

## 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

- Econometrics, Managerial Economics, Natural Resource and Environmental Economics

### 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. Chu, Mei-Chin, Le Yen Ha Tran, and Hui Yen. 2017 "Factors affecting Intention to Purchase Biofuels in Vietnam." *Vietnam's Socio-Economic Development*, 22(91): 32-50.
2. Chu, Mei-Chin and Shiuan-Jen Chen. 2016. "Employability of Those on Overseas Working Holiday." *Journal of Southern Taiwan University of Science and Technology: Social Science Edition*, 1(2): 41-52.
3. Chu, Mei-Chin and Ming-Fang Tsai. 2016. "Economic Valuation of Agroecosystem Services - An Example of Leisure Farms in Taiwan," *Taiwan Journal of Leisure Study*, 2(1): 39-64.
4. Cheng, Pi-Yueh and Mei-Chin Chu. 2014. "Behavioral Factors Affecting Students' Intentions to Enroll in Business Ethics Courses: A Comparison of the Theory of Planned Behavior and Social Cognitive Theory Using Self-Identity as a Moderator." *Journal of Business Ethics*, 124 (1), 35-46. (SSCI)
5. Chu, Mei-Chin and Sui-Ming Chiu. 2013. "Effective Marketing Strategies to Attract Business Visitors at Trade Shows." *International Journal of Business and Management*, 24(8): 64-72. (ABI)
6. Cheng, Pi-Yueh, Jen-Te Yang, Chin-Sheng Wan, and Mei-Chin Chu. 2013. "Ethical contexts and employee job responses in the hotel industry: The roles of work values and perceived organizational support." *International Journal of Hospitality Management*, 34, 108-115. (SSCI)

#### Conference Papers

1. Chu, Mei-chin, and Phan Tran Quoc Tu (2018). "Determinants of consumer behavior towards vegetables & fruit with viet gap standards in vietnam: an application of tpb-tam combination" Paper presented at the 2018 International Conference on Knowledge-Based Economy & Global Management, Southern Taiwan University of Science and Technology, Taiwan, Nov. 8 and 9, 2018.
2. Chu, Mei-chin, Jyh-Ming Chan, and Yu-Te Huang (2016). "Saving-energy subsidy policy on the financial performance of manufacturers of products with an energy label." Paper presented on International Journal of Arts & Sciences' (IJAS) Asian American Conference for Business and

- Economics, Nanyang Technological University, Singapore, 12-15 January, 2016.
3. Chu, Mei-chin , Le Yen Ha Tran, and Hui Yan (2015). "Applying Theory of Planned Behavior to Examine the Purchase Intention of Biofuels in Vietnam- Using Contextual Factor as a Moderator," Paper presented on 2015 Annual Meeting and International Conference of the Rural Economics Society of Taiwan, Pingtung, Taiwan, 5-6 December, 2015.
  4. Chu, Mei-chin, Le Yen Ha Tran, and Hui Yan (2015). "Barriers for consumers to adopt biofuels in Vietnam," Paper presented on Conference on Sustainable Development of Energy S&T Industry: Risk, Economics and Policies, Taiwan Research Institute, Taipei, Taiwan, 28-29 October, 2015.
  5. Chu, Mei-chin, Ni-Ming Hsieh, and Pei-Chiun Lee (2014). "Using Production Contracts to Secure Food Safety: Cases From Han-Kuan Cooperative and 7-Eleven Farm," Paper presented on 2014 International Conference on Knowledge Based Economy and Global Management, Southern Taiwan University of Science and Technology, Tainan, Taiwan, 5-7 November, 2014.
  6. Chou, Chang-Erh and Mei-chin Chu (2013). The Water Footprint of Cultivated Milkfish in the Coastal Areas of Southern Taiwan, paper presented in the Conference of Water Footprint Estimation and Certification Techniques, Taipei, Taiwan, 26 November, 2012.
  7. Chou, Chang-Erh and Mei-chin Chu (2012). The Water Footprint of Cultivated Milkfish in the Coastal Areas of Southern Taiwan, paper presented in Water Footprint Network, Webinar NATNLD, 2012/06 - 2012/06.
  8. Cheng, Pi-Yueh, Mei-Chin Chu, and Yi-Ping Huang (2012) "Factors Affect Ethics Course-Taking: A Comparison of The Theory of Planned Behavior and The Social Cognitive with Self-Identity ," 2014 International Conference on Knowledge Based Economy and Global Management, Southern Taiwan University of Science and Technology, Tainan, Taiwan, October 31, 2012.
  9. 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.

#### **Dissertation**

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

#### **Books**

- 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.

#### **Professional Certifications**

1. Certification of Strait and ASEAN Business, 2017
2. Certification of Economic and Trade Specialist across Taiwan Strait, 2013
3. Level 1 in International Marketing, 2013
4. IC3 (Internet and Computing Core Certifications), 2010
5. Certification of International Trade 3rd Grade, 2009
6. Enterprise Resource Planning (ERP), 2009

#### **Professional Experience**

1. Associated Researcher, Taiwan Institute of Economic Research, 1998/6 – 1999/7.
2. Financial Specialist, Investment and Loan Division, International Cooperation and Development Fund, 1997/8 to 1998/6

#### **Grants**

1. The Bureau of Foreign Trade, MOEA, No: TP107025, "Global Trade Pioneer Project," 2018/7-2018/9.
2. The Bureau of Foreign Trade, MOEA, No: TP107024, "Global Trade Pioneer Project," 2018/7-

- 2018/9.
3. The Bureau of Foreign Trade, MOEA, No: TP106030, "Global Trade Pioneer Project," 2017/7-2017/9.
  4. The Bureau of Foreign Trade, MOEA, No: TP105013, "Global Trade Pioneer Project," 2016/7-2016/9.
  5. National Science Council, No: NSC-100-2621-M-005-003, "Evaluation of Agricultural Ecosystem Services in Taiwan,"2011/8-2012/7.
  6. 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.
  7. National Science Council, No: NSC-98-2815-C-218-048-H, "Relationship Among Trade Show Strategies, Staffs, and Performance,"2008/8-2009/2.
  8. National Science Council, No: NSC-90-2415-H-324-005, "Study of Visitors' Voluntary Environmental Behaviors,"2001/8-2002/7.
  9. Industry Bureau, Ministry of economic affairs, "Constructing Eco-Efficiency Based Sustainable Industrial Development Indicators", 2001-2002.
  10. Environmental Protection Agency, "Marketing Mechanisms and Supervision Indicators for Waste Containers and Batteries Recycling, 2001.
  11. Environmental Protection Agency, "Taiwan Environmental Expenditure Statistics in 1999, 1999-2000.
  12. Environmental Protection Agency, "Cost Investigation for Waste Containers Recycling, 1999.

### **Entrusted Practical Projects**

#### **Honors and Awards**

1. Outstanding Teacher for 2017 Overseas Internship, Ministry Of Economic, 2017
2. Outstanding Teacher for Service Learning, STUST, 2018
3. National Science Council Class A Awards, 1998
4. Outstanding Dissertation Award in Department of Agriculture Economics, Michigan State University, 1997
5. Faculty-Professional Women's Association Outstanding Graduate Student Women Award, Michigan State University, 1997
6. Spring Dissertation Completion Fellowship, Michigan State University, 1997
7. Thoman Fellow, Michigan State University, 1996-1997