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Education

- PhD, National Yunlin University of Science and Technology, Business School, Taiwan.
- MBA Leeds University, Business School, England.

Area of Specialty

Innovation Management, Consumer Behavior, Strategic Management, Business ethics.

Academic Experience

Associate Professor, Department of Hospitality Management, Southern Taiwan University of Science and Technology, 2016/8 to present.

Assistant Professor, Department of Hospitality Management, Southern Taiwan University of Science and Technology, 2009/8 to 2016/7.

Publications

Journal Papers:

1. Lin, Mei-Lan, Su, Chia-Kai, and Lai, Ting-Yin (2016, Jan). A Study of Consumers' Image on the Appearance of Bakery Products with Zaltman Metaphor Elicitation Technique. *Journal of Southern Taiwan University of Science and Technology: Social Science Edition Leisure*, 1(1), 52-67.
2. Lin, Mei-Lan, and Su, Chia-Kai (2015, Nov). An Study of the Relationship between Brand Image and Purchasing Intention on Microwave Food-The Mediating Role of Perceived Value. *Taiwan Journal of Leisure Studies*, 1(1), 1-18.
3. Lin, Mei-Lan, Yang, Jen-Te, and Wan, Chin-Sheng (2015, April). Effect of restaurant discount coupon depth on re-consumption willingness: A moderating role of brand image. *Tourism and Hospitality Research*, 15(3), 193-205. (ABI)
4. Lin, Mei-Lan, Fang, Miao-Ling, and Chang, Rui- Chun (2015, April). Impact of the Speed and Volume of Restaurant Background Music on Consumers' Waiting Time Perception. *Journal of Tourism and Leisure Studies*, 21(1), 55-77. (TSSCI)

Conference Papers:

1. Lin, Mei-Lan and, Wu, Jie-Si (2015, May). Consumer attitude and intention toward camping activities:the roles of psychological perceived benefits and an application of ZMET. 2015 Tourism, Leisure, and Hospitality Research Symposium.

(ISBN:978-986-87368-7-0)

2. Lin, Mei-Lan and Cheng, Chun- Feng (2014, Nov). The cognition of comfort food and emotional response on the gender. 2014 Interdisciplinary Conference of Innovation Management and Design. (ISBN:978-986-90671-0-2)
3. Lin, Mei-Lan and Lin, Juan-Fei (2014, May). Study on relationship model of hospitality industry employee's adversity quotient, creative personality traits job attitude, employee creativity and problem-solving ability in Southern Taiwan. 2014 Interdisciplinary Conference of Innovation Management and Design. (ISBN:978-986-90671-0-2)
4. Lin, Mei-Lan and Cheng, Pi-Yueh (2012, Jan). The willingness of business students on innovative behavior within the theory of planned behavior. World Academy of Science, Engineering and Technology, 62, 384-388. (pISSN 2010-376X .eISSN 2010-3778)
5. Lin, Mei-Lan, and Cheng, Pi-Yueh (2011, July). The importance and performance analysis of students following patent curriculum in business school. The XXI international Conference on the Pacific Rim Management. (ISSN:1532-8260)
6. Lin, Mei-Lan and, Wang, Jeen-Shing, Wang, Yu-Ching, Liu, Shun-Zhou, Zhang, Jin-Jie, Wang, Jing-Ya, and Zhang, Ya-Qi (2010, April). Discussing the development of folding bicycle industry by patent analysis. 2010 Symposium on Global Business Operation and Management, Kaohsiung. (ISBN:978-986-7339-53-9)
7. Lin, Mei-Lan, Wang, Jing-Ya, Liu, Ying-Yin, and Li, Pei-Jing (2010, April). Taiwan Geothermal Energy From Patent Management Perspective. 2010 Symposium on Global Business Operation and Management, Kaohsiung. (ISBN:978-986-7339-53-9)

Grants

1. Yu, T.K and Lin, M.L. 2016. Investigation of Influenced Factors to Promote Cyber Ethics. MOST105-2511-S-507 -001 -MY3
2. Lin, M.L. 2016. The opposite perceptions of consumer and entrepreneur to the nature of social entreprenuring for the example of business students. MOST105-2511-S-218-002
3. Lin, M.L. 2011. The study of culinary course development on creativity performance and the teaching effect by motivation intervention. NSC100-2511-S-218-003
4. Lin, M.L. 2012. Developing a competency-based framework for undergraduate students' commercialization skills from cross-culture perspectives. NSC101-2511-S-218-007-

Entrusted Practical Research

1. Lin, M.L. 2014. A study of consumers' image in Spirulina baking products with Zaltman Metaphor Elicitation Technique. MOST-103-2622-H-218-003-CC3
2. Lin, M.L. and Su, C.K. 2015. Business Model Design. 361040545

Professional Certifications

- WSET Level 2 in Wines and Spirits (QCF), November, 2014.
- WSET Level 1 in Wines and Spirits (QCF), June, 2014.
- American Hotel & Lodging Association: Certified Hospitality Educator, March, 2011.
- Certified Valuation Analyst, IACVA, May, 2011.

Patent

- Lin, M.L. , Chen, Y.Y., Yee, Y.K., Zen, W.J., Liu, Y.T, Chen, S.X. and Wu, J.L. 2015. A storage electronic product protection device. M507678.
- Lin, M.L. , Huang, Y.Z., Huang, N.K. and Wang, Y.W. 2014. A dishes storage device. M486393.