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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

- Marketing, Internet Marketing, Brand Marketing, Relationship management

Academic Experience

- Associate professor, Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology,2017/2 to present.
- Assistant professor, Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology,2009/8 to 2017/1.
- Part-time lecture, Department of Business and Management, National University of Tainan, 2008 / 09 to 2009 / 06.
- Teaching assistant, Department of Marketing, University of Stirling, 2005 / 09 to 2008 / 06.

Publications

- Case Study of Marketing Innovation Network (2017)

Journal Papers

1. Tsai Y.L., Chung C.T.,(2021), "A study of exploring the influence of basketball shoes spokesperson on consumers' credibility and willingness to purchase" , Journal of Tourism and Leisure Management, No.9,Vol.1.,No.129-137.
2. Zhong M.Z., Tsai Y.L., Lu Y. C.,(2021), "The Study for Situational Factors of Leisure Farm and Tourists' Satisfaction" ,Management Sciences Research , Accepted
3. Hsu Y.C., Tsai Y.L.,Yang C.F.,Tseng P.C.,(2020), " Action Research on Engineering Ethics Courses for Affective Emotional Education, Journal of National Quemoy University,Vol.8,No.2,pp.45-68.
4. Huang W.H.,Chuang S.H.,Tsai Y.L,Huang L.Y.,Wang J.W.,(2019), "A Cross-Cultural Study on the Sharing Effects of Message in Social Media: A Comparison between Taiwanese and Germany", Management Information Computing; 8 Volume Special Issue 2 (2019 / 08 / 01), pp.51 – 61.
5. Tsai, Y. L.,Lee, T.R.,(2018), "The Innovation of B2B Brand Story Marketing", International Journal of Synergy and Research , Vol.6,pp.57-64.
6. Tsai , Y.L.Lee, T.R.,Huang P.N.,(2017), "The Key Success factors of the Website Content:Using Grey Relation Analysis", International Journal of Commerce and Strategy,Vol.9,No.1,pp.37-50.
7. 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
8. 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
9. 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 .
10. 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)
11. 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. Tang T.C., Tsai Y.L., Tsai C.R., (2021), "Discussion on Social Marketing from Social Exchange Theory— An example in Facebook's beauty care products" , 2021 Business Management Decision and Practice Conference, May 14. p.398-403.
2. Chung S.H., Tsai Y.L., GU J.W., (2021), "Explore consumers' buying intentions influenced by Conformity" , 2021 Business Management Decision and Practice Conference, May 14. p.391-397.
3. Wang I. C. Tsai Y.L. Tsai T.H., (2021), "The study of Consumers' on Brand Image, Service Quality and Customer Satisfaction of Attached Car Wash at Gas Station" , 2021 Business Management Decision and Practice Conference, May 14.p.90-95.
4. Huang W.H., Tsai Y.L. Chen Y.H., (2021), "From Technology acceptance model to Explore Brand Loyalty and Customer Satisfaction-Taking an App marketing in Sports Brands" , 2021 Business Management Decision and Practice Conference, May 14.p.577-582.
5. Tsai Y.L. Huang H.L. Wu J.S., (2021), " The Study of operation strategy of revitalizing the old house space- An-ping 49 Cafe as an example" , 2021 Business Management Decision and Practice Conference, May 14.p.102-107.
6. Shih K.S., Tsai Y.L. Yang Y. F., (2021), "Exploring consumers' willingness to purchase hand-cranked beverages with the theory of planned" , 2021 Business Management Decision and Practice Conference, May 14. p.96-101.
7. Tsai Y.L., (2020), "The innovation of sustainability for aquaculture fisheries farmed with artificial Intelligence and block chain", 2020 International Conference of the Island Sustainable Development, Penghu, Jun 20.
8. Tsai Y.L., Pan Y.C., (2019), "The Study of big data and knowledge management", 'The 15th International Conference on Knowledge-Based Economy and Global Management, Nov 7-8.
9. Tsai, Y.L., Chen, S.L. (2018), "Exploring the business model of cross-border e-commerce", The 14th International Conference on Knowledge-Based Economy & Global Management, Nov 8-9.
10. Tsai, Y.L. (2018), "To explore the brand from the marketing strategy and Sponsorship within sports events", The 8th Institute of Physical Education International Conference , 19-21 August.
11. Tsai, Y.L. (2017), "The impact of marketing strategy for retail store channel between weekdays and weekends" , 2017 International Agriculture Innovation and Cross — border EC Conference (IAICECC) , October 18-19.
12. Tsai, Y.L. (2016), "Exploring The Company's Strategy Under Their Innovation In Business Ecosystem", The 12th International Conference on Knowledge-Based Economy & Global Management, Nov 17-28.
13. 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.
14. Tsai, Y.L., (2015) "The innovation from Culture Creation Issues within Automobiles Industry", Management Knowledge and Learning Joint International Conference, May 27-29.
15. 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.
16. 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.
17. 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.
18. Tsai Y. L., (2012), "Rebaluting Cross-Generation Management of Buyer-Supplier Relationship

for Tourism Factories", The 8Th International Conference on Knowledge-Based Economy & Global Management, Oct 31-Nov.2.

19. Tsai Y. L., (2012) ,"The effort of buyer-supplier relationships from cross-generation management , Technology Innovation and Industrial Management, Poland, May 22-25.
20. 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.
21. Tsai, Y. L. (2011) "Green Marketing : the impact of corporate social responsibility " , The 6th International Conference on Green Energy Technology and Management, Changhua, Taiwan , May 28.
22. Tsai, Y. L. (2010),"Green Supply Chain Management: A Strategic Approach to Green Marketing", The 9th International Symposium on Advanced Technology, Tokyo, Japan, November 3-62.
23. 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).
24. 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
25. 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
26. 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
27. 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
28. 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
29. 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
30. Tsai, Y. L., Chen, C. H., (2007)," The development of supply chain strategy alliances " , International Conference on Business and Information, Tokyo, July 12-13
31. Tsai, Y. L. (2006), "Supply chain collaborative practices", 12th International Federation of Purchasing & Supply Management (IFPSM), Salzburg.
32. 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.

Books

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

Professional Certifications

1. IMS marketing professional competence certification (marketing decision license)
2. Seed Teachers for Management Talent Capability Verification
3. Management talents ability verification
4. University of Stirling Certificate of Training & Development
5. Skilled at calculation with abacus the 2nd degrees
6. Accountant the 3rd degrees
7. SOLE-The International Society of Logistics and The Global Logistics Council of Taiwan "Demonstrated Senior Logistician"
8. PMA
9. EMA
10. EFOA
11. Windows operating system fundamentals
12. England City & Guilds International Certificate of Service Marketing
13. TIMS Marketing : Certificate of Marketing Decision

Professional Experience

1. Director of Integrated Marketing Communication Center
2. Expert Advisor of Tainan Biotechnology Sub-team
3. Expert of the Three Industries and Four Modernization Service Group of the Industrial Bureau of the Ministry of Economic Affairs
4. External training lecturer of Hanfang Beauty Business and Practice Class of Tainan Vocational Training Bureau of Labor Committee
5. Lecturer of Marketing Customer Service Training of Xiaolin Village Cultural Reconstruction and Industrial Development Plan
6. Project manager, GenMont Biotech Inc, 2002 / 04 to 2003 / 08.
7. Senior Staffer, DHL International GmbH, 1999 / 08 to 1999 / 04.

Grants

1. Tainan Technology Science Park 's entrusted business case performance management consulting service (nanke administration),2014
2. Tainan City's Local Cultural and Creative Product Innovation Plan---Combining the Nine Official Temple Cultural and Creative Products with Local Characteristics Souvenirs Value-Added Development Plan (Mingxin Food Enterprise Co., Ltd.)
3. Real-time counseling plan---patent layout and market application analysis of peanut stem food and resveratrol application (Rongjia Food Co., Ltd.)
4. Tainan Technology Science Park 's commissioned business case performance management consulting service (nanke administration)2013
5. "Taiwanese companies and suppliers' collaboration ", funded by National Science Council,99-2410-H-218-001,2010

Entrusted Practical Projects

1. 1. Tsai Y.L.,2021. Combined with the local characteristics of Shanhua District, Tainan City --- Shen Guangwen Cultural and Creative Clothes Products,3500-109p019.
2. Tsai Y.L.,2020. Pilot Program for New Pioneers in the Industry-Training Course for Masters of International Marketing Planners, 35001090272-GP
3. Tsai Y.L.,2020. The 109-year academy assisted small and medium-sized enterprises in the science and technology care project-introduced the automobile (things) networking technology into the automobile and motorcycle electronic parts industry (Jingye Co., Ltd.), 12001090160-GP-11
4. Tsai Y.L.,2020. Combined with the local characteristics of Shanhua District, Tainan City ----Shen Guangwen Cultural and Creative Souvenir Products Competition, 35001090052-GP
5. Tsai Y.L.,2019,2019 Combined with the local characteristics of Shanhua District, Tainan City ---

- Shen Guangwen Cultural and Creative Entertainment Products Competition,35001080063-GP
6. Tsai Y.L.,2019,2019 Combined with the local characteristics of Shanhua District, Tainan City --- Shen Guangwen Cultural and Creative Entertainment Products Competition,35001080063-GP
 7. Tsai Y.L.,2019,Questionnaire analysis and operational improvement,35001070277
 8. Tsai Y.L.,2019,Niu" turns creativity in Taiwan's metal cultural and creative product competition,35001070277
 9. Tsai Y.L.,2018, 2018 Combined with the local characteristics of Shanhua District, Tainan City- Shen Guangwen Cultural and Creative Sports Goods Competition,35001070054-GP
 10. Tsai Y.L.,2017,Assist in market survey and analysis of Tainan Shopping Festival,341050241
 11. Tsai Y.L.,2017, '2017 Combined with the local characteristics of Shanhua District, Tainan City --- Shen Guangwen Cultural and Creative Travel Competition,341060040-GP
 12. Tsai, Y. L. Cheng S.L. 2016, Tainan Shopping Festival Market Survey and Analysis,341050241.
 13. 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.
 14. 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.
 15. Tsai, Y.L. 2015, 2015 Tainan Shenhua District Local Features Value - Shen Guangwen's Creative Competition,251040053-GP.
 16. Tsai, Y.L.2015, Business district project counseling program for Chi Li town, 251040178-GP.
 17. Tsai, Y.L.2015, Sales market analysis platform planning, 341040311.
 18. Tsai,Y.L.2014, Combined with the nine official cultural and cultural products local characteristics with hand-ceremony value-added development plan, 341020327.
 19. Tsai, Y.L.2013, Application of Patents in Peanut Stem Food and Resveratrol Application and Analysis of Market Application, 341020186.
 20. Tsai, Y.L.2013, Brand Recognition of Joint Masters in Market, 341020063.
 21. Tsai, Y.L.2013, Southern Science and Industry Park commissioned by the business case management consultant case, 341020001-GP.
 22. Tsai, Y.L., Kuo, C.M.2013,South Taiwan innovation park of manufacturers satisfaction survey research project.341020114

Honors and Awards

1. Industrial Marketing Management (SSCI) reviewer
2. International Journal of Management Science and Engineering Management (SCI),Reviewer, 2010
3. The Emerald Best International Symposium Award (2007) USA
4. The reviewer of Journal of Logistics and Management
5. The reviewer of Transportation research
6. The member of International Federation of Purchasing & Supply Management(IFPSM, 2006)
7. Contemporary Management Research/(2006)

Patents

1. Multifunctional parking lot token (2016)
2. Warning device(2016)
3. Combined page promotional materials (2014)
4. Integrated multi-function warning device (2013)