

Curriculum Vitae

CHWO-MING JOSEPH YU

于卓民

Professor of Business Administration
College of Commerce
National Chengchi University
Taiwan, R.O.C.

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EDUCATION

Doctor of Philosophy in Business Administration,
The University of Michigan, 1987

MBA, National Chengchi University, 1979

BS, National Chiao-Tung University, 1977

TEACHING INTERESTS

International Business Management
Strategic Management
Entrepreneurship
Management of Small- and Medium-Sized Enterprises
Theories of Foreign Direct Investment and Multinational Enterprises

PROFESSIONAL POSITIONS

National Chengchi University (國立政治大學) (Taiwan, R.O.C.)
Professor, August 1992 - present
(Department of Business Administration)

EMBA Program Director, July 2006 – Sept. 2007
(College of Commerce)

Acting Dean, January 1999 – July 1999
(College of Commerce)

Chairman, August 1996 – July 1999
(Department of Business Administration)

Hon Hai Precision Ind. Co., Ltd. (鴻海精密科技股份有限公司) (Taiwan, R.O.C.)
Consultant, LEAD Project, Aug. 1998 – Mar. 2010

Peking University (Peking, P.R.C.)
Visiting Professor, Feb. 2005 – May 2005
(Guanghua School of Management)

Stanford University (CA, U.S.A.)
Visiting Scholar, August 1999 – July 2000
(Graduate School of Business)

University of Illinois at Urbana-Champaign (IL, U.S.A.)
Assistant Professor, August 1987 - July 1992
(Department of Business Administration)

University of Michigan (MI, U.S.A.)
Research Assistant, September 1982 - August 1987
(Department of International Business)

National Sun Yat-Sen University (Taiwan, R.O.C.)
Lecturer, August 1981 - July 1982
(Department of Business Management)

National Defense Management School (Taiwan, R.O.C.)
Instructor, January 1980 - May 1981
(Management Science Division)

PROFESSIONAL HONORS

Outstanding Researcher Award, National Chengchi University, 2008, 2009, 2010, and 2011

Outstanding Teacher Award, EMBA Program, College of Commerce, National Chengchi University, 2007

Outstanding Teacher Award, International EMBA Program, College of Commerce, National Chengchi University, 2004

Outstanding Teacher Award, Tulane Foundation for International

Management Education, 1997

Best article award, Journal of Management Science (in Chinese),
1992, 1998 and 2018

Finalist in the Annual Dissertation Award Competition of the
Academy of International Business, 1987

Awarded Dr. Sun Yat-Sen scholarship to study abroad, 1981.

Ranked First in the Senior Civil Service Examination of
Industrial Management of the Government of R.O.C., 1979

Ranked First in the Senior Civil Service Examination of
Business Administration of the Government of R.O.C., 1977

PROFESSIONAL SERVICES

Independent board member, Yuanta Futures (元大期貨股份有限公司)(June 2018 –
present)

Independent board member, Yuanta Banks (元大銀行股份有限公司)(June 2017 –
present)

Independent Board member, Advantech Inc. (研華科技股份有限公司) (June 2011 –
present)

Independent board member, Yuanta Securities (元大證券股份有限公司)(June 2007 –
June 2018))

Board member, Hannstar Display Corporation (瀚宇彩晶股份有限公司)(June 2005 –
June 2008)

Independent board member, Antech Inc. (安鈦克股份有限公司) (June 2011 – March
2013)

President, Taiwan Academy of Management (台灣組織與管理學會)(Oct. 2007 – Oct.
2009)

Board member, Chinese Petroleum Corporation (中國石油股份有限公司) (August
2000 – August 2006)

Guest-editor, with J. Lee and H. Chen, Special Issue on “Taiwanese Firms and Global
Competitiveness,” of NTU Management Review (台大管理論叢), Dec. 2007

National Expert, Asian Productivity Organization (1999 – 2000)

Chief Expert, Asian Productivity Organization (1997 – 2001)

Secretary General, Chinese Marketing Association (中華民國行銷學會)(1998)

Editor-in-Chief, Commerce & Management Quarterly (商管科技季刊) (2007 – present)

Editorial Advisory Board, Organization and Management (組織與管理) (2007 – 2011)

Editor-in-Chief, Industry and Management Forum (產業與管理論叢) (2007 – 2009)

Editorial Board, NTU Management Review (台大管理論叢)(1996 – 2002)
(Published by the National Taiwan University)

Editorial Advisory Board, Advances in International Marketing (1988 – 1993)

Ad hoc Reviewer for:

International Marketing Review, Academy of Management Review, Journal of International Business Studies,
Journal of Management (in Chinese), Management Review (in Chinese) and Asia-Pacific Management Review (in Chinese)

PROFESSIONAL ORGANIZATIONS

The Academy of International Business

Academy of Management

Taiwan Academy of Management

Chinese Management Association

PUBLICATIONS

Referred Journals

1. Gong, Tian-Jyun, Yu, Chwo-Ming J., & Huang, Kuo-Feng (forthcoming), "Strategic similarity and firm performance: Multiple replications of Deephouse (1999), " Strategic Organization. (SSCI)
2. 黃士修、于卓民、巫立宇(2019), 「ICT 國際品牌之通路管理方案－以台灣惠普資訊科技股份有限公司為例」, 產業與管理論壇, 第二十卷, 第四期,

- 4-21 ◦ (TSSCI)
3. 周文卿、于卓民、黃國峯(2018), 「東遠精技—創業至走向世界」, 產業與管理論壇, 第二十卷, 第二期, 64-85 ◦ (TSSCI)
 3. Li, P., Huang, K., Xu, K., & Yu, Chwo-Ming J., (2018), "The Effect of Local Environment on Innovation: A Comparison of Local and Foreign Firms in China," European Journal of International Management, Vol.12, No.4, 447-460. (SSCI)
 4. 顏孟賢、司徒達賢、于卓民、彭朱如(2017). 「跨交易網絡間形成之學習網絡：以自行車業A-Team為例」, 管理學報, 第三十四卷, 第三期, 431-466 ◦ (最佳論文獎) (TSSCI)
 5. 龔天鈞、陳柏元、于卓民、黃國峯(2016). 「廠商採取研發行動與研發強度的影響要素：中國大陸的實證」, 科技管理學刊, 第二十一卷, 第三期, 27-52 ◦ (TSSCI)
 6. Lo, Fang-Yi & Yu, Chwo-Ming J. (2016), "Antecedents to Location-Boundedness of an Advantage: Measurements and Empirical Investigation," Transylvanian Review, Vol.24, No.11, 2670-2683. (SSCI)
 7. Lo, Fang-Yi, Chiao, Y., & Yu, Chwo-Ming J. (2016), "Network and Institutional Effects on SMEs' Entry Strategies," Management International Review, Vol.56, No.4, 531-563. (SSCI)
 8. Chang, Jung-Nung, Seetoo, Dah-Hsian, Yu, Chwo-Ming J., & Cheng, Chia-Yi (2015), "Relational Management Mechanisms for Strategic Alliances Among Nonprofit Organizations," International Journal of Voluntary and Nonprofit Organizations, Vol.26, No.2, 1-34. (SSCI)
 9. Liao, Tasi-Ju & Yu, Chwo-Ming J. (2013), "The Impact of Local Linkages, International Linkages, and Absorptive Capacity on Innovation for Foreign Firms Operating in an Emerging Economy," Journal of Technology Transfer, Vol. 38, No.6, 809-82. (SSCI)
 10. 蘇惟宏、于卓民 (2013). 「創業者如何掌握創業機會」, 產業與管理論壇, 第十五卷, 第三期, 4-26 ◦ (TSSCI)
 11. 曾淑婉、于卓民(2012), 「多國公司產品創新專案網絡構形與影響因素之探討」, 台大管理論叢, 第二十二卷, 第二期, 149-188 ◦ (TSSCI)
 12. Chen, Chiung-Jung and Yu, Chwo-Ming J. (2012), "Managerial Ownership, Diversification, and Firm Performance: Evidence from an Emerging Market," International Business Review, Vol. 21, No.3, 518-534. (SSCI)
 13. Chen, H. & Yu, Chwo-Ming J. (2012), "Adoption of Practices by Subsidiaries and

Institutional Interaction within Internationalized Small- and Medium-Sized Enterprises," Management International Review, Vol. 52, No. 1, 81-105. (SSCI)

14. Huang, Kuo-Feng & Yu, Chwo-Ming J. (2012), "Cross-Regional Patenting: A Signal of Enhancement for Innovation Competence or Market Entry?" Management International Review, Vol. 52, No. 2, 213-231. (SSCI)

15. Liao, Tsai-Ju & Yu, Chwo-Ming J. (2012), "Knowledge Transfer, Regulatory Support, Legitimacy, and Financial Performance: The Case of Foreign Firms Investing in China," Journal of World Business, Vol.47, 114-122. (SSCI)

16. Chen, Chiung-Jung & Yu, Chwo-Ming J. (2012), "Managerial Ownership, Diversification, and Firm Performance: Evidence From an Emerging Market," International Business Review, Vol.21, No.3, 518-534. (SSCI)

17. Chen, Chiung-Jung & Yu, Chwo-Ming J. (2011), "FDI, Export, and Capital Structure: An Agency Theory Perspective," Management International Review, Vol. 51, No.3, 295-320. (SSCI)

18. Huang, Kuo-Feng and Yu, Chwo-Ming J. (2011), "The Effect of Competitive and Non-competitive R&D Collaboration on Firm Innovation," The Journal of Technology Transfer, Vol. 36, No. 4, 383-403. (SSCI)

19. 彭玉樹、梁奕忠、于卓民、梁晉嘉 (2010), 「台灣管理學門質性研究之回顧與展望」, 中山管理評論, 第十八卷, 第一期, 11-40。(TSSCI)

20. Peng, Tzu-Ju Ann, Lin, Nan-Juh, Martinez, Veronica and Yu, Chwo-Ming J. (2010). "Managing triads in a military avionics service maintenance network in Taiwan," International Journal of Operations & Production Management, Vol. 30, No.4, 398-422. (SSCI)

21. 黃國峯、于卓民、司徒達賢 (2010), 「產業聚落中研發合作之研究：以台灣新竹科學園區為例」, 臺大管理論叢,第二十一卷, 第一期, 47-82。(TSSCI)

22. Li, Guey-Huey, Yu, Chwo-Ming J. and Seetoo, Dah-Hsian (2010), "Toward a Theory of Regional Organization: The Emerging Role of Sub-regional Headquarters and the Impact on Subsidiaries," Management International Review, Vol. 50, No.1, 5-33. (SSCI)

23. 李貴惠、于卓民、司徒達賢(2009), 「多國公司執行區域策略對子公司的影響: 貢獻型子公司組織角色的改變」, 管理評論, 第二八卷, 第二期, 1-24。(TSSCI)

24. 翁煌哲、于卓民、黃國峰, 2009, 「價值共創與統治模式」, 組織與管理, 第二卷, 第一期, 63-89。

25. Chiao, Yu-Ching, Yu, Chwo-Ming Joseph, and Peng, Ju-Tzu Ann (2009). "Partner Nationality, Market-focus and IJV Performance: A Contingent Approach," Journal of World Business, Vol. 44, No.3, 238-249. (SSCI)
26. Tsou, Sophie Hsiao-han, Yu, Chwo-Ming Joseph, and Yeh-Yun Lin (2009). "Entry Timing and Performance Under Uncertainty: Taiwanese Firms Investing in China," Asia Pacific Management Review, Vol. 14, No.3, 263-277. (TSSCI)
27. Chiao, Yu-Ching, Yu, Chwo-Ming J., Peng-Yu Li, and Chen, Yi-Chuan (2008). "Subsidiary Size, Internationalization, Product Diversification, and Performance in an Emerging Market," International Marketing Review, Vol.25, No.6, 612-633. (SSCI)
28. Cheng, Hsiang-Lin and Yu, Chwo-Ming J. (2008), "Institutional Pressures and Initiation of Internationalization: Evidence from Taiwanese Small-and Medium-sized Enterprises," International Business Review, Vol.17, No.3, 331-348. (SSCI)
29. Yu, Chwo-Ming J. and Liao, Tasi-Ju (2008). "The Impact of Governance Mechanisms on Transaction-Specific Investments in Supplier-Manufacture Relationships: A Comparison of Local and Foreign Manufacturers," Management International Review, Vol.48, No.1, 95-114. (SSCI)
30. 于卓民、李吉仁、陳厚銘 (2007), 「邁向企業與管理研究的永續成長—台灣企業與國際競爭力-專刊引介」,台大管理評論, 第十八卷, 第一期, 5-19。(TSSCI)
31. 李貴惠、于卓民、司徒達賢 (2007), 「內外部網絡對於多國公司在台子公司角色演化的影響」, 交大管理評論, 第二十七卷, 第二期, 169-201。(TSSCI)
32. 鄒筱涵、于卓民、司徒達賢(2007), 「職位特質與任用需求對多國企業子公司高階主管任用決策之影響—以臺商投資中國大陸為例」, 中山管理評論, 第十五卷, 第一期, 143-173。(TSSCI)
33. 羅芳宜、于卓民、司徒達賢 (2007), 「地區限定優勢之跨國移轉」, 管理評論, 第二十六卷, 第二期, 69-91。(TSSCI)
34. 巫立宇、王俊如、于卓民、邱志聖 (2007), 「資源、信任、支援廠商合作意願與高科技新創企業競爭力：以竹科廠商為例之跨期研究」, 管理與系統, 第十四卷, 第一期, 1-25。(TSSCI)
35. Yu, C. M. J., Wong, H. C., & Chiao, Y. C. (2006), "Local Linkage and Their Effects on Headquarters' Use of Process Controls," Journal of Business Research, Vol.59, No.12, 1239-1247. (SSCI)
36. Yu, C. M. J., Liao, T. J., & Lin, Z. D. (2006), "Formal Governance Mechanisms Relational Governance Mechanisms, and Transactions-Specific Investments in

Supplier-Manufacturer Relationships," Industrial Marketing Management, Vol.35, No.2, 128-139. (SSCI)

37. Peng, T. J. A., Lo, F. Y., Lin, C. S., & Yu, C. M. J. (2006), "Benefiting from Networks by Occupying Central Position," Health Care Management Review, Vol.31, No.4, 317-327. (SSCI)

38. 熊欣華、于卓民、司徒達賢(2006),「資訊電子業合作之關係風險與管理控制」, 管理評論, 第二十五卷, 第二期, 83-108。(TSSCI)

39. 于卓民、翁煌哲(2006),「循序漸進的海外投資策略：以台灣資訊電子零組件產業對中國投資為例」, 管理評論, 第二十五卷, 第一期, 45-66。(TSSCI)

40. 廖明坤、司徒達賢、于卓民(2006),「影響台商大陸子公司自主權之因素」, 中山管理評論, 第十四卷, 第二期, 375-406。(TSSCI)

41. Chiao, Y. C., Yang, K. P., & Yu, C. M. J. (2006), "Performance, Internationalization, and Firm-Specific Advantages in a Newly-Industrialized Economy," Small Business Economics Journal, Vol.26, No.5, 475-492. (SSCI)

42. Shiah-Hou, Shin-Peng G., Yu, Chwo-Ming J. & Seetoo, Dah-Hsian W. (2006), "The Effects of Power Expectations on the Intent to Share Knowledge—The Case of Supervisors in the Banking Industry," The Journal of Human Resource and Adult Learning, Vol.2, No.1, 166-175.

43. 于卓民、廖采如 (2005),「影響子公司控制機制選擇之研究-以台灣企業為例」, 交大管理評論, 第二十五卷, 第二期, 27-56。(TSSCI)

44. Yu, Chwo-Ming, Wu, Li-Yu, Chiao, Yu-Ching, and Tai, Hsing-Shia (2005), "Perceived Quality, Customer Satisfaction and Loyalty: The Case of Lexus in Taiwan", Total Quality Management & Business Excellence, Vol.16, No.6, 707-719. (SSCI)

45. Yu, Chwo-Ming J., Chial, Yu-Ching & Chen, Chiung-Jung (2005), "The Impact of Internationalization and Proprietary Assets on Firm Performance", International Journal of Technology Management, Vol.29, No.1-2, 116-135. (SSCI)

46. Yu, Chwo-Ming, Chiao, Yu-Ching, Yi, Jean-Hwa, and Wei, Yu-Chen (2005), "Toward A Model of Adaptation of Taiwanese Expatriates' Spouses in Multinational Corporations," International Journal of Commerce and Management, Vol. 15, No. 3/4, 187-204.

47. Yu, Chwo-Ming, Guan, T., and Chiao, Y, (2005), "Developing the Skills for International Business Management-The Implications of the Management Education Opportunity Grid," Journal of Teaching in International Business, Vol.16, No. 4, 5-26.

48. 熊欣華、于卓民、司徒達賢(2004),「策略聯盟夥伴之合作信心建立—台灣資訊電子業之實證分析」, 管理學報, 第二十一卷, 第四期, 477-498。(TSSCI)
49. 巫立宇、王俊如、于卓民、袁鴻麟 (2002),「型態延遲策略之研究—台灣資訊電子業在海外據點之實證」, 管理學報, 第十九卷, 第二期, 303-325。(TSSCI)
50. 喬友慶、于卓民、林月雲(2002),「國際化程度與產品差異化能力對廠商績效之影響—台灣大型製造廠商之實證研究」, 管理學報, 第十九卷, 第五期, 811-842。(TSSCI)
51. Tseng, C. H., Yu, C. J., & Seetoo, D. H. W. (2002), "The Relationships between Types of Network Organization and Adoption of Management Mechanisms: An Empirical study of Knowledge Transactions of MNC's Subsidiaries in Taiwan", International Business Review, Vol.11, No.2, 211-230. (SSCI)
52. 于卓民、巫立宇(2001),「集中度變動之競爭意涵—台灣前一百大製造業之實證」, 政大學報, 97-123。.
53. 于卓民、巫立宇、邱纓琇(2001),「國際品牌授權效果之研究」, 台灣管理學刊, 第一期, 101-124。
54. 王俊如、林文鼎、于卓民(2001),「多點競爭之僵固性分析」, 中山管理評論, 第九卷, 第四期, 595-620。(TSSCI)
55. 彭朱如、司徒達賢、于卓民(2000),「醫療產業跨組織合作方案與管理機制之關係」, 管理學報, 第十七卷, 第二期, 221-268。(TSSCI)
56. 司徒達賢、于卓民、曾紀幸 (1997),「環境特性與公司特性對多國籍企業網路關係之影響—在台外商公司之實證研究」, 管理學報, 第十四卷, 155-176。(TSSCI)
57. 于卓民(1995),「區域製造中心的成立與台灣中小企業的因應策略」, 經濟情勢暨評論季刊, 創刊號, 40-47。
58. Yu, C. M. J., & Zietlow, D. S. (1995), "The Determinants of Bilateral Trade Among Asia-Pacific Countries," ASEAN Economic Bulletin, 298-305.
59. Tseng, J. Y., & Yu, C. M. (1995). "Firm Characteristics and Importing from Psychologically Distant Markets-- The Case of Taiwanese Firms Importing from Europe," 政大學報, 第六十九期。
60. Chang, C. E., Elayan, F. A., & Yu, C. M. J. (1994)," Foreign Ownership and Cost Efficiency in US Multinational Banking," Studies in Economics and Finance, Vol. 15, No.2, 60-85.

61. Ulgado, Francis M., Yu, Chwo-Ming J., Negandhi, Anant R. (1994), "Multinational Corporations from Developing Countries: Organizational and Managerial Practices of Asian Firms," International Business Review, Vol. 3, No. 2, 123-133. (SSCI)
62. Terpstra, V., & Yu, C. M. J. (1993), "Export Trading Companies: An American Trade Failure?" Journal of Global Marketing, Vol. 6, No.3, 29-54.
63. Yu, C. M. J., & Yi, C. Y. (1992), "Changes in Concentration of Advertising Expenditures Among the Leading National Advertisers in the United States 1970-1988: A Note," International Journal of Advertising, Vol. 11, No.4, 367-376. (SSCI)
64. Yu, C. M. J., & Tang, M. J. (1992), "International Joint Ventures: Theoretical Considerations," Managerial and Decision Economics, Vol. 13, No.4, 331-342. (SSCI)
65. 于卓民(1992), 「粹取技術優勢在國外市場之效益:多重技術授權與合資之比較」, 管理科學學報, 第九卷, 第二期, 247-259。(最佳論文獎)(TSSCI)
66. Tang, M. J., & Yu, C. M. J. (1992), "Regulating the Entry of Multinational Enterprises: Models and Practices," The International Trade Journal, Vol. 7, No.1, 131-150.
67. Tseng, J. Y., & Yu, C. M. J. (1991), "Export of Industrial Goods to Europe: The Case of Large Taiwanese Firms," European Journal of Marketing, Vol. 25, No. 9, 51-63.
68. Tang, M. J., & Yu, C. M. J. (1990), "Foreign Market Entry: Production-related Strategies," Management Science, Vol. 36, No. 4, 476-489. (SSCI)
69. Terpstra, V., & Yu, C. M. J. (1990), "Piggybacking: A Quick Road to Internationalization," International Marketing Review, Vol. 7, No. 4. (SSCI)
70. Tschoegl, A. E., & Yu, C. M. J. (1990), "Gibrat's Law in Marketing: The Case of Liquor Brand Sales," International Journal of Research in Marketing, Vol. 7, No.4, 249-262. (SSCI)
71. Yu, C. M. J. (1990), "The Experience Effect and Foreign Direct Investment," Weltwirtschaftliches Archiv, Vol. 126, No.3, 561-580. (SSCI)
72. Yu, C. M. J., & Ito, K. (1988), "Oligopolistic Reaction and Foreign Direct Investment: The case of the US Tire and Textiles Industries," Journal of International Business Studies, Vol. 19, No. 3, 449-460. (SSCI)
73. Terpstra, V., & Yu, C. M. J. (1988), "Determinants of foreign investment of US advertising agencies," Journal of International Business Studies, Vol. 19, No. 1, 33-46. (SSCI)

74. Yu, C. M. J. (1987), "Comment: A Reconsideration of Measures of Instability," Journal of Comparative Economics, Vol.11, 116-119. (SSCI)

75. Campbell, J. C., Pucik, V., Yu, C. M. J., & Ito, K. (1987). "The Japanese and the US Tax Systems: Implications for Japanese Auto Exports," Management International Review, Vol.27, No.4, 32-45. (SSCI)

76. Choi, S. R., Tschoegl, A. E., & Yu, C. M. J. (1986), "Banks and the World's Major Financial Centers, 1970-1980," Weltwirtschaftliches Archiv, Vol. 122, No.1, 48-64. (SSCI)

Book Chapters

1. Lin, Hsiao-Wen, Yu, Chwo-Ming J., Chiu, Hui Yun (2014). "Channel strategies of foreign sales subsidiaries: The case of firms from developing countries operating in developed countries," in International Marketing in Rapidly Changing Environments, Emerald Group Publishing Limited.

2. 于卓民、劉怡媛(2005), 「隨客戶成長而茁壯－立基電子工業」, 創新致勝：中小企業成功升級轉型案例, 經濟部中小企業處。

3. Yu, Chwo-Ming J. (2004), "The Impact of Corporate Governance on Productivity in the Republic of China," in Impact of Corporate Governance on Productivity, Asian Productivity Organization.

4. 于卓民、翁煌哲 (2003), 「從經營模式的設計到向顧客學習－瓏葳公司」, 千錘百鍊：中小企業成功升級轉型案例, 經濟部中小企業處。

5. 于卓民, 莊如松, (2002), 「軟硬兼施的多元娛樂科技王國－協和國際多媒體公司」, 矽島新苗：善於運用政府資源的新創企業, 經濟部中小企業處。

6. Yu, Chwo-Ming J. (2002), "Government Policies and Firm Competitiveness: Case Studies of Firms in the Information Technology Industry in the Republic of China," in Joy V. Abrenica, ed., Chancing Productivity, Competitiveness and Quality of Jobs-The Asian Experience, Asian Productivity Organization.

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