

## *WEI-CHEN YANG (楊維珍)*

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### Education

- PhD, International Economics Course, Takushoku University, 2000/03
- Master, International Economics Course, Takushoku University, 1997/03

### Area of Specialty

Social Policy, Japanese economics and trade research, Business Japanese

### Academic Experience

- Assistant Professor, Department of International Business, Southern Taiwan University of Science and Technology, 2000/8 to present

### Publications

## Journal Papers:

1. YANG WEI-CHEN (1999) “台湾における老人福祉法の制定と歴史的な展開” (Act on Social Welfare Service for Elderly of **Systems** and historical development in Taiwan) *Takushoku University research Annual Report*. No.27(P23~P94) (in Japanese )
2. YANG WEI-CHEN (1998) “老人福祉法の制定と歴史的な展開” (Act on Social Welfare Service for Elderly of **Systems** and historical development in Japan) *Takushoku University research Annual Report*. No.26(P2 ~ P21) (in Japanese )
3. YANG WEI-CHEN 、Lin Chia-Chun(2014), Effectiveness of the Interdisciplinary Team to Integrating Operation RD System—A study of different team backgrounds of the same department affect Contest learning effectiveness. (*MIC*) *Journals*, 2014.NO.4(1)
4. YANG WEI-CHEN 、Lin Chia-Chun(2014), Interdisciplinary Team Learning Talent Cultivation in Taiwanese Higher Education: A Case Study of Interdisciplinary Team Participation in an Entrepreneurship Competition, *Psychology and Social Behavior Research*, PSBR 2014, 2(3), P80~P84.
5. Wei-Chen Yang ,Chia-Chun Lin,Chao-Lun Lee ,Thomas Chiang Blair(2015) , Innovative Local Brand:A Case Study of Zeelandia Firm , *Asian Journal of Humanities and Social Studies* , Volume 03 – Issue 04, August 2015 , P279~284.

## Conference Papers:

1. **YANG WEI-CHEN, LAI ZHEN-YOU (2005)** “Industrial Revitalization Corporation of Japan(**IRCJ**)—Corporation Revitalization Case of Japanese Kanebo Corporation ” The 2005 9<sup>th</sup> Conference on Interdisciplinary and Multifunctional Business Management, Taipei, Taiwan.
2. **YANG WEI-CHEN, LAI ZHEN-YOU (2005)** “ Corporation Revitalization Case of Japanese Kanebo Corporation ” Enterprise internationalization theory and practice seminar Conference, Tainan, Taiwan.

3. Chia-Chun Lin<sup>1</sup>、Wei-Chen Yang<sup>2</sup>,The Research of Scenario Oriented Approach Which Apply New Production Development. 2012 International Conference on Information • Communications & Creativity, Tainan, Taiwan.
4. Wei-Chen Yang<sup>1</sup>、Chen-yang Chung<sup>2</sup>, A Study on The Attractiveness of Mirrorless Interchangeable-lens A Study on The Attractiveness of Mirrorless Interchangeable-lens Camera, 2013 Finance, Accounting and Management Decision Conference in STUST, Taiwan.
5. Wei-Chen Yang<sup>1</sup>、Chia-Chun Lin<sup>2</sup>、Hsin-Tzu Tsai<sup>3</sup>, Contest learning effectiveness of the Interdisciplinary Team to Integrating Operation RD System—A Case Study of Link Hanger Team—,2014 Finance, Accounting and Management Decision Conference in STUST, Taiwan.
6. Wei-Chen Yang<sup>1</sup>、Chia-Chun Lin<sup>2</sup>, Interdisciplinary Team Learning Talent Cultivation in Taiwanese, The 2nd International Conference on Social Science and Management (ICSSAM 2014),JAPAN,KYOUTO.
7. Wei-Chen Yang<sup>1</sup>、Chia-Chun Lin<sup>2</sup>, Contest learning effectiveness of the Interdisciplinary Team to Integrating Operation RD System—A Case Study of Leben Team—, 2014 Interdisciplinary Conference of Innovation Management and Design, Taiwan.
8. Thomas Chiang Blair ,Chia-Chun Lin,Wei-Chen Yang\* , Brand Image Communication through Multicultural , 2015 International Conference on Business and Social Sciences (ICBASS).
9. Chia-Chun Lin,Wei-Chen Yang\*,Thomas Chiang Blair , Effects of Fostering the Basic Competence of MICE Talents through Competition Learning:An Example of an Interdisciplinary Team Trained by the RD System , 2015 International Conference on Business and Social Sciences (ICBASS).
10. Thomas Chiang Blair,Yang Wei-Chen,LinChia-Chun , How Brands Enhance Awareness Through Symbols , 2015Taiwan Institute of Marketing Science (TIMS)The Twelfth Annual Conference.

## Professional Certifications:

1. Yang Wei-Chen ,CERTIFICATE OF JAPANESE ABILITY,LEVEL pre-A,Test of Practical Japanese Association. February7,1995. NO.9000114.
2. Yang Wei-Chen ,CERTIFICATE JAPANESE-LANGUAGE PROFICIENCY, LEVEL 1, Association of International Education,Japan.NO.1D66942.
3. Yang Wei-Chen , Enterprise Resource Planning (Workflow ERP), No: EAE08DS00288, CERPS, Feb. 2008.
4. Yang Wei-Chen , International Introductory Award in Selling, The City and Guild of London Institute, NO. 606149716/860,2011.
5. Yang Wei-Chen , International Introductory Award in Customer Service, The City and Guild of London Institute, NO. 606149716/480,2011.
6. Yang Wei-Chen , Innovation and Management Manager, TÜV Rheinland, NO. 114019905-600-003,2014.
7. Yang Wei-Chen , Entrepreneurial Management Manager r, TÜV Rheinland, NO. 114019905-400-002,014.
8. Yang Wei-Chen , Cultural & Creative Development Management , WPCI – WORLD PROFESSIONAL CERTIFICATION INSTITUTE , T105810043 , 2014.

## Honors and Awards:

1. 2011 Take off Dream Originality and Innovation Contest, **Excellent work**.
2. 2011 MICE Talents through Competition, Exhibitors plan (**Champion**) 、 Products will be published(**Excellent work**) 、 Exhibition booth Design(**Excellent work**) 、 Business Communication (**Ranked fifth**).

3. 2012 Take off Dream Originality and Innovation Contest, **first Runner-up**.
4. 2012 Brand creation contest, **Finalist**.
5. 2012 MICE Talents through Competition, Exhibitors plan (**Champion**)、Products will be published(**Excellent work**)、Exhibition booth Design(**first Runner-up**)、Business Communication (**Excellent work**).
6. 2012 TiC100 Innovative business contest, **first Runner-up**.
7. 2012 TiC Taiwan Award, **first Runner-up**.
8. 2012 Campus Entrepreneurship Competition, **first Runner-up**.
9. 2012 National College students' creativity and entrepreneurship contest, **Champion**.
10. 2012 red dot design award, **Winner**.
11. 2013 MICE Talents through Competition, Exhibitors plan (**Champion**)、Products will be published(**first Runner-up**)、Exhibition booth Design(**Excellent work**)、Business Communication (**Excellent work**).
12. 2013 Ecopreneur TiC Mongolia, **Champion**.
13. 2013 G-mark(Good Design Award), **Finalist**.
14. 2013 National College Creative innovation and entrepreneurship Marketing Planning Competition, **Champion**.
15. 2013 Global Little Giant Elite Entrepreneurship Competition, **first Runner-up**.
16. 2013 National College Creative Product Marketing Competition, **Champion**.
17. 2014 MICE Talents through Competition, Exhibitors plan (**second**

**runner-up**)、Products will be published(**Champion**)、Exhibition booth Design(**Champion**)、Business Communication (**Champion**).

**18.** 2014 Macao Innovation & Invention Association, SPIN HANGER (BRONZE MEDAL)、LINK HANGER(SILVER MEDAL)、CUT FEAR(GOLD MEDAL).

**19.** 2014 National College Creative innovation and entrepreneurship Marketing Planning Competition, **Champion**.

**20.** 2014 Brand creation contest, **Winner**.

**21.** 2014 Ministry of Culture, Cultural & Creative Star, **second runner-up**.

**22.** 2014 MEET TAIWAN MICE Paper Award, **Excellent work**.