



TAMKANG NEWS

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Tamkang Alumni Glow in Thailand

President Flora Chang, as a chairman of the Chinese Excellent Management Association, led a group to Bangkok, Thailand. The group intended to give a boost to development in inter-industrial information and management. Among the participant industries, Namchow Co., a Thailand-based, Tamkang alumni-owned company, displayed its contents and results of multi-faceted development. Besides, to go on the trend of Industry 4.0, Cal-Comp Electronics & Communications Co. adopted a strategy of International Management and Global Collaboration that increased units of manufacturing facilities at home and abroad, and involved

systematic, instantaneous management APP.

All efforts devoted to this visit had its origin both in the visits of Founder Clement C. P. Chang to Thailand 20 years ago and Tai Wan-Chin, vice president for international affairs, to Bangkok University (a partner institute of Tamkang). President Chang's visit intended to have this momentum furthered and in particular to have it respond to the New Southbound Policy of the ROC Government. Furthermore, Tamkang Secretary-General He Qi-dong elaborated, "Chulalongkorn University has four major research fields that deserve our attention. They are Aging Society, Inclusive Community & Smart City, Sustainable

Development, and Digital Economy & Robotics. All these set up an ideal role model for globalization and localization at Tamkang." (Wu Yue-Feng)



(Photo contributed by Tamkang Times)

TKU I. C. Laboratory Earns a Good Reputation in Intelligent Humanoid Robotics

TKU Intelligent Control Laboratory (I. C. Lab) attended the MOE-sponsored 2017 International Competition on Intelligent Humanoid Robotics on September 20th and 21st. In the robotics contest, Tamkang competed with nine other teams and won two golds, one silver and two bronzes. TKU Team 1 had two golds in Sprint and Weight Lifting, and one silver in All Round and TKU Team 2 two bronzes in Spartan Race and Marathon. Elaborating on the essence of TKU's participation, Team Captain Yu Ke-han, double E major, said, "This is a launching pad. International Competition on Intelligent Humanoid Robotics is really a great arena for robotics research.

Different from our previous operation system, the team has overcome barriers and one another. The efforts devoted into robotics make Tamkang robotics visible to international society." (Wu Yue-Feng)



(Photo contributed by Tamkang Times)

106-1-4 Thumb-up Supply: Program of Teaching Chinese in Foreign Languages

To motivate students with foreign language skills to join the field of Chinese teaching, "Program of Teaching Chinese in Foreign Languages" has been designed by the joint efforts of English Department, Spanish Department, French Department, German Department, Japanese Department, Russian Department, Department of Chinese Literature, and Department of Educational Technology. With grades above 70% in the previous semester, both undergraduate and graduate students can apply for this program. The curricula for this program includes 6 credits of required common courses, 6 credits of required professional courses, and 8 credits of selective professional courses, with a total of 20 credits. As students complete at least 20 credits of courses, among which at least 9 credits of courses are beyond the field of students' major, and pass exams, a certificate will be issued. For more information on how to apply, please contact the office of the College of Foreign Languages and Literatures. (Chiou-Rung Deng)

106-1-3 Gill Zhou, Vice President of IBM's Great China Group: Seize Three Keys to Career That Belongs Only to You

Vice President of IBM's Great China Group and Chief Marketing Officer, Gill Zhou, came for a visit to Tamkang campus on September 26 and gave a speech in Carrie Chang Music Hall. In her speech, which was entitled, "How to pursue a career life that belongs only to you," Gill Zhou proposed three crucial keys to career, "Self and Non-self, Change and Non-change, Skills and Super-skills," emphasizing that the abilities to cross boundaries and to embrace diversity are highly regarded in today's workplace. In the Q&A session full of interaction, she encouraged students to pursue their dreams, "no imagination of the future is far-fetched." In this issue, the summary of Zhou's speech is posted as follows to give readers food for thought.

and this does not mean you have to ingratiate yourself with others, implying dependence on others or establishing yourself in the favor or good graces of others. Instead, you have to fit in with others, which suggests your work is based on professionalism. With opportunities offered, you have to seize opportunities to do your best. Be confident and express yourself clearly, so that your talents will be seen. In this situation, your self cannot cancel itself out.

For this reason, everyone has to be a boat upon entering the workplace, promptly perceive the changing wind and accordingly sail the boat with the wind. IBM's Watson System is so far the most powerful cognitive computing system, and after close observation, our marketing strategy of business to person is designated and based on its unique feature. Watson can file a lawsuit and compose a Tang poem or a song. To show Watson to the world, we adopt a creative and innovative marketing strategy. (Chiou-Rung Deng)

Non-self and Self: not to ingratiate yourself, but to fit in with others

No matter what kind of job you have, do not be self-centered. If you work in a business company, keep it in mind that you are part of the company. You have to understand your supervisor's ideas,

Change and Non-change: To promptly perceive changes

Steve Jobs, the late CEO of Apple, used to promote small and lightweight cell phones, but the current CEO Tim Cook successively launched iPhone 8 and iPhone X, featuring big screens. It was said that Tim Cook betrayed Steve Jobs. But in my view, it was not betrayal but continual changes. Apple is always pursuing to change the world, isn't it? Marketing, technology, customers, and the whole environment are changing every second. Unexpected change is a common thing.



(Photo contributed by Tamkang Times)



Tamkang's Popular Sciences Transform Chemistry Education

Tamkang signed a scientific education memorandum of understanding with Merck Taiwan on July 31st. Through university and industry cooperation, Tamkang and Merck will collaborate and improve scientific education in remote areas of Taiwan. Xie Zhi-hong, president of Merck, expressed his gratitude toward the collaboration and agreed with Tamkang's concept of Chemistry Vehicle, which brought chemistry education close to children in remote areas. Xie said, "Direct subsidies for three straight years will be granted and resources in manpower and raw materials as well," and "Out of our philosophy of industry, Creativity comes from curiosity, another vehicle will be subsidized for the wellbeing of children."

In response to the long-term financial support of Merck and alumni, President Flora Chia-I Chang said gratefully, "Chemistry Vehicle originated in 2011, which was the International Year of Chemistry. Tamkang has performed over 350 events of chemical popular science in remote areas," and she emphasized, "Chemistry Vehicle has three remarkable points: first, support for education in popular sciences; second, realization in university

social responsibility; third, in-depth collaboration between industry, government and university. All these three will transform education from within and without." (Wu Yue-Feng)



(Photo contributed by Tamkang Times)

Tamkang Students Go on Senior Year Abroad Program

See you again a year later. Tamkang International Office held the 106th academic year flag-presentation ceremony for the Senior Year Abroad Program. President Flora Chia-I Chang presided over the ceremony and it was attended by Deputy Director Ms. Charmaine Stanley, the Canadian Trade Office in Taipei (CTOT); Commissioner Ms. Anne-Laure Vincent, French Office in Taipei; Commissioner Mr. Miguel De Felipe Tena, Spanish Chamber of Commerce; and Japanese Language Specialist Ms. Fujishima Yukiyo, Japan-Taiwan Exchange Association. In the ceremony the international VIPs and Tamkang top echelon administrators gave a wholehearted blessing for the 597 students and wished them good luck in 102 universities located in 19 foreign countries.

In the ceremony speech given to the exchange students, President Chang encouraged them, saying "Build up both in language competence and language profundity. Make up the gap in between

cultures. By doing this, hope you come back with all-around value." The ceremony also invited exchange students of the 105th academic year to give talks about their experiences abroad. On her way to Ritsumeikan University, Qiu Zi-xuan, Department of Diplomacy and International Relations, opened herself up, saying, "Globalization makes foreign language ability and international views from being an advantage into basic skills. This is nothing more than a beginning. There is a long way to go. Let's go for it." (Wu Yue-Feng)



(Photo contributed by Tamkang Times)

106-1-2 Miguel Tsao, TKU Alumnus, serves as Representative of the Office of Economy and Culture in Peru

Assuming office on August 14, Miguel Tsao, TKU's Alumnus of the Graduate Institute of European Studies, serves as the representative of the Office of Economy and Culture of Taipei in Peru. Miguel Tsao has abundant professional experience in diplomacy, including Director of Protocol Section of Protocol Department, Embassy Counselor in Costa Rica, Vice Director of Protocol Department of Ministry of Foreign Affairs, Director of Taipei Economic and Cultural Office in Miami, Ambassador of Republic of China in Saint Christopher and Nevis, and Director of the Department of Latin American and Caribbean Affairs of Ministry of Foreign Affairs. With his responsibility as ambassador to Panama ending in June, Miguel Tsao was soon assigned to a new post. As Tsao pointed out, "Since there is no official diplomatic relation between Taiwan and Peru, there is still a lot of room to strengthen the cooperation between the two countries in terms of tourism as well as information and communication technology. As a diplomatic professional at the forefront, I would go all out for the battle as long as the chance offers itself." (Chiou-Rung Deng)

Tamkang Graduates Launch toward New Lives

The temperature went up along with the blooming of flame trees dotted on Tamkang campus. Summer again. It was also the time when students were on the way to graduate. Exactly, university commencement. The Tamkang commencement of the 105th academic year was held on June 10th in Shao-mo Memorial Gymnasium. There were 7,200 graduates, among which there were 469 foreign students from 33 countries. The commencement was a beginning from which graduates launched toward their future.

Before the commencement ceremony was a Tamsui campus roundabout excursion. President Flora Chia-I Chang, along with the three vice presidents and all the graduates, took this roundabout excursion. Presided by President Chang, the commencement also invited former Tamkang presidents, Alumni Association presidents, an ambassador and congressman of the Marshal Islands, and many other international VIPs. In the ceremony, awards were given to graduates who excelled in academic research, conduct, service and athletics. Moreover, President Chang commended six outstanding professors whose unconditional devotion to education really fascinated everyone. Following the award ceremony was the Tamkang School Anthem and Song of Farewell. The songs signified the ending of days at school and commencement of new life. (Wu Yue-Feng)

Tamkang Graduates Launch toward New Lives

Fifth Wave Begins

2017 Commencement

- "Campus Roundabout Excursion"
 - Time: 08:50 AM, June 10 Saturday
 - Venue: Student Activity Center
- "Commencement"
 - Time: 10:00 AM, June 10 Saturday
 - Venue: Shao-mo Memorial Gymnasium

(Photo contributed by Tamkang Times)



Chen Jin-cai, Entrepreneur of the Year, Encourages Students to Polish Professionalism

Chen Jin-cai, alumnus of Department of Accounting, was awarded with the Special Contribution Award at the 2017 Spring Banquet out of his selflessness and sponsorship in education, scholarship and academic research. As Director-general and President of the board at Win Semiconductors Co., Chen has laid a solid foundation for Win to be a leading manufacturer in global gallium arsenide wafers and was awarded with EY Entrepreneur of the Year 2015. Even though in his 70s, he still devotes his full efforts in his field. He always says, "Every day is the stepping stone of tomorrow. Grow up strong, or you lose ground."

Specialized in the composition and application of gallium arsenide, Chen considers himself a trail blazer whose primary work is to get rid of barriers that hinder every single employee

of the industry and create lubricant that makes the industry go on smoothly without backlash. In short, he is responsible for development and research, and eyes on the technological trend. With insistence on independent techniques, Chen moves on in optimistic spirit, saying, "I am making responsibility and team efforts the core value of the industrial culture. Precision and synergy will make the industry a globe trotter."

As renowned as he is, Chen shows gratitude for Tamkang and sets up foundations in the hope of subsidizing accounting academic research and scholarship. He also returns to Tamkang and shares his experience in the industry in the hope of inspiring students. He often says, "Don't make the value of your diploma depreciate. The top priority of yours in university is to develop professionalism and the momentum to realize your own idea.

Your dream is in vain if it is not realized. I find most young people concern themselves about nothing but having their own business and eyeing a quick profit. However, it is in vain if not with realization and professionalism." (Wu Yue-Feng)



(Photo contributed by Tamkang Times)

Pass the Momentum on, Scholarship Recipients!

The English Department held a scholarship awards ceremony in Ching-sheng International Conference Hall on June 5th. The scholarships were issued to 41 recipients by Chen Xiao-que, Dean of Foreign Languages and Literatures; Huang Yong-yu, Chairman of the English Department; and Hou Deng-jian, President of Kojen English School. In the ceremony, Dean Chen expressed her gratitude to committee members, saying, "You are our greatest assets. You

are our momentum. Without you, we will advance nowhere, but spin around," and Chairman Huang expressed his wish to the scholarship recipients, saying, "Pass on this momentum all around you." Having benefited from the equipment and facilities of the English Department and feeling grateful, Gao Guo-pei, English Department, said, "This is glory. I will never ever forget what I have learned and experienced at Tamkang." (Wu Yue-Feng)



(Photo contributed by Tamkang Times)

The Fourth Wave Transforms Tamkang

Tamkang's fourth wave is the period of 2005~2017. In this period of time, Lanyang Campus was founded and Tamkang began its fourth wave in the time of Lanyang's first student recruitment. From then on, Tamkang developed into four campuses: Tamsui, Taipei, Lanyang and Cyber. Smart management in these resources made Tamkang's potential develop fourfold both in academic fields and in cultural and historical assets.

Founder Clement C. P. Chang made a clear statement in 2005 Teaching & Administration Reformatory Symposium, saying, "The Fourth Wave is characterized by a discrete era that makes it indispensable to expand history, tradition and culture along with thinking, innovation and breakthroughs. By doing this, Tamkang will be a hallmark that has its signature style and ultimately will become pillars and foundation of a nation."

In response to the highly competitive market of higher education, Tamkang adopted an inclusive, innovative strategy along with scholars, bureaucrats, politicians and industry leaders. Its essence was to rejuvenate education, administration and management teams, and further to collaborate with international academic partner institutes. All these efforts made Tamkang's international interaction strategy, a Blue Ocean Strategy, possible, which was an optimal synergy in cooperation, resources, benign competition and win-win situations.

Based on the latest research results of 2017 Webometrics Rankings of World Universities (WRWU), Tamkang ranked 394th globally, 39th in Asia, and 6th nationwide, top all the private-run universities and first of its type coming in top 400 in Taiwan. This was Tamkang's best performance in the past five years. Furthermore, according to the research results of 2017 Industries' Favorite University Graduates done by Cheers, a Taiwan-based magazine, Tamkang ranked 9th nationwide, top 1 in 20 straight years. The research analysis indicated that pliability and multi-faceted management in higher education made Tamkang a favorite of industries.

In an interview with President Flora Chia-I Chang, she expressed her hope, saying that ever since 1950 Tamkang has laid its foundation in Globalization, Computerization and Futurization, and further developed into eight colleges, 2,700 students and 1,400 faculty and staff members among four campuses. This year, the Shou-qian International Conference Center is going to be fully constructed, which signifies the beginning of the Fifth Wave. Its features will be designed in collaborated efforts of both teachers and students in the hope of inviting international, prestigious scholars and experts to Tamkang and further developing life-long education and realization of the spirit in Tamkang's DNA. (Wu Yue-Feng)



(Photo contributed by Tamkang Times)



Tamkang Initiates Industry-University Cooperation with IBM and Teco Restaurants

Tamkang has had around 250,000 alumni home and abroad since the buildup 66 years ago. They have relevant achievements in their fields. In gratitude toward Tamkang, the alumni and their industries launched industry-university cooperation and deem it a practical conduct for Tamkang to gain ground in this competitive society. A good example is that in April, 2017, IBM Taiwan initiated Watson Artificial Intelligence Project, collaborating with Tamkang in the hope of consolidating professionalism in AI and its market share. Another example is that in 2016 Teco Restaurants initiated Catering Service Program and Tourism Industry Program at Tamkang with its subsidiary companies: Mos Burger, Royal Host and Fujio Food in the hope of bridging the gap in theories and practices. Still another example is that Media Tek Co. organized

a science camp for high school students with Tamkang's assistance for broadening their horizons in information technology. (Wu Yue-Feng)



(Photo contributed by Tamkang Times)



(Photo contributed by Tamkang Times)

Tamkang Passes the MOE's Evaluation on Universities

The Higher Education and Accreditation Council commissioned by the Ministry of Education (MOE) showed the 105th academic year results of evaluation on universities in June. Among the 28 universities, there were 24 that passed all the eight evaluative items including Tamkang. Elaborating on the strategy of Tamkang in evaluation, Chief Audit Executive Bai Di-qing said, "Tamkang has carried out an internal evaluation, in the perspective of Total Quality Management and continuous improvement, prior to that of the Council commissioned by the MOE. The optimal result comes from unselfish devotion to integral administration and management."

The eight evaluative items involved Student Recruitment by Recommendation, Private University Administration & Planning, Campus Environment Monitoring and Execution, Intellectual Properties and Information Security, E-learning, Consultation for the Disabled, Students' Affairs and Consultation, and Sex Equality. In response to the evaluative report that indicated the commissioners had positive comments on Tamkang, Chief Audit Executive Bai mapped out the blueprint for Tamkang, saying, "All the present efforts in carbon reduction, ISO certification, consultation for the underprivileged, sexual equality and wholesome budget mechanisms contribute to the optimal results. Building upon these, Tamkang will be gaining ground." (Wu Yue-Feng)

106-1-1 José María Liu, Vice Minister of Foreign Affairs and an Alumnus of TKU, Paid a Visit to President Chang

The current Vice Minister of Foreign Affairs, also an alumnus of the Spanish Department, José María Liu, paid a visit to President Flora Chia-I Chang on September 18. Those who joined the meeting included Vice President for International Affairs, Dr. Wan-chin Tai; Dean of the College of Foreign Languages and Literatures, Prof. Lucy Chen; Dean of the College of International Studies, Prof. Kaochen Wang; and Chair of Graduate Institute of Latin American Studies, Prof. Emilio Kwo-wei Kung, all having an enjoyable talk. According to Prof. Lucy Chen, "José María Liu, who used to be the ambassador in Paraguay and Panama, is one of the outstanding alumni of the Spanish Department. In today's talk, he is invited by President Chang to share his experience and

achievements with students. We also look forward to some cooperation in the future."

Graduating from the Department of Spanish in 1980, José María Liu has acquired professional qualifications and experience in the field of foreign affairs, including important positions in Spain and Honduras. Interviewed by Tamkang Times in October 2011 (No. 838), Liu expressed his gratitude to Tamkang University, his alma mater, and shared with students his experience in diplomatic services. In particular, he mentioned that extracurricular experience helped to lay the foundation for his work as the Director of Department of Protocol. (Chiu-Rung Deng)

WRWU Indicates Tamkang Tops

Webometrics Rankings of World Universities (WRWU), undertaken by Cybermetrics Lab of Spanish National Research Committee, has been issuing biannual report results on higher education institutes since 2004. The rankings are renewed every January and July. According to the latest research result by WRWU, Tamkang ranks 596th globally, 115th in Asia, 8th nationwide, and number one among the private-run universities of Taiwan. Among all the indicators, Tamkang ranks 93rd in Presence, 213th in Impact, 1,066th in Openness and 1,170th in Excellence. (Wu Yue-Feng)

All the Private-run Universities in Taiwan

Top 5 in Globalization	
Ranks	Universities
1	National Taiwan University
2	National Chengchi University
3	Tamkang University
4	Feng Chia University
5	National Chiao Tung University

Tamkang Ranks No. 1 among Private-run Universities

Top 10 on 2017 WRWU		
World Ranks	National Ranks	Universities
86	1	National Taiwan University
253	2	National Chiao Tung University
264	3	National Cheng Kung University
294	4	National Tsing Hua University
429	5	National Central University
472	6	National Sun Yat-sen University
558	7	National Yang-Ming University
596	8	Tamkang University
605	9	National Taiwan University of Science and Technology
646	10	National Taiwan Normal University

Source: WRWU (www.webometrics.info)

(Photo contributed by Tamkang Times)