Wu, Tsung-Hao (吳聰皓)

Department of Accounting Information
Southern Taiwan University of Science and Technology
No. 1, Nan-Tai Street, Yungkang Dist., Tainan City 71005, Taiwan

Office S208-1B
886-6-2533131ext.5521
886-6-2545122
thwu@stust.edu.tw



Education

- Ph.D., Finance, Graduate School of Commerce, National Chengchi University, 2010/1
- M.S, Industrial Management, Graduate School of Management, National Cheng Kung University, 1999/6
- B.S, Department of Industrial Management, National Cheng Kung University, 1997/6

Area of Specialty

- Entrepreneurial Finance, Business Intelligence, Computer Auditing.

Academic Experience

- Assistant Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2023/8 to present
- Assistant Professor, Department of Accounting Information, Southern Taiwan University of Science and Technology, 2010/8 to 2023/08

Journal Papers

1. Tanaporn Hongsuchon, Untung Rahardja, Asif Khan, Tsung-Hao Wu, Chung-Wen Hung, Ruey-Hsing Chang, Chung-Hao Hsu, Shih-Chih Chen,"Brand Experience on Brand Attachment: The Role of Interpersonal Interaction, Feedback, and Advocacy",Emerging Science Journal,Vol 7, No. 4,1232-1246,2023.
2. Shih-Chih Chen, Huei-Huang Chen, Yu-Chuan Huang, Tsung-Hao Wu, Yi-Ju Chen and Chia-I Pan, "Understanding the Determinants on The Usage Intension of Sina Weibo: Partial Least Square Approach," International Journal of Advanced Computational Engineering and Networking, Vo.7, Iss.2, pp.2320-2106,2019.

Conference Papers

1. Yi-Jen Hsieh and Wu, Tsung-Hao,Using energy-saving benchmarking cases to explore the application of energy-saving benefits and internal carbon pricing,"2025 Business Management Decision-making and Practice Conference, Tainan Taiwan, March 2025.
2. Tsung-Hao Wu and Chao, Yu-Han, "Applying Dimensional Analyses to Marketing And Sales Management - A Case Study of a Jeweler Company in Tainan," 2014 International Conference on Finance, Accounting and Business Decisions, Tainan Taiwan, March 2014.
3. Tsung-Hao Wu and Liu, Cheng-Yi, "The Exploration of Operational Rsik Management on Supply Chain," 2013 International Conference on Finance, Accounting and Business Decisions, Tainan Taiwan, March 2013.
4. Tsung-Hao Wu and Lee, Chung-Hsien , "A Study of Convergence to International Financial Reporting Standards on the New Basel Capital Accord for the Banking Industries," 2013 International Conference on Finance, Accounting and Business Decisions, Tainan Taiwan, March 2013.
5. Tsung-Hao Wu and Lo, Ching-Ju, "Application of Business Intelligence to Customer Complaint Analysis," Taoyuan Taiwan, 2012 6th Innovative Management, academic and Practices Conference, June 2012.
6. Tsung-Hao Wu and Huang, Yen-Chang , "The Dimensional Analyses on Operations of

International Tourism Industry in Taiwan," 2012 Accounting Alignment Conference, Taichung Taiwan, May 2012.
7. Tsung-Hao Wu and Hsu,Li-Ling, " A Comparative Analysis of Profits in Adopting International Financial Reporting Standards on the Construction Industry - An Example on the Construction of A New National High School," 2011 International Conference on Finance, Accounting and Business Decisions, Tainan Taiwan, March 2011.

Dissertation

- Wu, Tsung-Hao (2010) "The Valuation of Projects: a Real-option Approach," Ph.D. Dissertation, National Chengchi University

Books

- Chapter 7: Real options, Analysis for Valuation Models of Biotech Industry, IT IS of Ministry of Economic Affairs, 2004. (ISBN: 9578514565)

Professional Certifications

1. ISO 14001:2015 Internal Auditor Training Course,SGS,2022/08.(certificate no.22NPI96040S08004)
2. GRI Standards 2021 Sustianability Report Assurance Workshop,TUV Nord ,2022/09.(certificate no.ESG-22092201)
3. Greenhouse Gases-Carbon footprint of products Implementation Course (ISO 14067:2018),BSI,2022/06.(certificate no.ENR-01159611)
4. Appication Engineer of ERP in Financial Module for SAP S/4 HANA,CERPS,2021/01.(certificate no.GP0068895602)
5. Appication Engineer of ERP in Distribution Module for SAP S/4 HANA,CERPS,2021/01.(certificate no.GP0064078694)
6. Certified ERP Audit Professional(CEAP),International Computer Auditing Education Association,2019/01.(certificate no.CEAP19T50001)
7. Creative APP Design, TQC,2019/01.(certificate no.232190100005320)
8. SAP Global Certification, SAP Co.Ltd.,2018/03. (certificate no.0019133983)
9. ACL Certified Data Analyst, ACL Service Ltd., 2013/08. (certificate no.0601253636)

Professional Experience

- Administrative Director, Tainan Cultural Creative Park, 2015-2018.

Entrusted Practical Projects

1. Ye Chime Co., Ltd.,"Carbon Reduction and Optimization Guidance Project for Metal Processing Industry,"2026/07-2026/11. (No.33001150150)
2. Ministry of Economic Affairs, "(應用精實管理提升熱處理業營運效率服務計畫)Application of Lean Management to Improve Operational Efficiency in the Heat Treatment Industry,"2026/03-2026/09.(No.33001150102)
3. Ministry of Economic Affairs, "(AI 增能效率提升產業經營升級加值計畫)AI-Enhanced Efficiency Improvement and Industry Operation Upgrading Value-Added Plan,"2026/03-2026/08.(No.33001150118)
4. Ministry of Economic Affairs, "(應用AI提升營運績效產業經營升級加值計畫)Application of AI to Improve Operational Performance and Industry Operation Upgrading Value-Added Plan,"2026/03-2026/08.(No.33001150117)
5. MegaWin Co. Ltd.,"Sustainable Business Optimization Coaching Project,"2026/03-2026/07.(No.33001150051)
6. Ye Chime Co., Ltd.,"Carbon Reduction and Optimization Guidance Project for Metal Processing Industry,"2025/09-2025/12. (No.33001140249)
7. Ministry of Economic Affairs, "(穩茂工業碳盤查服務計畫)Digital Manufacturing Management

Value-Added Program,"2025/03-2025/08.(No.33001140074)
8. Ministry of Economic Affairs, "(泓盛興業碳盤查服務計畫)Digital Manufacturing Management Value-Added Program,"2025/03-2025/08.(No.33001140073)
9. MegaWin Co. Ltd.,"ESG Advanced Coaching Program,"2025/03-2025/06. (No.33001140027)
10. IPR Cousulting Ltd.,"ESG Consulting and counseling projects,"2024/11-2025/04. (No.33001130319)
11. Guanglin Paperware Co., Ltd.,"Product Carbon Footprint projects,"2024/06-2025/04. (No.33001130187)
12. Ministry of Economic Affairs, "(賀群螺絲產品碳足跡輔導計畫)Manufacturing Transformation Promotion Plan,"2024/03-2024/08.(No.33001130127)
13. Ministry of Economic Affairs, "(台灣精密扣件產品碳足跡輔導計畫)Manufacturing Transformation Promotion Plan,"2024/03-2024/08.(No.33001130123)
14. Ministry of Economic Affairs, "(台灣精密扣件有限公司服務計畫)Digital Manufacturing Management Value-Added Program,"2024/03-2024/08.(No.33001130126)
15. Ministry of Economic Affairs, "(賀群螺絲碳盤查服務計畫)Digital Manufacturing Management Value-Added Program,"2024/03-2024/08.(No.33001130124)
16. Ministry of Economic Affairs, "(駿豐企業社碳盤查服務計畫)Digital Manufacturing Management Value-Added Program,"2024/03-2024/08.(No.33001130122)
17. The Metal Industries Research & Development Centre,"Metal Industry Smart and Low-Carbon Upgrading and Transformation Guidance Plan,"2023/07-2023/11.(No.24001120371)
18. Ministry of Economic Affairs, "Digital Manufacturing Management Value-Added Program,"2023/03-2023/10.(No.33001120090)
19. TEC-WIDE INDUSTRIAL LIMITED,"Organizational greenhouse gas inventory project,"2023/06-2023/11. (No.24001120176)
20. Cycling & Health Tech Industry R&D Center,"Smart Manufacturing Improvement Plan for Transportation Industry - Bicycle Industry Response to Net Zero Carbon Emissions in International Supply Chain - Research Plan for Establishing Carbon Flow Modularization of Bicycle Shift Cables,"2022/08-2022/011. (No. 24001110356)
21. TSC Co.,"Supply Chain Carbon Assets Investment Project - Financial Planning,"2022/07-2023/06. (No. 24001110231)
22. Pang-Gu Consulting Co.,"Kaohsiung Fruit and Vegetable Wholesale Market Reconstruction Feasible Plan Planning and Urban Plan Change Entrusted Professional Service Case-Financial Planning,"2022/04-2023/03. (No. 24001110112)
23. Pang-Gu Consulting Co.,"DaSu Fruit and Vegetable Wholesale Transportation and Marketing Park Entrusted Planning-Financial Planning,"2021/10-2022/10. (No. 24001100364)
24. JUN ZHI Biomedical Co., Ltd.,"Robust testing of nano-mass detection platform and deep learning prediction model construction project,"2021/08-2022/02. (No. 24001100271)
25. Tsing-Ing Tech. Co.," Financial Planning for Pintung Agricultural Souvenir Flagship Store,"2020/12-2021/09. (No. 24001090240)
26. Li-Ling International Marketing Co.,"Financial Planning for Regional Hakka Revitalization in Pintung County," 2020/12-2021/09. (No. 24001090241)
27. Zhao Architects,. "Financial Planning for International Standard Agricultural Packaging Factory in Pintung County," 2020/12-2021/09. (No. 24001090239)
28. TAIWAN PINGTUNG AGRICULTURE INTERNATIONAL MARKETING CO., LTD., "Foreign Investments Planning,"2020/09-2020/10. (No. 24001090146)
29. Pang-Gu Consulting Co.,"Business Planning for Jia-Sing Ecological Park,"2019/12-2020/7. (No. 24001080471)
30. Promoting the Regional Revitalization Project, Pintung County, "Plan for International Agricultural Package Factory," 2019/10-2019/11. (No. 24001080330-GP)
31. Academia Assisting Training Program, Ministry of Labor Affairs, "Jia-Chen Co. Ltd.for SMEs," 2019/03-2020/07. (No. 24001080088-GP)
32. Academia Assisting Training Program, Ministry of Labor Affairs, "Young-Ze Co.for SMEs,"

2018/05-2019/07. (No. 24001070114-GP)
33. Academia Assisting Training Program, Ministry of Labor Affairs, "Hong-Ke Co. Ltd. for SMEs," 2018/05-2019/07. (No. 24001070113-GP)
34. Academia Assisting SMEs Program, Ministry of Economic Affairs, "Industry 4.0 integrated solutions for SMEs," 2014/05-2014/10. (No. 231040336)
35. Industrial-Academia Program, Ministry of Economic Affairs, "IT 4.0 Integration Plan for SMEs," 2015/05-2015/10. (No. 231040336)
36. IN-CHING Enterprise, "Importing ERP system to fiberfil molding industry," 2014/12-1015/5. (No. 231030204)
37. Academia Assisting SMEs Program, Ministry of Economic Affairs, "ICT creative service planning for vehicle parts," 2014/05-2014/10. (No. 231030286)
38. Tung Tung International Enterprise, "Promotion Strategy for Chinese ready-to-eatpackage," 2012/6-2012/9. (No. 231000337)
39. Tung Tung International Enterprise, "Establishing intelligent KVS embeded mobile reservation device," 2012/6-2012/8. (No. 231000347)
40. Ministry of Economic Affairs, "Optimization of cutting nonwoven fabrics using BI technology,"2011/7-2011/12. (No. 230990450)