

Lin-Chih, Chelsea, WU

Assistant Professor
Department of Finance, College of Management
National Sun Yat-sen University
chelseawu@mail.nsysu.edu.tw
[07-525-2000](tel:07-525-2000) ext. 4822

- Editorial Board Member of *Journal of General Management*
- Member of Centre of Global Business Enterprise and Cloud Analytics (CGBECA)
- Interdisciplinary research and teaching in operations-accounting interface with application of business analytics and Bayesian statistics
- Passed Certified Public Accountant Exam in Taiwan

Academic Qualification

2015—2019 PhD Management (Field: Operations Management and Business Analytics),
University of Southampton, UK

- Faculty Research Scholarship in University of Southampton
- Dissertation: Matching Supply and Demand in the Audit Market

2013—2015 Master of Management, National Taiwan University (NTU), Taiwan

- Department of Accounting
- Thesis: CEO Regulatory Focus and Accounting Conservatism (Distinction)

2009—2013 Bachelor of Commerce, National ChengChi University (NCCU), Taiwan

- Department of Risk Management and Insurance, Major
- Department of Accounting, Major

Teaching and Experience

National Sun Yat-sen University, Taiwan (2022-current)

Assistant Professor in Department of Finance

- Accounting / Advanced Accounting
- Financial Statement Analysis and Equity Valuation
- Cost and Management Accounting

University of Reading Malaysia (2019 – 2022)

Assistant Professor in Henley Business School

- Advanced Management Accounting, Strategic Cost Management (AC107, AC220, AC302)
- Fintech and Cryptocurrencies (IC316)
- Information Systems and Digital Business (MM3101)
- Principles of Taxation (AC207)
- Summer School: Big Data Analytics, CGBECA (August 2018)

MDEC (Malaysia Digital Economy Corp.) Training (2019 – 2022)

Predictive Analytics and Machine Learning

- In collaboration with ICAEW (The Institute of Chartered Accountants in England and Wales)
- Using R/Python to conduct marketing analytics and data science with real case studies
- Data Visualization

Executive Training

Real Estate Management & Cross Cultural Leadership Masterclass (2019-2020)

- Operation Management (i.e., Quality Management, Inventory Allocation)
- Marketing Analytics

Grant Application

- Faculty Research Scholarship (2015-2018; University of Southampton; Successful)
- Chiang Ching-kuo Foundation Research Grant (2019; Taiwan; Successful)
- Will supply lockdowns disrupt essential business during and post MCO or pandemic? (2020; submitted to Ministry of Higher Education, Malaysia; Unsuccessful)
- Empowering women in Malaysia with digital entrepreneurship (2021; Staffordshire University; Unsuccessful)

Research Interest

Business and Accounting Analytics

- Providing training of Predictive Analytics and Machine Learning for Accountants in collaboration with ICAEW and MDEC
- Developing modules of Big Data Analytics in Centre for Global Business Enterprise and Cloud Analytics, University of Reading Malaysia (Aug 2018)
- Teaching Quantitative Business Science in National Taiwan University (2017-2018) and incorporating R programming into data analytics

Interface of Operations Management and Accounting

- Current research on demand management in professional-service supply chains
- Using structural estimation and Bayesian statistics to examine the simultaneous supply and demand in the audit market

Publication/Current Research

- Eng, T., Mohsen, K., Wu, L. (2022) Wireless information technology competency and transformative leadership in global supply chains: implications for innovative capability, *Information Technology & People*, ahead-of-print, <https://doi.org/10.1108/ITP-06-2021-0489> (SSCI).
- Hsu, W., Wu, L. (2022) Manager Regulatory Focus and Asymmetric Timeliness of Earnings, *Journal of Accounting Review* 會計評論, Vol 75, 41-49.
- Wu, L., Hsu, W. (2018) Manager Regulatory Focus and Accounting Conservatism, paper presented to the 22nd Annual Financial Reporting and Business Communication Conference. Bristol, 5-6 July