



基本資料 |

Name | 葉春岑 YEH, CHUN TSEN

Job title | Project Assistant

Professor

Academic qualification | Ph.D. in Business
Administration, National Central
University, Taiwan

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Areas of Expertise | Corporate Finance;
Portfolio Management and Financial
Markets; Derivative Securities; Financial
Accounting.

學校經歷 | Education

1. Bachelor of Business Administration (BBA), Department of Business Administration, Chaoyang University of Technology, Taiwan
2. Master of Business Administration (MBA), Department of Business Administration, Chaoyang University of Technology, Taiwan
3. Ph.D. in Business Administration, National Central University, Taiwan

工作經驗 | Work Experience

1. Assistant Professor, Chang Jung Christian University
2. Lecturer, Nanya Institute of Technology

專業證照 | Professional certificates

1. Futures Specialist License
2. Securities Sales Representative License
3. Trust Business Personnel Certification
4. Structured Products and Derivatives Salesperson Certification
5. Life Insurance Agent License
6. Class C Technician Certificate for Accounting Affairs (Information)
7. Financial Markets and Professional Ethics Certification
8. SME Financial Personnel Certification
9. Certified Financial Planning Specialist (CFPS) Certification
10. Level B Certified E-Commerce Planner
11. Certified ESG Associate Manager
12. Generative AI Competency Certification
13. TQC-OA Excel Certification
14. TQC-OA PowerPoint Certification
15. TQC-OA Word Certification
16. Mandarin Tour Guide License
17. Tour Planning Professional Certificate

個人著作 | **Personal Authorship**

1. Hei-Fong Ho, Yu-Ping Hsu, Chun-Tsen Yeh and Pi-Hui Ting, "The Primary Motivation of Online Communities as a Moderating Role in the Effect of Social Media Advertising on Consumer Behaviour Engagement", International Journal of Electronic Business, Vol. 22, No. 3, 2026, pp. 292-309. (Scopus)
2. Lu-Wen Liao, Chun-Tsen Yeh, Pei-Chun Fang and Wan-Ting Sun, "The Study of Social Networking Site Characteristics on Consumer Trust Towards Positive WOM and Purchase Intention", International

Journal of Mobile Communications, Vol. 25, No. 3, March 2025, pp. 249-276. (SSCI)

3. Yu-Ping Hsu, Chun-Yang Peng, Ming-Tao Chou, Chun-Tsen Yeh and Kang-Chu Hsiao, "Effect of Supportive Leadership on Job Burnout and Occupational Commitment: The Mediating Role of Intrinsic Motivation", *Advances in Management & Applied Economics*, Vol. 14, No. 3, March 2024, pp. 209-229. (EconLit)
4. Yu-Ping Hsu, Chun-Yang Peng, Ming-Tao Chou, Chun-Tsen Yeh and Qiong-Yuan Zhang, "Workplace Friendship, Helping Behavior, and Turnover Intention: The Mediating Effect of Affective Commitment", *Advances in Management & Applied Economics*, Vol. 10, No. 5, September 2020, pp. 55-75. (EconLit, ABI)
5. Yu-Ping Hsu, Tsai-Fang Yu and Chun-Tsen Yeh, "Linking Internal Marketing and Employee", *International Journal of Research in Commerce, Economics & Management*, Vol. 7, No. 5, May 2017, pp. 11-17. (EconLit)
6. J. F. Ding, W. H. Shyu, C. T. Yeh, P. H. Ting, C. T. Ting, C. P. Lin, C. C. Chou and S. S. Wu, "Assessing Customer Value for Express Service Providers: An Empirical Study from Shippers' Perspective in Taiwan", *Journal of Air Transport Management*, Vol. 55, August 2016, pp. 203-212. (SSCI)
7. Hsiu-Kan Lin, Tsang-Yao Chang and Chun-Tsen Yeh, "An Exploration of the Intellectual Capital of the Biotechnology Industry: The Experience of Taiwan", *Journal of Asian Business Strategy*, Vol. 7, No. 3, July 2013, pp. 167-181. (EconLit)
8. Chun-Tsen Yeh, Yi-Han Liou and Hsiu-Kan Lin, "The Information Content of Dividend Change at the Annual Shareholders Meeting: Evidence in Taiwan's Stock Market", *International Research Journal of Finance and Economics*, Vol. 70, July 2011, pp. 68-80. (EconLit)
9. Keng-Hsin Lo, Kehluh Wang and Chun-Tsen Yeh, "Stock Repurchase and Agency Problems: New Evidence in Taiwan's Stock Market",

Emerging Markets Finance and Trade, Vol. 44, No. 1, January 2008, pp. 84-94. (SSCI)

10. Chun-Tsen Yeh, Pi-Hui Ting, Lu-Wen Liao, Ching-Hsien Chiu and Chang-Han Chuang, "Do Senior Managers Choose the Timing of Stock Transfers Among Family Members?", Management Information Computing, Vol. 5, No. 2, July 2016, pp. 68-78.
11. Chun-Tsen Yeh and Wan-Ling Hsiung, "The Information Content of Stock Repurchases and Seasoned Equity Offerings", Management Information Computing, Vol. 2, No. 1, August 2013, pp. 128-136.

計畫 | Plan

1. Project Director, Project for Common Core Competency Courses in Higher Education Institutions Subsidized by the Workforce Development Agency, Ministry of Labor, Taiwan, Jul. 2016 – Aug. 2017.
2. Co-Principal Investigator, SME Finance and Accounting Personnel Training Employment Program, Workforce Development Agency, Ministry of Labor, Taiwan, Jul. 2012 – Aug. 2013.
3. Co-Principal Investigator, SME Financial Planning Employment Program, Workforce Development Agency, Ministry of Labor, Taiwan, Jul. 2011 – Aug. 2012.

獲獎榮譽 | Awards