

## 洪嘉馨 Hung, Chia-Hsin

Assistant Professor, Department of Business Administration

### Publications in Peer-Reviewed Journals

1. Tien Keng-Ming, **Chia-Hsin Hung**, Cheng- Jen Huang, and Shen-Min Chang,(2019). "Proluck Co., Ltd. – The Opportunity to Create Value," Management Review,38(1). (TSSCI). [BDS]

### ACADEMIC/PROFESSIONAL MEETING PROCEEDINGS

#### *Part1\_Publication of peer-reviewed conference proceeding*

1. **Hung,Chia-Hsin** (2022,Jun). Effect of R&D Employees' Capability Concentration and Accumulated Knowledge on Product Innovation Performance. The Ninth International Conference of the JIAR, on-line. [BDS]
2. **Hung,Chia-Hsin**, Shu-Chin Hsieh, Jou-Ting Wang, Chia-Hung Lin And Yueh-Jen Chang(2022/5/28). Could a diversified enterprise create performance through diversifying risk during COVID-19? 2022 Contemporary Accounting Research. Conference. on-line. [BDS]
3. **Hung, Chia-Hsin**, Yi-Hua Hsieh and Ku-Jun Lin (2019/Mar.). To give an insight into financial crisis from Corporate Governance, 2019 American Accounting Association Southwest Region/FBD Meeting, Houston, USA. [BDS]

#### *Part 2\_Academic or Professional meeting presentation*

1. Tien Keng-Ming, **Chia-Hsin Hung**, Cheng- Jen Huang, and Shen-Min Chang,(2018/Sep.).Proluck Co., Ltd. – The Opportunity to Create Value." Accounting Case Conference, College of Management, National Taiwan University, Taipei, Taiwan. [BDS]

#### *Part3\_Presentations for academic or professional organization (at least 30 hours)*

1. **Speaker**,Tamking University, Advance Management cause (Wokshop),2022.
2. **Panel Speaker**, National Chengchi University Confusius Award(3rd), NCCU,2019.

### ADVISE UNDERGRADUATE STUDENT TO WIN MOST COMPETITIVE GRANT

1. Can Diversified enterprises make performance by risk spreading during COVID-19?, MOST,110-2813-C-079-H,2021/07/01~2022/02/28 (NT\$48,000) [BDS]

### TEXTBOOK

**Hung,Chia-Hsin** and Anne Wu,(2019). Concentration of R&D employees'capability and knowledge accumulation impact on product innovation performance (1st).” Taiwan: NCCU University.

**Hung,Chia-Hsin**, Ku-Jun Lin and Yi-Hua Hsieh(2010), Corporate financial crisis forecast based on corporate governance (1st).” Taiwan: Tamkang University.