

## **Winners of 2017 Academic Year Student Thesis Contest of the Economics and Finance Department**

### **The First Prize**

#### **A Study of Reduced Intermediation and FinTech Development in Taiwan—The Case of P2P Lending and Crowdfunding**

Advisor: Professor You-Ching Yeh

Students : Ting-Yuan Chen, Tsui-Shan Cheng, Yang-Hsuan Liu,  
Wun-Hao Lin, Chieh-Chun Chan, Yi-Ru Chan

### **The Second Prize**

#### **Will You Go to Sports Center? - Estimating the Factors that Influence Consumer's Choice of Sports Venues**

Advisor: Professor Shin-Jong Lin

Students : Yi-Shan Wu, Hsiang-Chi Chiu, Ching-Shan Tseng,  
Tzu-Han Su, Chiao-Yi Chang

### **The Third Prize**

#### **The Consumer Choice and Repurchase Intention of Cultural and Creative Park —A Case Study of the Huashan Cultural and Creative Park**

Advisor: Dr. Ching-Yu Lan

Student: Wen-Yu Chiu, Hsin-Yu Chen, Hsin-Yun Tu,  
Chi-En Hsueh, Chia-Mao Hsu

### **Most Popular Award**

#### **A Study of Reduced Intermediation and FinTech Development in Taiwan—The Case of P2P Lending and Crowdfunding**

Advisor: Professor You-Ching Yeh

Students : Ting-Yuan Chen, Tsui-Shan Cheng, Yang-Hsuan Liu,  
Wun-Hao Lin, Chieh-Chun Chan, Yi-Ru Chan

#### **A discussion on the Factors that Affect the Behavior of Internet Addiction: Cases of College Students**

Advisor: Professor Shin-Jong Lin

Students: Cheng-Kuan Lin, Yu-Shan Jheng, Yun-Tzu Wang,  
Hsing-Lin Chang, Tzu-En Lan, Ping-Jou Lee

## **Most Popular Award**

### **Research on Consumer Behavior of Mobile Games ——Taking Arena of Valor For Example**

Advisor: Professor Ching-Yu Lan

Students: Ping-Yi Hsu, Yung-Ming Wang, Meng-Ting Shie,  
Yu-Chen Chiou, Lai-An Lai, Jia-Ying Ye