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### Education

- Ph.D. in Business Administration, National Yunlin University of Science and Technology, 2013/06
- Master in Management Science Institute , Providece University , 1992/06.

### Area of Specialty

- Finance management , Organization and human resources management, Marketing management

### Academic Experience

- Adjunct assistant professor Department of Financial, Southern Taiwan University of Science and Technology, Taiwan , 2018/9 to present
- Adjunct assistant professor Department of Marketing & Distribution Management , National Pingtung University , 2018/9 to present
- Assistant Professor, China Medical University of Science and Technology , 2018/9 to present
- Adjunct assistant professor Department of Leisure and Recreation Management, National Kaohsiung University of Hospitality and Tourism,, 2015/9 to present
- Adjunct assistant professor Department of Hospitality, Chung Hwa University of Medical Technology, 2015/8 to present
- Assistant Professor, Jianan University of Pharmacy , 2014/9 to 2017/1
- Evergreen University, Adjunct Assistant Professor , 2014/7 to 2015/6
- New Baiwang Securities Company Finance Director , 1997/10 to 2001/5
- National Yunlin University of Science and Technology , 1997/2 to 1997/7t
- Truth University Adjunct Lecturer , 1995/2to 1998/7
- Baocheng Construction Company Finance Commissioner , 1992/8 to 1996/12
- Strong Asia Trading Company Accounting Accounting Processing , 1985/7 to 1987/2

### Publications

#### Journal Papers

1. Li-Fen Lin, et al. (2020), "Research on Customer Relationship, Service Quality and Cognitive Value to Customer Commitment ", Journal of University of Kang Ning , No.10, p49-45..
2. Li-Fen Lin, et al. (2019), " Study on the factors affecting revisiting intention by SEM analysis", International Journal of Organizational Innovation ( EI ) , Vol.4, No.11, page 285 -296.
3. Li-Fen Lin, Chun-Chieh Tseng , "THE INFLUENCE OF LEADERSHIP BEHAVIOR AND PSYCHOLOGICAL EMPOWERMENT ON JOB SATISFACTION" , International Journal of Organizational Innovation, Vol.5, No.4, APRIL, 2013 ( EI ) .p21-29.
4. Li-Fen Lin , "EFFECTS OF PSYCHOLOGICAL EMPOWERMENT ON ORGANIZATION CITIZENSHIP BEHAVIOR IN LIFE INSURANCE INDUSTRY" , International Journal of Organizational Innovation, Vol.6, No.1, JULY, 2013 ( EI ) , pp119-127.
5. Li-Fen Lin, et al. ( 2015), "Effect of the study was to investigate the effect of advertising on consumer behavior and customer value", Journal of Knowledge Economy, Vol. 12 , NO.1 , p44-58
6. Li-Fen Lin, et al. ( 2013) , "Knowledge and learning, organizational climate impact studies on job

- satisfaction” , Journal of Knowledge Economy, Vol. 10 Second, pp. 1-14.
7. Lin, Lie-Fen , Chen, Meng-Shiou, Chen,Gui- Li, Zhang Yi-Gui, (2012),“Change the attitude of the public enterprise employees' organizations culture, achievement motivation privatization”, Journal of the knowledge economy.
  8. Chen, Meng-Shiou, Chou,Te- Kuan, Li, Hsiu –Fen, Lin, Li-Fen(2011), “Research on the Influence of Goal Setting, Leadership Styles, and on Job Performance”, Journal of Hsing Kuo.
  9. Chen, Meng-Shiou, Chou,Te- Kuan, Li, Hsiu –Fen, Lin, Li-Fen(2010), “Research on the Influence of Goal Setting, Leadership Styles, and on Job Performance”, Journal of Hsing Kuo.
  10. Chen Meng-Shiou, Lin ,Li-Fen, Lin Chin-Nan(2009), “Research on The relationship of Investmant Motivation, Investmant Strategy, Organization Interdependence and Organization Performance of Taiwan business Investment in Mainland China”, Journal of Hsing Kuo.
  11. Chen Meng-Shiou, Chen Yuzhu, Lin, Li- Fen(2009), “knowledge learning and achievement motivation of organizational innovation”, Journal of knowledge economy , Vol5., No. 1, pages 184-195.
  12. Chen Meng-Shiou, Lin Lie-Fen, Wu Xinning(2008) “Director of knowledge management and leadership style of cognitive knowledge management activities and administrative performance of the study” , Journal of knowledge economy.
  13. Hsien-Cheng Wu ,Chen Meng-Shiou , Lin Li-Fen(2008),”Medical laboratory division of the values of organizational performance”, the Foundation, Tainan County medical examiner Association 9th 1st General Meeting the 25th anniversary special edition, pages 42-53.
  14. Chen Meng-Shiou, Lin,Li-Fen, Tsai,Yang-Ta(2008), “Chinese style leader and organization culture to knowledge management mechanism relatedness research”, Journal of knowledge economy, Vol.4, No.2, page 26-53.
  15. Chen Meng-Shiou, Lin, Li-Fen, Li Hong Gu(2008), “Kowledge learning, working pressure of their organizational commitment, job involvement and working behavior”, Journal of Knowledge Economy, Vol.3, No.1, pages 75-96.
  16. Chen Meng-Shiou, Lin, Li-Fen, Yang Longxiang(2008),” Knowledge management, work stress, achievement motivation, professional commitment, morale and job performance”, Journal of knowledge economy, Vol.3, No.1, page 97 -128.

#### Conference Papers

1. Lin ,Li- Fen, et al. ( 2020) ,”Digital Finance and FinTech's Research on the Correlation between Customer Satisfaction and Customer Lifetime Value-Taking Financial Institution Consumers as an Example”,2020 The 17th Service Industry Management and Innovation Seminar, Southern Taiwan University of Science and Technology June 10.
2. Lin ,Li- Fen, et al. ( 2020) ,”Using regression analysis to explore the impact of digital finance and service quality on relationship inertia and customer lifetime value” ,2020 The 17th Service Industry Management and Innovation Seminar, Southern Taiwan University of Science and Technology June 10.
3. Lin ,Li- Fen, et al. ( 2019) ,”Use basic personal data to explore psychological contract and perceptual organization Support analysis and research on the difference between job satisfaction and job performance”, BAMI 2019 Business Administration and Marketing Innovation Conference October 25, 2019, Shude University of Science and Technology.
4. Lin ,Li- Fen, et al. ( 2019),” Using regression analysis to explore the impact of psychological contract and perceptual organization support on job satisfaction and job performance”, BAMI 2019 Business Administration and Marketing Innovation Conference October 25, 2019, Shude University of Science and Technology.
5. Lin ,Li- Fen, et al. ( 2019) ,”Psychological contract and perceptual organization support to study the correlation between job satisfaction and job performance—Taking insurance company employees in Tainan as an example”, BAMI 2019 Business Administration and Marketing Innovation Conference October 25, 2019, Shude University of Science and Technology.
6. Lin, Li- Fen, et al. ( 2018) ,Regression Analysis to Study the Influence of Advertising Effect

and,Price Promotion on Customer Value and Customer Satisfaction, 2018 Marketing X Big Data X Aesthetics" Management and Marketing Innovation Seminar, October 26, 2018, Shude University of Science and Technology.

7. Lin ,Li- Fen, et al. ( 2018) , Lin Li- Fen, et al. ( 2018) ,Regression Analysis to Study the Influence of Advertising Effect and,Price Promotion on Customer Value and Customer Satisfaction, 2018 Marketing X Big Data X Aesthetics" Management and Marketing Innovation Seminar, October 26, 2018, Shude University of Science and Technology.
8. Lin ,Li- Fen, et al. ( 2018) ,The Relationship Between After-Sales Service and Value-Added Service on Relationship Inertia and Consumer Behavior, 2018 Marketing X Big Data X Aesthetics" Management and Marketing Innovation Seminar, October 26, 2018, Shude University of Science and Technology.
9. Lin, Li- Fen, et al. ( 2018) ,Exploring the Differences between Organizational Identity and Job Morale by Discussing Organizational Change Cognition and Job Stress with Personal Basic , 2018 Marketing X Big Data X Aesthetics" Management and Marketing Innovation Seminar, October 26, 2018, Shude University of Science and Technology.
10. Lin,-Li-Fen, et al.( 2015), "Discussion on Work Values and morale of differences Organizational Performance Study", 2015 Management and Marketing Innovation Conference.
11. Lin,-Li-Fen, et al.( 2015), "Personality Traits and internal marketing research on the impact of job performance", 2015 Management and Marketing Innovation Conference.
12. Lin,-Li-Fen, et al.( 2015), "Cluster analysis study to investigate the organizational climate and learning organization of work", 2015 Management and Marketing Innovation Conference.
13. Lin,-Li-Fen, et al.( 2015), "Research on Experience the value of relationship quality on customer lifetime value", 2015 Management and Marketing Innovation Conference.
14. Lin,-Li-Fen, et al.( 2015), "Basic personal information in order to investigate the behavior of the leadership, knowledge learning and psychological empowerment of the difference between Total Quality Management Study", 2015 Management and Marketing Innovation Conference.
15. Lin, Li-Fen,et al.(2015), "Discussion on corporate image, perception of price impact study on the lifetime value of the customer", 2015 10th International Theory and Practice of Business Globalaization.
16. Lin, Li-Fen,et al.( 2014), "Discussion bank employees of organizational change and leadership style differentially organizational commitment and job performance of studies", 2014 Management and Marketing Innovation Conference.
17. Li-Fen Lin , et al.(2013), "Cluster analysis to investigate the organizational culture, achievement motivation attitude toward privatization of Change Relationship", Chang Yun Jia big school yard Federations - 102 years Union Annual Conference and Symposium: Innovation and Development of Taiwan agricultural.
18. Li-Fen Lin , et al.(2013), "Customer satisfaction, image strategy impact study on the lifetime value of the customer", Chang Yun Jia big school yard Federations - 102 years Union Annual Conference and Symposium: Innovation and Development of Taiwan agricultural.
19. Li-Fen Lin , et al.(2013), "Canonical correlation analysis to study the morale of the Discussion on the organizational climate", Chang Yun Jia big school yard Federations - 102 years Union Annual Conference and Symposium: Innovation and Development of Taiwan agricultural.
20. Li-Fen Lin , et al.(2013), "Emotional competence and professional commitment to the study of the relevance of job performance", Chang Yun Jia big school yard Federations - 102 years Union Annual Conference and Symposium: Innovation and Development of Taiwan agricultural.
21. Li-Fen Lin, et al.(2013), "Research related organizational commitment, organizational behavior and work behavior of political", Chang Yun Jia big school yard Federations - 102 years Union Annual Conference and Symposium: Innovation and Development of Taiwan agricultural.
22. Chen, Meng-Shiou, et al.(2013), "Effect of Relationship Marketing, Customer Relationship Management and Customer Lifetime Value", 2013 Operations Management Conference.
23. Chen, Meng-Shiou, et al.(2013), "Basic personal information in order to investigate the personality traits, perceived organizational support Differences between the work of the

adaptability”, 2013 Operations Management conference.

24. Chen, Meng-Shiou, et al.(2013), “Professional commitment, the relevance of the research work morale and job performance of – Tainan area housing agency employees Case”, 2013 Operations Management Conference.
25. Chen, Meng-Shiou, et al.(2013), “Basic personal information in order to investigate service quality, perceived value of the difference between customer satisfaction study”, 2013 Management and Marketing Innovation Conference.
26. Chen, Meng-Shiou, et al.(2013), “Psychological empowerment and organizational commitment relevance of research on job satisfaction”, 2013 Management and Marketing Innovation Conference.
27. Chen, Meng-Shiou, et al.(2013), “Bank Financial Research Commissioner personality traits and emotional labor on job performance ”, 2013 Management and Marketing Innovation Conference.

**Dissertation**

**Books**

**Professional Certifications**

**Professional Experience**

**Grants**

**Entrusted Practical Projects**

**Honors and Awards**

**Patents**