

 劉怡媛 老師	學歷	國立政治大學企業管理學系博士
	職稱	副教授
	專長	1.國際企業與策略：國際企業策略與管理、國際行銷、企業英文 2.金融實務：財務報表分析、投資決策、衍生性金融商品
	興趣	企業策略、國際行銷、財務金融、投資決策
	研究方向	國際企業策略與行銷管理、金融業策略與管理
	校內電話	02-7738-8000分機5214
	E-Mail	yyliu@mail.aeust.edu.tw

期刊論文	<ol style="list-style-type: none"> <li>1. <b>Yi-Yuan Liu</b>, Peng-Yu Li (2022). Decisions on subnational locations in China during the early years of WTO membership: evidence from the experience of Taiwanese affiliates. <i>Asia Pacific Business Review</i>, 2022, (SSCI, 2020 IF=2.361)</li> <li>2. Wen-Hong Chen, <b>Yi-Yuan Liu</b> (2021). Configurations of home-country experience, leapfrog strategy, and management team composition for acceleration of international expansion: Evidence from Asian multinational enterprises. <i>Asia Pacific Journal of Management</i>, 38(2), 709-733. (SSCI, 2020 IF=5.616)</li> <li>3. <b>Yi-Yuan Liu</b>, Shun-Hsing Chen, Jia-Xuan Zhang (2021). Applying Importance-Satisfaction Model to evaluate customer satisfaction: An empirical study of Foodpanda. <i>Sustainability</i>, 2021, 13(19), 10985. (SSCI, 2020 IF=3.251)</li> <li>4. Wen-Hong Chen, <b>Yi-Yuan Liu</b> (2018). How Does Top Management Team Diversity Matter in Abruptly Dynamic Environment? <i>Journal of Business Economics and Management</i>, 19(3), 521-543. (SSCI, 2018 IF=1.855)</li> <li>5. 劉怡媛，郭秋榮 (2011)，澳洲金融監理總署風險評估系統(PAIRS)簡介，<i>存款保險資訊季刊</i>，24，1，107-114。</li> <li>6. 吳貞和，劉怡媛 (2011)，台灣銀行業宣告國外分行設立對其股票報酬之影響，<i>國立屏東商業技術學院學報</i>，13，69-90。</li> <li>7. <b>Yi-Yuan Liu</b> (2010). Does Technology Acceptance Change the Way from CRM to Customer Loyalty? -- An Empirical Study on Banking Industry. <i>International Journal of E-Service and Mobile Applications</i>, 2(3), 44-56.</li> </ol>
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研討會論文	<ol style="list-style-type: none"> <li>1. <b>Yi-Yuan Liu</b>, Kun-Huei Yeh (2020, Oct). <i>Establishment and Globalization Strategies for a New World-Class National University-Affiliated Cancer Center in Taiwan</i>. 2020 Management and Medical Sciences Interdisciplinary Conference, Taipei, Taiwan, 2020.</li> <li>2. Peng-Yu Li, <b>Yi-Yuan Liu</b> (2019, June). <i>How do business group affiliations benefit subnational location choices-evidence in an emerging market context</i>, 2019 Annual Meeting for Academy of International Business, Copenhagen, 2019.</li> <li>3. Kun-Huei Yeh, <b>Yi-Yuan Liu</b>, Anlin Peng, Ruey-Kuen Hsieh (2018, October). <i>Cancer-related Risk Behaviors of Junior High School Students in Taiwan</i>. World Cancer Congress, Kuala Lumpur, Malaysia.</li> <li>4. Wen-Hong Chen, <b>Yi-Yuan Liu</b> (2017, August). <i>Sources of Capabilities for Asian Multinational Enterprises' Accelerated Internationalization</i>. 2017 Academy of Management Meeting, Atlanta, Georgia U.S.A..</li> <li>5. Peng-Yu Li, <b>Yi-Yuan Liu</b>, Xuan-Hong Guo, (2017, June). <i>The Effects of Environmental Factors, Firm Performance and TMT Heterogeneity on TMT Turnover</i>. 2017 joint conference of Asia Academy of Management and Taiwan</li> </ol>
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Academy of Management, Kitakyushu City, Japan.

6. Kun-Huei Yeh, **Yi-Yuan Liu**, Anlin Peng, Li Yueh Fang-Wang, Ruey-Kuen Hsieh, Taiwan Cancer Total Care Information Society, Taiwan Total Cancer Care Foundation (2016, October). *Cancer-related Risky Behaviors of Junior High School Students in Taiwan: the 2015 annual report of a cancer prevention educational program and future perspectives*. 2016 World Cancer Congress, Paris, France.
7. Wen-Hong Chen, **Yi-Yuan Liu\*** (2016, March). *Does Top Management Team Diversity Matter in Abruptly Dynamic Environments?* . 2016 Academy of Management Meeting , Anaheim, California. U.S.A..
8. Po-Kai Huang, **Yi-Yuan Liu\*** (2015, September). *How Does D&O Insurance Go Hand in Hand with Corporate Governance?* 3rd Global Economy & Governance –Challenges of Environmental Finance, Social Responsibility & Governance, Taipei, Taiwan.
9. **Yi-Yuan Liu\***, Wen-Hong Chen (2015, July). *Does Top Management Team Diversity Matter in Abruptly Dynamic Environments*. IAM2015 Summer International Conference on Innovation and Management, Sapporo, Japan.
10. **Yi-Yuan Liu\***, Po-Kai Huang, Wen-Chen Chang (2014, September). *The More Self-Controlled, the Better Capital Rewarded?*. International Business Research, Economics, Finance and MIS Conference, Okinawa, Japan.
11. Kun-Huei Yeh, **Yi-Yuan Liu**, Ruey-Kuen Hsieh (2014, March). *Analysis on Cancer related Risky Behaviors of Junior High School Students in Taiwan*. 7th General Assembly Asian Pacific Organization for Cancer Prevention, Taipei, Taiwan.
12. Fang-Yi Lo, Peng-Yu Li, Pao-Hung Fu, **Yi-Yuan Liu** (2013, December). *Top Management Team Characteristics, Firm Growth Strategy and Performance*. Academy of International Business Southeast Asia Regional Conference, Bali, Indonesia.
13. 葉坤輝、劉怡媛、謝瑞坤(2013年7月), *Cancer Risky Behavioral Analysis in Taiwan, - Based on Large-scale Questionnaires of Junior High School Students from a Cancer Prevention Education Program*, 第十八屆台灣癌症聯合學術年會, 台北, 台灣。
14. **Yi-Yuan Liu** (2013, December). *How Do Emerging Markets' Investors Benefit from Banking's Internationalization?* 2013 Annual Meeting for Global Business And Technology Association (GBATA), Helsinki, Finland.
15. Po-Yuan Chen, Fang-Yi Lo, Tzu-Ju Ann Peng, **Yi-Yuan Liu** (2012, September). *How Does Organizational Slack Activate Internationalization? RBV and Agency Theory*, 2012台灣組織與管理學會 (TAoM) 年度研討會, 台北, 台灣。
16. **Yi-Yuan Liu\***, Chen-Ho Wu (2012, July). *How Does a Capital Market React to Banking Expansion Abroad? – Evidences from an Emerging Market*, 2012 International Conference on Business and Information, Sapporo, Japan.
17. **Yi-Yuan Liu** (2010, September). *Determinants of Expanding Abroad – An Empirical Study of Banking Industry*, 2010 International Conference on Management Innovation under Global Change, Taipei, Taiwan.
18. **Yi-Yuan Liu** (2010, July). *Who's Network Matters? The Issuers or the Lead managers? An Empirical Study of a Developing Market*. Proceedings of Annual Meeting for Global Business and Technology Association (GBATA), Mpumalanga, South Africa.

	<ol style="list-style-type: none"> <li>19. <b>Yi-Yuan Liu</b> (2009, May). <i>Nutritional Management for Cancer Patients Receiving Chemotherapy</i>. International Symposium of Healthcare, Taipei, Taiwan. .</li> <li>20. <b>Yi-Yuan Liu</b> (2008, August), <i>Is Centralization a Better Solution? Cases in Consumer Lending Industry</i>. 2008 Annual Meeting for Academy of International Business, Milan, 2008.</li> <li>21. <b>Yi-Yuan Liu</b> (2008, July). <i>Conventional or Alternative? How is the Decision Made? The Application of Elaboration Likelihood Model</i>. Academy of Marketing Science Cultural Perspectives in Marketing Conference. New Orleans, U.S.A..</li> <li>22. 司徒達賢，<b>劉怡媛</b> (2007年11月)。商業銀行組織結構的分析—以企業金融業務為例。第十三屆服務業管理研討會，台北，台灣。</li> <li>23. <b>Yi-Yuan Liu</b> (2006, July). <i>Does Technology Acceptance Change the Way from Customer Relationship Management to Customer Loyalty - An Empirical Study on Banking Industry?</i> 2006 Academy of Marketing Science/Korean Academy of Marketing Science Cultural Perspectives in Marketing Conference, Seoul, South Korea.</li> <li>24. <b>Yi-Yuan Liu</b>, Kong-Pao Yin (2006, June). <i>Determinants of Investing Abroad – The Case of Taiwanese Banks</i>. 2006 Annual Meeting for Academy of International Business, Beijing, China.</li> </ol>
<p style="text-align: center;">指導學生專 題研究/競 賽/論文發 表</p>	<ol style="list-style-type: none"> <li>1. 陳勇耀，蔡孟哲，鄭宇宏，<b>劉怡媛*</b> (2017)。臺灣觀光夜市全面推行手機支付之無現金化可行性分析。亞東學報，37, 159-174。(本篇論文獲得2017年全國實務專題競賽第二名)。</li> <li>2. 彭萬捷，陳郁淇，古依凡，<b>劉怡媛*</b> (2016)。公共自行車取代私有交通工具之成效分析-以YouBike微笑單車為例。亞東學報，36, 1-18。</li> <li>3. 黃柏凱，<b>劉怡媛*</b>，張維真 (2015)。自我設限是否就獲利受限?。亞東學報，35, 151-164。</li> <li>4. 郭國泰，<b>劉怡媛*</b>，顏亮一，楊立偉 (2014)。行動載具在銀髮照護產業之應用。亞東學報，34, 181-192。</li> <li>5. Ming-Sung Kao, Chun-Kuang Wu, <b>Yi-Yuan Liu*</b>, Wilma Liu (2013年12月)。A Comparative Study of Taiwan Crowdfunding Websites, 亞東學報，33, 93-106.</li> <li>6. 黃柏凱，<b>劉怡媛*</b>，高雲卿 (2012)，非營利組織運基金之績效分析：以教育事業為例，亞東學報，32。</li> <li>7. 黃柏凱，<b>劉怡媛*</b>，徐晃南 (2011)，決策績效、個人特質與專業自信程度之關聯性：以銀行授信人員為例，亞東學報，31。</li> <li>8. <b>劉怡媛</b>，吳貞和 (2010)，服務業海外市場進入策略：機構理論觀點，亞東學報，30，219-227。</li> </ol>
<p style="text-align: center;">專書</p>	<ol style="list-style-type: none"> <li>1. <b>Yi-Yuan Liu</b> (2012). Does technology acceptance change the way from CRM to customer loyalty? -- An empirical study on banking industry. Chapter 6 in Ada Scupola (Ed.), <i>Innovative Mobile Platform Developments for Electronic Services Design and Delivery</i> (pp. 98-112). Hershey, PA: Business Science Reference.</li> <li>2. 于卓民與<b>劉怡媛</b> (民94)，第一章：「隨客戶成長而茁壯：立基電子工業」，專書：「創新致勝：中小企業成功升級轉型案例」，台北市：經濟部中小企業處暨社團法人中華民國管理科學學會出版，頁 1-20。</li> </ol>

<p>(E)研究計畫(國科會、教育部、產學合作、推廣教育) (請由近到遠排列)</p>	<ol style="list-style-type: none"> <li>1. 台灣宅配通顧客滿意度調查與分析，111/10/01~112/09/30，經費NT\$120,000，計畫主持人。(台灣宅配通(股)公司為上市公司，股票代號：2642)</li> <li>2. 國際商展之展場集客力，107/10/01~109/07/31，經費NT\$120,000，計畫主持人。</li> <li>3. 文創產業之產品創新策略，106/09/25~107/12/31，經費NT\$80,000，計畫主持人。</li> <li>4. 國際商展攤位之選擇與設計，105/08/01~107/07/31，經費NT\$100,000，計畫主持人。</li> <li>5. 文創產業之經營策略，104/09/25~105/12/31，經費NT\$60,000，計畫主持人。</li> <li>6. 網路創業之規劃與準備，103/10/01~104/09/30，經費NT\$60,000，計畫主持人。</li> <li>7. 國際商展之策畫與準備，102/12/01~103/11/30，經費NT\$60,000，計畫主持人。</li> <li>8. 小型服務業導入ICT能量之效益分析，102/03/21~103/03/20，經費NT\$60,000，計畫主持人。</li> <li>9. 顧客關係管理在供應鏈管理決策面之影響，經費NT\$60,000，101/03/15~102/03/14，計畫主持人。</li> <li>10. 網絡結構、網絡關係與外包夥伴之選擇-以裝修承包業為例，100/09/16~101/09/15，經費NT\$60,000，計畫主持人。</li> <li>11. 個人工作室之服務業顧客關係慣性與忠誠度之研究-以美容美髮業為例，經費NT\$50,000，100/06/21~101/06/20，經費NT\$50,000，計畫主持人。</li> <li>12. 國內外公司辦公空間維修之組織消費行為差異分析，99/09/16~100/09/15，經費NT\$50,000，計畫主持人。</li> <li>13. 中小型電子業廠商國際客戶關係之建立、延續與深化，經費NT\$50,000，99/05/20~100/04/19，計畫主持人。</li> </ol>
<p>教師得獎紀錄</p>	<ol style="list-style-type: none"> <li>1. 109學年度系績優導師。(2021.10)</li> <li>2. 101學年度教學單位教學優良獎。(2013.10)</li> </ol>
<p>(F)指導學生得獎紀錄 (由近到遠排列)</p>	<ol style="list-style-type: none"> <li>1. 2017年全國實務專題競賽第二名。(指導學生：陳勇耀、蔡孟哲、鄭宇宏；主題名稱：臺灣觀光夜市全面推行手機支付之無現金化可行性分析)(2017)。</li> <li>2. 2016 Linker行銷創意競賽行銷文案企劃組最佳設計概念獎。(指導學生：蔡郁雯、林瑋菱、伍芷嫻、謝淳雅；主題名稱：南海茶道高山現泡手搖飲行銷)(2016)</li> <li>3. 2013全國休閒農業區一日遊程規劃競賽優勝獎。(指導學生：林侑瑩、賴彥蓉、劉久溥；主題名稱：員山尋幽 內城悠游)(2013.12)</li> </ol>
<p>(G)教師證照(由近到遠排列)</p>	<ol style="list-style-type: none"> <li>1. TBSA商務企劃能力初級檢定 (證照字號：B1702875；社團法人台灣商務策劃協會)(2018.07.05)。</li> <li>2. 網路社群行銷企劃員進階級/乙級(證照字號：TIEA-CCMP-10600267；台灣數位教學創意發展協會)(2017.08.02)。</li> <li>3. 電子商務管理師(證照字號：TIEA-ECM-10600562；台灣數位教學創意發展協會)(2017.08.01)</li> <li>4. 休閒產業活動設計師(證照字號：LIAD1600073；豐盈資訊)。(?)</li> </ol>

5. Demonstrated Logistician (SOLE-The International Society of Logistics/The Global Logistics Council of Taiwan) (2014.09.22)。
6. 兩岸經貿商務人才認證檢定 (證照字號：E1300002；中華民國外銷企業協進會) (2013.03.13)。
7. 兩岸經貿商務種子師資認證檢定 (證照字號：ET130002；中華民國外銷企業協進會) (2013.03.13)。
8. 國際行銷初級人才認證檢定 (證照字號：C1300002；中華民國外銷企業協進會) (2013.03.13)。
9. 國際行銷種子師資人才認證檢定 (證照字號：CT130002；中華民國外銷企業協進會) (2013.03.13)。
10. 國際條碼管理技術士證書 (證照字號：12070701009；中華民國商品條碼策進會) (2012.08.01)。
11. MICE Marketing Application Certificate (證照字號：MICEA1200095；INFO Information Technology Company Limited) (2012.03.18)。
12. 供應鏈管理專業認證專業教學資格證書 (證書字號：物協(教)證字第 L00180號；中華民國物流協會) (2012.07.13)