

Mei-Lan Lin

Department of Marketing and Logistics
Management
Southern Taiwan University of Science and
Technology
No. 1, Nan-Tai Street, Yung Kang Dist., Tainan City
71005, Taiwan

Office T1112
☎ 886-6-2533131 ext. 8312
☎ 886-6-243-0771
✉ mllin@stust.edu.tw



Education

- * PhD, National Yunlin University of Science and Technology, Business School, Taiwan.
- * MBA Leeds University, Business School, England.

Area of Specialty

- Strategic Management, Social Innovation, Green and Sustainability, Consumer Behavior

Academic Experience

- Professor, Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology, 2023/08 to present.
- Professor, Department of Hospitality Management, Southern Taiwan University of Science and Technology, 2021/09 to 2023/07.
- Associate Professor, Department of Hospitality Management, Southern Taiwan University of Science and Technology, 2016/8 to 2021/08
- Assistant Professor, Department of Hospitality Management, Southern Taiwan University of Science and Technology, 2009/8 to 2016/7.

Journal Papers

1. Lin, M. L., Yu, T. K. & Sadat, A. M. (2022) The Psychological Motivations to Social Innovation and Transmitting Role of Social Worth, *Frontiers in Psychology*, 13, 1-14
2. Sadata, A. M., & Lin, M. L. (2020). Examining the Student Entrepreneurship Intention using TPB Approach with Gender as Moderation Variable. *International Journal of Innovation, Creativity and Change*. 13(6), 193-207.
3. Lin, M. L., & Su, C. K. (2019). The Important Issues of Course Development to Social Enterprises, *Law Review, Southern Taiwan University of Science & Technology*, 5(5), 173-211
4. Lin, M. L., Chen, H. H., Chen, S. L., & Huang, H. I. (2019). User EXperience as a Moderatore of the Effects of Online Service Quality on Customer Satisfaction and Loyalty, *Journal of Southern Taiwan University of Science and Technology: Social Science Edition*, 4(1), 50-71.

Conference Papers

1. Huynh, L. L. & Lin, M.-L. (2023, Nov.). NEXT-GENERATION FAMILY BUSINESS LEADER: BEYOND THE CALL OF DUTY, THE NINETEENTH INTERNATIONAL CONFERENCE ON KNOWLEDGE-BASED ECONOMY AND GLOBAL MANAGEMENT
2. Mei-Lan Lin, Tai-Kuei Yu (2023, Jun). Understanding consumer perception of sustainability value by development of a multiple item scale, 6th International EcoSummit Congress 2023 - Building a sustainable and desirable future: Adapting to a changing land and sea-scape, Gold Coast, Australia
3. Mei-Lan Lin (2021, Sep). A Review and Research Agenda for Social Entrepreneurship, 2021 Proceedings of International Agriculture Innovation Conference, Tokyo, Japan

Dissertation

- Doctor of Philosophy (Ph.D. Dissertation): A Study of Taxonomy and Evolutional Trends of Relevant Literatures on Patent Analysis

Professional Certifications

1. * ISO 14064-1 Greenhouse Gas Emissions Verification Lead Verifier Practice Training, 2023
2. * Junior Professional and Technical Certification for Tour Manager, 2018
3. * Junior Professional and Technical Certification for Tour Guides, 2018
4. * WSET Level 2 in Wines and Spirits, November, 2014.
5. * WSET Level 1 in Wines and Spirits, June, 2014.
6. * American Hotel & Lodging Association: Certified Hospitality Educator, March, 2011.
7. * Certified Valuation Analyst, IACVA, May, 2011.

Grants

1. Lin, M.L. 2022. The Effect of the Consideration of Future Consequences and Morality-as-Cooperation for the Development of a Sustainable Social Entrepreneurial Intention. Granted by MOST
2. Lin, M.L. 2019. Out of classroom practice-based learning strategy, the relationship of perceived social impact to social innovation moderated by self-oriented and others-oriented perspectives

Honors and Awards

- Lin, M. L. 2017. Management Medal of The Chinese Management Association Kaohsiung Branch.