

Mei-Lan Lin

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Education

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

Area of Specialty

- Strategic Management, Business ethics, Consumer Behavior

Academic Experience

- Associate Professor, Department of Hospitality Management, Southern Taiwan University of Science and Technology, 2016/8 to present.
- Assistant Professor, Department of Hospitality Management, Southern Taiwan University of Science and Technology, 2009/8 to 2016/7.

Journal Papers

1. Lin, M. L., and 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
2. Lin, M. L., Chen, H. H., Chen, S. L., and Huang, H. I. (2019). User EXperience as a Moderator 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. Lin, M. L. (2018, Nov.). The Impact Model of Social Value Developed from Sustainable Perspectives. *Industrial Management and Information Application Innovation Conference*, Tainan, Taiwan, 28 November 2018
2. Sadat, A. M. and Lin, M.-L. (2018, Nov.). Investigating The Effect of Organizational Amnesia on the Performance of Small and Medium Enterprises, *The 14th International Conference on Knowledge-Based Economy and Global Management*, Tainan, Taiwan, 08-09 November 2018
3. Lin, M. L. (2017, Oct.), Skills, Knowledge, and Attitudes for Social Enterprise Education Training. *8th Social Enterprise Academic Conference*, Fu Jen Catholic University, Taipei, Taiwan, 28 October 2017.
4. Lin, M. L. (2017, Jul.), Comparing the Views of Practitioners and Educators on the Importance of Educating Social Innovation, *4th International Conference on CSR, Sustainability, Ethics & Governance*, Perth, Western Australia, 26-28 July 2017.

Dissertation

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

Professional Certifications

1. * Junior Professional and Technical Certification for Tour Manager, 2018
2. * Junior Professional and Technical Certification for Tour Guides, 2018
3. * WSET Level 2 in Wines and Spirits, November, 2014.
4. * WSET Level 1 in Wines and Spirits, June, 2014.
5. * American Hotel & Lodging Association: Certified Hospitality Educator, March, 2011.

6. * Certified Valuation Analyst, IACVA, May, 2011.

Grants

1. 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
2. Lin, M.L. 2016. The opposite perceptions of consumer and entrepreneur to the nature of social entrepreneurship for the example of business students. MOST105-2511-S-218-002

Honors and Awards

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