

Tzuyi (Eva) Chan

Email address: tzuyi.chan@temple.edu Phone number: (+1) 949-279-4613

EDUCATION

Temple University, Philadelphia, PA
PhD student in Strategic Management

Aug 2026- May 2031(Expected)

University of Southern California, Los Angeles, CA
Master of Science, Applied Economic and Econometrics

Aug 2024- May 2026

Feng Chia University, Taichung, Taiwan
Bachelor of International Business and Business Administration in English

Sep 2020-June 2024

RESEARCH INTERESTS

Firm Strategy and Performance; Corporate Governance; Organizational Design; Artificial Intelligence in Organizations; Innovation and Entrepreneurship; Strategic Decision-Making.

RESEARCH EXPERIENCE

Research Assistant–Advisor: Professor Peter Cardon

April 2025-April 2026

University of Southern California, Marshall School of Business. Los Angeles, CA

Title: “AI’s Impact on Centralization and Decentralization of Decision-making in Firms” (Working Paper)

- Evaluated **how AI adoption influences organizational design, leadership structures, and decision-making processes** to generate strategic insights for organizational transformation.
- Designed and executed a mixed-method research project involving **30 executive interviews** and analysis of **over 500 survey responses** to evaluate AI adoption across organizations.
- Accepted for presentation at the IACIS Conference (Oct 2025)

Research Assistant–Advisor: Professor Benjamin Graham

May 2025-Feb 2026

University of Southern California. *Security and Political Economy Lab*. Los Angeles, CA

Project: “Social Ties and Firm Collective Action: Evidence from a Multi-Country Survey”

- Analyzed **firm-level data from 138 companies** across seven Southeast Asian countries. Using R to evaluate how political engagement, business networks, and institutional environments **influence corporate strategy**

Lead Author: Policy Report for the Philippine Chamber of Commerce and Industry (PCCI)

- Produced a policy report on ASEAN firms’ political engagement, providing recommendations shared with Philippine business leaders and policymakers.
- Conducted regression analysis on multi-country firm-level survey data from Southeast Asia, examining variables such as trade activity and modes of political engagement, and compared Philippine firms’ policy engagement with regional peers.

Research Assistant—Advisor: Professor John Eklund

Feb 2025-Nov 2025

University of Southern California, Marshall School of Business. Los Angeles, CA

Project: “*A new organizational structure database: Examining structure through top management team compositions*”

- Constructed a longitudinal dataset of ~500 multinational firms from 1993–2020 through extensive data cleaning, merging, and structuring, including extraction of executive management team information from annual reports across diverse industries.
- Supported research examining **how changes in executive team composition and organizational structure influence firms' strategic capabilities and long-term performance.**

CONFERENCE PRESENTATION

- **Chan, & Cardon, P. (2025, October).** *AI's Impact on Centralized and Decentralized Decision-Making in Firms.* Paper presented at the *International Association for Computer Information Systems (IACIS) Annual Conference*, Florida.

RELEVANT EXPERIENCES

Teaching Assistant, Department of International Relations (Fall 2025)

Aug 2025-Dec 2025

University of Southern California. Los Angeles, CA

- Provided instructional support for the course "*Asian Security Issues*," assisted the course instructor with learning materials and responded to student questions regarding course content and assignments.

SKILLS

Technical Skills: Stata, R, GTAP (Computable General Equilibrium modeling)

Language Skills: Mandarin (native); English (fluent)