GUI-PING LIANG

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INTRODUCTION

I am a master's student in National Development at National Taiwan University. My research asks how political language and attitudes can be measured: how to turn what firms and legislators say and do about China into numbers that can be compared.

Two current papers show this. One uses language models to measure state discourse in Chinese corporate reports. The other asks why European legislators break from their party group on China-related votes. I am also interested in how people in Taiwan perceive China.

My training is in finance and economics. Working as a research and teaching assistant in text mining and GIS taught me to build analyses that others can reproduce, and my internships in banking and real estate valuation showed me how much a conclusion depends on how something is measured.

EDUCATION

National Taiwan University *Sep 2024 – Present*
Master's Degree in National Development

National Taipei University of Business *Sep 2022 – Jun 2024*
Bachelor's Degree in Finance (GPA 4.0/4.0)

National Taichung University of Science and Technology *Sep 2017 – Jun 2022*
Associate's Degree in International Business (GPA 4.0/4.0)

WORK EXPERIENCE

Cathay Life Insurance Co. *Taipei, Taiwan*

Data Analyst Intern *Sep 2026 – Present*

- Compared two property valuation models to identify which housing features drive the differences between their estimates.
- Extended the comparison with spatial analysis to examine how model accuracy varies across districts, flagging locations where valuations are less reliable to support regional housing-risk assessment.

Geospatial Analyst Intern *Feb 2026 – Jul 2026*

- Applied spatial statistics in QGIS to bank branch networks and shutdown points across 100+ outlets, drawing on branch locations, ATM density, and surrounding POI patterns.
- Analyzed 30,000+ anonymized, location-tagged member and transaction records to identify visit patterns and high-value segments.
- Invited by the supervisor to return to the same department on a different team after completing this internship.

National Taiwan University *Taipei, Taiwan*

Research Assistant *Feb 2025 – Jan 2026*

- Hand-coded a People's Daily corpus together with a fellow student, labeling terms by patriotism, party loyalty, nationalism, and positive or negative sentiment, and reviewed Python code and text corpora to keep research scripts reproducible.
- Served as teaching assistant for text mining and GIS spatial analysis courses, guiding students on research design and applied projects in public policy and urban studies.

Chung-Hua Institution for Economic Research (CIER) *Taipei, Taiwan*

Project Assistant *Jul 2025 – Aug 2025*

- Conducted case-based financial and geopolitical risk analysis on Taiwanese listed electronics and semiconductor firms, focusing on their exposure to mainland China.
- Used Python and VBA to crawl think-tank articles and semi-automate text cleaning and structuring for a dashboard on Chinese economic and policy content.

RESEARCH

Distance That Divides: Interest versus Ideology in European Parliament Defection on China Economic Votes

Working paper (in progress; abstract submitted to MPSA 2027)

Masking the Slogan: Measuring State Discourse with Language Models

Working paper (in progress; abstract submitted to Asian PolMeth 2027)

Do ESG Improvements Pay Off? Evidence on Cost of Capital, Risk, and Adjustment Frictions

Yun-Chia Yan, Li-Chuan Chou, and Gui-Ping Liang (revise and resubmit at Advances in Accounting)

The Impact of ESG Ratings on Firms' Cost of Capital and Risk

NSTC Undergraduate Student Research Project (No. 112-2813-C-141-003-H), rated A

AWARDS AND CERTIFICATIONS

2025	CFA Level I passed
2023	First Place, Financial Services Category, Sustainable Finance and Net-Zero Innovation Proposal Competition
2020	First Place, Chuchu Mingtang Business Plan Competition
2019	Third Place, English Presentation, National Innovation Commercial Exhibition Competition

SKILLS

Programming	Python, R, VBA
Statistical software	EViews, SAS, GeoDa
Tools	QGIS, LaTeX, Git/GitHub
Methods	Panel regression, text mining, spatial analysis
Finance	Financial statement analysis, credit analysis, real estate appraisal

REFERENCES

Prof. Yen-Chieh Liao
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Graduate Institute of National Development
National Taiwan University
davidycliao.github.io

Prof. Li-Chuan Chou
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Department of International Business
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