertation

1. **Hsiao-Hung Chu**. 2010. The Profitability of momentum strategies in the UK and Taiwan. Ph.D. Dissertation, National Cheng Kung University.

Grants

1. The basic training of the purchasing specialists held by Public Construction Commission, Executive Yuan

Entrusted Practical Research

The project of the Taiwan Power Company- Tainan District Office with the title “The Investigation of the outside customers’ satisfaction”

Working Experience

- Business officer, The customers’ service representative, Taiwan Power Company, 2017-now
- Business officer, The regulations of the Renewable Energy Sources, Taiwan Power Company, 2012-2017
- Business Officer, The allocation and demand management of Taiwan’s Electricity System., Taiwan Power Company, 2007-2011
- Business Officer, Real Estate Management. Taiwan Power Company, 2001-2005.
- Consulting manager, The Structure of the Electricity Billing System, Taiwan Power Company, 1990-2000.