


Hsueh-Lan Yang (楊雪蘭)		
Department of Business Administration Southern Taiwan University of Science and Technology No. 1, Nan-Tai Street, Yong Kang Dist., Tainan 71005, Taiwan	Office: 308-6 TEL: 886-6-2533131 ext.4525 FAX: 886-6-2422420 EMAIL: lan53120@stust.edu.tw	

Education

- PhD of Business Administration, National Taipei University, Taiwan, 2004/01.
- Master of Business Administration, National Taipei University, Taiwan, 2000/06.
- Master of Chinese Literature, National Central University, Taiwan, 1993/01.

Area of Specialty

Corporate Finance, Mutual Fund, Call (Put) Warrants.

Academic Experience

- Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2015/2 to present
- Associate Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2004/8 to 2015/1
- Assistant Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2004/1 to 2004/7
- Instructor, Department of Business Administration, Southern Taiwan University of Science and Technology, 1998/8 to 2003/12
- Instructor, Center for General Education, Southern Taiwan University of Science and Technology, 1993/8 to 1998/7

Publications

Journal Papers

1. **Yang, Hsueh-Lan** and Chen, Yun-Chen (2014), "European Creditor Rights Crisis on the Stock Markets of Greater China", Management Information Computing, Vol. 3, No. 1, pp. 67-86.
2. **Yang, Hsueh-Lan** and Li, Ming-Hui (2014), "Buying Motives and Cognitive Differences of Variable Universal Life Insurance", Management Information Computing, Vol. 3, No. 1, pp. 48-66.

Conference Papers:

1. **Yang, Hsueh-Lan** and Weng, Yu-Cheng(2012), "Market Added Value, Economic Value Added, and the Balanced Scorecard – The Example of Taiwan's Bicycle Industry", 2012 4th Southern District Master in Management Conference.
2. **Yang, Hsueh-Lan** and Chen, Yun-Chen (2013), "European Creditor Rights Crisis on the Stock Markets of Greater China", 2013 Management Thinking & Practice and Management Information Computing Joint Conference.
3. **Yang, Hsueh-Lan** and Li, Ming-Hui (2013), "Buying Motives and Cognitive Differences

- of Variable Universal Life Insurance”, 2013 Management Thinking & Practice and Management Information Computing Joint Conference.
4. **Yang, Hsueh-Lan** and Li, Ming-Hui (2013), “Involvement Level and Cognitive Differences of Variable Universal Life Insurance”, 2013 Taiwan Evergreen’s Enterprise Management and Operational Decisions Conference.
 5. **Yang, Hsueh-Lan** and Tsai, Jung-Ming (2013), “Core Agency Problem and the Information Transparency of the Financial Statements – A Case Study of Family Business and Non-Family Business”, 2013 5th Southern District Master in Management Conference.
 6. Chen, Yen-Line and **Yang, Hsueh-Lan** (2013), “Board Structure, Core Agency Problem and Corporate Performance- Evidence from listed companies in Taiwan”, 2013 Chang-Yun-Jia university alliance Conference.
 7. **Yang, Hsueh-Lan** and Fan-Yumei (2014), “Overseas Investment, Composition of the Board and Operational Performance- A Case Study of Electronics Industry”, 2014 Finance Accounting and Business Management Decision-Making Conference.
 8. **Yang, Hsueh-Lan** and Huang, Feng-Cheng (2014), “Taiwan's Industrial Index Returns, Turnover Rate and Economic Monitoring Indicator Scores”, 2014 11th Hospitality Management and Academic Innovation Conference.
 9. **Yang, Hsueh-Lan** (2014), “Financial Management Courses Teaching Practice Report”, Teachers Multiple Upgrade System: Teaching Practice Report Conference.
 10. Hou, Ya-May and **Yang, Hsueh-Lan** (2015), “A Study of New Three High Performance Concept Stocks on Return of Investment Portfolio”, 2015 Teachers of Business Management Technology and Practice Teaching Conference & Seventh Southern District Master in Management Conference.
 11. Hou, Ya-May and **Yang, Hsueh-Lan** (2015), “The Lei Hao Si stock selection method of Performance Analysis on Investment Portfolio”, 2015 Taiwan Business Management Theory and Practice Conference.
 12. Cai, Siao-Huei and **Yang, Hsueh-Lan** (2015), “The Relationships among Corporate Governance, Capital Structure and Operation Performance-A Study of the Taiwan 50 and Mid-Cap 100”, Southern District of Management and Technology Information Conference.
 13. Cai, Siao-Huei and **Yang, Hsueh-Lan** (2015), “Capital Structure and Operation Performance: A Study on the Companies of Different Size”, 2015 Teachers of Business Management Technology and Practice Teaching Conference & Seventh Southern District Master in Management Conference.
 14. Tseng, Chih-Yang and **Yang, Hsueh-Lan** (2015), “The Investment Performance of the Stock-Picking Strategy - the Taiwan Stock Market for Example”, Northern District of Management Thinking Practice and Applied Science Conference.
 15. Kao, Pei-Chuan and **Yang, Hsueh-Lan** (2015), “Information Disclosure and Operation Performance: A Study on the Medium-Sized Companies”, 2015 Teachers of Business Management Technology and Practice Teaching Conference & Seventh Southern District Master in Management Conference.
 16. Kao, Pei-Chuan and **Yang, Hsueh-Lan** (2015), “Companies Of All Sizes Relevance of Information Disclosure and Corporate Business Performance”, Southern District of Management and Technology Information Conference.
 17. Chen, Yueh-Chin and **Yang, Hsueh-Lan** (2015), “The Effect of Composition of the Board on Operation Performance-Taiwan Listing Companies for Example”, Southern

- District of Management and Technology Information Conference.
18. Chen, Yueh-Chin and **Yang, Hsueh-Lan** (2015), "The Effect of Composition of the Board and Family Businesses on the Financial Performance : Taiwan Listing Companies for Example", 2015 Teachers of Business Management Technology and Practice Teaching Conference & Seventh Southern District Master in Management Conference.
 19. Chen, Rou-Yu and **Yang, Hsueh-Lan** (2015), "The Effect of Foreign Investment and Employee Bonus on Corporate Performance — A Study of Taiwan's Electronics Industry", Information Management and Tourism Leisure Conference.
 20. Xie, Xian-Rong and **Yang, Hsueh-Lan** (2015), "Compare the Rate of Return of Portfolio Based on Stocks Selection Methods", 2015 (5th) Conference on Innovation Practices and Case Studies.
 21. Liou, Yi-An and **Yang, Hsueh-Lan** (2015), "The Influence of Capital Reduction on Financial Performance Index", 2015 International Conference of Tokyo 15 Anniversary: Education & Nation Development.
 22. Wang, Hong-An and **Yang, Hsueh-Lan** (2016), "Strategy for Stock Selection-comparative analysis of the Growth-based Stock with CSR and the Stocks characterized with large-scale market rate of return", 2016 11th Conference on Theories and Practices in International Business & 8th Conference on Management Master Theses in Southern Taiwan.
 23. Huang, Siang-Jian and **Yang, Hsueh-Lan** (2016), "Rate of Return on Portfolio Made with Fundamental Analysis", Southern District of Management and Technology Information Conference.
 24. Chen, Yen-Chen and **Yang, Hsueh-Lan** (2016), "The study of Buffett's Stock Portfolio", Southern District of Management and Technology Information Conference.

Dissertation

- **Yang, Hsueh-Lan** (2004), "The Effects of Multiple-Listed Warrants on the Underlying Stocks and Call Warrants", Ph.D. Dissertation, National Taipei University.

Entrusted Practical Researches

1. **Yang, Hsueh-Lan** (2013), 102 years of academic help SMEs care plan _ Steam locomotive spare parts industry cluster knowledge application upgrade plan, Job Category: Research Project Leader (102PS027)
2. **Yang, Hsueh-Lan** (2013), Cost Analysis photovoltaic research projects operating platform, Job Category: Research Project Leader (321020319)
3. **Yang, Hsueh-Lan** (2014), Cost-benefit assessment of long-term wholesale and a supplement , Job Category: Research Project Leader (321030071)
4. **Yang, Hsueh-Lan** (2014), 103 years of academic help SMEs care plan _ Parts of steam locomotive manufacturing services and innovative value-added ICT integration plan, Job Category: Research Project Leader (S103012)
5. **Yang, Hsueh-Lan** (2014), R & D management quality improvement plan, Job Category: Research Project Co-Leader (321030463)
6. **Yang, Hsueh-Lan** (2015), 104 years of academic help SMEs care plan_ SMEs towards Industrial 4.0 integration planning, Job Category: Research Project Leader (S103012)
7. **Yang, Hsueh-Lan** (2016), COLOR PARK International Group Ltd. Operational Plan, Job Category: Research Project Leader (321050024)

Honors and Awards (Guide Students to Participate in the Competition)

- 2012 Seventh, Long-term Smile Contest, the Third Prize.
- 2014 Eighth, Long-term Smile Contest, the Second Prize.

Academic Service

- Served as a representative for the Meetings of University Affairs, 2012-2016
- Served as a representative for the Meetings of College Affairs, 2012-2016
- Served as a representative for the Meetings of Department Affairs, 2012-2016
- Served as a Conference Speaker for the Colleges and Universities, 2015-2016

Professional Certifications

- Senior Securities Trader (1999) permits commercial test certificate, No. 3007599.

Note: Seven seminar papers: Published in May 2011.

1. **Yang, Hsueh-Lan** and Wang, Wei Ting (2011), *"The Impact on Taiwan's Industrial Performance Before and After the Implementation of ECFA - to the Listed Financial and Insurance Industry as an Example"*, Twelfth International Conference on Management Domain, Paper No. 59, pp. 1-15.
2. **Yang, Hsueh-Lan** and Chen, Hou An (2011), *"Financial Crisis on the Capital Structure and Firm Value Impact Study – to the Listed Food Industry in China and Taiwan as an Example"*, Twelfth International Conference on Management Domain, Paper No. 67, pp. 1-9.
3. **Yang, Hsueh-Lan** and Chen, Li Fen (2011), *"The Influence of Internationalization on Employee's Profit Sharing – the Example of Taiwan's Electronics Industry Companies"*, Twelfth International Conference on Management Domain, Paper No. 92, pp. 1-15.
4. Hsu, Ya-Lan, **Yang, Hsueh-Lan** and Chien, Tsai Wei (2011), *"The Correlation of Hospital's Human and Financial Structure – to the Foundation Hospital as an Example"*, Present Management Forum Conference, Paper No. 251, pp. 1-15.
5. **Yang, Hsueh-Lan** and Chen, Li Fen (2011), *"The Influence of Corporate Governance on Expensing of Employee's Profit Sharing – the Example of listed companies in Taiwan's Electronics Industry"*, Present Management Forum Conference, Paper No. 270, pp. 1-15.
6. **Yang, Hsueh-Lan** and Wang, Wei-Ting (2011), *"The Influence of Announced and signed the ECFA on Taiwan's electronics and non-electronic industry index returns"*, Present Management Forum Conference, Paper No. 258, pp. 1-13.
7. **Yang, Hsueh-Lan** and Hsu, Ya-Lan (2011), *"The Correlation Analysis of Level, Financial Ratios and Bed of Scale for profit proprietary hospitals"*, 2011 Health Industry Management and Yushan Medical and Health Management Society Conference, Paper No. G90071, pp. 1-16.