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### Education

- PhD, Department of Industrial and Information Management, National Cheng Kung University, 2007/01
- Master, Department of Applied Mathematics, National Cheng Kung University, 1987/06

### Area of Specialty

Inventory Management, Operations Research, Statistical Analysis

### Academic Experience

- Associate Professor, Department of Business Administration, Southern Taiwan University of Science and Technology, 2007/08 to present
- Instructor, Department of General Education, Nan-Tai Junior College of Engineering and Business, 1989/08 to 2007/07

### Publications

#### Conference Papers:

1. Shiau, C.B., Lin, Y.-T. & Lee, Y.H. 2013. To evaluate the key factors of manufacturing platform for new products—The applications of ANP, the 2013 Conference of Business Management & International Business, Taipei, Taiwan.
2. Cheng, T. H., Yan, H. & Lin, Y.-T. 2013. A Recommendation Technique based on Sequential Pattern Mining, Proceedings of the 19th Conference on Information Management and Practices (IMP 2013), Tai Chung, Taiwan.
3. Chen, Y.T., Lin, Y.H. & Lin, Y.-T. 2014. The Effect between Brand Image, Brand Equity , Advertising Effectiveness and Purchase Intention, the 11th Conference of Service Management & Innovation, Tainan, Taiwan.
4. Xiao, J.W., Lin, Y.H. & Lin, Y.-T. 2014. Application of Assurance Region/ Data Envelopment Analysis to Evaluate Efficiency of Nursing Units, the 11th Conference of Service Management & Innovation, Tainan, Taiwan.
5. Yang, D.Y., Lin, Y.-T. & Lin, Y.H. 2015. The key factors affect the GYM service quality – The applications of Analytic Network Process, the 7th Conference of Southern Taiwan Business management, Tainan, Taiwan.
6. Lee, Y.H., Lin, Y.H. & Lin, Y.-T. 2015. Using ANP to Evaluate the Key Factors of Product Design, the 2015 Health and Management Conference, Hsinchu, Taiwan.
7. Huang, S.Y. & Lin, Y.-T. 2016. A Study on the Important Competency Factors of Insurance Professionals—The applications of Analytic Network Process, 2016 11th Conference on Theories and Practices in International Business & 8th Conference on Management Master Theses in Southern Taiwan, Taiwan.

8. Hu, Y.C., **Lin, Y.-T.** & Lin, Y.H. 2016. The Study of Competency Important Factors for Real Estate Brokerage Staff, the 13th Conference of Service Management & Innovation, Tainan, Taiwan.

### **Dissertation:**

- Lin, Yu-Te, "The research of consumer diffusion and promotion decision for substitute products," Ph.D. Dissertation, National Cheng Kung University, Tainan, Taiwan, 2007/01.

### **Entrusted Practical Projects**

1. **Lin, Y.-T.** & Lin, Y.H. 2015. Innovative Story Marketing Program. Granted by Bureau of Employment and Vocational Training (BEVT), Council of Labor Affairs, No. 131040087-GP-3.
2. **Lin, Y.-T.** 2015. Diagnosis and Analysis of R&D System Establishment and Process Reengineering. Granted by Metal Industries Research & Development Centre, No. 321040313.
3. **Lin, Y.-T.** & Lin, Y.H. 2014. Innovative Story Marketing Program. Granted by Bureau of Employment and Vocational Training (BEVT), Council of Labor Affairs, No. 321030165-GP.
4. **Lin, Y.-T.** & Lin, Y.H. 2013. Innovative Story Marketing Program. Granted by Bureau of Employment and Vocational Training (BEVT), Council of Labor Affairs, No. 321020149-GP.

### **Professional Certifications**

1. Business Application Professional Certification-Essential Level in Documents 2010 using Microsoft Excel 2010, Global Learning and Assessment Development (GLAD), 2016/6.
2. Restaurant Entrepreneurship Analyst, Applied Business Management Association. 2016/6.
3. Micro-Enterprise Start-up Consultant, Applied Business Management Association. 2016/6.
4. Business Application Professional Certification-Essential Level in Documents 2010 using Microsoft Word 2010, Global Learning and Assessment Development (GLAD), 2014/11.
5. Business Application Professional Certification-Essential Level in Presentations 2010 using Microsoft PowerPoint 2010, Global Learning and Assessment Development (GLAD), 2014/11.