

## **Wu-Tung Chen Awards Scholarships, Encourages Students to Set Goals and Persevere**

The College of Business and Management held the Wu-Tung Chen Scholarship Award Ceremony for this semester at noon on December 3, 2024, in B302E. Wu-Tung Chen, an alumnus of the Department of International Trade (now the Department of International Business) and a recent recipient of the Golden Eagle Award, traveled from Kaohsiung to personally present the scholarships. He greeted each awardee with a handshake, expressing his congratulations. This semester's recipients were Jing-Yuan Peng (4th-year Business Administration), Yu-Jun Yao (3rd-year Information Management), Yin-Xuan Ding (2nd-year Public Administration), Ting-Yi Wu (1st-year Information Management), and Kuan-Hsuan Lin (1st-year Accounting). Each student received a scholarship of NT\$10,000.

Dean Li-Ren Yang of the College of Business and Management, along with several department chairs, attended the ceremony. Dean Yang remarked that Wu-Tung Chen, who founded LongWalk Marketing Company, has remained committed to giving back to his alma mater despite his career success. His support and contributions not only bring honor to Tamkang University but also set an exemplary model for younger students, inspiring them to persevere and pursue their dreams. The scholarship, reviewed and approved each semester by the dean and 3 department chairs, has been awarded for 20 consecutive years.

Wu-Tung Chen, with a warm smile and a look of pride and hope, encouraged the students: "Difficulties and challenges are inevitable, but as long as you set clear goals and persevere, you can gradually get closer to your ideals. If your English isn't strong, read it several times; if you struggle with math, practice more problems." Chen shared his struggles as a student, recalling how financial hardships often made paying for tuition and living expenses a challenge. He emphasized that these experiences taught him to cherish every learning opportunity. "I hope to help ease the burdens of younger students so they can focus on their studies and have the chance to achieve their dreams," he added.

Jing-Yuan Peng, a repeat recipient, expressed gratitude, saying, “This honor not only affirms my efforts but also motivates me to study harder and become someone who contributes to society.” Kuan-Hsuan Lin thanked Chen, saying, “The scholarship allows me to focus on my studies without financial worries. I hope to follow in his footsteps and help others through concrete actions.” Yu-Jun Yao expressed her appreciation and commitment to continuing her efforts, while Yin-Xuan Ding was grateful for the opportunity to focus on academics and personal growth, vowing to pass on this spirit of giving. Ting-Yi Wu, who is taking accounting, statistics, and calculus courses, noted, “Each textbook costs over a thousand NT dollars. This scholarship has significantly reduced my financial burden and given me a lot of motivation to continue learning.”

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Dean of the College of Business and Management, Prof. Li-Ren Yang (left), expressed gratitude to alumnus Wu-Tung Chen for awarding a scholarship to Kuan-Hsuan Lin, a first-year Accounting student. Department Chair Yu-Hui Fang joined them for a group photo.



Dean of the College of Business and Management, Prof. Li-Ren Yang (left), expressed gratitude to alumnus Wu-Tung Chen for awarding a scholarship to Kuan-Hsuan Lin, a first-year Accounting student. Department Chair Yu-Hui Fang joined them for a group photo.