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Education

- Ph.D., Business Administration, Lincoln University, New Zealand, 2001/7
- Master, Business Administration, Meiji University, Japan, 1988/2

Area of Specialty

Cross Culture (International) Management, Japanese Distribution Channel Management, Retailing Management

Work Experience

- Head of Department of Marketing & Logistics Management, Southern Taiwan University, 2005/7 to 2011/7
- Associate Professor, Department of Marketing & Logistics Management, Southern Taiwan University, 2002/7 to present
- Assistant Professor, Department of Marketing & Logistics Management, Southern Taiwan University, 2001/8 to 2002/7
- Head of Placement and Alumni Office, Southern Taiwan College, 1991/8 to 1994/7
- Lecturer, Department of Industrial Management, Southern Taiwan College, 1990/8 to 2001/7
- Marketing Manager, New Schoolmate Group, 1989/6-1990/7
- Header of the Tokyo Office, Japan Business Center Co, 1988/3-1989/5
- Product Manager, Uni-President Co. 1983/10-1986/3

Publications

Journal Papers:

1. Ya Ling Tsai , Yao Jung Yang , Chi-Hsiang Lin : A dynamic decision approach for supplier selection using ant colony system, Expert Systems with Applications, Issue 12, Volume 37, 8313-8321, 2010/12
2. Daniel A. Sauers, Steven C.H. Lin, Jeffrey C. Kennedy, Jana Schrenkler ; A Comparison of the Performance Appraisal Practices of U.S. Multinational Subsidiaries with Parent Company and Local Taiwanese Practices , our article is scheduled be published in Management Research News ,Issue 3, Volume 32, 2009
3. Daniel A. Sauers, Steven C.H. Lin, Jeffrey C. Kennedy, Hamid Yeganeh; (2007) HUMAN

RESOURCE MANAGEMENT PRACTICES OF U.S. SUBSIDIARIES IN TAIWAN: A COMPARATIVE STUDY WITH LOCAL TAIWANESE FIRMS, Journal of International Business Research, Volume 6, Special 6, Special Issue 2, pp21-pp38 °

Conference Papers:

1. Siwaporn Jariangprasert, Chi-Hsiang Lin; Factors Influencing Online Purchasing Behavior of Cosmetic: Case Study Comparison Between Taiwan and Thailand, 07-09 November, 2016 Seoul, Korea
2. Chi-Hsiang Lin, Gin-Phon Cho; An Investigation into Certification Labeling of Fishery Products in Relation to Purchasing Intention, 13 May, 2016, Tainan Taiwan
3. Chi-Hsiang Lin, Hsiu-Ya Li; The Effects of Product Attributes, Characteristics of channel on the consumer's behavior—An Example of the fitness equipment, 13 May, 2016, Tainan Taiwan
4. Chi-Hsiang Lin, Po-shiu chen; Discussion on consumer satisfaction and willingness to revisit- In Case Southern Branch of the National Palace Museum, 27 May, 2016, Tainan Taiwan
5. Steven C.H. Lin, Ya Ling Tsai; To investigate global supply chain operations: An empirical study of a Taiwanese company in Scotland, International Conference on Wireless Supported Knowledge-based Economy and Global Management, 9-10 December, 2008, Tainan, Taiwan
6. Wu-Poh Hsieh,; Chi-Hsiang Lin; International Cultural Exchange and the Strategic Marketing of Places, International Conference of Market Development and Investment Strategy, March 9-10, 2007, Taipei, Taiwan
7. Chi-Hsiang Lin; A study of effect of the consumers' types and perceived risk to the purchase intention of the private brand products, Conference on Innovation of Industry Management · 2006/05/26, Taijun, Taiwan

Dissertation

Chi-Hsiang Lin (2001) "Personnel Practices of US- And Japanese -Based Multinational Corporation In Taiwan: A comparative Study" Ph.D. Dissertation, Lincoln University, New Zealand

Grants

1. "A Study on Human Resource Practices of US- And Japanese -Based Multinational Corporation In Taiwan: A comparative Study, funded by National Science Council, NSC 92-2416-H-218-011, 2003
2. "The study of small business equipment replacement policy, funded by National Science Council, NSC81-0115-H-218-01 1991

Entrusted Practical Researches

1. Chi-Hsiang Lin 2016. A cooperative project for training course t with Tainan Woman Junior Chamber International, 341050069
2. Chi-Hsiang Lin 2015. A Survey Analysis of Back Mirror Product Market in North America and Marketing Channel for Polyway Industry Co., Ltd 341040039-TT
3. Chi-Hsiang Lin 2015. A Survey Analysis of Back Mirror Product Market of After Market in North America and Marketing Channel for Polyway Industry Co., Ltd 34104073
4. Chi-Hsiang Lin 2015. A Analysis of Precision Machinery Product of After Market for Polyway Industry Co., Ltd 3410359
5. Chi-Hsiang Lin 2015. A cooperative project for speech training course t with Tainan Woman Junior Chamber International, 341040178
6. Chi-Hsiang Lin 2014. A Survey Analysis of injection molding machine Product Market in Chin and South Eastern Asia for FU CHUN SHIN MACHINERY MANUFACTURE CO., LTD. 304130239
7. Chi-Hsiang Lin 2014. A Survey Analysis of injection molding machine Product Market in Taiwan Market for FU CHUN SHIN MACHINERY MANUFACTURE CO., LTD. 304130240
8. Chi-Hsiang Lin 2014. A Survey Analysis of injection molding machine Product Market in Japan Market for FU CHUN SHIN MACHINERY MANUFACTURE CO., LTD. 304130225
9. Chi-Hsiang Lin 2014. A Survey Analysis of Taiwanese Transportation Parts market for Polyway Industry Co., Ltd 34103251
10. Chi-Hsiang Lin 2014. A cooperative project for speech competition contestt with Tainan Woman Junior Chamber International, 34103110
11. Chi-Hsiang Lin 2014. A cooperative project for speech training course t with Tainan Woman Junior Chamber International, 341030091
12. Chi-Hsiang Lin 2013. A Survey Analysis of Product Market and Innovation Marketing for In Mei Company, 341020370
13. Chi-Hsiang Lin 2013. A Survey Analysis of LED Product Market in Taiwan and Marketing Channel for Yuan Dean Company, 341020156
14. Chi-Hsiang Lin 2011. A Survey Analysis of Taiwanese Product Market in Vietnamfor Commerce Development Research Institute, 341000278
15. Chi-Hsiang Lin 2013. A Survey Analysis of Shopping Mall Market in Tainan for Tainan Dreammall Co Ltd, 340990125

Professional Certifications

1. *Certification of Marketing Decision*, No.TBD1309-056, Taiwan Institution of Marketing Science, 2103/09.

Academic and Professional Experience

Academic and Professional Service

Academic Service

- *Editor or Reviewer*, Journal of Science and Technology, 2011
- Organizer of Applied RFID Conference , 2011
- Organizer of Applied RFID Conference , 2010
- Organizer of Applied RFID Conference , 2009
- Organizer of A Workshop for university teacher of Retailing Management in Dream Mall , 2011
- Organizer of A Workshop for university teacher of Retailing Management in Dream Mall , 2010
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- Organizer of A Workshop for university teacher of Retailing Management in Dream Mall , 2008
- Organizer of A Workshop for university teacher of Retailing Management in Dream Mall , 2007
- Organizer of A Workshop for university teacher of Retailing Management in 7-11 , 2006

Professional Service

- Consulting, Dream Mall Co., 2008/8 to now
- Consulting of Distribution Channel, Uni-President Co., 2006/8 to now
- Consultant, Haw Dii Co., 2006/8 to 2009/7