

Nick Vasiljevic 衛寧軻

Moto Enabling Others To Succeed

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Personal Information

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LinkedIn https://tw.linkedin.com/in/nickvasiljevic?trk=people-guest_people_search-card
Interests Branding, Technology, ESG, STEM/STEAM, Marketing, Innovation

Academic appointments

2018 - present Assistant Professor, English Taught Program in International Business, Shih Chien University

Professional Experiences

2007- present Independent and when-need-basis consulting to companies and professionals: Taiwan Design Center (TDC), Importers and Exporters Association of Taipei (IEAT), Enapter AG, Energie Baden Württemberg AG (EnBW), and others (location: Taiwan)

2017 Adjunct Assistant Professor at Shih Chien Design School, Shih Chien University

2015-2016 Made Ltd, Managing Director, helped in the initial starting phase of Made Ltd. (location: Taiwan)

2013-2014 UXswiss, General Manager, provided User eXperience consulting to software companies (location: Taiwan)

2007-2013 Pilotfish, Managing Director, managed an international team, full P&L responsibilities, saved and revived the company. During my tenure Pilotfish turned into the largest fully independent innovation consultancy in Taiwan and gained Tier 1 clients worldwide (location: Taiwan)

2005-2007 ChannelAdvisor, Analyst, supported and consulted small to large companies on using e-commerce software to expand business online. Clients are Amazon, eBay and others. (location: USA)

2003-2005 HiTi Digital, Field Application Engineer, supported sales team and trained engineers and technicians world-wide on photo printers (location: USA)

2000-2003 Unisys, Analyst and Team Lead, supported Unisys USA teams. Worked on largest internal Unisys project. (location: USA)

1990s Givaudan, Intern, various internships with Givaudan, the world's largest company in the flavor and fragrances industry. 3 Internships (locations: 2 in Zurich, 1 in Paris).

1990s Swiss Army Militia Member, Territorial Infantry, various assignments and promotions, leadership courses, etc. (location: Switzerland)

Education

1990-2000 PgDip (MSc) in Computer Science, University of Kent, UK
1999 French Literature, University of Neuchâtel, Switzerland
1995-1998 BA (Hons) in Politics and International Relations, University of Kent, UK

Languages

German & Swiss German (native), English (native), Serbo-Croatian (near native), French (professional experiences)
Limited abilities to interact, understand, and read other Romance, Germanic, and Slavic languages
Mandarin-Chinese (basic)

Board and other memberships

2013	Elected board member (seat for Pilotfish) to the Chinese Industrial Design Association (CIDA)
2012	Founding member of the Invest Taiwan Amity Club
2009	European Chamber of Commerce Taiwan (ECCT) membership, German Trade Office membership (GTO), Trade Office of Swiss Industries (TOSI) membership, Dutch Trade Office membership, British Chamber of Commerce membership (BCCT)
2011	Appointed by the deputy director (consul) of the Swiss Trade Office (TOSI) as Section Chief for the Swiss citizens living in Taiwan

Further education, specializations, and courses successfully completed:

The Materiality of ESG Factors, Specialization through the Wharton Business School/Coursera
Google Data Analytics, Specialization through Google/Coursera
Google IT Support, Specialization through Google Coursera
Data Analysis and Visualization Foundations, Specialization through IBM/Coursera
Key Technologies for Business, Specialization through IBM/Coursera
IBM AI Foundations for Business, Specialization through IBM/Coursera

Advisor to students, homeroom teacher, and MBA Thesis Students

Since 2018 I had the pleasure and honor to mentor students at different levels of their career.
So far, I have successfully advised the thesis of 4 international MBA students

Public & Academic Speeches and Keynotes*:

2019	Shih-Chien University Speech on English Medium Instructions
2018	St. James University Taiwan. Speech on: Artificial Intelligence (Smart New World)
2018	I-Shou University. Speech on: Artificial Intelligence (Smart New World)
2017	National Taiwan University of Science and Technology (NTUST aka Taiwan Tech). Speech on: Innovation and Creativity
2015	Soochow University. Speech on: User Experiences (UX)
2013*	Fu Jen Catholic University. International Design Conference of Smart Living for Elderly. Keynote speech on: Smart Living for Elderly: focusing on some trends and some solutions
2013	I-Shou University. Speech on: User Experiences (UX) President of the Asset Management
2013	Taiwan Design Center (TDC): various speeches on design, creativity, and innovation
2013	Taiwan Textile Research Institute (TTRI), International Technical Textiles Symposium. Speech on: Innovation
2012	XueXue Institute Speech on: An Introduction to Commerce and Creativity through the Ages
2012	National Taipei University of Technology (Taipei Tech): Speech on Urban Design
2012	Taiwan Textile Research Institute (TTRI), International Technical Textiles Symposium. Speech on: Innovation
2011	Taiwan Textile Research Institute (TTRI), International Technical Textiles Symposium. Speech on: Why Creating User Experiences (UX) Is Essential for Success
2010	National Taiwan University Law School: Speech on Design Patents
2010	Taiwan Textile Research Institute (TTRI), International Technical Textiles Symposium. Speech on: The Triangular Relationship of Creativity, Marketing and Brand Management
2009*	Autodesk University: Keynote Speech at Autodesk University Event in Beijing. My keynote was held just after the talk by Autodesk Corporation CEO Mr. Carl Bass in front of an audience of approximately 1000 Autodesk Clients. Speech on Design & Innovation

- 2009 Industrial Technology Research Institute (ITRI), Creativity Lab. Speech on: Creativity and Innovation
- 2009 German Trade Office Taipei (GTO). Speech on: Innovation & Creativity will help to overcome the crisis

Award for Academic Paper

- 2021 Best Paper Award, the 8th International Design Study Forum and Conference (IDSFC). Paper topic: The Educational Value of Using Pin Hole Camera Techniques for Design and Branding

Award for managing a business

- 2011 Outstanding Enterprise Manager Association (OEMA): Gold Peak award for Outstanding Entrepreneurial Manager of an SMB (I saved, revived, managed a German-Dutch innovation consultancy)

Awards for product design & software design (team effort)

- 2014 Taiwan Excellence Award: Amadis Electric Operating Table
- 2014 iF Award: BMW Accessories
- 2014 Taiwan Excellence Silver Award: Apex Zip NPWT - medical device
- 2014 Taiwan Excellence Award: X1000 Industrial Video Borescope
- 2013 Taiwan Excellence Award: Unitech PA690 Medical Edition
- 2012 Red Dot (best of the best) Award: iFusion
- 2011 IDEA Award Finalist: iFusion
- 2011 Golden Tripod Award for Digital Publications: FarEasTone & Cita Bella iPad Magazine App
- 2011 iF Award: ITRI Medirobot
- 2011 iF Computex Award: Unitech PA550
- 2010 iF Award: Unitech PA550
- 2010 Taiwan Excellence Award: Unitech PA550
- 2008 Good Design Award: MEDION 16" Notebook Belago

Patens (team effort)

- 2014 SD69878651 (RUGGED HANDHELD COMPUTER AND COMMUNICATION DEVICE)
- 2014 USD71035051 (RUGGED TABLET COMPUTER)

Conference Papers

- 2021 International Conference on Business, Economics and Management for Non-Contact Service (2021 ICBEM): presented paper on the branding and marketing impact of social media on street food in Bangkok (together with Sirada Ratiyanuwat).
- 2021 IAMSTEM 2021 International Conference: presented research on Science Toys (STEM) to create interest in children for the STEM fields. (together with Prof. Dr. Tun-Hsueh Chan). Paper name: 'Using 3D Printed Science Toys to experience Sciences and Enhance the Learning Experience'.
- 2021 The 8th International Design Study Forum and Conference (IDSFC 2021), presented research on using pin hole cameras for contemporary branding (best paper award). Paper name: 'The Educational Value of Using Pin Hole Camera Techniques for Design and Branding'.
- 2020 Tsukuba Global Science Week 2020 (Tsukuba University, Japan): presented research on new avenues for branding and marketing to Taiwan's first nations. (Together with Prof. Dr. Tun-Hsueh Chan). Paper name: 'Ways to Include Taiwan's Aboriginal Culture into Wristwatch Designs and Branding'
- 2020 International Conference on Business, Economics and Management in the Digital World (2020 ICBEM): Presented research on Apple Watch branding when compared to the traditional watch industry, i.e., the Swiss Watch Industry's struggle against a newcomer. Paper name: 'New Avenues For Brand Extension: How Does Apple Watch Signify A Change In Paradigm'.

Journal Papers

- 2021 The Branding and Marketing Impact of Social Media on Street Food in Bangkok, Business and Technology Innovation Journal 2021, Vol. 1 No 1 December 202 (together with Sirada Ratiyanuwat)
- 2020 Common Societal Changes of Global Smartphone Usage Since 2007, International Journal of Liberal Arts and Social Science Vol. 8 No. 1 January 2020

Business Magazine articles

- 2022 The July edition of the Trade Magazine (100k plus readers) published my article on the planning of ESG strategies (2022/7 #373): "Strategies to Plan the ESG Journey"
- 2021 The March edition of the Trade Magazine (100k plus readers) published my article on the importance of connected thinking (2021/3 #357): "Think, Connect & Prosper"

Other related academic and coaching activities

- 2022 Moderator/Presenter during keynote speech of Prof. Masayuki Sato (University of Kobe) at the International Conference on Business, Economics and Management, 18 Oct 2022 (2022 ICBEM)
- 2022 Session Chair during paper presentation at the at the International Conference on Business, Economics and Management, 18 Oct 2022 (2022 ICBEM)
- 2021 Moderator during the 2nd keynote of at the International Conference of Business and Management, Shih Chien University, 17 Dec. 2021 (2021 ICBEM)
- 2021 Session Chair during the paper presentation at the International Conference on Business, Economics and Management for Non-Contact Service, 19 Oct. 2021 (2021 ICBEM)
- 2021 Online KISDTalk: "KISDgoes Asia"
- 2019-present Member of the English Medium Instruction (EMI) Group at Shih Chien University
- 2019 Shih Chen University: Student Competition (through the Applied English Department)
- 2012 Mentor for Startup's: Startup Labs Taiwan
- 2012 Startup Coach at 1st Taiwan Hardware Startup event.

Member of a Jury

- 2016 Taiwan International Student Design Competition Final Jury Member
- 2015 Taiwan International Student Design Competition (TISDC): Final Jury Member
- 2014 United Daily News (UDN): Final Jury Member
- 2013 Chengchi University (NCCU) -IMBA Business Plan Competition: Final Jury Member
- 2013: Lite-On Award: Final Jury Member
- 2012 Taiwan International Design Competition (TIDC): Final Jury Member
- 2012 Taiwan International Student Design Competition (TISDC): Final Jury Member
- 2012 National Taiwan Normal University: Final Jury Member
- 2012 National Taipei University of Technology (NTUT): Urban Design Workshop Jury Member
- 2012 Taipei Design World Congress: Panel Member
- 2012 Taipei International Plastics & Rubber Industry Show (T-PLAS): Final Jury Member
- 2012 Taipei Design Award: Final Jury Member
- 2012 Swiss Holiday Photo Competition - organized by Trade Office of Swiss Industries (TOSI)
- 2011: Taipei Design Award: Final Jury Member
- 2010 Taiwan International Design Competition: Final Jury Member

Submitted Working Papers

Paper Title: Using 3D Printed Science Toys to Experience Science and Enhance the Learning Experience (together with Prof. Dr. Tun-Hsueh Chan). Submitted to SCI journal "Eurasia Journal of Mathematics, Science and Technology Education" (submitted in Sept 2021)

Work in Progress

Paper topic: 3D Paper Toys (STEM) (together with Prof. Dr. Tun-Hsueh Chan).

Press

2013	Wa-People (Radio interview)
2013	Radio Taiwan International interview Radio. In German
2013	Radio Taiwan International Interview TV/Youtube channel interview
2012	ChinaTimes Interview on new technologies
2011	Aver Information, case study interview on H300 Video Conferencing System
2011	ChinaContact quarterly magazine: Interview on User Experiences (UX)
2009	Autodesk Interview on Return on Design Investment (RODI)
2008	Interviewed on flexible display phone in many international technology journals: this was huge news as it coincided with the Mobile World Congress (MWC) in Barcelona. Customer ready flexible display phones came on the market approximability 10 years later.
2008	IDG interview on IDG news about flexible display phone (interesting side note: this news generated more clicks than the resignation of Yahoo CEO & founder Jerry Yang).

Teaching

My overall moto is "to enable others to succeed". This moto drives my teaching philosophy.

The classes I teach are: International Fashion Marketing, Applications of Information Technology, Design Current & Future, Brand Management, World Literature, Design Culture Trends Research, Business Communication and Negotiation, International Practicum.