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研究領域	使用者經驗設計、研究方法、服務創新、人電腦互動、供應鏈管理與物流管理、服務業行銷	
主要經歷	1. 財團法人資訊工業策進會資安所 資深規劃師 2. 國立台灣科技大學工管系 博士後研究 3. 財團法人商業發展研究院 助研究員 4. 財團法人國家實驗研究院科政中心 副研究員 5. 致理科技大學企管系 兼任助理教授	
證　　照	1. 人身保險證照 2. 創新創業技術經營管理認證 3. 跨境電子商務經營管理認證 4. 虛實整合行銷經營管理認證	
著　　作	一、期刊論文 1. Chiuhsiang Joe Lin* & Lai-Yu Cheng (2017). Product attributes and user experience design: how to convey product information through user-centered service. *Journal of Intelligent Manufacturing*, 28(7), 1743-1754, **DOI**: 10.1007/s10845-015-1095-8.【SCI】 2. Chiuhsiang Joe Lin, Lai-Yu Cheng*, Ming-Ching Wang (2015). Performance of estimating depth in projection based stereoscopic virtual display, *Journal of the Society for Information Display,* **DOI:**10.1002/jsid.309【SCI】 3. Chiuhsiang Joe Lin & Lai-Yu Cheng* (2015). An integrated model of service experience design improvement, *Service industries journal, 3*(1-2), 62-80, **DOI:** 10.1080/14783363.2014.895522【SSCI】 4. Chiuhsiang Joe Lin, Bereket H Woldegiorgis*, Dino caesaron, & Lai-Yu Cheng (2015). Distance estimation with mixed real and virtual targets in stereoscopic displays, *Displays,* 36, 41-48.【SCI】 5. Ching-Chow Yang, Lai-Yu Cheng*, & Chiuhsiang Joe Lin (2015). A Typology of Customer Variability and Employee Variability in Service Industries, *The Total quality management & business excellent, 26(7/8)* 825-839, **DOI:**10.1080/14783363.2014.895522【SSCI】 6. 林久翔*、鄭來宇、何穗華、陳宏仁(2014)，建構演進式高齡者居家生活智慧型互動系統。*福祉科技與服務管理學刊，2*(3)，221-228, **DOI:**10.6283/JOCSG.2013.2.3.221 7. Lai-Yu Cheng* & Chih-Wei Yang (2013). Conceptual Analysis and Implementation of an Integrated CRM System for Service Providers. *Service Business, 7*(2), 307-328. DOI: 10.1007/s11628-012-0160, Online vision: http://www.springerlink.com/content/j3k8482831n1g1v9/

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二、研討會論文

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三、參與企業產學合作案
1. 106 年度創新政府數位服務委外服務案
2. 103 年度 虛實整合智慧商務關鍵技術與平台研發計畫(1/4)
3. 軟體價值產業推動計畫
4. 102 年度虛擬實境輻射可視性與估算軟體建置計畫
5. 高齡者服務體驗之虛擬環境建構與人因互動研究
6. 101 年雲端運算推廣服務計畫-雲端服務人因工程檢測
7. 服務業國際化知識能量整合與建置
8. 服務業國際化知識能量整合與建構先期規劃
9. 中華民國科學技術白皮書先期研究計畫
10. 98 年度中小企業品質管理提升計畫
11. 潤福生活事業股份有限公司滿意度調查建教案