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Education

- PhD, National Yunlin University of Science and Technology, Business School, Taiwan.
- MBA Leeds University, Business School, England.
- BS Tunghai University, Department of International Trade.

Area of Specialty

Innovation and Technology Management, Management, Hospitality business ethics,.

Academic Experience

- Assistant Professor, Department of Hospitality Management, Southern Taiwan University of Science and Technology, 2009/8 to present.
- Assistant Professor, Department of Business Administration, Far East University, 2006/7-2009/7.
- Lecture, Department of Business Administration, Far East University, 2001/7-2006/6.

Publications

Journal Papers:

1. Cheng, Pi-Yueh, **Mei-Lan Lin**, & Chia-Kai Su (2011) "Empirical study of the attitudes and motivations of students taking exams for professional certificates, from the cognition viewpoint", *Social Behavior and Personality*, 39(10). 1303-1314. (Corresponding author, SSCI, NSC 97-2511-S-165-003).
2. Chang, Shann-Bin, Lin, Mei-Lan, Lai, Kuei-Kuei, & Chang, Shu-Min (2007) "Re-examining the Taxonomy of Patent Analysis Literature", *Journal of Technology Management*, 12(3), 1-31.
3. Kuei-Kuei Lai, Mei-Lan Lin, Shu-Min Chang, & Shann-Bin Chang (2006) "The Taxonomy of Patent Analysis Literature: Using Bibliometrics Approach", *Journal of Technology Management*, 11(1), 137-148.
4. Kuei-Kuei Lai, Mei-Lan Lin & Shu-Min Chang (2006) "Research Trends on Patent Analysis: An Analysis of the Research Published in Library's Electronic Database", *The Journal of American Academy of Business*, 8(2), 248-253.
5. Mei-Lan Lin, Wun-Ren Chiou, & Ming-Shing Lee (2003) "Analyzing Industry of Electronic Dictionary Through IPR Database", *Far East Journal*, 20(2), 241-254.
6. Mei-Lan Lin & Wun-Ren Chiou (2001) "The Implication of Environment Strategy Performance Model in China—A Case Study of Taiwanese Vedan Enterprise Corporation", *Far East Journal*, 19, 143-152.

Conference Papers:

1. **Mei-Lan Lin** & Pi-Yueh Cheng (July, 2011) "The Importance and Performance Analysis of Students Following Patent Curriculum in Business School", The XXI International Conference on the Pacific Rim Management. Association for Chinese Management Educators (ACME). Tainan. Taiwan
2. Lai, K. K., **Lin, M. L.**, Chang, S. B. & Hsu, C. F. (2007) "The Study of Taxonomy and Evolutional Trends of Relevant Literatures on Patent Analysis", Portland International Center for Management of Engineering and Technology (PICMET), 5-9 August, Portland, USA, p.22-30. (EI)
3. Lai, K. K., Su, F. P., Weng, C. S., Cheng, C. L. & Lin, M. L. (2006) "A Study of Co-opetition Strategy from the Patent Analysis Perspective: The Case of Manufacturers in the Stent Market", Portland International Center for Management of Engineering and Technology (PICMET), 8-13 July, Istanbul, Turkey, p. 63. (EI)
4. Kuei-Kuei Lai, Mei-Lan Lin, Shann-Bin Chang, Fang-Pei Su (2005) "Exploring research evolution on patent analysis, 1980-2003", IAMOT'05, 22-26 May, Vienna, Austria .
5. Chang Shann-Bin, Lai Kuei-Kuei, Chang Shu-Min, Lin Mei-Lan (2005) "An Integrated Technological Position Model Based On Two Different Strategic Approaches – Using Patent Analysis", IAMOT 2005, 22-26 May, Vienna, Austria.
6. Lai Kuei-Kuei, Chang Shann-Bin, Lin Mei-Lan, Chang Shu-Min (2004) "Studying the Mobility of Technology Positioning with Change in Patent", ISMOT'04, Zhejiang, P.R. China, pp.611-616.

Grants

1. National Science Council, No: NSC 100-2511-S-218-003, "The study of curriculum development and the effect of motivation involved into teaching in culinary creativity" 2011/08/01-2012/07/31.
2. National Science Council, No: NSC-99-2511-S-218-005, "The study of patent management education in business school: current state survey, curriculum design and teaching cases," 2010/08/01-2011/07/31.

Honors and Awards

- 2010 Award for the best paper recipient of Organization Behavior and Human Resource in 2010 CABMT annual conference sponsored by College of Management, NPUST.
- 2006. Award for excellent Ph.D. dissertation, Chinese Society for Management of Technology

Academic Service

- Reviewer, Social Behavior and Personality, July, 2011 to present
- Reviewer, International Journal of Innovation and Technology Management, March, 2011 to present

Professional Certifications

- Certified Valuation Analyst, IACVA, May, 2011.

Professional Service

- Lecture and Adviser, the Kobayashi village cultural reconstruction and industrial development plan, 2011/2-2011/6.
- Counselor for Microanalysis CRM Merchandise Analysis Certifications and Microanalysis CRM System Research & Development, 2010/1-2010/6.
- Advisor, CEO International Certification, 2011/7 to 2012/6.