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## **Education**

- PhD, Department of Marketing , University of Stirling , 2009/3
- Master, Department of Electronic Business, Middlesex University Business School, 2003/1

## **Area of Specialty**

Green Marketing, Green supply chain management, Buyer and supplier relationship management

## **Work Experience**

- Project manager, GenMont Biotech Inc, 2002 / 04 to 2003 / 08.
- Staffer, DHL International GmbH, 1999 / 08 to 1999 / 04.

## **Publications**

### **Journal Papers:**

1. Tsai,Y.L.,Chen Y.J.,(2016),“Achieving robustness in responsiveness and sustainability for a distribution network”, *SYLWAN journal*,.Vol.160,Issue2, section 2. (SCI)
2. Tsai,Y.L.,Wu,S.N.,(2015),"A Study of Taobao's Website Characteristics ",Vol.40,No.2,p.11-30,Journal of Southern Taiwan University of Science and Technology
3. Tsai, Y.L.,Shih,K.S., Lee, T.R., (2014)," The impact of the relationships between buyers and suppliers based on their financial, social and structural bonds", *International Journal of Management, Knowledge and Learning*, Spring
4. Tsai, Y.L., Lee, T.R., (2011), “The ‘guanxi’ development in the realm of supply chain management: the case of Taiwanese company in China” , *Int. J. Logistics Economics and Globalization*, Vol. 3, No. 1, p.56-69 . ( The authors would like to thank the National Science Council of the Republic of China, Taiwan, for financially supporting this research under Contract No. NSC 99-2410-H-218-001).

5. Tsai, Y.L., Yang, Y.J., Lin, Steven, C.H. (2010), "A dynamic decision approach for supplier selection using Ant Colony System", *Expert Systems with Applications*, 37,8313-8321 (SCI)
6. Tsai, Y.L., Chen, J., Yang, Y.J., (2009), "The key strategic suppliers with Toyota's Global supply chain", *International Journal of Management Cases*, Vol.11, Issue I. UK, p.89-98

### **Conference Papers:**

1. Tsai, Y.L., Antony,(2016) "The key Factors of Consumer Behaviors for Catering in Panama",ITIA 2016 International Conference of Information Technology and Industrial Applications ,April 15.
2. Tsai, Y.L., (2015)"The innovation from Culture Creation Issues within Automobiles Industry", *Management Knowledge and Learning Joint International Conference*,May 27-29.
3. Tsai,Y.L., Seyama, M.S.(2015),"The survey of consumer behavior from the biotechnology food consumers", *The 11Th International Conference on Knowledge-Based Economy & Global Management*, Nov 19-20.
4. Tsai Y. L.,Wu S.W., (2014) , "The study for the key success factors of B2B brand management ", *The 10Th International Conference on Knowledge-Based Economy & Global Management*, Nov 13-14.
5. Tsai Y. L., (2013), "Guanxi as governance mechanism between buyer-supplier relationship based on social, financial and structural bonds from Tourism Factories", *The 9Th International Conference on Knowledge-Based Economy & Global Management*, Nov 7-8.
6. Tsai Y. L., (2012), "Reevaluting Cross-Generation Management of Buyer-Supplier Relationship for Tourism Factories", *The 8Th International Conference on Knowledge-Based Economy & Global Management*, Oct 31-Nov.2.
7. Tsai Y. L., (2012) ,"The effort of buyer-supplier relationships from cross-generation management , *Technology Innovation and Industrial Management*, Poland, May 22-25.
8. Tsai Y. L.,Wang I. C. and Chen T.H. (2011),"The impact of green reuses policies on the buyer and supplier relationship within a green supply chain management", *The seventh international conference on Knowledge-based economy and Global Management* ,Taiwan, Nov. 2-3.
9. Tsai, Y. L. (2011) "Green Marketing : the impact of corporate social responsibility " , *The 6<sup>th</sup> International Conference on Green Energy Technology and Management*, Changhua, Taiwan , May 28.
10. Tsai, Y. L. (2010),"Green Supply Chain Management: A Strategic Approach to Green Marketing", *The 9<sup>th</sup> International Symposium on Advanced Technology*, Tokyo, Japan,

November 3-62.

11. Tsai, Y. L. (2010), "Developing supply chains within buyer-supplier relationship through cross-culture collaboration", 2010 International Conference on Multimedia Communication Technology and Application ( The authors would like to thank the National Science Council of the Republic of China, Taiwan, for financially supporting this research under Contract No. NSC 99-2410-H-218-001).
12. Tsai, Y.L., Lee, T.R. (2010) , " *The supplier development within supply chain management* ", The 8th International Conference on Supply Chain Management and Information Systems, Hong Kong, October 6-8
13. Tsai, Y.L. (2010), "A Sustainable Collaboration Model within Business-to-Business Marketing: An Empirical Example", The 2010 International Conference on Innovation and Management, Penang, Malaysia, July 7-10
14. Chen, C.H., Tsai, Y. L. (2010), "The effects of buyer-supplier relationship industrial marketing: A case study of Taiwan company", **International Conference on Business and Information, Japan, July 5-7**
15. Tsai, Y.L., Lin, Steven, C.H. (2009), "To investigate global supply chain operations: An empirical study of a Taiwanese company in Scotland", 2009 International Conference on Knowledge-based Economy and Global Management
16. Chen, C. H., Tsai, Y. L. (2008), "The impact of supply chain alliance on customer satisfaction", The 2008 International Conference on e-Commerce, Bangkok, Thailand, March 27-29
17. Sun, C. H., Tsai, Y. L. (2007) , "The investigation of the buyer-supplier relationship within Toyota's global supply chain management", **International Conference on Business and Information, Tokyo, July 12-13**
18. Tsai, Y. L., Chen, C. H., (2007), "The development of supply chain strategy alliances ", **International Conference on Business and Information, Tokyo, July 12-13**
19. Tsai, Y. L. (2006), "Supply chain collaborative practices", 12<sup>th</sup> International Federation of Purchasing & Supply Management (IFPSM), Salzburg.
20. Chen, C. H., Tsai, Y. L. (2006), "The investigate of information systems---Its impact on supply chains to B2B customer service operations", **International Conference on Business and Information, Singapore, July 12-14**

## Dissertation

- Tsai, Y. L. (2009), "Collaborative supply chain practices: Taiwanese companies in China ", Ph.D. Dissertation, University of Stirling.

## **Grants**

1. “Taiwanese companies and suppliers’ collaboration ”, funded by National Science Council,99-2410-H-218-001,2010

## **Entrusted Practical Researches**

1. Tsai, Y. L. Cheng S.L. 2016, Tainan Shopping Festival Market Survey and Analysis,341050241.
2. Tsai, Y.L.,Huang C.C.,Kuo,C.M.2016, The creative energy and saving contest competition for Tainan --- the voting within facebook promotion activities.251050026-GP.
3. Tsai, Y. L. Huang, W.H.,Wang, I.C.,Kuo, C.M.,Chuang, S.H.2015,The project competition for reconstruction of the social values---Southern Toyota are looking for angels. 341040020.
4. Tsai, Y.L. 2015, 2015 Tainan Shenhua District Local Features Value - Shen Guangwen's Creative Competition,251040053-GP.
5. Tsai, Y.L.2015, Business district project counseling program for Chi Li town, 251040178-GP.
6. Tsai, Y.L.2015, Sales market analysis platform planning, 341040311.
7. Tsai,Y.L.2014, Combined with the nine official cultural and cultural products local characteristics with hand-ceremony value-added development plan, 341020327.
8. Tsai, Y.L.2013, Application of Patents in Peanut Stem Food and Resveratrol Application and Analysis of Market Application, 341020186.
9. Tsai, Y.L.2013, Brand Recognition of Joint Masters in Market, 341020063.
10. Tsai, Y.L.2013, Southern Science and Industry Park commissioned by the business case management consultant case, 341020001-GP.
11. Tsai, Y.L., Kuo, C.M.2013,South Taiwan innovation park of manufacturers satisfaction survey research project.341020114

## **Honors and Awards**

1. The member of International Federation of Purchasing & Supply Management (IFPSM, 2006)
2. Contemporary Management Research/CMR (2006)

## **Professional Certifications**

1. *Certification of Marketing Decision*, No.TBD1309-024, Taiwan Institution of

Marketing Science, 2103/09.

**Academic and Professional Experience**

1. Assistant professor, Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology, 2009/8 to present.
2. Part-time lecture, Department of Business and Management, National University of Tainan, 2008 / 09 to 2009 / 06.
3. Teaching assistant, Department of Marketing, University of Stirling, 2005 / 09 to 2008 / 06.