

	姓名	鄭來宇
	職稱	副教授
	學歷	中原大學 工業與系統工程學系 博士
	分機	1811
	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	<ol style="list-style-type: none"> 財團法人資訊工業策進會資安所 資深規劃師 國立台灣科技大學工管系 博士後研究 財團法人商業發展研究院 助研究員 財團法人國家實驗研究院科政中心 副研究員 致理科技大學企管系 兼任助理教授 	
證照	<ol style="list-style-type: none"> 門市服務乙級技術士技能檢定 創新創業技術經營管理認證 跨境電子商務經營管理認證 虛實整合行銷經營管理認證 阿里巴巴跨境電子商務規劃師 MTA: Introduction to Programming using Python TQC+ 網頁資料擷取與分析Python 3 MBMP微電影品牌行銷規劃師 	
著作	<p>一、期刊論文</p> <ol style="list-style-type: none"> 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】 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 Displays, 23(2),76-83, DOI:10.1002/jsid.309 【SCI】 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】 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.

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Cheng (2009). Exploring the Potential Use of Instant Messaging in English Learning. *International Journal of Instructional Technology and Distance Learning*, 6(9), 21-32. 14. Dylan Sung, Chih-Wei Yang, & Lai-Yu Cheng (2008). The influence of faculty on Taiwanese university students' English-learning motivation. *English.Edu: Journal of Language Teaching and Research*, 1.8(2), 123-134.

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二、研討會論文

1. Juo-Wei Chen, Lai-Yu Cheng, Cheng-Jhe Lin, Jing-Ming Chiu, Hui-Ling Yuan, Chiuhsiang Joe Lin (2014). Modeling online to offline e-business user experience. 14th International Conference on Electronic Business, December 8-12, Taipei, Taiwan.

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4. Chiuhsiang Joe Lin, Tzu-Chung Yenn, Yung-Tsan Jou, Chih-Wei Yang, & Lai-Yu Cheng (2008). A Model for

Ergonomic Automation Design of Digitalized Human-System Interface in Nuclear Power Plants. Applied Human Factors & Ergonomics International (AHFEI), July 14-17, 2008, Las Vegas, USA.

5. Chi-Hsing Hsu, Lai-Yu Cheng, & Chih-Wei Yang (2007). Applying the service FMEA model on the prevention of service failures. 8th Asia Pacific Industrial Engineering and Management Society Conference, December 9-13, 2007, Kaohsiung, Taiwan, R.O.C.

6. Dylan Sung, Chiuhsiang Joe Lin, Ching-Chow Yang, Yung-Tsan Jou, Lai-Yu Cheng, & Chih-Wei Yang (2007). An Interdisciplinary Approach of Applying Instant Messaging to Improve Taiwanese University Students' English Communication Skills. 12th International Conference on Human-Computer Interaction, July 22-27, 2007, Beijing, P. R. China.

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11. Dylan Sung, Chiuhsiang Joe Lin, Chih-Wei Yang, & Lai-Yu Cheng (2006). Enhancing Taiwanese university students' English communication ability utilizing instant messaging. Proceeding of the 11th Annual International Conference on Industrial Engineering Theory, Applications & Practice, October 24 - 27, 2006, Nagoya, Japan.

12. Ching-Chow Yang, Lai-Yu Chang & Chih-Wei Yang, (2005). On the study of the performance evaluation in non-profit organizations. Proceeding of the 2005 International Conference in Management Sciences and Decision Making, June 18, 2005, Tamkang University, Taipei, Taiwan, R.O.C.

三、企業產學合作案

1. 虛擬隨身運動教練服務數位體驗與訓練指導品質評量研究
2. 智能農場與IOT框架體驗應用服務設計與商驗證研究
3. 靜脈可視化數據分析服務設計與商模驗證研究
4. 模具與成型生產智能物聯網服務設計與商模驗證研究
5. 遠距體感體操教練聯網智慧平台商業實證研究
6. 跨業商務區塊鏈模式設計研究
7. 虛擬隨身運動教練服務之智慧監督與指導
8. 網站UX設計與虛實整合通路策略委外研究案
9. 數位顧客關係管理之整合模式建構與實證分析(I)
10. 106 年度創新政府數位服務委外服務案
11. 103 年度虛實整合智慧商務關鍵技術與平台研發計畫(1/4)
12. 軟體價值產業推動計畫
13. 102 年度虛擬實境輻射可視性與估算軟體建置計畫
14. 高齡者服務體驗之虛擬環境建構與人因互動研究
15. 101 年雲端運算推廣服務計畫雲端服務人因工程檢測
16. 服務業國際化知識能量整合與建置
17. 服務業國際化知識能量整合與建構先期規劃
18. 中華民國科學技術白皮書先期研究計畫
19. 98 年度中小企業品質管理提升計畫
20. 潤福生活事業股份有限公司滿意度調查建教案

四、帶領學生競賽

1. 2018年第8屆TBSA全國大專創新企劃競賽－佳作
2. 2019年經濟部B-BOX 智取櫃創新應用設計共創 競賽－入圍決賽
3. 2019 Cstar創意點子暨創業企劃競賽-服務創新組-佳作
4. 2019 經濟部搶鮮大賽-創意發想類-優選2018年第8屆TBSA全國大專創新企劃競賽－佳作
5. 2019年經濟部B-BOX 智取櫃創新應用設計共創 競賽－入圍決賽
6. 2019 Cstar創意點子暨創業企劃競賽-服務創新組-佳作
7. 2019 經濟部搶鮮大賽-創意發想類-優選