

Jung-Ching Lin

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Education

- Ph. D. Institute of International Business, National Taiwan University
- M.B.A. Institute of International Business, National Taiwan University
- B.A. Department of Business Administration, National Sun Yat-sen University

Area of Specialty

- Strategy management
- Family business
- Energy consumption behavior
- Behavioral economics

Academic Experience

- Assistant Professor, Department of International Business, Southern Taiwan University of Science and Technology

Journal Papers

1. Lin, J.C., Tsai, T.L., Tsai, T.C., Hung, D.F. & Lin, C.H. 2019. The effect of information strategy on electricity-saving behavior of households: An empirical analysis of information feedback to public housing in Taipei and New Taipei cities. *Journal of Taiwan Energy*, 6: 453-471.
2. Wu, H.L., Lee, C.Y. & Lin, J.C. 2014. When to commit more to a technological entry: Evidence of the follow-up patenting action of bearings manufacturers. *Journal of Engineering and Technology Management*, 31: 1-20.

Conference Papers

1. Lin, J.C. 2021. To Support or Not to Support the Innovation? a Preliminary Study on the Effect of Family Ownership in Board on Innovation in Taiwan Family Firms. (Paper accepted by IEEE IEEM 2021, Singapore/On-line).
2. Lin, J.C. 2021. A preliminary study on the investment decision of corporate entrepreneurship in family firms from real option reasoning. 2021 MCAC, Kaohsiung, Taiwan.
3. Lin, J.C., & Hung, D.F. 2020. Exploiting the behavior change programs to raise the energy saving awareness of university students: case studies from the U.S. and Japan. 17th Taiwan Power Electronics Conference and 41st Taiwan Power and Energy Engineering Conference. Taipei, Taiwan.
4. Sussman, R., Cooper, E., Lin, J.C. & Hung, D.F. 2020. Customizing and testing a behavior change program for the Taiwanese context. Paper accepted by 2020 Summer Study on Energy Efficiency Building, VIRTUAL.
5. Lin, J.C. & Wu, H.L. 2017. The real options view on self-serving decision: Evidence of family firm's ownership change in the new venture. Paper presented at 10th Asia Academy of Management and 10th Taiwan Academy of Management Joint Conference, Kitakyushu, Japan.
6. Lin, J.C., Chen, H.M. & Caskey, D. 2015. Acquisitions in the China retail industry. Paper presented at 56th Annual International Conference of Academy of International Business 2015, Bangalore, India.

Dissertation

- Lin, Jung-Ching. 2016. Is money for all or for me? : the post-IPO ownership change decision in the new venture of family businesses. National Taiwan University.

Books

- Huang, Y.Y., Tsai, J.K., Lin, J.C. & Hsieh, W.S. 2017. The business model case compilation in health care industry 2017. CDRI, Taipei. (ISBN: 978-986-6057-94-6)

Professional Certifications

1. Japanese-Language Proficiency Certificate: N3 (no. 19B1040101-31511)
2. Japanese-Language Proficiency Certificate: N4 (no. 19A1040101-41907)

Professional Experience

1. Researcher. Industry, Science and Technology International Strategy Center (ISTI), Industrial Technology and Research Institute (ITRI).
2. Assistant researcher. Business Model Innovation Research Division, Commercial Development and Research Institute (CDRI).

Grants

- 家族股權的結構特徵對家族企業創新的影響 (MOST 110-2410-H-218-001)