


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 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.
2. Chu, Mei-Chin and Ming-Fang Tsai. 2016. "Valuation of Agricultural Ecosystem Services – Using Leisure Farms as an Example," *Taiwan Journal of Leisure Study*, 2(1): 39-64.
3. 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)
4. 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)

5. 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, Jyh-Ming Chan, and Yu-Te Huang (2016). "Impact of the 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.
2. 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.
3. 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.
4. Chu, Mei-chin, Ni-Ming Hsieh, and Pei-Chiun Lee (2014). "Using Agricultural Production Contracts to Secure Food Safety," 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.
5. 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.
6. 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.
7. 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.
8. 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.

Book Chapter:

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. The Bureau of Foreign Trade, MOEA, No: TP105013, "Global Trade Pioneer Project," 2016/7-2016/9.
2. National Science Council, No: NSC-100-2621-M-005-003, "Evaluation of Agricultural Ecosystem Services in Taiwan," 2011/8-2012/7.
3. 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.
4. National Science Council, No: NSC-98-2815-C-218-048-H, "Relationship Among Trade Show Strategies, Staffs, and Performance," 2008/8-2009/2.
5. National Science Council, No: NSC-90-2415-H-324-005, "Study of Visitors' Voluntary Environmental Behaviors," 2001/8-2002/7.
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.

Professional Certifications

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

Academic and Professional Service

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.