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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

- Marketing, 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. Yu-Li Lin, Hsiu-Wen Liu, (2025) , Yu-Li Lin and Hsiu-Wen Liu(2025), Fom traits to Intention: The mediating role of result demonstrability in remittance app adoption among Filipino migrant workers, Asia Pacific Management Review, 30(3), 100368. (SCIE)
2. Yu-Li Lin, Hsiu-Wen Liu, Ya-Wen Hsieh (2025) , Leveraging Big Data Speech Text Analytics for Insurance Sales: Unlocking the Value of Voice Data for Enhanced Conversions, Journal of Quality 32(1), 1-26.(EI)
3. Yu-Li Lin , Hsiu-Wen Liu , Hsin-Ming Chang (2023),Customers' Voluntary Behavior: Are Men From Mars and Women From Venus?Journal of Quality 30(2), 147-164.(EI)

Conference Papers

1. 林育理、蔡宗岳、黎氏菊芳(2025,5)評論時效與方向性交互作用對訂房意願的影響,2025商管決策與實務研討會
2. 林育理、阮氏青霜(2024,5)探討消費者線上訂房意願之研究- 整合科技接受模型與健康信念模型,2024商管決策與實務研討會
3. 林育理、蔡宗岳(2024,5)大學生線上學習表現影響因素之研究,2024商管決策與實務研討會
4. 林育理、劉秀雯、蔡宗岳、杜氏絨(2023,5)成就動機理論和自我效能理論對線上學習績效之探討,2023商管決策與實務研討會
5. 林育理、劉秀雯(2023,5)顧客不當對待對員工助人行為的探討,2023商管決策與實務研討會
6. 廖宸璿、林育理(2023,5)學習動機對線上學習成效的影響：人格特質及工作與生活衝突的調節效果探討,2023商管決策與實務研討會
7. 林育理、劉秀雯(2022,5)僕人式領導對員工自發性行為影響之研究,2022商管決策與實務研討會。
8. 林育理、劉秀雯、蔡宗岳(2022,5)服務型領導對心理資本與留職意願之研究,2022商管決策與實務研討會。

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.

Entrusted Practical Projects

1. 林育理(2024/01/01-2024/06/30)顧客消費型態分析,企業產學計畫,案號,33001130008,計劃總金額50000
2. 林育理(2023/02/01-2023/07/31)產品市場調查分析,企業產學計畫,案號,33001120044,計劃總金額50000
3. 林育理(2022/05/01-2022/10/31)顧客滿意調查分析,企業產學計畫,案號,33001110180,計劃總金額50000
4. 林育理(2021/12/0-2022/04/30)顧客體驗提升計畫,企業產學計畫,案號,33001100407,計劃總金額50000
5. 林育理(2021/05/01-2021/10/31)網通零組件顧客精益消費分析,企業產學計畫,案號,33001100165,計劃總金額55000
6. 林育理(2020/05/01-2020/10/31)網通零組件新通路可行性分析,企業產學計畫,案號,33001091003,計劃總金額55000
7. 林育理(2019/05/01-2019/10/30)網通零組件產品價格分析,企業產學計畫,案號,33001080130,計劃總金額55000