

## The Chen Ding-chuan Series of Lectures

Timed to coincide with the TKU 60th anniversary celebrations is a series of lectures organized by the Department of International Business. The main areas broached in the lectures include topics relating to the international economy and the future development of enterprises. The series comprises a total of 3 speakers from academia and 5 speakers from the business community, including department alumni, Chen Ding-chuan.

The first lecture was held at 9am on the 5th of November, and was delivered by Yuan Ze University professor, Dr. Xu Shi-jun. The lecture, entitled “International Trends and New Ways of Thinking”, taught participants how to utilize the internet to optimize their competitive advantage in the context of today’s global society.

The audience paid keen attention to the tips offered during the speech, and at its conclusion, eagerly posed questions. The lecture was a great success and generated resoundingly positive student feedback.

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