

Ching-Chung Lin (林靖中)

Dean, College of Business
Chairperson, Dept. of International Business

Southern Taiwan University of
Science and Technology (STUST)
No. 1, Nan-Tai St., Yongkang Dist.,
Tainan 71005, Taiwan

Office: E606 (COB) / S505 (IB)
TEL: 886-6-2533131 ext. 4000/5128
EMAIL: cclin745@stust.edu.tw



Education

- PhD, Business Administration, National Cheng Kung University
- MBA, Business Administration, Pennsylvania State University
- BBA, Industrial Management, National Cheng Kung University

Academic Experience

- Dean, College of Business, STUST, 2025/8 to present
- Chairperson, Department of International Business, STUST, 2024/8 to present
- Professor, Department of International Business, STUST, 2016/3 to present
- Chairperson, Department of International Business, STUST, 2012/8 to 2018/7
- Associate Professor, Department of International Business, STUST, 2010/8 to 2016/2
- Director, International Accreditation Office, College of Business, STUST, 2011/8-2012/7
- Chairperson, Department of Business Administration, Kao-Yuan University, 2006/8 to 2010/7
- Associate Professor, Department of Business Administration, Kao-Yuan University, 2005/12 to 2010/7
- Assistant Professor, Department of Business Administration, Kao-Yuan University, 2005/8 to 2005/11
- Director, Section of Extra-Curricular Activity, Kao-Yuan University, 1995/8 to 2000/7
- Instructor, Department of Business Administration, Kao-Yuan University, 1994/8 to 2005/7

Research Interests

Investment, Asset Pricing, Market Microstructure

Publications

Journal Papers:

1. Lin, C.C. & Nguyen, T.P. (2022) "The Impact of Ownership Structure on Corporate Social Responsibility Performance in Vietnam", *Sustainability*, 14, 12445.
<https://doi.org/10.3390/su141912445> (September)
2. Ching-Chung Lin & Tran Phuoc Nguyen (2022) "Board attributes and corporate social responsibility performance: evidence from Vietnam", *Cogent Business & Management*, 9:1, 2087461, DOI: 10.1080/23311975.2022.2087461 (June)
3. Pham, Hien-Ly, **Ching-Chung Lin**, and Shih-Ju Chan (2020) "The Effect of Macroeconomic Conditions on the Performance of Vietnamese Stock Market", *Archives of Business*

Research, 8(12). 73-82.

4. **Lin, Ching-Chung**, Pei-Chi Lin, and Shih-Ju Chan (2019) "The Lead-lag Relationship between Real Estate Advertisement and House Pricing Index", *Journal of STUST*, 4(1), 1-14 (June).
5. **Lin, Ching-Chung**, Hyacintha O. Faustino, and Shih-Ju Chan (2016) "The Sino-African Cooperation: A Taiwanese Viewpoint," *Research in Applied Economics*, 8(1), 12-27. (March)
6. **Lin, Ching-Chung** and Shou-Lin Yang (2016) "Bank Fundamentals, Economic Conditions, and Bank Failures in East Asian Countries," *Economic Modelling*, 52 (B), 960-966. [***SSCI***] (January)
7. **Lin, Ching-Chung** and Tzu-Hung Huang (2015) "The Effect of Enterprises' Announcements Regarding Carbon Reduction Actions on Corporate Market Value: Evidence from East Asian Stock Markets", *Empirical Economic Letter*, 14(1), 63-72. (January)
8. **Lin, Ching-Chung**, Shou-Lin Yang and Huai-I Lee (2015) "Bank concentration and enterprise borrowing cost risks: Evidence from Asian countries", *Asian Economic and Financial Review*, 5(2), 194-201. [***Econlit***] (February)
9. Shou-Lin Yang and **Ching-Chung Lin** (2014) "The Impact of Bank Competition on Enterprise Risk: Evidence from Asian Countries", *Economics and Finance Review*, 3(11), 24-30. [***Econlit***] (September)
10. **Lin, Ching-Chung**, Ariunzaya Ganbat and Shih-Ju Chan (2014) "Mongolian Investor Behavior and Performance: Structural Equation Modeling Approach", *Empirical Economics Letters*, 13(2), 183-191. [***Econlit***]
11. **Lin, Ching-Chung**, Mega Okfiyati Lim, and Shih-Ju Chan (2013) "Information Transparency and Disclosure in the Emerging Indonesian Stock Market," *Journal of STUST*, 38(4), 39-54.
12. Lee, Kuei-Chih, **Ching-Chung Lin**, and Tung-Liang Liao (2013) "The Effect of Structural Change on the Information Flow between the U.S. and Chinese Agricultural Futures Markets," *Chinese Economy*, 46 (4), 25-48. [***Econlit***]
13. Lee, Huai-I, Hsinan Hsu, Len-Kuo Hu, and **Ching-Chung Lin** (2011) "Portfolio Insurance with Ratcheted Floor as a Long-term Asset Management Strategy: Implications of Loss Aversion," *Applied Economics Letters*, 18(15), 1449-1454. [***SSCI***]
14. Hsieh, Tzung-Yuan, **Ching-Chung Lin**, and Yung-Ming Shiu (2011) "Impact of Tick-Size Reduction on Intraday Patterns of Market Quality: Evidence from the Taiwan Stock Exchange," *Asia Pacific Management Review*, 16(2), 105-118. [***TSSCI***]
15. **Lin, Ching-Chung** and Shih-Ju Chan (2011) "Price Discovery and Up-tick Rule in Taiwan," *The Empirical Economics Letters*, 10(4), 417-424. [***Econlit***]
16. Hsieh, Tzung-Yuan, **Ching-Chung Lin**, and Yung-Ming Shiu (2010) "Tick-Size Change and

- Spread Components on the Taiwanese Stock Market,” *International Research Journal of Finance and Economics*, 54, 191-201. **[Econlit]** NSC-97-2410-H-244 -006.
17. Hsieh, Tzung-Yuan and **Ching-Chung Lin** (2010) “Impact of Tick-Size Reduction on the Price Clustering: Evidence from the Emerging Order-Driven Market,” *Asia Pacific Management Review*, 15(4), 517-532. **[TSSCI]** NSC-96-2416-H-244-003
 18. Chan, Shih-Ju, Hsinan Hsu, **Ching-Chung Lin** and Yi-Ling Chen (2009) “The Interrelationship among TAIEX Spot, TAIEX Futures, and Taiwan 50 ETF,” *Quarterly Journal of Bank of Taiwan*, 286-300. (in Chinese)
 19. **Lin, Ching-Chung** (2008) “The Impact of Lifting the Short-Sale Price Restriction on Volatility and Liquidity in Taiwan,” *Applied Financial Economics*, 18(20), 1657-1665. **[Econlit]** NSC-95-2416-H-244-003
 20. Hsieh, Tzung-Yuan, Shaung-Shii Chuang, and **Ching-Chung Lin** (2008) “Impact of Tick-Size Reduction on the Market Quality--Evidence from the Emerging Order-Driven Market,” *Review of Pacific Basin Financial Markets and Policies*, 11(4), 591-616. **[Econlit]**
 21. Chan, Shih-Ju, **Ching-Chung Lin**, and Wen-Hsiu Kuo (2008) “The Policy Effects of Lifting the Short-Sale Price Restriction on Stock Price Behaviors,” *Journal of Economics and Management*, 4(2), 203-228. **[Econlit]** (in Chinese)
 22. **Lin, Ching-Chung**, Shih-Ju Chan, and Ya-Wen Cheng (2008) “Teenagers’ Culture and Consumer Behavior of Sporting Shoes,” *Journal of Kao-Yuan*, 14, 169-181. (in Chinese)
 23. **Lin, Ching-Chung**, Chin-Sheng Huang, and Yi-Chen Wu (2008) “Effect of Market Imperfection on the Relationship between Future Index Prices and Spot Index Returns: An Empirical Study,” *International Journal of Management*, 25(2), 247-261.
 24. Kuo, Wen-Hsiu, **Ching-Chung Lin**, and Liu-Hsiang Hsu (2007) “The impact of foreign trading information on emerging futures markets: a study of Taiwan’s unique data set,” *Economics Bulletin*, 7(10), 1-14. **[Econlit]**
 25. Chan, Shih-Ju, Hsinan Hsu, **Ching-Chung Lin** and Jian-Yi Chen (2007) “Impact of Spot Trading Activity on the Futures-Spot Relationship,” *Chiao Da Management Review*, 27(1), 169-194. **[TSSCI]** (in Chinese)
 26. Hsu, Hsinan, **Ching-Chung Lin**, Chin-Sheng Huang, and Yi-Chen Wu (2007), “Lead-Lag Relationship between the Implied Expected Growth Rate of Index Futures and Return of the Index Spot,” *Asia Pacific Management Review*, 12(1), 33-42. **[TSSCI]**
 27. Hsu, Hsinan, Shih-Ju Chan, **Ching-Chung Lin** and Tung-Ying Hsieh (2006) “Impacts of Margin Trades on The Price Volatility and Trading Volume of IPO Stocks,” *Commerce & Management Quarterly*, 7(3), 531-549. (in Chinese)
 28. **Lin, Ching-Chung**, Min-Hsien Chiang, Shih-Ju Chan, and Chao-Hsien Lin (2006) “Impact of Taiwan Top 50 ETF on the Liquidity of the Constituents of the Taiwan 50Index,” *Journal of Economics and Management*, 2(2), 187-205. **[Econlit]** NSC 93-2416-H-244-002 (in Chinese)

29. **Lin, Ching-Chung**, Shih-Ju Chan and Hsinan Hsu (2006) "Pricing Efficiency of ETF in Taiwan," *Journal of Asset Management*, 7(1), 60-68. **[Econlit]**
30. Chan, Shih-Ju, **Ching-Chung Lin** and Chao-Hsien Lin (2006) "The True Cross-Correlation and Lead-lag Relationship between Index Futures and Spot with Missing Observations," *Journal of Global Business Management*, 2(1), 88-97.
31. **Lin, Ching-Chung** and Min-Hsien Chiang (2005) "Volatility Effect of ETFs on the Constituents of the Underlying Taiwan 50 Index," *Applied Financial Economics*, 15(18), 1315-22. **[Econlit]** NSC-94-2416-H-244-007
32. **Lin, Ching-Chung**, Hsin-Hung Kang, and Shih-Ju Chan (2005) "Lotto Sales and Marketing Implication : A Time-Series Approach," *NTU Management Review*, 15(2), 99-122. **[TSSCI]** (in Chinese)
33. Chan, Shih-Ju, **Ching-Chung Lin** and Hsinan Hsu (2004) "Do Different Futures Contracts in One Exchange Have the Same Price Discovery Capability?" *Journal of Financial Management and Analysis*, 17(1), 33-44. **[Econlit]** NSC-92-2416-H-244-001
34. **Lin, Ching-Chung**, Hsinan Hsu, and Chwan-Yi Chiang (2004) "The information transmission between two substitutes of index futures: The case of TAIEX and Mini-TAIEX Stock Index Futures," *Asia Pacific Management Review*, 9(4), 689-707. **[TSSCI]**
35. **Lin, Ching-Chung**, Shen-Yuan Chen and Dar-Yeh Hwang (2003) "An Application of Threshold Cointegration to Taiwan Stock Index Futures and Spot Markets," *Review of Pacific Basin Financial Markets and Policies*, 6(3), 291-304. **[Econlit]**
36. Chou, Li-Chuan, **Ching-Chung Lin** and Shen-Yuan Chen (2003) "The Impact of Unexpected Change of Exchange Rate on Taiwan Stock Return and Volatility," *Sun Yat-Sen Management Review*, 11(4), 613-639. **[TSSCI]** (in Chinese)
37. Hwang, Dar-Yeh, Jung-Chu Lin, and **Ching-Chung Lin** (2003) "A Study on Designing a Financial Supervisory Institution in Taiwan," *Review of Quantitative Finance & Accounting*, 20(1), 81-106. **[Econlit]**
38. **Lin, Ching-Chung** (2002) "A Study Of The Website Content For Securities Brokerage Firms," *Chinese Management Review*, 5(5), 94-110. NSC-89-2626-H-244-001 (in Chinese)
39. **Lin, Ching-Chung**, Shen-Yuan Chen, Dar-Yeh Hwang and Chien-Fu Lin (2002) "Does Index Futures Dominate Index Spot ? Evidence from Taiwan Market," *Review of Pacific Basin Financial Markets and Policies*, 5(2), 255-275. **[Econlit]**
40. Chen, Shen-Yuan, **Ching-Chung Lin**, Pin-Huang Chou and Dar-Yeh Hwang (2002) "A Comparison of Hedge Effectiveness and Price Discovery between TAIEX TAIEX Index Futures and SGX MSCI Taiwan Index Futures," *Review of Pacific Basin Financial Markets and Policies*, 5(2), 277-300. **[Econlit]**

Academic Grant

1. National Science Council, No: NSC-99-2410-H-218-029, "The Impact of Corporate Social Responsibility on the Financial Performance---Application of Three-Stage DEA,"

2010/8-2011/7.

2. National Science Council, No: NSC-97-2410-H-244-006, "Impact of Tick Size Reduction on Spread Components," 2008/8-2009/7.
3. National Science Council, No: NSC-96-2416-H-244-003, "Impacts of tick-size adjustment on the price and trading behavior of stocks," 2007/ 8-2008/7.
4. National Science Council, No: NSC-95-2416-H-244-003, "The Impact of Lifting the Short-Sale Price Restriction on Volatility and Liquidity in Taiwan," 2006/8-2007/7.
5. National Science Council, No: NSC-94-2416-H-244-007, "The impact of ETFs on the volatility of component stocks: Evidence from Taiwan market," 2005/8-2006/7.
6. National Science Council, No: NSC-93-2416-H-244-002, "The impact of Taiwan Top 50 ETF on the Liquidity of the Component Stocks of Taiwan 50 Index," 2004/8-2005/7.
7. National Science Council, No: NSC-92-2416-H-244-001, "The Impact of Underlying Asset on the Price Discovery of Taiwan Index Futures," 2003/8-2004/7.
8. National Science Council, No: NSC-89-2626-H-244-001, Application of Network Services for Securities Brokerage Firms, "2000/8-2001/7.

Entrusted Practical Research

1. 2025 Overseas Internship Project, entrusted by Ministry of Education, STUST Project #: 22001140193-EDU, 2025/6/1-2026/12/31
2. 2024 Financial Consultant Project, entrusted by SHANG-CHENG Corp., STUST Project #: 22001130304 , 2024/11/1-2025/1/31
3. 2023 Overseas Internship Project, entrusted by Ministry of Education, STUST Project #: 22001120176-EDU, 2023/6/1-2024/12/31
4. 2022 Overseas Internship Project, entrusted by Ministry of Education, STUST Project #: 22001110311-EDU, 2022/11/28-2023/12/31
5. 2021 Overseas Internship Project, entrusted by Ministry of Education, STUST Project #: 22001100315-EDU, 2021/11/24-2022/12/31
6. 2020 Marketing Training Program, entrusted by China Life, STUST Project #: 22001090137, 2020/10/1-2020/12/31.
7. 2020 Overseas Internship Project, entrusted by Ministry of Education, STUST Project #: 22001090162-EDU, 2020/6/1-2021/12/31.
8. 2019 Overseas Internship Project, entrusted by Ministry of Education, STUST Project #: 22001080311-EDU, 2020/8/2-2020/9/1. (Cancelled because of COVID-19)
9. 2019 Overseas Internship Project, entrusted by International Trade Bureau, Ministry of Economic Affairs, STUST Project #: 22001080131-GP, 2019/07/21-2019/9/2
10. 2018 Faculty Practical Overseas Study, entrusted by Ministry of Education, STUST Project #: 22001070199-EDU, 2018/8/1-2019/7/31
11. 2018 Overseas Internship Project, entrusted by International Trade Bureau, Ministry of Economic Affairs, STUST Project #: 22001070094-GP, 2018/07/22-2017/9/3
12. 2017 Faculty Practical Overseas Study, entrusted by Ministry of Education, STUST Project #: 731060161-GP, 2017/8/1-2018/7/31
13. 2017 Overseas Internship Project, entrusted by Ministry of Education, STUST Project #: 511060104-GP, 2017/07/23-2017/9/3
14. 2017 Overseas Internship Project, entrusted by International Trade Bureau, Ministry of Economic Affairs, STUST Project #: 211060090-GP, 2017/07/23-2017/9/3
15. Consumer Investigation for English Vocabulary Software, entrusted by ZCT Corporation, STUST Project #: 321050448, 2016/12/01-2017/5/31.

16. 2016 Overseas Internship Project, entrusted by International Trade Bureau, Ministry of Economic Affairs, STUST Project #: 211050101-GP, 2016/07/18-2016/08/28
17. 2015 Overseas Internship Project, entrusted by International Trade Bureau, Ministry of Economic Affairs, STUST Project #: 211040073-GP, 2015/07/28-2015/08/29
18. 2014 Overseas Internship Project, entrusted by International Trade Bureau, Ministry of Economic Affairs, STUST Project #: 211030134-GP, 2014/07/01-2014/10/31
19. Consumer Investigation for English Vocabulary Software, entrusted by ZCT Corporation, STUST Project #: 211020322, 2013/10/01-2013/01/31.
20. Can Corporate Social Responsibility Serves as a Financial Performance Indicator? entrusted by AnCAD Corporation, STUST Project #: 211000049, 2011/10 -2012/6.