

Hui-Heng (Mark) Cheng

Washington State University
Carson College of Business
Todd Addition 473B, Pullman, WA 99163

Cell: (+1) 626-475-5588
E-Mail: hui-heng.cheng@wsu.edu

EDUCATION

Washington State University	Pullman, WA
<i>Ph.D. in Business Administration – Finance Concentration</i>	2018-Present
National Chengchi University	Taipei, Taiwan
<i>Ph.D. Candidate in Risk Management & Insurance</i>	2014-2018
National Chengchi University	Taipei, Taiwan
<i>M.S. in Risk Management & Insurance</i>	2012-2014
National Taiwan University	Taipei, Taiwan
<i>B.B.A. in Finance</i>	2007-2011

RESEARCH INTERESTS

Corporate Governance, Pension and Longevity Risk, Fintech/Insurtech

PEER REVIEWED PUBLICATIONS

Wang, J. L., Huang, H., Chen, Y., & **Cheng, M. H.** (2019). Financial effects and intergenerational inequity of pension reform in Taiwan. *NTU Management Review*, 29(2), 1-34.

Wang, J. L., Huang, H. C., Yang, S. S., Chen, Y. C., & **Cheng, M. H. H.** (2017). Pension Reform and Building a Sustainable Pension System in Taiwan. *Taiwan Economic Forecast and Policy*, 48(1), 1-39.

WORKING PAPERS

Dual-Class Technology Sector IPOs and Innovation (**Job Market Paper**)
Co-authored with George Jiang and Michael McNamara

WORKS IN PROGRESS

Operation Performance for Taiwan's Credit Union (preliminary results obtained)
Intergenerational Inequity of Public Servant Pension System: Cross-Country Comparison
Co-authored with Jennifer Li-Ling Wang and Bakan Nawi (Nai-Yu Chien)

- Presentation: *Taiwan Association of Gerontology Annual Meeting (2017)*, National Taiwan University, Taiwan

Exploring the Modelling on Company-Specific Mortality Rate Experiences
Co-authored with Ming-Hua Hsieh, Jin-Lung Peng, Jason Cheng-Hsien Tsai, and Jennifer Li-Ling Wang

- Presentation: *10th International Longevity Risk and Capital Markets Solutions Conference (2014)*, Universidad Diego Portales, Chile

TEACHING EXPERIENCE

Washington State University	Pullman, WA
○ Instructor	
○ Introduction to Financial Management (FIN 325)	Spring 2022, Fall 2022
○ Introduction to Financial Management (FIN 325) virtual	Fall 2020, Summer 2021
○ Teaching Assistant	
○ Life Insurance and Financial Planning (FIN 451)	Spring 2019, 2020, 2021
○ Risk Management (FIN 456)	Fall 2019, 2021
○ Risk and Insurance (FIN 350)	Spring 2019 – Fall 2021
○ Financial Institutions and Intermediation (FIN 421)	Fall 2018- Spring 2019
○ Intermediate Financial Management (FIN 425)	Fall 2018
National Chengchi University	Taipei, Taiwan
○ Teaching Assistant	
○ Ph.D. Level	
▪ Special Topics of Insurance Financial Analysis	Spring 2017
○ MS/MBA Level	
▪ Seminar on Insurance Financial Management	Fall 2017
▪ Insurance Financial Management	Fall 2017
○ Undergraduate Level	
▪ Financial Management	Spring 2015, Spring 2017
▪ Managing Pension Plan and Financing Retirement	Fall 2013 – Fall 2017
▪ Social Insurance	Spring 2013 – Spring 2017

PROFESSIONAL EXPERIENCE AND SERVICES

National Chengchi University	Taipei, Taiwan
<i>Research Assistant, FinTech Research Center</i>	2016-2018
<i>Research Assistant, Risk and Insurance Research Center</i>	2013-2018
○ Accomplished Projects	
○ Trends of FinTech/InsurTech and Risk Management System for Taiwan's Insurance Industry	2017
○ Innovation Financial Services to Manage Longevity Risk	2016
○ The Analysis of Product Design and Adverse Selection Cost for Long-Term Care Annuity	2016
○ The Retirement Consumption Puzzle: Insights from the Housing Asset	2015
○ Benefits of Establishing Buffer Fund or Reserve Fund for Pension Systems	2013
○ Research of Pension Fund Investment: Infrastructure and Asset Securitization	2013
Northeast Credit Union	Taipei, Taiwan
<i>Vice Chairman</i>	2016-2018
<i>Director</i>	2015-2018
<i>Assistant Treasurer</i>	2008-2015

AWARDS AND GRANTS

Washington State University	Pullman, WA
Chuck Gardner Graduate Fellowship	2022
Ph.D. student Assistantship	2018-Present
Ministry of Education, Taiwan	Taipei, Taiwan
Government Study Abroad Fellowship	2017
National Chengchi University	Taipei, Taiwan
Risk and Insurance Research Center Graduate Student Fellowship	2013-2018
Ph.D. student Fellowship	2014-2018
Beta Gama Sigma Membership	2013

PROFESSIONAL SKILLS AND OTHERS

Statistical Packages: SAS, Stata, R, MATLAB, and EViews
Languages: Taiwanese, Mandarin, and English

CERTIFICATES

Society of Actuaries Exam P, Exam FM Passed
Society of Actuaries VEE (Economics, Corporate Finance, and Applied Statistics) Passed