

朱美珍 副教授 Chu, Mei-Chen

(A) 學術期刊論文 (Refereed papers)

1. M.C. Chu, J.C. Huang, and M.L. Tsai (2015, 12). The Study of Taking the Strategies of Dollar Cost Averaging and Value Averaging on Investing in the Leading Stocks Taiwan. *Management Information Computing*.
2. J.C. Huang, M.C. Chu, and M.W. Chen (2013,12). The Study on the Relationship of Dollar-Cost Averaging strategy and volatility in the BIAS. *Management Information Computing*.
3. M.C. Chu, J.C. Huang, and S. Y. Chao (2012, 6). A Study of Talking Dollar Cost Average in the Return on Investment between Stock and Equity Funds. *Journal of Management and Information*.
4. M.C. Chu, J.C. Huang, and H. J. Chen (2011, 12). A Study on the Relationship of the Dollar-Value Averaging Strategy and volatility in the Taiwan Stock Market Index. *Management Science Research*.
5. J.C. Huang, M.C. Chu, and C.C. Lin (2011, 9). The study on the stop-loss system of the domestic equity funds-dollar-cost averaging. *Sinopac Financial Journal Quarterly*
6. J.C. Huang, M.C. Chu, and H.C. Liu (2011, 5). The Risk and Efficient Frontier Analysis in Taiwan Fund of Funds. *Fu Jen Management Review*

(B) 研討會論文 (Conference Papers)

1. M.C. Chu, J.P. Yu, T.Y. Chen, and H.C. Hsu (2015,11). The application of NFC technology in mobile renting system. The 21th Conference on Information Management and Practice (IMP'2015).
2. J.P. Yu, M.C. Chu, S.Y. Chen, and E.C. Chen (2015, 11). The study on Designing of Campus Smart Card with Integration of Cloud and NFC Technology. The 21th Conference on Information Management and Practice (IMP'2015).
3. M.C. Chu, J.P. Yu, Yi-Nung Wu, and Y. Y. Lo (2015, 5). Combination government open data and augmented Reality of mobile information Services. The 2015 International Conference on Innovation & Management (ICIM2015).
4. J.P. Yu, M.C. Chu, Ming-Shian Lin, and Yu-Wei Guo (2015,5). Study For System Of Campus Information Service Combine With Argument Reality. The 2015 International Conference on Innovation & Management (ICIM2015).
5. Jen-Perng Yu, Sheng-Yen Chung, Mei-Chen Chu , and Y. H. Pai (2015,5). A Study on NASA World Wind-based in 3D Rocket Flight System Design. The 2015 International Conference on Innovation & Management (ICIM2015).
6. Jen-Perng Yu, Sheng-Yen Chung, Mei-Chen Chu (2015,3). A Study on Integration of Cloud Technology and NGIS Web Service in Mobile Travel Planning System Design. The 2015 International Conference on ERP and Practice.

7. Mei-Chen Chu, Jin-Chuan Huang, Hsu-Chu Tsai, and Ya-Chi Fu (2014, 12). The Study on the Stock Returns and Weighted Index with Different Price Earning Ratio. The 20th Conference on Information Management and Practice (IMP'2014).
8. Jen-Perng Yu, Jyh-Jong Lin, Mei-Chen Chu, and Yuh-Hwa Pai (2014, 8). Bezier Curve-Based Tour Generator for Navigation in Google Earth-Based Virtual Campus. The Tenth International Conference on Intelligent Information Hiding and Multimedia Signal Processing (IIHMSP-2014), Japan.
9. J.P. Yu, M.C. Chu, Y. H. Pai, and Y. Y. Lo (2014, 5). Design of 3D Virtual Reality Campus Based on Google SketchUp and Google Earth. The 2014 International Conference on Innovation & Management (ICIM2014).
10. M.C. Chu, J.P. Yu, Y.M. Yang, S.R. Huang, K.F. Wu, W.L. Tsai, T.Y. Li, and P.W. Sun (2013,12). A Study on Integration of Cloud Technology in Mobile Product Information and Price Comparison System. The 19th Conference on Information Management and Practice (IMP'2013).
11. J.P. Yu, M.C. Chu, S. Y. Chung, S. Y. Chang and Y.Y. Lo (2013, 12). A Study on Integration of Cloud Technology and NGIS Web Service in Mobile Travel Planning System Design. The 19th Conference on Information Management and Practice (IMP'2013).
12. J.C. Huang, M.C. Chu, and L.W. Chen (2013, 12). Return and Risk Study on Fixed Investment to Taiwan 50 Constituent Stocks and Taiwan Equity Fund when Taiwan Stock Weighted Index is Downward Design. The 19th Conference on Information Management and Practice (IMP'2013).
13. J.C. Huang, M.C. Chu, and F.L. Chen (2013, 12). A study on P / E ratio in Taiwan stock market performance -Taiwan 50 Index and Mid-Cap 100. The 19th Conference on Information Management and Practice (IMP'2013).
14. J.P. Yu, M.C. Chu, J.C. Huang and C.W. Yu (2013, 6). Design of Google-Earth-Based Interactive Dynamic Motion Browser for Rocket Flight. The 29th International Symposium on Space Technology and Science, Japan.
15. J.P. Yu, M.C. Chu, B. T. Wu, and S. Y. Chung (2013, 5). Design of 3D Virtual Reality Campus Touring Components for Dynamic Campus Information Website," The 2013 International Conference on Innovation & Management (ICIM2013).
16. J.C. Huang, M.C. Chu, T.H. Chang and Y.W. Chen (2013, 1). A study on operation performance interaction analysis with the Share-Holding variation between Director and Majority Shareholder. The 2013 International Conference on ERP and Practice.
17. M.C. Chu, J.C. Huang, and C.W. Lu (2012, 12). The study on impact of short term shareholding change from major holders in small caps firm. The 18th Conference on Information Management and Practice (IMP'2012).
18. J.P. Yu, M.C. Chu, C. L. Wu, and Y. Chen (2012, 12). A Study of Android-Based Bicycle Traveling Guidance and Route Design. The 18th Conference on Information Management and Practice (IMP'2012).
19. J.P. Yu, M.C. Chu, S. Y. Chung, and B. T. Wu (2012, 12). A Study of Android-Based Mobile Traveling Recording System Design. The 18th Conference on Information Management and Practice (IMP'2012).

20. M.C. Chu, J.C. Huang, and S.H. Chen (2012, 12). The Study of change in the large shareholder holding ratios and stock price on performance in short term. 2012 Taiwan Conference on Business and Information (TBI'2012).
21. M.C. Chu, J.C. Huang, and C.Y. Tsai (2012, 5). The Relationship of The Blockholder Shareholding Ratio Shifting In Short Period with Firm's Revenue and Stock Price – A Study of Middle-sized Share Capital Firm. The 2012 International Conference on Innovation & Management (ICIM2012).
22. J.P. Yu, M.C. Chu, J.C. Huang, and Y.W. Cheng (2012, 5). The Study of Optimal Portfolio Model and Decision System —The Case of Taiwan Top 50 Constituent Stock for Broken Lot Investment. The 23th International Conference on Information Management (ICIM'2012).
23. J.P. Yu, M.C. Chu, and S.Y. Wu (2012, 5). Design of 3D Virtual Reality Scene Touring and Tour Planning Components for Dynamic Tourism Website. The 23th International Conference on Information Management (ICIM'2012).
24. M.C. Chu, J.P. Yu, Y.W. Jeng, and Y.H. Pai (2011, 12). The Study of Optimal Decision Portfolio about Broken Lot Investment. The 17th Conference on Information Management and Practice (IMP'2011).
25. J.P. Yu, M.C. Chu, S.Y. Wu, Y.S. Chen, and Y.S. Liao (2011, 12). Design of 3D Virtual Reality Scene Touring Component for Dynamic Tourism Website. The 17th Conference on Information Management and Practice (IMP'2011).
26. J.C. Huang, M.C. Chu, Y.W. Chang, and T.S. Chen (2011, 12). Operation Performance Interaction Analysis with the Share-Holding variation between Director and Majority Shareholder. The 17th Conference on Information Management and Practice (IMP'2011).
27. M.C. Chu, J.P. Yu, J.C. Huang, and S.B. Wang (2011, 11). Model Construction and Implementation of Visual Portfolio Decision System for Mutual Funds. Conference of Chinese Association of Business and Management Technology.
28. M.C. Chu, J.C. Huang, and M. C. Huang (2011, 10). Study on the Investment Strategy of Stopping Regular Small Saving Plan based on P/E Ratio. Conference on Financial Innovation with Enterprise Development.
29. J.P. Yu, M.C. Chu, and B. J. Chen (2011, 5). Research on Modified Tabu Neighborhood Search in Job Shop Scheduling Problem. 2011 International Conference on Information Management (ICIM'2011).
30. J.C. Huang, M.C. Chu, and K. H. Chen (2011, 5). A Research on Credit Rating Model of Leasing Industry. 2011 International Conference on Information Management (ICIM'2011).
31. M.C. Chu, J.C. Huang, and H. J. Chen (2011, 5). A Study on the Relationship of the Dollar-Value Averaging Strategy and volatility in the Taiwan Stock Market Index. The 4th Conference of management and Decision
32. M.C. Chu, J.C. Huang, and S. Y. Chao (2011. 05). Comparison of Return on Investment between Stock and Equity Funds—Taking Dollar Cost Averaging. Conference on Financial finance management theory and Empirics.
33. J.C. Huang, M.C. Chu, and C.C. Lin (2011, 1). The study on the stop-loss system of the domestic equity funds – Dollar-Cost Averaging. Conference on Behavioral

Finance & Emerging Market Economies Theory and Empirics.

34. J.C. Huang, M.C. Chu, and H.C. Liu (2010, 12). The Risk and Efficient Frontier Analysis in Taiwan Fund of Funds. Chinese Institute of Industrial Engineers 2010(CIIE 2010).
35. M.C. Chu, C.Y. Huang, and Y.H. Lin (2010, 11). The Construction of Integrated Production and Marketing System for Time-limited commodity. The First Conference on Digital Environment: Technology, Content, Industry, Service, and Security.
36. M.C. Chu, J.C. Hung, C.L. Lu, S.B. Wang, and J.B. Lin (2010, 5). The Study of Financial Health Inspection System for Construction Industry. The 21st International Conference of Information Management (ICIM'2010).
37. J.P. Yu, M.C. Chu, and P.C. Chang (2010, 5). The Construction of Integrated System for Production and Marketing. The Conference on Advanced Management and Industry Trends (AMIT'2010).
38. M.C. Chu, J.C. Hung, C.L. Lu, and S.B. Wang (2010, 5). Model Construction of Financial Health Inspection for Construction Industry. The Conference on Advanced Management and Industry Trends (AMIT'2010).
39. M.C. Chu, S.B. Wang, C.L. Lu, and J. B. Lin (2010, 5). The Study of the Optimal Portfolio - A Case of Mutual Funds. The Conference on Advanced Management and Industry Trends (AMIT'2010).
40. J.C. Hung, M.C. Chu, C.L. Lu and S. B. Wang (2010, 3). A study on critical financial factor extraction by financial ratio in the listed and bankrupt construction industry. Proceedings of International Academic Conference.
41. Y.H. Pai, M.C. Chu, J.B. Lin, S.Y.Cheng and J.L. Lee (2010, 3). The Design of a Matrix Learning Environment on Web. Proceedings of International Academic Conference.
42. J.P. Yu, M.C. Chu, C.C. Chen, and B.J. Chen (2010, 3). Application of Hybrid PSO, ACO and K-means clustered algorithm on CTSP. Proceedings of International Academic Conference.

歷年研究計畫：

1. 余仁朋，朱美珍，「資訊學院先進科技展示(強化景點特色)的推動子計畫-銘傳大學 3D 數位虛擬校園系統&全民有 GO 省-雲端行動比價系統」，銘傳大學 103 學年度競爭型計畫，2014。
2. 林至中，余仁朋，朱美珍，白玉華，「銘傳大學 3D 數位校園模型與導覽系統之建置」，銘傳大學 102 學年度競爭型計畫，2013。
3. 地下地質空間資料庫之架構及資料相關性分析 (2008/09/10 ~ 2009/08/10)