Find Your Advisor

- Your advisor must be a full-time professor at the College of Management; if you choose an adjunct professor, then you must find a co-advisor who is a full-time professor.
- It is highly recommended that students find your advisors by as early as July 31st following your first year (The Advisor Agreement Form may be found on the G MBA website).
- You can find full-time faculty research fields from department website.
A few things to keep in mind ...

- Your thesis must look like a thesis (i.e., well organized, with Introduction, Main Body (Content), and Conclusion).
- You should try to use your thesis to position yourself in the job market.
- Your thesis will be kept in the NTU library after you graduate from GMBA.
The main content of your thesis can be based on:

- Statistical/Empirical Study
- Business Plan
- Case Study
- Theoretical Model
Thesis Preparation

- Meet and discuss with your advisor on a regular basis.
- Follow standard formatting (refer to the Thesis Guidebook)
- Resources are available at the library
  - Database (TEJ, CSMAR, COMPUSTAT, CRSP, DataStream...)
  - Electronic journals
  - Prior thesis
Key successful factors

- Keep close contact with your advisor and follow his/her advice
- Find topic that motives and benefits you most
- Focus on a specific topic or issue. Small is beautiful.
- Find good thesis examples as your benchmark
- Apply management knowledge and skills
- Take advantage of resources at NTU
- Be patient and persistent. No pain no gain.
## Important Dates

<table>
<thead>
<tr>
<th>ITEM</th>
<th>FALL (1\textsuperscript{st} Semester)</th>
<th>SPRING (2\textsuperscript{nd} Semester)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find your Advisor</td>
<td>Jul 31</td>
<td>Jan 31</td>
</tr>
<tr>
<td>Graduation Application</td>
<td>Nov 30</td>
<td>Apr 30</td>
</tr>
<tr>
<td>Oral Defense</td>
<td>Jan 31</td>
<td>Jul 31</td>
</tr>
<tr>
<td>Graduation Application Withdraw (If necessary)</td>
<td>Jan 31</td>
<td>Jul 31</td>
</tr>
<tr>
<td>Departure Procedures</td>
<td>Feb 15</td>
<td>Aug 20</td>
</tr>
</tbody>
</table>
Important Reminders

- Please read the Thesis Guidebook carefully from beginning to end
- All forms may be found on the Global MBA website: http://gmba.ntu.edu.tw/master-thesis-graduation-procedure/
Prof. Chialin Chen - Research Overview

• Research Fields:
  ➢ Innovation Management (New Products / New Service / New Business Model)
  ➢ Service and Operations Strategies
  ➢ Sustainability & Corporate Social Responsibility

• Methodologies:
  ➢ Qualitative Research
  ➢ Case-Based Research
  ➢ Empirical & Statistical Analyses
Innovation Management

- New Product/Service Innovations & New Business Models
  - Real Startups (e.g., Light Electric Vehicles in India)
  - Traditional Business Transformation (大黑松小倆口)
  - Alternative Fuel Vehicles (e.g., Gogoro, WeMo)
  - E-Commerce Competition (Shopee - 蝦皮購物, Alibaba)
  - Patient-Centered Food Preparation at NTU Hospital

- Methodologies:
  - Case Study
  - In-Depth Interview
Service and Operations Strategies

• New Retail & Digital Transformation (Tiffany & Co., Super Species)
  – Methodologies: Case Study, Qualitative Research

• Industry 4.0 Implementation & Lean Operations
  – Methodologies: Case Study, Qualitative Research
Sustainability & Corporate Social Responsibility

• Green Design
  – Methodologies: Case Study, Data Envelopment Analysis

• Smart Grid & Energy Efficiency
  – Methodologies: Empirical/Statistical Analysis
THANK YOU