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Education

- Bachelor of Business Administration, Department of Business Administration, National Cheng-Kung University, 1996/06
- Master of Business Administration, Graduate School of Business and Operations Management, Chang Jung Christian University, 2001/06
- Doctor of Philosophy, Graduate School of Management, Yuan Ze University, 2005/06

Area of Specialty

- Service Management, Customer Citizenship Behavior

Academic Experience

- Assistant Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2005/8 to present

Journal Papers

1. Lin, Yu-Li, Zhang, Qian-Hui and Xuan, Jia-Feng (2016), A Study of Consumer Involvement, Brand Equity and Brand Resonance on Customer Citizenship Behavior, *Journal of Global Business Management*, 8(1), 79-87. (in Chinese)
2. Lin, Yu-Li, Liu, Hsiu-Wen and Ngo Phuoc-Thi (2016), Silence Is Not Golden: The Effects Of Prohibitive Voice On Customer Citizenship Behaviors, *International Business Research*, 9(9), 24-33. (Econ List)
3. Lin, Yu-Li, Liu, Hsiu-Wen., Xu, Fengzeng and Wang, Hao (2016), Environmental Conditions, Entrepreneur Alertness and Social Capital on Performance, *International Business Research*, 9(8), 1-13. (Econ List)
4. Liu, H-W. Lin, Yu-Li and Wu Fang-Hsuan (2017), Social Media Analytics: The Effects of Endorsers and Advertising Appeals on Customer Engagement, *Management Review*, 36(3), 69-84. (TSSCI)
5. Liu, H-W. Lin, Yu-Li and Wang Ching-Hsuan (2017), Social Media Analytics for Convenience Stores: The Effects of Media Characteristics and Marketing Appeals on Customer Engagement, *Journal of Management and Business Research*, 34(4), 633-657. (TSSCI)

Conference Papers

1. 林育理、陳沛裕 (2018,5) 商店服務品質與顧客公民行為關係之研究, 2018 第十五屆服務業管理暨創新研討會.
2. 劉秀雯、林育理、王景萱 (2017,6)連鎖便利商店之社群媒體分析：探討媒介特質與行銷訴求對於顧客參與行為之影響, 管理學報「新環境趨勢下的消費行為與行銷策略」特刊研討會.
3. Liu, Hsiu-Wen, Lin, Yu-Li and Wu Fang-Hsuan (2016, Oct), "The Effects of the Endorser Types and Advertising Appeals on Customer Engagement: A Study of Cosmetics Facebook Fan Pages," The tenth Cross Straits Conference on business management.

Dissertation

- Lin, Yu-Li (2005) "Organizational Knowledge Activities Climate as Antecedent Of Employees Knowledge Activities Behavior in Workplace—A Cross Level Analysis," Ph.D. Dissertation, Yuan

Ze University.