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### **Education**

- Doctor of Philosophy, Graduate School of Management, Yuan Ze University, 2005/06
- Master of Business Administration, Graduate School of Business and Operations Management, Chang Jung Christian University, 2001/06
- Bachelor of Business Administration, Department of Business Administration, National Cheng-Kung University, 1996/06

### **Area of Specialty**

Service Management, Customer Citizenship Behavior,

### **Academic Experience**

- Assistant Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2005/8 to present

### **Publications**

#### **Journal Papers:**

1. Liu, H-W., Lichung Jen, and **Lin, Yu-Li** (2012), A Bayesian Approach to the Inference of Individual and Segment Level Parameters in Choice-Based Conjoint Analysis, *Journal of Management & Systems*, 19(4),673-699. (TSSCI) (in Chinese)
2. **Lin, Yu-Li** and Chen, Po-Hsiang (2013), A Web 2.0 Approach to Analyzing the Relationship Between Web Interfaces, Trust and Online Brand Equity—An Example of Online Bookstore, *Journal of Southern Taiwan University of Science and Technology*, 38(2), 53-66. (in Chinese)
3. **Lin, Yu-Li**, Liu, Hsiu-Wen and Ngo Phuoc-Thi (2016), Silence Is Not Golden: The Effects Of Prohibitive Voice On Customer Citizenship Behaviors, *International Business Research*, 9(9), 24-33. (Econ List)
4. **Lin, Yu-Li**, Zhang, Qian-Hui and Xuan, Jia-Feng (2016), A Study of Consumer Involvement, Brand Equity and Brand Resonance on Customer Citizenship Behavior, *Journal of Global Business Management*, 8(1), 79-87. (in Chinese)
5. **Lin, Yu-Li**, Liu, Hsiu-Wen., Xu, Fengzeng and Wang, Hao (2016), Environmental Conditions, Entrepreneur Alertness and Social Capital on Performance, *International Business Research*, 9(8), 1–13. (Econ List)

#### **Conference Papers:**

1. **Lin, Yu-Li**, Liu, Hsiu-Wen and Huynh, Thanh Phong (2011, Nov), “The Role of Electronic Word of Mouth in Pass along Behavior on Social Networking Sites” The 7 International Conference on Knowledge-Based Economy & Global Management, 3-4, Tainan, Taiwan.

2. **Lin, Yu-Li**, Liu, Hsiu-Wen and Tran Nguyen Hung (2011, Nov), "The Determinants of Franchisee Performance: An Empirical Study in Vietnam" The 7 International Conference on Knowledge-Based Economy & Global Management, 3-4, Tainan, Taiwan.\_
3. **Lin, Yu-Li** and Liu, Hsiu-Wen (2011, June), "Service Worker Role in Encouraging Customer Equity: Dyadic Analysis," 2011 INFORMS Marketing Science Conference, 9-11, Houston, USA.
4. Liu, Hsiu-Wen and **Lin, Yu-Li** (2011, June), "How do E-Commerce Interfaces Affect Customer Satisfaction and Loyalty?" 2011 INFORMS Marketing Science Conference, 9-11, Houston, USA.
5. **Lin, Yu-Li**, Yuan-Liang Liu and Pham Dinh Chien (2012, October), "User Behavior of Facebook: A Perspective of the Extended Technology Acceptance Model" The 8 International Conference on Knowledge-Based Economy & Global Management, 29-30, Tainan, Taiwan.
6. **Lin, Yu-Li**, Hsiu-Wen Liu and Phuoc-Thi Ngo (2012, October), "Prohibitive Voice of Service Worker in Affecting Customer Procedural Justice and Customer Organizational Citizenship Behaviors", The 8<sup>th</sup> International Conference on Knowledge-Based Economy & Global Management, 29-30, Tainan, Taiwan.
7. **Lin, Yu-Li**, Hsiu-Wen Liu and Nguyen Thi Thanh Thao (2012, October), " The Relationship among Loyalty, Commitment and Customer Citizenship Behavior: A field study of shopping mall customers", The 8<sup>th</sup> International Conference on Knowledge-Based Economy & Global Management, 29-30, Tainan, Taiwan.
8. **Lin, Yu-Li**, Hsiu-Wen Liu and Vu Thi Ai Van (2013, Nov), "Investigating Multiple Mediators between Customer-Based Corporate Reputation and Customer Citizenship Behaviors", The 9<sup>th</sup> International Conference on Knowledge-based Economy and Global Management, Tainan, Taiwan.
9. **Lin, Yu-Li** and Huarng Paulson (2014, May), "Effects of Supervisor Leadership, Proactive Personality on Psychological and Social Capital", the 6<sup>th</sup> Conference on Management and Decision, Chiayi, Taiwan.
10. **Lin, Yu-Li** and Liu, Hsiu-Wen (2014, May), "The Relationship of Group Citizenship Behavior and Corporate Reputation with Customer Citizenship Behaviors : A Multilevel Mediation Analysis", the 11<sup>th</sup> Conference on Service Management and Innovation, Tainan, Taiwan.
11. **Lin, Yu-Li** and Liu, Hsiu-Wen (2014, June), "Effects of Customer-to-customer Interaction and Customer Satisfaction," 2014 INFORMS Marketing Science Conference, 12-14, Atlanta, USA.
12. Liu, Hsiu-Wen and **Lin, Yu-Li** (2014, June), "Learning What Customers Don't Want? Identifying Configure Antecedents of Product Attributes" 2014 INFORMS Marketing Science Conference, 12-14, Atlanta, USA.
13. Liu, Hsiu-Wen., Hsia, Yu-Chen and **Lin, Yu-Li** (2014, June), "The Effect Creative Organizational Climate on Change-Oriented Organizational Citizenship Behaviors", the 17<sup>th</sup> Conference on Interdisciplinary and Multifunctional Business Management, Taipei, Taiwan.
14. **Lin, Yu-Li** and Chen, Jia-Heng (2015, July), "Transformational leadership, organizational citizenship behavior and work Vitality -As nurse an example," 2015 Annual Symposium on Medical Nursing and Health Technology.
15. **Lin, Yu-Li** and Chinh Ngoc Phung (2015, May), "The Relationship Between Service

Quality and Customer Satisfaction : Locus of Control of customer and Physical Attractiveness of sales as the Moderating Variable,” 2015 The 7th South District Management Master Thesis Conference.

### **Dissertation**

Lin, Yu-Li (2005) “Organizational Knowledge Activities Climate as Antecedent Of Employees Knowledge Activities Behavior in Workplace — A Cross Level Analysis,” Ph.D. Dissertation, Yuan Ze University.