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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

Hierarchical linear Model, Social network analysis, Service Marketing, Customer Citizenship Behavior

Academic Experience

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

Publications

Peer reviewed journal papers:

1. Liu, H-W., Lichung Jen, and Lin, Yu-Li (201x), A Bayesian Approach to the Inference of Individual and Segment Level Parameters in Choice-Based Conjoint Analysis, *Journal of Management & Systems*, xx(xx). (TSSCI) (in Chinese)
2. Liu, H-W., Huang, Hengchiang and Lin, Yu-Li (2009), Asymmetric Effect of Distribution Intensity on Marketing Performance: The Moderating Role of Brand Awareness, *Asia Pacific Management Review*, 14(3), 251-262. (TSSCI)

Research Monographs

1. National Science Council, No: NSC 99-2410-H-218 -008 -, "An Investigation of the Linkage between Employee and Customer Citizenship behavior: The Mediation Effects of Trust and Moderation Effects of Service Encounter," 2010/8 - 2011/7. NT:494,000
2. National Science Council, No: NSC 98-2410-H-218 -017 -, "Theory Development and Empirical Study of the Effect of Team Service Citizenship Behavior on Service Performance: Integrating Cross Level and Social Network Analysis," 2009/8 - 2010/7. NT:393,000
3. National Science Council, No: NSC 97-2410-H-218 -008 -, "The Impact of Team Interdependence on Service-Oriented Citizenship Behavior — A Cross Level approach," 2008/8 - 2009/7. NT: 437,000
4. National Science Council, No: NSC 96-2416-H-218-016-, "An Integrated Study of

Servant Leadership and Service Performance— Internal Marketing and Interactive Marketing Perspective,” 2007/8 - 2008/7. NT: 417,000

Peer reviewed proceedings

1. **Lin, Yu-Li.**, Liu, Hsiu-Wen and Huynh, Thanh Phong (2011), “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, November, 3-4, Tainan, Taiwan.
2. **Lin, Yu-Li.**, Liu, Hsiu-Wen and Tran Nguyen Hung (2011), “The Determinants of Franchisee Performance: An Empirical Study in Vietnam” The 7 International Conference on Knowledge-Based Economy & Global Management, November, 3-4, Tainan, Taiwan.
3. **Lin, Yu-Li.**, Liu, Hsiu-Wen and Huynh Thi Truc Lien (2010), “Testing A Hierarchical Service Quality Model : Taking the Hotel Industry in Vietnam as an Example,” 2010 International Conference on Knowledge-Based Economy & Global Management, November, 4-5, Tainan, Taiwan.
4. **Lin, Yu-Li.**, Liu, Hsiu-Wen., Le Nguyen Minh Khoi and Pei-Feng Chen (2010), “The Hypermarket Customer Loyalty Model,” 2010 International Conference on Knowledge-Based Economy & Global Management, November, 4-5, Tainan, Taiwan.
5. **Lin, Yu-Li.**, Liu, Hsiu-Wen and Bo-Shiang Chen (2009), “Job Characteristic and Turnover: The Mediating Role of Employees’ Attitudes,” 2009 International Conference on Knowledge-Based Economy & Global Management, October 22-23, Tainan, Taiwan.
6. **Lin, Yu-Li.**, Hsiu-Wen Liu and Chang-Ming, Huang (2009), “Does Trust Mediate the Relationship between Leader Support and Employee Attitude,” 2009 International Conference on Knowledge-Based Economy & Global Management, October 22-23, Tainan, Taiwan.
7. **Lin, Yu-Li.**, Hsiu-Wen Liu and Nguyen Thi A Tien (2009), “Determinants of Export Performance: Empirical Evidence from Vietnam’s Export Company,” 2009 International Conference on Knowledge-Based Economy & Global Management, October 22-23, Tainan, Taiwan.

Peer reviewed paper presentations

1. **Lin, Yu-Li** and Liu, Hsiu-Wen (2011), “Service Worker Role in Encouraging Customer Equity: Dyadic Analysis,” 2011 INFORMS Marketing Science Conference, June 9-11, Houston, USA.
2. Liu, Hsiu-Wen and **Lin, Yu-Li** (2011), “How do E-Commerce Interfaces Affect Customer Satisfaction and Loyalty?” 2011 INFORMS Marketing Science Conference, June 9-11, Houston, USA.
3. **Lin, Yu-Li** and Liu, Hsiu-Wen (2009), “The Impact of Team Interdependence on Service Performance: A Cross Level Approach,” 2009 INFORMS Marketing Science Conference, June 4-6, Michigan, USA.
4. Liu, Hsiu-Wen and **Lin, Yu-Li** (2009), “The Antecedent, Mediating and Moderating Factors of Service Brand Love : A Cross-Level Research,” 2009 INFORMS Marketing Science Conference, June 4-6, Michigan, USA.
5. **Lin, Yu-Li** and Liu, Hsiu-Wen (2008), “An Empirical Study of Servant Leadership and Service Performance,” 2008 INFORMS Marketing Science Conference, June 12-14,

6. Liu, Hsiu-Wen and **Lin, Yu-Li** (2008), "A Conjoint Model For Finding Segments and Heterogeneity Based on Individual Preference," 2008 INFORMS Marketing Science Conference, June 12-14, Vancouver, Canada.

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.

Academic Service

- *Reviewer*, Journal of Management & Systems, 2010/04-2010/08.
- *Reviewer*, Journal of Business Administration, 2011/04-2011/06.

Professional Certifications

- Internet and Computing Core Certification (IC³) (Certiport) NO : YmCf-kx2z (2008/01)