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Education

- PhD, Department of Business Administration, National Cheng Kung University, 2008/7
- Master, Department of Business Administration, National Cheng Kung University, 2004/7
- Bachelor, Department of Statistics, Tunghai University, 2002/07

Area of Specialty

- Technology Management
- Strategic Management
- Corporate Governance

Academic Experience

- Distinguished Professor, Department of Industrial Management and Information, Southern Taiwan University of Science and Technology, 2021/08~Now
- Professor, Department of Industrial Management and Information, Southern Taiwan University of Science and Technology, 2018/02 to 2021/07
- Associate Professor, Department of Industrial Management and Information, Southern Taiwan University of Science and Technology, 2013/02 to 2018/01
- Visiting Academic, University of Manchester, United Kingdom, 2017/07 to 2017/12
- Assistant Professor, Department of Management and Information Technology, Southern Taiwan University of Science and Technology, 2009/8 to 2013/01

Journal Papers

1. Le, Q.A. and Lee, C.Y.* (2021) 'Below-aspiration performance and risk-taking behaviour in the context of Taiwanese electronic firms: a contingency analysis', *Asia Pacific Business Review*, doi.org/10.1080/13602381.2021.1932091. [SSCI]
2. Le, Q.A. and Lee, C.Y.* (2020) 'Earnings pressure and R&D cut: The moderating effects of family control and debt', *Management Research Review*, Vol. 40, No. 4, pp. 568-587. [SCOPUS/ESCI]
3. Le, B.N.T. and Lee, C.Y.* (2020) 'Reexamining the relationship between CEO ownership and R&D investment by considering the contextual effects', *International Journal of Business Innovation and Research*. (Accepted and forthcoming) [SCOPUS]
4. Lee, C.Y. and Le, B.N.T. (2020) 'Technological diversification and firm performance: The contingency effects of independent directors and growth opportunity', *Review of Integrative Business & Economics Research*, Vol. 10, No. 2, 53-68. [ABI inform/EconLit]
5. Wong, Y.J., Chang, H.Y. and Lee, C.Y.* (2020) 'When do family CEO successors perform strategic change heterogeneously?', *Management Review*, Vol. 39, No. 1, pp. 103-121. [TSSCI]
6. Huang, Y.C., Lee, C.Y.* and Tsai, H.S. (2019) 'Do innovation efficiency and powerful leadership affect the performance effect of technological diversification?', *Journal of Leadership & Organizational Studies*, Vol. 26, No. 4, pp. 424-440. [SSCI]
7. Chang, H.Y., Lee, C.Y.* and Wong, Y.J. (2019) 'The impact of earnings pressure on exploratory innovation', *R&D Management*, Vol. 49, No. 4, pp. 470-483. [SSCI]
8. Pao, H.W., Wu, H.L.* and Lee, C.Y. (2019) 'Project interface choice and knowledge creation: Evidence of international science cooperation in Taiwan', *TECHNOVATION*, Vol. 89, 102078 [SSCI]

9. Chang, H.Y., Lee, C.Y.* and Wong, Y.J. (2019)'CEO career experience and firm innovativeness: Considering the moderating effect of independent directors', *Corporate Management Review*, Vol. 39, No. 1, pp. 83-117. [TSSCI]
10. Liu, C.Y., Lee, C.Y. and Wu, H.L.* (2019) 'A quality signal of alliance: Evidence on biopharmaceutical IPOs', *Management & Organization*, Vol. 12, No. 1, pp. 47-82. [TSSCI]
11. Liu, C.Y. and Lee, C.Y.* (2019) 'Multiple supply chain adoption under uncertainty', *International Journal of Physical Distribution & Logistics Management*. Vol. 49, No. 3, pp. 305-326. [SSCI]
12. Lee, C.Y., Wu, H.L.* and Dong, M.H. (2019) 'What drives firms to explore new technological fields? An investigation on the technological entry effect of CEO decision horizon and board governance', *IEEE Transactions on Engineering Management*, Vol.66, No. 2, pp. 142-155. [SSCI]
13. Dong, M., Wu, H.L., Lee, C.Y. and Cheng, B.S. (2018) 'The dilemma of MNEs' political ties: a study on Chi-Mei corporation's political strategies in China and Taiwan', *Industry and Forum*, Vol. 20, No. 3, pp. 4-28. [TSSCI] (In Chinese)
14. Liu, C.Y., Lee, C.Y.* and Tsai, H.S. (2018) 'Corporate governance and food firms' unethical production practices?', *British Food Journal*, Vol. 120, No. 10, pp. 2222-2235. [SCI]
15. Lee, C.Y., Wu, H.L.* and Lee, C.J. (2018) 'Does CEO career horizon lead to corporate misconduct? Evidence of Taiwanese semiconductor firms', *NTU Management Review*, Vol. 28, No. 3, pp. 145-176. [TSSCI]
16. Pao, H.W., Lee, C.Y.*, Wu, H.L. and Chung, P.H. (2018) 'Hiring decisions on certified manpower: The resource dependence and social contagion views of institutional innovators', *Journal of Advances in Management Research*, Vol. 15, No. 4, pp. 514-535. [ABI/Inform; ESCI]
17. Huang, Y.C., Chin, Y.C. and Lee, C.Y. (2018) 'Which slack resources matter? The fit between market orientation and slack resources to innovation', *Corporate Management Review*, Vol. 38, No. 1, pp. 1-35. [TSSCI]
18. Liu, C.Y., Wu, H.L. and Lee, C.Y.* (2018) 'The relationship between patent attributes and patent litigation: Considering the moderating effects of managerial characteristics', *Asia Pacific Management Review*, Vol. 23, No. 2, pp. 121-129. [TSSCI]
19. Wang, R., Lee, C.J., Hsu, S.C. and Lee, C.Y. (2018) 'Corporate misconduct prediction with support vector machine in the construction industry', *Journal of Management in Engineering*, Vol. 34, No. 4, 04018021. [SCI]
20. Lee, C.J., Wang, R., Lee, C.Y., Hung, C.C.W. and Hsu, S.C. (2018) 'Board structure and directors' role in preventing corporate misconduct in the construction industry', *Journal of Management in Engineering*, Vol. 34, No. 2, 04017067. [SCI]
21. Yen, C.F. and Lee, C.Y. (2018) 'A study of the relationship between family owned businesses and corporate social responsibility', *Journal of Southern Taiwan University of Science and Technology: Social Science Edition*, Vol. 3, No. 1, 20-35. (In Chinese)
22. Huang, Y.C. and Lee, C.Y.* (2017) 'Motivating project teams to innovate: The interplay between rewards and team learning orientation', *Journal of Technology Management*, Vol. 22, No. 4, 57-85. [TSSCI] (In Chinese)
23. Lee, C.Y., Huang, Y.C. and Chang, C.C. (2017) 'Factors influencing the alignment of technological diversification and firm performance', *Management Research Review*, Vol. 40, No. 4, pp. 451-470. [ABI/ESCI]
24. Lee, C.J., Lee, C.Y., and Wu, H.L.* (2017) 'Entrepreneurial behavior in family business: do steward-oriented managers matter with new product development?', *NTU Management Review*, Vol. 27(4), 1-38. [TSSCI]
25. Wong Y.J., Lee, C.Y. and Chang, S.C. (2017) 'CEO overconfidence and ambidextrous innovation?', *Journal of Leadership & Organizational Studies*, Vol. 24(3), pp. 414-430. [SSCI]
26. Lee, C.Y., Wang, M.C., and Huang, Y.C.* (2015) 'The double-edged sword of technological diversity in R&D alliances — moderators of the relationship between technological diversity and firm performance', *European Management Journal*, Vol, 33(6), pp. 450-164. [SSCI]
27. Lee, C.Y., Wu, H.L., Lee, C.J.* and Pao, H.W. (2015) 'Success catalyst or hidden impediment? The moderating role of governance power of top management teams in the strategic process',

- Advances in Management and Applied Economics, Vol. 5(5), pp. 33-53. [ABI/Inform]
28. Pao, H.W., Wu, H.L.*, Ho, S.P. and Lee, C.Y. (2015) 'From partner selection to trust dynamics: evidence of the cross-country partnership of Taiwanese construction firms', *Journal of Advances in Management Research*, Vol. 12(2), 128-140. [ABI/Inform]
 29. Lee, C.Y. and Chang, H.Y.* (2014) 'How do the combined effects of CEO decision horizon and compensation on the relationship between earnings pressure and R&D retrenchment?', *Technology Analysis & Strategic Management*, Vol. 26(9), pp. 1057-1071. [SSCI].
 30. Lee, C.Y., Wu, H.L.* and Pao, H.W. (2014) 'How does R&D intensity influence firm explorativeness? evidence of R&D active firms in four advanced countries', *Technovation*, Vol. 34(10), pp. 582-593. [SSCI].
 31. Wu, H.L., Lee, C.Y.* and 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*, Vol. 31(1), pp. 1-20. [SSCI].
 32. Lee, C.Y., Wu, H.L.* and Liu, C.Y. (2013) 'Contextual determinants of ambidextrous learning: Evidence from industrial firms in four countries', *IEEE Transactions on Engineering Management*, Vol. 60(3), pp. 529-540. [SSCI].
 33. Su, W.* and Lee, C.Y. (2013) 'Effects of corporate governance on risk taking in Taiwanese family firms during institutional reform', *Asia Pacific Journal of Management*, Vol. 30, pp. 809-828. [SSCI].
 34. Lee, C.Y.* and Pao, H.W. (2012) 'The performance implication of family involvement in management: the mediating effect of strategic flexibility', *Journal of Southern Taiwan University of Science and Technology*, Vol. 37(4), pp. 29-42. (In Chinese)
 35. Lin, C., Wu, Y.J., Chang, C.C., Wang, W.H. and Lee, C.Y. (2012) 'The alliance innovation performance of R&D alliances—the absorptive capacity perspective', *Technovation*, Vol. 32(5), pp. 282-292. [SSCI]
 36. Lee, C.Y.* and Huang, Y.C. (2012) 'Knowledge stock, ambidextrous learning and firm performance: Evidence from Technologically Intensive Industries', *Management Decision*, Vol. 50(6), pp. 1096-1116. [SSCI].
 37. Lee, C.Y.* and Su, W.C. (2009) 'R&D commitment and firm performance: A study of Taiwanese family business', *Organization and Management*, Vol. 2(2), pp. 197-221. (In Chinese)
 38. Wu, H.L.*, Su, W.C. and Lee, C.Y. (2008) 'Employee ownership motivation and individual risk-taking behavior: A cross-level analysis on Taiwan's privatized enterprises', *International Journal of Human Resource Management*, Vol. 17(12), pp.2311-2331. [SSCI].
 39. Wu, H.L.*, Lee, C.Y. and Huang, C.Y. (2008) 'The exploration of general management issues,' *Humanities and Social Sciences Newsletter Quarterly*, Vol. 9(2), pp. 89-106. (In Chinese)
 40. Wu, H.L.* and Lee, C.Y. (2007) 'The effects of board competence on operational innovation: The contingency and configurational views', *International Journal of Technology Management*, Vol. 39(3/4), pp. 330-345. [SSCI].
 41. Wu, H.L.* and Lee, C.Y. (2005) 'The analysis of global industry and technology development', *Taiwan Economic Forum*, Vol. 2(3), pp. 81-100. (In Chinese)

Conference Papers

1. Lee, C.Y. and Le, Q.A. (2021) 'Earnings pressure and innovation: The effects of CEO power and competitive intensity', *The 81st Annual Meeting of Academy of Management, A Virtual Experience*, July 29-August 4.
2. Wong, Y.J. and Lee, C.Y. (2021) 'How family involvement affects proactive R&D management capability', *The 81st Annual Meeting of Academy of Management, A Virtual Experience*, July 29-August 4.
3. Chung, P.H., Wu, H.L., Lee, C.Y. and Lee, C.J. (2021) 'Are family successors born for conservatism? Evidence on CEO succession and exploratory ventures', *The 81st Annual Meeting of Academy of Management, A Virtual Experience*, July 29-August 4.
4. Lee, C.J., Chung, P.H., Wu, H.L. and Lee, C.Y. (2019) 'How do non-family CEOs affect firm

- innovativeness? a different perspective on the non-family CEOs risk-taking orientation in family business', The 2019 IEEE International Conference on Industrial Engineering and Engineering Management (IEEM2019), Macau, China, December 15-18.
5. Lee, C.Y. and Le, Q.A. (2019) 'The impact of stock analysts on corporate R&D investment: A study of Taiwanese publicly listed firms', The 2019 IEEE International Conference on Industrial Engineering and Engineering Management (IEEM2019), Macau, China, December 15-18.
 6. Wong, Y.J. and Lee, C.Y. (2019) 'How do family succession CEOs manage disclosures prior to M&A announcements?', Society of Interdisciplinary Business Research Conference, Osaka, Japan, July 4-5.
 7. Lee, C.Y., Wu, H.L., Lee, C.J. and Chung, P.H. (2018) 'Innovation Promoter or Inhibitor? Contextualizing Innovation Investment Effect of Non-family CEOs in Family Businesses', 2018 International Conference on Industrial Engineering and Engineering Management, Bangkok, Thailand, December 17-19.
 8. Lee, C.Y., Chang, Y.H. and Wong, Y.J. (2018) 'The influences of CEO characteristics on corporate innovation', 2018 World Conference on Innovation, Engineering, and Technology, Waseda University, Tokyo, Japan, July 30-August 1.
 9. Wong, Y.J., Lee, C.Y. and Chang, H.Y. (2018) 'The effect of family CEO successors on strategic change', The 78th Annual Meeting of Academy of Management, Chicago, Illinois, USA, August 10-14.
 10. Wang, R., Lee, C.J., Hsu, S.C. and Lee, C.Y. (2018) 'Top managers and corporate misconduct: An application of SVM model in misconduct prediction', The 78th Annual Meeting of Academy of Management, Chicago, Illinois, USA, August 10-14.
 11. Wu, H.L., Dong, M. and Lee, C.Y. (2018) 'Does Corporate Political Activity Make Firms More Innovative?', 2018 Management Theory and Practice Conference, Hualien, Taiwan, April 1-2.
 12. Lee, C.Y., Chang, H.Y. and Wong, Y.J. (2017) 'CEO career variety, firm innovativeness, and the interplay effects of independent directors', The 77th Annual Meeting of Academy of Management, Atlanta, Georgia, USA, August 4-8.
 13. Ma, R., Huang, Y.C., Lee, C.Y. and Wright, P. (2017) 'CEO Stock Ownership as Incentive Benefits or Risk Bearing? The effect of CEO regulatory focus', The 77th Annual Meeting of Academy of Management, Atlanta, Georgia, USA, August 4-8.
 14. Lee, C.Y., Chang, H.Y. and Wong, Y.J. (2016) 'CEO career variety and firm innovativeness: Considering the interplay effects of independent directors', The 18th Asia Pacific Management Conference, Sendai, Japan, November 23-25.
 15. Lee, C.J., Wu, H.L. and Lee, C.Y. (2016) 'Innovation in family business: How does family social capital affect new product development?' The 76th Annual Meeting of Academy of Management, Anaheim, California, USA, August 5-9.
 16. Lee, C.Y., Wu, H.L., and Lee, C.J. (2016) 'Does CEO career horizon matter for corporate misconduct? Evidence of semiconductor firms' environmental irresponsibility in Taiwan', 2016 Management Theory and Practice Conference, Kyoto, Japan, April 3-4.
 17. Cheng, Y.U., Lee, C.Y. and Lee, Y.P. (2015) 'Coping with a firm and its rivals' earnings pressure in exploratory innovation', 2015 Asia Academy of Management (AAOM) and Taiwan Academy of Management (TAOM) Joint Conference, Hong Kong, China, June 22-24.
 18. Huang, Y.C., Ma, R. and Lee, C.Y. (2014) 'Stock market response to R&D alliance announcements: A signaling perspective', The 74th Annual Meeting of Academy of Management, Philadelphia, Pennsylvania, USA, August 1-5.
 19. Lee, C.J., Lee, C.Y. and Wu, H.L. (2014) 'Entrepreneurial Behavior in Family Business: Do Steward-oriented managers matter?', The 74th Annual Meeting of Academy of Management, Philadelphia, Pennsylvania, USA, August 1-5.
 20. Liu, C.Y. and Lee, C.Y. (2014) 'How does patent litigation help disclose patent value? Evidence in PC chipset firms', The 74th Annual Meeting of Academy of Management, Philadelphia, Pennsylvania, USA, August 1-5.
 21. Lee, C.Y., Wu, H.L., Lee, C.J. and Pao, H.W. (2014) 'Success Catalyst or hidden impediment?

How does the Governance Power of Top Management Teams Alter the Performance Effect of Strategic Persistence?', 2014 Management Theory and Practice Conference, Kitakyushu, Japan, April 4-5.

22. Lee, C.J., Lee, C.Y. and Wu, H.L. (2013) 'The stewardship orientation and new product developments of family firms: why entrepreneurial behavior matters?', The 2013 Annual Meeting of Academy of International Business, Istanbul, Turkey, July 3-6.
23. Huang, Y.C., Wang, M.C. and Lee, C.Y. (2013) 'The double-edged sword of technological diversity in R&D alliances: moderators of the relationship between technological diversity and firm performance', The 12th International Decision Science Institute & the 18th Asia Pacific DSI conference, Bali, Indonesia, July 9-13.
24. Pao, H.W., Lee, C.Y., Lee, C.J. and Wu, H.L. (2012) 'Contextual determinants of CEO power on the performance effect of strategic persistence: evidence of industrial firms in Taiwan', 2012 Academy of International Business Southeast Asia Regional Conference, Xiamen, China, December 6-8.
25. Lee, C.Y., Wu, H.L., Lee, C.J., and Pao, H.W. (2012) 'The performance effect of strategic persistence: the moderating role of top managerial powers', The 72th Annual Meeting of Academy of Management, Boston, Massachusetts, USA, August 3-7.
26. Lee, C.Y. and Chang, S.C. (2012) 'How do contextual factors affect a firm's R&D alliance performance? A study of biotech industry', The 6th IEEE International Conference on Management of Innovation and Technology, Sanur Bali, Indonesia, June 11-13. [EI]
27. Wang, M.C., Lee, C.L., and Lee, C.Y. (2011) 'The double-edged sword of technological diversity: A contingency perspective of inter- and intra-firm capability', The 71th Annual Meeting of Academy of Management, San Antonio, USA, August 12-16.
28. Lee, C.Y., Wang, M.C., and Lin, J.C. (2011) 'The effects of a focal firm's internal and external boundary conditions on the performance implication of R&D alliance participation', The 2011 IEEE International Technology Management Conference (ITMC), San Jose, California, USA, June 27-30. [EI]
29. Wu, H.L., Lee, C.Y., and Lin, J.C. (2011) 'When to commit to a prior technological entry: A multi-theoretical view on follow-up patenting', The 2011 IEEE International Technology Management Conference (ITMC), San Jose, California, USA, June 27-30. [EI]
30. Lee, C.Y., Wu, H.L., and Pao, H.W. (2011) 'Situational efficiency of ambidextrous learning: Evidence from industrial firms in four countries', The 2011 Annual Meeting of Academy of International Business, Nagoya, Japan, June 24-28.
31. Wu, H.L., Pao, H.W., and Lee, C.Y. (2011) 'From partnership fit to trust dynamics: Cross-country joint ventures of Taiwanese construction firms', The 2011 Annual Meeting of Academy of International Business, Nagoya, Japan, June 24-28.
32. Lee, C.Y. and Wang, M.C. (2010) 'Corporate R&D investment and exploratory search: Considering the internal and external contingencies', The 70th Annual Meeting of Academy of Management, Montreal, Canada, August 6-10.
33. Lee, C.Y. (2008) 'The influences of corporate governance system and slack on ambidextrous innovation', The 2008 Annual Meeting of Academy of International Business, Milan, Italy, June 30 -July 3.
34. Lee, C.Y., Hwang, C.Y., Wu, H.L. and Su, W.C. (2008) 'The institutional determinant of the firm-level R&D commitment', The 2008 Annual Meeting of Academy of International Business, Milan, Italy, June 30 -July 3.
35. Wu, H.L., Su, W.C. and Lee, C.Y. (2007) 'Exploring the motives for employee ownership and consequent risk-taking behavior: A multilevel analysis in privatization context', The 67th Annual Meeting of Academy of Management, Philadelphia, Pennsylvania, USA, August 3-8.
36. Lee, C.Y. (2007) 'When managers as directors: The influences on firm's strategic behavior and performance', The 67th Annual Meeting of Academy of Management, Philadelphia, Pennsylvania, USA, August 3-8.
37. Lee, C.Y. (2007) 'CEO ownership and R&D investment: Considering contingency and

configurational views', The 67th Annual Meeting of Academy of Management, Philadelphia, Pennsylvania, USA, August 3-8.

38. Lee, C.Y. (2006) 'The effects of board capital on product innovation: Considering financial slack and technological opportunity', The 2006 Annual Meeting of Academy of International Business, Beijing, China, June 23-26.
39. Wu, H.L. and Lee, C.Y. (2005) 'Examining the effects of board competence on operational innovation', The 65th Annual Meeting of Academy of Management, Honolulu, Hawaii, USA, August 5-10.
40. Wu, H.L., Lee, C.Y. and Pao, H.W. (2004) 'Revisiting the strategy-profitability relationship in an economic decline', The 10th Asia Pacific Management Conference, Daejeon, Korea, October 27-29.

Dissertation

- Lee, Cheng-Yu (2008) 'The Antecedents of Ambidextrous Innovation: Considering the Organizational and Institutional Determinants', National Cheng Kung University.

Professional Experience

- Executive editor of "Management and Organization" (TSSCI journal), 2018/09-present.

Grants

1. Ministry of Science and Technology, No: MOST-109-2410-H-218-004-MY2 'Revisiting the determinant factors of strategic change: From the corporate governance perspective' 2020/08-2022/07.
2. Ministry of Science and Technology, No: MOST-108-2410-H-218-005 'Innovation promoter or inhibitor? Considering the effects of financial analysts' 2019/08-2020/07.
3. Ministry of Science and Technology, No: MOST-107-2410-H-218-012 'The influences of independent directors' characteristics on corporate behavior and performance' 2018/08-2019/07.
4. Ministry of Science and Technology, No: MOST-106-2410-H-218-016 'Family CEO succession, innovation activity and firm value' 2017/08-2018/07.
5. Ministry of Science and Technology, No: MOST-106-2918-I-218-001 'Do innovation efficiency and powerful leadership affect the performance effect of technological diversification?' 2017/07-2017/12.
6. Ministry of Science and Technology, No: MOST-104-2410-H-218-015-MY2 'How does the interplay between CEOs and boards of directors influence corporate innovation?' 2015/08-2017/7.
7. Ministry of Science and Technology, No: MOST-103-2410-H-218-019 'How to take advantage of rivals' earnings handicaps to boost exploratory innovation?' 2013/08-2015/8.
8. National Science Council, No: NSC-102-2410-H-218-019 'Earnings pressure and corporate innovation strategy', 2013/8-2014/7.
9. National Science Council, No: NSC-101-2420-H-002-003-MY2 'Strategic Flexibility of Family Businesses: Determinants, moderators and consequence', 2012/1-2013/12. (Co-host)
10. National Science Council, No: NSC-101-2410-H-218-016 'Does higher R&D intensity make a firm more exploratory? A study of technologically intensive industries', 2011/8-2012/7.
11. National Science Council, No: NSC-100-2410-H-218-015 'The influences of a focal firm's capability and recourses on performance of R&D alliance', 2010/8-2011/7.
12. National Science Council, No: NSC-99-2410-H-218-005 'How contingency factors affect the influence of exploratory search on high-impact innovation?', 2009/8-2010/7.
13. National Science Council, No: NSC-98-2410-H-218-035 'How does parent firms' knowledge diversity influence joint ventures' innovation performance?', 2008/11-2010/9.
14. National Science Council, No: 96-2420-H-006-21-DR 'The Antecedents of Ambidextrous Innovation: Considering the Organizational and Institutional Determinants', 2007/8-2008/7.

Honors and Awards

1. The 2020 Transactions Publications Award for the Best Paper published in IEEE Transactions of Engineering Management Society
2. Best Paper Award, Society of Interdisciplinary Business Research Conference, Osaka, Japan, 2019 July 4-5.
3. Recommended Paper Award, 2018 Management Theory and Practice Conference, Hualien, Taiwan, 2018 April 1-2.
4. MOST special outstanding talent award, 2016/08-2017/7
5. Recommend Paper Award, 2016 Management Theory and Practice Conference, Kyoto, Japan, 2016 April 3-4.
6. Best Paper Award, 2015 Asia Academy of Management (AAOM) and Taiwan Academy of Management (TAOM) Joint Conference, Hong Kong, China, 2015 June 22-24.
7. Superior Teaching Award of College of Business, 2015
8. MOST special outstanding talent award, 2014/08-2015/7
9. Best Paper Award, The 12th International Decision Science Institute & the 18th Asia Pacific DSI conference, Bali, Indonesia, 2013 July 9-13.
10. Superior Teaching Award of College of Business, 2011
11. Best Paper Proceedings, 2008 Academy of International Business, Milan, Italy, 2008 June 30-July 3.