

## **MEI-CHIN CHU (朱美琴)**

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### **Education**

- PhD, Agricultural Economics, Michigan State University, 1997/8
- Master, Department of Economics, Michigan State University, 1995/5
- Master, Department of Agricultural Economics, Michigan State University, 1995/1

### **Area of Specialty**

Natural Resource and Environmental Economics, Green Marketing, Econometric Analysis

### **Academic Experience**

- Assistant Professor, Department of International Business, Southern Taiwan University of Science and Technology, 2002/8 to present
- Assistant Professor, Department of Environmental Management, Chaoyang University of Technology, 1999/8 to 2002/7
- Teaching Assistant, Department of Agricultural Economics, Michigan State University, 1996/8 to 1996/12

### **Publications**

#### **Journal Papers**

1. Preckel, P.V., G.E. Shively, T.G. Baker, M.C. Chu and J.E. Burrell. "Contract Incentives and Excessive Nitrogen Use in Agriculture." *Journal of Agricultural and Resource Economics*, Vol. 25, no. 2:468-484. December 2000. (SCI)
2. Chu, M.C., S.M. Swinton, Sandra S. Batie, and Craig Dobbins. "Agricultural Production Contracts to Reduce Nitrate Leaching: A Whole-Farm Analysis." *Taiwanese Agricultural Review*, 1997.
3. Chu, M.C., S.M. Swinton, and Sandra Batie. "Designing Contracts to Reduce Agricultural Nonpoint Source Pollution." *Taiwanese Agricultural Review*, 1997.
4. Chu, M.C. "Environmental Accounting Systems in Taiwan." *IGPA Newsletter* Vol. 4 (1), 2002.
5. Chu, M.C., "Evaluation of Environment Degradation in Taiwanese Green National Accounting, *Taiwanese B.A.S. Monthly* 565, 2002/12.
6. Chu, M.C., "Application of Business Environmental Cost Accounting," *Taiwan Economic Research Monthly*, 2006.
7. Chu, M.C. and G.T. Daw, "Eco-Efficiency Indicator for Petrochemical industry--Using Artificial Fiber Industry as an Example," *Sustainable Industry* 11, 2001/10.
8. Chu, M.C., "Land Subsidence Control--Experience from Other Countries," *Taiwan Economic Research*, 2001/9.
9. Chu, M.C., "Green National Accounting," *Taiwan Economic Research*, 1999/4.
10. Chu, M.C., "Achieving the Goal of Sustainable Development," *Taiwan Economic Research*, 1999/4.

Research, 1998/10.

11. Chu, M.C., "Environmental Protection and Business Competitiveness," Taiwan Economic Research, 1998/10.

### **Conference Papers:**

1. Chu, Mei-Chin and Yi-Ping Huang (2011) "Valuation of Ecosystem Services from Paddy Rice Field," 2011 Rural Economics Society of Taiwan Conference, National Chung-Hsin University, Taichung, Taiwan, 10 December, 2011..
2. Chu, Mei-Chin and Ming-Fang Tsai (2011) "Recreational Benefits from Ecosystem Services of Tainan Leisure Farms," The First Conference on Tourism and Leisure Recreational Resource Sustainable Management, Southern Taiwan University, Tainan, Taiwan, 20 November, 2011..
3. Chu, Mei-chin and Sui-Ming Chiu (2011) "Business Visitor's Supplier Selection Criteria at Trade Shows," Paper presented on 2011 International Conference on Knowledge Based Economy and Global Management, Southern Taiwan University, Tainan, Taiwan, 3-4 November, 2011.
4. Chu, Mei-Chin and Ming-Fang Tsai (2010) "Valuation of Ecosystem Services for Leisure Agriculture," 2010 Chinese Tourism Management Society Conference, National Chinan University, Nantou, Taiwan, 18 December, 2010
5. Chu, Mei-chin, Jyh-Ming Chan, and Yu-Te Huang, 「The impacts of saving energy subsidy policy on the financial performance for energy labeled product manufacturers」, Paper presented on 2010 International Conference on Knowledge Based Economy and Global Management, Southern Taiwan University, Tainan, Taiwan, 4-5 November, 2010.
6. Chu, Mei-chin and Sui-Ming Chiu (2010) "Key Strategies Influencing Business Buyers at Trade Show," The 6th Conference on Theories and Practices in International Business, Chang Jung Christian University, Tainan, Taiwan, 19 November, 2010.
7. Chu, Mei-chin and Kawin Issarachaipisit, "The Cultural Value of Long-Term Orientation Influences on Notebook Computer Purchase Decision Making: Contrast between Taiwan and Thailand". 2008 International Conference on Management & Technology, Yunlin University of Technology · 2008/06/04-2008/06/05.
8. Chu, M.C., S.M. Swinton, and Sandra Batie. "A Risk Programming Approach to Designing Contracts to Reduce Nitrate Leaching." Selected paper presented at the 1997 annual meeting of the American Agricultural Economic Association, Toronto, Canada, July 27-30, 1997.
9. Batie, S.S., M.C. Chu, C. Dobbins, O. Doering, J.T. Ritchie, and, S.M. Swinton. "Using Production Contracts to Improve Environmental Performance: How can a No Win Become a Win-Win?" Submission for SWCS poster section—Human Elements of Managing Ecosystem, presented at the 1997 annual meeting of the American Soil and Water Conservation Society, Toronto, Canada, July 25-27, 1997.
10. S.M. Swinton, N. Owens, and M.C. Chu. "Health Risk Information and Contract Designs to Reduce Water Pollution from Cropped Fields." Paper presented at the symposium on Flexible Incentives for the Adoption of Environmental Technologies in Agriculture, Gainesville, Florida, June 8-10, 1997.
11. Chu, M.C., S.M. Swinton, Sandra S. Batie, and Craig Dobbins. "Agricultural Production Contracts to Reduce Nitrate Leaching: A Whole-Farm Analysis." Selected paper presented at the 1996 annual meeting of the American Agricultural

Economic Association, San Antonio, Texas, July 29-August 3, 1996.

12. Chu, M.C., S.M. Swinton, and Sandra Batie. "Designing Contracts to Reduce Agricultural Nonpoint Source Pollution." Selected paper presented at the 1995 annual meeting of the American Agricultural Economic Association, Indianapolis, Indiana, July 27-30, 1995.

### **Books**

1. S.M. Swinton, M.C. Chu. And S.S. Batie. "Agricultural Production Contracts to Reduce Water Pollution." Flexible Incentives for the Adoption of Environmental Technologies in Agriculture, edited by Casey, et. Al., MA: Kluwer Academic Publishers Group, 273-283, 1999.

### **Dissertation**

Chu, Mei-Chin (1997) "*Designing Agricultural Production Contracts to Reduce Nonpoint Source Pollution*", Ph.D. Dissertation, Michigan State University

### **Grants**

1. National Science Council, No: NSC-100-2621-M-005-003, "Evaluation of Agricultural Ecosystem Services in Taiwan," 2011/8-2011/7.
2. National Science Council, No: NSC-98-2815-C-218-043-H, "Conflicts, Solution Strategies, and Performance Evaluation of International Exchange Students," 2008/8-2009/2.
3. National Science Council, No: NSC-98-2815-C-218-048-H, "Relationship Among Trade Show Strategies, Staffs, and Performance," 2008/8-2009/2.
4. National Science Council, No: NSC-90-2415-H-324-005, "Study of Visitors' Voluntary Environmental Behaviors," 2001/8-2002/7.
5. Ministry of Economic
6. Industry Bureau, Ministry of economic affairs, "Constructing Eco-Efficiency Based Sustainable Industrial Development Indicators", 2001-2002.
7. Environmental Protection Agency, "Marketing Mechanisms and Supervision Indicators for Waste Containers and Batteries Recycling, 2001.
8. Environmental Protection Agency, "Taiwan Environmental Expenditure Statistics in 1999, 1999-2000.
9. Environmental Protection Agency, "Cost Investigation for Waste Containers Recycling, 1999.

### **Honors and Awards**

- National Science Council Class A Awards, 1998.
- Outstanding Dissertation Award in Department of Agriculture Economics, Michigan State University, 1997
- Faculty-Professional Women's Association Outstanding Graduate Student Women Award, Michigan State University, 1997.
- Spring Dissertation Completion Fellowship, Michigan State University, 1997
- Thoman Fellow, Michigan State University, 1996-1997

### **Professional Certifications**

- IC3 (Internet and Computing Core Certifications), 2010

- Certification of International Trade 3<sup>rd</sup> Grade, 2009
- Enterprise Resource Planning (ERP), 2009

### **Professional Experience**

- Associate Researcher, Taiwan Institute of Economic Research, 1998/6 to 1999/9
- Financial Specialist, International Cooperation and Development Fund, 1997/8-1999/6