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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

### Academic Experience

- Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology (08/2009-)
- Part-time lecturer , Department of Business and Management, National University of Tainan (09/2008-06/2009)
- Teaching assistant, Department of Marketing, University of Stirling (09/2005-06/2008)
- Teaching assistant, Department of Management, University of Stirling (09/2007-06/2008)

### Publications

#### Journal Papers:

1. **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**
2. **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)**
3. **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).**

#### Conference Papers:

1. **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.**
2. **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.**

3. **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).
4. **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
5. **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
6. **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
7. **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
8. **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
9. **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
10. **Tsai, Y. L., Chen, C. H.,** (2007)," The development of supply chain strategy alliances ", International Conference on Business and Information, Tokyo, July 12-13
11. **Tsai, Y. L.** (2006), "Supply chain collaborative practices", 12<sup>th</sup> International Federation of Purchasing & Supply Management (IFPSM), Salzburg.
12. **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

### **Books**

1. E-commerce (in Chinese, 2006)
2. E-commerce Management (in Chinese, 2005)
3. Marketing Management (in Chinese, 2004)

### **Honors and Awards**

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

### **Professional Certifications**

- University of Stirling Certificate of Training & Development
- Skilled at calculation with abacus the 2nd degrees
- Accountant the 3rd degrees
- SOLE-The International Society of Logistics and The Global Logistics Council of Taiwan "Demonstrated Senior Logistician"

- PMA
- EMA
- EFOA
- Windows operating system fundamentals
- England City & Guilds International Certificate of Service Marketing

### **Professional Experience**

- Marketing Project Manager, GenMont Biotech Inc. (08/2003-04/2002)
- DHL International GmbH. (4/1999-8/1992)