

Min-Tsai Lai (賴明材)

Department of Business Administration,
Southern Taiwan University of Science and
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Education

- PhD, Industrial Engineering, National Tsing-Hua University, 1990/7.
- Master, Industrial Engineering, National Tsing-Hua University, 1986/7.
- B.S., Department of Statistics, National Cheng Kung University, 1984/7.

Area of Specialty

- Operations Research
- Statistical Application
- Operations Management

Academic Experience

- Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2008/2 to present.
- Vice-President for Academic Affairs, Southern Taiwan University of Science and Technology, 2018/8 to 2022/1.
- Dean, Office of Academic Affairs, Southern Taiwan University of Science and Technology, 2014/8 to 2018/07.
- Dean, College of Business, Southern Taiwan University of Science and Technology, 2009/2 to 2014/07.
- Dean, College of Management, Southern Taiwan University of Science and Technology, 2008/7 to 2009/1.
- Associate Professor & Chairman, Department of Business Administration, Southern Taiwan University of Science and Technology, 2003/8 to 2008/1.
- Associate Professor, Department of Management and Information Technology, Southern Taiwan University of Science and Technology, 2003/1 to 2003/7.
- Associate Professor, Department of Industrial Management; Dean of the General Affairs Office, Southern Taiwan University of Science and Technology, 1998/8 to 2002/12.
- Associate Professor, Department of Industrial Management; Dean of the General Affairs Office, Nan-Tai Institute of Technology, 1996/8 to 1998/7.
- Associate Professor, Department of Industrial Engineering and Management, Dean of the General Affairs Office, Nan-Tai Junior College, 1996/2 to 1996/7.
- Associate Professor and Chairman, Department of Industrial Engineering and Management, Nan-Tai Junior College, 1992/8 to 1996/1.
- Associate Professor & Chairman, Department of Business Administration, Nan-Tai Junior College, Tainan, 1991/8 to 1992/7.
- Associate Professor, Department of Industrial Management, Chung Hua University, 1990/8 to 1991/7.
- Instructor, Department of Industrial Management, Van Nung Institute of Industry, 1988/8 to 1990/7.

Journal Papers

1. Luo-Xiao Zhang, Min-Tsai Lai, Tsangyao Chang, Omid Ranjbar, & Behnaz Saboori, Measuring the export diversification of creative products' basket and identifying its drivers: cross-country

- evidence, *Applied Economics Letters*(SSCI), 31(21), 2261-2265, 2024.
2. Chia-En Lee & Min-Tsai Lai, Study of the Relationships among Green Marketing, Corporate Social Responsibility, Corporate Image and Consumers' Purchase Intention-Taking Technological Products as an Example, *Taiwan Journal of Marketing Science*, 19(2), 149-172, 2023.
 3. Luo-Xiao Zhang, & Min-Tsai Lai, Evolving Music Industry in China, *International Journal of Business Studies and Innovation*, 2(3), pp.56-63, 2022.
 4. Luo-Xiao Zhang, & Min-Tsai Lai, Management Mode of Cultural Creativity Under COVID-19, *Innovation on Design and Culture*, 1(2), pp.1-5, 2022.
 5. Cheau-Jane Peng, Su-Yueh Su, Chia-Kai Su, Mei-Lan Lin, Chien-Chun Su, & Min-Tsai Lai, Effectiveness of Applying Ottawa Charter in the University Workplace Health Promotion Program, *南臺學報社會科學類*, 第 5 卷第2期, pp.22-40, 2021.

Conference Papers

1. 1. Gui-xin Tu and Min-Tsai Lai, The impact of company organizational culture, organizational commitment, and job rotation system on employee retention intention: A case study of the food processing industry in Tainan City, 2026 Conference on Business Management Decision and Practice, 2026/04, Tainan, Taiwan.
2. Ting-yuan Zhan and Min-Tsai Lai, The Impact of Brand Image, Perceived Value, and Service Quality on Continuous Usage Intention—an example of OTT Video Streaming Platform, 2025 Conference on Business Management Decision and Practice, 2025/05, Tainan, Taiwan.
3. Yu-zhi Ke and Min-Tsai Lai, Study of the Relationships among Supervisory leadership behavior, Teamwork behavior, and Workplace friendship on Work performance—Taking Hospital Administrators as an Example, 2025 Conference on Business Management Decision and Practice, 2025/05, Tainan, Taiwan.
4. Hui-Wen Lin and Min-Tsai Lai, The Influence of Organizational Culture, Organizational Identity and Organizational Citizenship Behavior on Organizational Effectiveness , 2023 The 18th Conference on Theory and Practice of Business Internationalization, 2023/05, Tainan, Taiwan.
5. Chia-En, Lee and Min-Tsai Lai, Study of the Relationships among Green Marketing, Corporate Social Responsibility, Corporate Image and Consumers' Purchase Intention-Taking Technological Products as an Example, The 19th Annual Academic Symposium of Taiwan Marketing Science Society, 2022/12, Taipei, Taiwan.
6. Yi-Shan Fang and Min-Tsai Lai, Exploring the Mechanism How University of Technology to Promote Overseas Study for Training International Talents --Taking the Case of STUST, 2022 Conference on Business Management Decision and Practice, 2022/05, Tainan, Taiwan.
7. Luo-Xiao Zhang and Min-Tsai Lai, Research on Service Innovation Courses of Music Culture Industry, 3rd IEEE International Conference on Knowledge Innovation and Invention 2020 (IEEE ICKII 2020), 2020/08, Kaohsiung, Taiwan.

Dissertation

- Min-Tsai Lai (1990), "Studies on optimal replacement policies in terms of stochastic process methodologies," Ph.D. Dissertation, National Tsing-Hua University.

Professional Certifications

1. Business Intelligence Planners, No: BIP11CE00608, Chinese Enterprise Resource Planning Society, 2011/03.
2. MOS -Excel 2007 Expert, No: 6688601, Microsoft Corporation/Elite Information Technology Company, 2010/05.
3. MOS-Word 2007 Expert, No: 6688601, Microsoft Corporation/Elite Information Technology Company, 2010/05.
4. MOS-PowerPoint 2007 Expert, No: 6688601, Microsoft Corporation/Elite Information Technology Company, 2010/05.

5. MOS-Outlook 2007 Expert, No: 6688601, Microsoft Corporation/Elite Information Technology Company, 2010/05.
6. Microsoft Office 2007 Master, No: 6688601, Microsoft Corporation/Elite Information Technology Company, 2010/05.
7. IC3 Certification, CERTIPORT, 2009/10.

Professional Experience

1. Audit Committee, Project for the Protection of Student Rights to Education of the Ministry of Education (MOE), 2026/02-2026/07.
2. Panel Discussion Moderator, 2026 Conference on Business Management Decision and Practice, 2026/04-2026/04.
3. Reviewer, Systems Engineering, 2026/01-2026/02.
4. Reviewer, Reliability Engineering & System Safety, 2026/01-2026/02.
5. Director, Tainan City Enterprise Managers Association, 2026/01-2029/01.
6. Representatives, the Ninth Session of the Management Science Association of the Republic of China, 2026/01-2027/12
7. Public Interest Director, Yumin Private Senior Industrial and Home Economics Vocational School, 2025/12-2027/11.
8. Chief Reviewer, the 2025 Annual Evaluation of the USR Program of the Ministry of Education, 2025/09-2026/01.
9. Audit Committee, Project for the Protection of Student Rights to Education of the Ministry of Education (MOE), 2025/09-2026/01.
10. Independent director, NANTEX Industry CO., LTD., 2025/05- 2028/05.
11. Review committee member, Chang Jung Christian University Assistant Professor Qualification, 2025/05- 2025/05.
12. Reviewer, RAIRO - Operations Research, 2025/04-2025/05.
13. Audit Committee, Project for the Protection of Student Rights to Education of the Ministry of Education (MOE), 2025/02-2025/07.
14. Seminar Papers Commentator, The 16th International Forum on Daisaku Ikeda's Peace Thought Research, Chinese Culture University, 2025/02- 2025/02.
15. Evaluation committee member, the evaluation team for the college and university teaching quality assurance service plan, Taiwan Evaluation Association, 2025/02- 2025/05.
16. Review committee member, CTBC Business School Assistant Professor Qualification, 2025/02- 2025/03.
17. Review committee member, Chang Jung Christian University 115th academic year college and degree program adjustment plan, 2024/12 — 2024/12.
18. Reviewer, IJIEAP(International Journal of Industrial Engineering Theory, Applications and Practice), 2024/12 — 2024/12.
19. Audit Committee, Project for the Protection of Student Rights to Education of the Ministry of Education (MOE), 2024/09-2025/01.
20. Chief reviewer, Member of the review committee for the fourth phase of the Ministry of Education's University Social Responsibility (USR) program, 2024/08 — 2024/12
21. Reviewer, RAIRO - Operations Research, 2024/08 — 2024/09.
22. Reviewer, RAIRO - Operations Research, 2024/05 — 2023/06.
23. Group Seminar Moderator, 2024 Business Management Decision-making and Practice Seminar, Tainan, Taiwan, 2024/05.
24. Reviewer, International Journal of Industrial Engineering: Theory, Application and Practice, 2024/04 — 2024/05.
25. Audit Committee, Project for the Protection of Student Rights to Education of the Ministry of Education (MOE), 2024/04-2024/07.
26. Chairman, Banyan Garden Statistics Cultural and Educational Foundation, 2024/01 — 2026/12.
27. Member Representative, Chinese Management Association, 2024/01-2027/12.

28. Self-evaluation Evaluation Committee, Chang Jung Christian University, 2023/12-2023/12.
29. Review Committee, The USR Phase III Project of the Ministry of Education, 2023/11-2024/01.
30. Reviewer, RAIRO - Operations Research, 2023/09 — 2023/10.
31. Audit Committee, Project for the Protection of Student Rights to Education of the Ministry of Education (MOE), 2023/09-2024/01.
32. Reviewer, Computational Economics, 2023/08 — 2023/09.
33. Member of the Ph.D. Examination Committee in the second semester of the 112th academic year, Chang Jung Christian University, 2023/07 — 2023/07.
34. Review Committee of the USR Phase III Project of the Ministry of Education, 2023/01-2023/04.
35. Member of the Ministry of Education's Project Guidance School Review and Guidance Group, 2023/05-2023/05.
36. Audit Committee, Project for the Protection of Student Rights to Education of the Ministry of Education (MOE), 2023/03-2023/07.
37. Director, Banyan Garden Statistics Cultural and Educational Foundation, 2023/01 — 2023/12.
38. Audit Committee, Project for the Protection of Student Rights to Education of the Ministry of Education (MOE), 2022/09-2023/02.
39. Member of the Ministry of Education's Project Guidance School Review and Guidance Group, 2022/11-2022/12.
40. Reviewer, Computational Economics, 2022/06 — 2022/07.
41. Independent director, NANTEX Industry CO., LTD., 2022/05- 2025/05.
42. Reviewer, Journal of the Operational Research Society, 2022/03 — 2022/04.
43. Audit Committee, Project for the Protection of Student Rights to Education of the Ministry of Education (MOE), 2022/03-2022/07.
44. Self-evaluation committee member, Department of Marketing and Circulation Management, Far East University, 2022/02 — 2022/03.
45. Reviewer, International Journal of Industrial Engineering--Theory, Applications and Practice, 2022/01 — 2022/02.
46. Director, Banyan Garden Statistics Cultural and Educational Foundation, 2022/01 — 2022/12.
47. External Reviewer of the Teacher Teaching Performance Review Committee, Far East University, 2021/11 — 2022/01.
48. Evaluation Committee of the Selection of Micro-course Achievements, Far East University, 2021/11 — 2021/12.
49. Audit Committee, Project for the Protection of Student Rights to Education of the Ministry of Education (MOE), 2021/09-2022/01.
50. External Reviewer of the Teacher Teaching Performance Review Committee, Far East University, 2021/06 — 2021/07
51. Reviewer, Reliability Engineering and System Safety, 2021/05 — 2021/06.
52. Reviewer, RAIRO - Operations Research, 2021/05 — 2021/06.
53. Evaluation Committee of the College and University Teaching Quality Assurance Service Plan, Taiwan Assessment and Evaluation Association (TWAEA), 2021/03-2021/07.
54. Director, Banyan Garden Statistics Cultural and Educational Foundation, 2021/01 — 2022/12.
55. Reviewer, Far Eastern Journal, 2021/01 — 2021/02.
56. Reviewer, Reliability Engineering and System Safety, 2020/12 — 2021/02.
57. Reviewer, Annals of Operations Research (ANOR), 2020/12 — 2021/01.
58. Reviewer, Computational Economic, 2020/11 — 2020/12.
59. Reviewer, Computers & Industrial Engineering, 2020/11 — 2020/12.
60. External Reviewer of the Teacher Teaching Performance Review Committee, Far East University, 2020/11 — 2021/01.
61. Audit Committee, Project for the Protection of Student Rights to Education of the Ministry of Education (MOE), 2020/10-2020/12.
62. External Self-evaluation School Evaluation Committee member, Vanung University , 2020/09 — 2020/09.

63. Advisory Committee, Curriculum Committee, Chang Jung Christian University, 2020/08-2021/07.

Grants

1. Ministry of Labor, No: 33001140161-MOL, 2025 Small Enterprise Manpower Enhancement Plan-Yaoxuan Technology Co., Ltd., NT. 96,276, 2025/05 — 2026/07.
2. Ministry of Labor, No: 33001130108-MOL, 2024 Small Enterprise Manpower Enhancement Plan-Huang dae chin enterprise co., ltd., NT. 72,303, 2024/03 — 2025/07
3. Ministry of Labor, No: 33001120072-MOL, 2022 Small Enterprise Manpower Enhancement Plan-Junwei Enterprise Co., Ltd., NT. 72,303, 2023/03 — 2024/07.
4. Ministry of Labor, No:31001110184-MOL, 2022 Small Enterprise Manpower Enhancement Plan-Zhan Sheng Enterprise Co., Ltd., NT. 97,553, 2022/06 — 2023/07.
5. Ministry of Labor, No: 31001110087-GP, 2022 Small Enterprise Manpower Enhancement Plan-Junwei Enterprise Co., Ltd. , NT. 96,819, 2022/03 — 2022/07.
6. Tainan City Government, No: 13001100043-GP-3, 2020 Tainan City Food Safety and Hygiene Management System, NT.4000,000, 2021/02 — 2021/11.
7. Ministry of Education, No: 4B001100016-EDU-1, 2020 Project for Qingyin Co-created, and joined hands to build a smart and friendly community for the elderly, NT.1,000,000, 2021/01 — 2021/12.
8. Tainan City Government, No: 13001090148-GP-3, 2020 Tainan City Food Safety and Hygiene Management System, NT.4000,000, 2020/05 — 2020/12.
9. Ministry of Education, No: 4B001090032-EDU-1, 2020 Project for Qingyin Co-created, and joined hands to build a smart and friendly community for the elderly, NT.1,000,000, 2020/01 — 2020/12.

Entrusted Practical Projects

- Project for EBC exam coaching, Hongyang Computer Technology Co., Ltd., NT.50,000, 2021/12 — 2022/07.

Honors and Awards

- Outstanding Paper Award, 2017 World Conference on Innovation, Engineering, and Technology (IET 2017), 2017/06, Kyoto, Japan.