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## **Education**

- Ph.D., Finance, Graduate School of Commerce, National Chengchi University, 2010/1
- M.S, Industrial Management, Graduate School of Management, National Cheng Kung University, 1999/6
- B.S, Department of Industrial Management, National Cheng Kung University, 1997/6

## **Area of Specialty**

- Entrepreneurial Finance, Business Intelligence, Computer Auditing.

## **Academic Experience**

- Assistant Professor, Department of Accounting Information, Southern Taiwan University of Science and Technology, 2010/8 to present

## **Publications**

### **Conference Papers:**

1. Tsung-Hao Wu and Chao, Yu-Han, "Applying Dimensional Analyses to Marketing And Sales Management – A Case Study of a Jeweler Company in Tainan," 2014 International Conference on Finance, Accounting and Business Decisions, Tainan Taiwan, March 2014.
2. Tsung-Hao Wu and Liu, Cheng-Yi, "The Exploration of Operational Risk Management on Supply Chain," 2013 International Conference on Finance, Accounting and Business Decisions, Tainan Taiwan, March 2013.
3. Tsung-Hao Wu and Lee, Chung-Hsien , "A Study of Convergence to International Financial Reporting Standards on the New Basel Capital Accord for the Banking Industries," 2013 International Conference on Finance, Accounting and Business Decisions, Tainan Taiwan, March 2013.
4. Tsung-Hao Wu and Lo, Ching-Ju, "Application of Business Intelligence to Customer Complaint Analysis," Taoyuan Taiwan, 2012 6th Innovative Management, academic and Practices Conference, June 2012.
5. Tsung-Hao Wu and Huang, Yen-Chang , "The Dimensional Analyses on Operations of International Tourism Industry in Taiwan," 2012 Accounting Alignment

Conference, Taichung Taiwan, May 2012.

6. Tsung-Hao Wu and Hsu, Li-Ling, "A Comparative Analysis of Profits in Adopting International Financial Reporting Standards on the Construction Industry – An Example on the Construction of A New National High School," 2011 International Conference on Finance, Accounting and Business Decisions, Tainan Taiwan, March 2011.

### **Books:**

1. Chapter 7: Real options, Analysis for Valuation Models of Biotech Industry, IT IS of Ministry of Economic Affairs, 2004. (ISBN: 9578514565)

### **Dissertation:**

- Wu, Tsung-Hao (2010) "The Valuation of Projects: a Real-option Approach," Ph.D. Dissertation, National Chengchi University

### **Entrusted Practical Projects**

1. Academia Assisting SMEs Program, Ministry of Economic Affairs, "Industry 4.0 integrated solutions for SMEs," 2014/05-2014/10. (No. 231040336)
2. IN-CHING Enterprise, "Importing ERP system to fiberfil molding industry," 2014/12-1015/5. (No. 231030204)
3. Academia Assisting SMEs Program, Ministry of Economic Affairs, "ICT creative service planning for vehicle parts," 2014/05-2014/10. (No. 231030286)
4. Tung Tung International Enterprise, "Promotion Strategy for Chinese ready-to-eatpackage," 2012/6-2012/9. (No. 231000337)
5. Tung Tung International Enterprise, "Establishing intelligent KVS embedded mobile reservation device," 2012/6-2012/8. (No. 231000347)
6. Ministry of Economic Affairs, "Optimization of cutting nonwoven fabrics using BI technology," 2011/7-2011/12. (No. 230990450)

### **Professional Certifications**

1. ACL Certified Data Analyst, ACL Service Ltd., 2013/08. (certificate no.0601253636)

### **Academic and Professional Service**

1. CFO, Tainan Cultural & Creative Industries Park, 2014/08-present.
2. Chair, Property Procurement Committee of Acc. Dept., 2013/08-present.
3. Consultant, Youth Career Development Association of Tainan, 2012/12 to 2014/12.