

## **MEI-CHIN CHU (朱美琴)**

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### **Education**

- PhD, Agricultural Economics, Michigan State University, 1997/8
- Master, Department of Economics, Michigan State University, 1995/5
- Master, Department of Agricultural Economics, Michigan State University, 1995/1

### **Area of Specialty**

Natural Resource and Environmental Economics, Managerial Economics, Industrial Economics, Green Marketing, Econometric Analysis, Business ethics

### **Academic Experience**

- Assistant Professor, Department of International Business, Southern Taiwan University of Science and Technology, 2002/8 to present
- Assistant Professor, Department of Environmental Management, Chaoyang University of Technology, 1999/8 to 2002/7
- Teaching Assistant, Department of Agricultural Economics, Michigan State University, 1996/8 to 1996/12

### **Professional Experience**

- Associated Researcher, Taiwan Institute of Economic Research, 1998/6 – 1999/7.
- Financial Specialist, Investment and Loan Division, International Cooperation and Development Fund, 1997/8 to 1998/6.

### **Publications**

#### **Journal Papers**

1. Cheng, Pi-Yueh and Mei-Chin Chu. 2014. "Behavioral Factors Affecting Students' Intentions to Enroll in Business Ethics Courses: A Comparison of the Theory of Planned Behavior and Social Cognitive Theory Using Self-Identity as a Moderator." *Journal of Business Ethics*, 124 (1), 35-46. (SSCI)
2. Mei-Chin Chu and Sui-Ming Chiu. 2013. "Effective Marketing Strategies to Attract Business Visitors at Trade Shows." *International Journal of Business and Management*, 24(8): 64-72. (ABI)
3. Cheng, Pi-Yueh, Jen-Te Yang, Chin-Sheng Wan, and Mei-Chin Chu. 2013. "Ethical contexts and employee job responses in the hotel industry: The roles of work values and perceived organizational support." *International Journal of Hospitality Management*, 34, 108–115. (SSCI)
4. Chu, M.C. 2006. "Application of Business Environmental Cost Accounting," *Taiwan Economic Research Monthly*, 2006.
5. Chu, M.C. 2002. "Environmental Accounting Systems in Taiwan." *IGPA Newsletter* Vol. 4 (1).

6. Chu, M.C. 2002. "Evaluation of Environment Degradation in Taiwanese Green National Accounting, Taiwanese B.A.S. Monthly 565, 2002 /12.
7. Chu, M.C. and G.T. Daw, "Eco-Efficiency Indicator for Petrochemical industry--Using Artificial Fiber Industry as an Example," Sustainable Industry 11, 2001/10.
8. Chu, M.C. 2001. "Land Subsidence Control--Experience from Other Countries," Taiwan Economic Research, 2001/9.
9. Preckel, P.V., G.E. Shively, T.G. Baker, M.C. Chu and J.E. Burrell. 2000. "Contract Incentives and Excessive Nitrogen Use in Agriculture." Journal of Agricultural and Resource Economics, Vol. 25, no. 2:468-484. (SCI)
10. Chu, M.C. 1999. "Green National Accounting," Taiwan Economic Research, 1999/4.
11. Chu, M.C. 1998. "Achieving the Goal of Sustainable Development," Taiwan Economic Research, 1998/10.
12. Chu, M.C. 1998. "Environmental Protection and Business Competitiveness," Taiwan Economic Research, 1998/10.
13. Chu, M.C., S.M. Swinton, Sandra S. Batie, and Craig Dobbins. 1997. "Agricultural Production Contracts to Reduce Nitrate Leaching: A Whole-Farm Analysis." Taiwanese Agricultural Review.
14. Chu, M.C., S.M. Swinton, and Sandra Batie. 1997. "Designing Contracts to Reduce Agricultural Nonpoint Source Pollution." Taiwanese Agricultural Review.

### **Conference Papers:**

1. Chu, Mei-chin, Jyh-Ming Chan, and Yu-Te Huang (2016). "Impact of the saving-energy subsidy policy on the financial performance of manufacturers of products with an energy label." Paper presented on International Journal of Arts & Sciences' (IJAS) Asian American Conference for Business and Economics, Nanyang Technological University, Singapore, 12-15 January, 2016.
2. Chu, Mei-chin, Le Yen Ha Tran, and Hui Yan (2015). "Applying Theory of Planned Behavior to Examine the Purchase Intention of Biofuels in Vietnam- Using Contextual Factor as a Moderator," Paper presented on 2015 Annual Meeting and International Conference of the Rural Economics Society of Taiwan, Pingtung, Taiwan, 5-6 December, 2015.
3. Chu, Mei-chin, Le Yen Ha Tran, and Hui Yan (2015). "Barriers for consumers to adopt biofuels in Vietnam," Paper presented on Conference on Sustainable Development of Energy S&T Industry: Risk, Economics and Policies, Taiwan Research Institute, Taipei, Taiwan, 28-29 October, 2015.
4. Chu, Mei-chin, Ni-Ming Hsieh, and Pei-Chiun Lee (2014). "Using Agricultural Production Contracts to Secure Food Safety," Paper presented on 2014 International Conference on Knowledge Based Economy and Global Management, Southern Taiwan University of Science and Technology, Tainan, Taiwan, 5-7 November, 2014.
5. Chou, Chang-Erh and Mei-chin Chu (2013). The Water Footprint of Cultivated Milkfish in the Coastal Areas of Southern Taiwan, paper presented in the Conference of Water Footprint Estimation and Certification Techniques, Taipei, Taiwan, 26 November, 2012.

6. Cheng, Pi-Yueh, Mei-Chin Chu, and Chin-Sheng Wan (2012) Factors affect ethics course-taking: a comparison of the theory of planned behavior and the social cognitive with self-identity. 2012 International Conference on Knowledge Based Economy and Global Management, Southern Taiwan University of Science and Technology, Tainan, 2012/10/31-2012/11/02.
7. Chu, Mei-Chin, Yi-Pin Huang, and Ming-Fang Tsai (2012). "Valuation of Agricultural Ecosystem Services," 2012 Cross-Strait Long-Term Agricultural Ecosystem Research Seminar, 2012/11, Taichung.
8. Chou, Chang-Erh and Mei-chin Chu (2012). The Water Footprint of Cultivated Milkfish in the Coastal Areas of Southern Taiwan, paper presented in Water Footprint Network, Webinar NATNLD, 2012/06 - 2012/06.
9. Chu, Mei-Chin and Yi-Ping Huang (2011) "Valuation of Ecosystem Services from Paddy Rice Field," 2011 Rural Economics Society of Taiwan Conference, National Chung-Hsin University, Taichung, Taiwan, 10 December, 2011.
10. Chu, Mei-Chin and Ming-Fang Tsai (2011) "Recreational Benefits from Ecosystem Services of Tainan Leisure Farms," The First Conference on Tourism and Leisure Recreational Resource Sustainable Management, Southern Taiwan University, Tainan, Taiwan, 20 November, 2011..
11. Chu, Mei-chin and Sui-Ming Chiu (2011) "Business Visitor's Supplier Selection Criteria at Trade Shows," Paper presented on 2011 International Conference on Knowledge Based Economy and Global Management, Southern Taiwan University, Tainan, Taiwan, 3-4 November, 2011.
12. Chu, Mei-Chin and Ming-Fang Tsai (2010) "Valuation of Ecosystem Services for Leisure Agriculture," 2010 Chinese Tourism Management Society Conference, National Chinan University, Nantou, Taiwan, 18 December, 2010
13. Chu, Mei-chin, Jyh-Ming Chan, and Yu-Te Huang, 2010. "The impacts of saving energy subsidy policy on the financial performance for energy labeled product manufacturers." Paper presented on 2010 International Conference on Knowledge Based Economy and Global Management, Southern Taiwan University, Tainan, Taiwan, 4-5 November, 2010.
14. Chu, Mei-chin and Sui-Ming Chiu (2010) "Key Strategies Influencing Business Buyers at Trade Show," The 6th Conference on Theories and Practices in International Business, Chang Jung Christian University, Tainan, Taiwan, 19 November, 2010.
15. Chu, Mei-chin and Kawin Issarachaipisit, "The Cultural Value of Long-Term Orientation Influences on Notebook Computer Purchase Decision Making: Contrast between Taiwan and Thailand". 2008 International Conference on Management & Technology, Yunlin University of Technology , 2008/06/04-2008/06/05.
16. Chu, M.C., S.M. Swinton, and Sandra Batie. "A Risk Programming Approach to Designing Contracts to Reduce Nitrate Leaching." Selected paper presented at the 1997 annual meeting of the American Agricultural Economic Association, Toronto, Canada, July 27-30, 1997.
17. Batie, S.S., M.C. Chu, C. Dobbins, O. Doering, J.T. Ritchie, and, S.M. Swinton. "Using Production Contracts to Improve Environmental Performance: How can a No Win Become a Win-Win?" Submission for SWCS poster section–Human Elements of

Managing Ecosystem, presented at the 1997 annual meeting of the American Soil and Water Conservation Society, Toronto, Canada, July 25-27, 1997.

18. S.M. Swinton, N. Owens, and M.C. Chu. "Health Risk Information and Contract Designs to Reduce Water Pollution from Cropped Fields." Paper presented at the symposium on Flexible Incentives for the Adoption of Environmental Technologies in Agriculture, Gainesville, Florida, June 8-10, 1997.
19. Chu, M.C., S.M. Swinton, Sandra S. Batie, and Craig Dobbins. "Agricultural Production Contracts to Reduce Nitrate Leaching: A Whole-Farm Analysis." Selected paper presented at the 1996 annual meeting of the American Agricultural Economic Association, San Antonio, Texas, July 29-August 3, 1996.
20. Chu, M.C., S.M. Swinton, and Sandra Batie. "Designing Contracts to Reduce Agricultural Nonpoint Source Pollution." Selected paper presented at the 1995 annual meeting of the American Agricultural Economic Association, Indianapolis, Indiana, July 27-30, 1995.

### **Book Chapter**

S.M. Swinton, M.C. Chu. And S.S. Batie. "Agricultural Production Contracts to Reduce Water Pollution." Flexible Incentives for the Adoption of Environmental Technologies in Agriculture, edited by Casey, et. Al., MA: Kluwer Academic Publishers Group, 273-283, 1999.

### **Dissertation**

Chu, Mei-Chin (1997) "*Designing Agricultural Production Contracts to Reduce Nonpoint Source Pollution*", Ph.D. Dissertation, Michigan State University

### **Grants**

1. National Science Council, No: NSC-100-2621-M-005-003, "Evaluation of Agricultural Ecosystem Services in Taiwan,"2011/8-2012/7.
2. National Science Council, No: NSC-98-2815-C-218-043-H, "Conflicts, Solution Strategies, and Performance Evaluation of International Exchange Students,"2008/8-2009/2.
3. National Science Council, No: NSC-98-2815-C-218-048-H, "Relationship Among Trade Show Strategies, Staffs, and Performance,"2008/8-2009/2.
4. National Science Council, No: NSC-90-2415-H-324-005, "Study of Visitors' Voluntary Environmental Behaviors,"2001/8-2002/7.
5. Ministry of Economic
6. Industry Bureau, Ministry of economic affairs, "Constructing Eco-Efficiency Based Sustainable Industrial Development Indicators", 2001-2002.
7. Environmental Protection Agency, "Marketing Mechanisms and Supervision Indicators for Waste Containers and Batteries Recycling, 2001.
8. Environmental Protection Agency, "Taiwan Environmental Expenditure Statistics in 1999, 1999-2000.
9. Environmental Protection Agency, "Cost Investigation for Waste Containers Recycling, 1999.

### **Honors and Awards**

- National Science Council Class A Awards, 1998.

- Outstanding Dissertation Award in Department of Agriculture Economics, Michigan State University, 1997
- Faculty-Professional Women's Association Outstanding Graduate Student Women Award, Michigan State University, 1997.
- Spring Dissertation Completion Fellowship, Michigan State University, 1997
- Thoman Fellow, Michigan State University, 1996-1997

### **Professional Certifications**

- Certification of Economic and Trade Specialist across Taiwan Strait, 2013
- Level 1 in International Marketing, 2013
- IC3 (Internet and Computing Core Certifications), 2010
- Certification of International Trade 3<sup>rd</sup> Grade, 2009
- Enterprise Resource Planning (ERP), 2009