

## TKU WINS SECOND PLACE AT ATONA CASE COMPETITION

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A team of four consisted of students in the Department of Industrial Economics recently excelled in a fierce competition of more than 300 teams and won the second place in the “ATONA Case Competition,” making them the first winners from private schools in the history of the annual competition.

Team “TKer” consisted of four students in the Department of Industrial Economics, include Lin Chih-hsueh (second year in graduate school), Chen Yung-che (first year in graduate student), Chen Li-hau (first year graduate student), Lee Chin-yang (junior student). Their excellent performance in the event won them a certificate and a trophy as well as an NT\$ 100,000 prize money in cash.

The annual event is organized by ATONA Inc. Many internationally famous companies such as Ford Motor Company, Timberland, Google, etc, have joined the competition. During the competition, Team “TKer” represents Advanced Micro Devices to pitch a proposal. Their performance was so good that representatives from many participating companies have decided to immediately recruit them to their enterprises.

The panels of judges gave the TKU team the following comment, saying that they are “energetic, enthusiastic, have a good interactions with the audiences,” “what is even more important is that they can simplified a hard to understand theory into a simple sentence that everyone can understand.”

Recalling the days of the competition, the team captain Chen Yung-che said it was really hard to be able to look after their school works and the competition at the same time. And for many times, they really wanted to

quit. “But the teammates have cheered up and supported one another, and ultimately finish the competition,” Chen said. “Our passion for the game is the main reason why we can excel in the competition.” ( ~Yeh Yun-kai )

