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Education

- PhD, Business Administration, Lincoln University, New Zealand 2001/7
- Master, Department of Business Administration, Meiji University, 1988/2

Area of Specialty

- Retailing Management
- Promotion strategy and management
- Japanese Distribution Channel Management
- Cross Culture (International Business)Management

Academic Experience

- Head of Department of Marketing & Logistics Management, STUST, 2005/07 to 2011/07
- 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
- Lecturer, Department of Industrial Management, Southern Taiwan University, 1990/8 to 2001/7

Publications

1. Promotion Strategy Management
2. Retailng Management

Journal Papers

1. Daniel A. Sauers, Steven C.H. Lin, Jeffrey C. Kennedy, Hamid Yeganeh; (2007) HUMAN RESOUR
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. 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

Conference Papers

1. Lin Chi-Hsiang; Shih Kun-Shou ; Huang Chia-Shyong : The Research of Consumer's Behavioral Intention for using Mobile Payment among consumer in Taiwan and Malaysia, The 17th conference on service management and innovation, 10, June, 2020
2. Lin Chi-Hsiang; Shih Kun-Shou ; Chen Yu-Yen : A Study of Consumer's Satisfaction with Mobile Payment among Taiwan and Malaysia, The 17th conference on service management and innovation, 10, June, 2020
3. Lin Chi-Hsiang; Shih Kun-Shou S; Cheong Woei Chiann THE RESEARCH OF PROMOTIONAL EVENTS TOWARDS PURCHASE INTENTION IN AMONG UNIVERSITY STUDENT IN TAIWAN AND MALAYSIA, THE 14'h INTERNATIONAL CONFERENCE ON KNOWLEDGE-BASED ECONOMY AND

GLOBAL MANAGEMENT Tainan, TAIWAN, 08-09 November, 2018

4. Siwaporn Jariangpraserta, Chi-Hsiang Lin, Factors Influencing Online Purchasing Behavior of Cosmetic: Case Study Comparison Between Taiwan and Thailand, 2016 International Conference on Business and Internet-Fall Session
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 Wirless 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

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

Professional Experience

1. Marketing Manager, New Schoolmate Group, 1989/6-1990/7
2. Header of the Tokyo Office, Japan Business Center Co, 1988/3-1989/5
3. Product Manager, Uni-President Co. 1983/10-1986/3

Entrusted Practical Projects

1. Lin,C.H. , Tsai,Y.L. and Kuo,C.M. 2017, Investigation and Evaluation of Japanese Tea Raw Material Market. 341060455
2. Lin,C.H. ,Kuo,C.M. and Hsu,S.L. 2017,Discussion on Marketing Strategy of Virtual Market in Enity Supermarket. 341060174.
3. industry-university cooperative research project with Tainan Woman Junior Chamber International 2016/03
4. industry-university cooperative research project with Polyway Industry Co., Ltd 2015/09
5. industry-university cooperative research project with Polyway Industry Co., Ltd for North America market 2015/11
6. industry-university cooperative research project with Polyway Industry Co., Ltd for Taiwan market 2015/09
7. industry-university cooperative research project with FU CHUN SHIN MACHINERY MANUFACTURE CO., LTD. For Taiwan market 2014/08