

Five Students from TKU Won On-line Competition for Conducting Business

英文電子報

In an On-line Competition for Conducting Business in Electronics among University Students, 5 sophomores from Department of Management Science of TKU have cut a figure by winning the 3rd place plus a cash prize for NT\$100,000.

The students' names are: Han Kun-chu, Hsu Wei-chen, Chen Chiao-han, Chen Ju-jen and Liu Jen-hao. They have a nickname for their team: L5.

The competition was sponsored by three business enterprises: Taiwan FISED Network, Soidea Digital Technology Co., and Sein Seio Bookstore.

The first prize goes to the Yen-yu-tan Cultural Affairs Team of National Taiwan University the 2nd prize winner is the Sparks of Fire Team of Tung Hai University.

Mr. Liao Pei-hong, General Manager of Soidea Digital Technology Co., said that the creativity and stamina as revealed by participating teams were tremendous. He continued to own that so far, this was the longest on-line competition that has ever been held in the history of networks in Taiwan. The major theme was focused on Internet bookstores, and the virtual real ways involved in management tug-of-war between rival business groups can be just as hectic and cutthroat as in the real world. The marathon competition started as early as last July and lasted for more than 4 months.

All told, there were more than 700 college students who had organized teams to participate in the gala electronics event. So, he concluded, as you may well imagine, the competition was real tough.

Apart from sales record, team membership grooming, staging promotional activities to maintain creativity so as to keep up steady growth of sales, other factors equally important and should be counted by judges on the panel are: keeping a logbook on sales and book reviews written by store-keepers, etc.

In short, the purpose of holding such a virtual real event is not just for students to acquire a learning experience to be a sales person, but also to help them to realize how to successfully manage a business and build up a business pattern.